

Minorities make new mark in terms with McGraw-Hill
Primed-for-action cable industry convenes in Chicago

Broadcasting May 15

The newsweekly of broadcasting and allied arts

Our 41st Year 1972

1972's pace-setter...

VOLUME 17

30 motion pictures

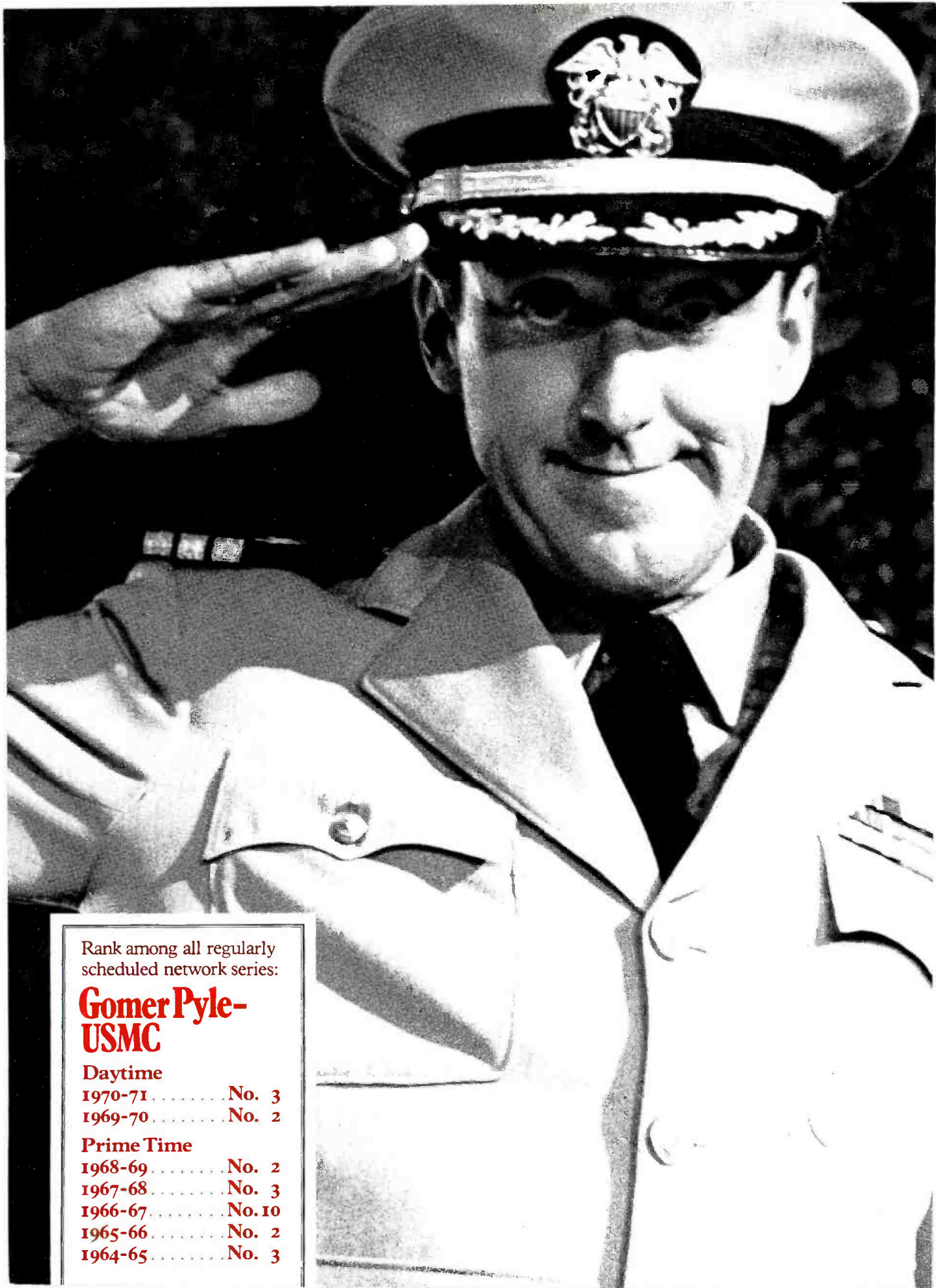
24 in color

from Warner Bros. Television
a Warner Communications company

NEWSPAPER

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

NEWSPAPER



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

**“Private Gomer Pyle
reporting for duty!”**

**In Los Angeles,
Boston,
Windsor-Detroit,
Dallas,
Cleveland,
St. Louis,
Milwaukee,
Minneapolis,
Houston,
Cincinnati,
Tampa-St. Petersburg,
Miami,
Jacksonville,
Providence,
Portland, Ore.,
Nashville,
New Orleans,
Wilkes-Barre-Scranton,
Huntsville,
Greensboro.**

**Naturally,
the situation is well
in hand.**

When Private Gomer Pyle was assigned to network duty, he commanded attention like a four-star general.

A time-period winner and a Top 10 performer in prime-time! And again, a time-period winner and a Top 10 performer in his first two complete daytime seasons!

Now, Gomer Pyle-USMC is ready to take command in your market.

Another great sitcom from

Viacom

We believe in imagination.
It is the essential ingredient

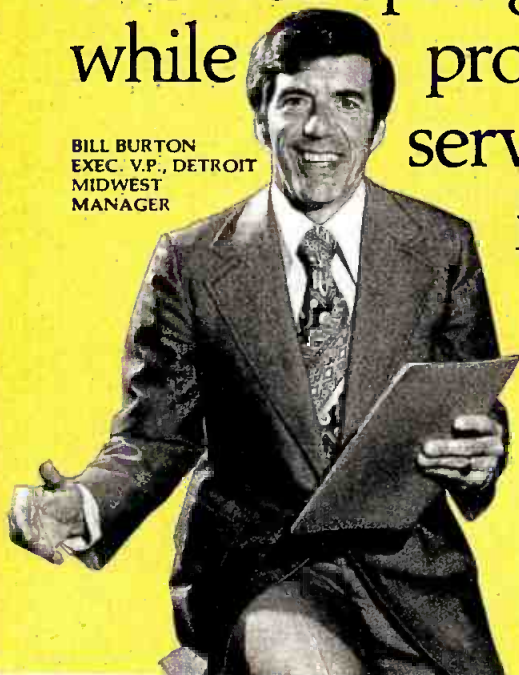


SPENCE EASTMAN
SALES, N.Y. OFFICE

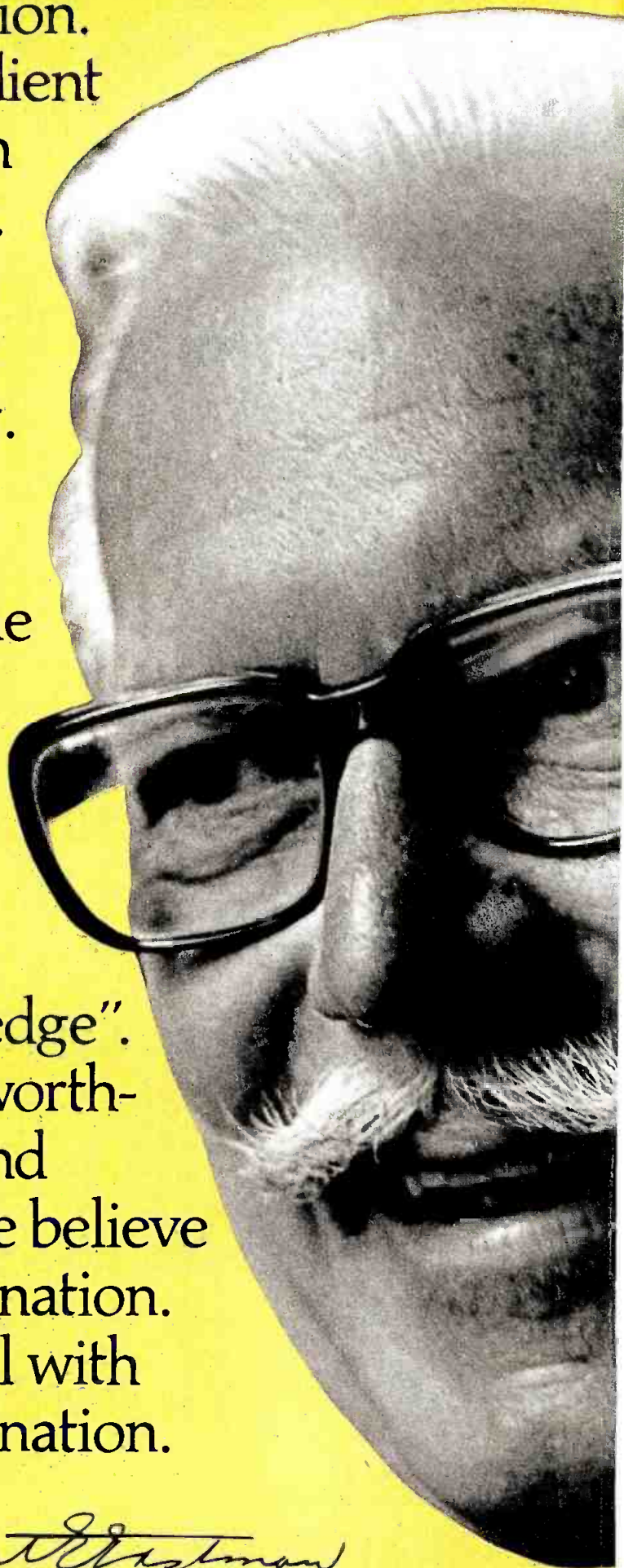
in all selling. In
all advertising.
Imagination is
teachable. We
demonstrate it.

Foster it. It's
indispensable to all
good work. It makes the
intangible quality of
Spot Radio real,
vibrant and exciting.
Albert Einstein said:
"Imagination is more
important than knowledge".
The well-spring of all worth-
while products and
services. We believe

BILL BURTON
EXEC. V.P., DETROIT
MIDWEST
MANAGER



in imagination.
We sell with
imagination.



Robert E. Eastman

ROBERT E. EASTMAN & CO., INC.

Representing America's Leading Radio Stations.

Broadcasting **May 15**

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George Pierrot, America's pioneer TV travel host, consistently outranks all other locally produced non-news programs.

CAREABILITY

*...a Distinctive Quality of WWJ-TV,
Michigan's First Television Station.*

WWJ-TV arranges for thousands of metro area youngsters to attend special Detroit Symphony concerts which are also telecast in prime time.



Hydroplane racing is a popular sport in Detroit. Each summer, WWJ-TV utilizes its mobile color facilities to present a full Sunday afternoon of live racing thrills.



"At the Zoo" safaris explore the habits of the Detroit Zoo's fascinating residents.



The popular Spurrllows singing group captures the warmth of an old-fashioned Christmas at historic Greenfield Village near Detroit.



The Detroit Institute of Art's development into one of the world's most respected repositories of art is traced in two masterful prime-time presentations.



"Pro and Con" presents spokesmen representing both sides of controversial issues.



Each week since 1969, "Profiles in Black" has provided a prime time opportunity for Detroit-area blacks to reveal their ideas and attitudes.

CAREability has been the hallmark of WWJ-TV since it first introduced television to Michigan on June 3, 1947.

For a quarter century, WWJ-TV has constantly appraised the needs and desires of its far-flung audience and consistently served the people of Southeastern Michigan with responsive regular programs, topical documentaries, award-winning news coverage and entertaining specials.

In countless ways, WWJ-TV continually demonstrates its *CARE* for the community interest and its *ABILITY* to serve it well.

WWJ-TV/DETROIT

Closed Circuit®

Different show

Unless there's 11th-hour change, coverage of Moscow summit won't come close to that from Red China, where live pickups were rule using U.S. satellites and color equipment. As of last Friday, Soviet authorities were negotiating with U.S. network counterparts on size of network cadre, with agreement already reached on use of Soviet color equipment (regarded as efficient), manned by Soviet technical personnel. Russia had placed limit of about 100 on over-all "press" contingent, but network negotiators last Friday were hopeful of stretching roster.

As things stand there will be no live coverage of Moscow arrival of President Nixon and his retinue and no coverage of rounds of toasts at state banquets which were among highlights of Peking summit.

White House message

President Nixon will have some encouraging words for cable operators who are meeting in Chicago this week, as he had for broadcasters at their convention in same place last month. President's message, to be delivered at opening session today by John Gwin, chairman of National Cable Television Association, will express expectation that cable industry is headed for big future. It may also say administration was pleased to play role in removing roadblocks that had stalled FCC adoption of new CATV rules.

Winds of change

What's been long suspected, that advertising agencies in increasing numbers have modified agency-compensation practices, is now clear. Association of National Advertisers' newly completed, soon to be released, report has found almost one out of four agencies responding to ANA questionnaire made changes in methods of charging in past two years, and half of those went from commission to fee arrangement.

Also pointed up in survey: Traditional 15% commission, though not sacrosanct in agency-client relationship, on average is still fairly stable rule-of-thumb (though tending to be on low side); median agency gross income on accounts, expressed as percentage of media billings, is estimated to be 16-18% among survey's respondents.

End of line

Negotiations are under way for disposition of last radio stations to be spun out of original television-radio group owned by Walter Annenberg's Philadelphia-based Triangle Publications. These were in package bought by Gateway Communications, principally owned by Bergen

(N.J.) Evening Record Corp. and headed by George A. Koehler, former general manager of Triangle broadcasting division.

If sales go through, WNBC-AM-FM Binghamton, N.Y., will go to Stoner Systems for \$1.1 million and WFBG-AM-FM Altoona, Pa., to local group headed by Edward Giller, now general manager of stations, for \$425,000. Stoner, prospective buyer of Binghamton stations, owns KSO(AM)-KFMG(FM) Des Moines, Iowa, and WGNT(AM) Huntington, W. Va. Gateway will keep WNBC-TV Binghamton, WFBG-TV Altoona and WLYH-TV Lebanon, Pa., for which, with associated radio properties, it paid \$16 million. Binghamton deal is being co-brokered by R. C. Crisler & Co., Cincinnati, and Frazier-Gross, Washington. Frazier-Gross is handling Altoona transaction alone.

Restraints

Heat will be on for reduction of commercial time at meetings next week of National Association of Broadcasters TV code-review board. Scheduled for appearances are D. E. Scantland, Colonial Stores, Atlanta-based supermarket chain; Michael T. Membrado, Katz Agency, and Charles H. Tower, Corinthian Broadcasting, all advocates of general cutback in advertising. In addition, Richard C. Block, Kaiser Broadcasting, will argue for reductions of commercials in all programming with audiences composed 50% or more of children, not just in Saturday periods that have already been cut back by code.

On other side, American Federation of Television and Radio Artists will protest recently adopted code prohibition against appearance of children's-program hosts in commercials on such programs. Code board will meet May 23-24 in Washington.

Hot storage

TV-network news officials were still waiting Friday (May 12) for letter telling them what Miami Beach wants them to pay for keeping their equipment in city's convention hall between end of Democratic convention July 13 and start of Republican convention Aug. 21 (see page 69). When they get it, they'll find asking price comes to about \$175,000 each. City officials told BROADCASTING they're asking 35 cents per square foot per day, or about \$525,000 for three networks combined.

In a tangle

Donrey Media Group's chances of acquiring Pulitzer's KVOA-TV Tucson, Ariz., are reported dwindling. Donrey's immediate concern is to hold on to stations it already owns. FCC staff is recommending hearings aimed at stripping company

of licenses for KORK-TV Las Vegas, KOLO-TV Reno and KFSA-TV Fort Smith, Ark., variously charged with network clipping, misrepresentation, violation of sponsor-identification rules and double billing. Whether FCC will adopt recommended hearing orders in those cases, sources say chances it will approve Tucson purchase without hearing are all but nil. Donrey agreed to pay \$2.6 million for KVOA-TV (BROADCASTING, May 17, 1971).

And that poses problem for Pulitzer, which is under court order to get rid of KVOA-TV. It has agreement with Justice Department that if FCC does not approve sale to Donrey by June 1, Pulitzer must find new buyer and get approval of that deal within eight months. There are other wrinkles in case, including pending merger of Donrey and local group in ownership of KORK-TV.

Tie to McGovern

Without benefit of public announcement, Richard E. Brodsky, senior legal assistant to FCC Commissioner Nicholas Johnson, resigned May 5 to join full-time staff of Democrat presidential hopeful George McGovern. Mr. Brodsky, 25, is native of Rhode Island and has been with FCC commissioner since last August 1. There has been inside story that if the Democrats win Presidency, Commissioner Johnson, as senior Democrat, might move into chairmanship.

Work load

FCC Chairman Dean Burch intends to keep commission's nose to grindstone this week with special meetings planned Thursday and Friday on domestic communications satellites and, if time, on petitions for reconsideration of cable-television rules. Commission met part of last Monday and most of Tuesday on CATV, reached no conclusions, but provided plenty of confirmation of predictions it would make no major changes. There is strong sentiment for Rocky Mountain station owners who complain that rule affording only simultaneous, as against same-day, nonduplication protection will cause them serious harm. But whether FCC will carve out special exception for them, or merely assure them of generous treatment in waiver requests, remains to be seen.

New product

King Features TV division, which was reactivated several months ago, is reported to have developed three half-hour series, two for syndication. Two are *Play It Again America*, nostalgic look at nation's foibles, using Hearst Metronome News footage and new production, and *Believe It or Not*, based on Hearst newspaper feature. Third program is *Tim Tyler*, to be shot in Africa.

At Deadline

TV network revenues slump 5.4% in '71

FCC also reports that combined profits of owned-and-operated outlets plummeted 22.3% last year

FCC financial figures released last Friday (May 12) paint gloomy picture of network-television operations during 1971. According to figures, combined revenues for three networks declined 5.4% in past year, to \$1,378.9 million; profits were fixed at \$144.9 million, 13.5% drop from 1970. Statistics include returns from 15 network owned-and-operated TV stations.

Advertising sales for strictly network operation also fell off—to \$1,487.5 million, a 3.8% decline. Net revenues for networks were \$1,094.1 million, 4.4% below 1970's total. Profits from network operation alone increased 7.2%—to \$53.7 million—largely due to 4.9% cut-back of expenses in 1971. But this was offset by disappointing showing of O&O's, whose combined profits fell 22.3% in same year.

Total returns of network and O&O operations in 1971 are in table at right.

Networks challenged on counterad turndown

Refusal to carry Chevy commercial prompts Stern firm to ask FCC to require compelling reason for refusal

FCC has been asked to rule that broadcasters must employ "reasonable selection criteria" in deciding which public-service announcements offered to them they will carry—and must offer "compelling" reasons for refusing spots that relate to "important national health and safety issues."

Request was made by Stern Community Law Firm in filing complaint against three networks in behalf of Center for Auto Safety, of Washington.

Complaint was center's response to networks' refusal to carry spots announcing that General Motors had recalled some 7-million late-model Chevrolets that had been built with potentially defective engine mounts (BROADCASTING, May 1).

Stern Firm contends that refusals violated networks' "public interest obligations to communicate news of important national health and safety problems to their viewers."

It also says that networks have "abridged" center's "right as a nonprofit organization to compete for 'access' to available public service slots on a fair and nondiscriminatory basis."

Stern says that networks have failed to offer strong or compelling reasons for refusing spots. Therefore, it says, commission "should require the networks to

Broadcast financial data of three national television networks and their 15 owned-and-operated stations, 1971
(In millions of dollars)

	Total		Networks		15 owned and operated TV stations	
	Amount	% change from previous year	Amount	% change from previous year	Amount	% change from previous year
1. Network advertising revenues			1,487.5	— 3.8%		
2. Deductions:						
a. Paid to owned-and-operated stations			35.7	— 9.4		
b. Paid to affiliated stations			191.3	— 2.5		
Total participation by stations			227.0	— 3.6		
3. Retentions from network-advertising revenues	1,296.4	— 4.0%	1,260.5	— 3.8	35.9 ¹	— 8.9%
4. Nonnetwork time sales	304.0	— 7.0			304.0	— 7.0
5. Other broadcast revenues	64.0	—13.8	57.7	—13.2	6.3	—18.2
6. Total broadcast revenues	1,664.4	— 5.0	1,318.2	— 4.3	346.2	— 7.4
7. Deduct—Commissions to agencies and representatives and cash discounts	285.5	— 3.0	224.1	— 3.8	61.4 ²	0.0
8. Net broadcast revenues	1,378.9	— 5.4	1,094.1	— 4.4	284.8	— 8.9
9. Broadcast expenses	1,234.0	— 4.3	1,040.5	— 4.9	193.6 ²	— 0.8
10. Broadcast income (before federal income tax)	144.9	—13.5	53.7	+ 7.2	91.2	—22.3

NOTE: In some cases, last digits of figures do not add because of rounding.

1. Includes payments from networks other than ABC, CBS or NBC.

2. In 1970 and in prior years, the commissions paid on nonnetwork sales by one network's owned-and-operated stations to a sales representative firm owned by the same network were reported as selling expenses of the stations rather than as deductions from revenue. This procedure was changed for reports starting with 1971 so that the owned-and-operated stations of all three networks now report station representative fees as a deduction from revenue. Consequently the 1971 figure for commissions is higher and the figure for total expense is lower than would have been the case under the old procedure. Revenues and profits are not affected by the change.

broadcast a reasonable number of [center's] warning announcements at suitable times during the broadcast day." It says spots should be carried over next six months.

In denying center's request, ABC and CBS said they had reported on automobile recall in their newscasts; CBS, in addition, noted that General Motors had notified owners of cars involved by mail. NBC rejected spots on ground they employed "scare" technique; said it would accept spots "designed to encourage automobile owners to take their recall notices seriously and warning of the safety hazards involved in ignoring them." NBC did not say what it found offensive in center's spot.

WOR-TV agrees to carry antipollution spots

WOR-TV New York will run anticombustion spots to counterbalance commercials for automobiles and gasoline. Antipollution spots will be run in prime time, at ratio of one for every five commercials.

Station's plans were disclosed by Center for Law and Social Policy in notifying FCC that two environmentalist groups—Citizens for Clean Air and Friends of the Earth—were withdrawing petition to deny they had filed against WOR-TV.

Attorneys for center noted that WOR-TV General Manager Robert L. Glazer, in response to plea by New York Environmental Protection Agency, had agreed to carry in prime time anti-auto-pollution spots at ratio of one-to-five with auto and gasoline commercials.

Environmentalists' petition was based

on contention that WOR-TV had failed to fulfill its fairness-doctrine obligations in presentation of auto-pollution issue. But in light of station's new commitment, attorneys said, "we believe that the commission would be justified in finding that the licensee will conform to its fairness-doctrine obligations on this all-important issue if its license is renewed."

Petitioners still have pending challenges against WCBS-TV, WABC-TV and WNEW-TV.

WOR-TV's problems aren't over though. It still faces two other petitions to deny as well as competing application for its facilities.

Burch says radio-TV profits from criticism

Criticism of broadcast journalism from within industry and from sources outside—including Vice President Spiro T. Agnew—not only implies no threat; it serves as "safety valve," FCC Chairman Dean Burch said in commencement address at Trinity University, San Antonio, Tex.

Chairman, who endorsed "unique hybrid" system of broadcasting that has developed to serve America—one in which "private entities [are] invested with a public trust"—said function of criticism "is to see to it that the journalist lives up to his own highest professional standards."

System is fashioned to assure integrity of news operation, he indicated. He said that diversification of ownership is designed to prevent one voice from becoming dominant, and that by holding each licensee responsible for performing in public interest, "we spread the burdens around and minimize the 'bad apple'

New York has welfare problems, free job placement services, a Puerto Rican Day Parade & WBNX

When 1¼ million residents in the area you serve as a radio station get upset about something, you react like WBNX does . . . you make every effort to perform a public service and air all sides of the controversy. That's why WBNX, serving the important Hispanic community of New York and its suburbs, airs such award-winning programs as "Linea Directa" and goes beyond the wire-service newcasts to report the events which directly effect its listeners. It's a matter of community involvement. That's why our reporters are out on the street daily seeking the opinions of our listeners. That's why even our management is involved and why people like Mrs. Elsa Eaton, WBNX's vice president-operations, was recently voted Hispanic Woman of the Year. WBNX learned long ago that to effectively serve our community, we must have earned the respect of our listeners. We broadcast the passenger lists from the Cuban Freedom Flights. We conduct special live broadcasts for the voter registration drive for the Hispanic community. We are the only station in New York chosen to broadcast live the annual Puerto Rican Day Parade. We conduct press conferences live in our studios with people like New York's Police Commissioner to find out why there is a lack of Hispanic policemen in our city. We even provide live broadcasts of election returns from Puerto Rico and the Dominican Republic because our listeners are concerned. It's efforts like these and many more that earned WBNX awards as the Spanish Station of the Year.



" . . . after some investigation following your broadcasts concerning Metro North Plaza and problems some families were faced with in their new apartments, our design and construction departments have reviewed and rectified same. Thank you and your program again. Keep up the good work . . ."

ARAMIS GOMEZ, Operating Committee
N.Y. City Housing Authority

" . . . we are very grateful for the time allotted to us and we appreciate the attention regarding women in medicine and the need for recruiting qualified young women . . ."

GERTRUDE CONROY, Executive Director
American Medical Women's Assn.

" . . . You don't know how much I appreciate your interest in the Spanish community. I had been out of work until I heard your Job Opportunities program. My new job is most interesting and I want to thank you for your help . . ."

MILAGROS PAGAN
New York, N. Y.

" . . . our campaign to recruit candidates, especially Spanish-speaking, for the Newark, N. J., Police Department was overwhelmingly successful . . . largely due to your splendid cooperation and counsel. I am extremely grateful. The people will be more secure because of your concern . . ."

JOHN L. REDDEN, Police Director
City of Newark, N. J.

La Grande . . . Dial 1380

WBNX

New York, N. Y.



Another United Broadcasting
Co., Inc., Station
Richard Eaton, President

Profile of a winner.

“What’s My Line?”
wins its time period, with an
average 42% share of
audience, in 19 markets.

“What’s My Line?”
wins the prime 7 and 7:30 pm
time periods in 12 of its
19 first-place markets.

“What’s My Line?”
wins adult attention, with
a 78% average adult comp
between 7 and 8 pm.

**“What’s My Line?”
is scheduled in 13 more
crucial 7 and 7:30 pm time slots
for Fall 1972.**

**“What’s My Line?”
is an established winner, in
its fifth year of first-run
production for syndication.**

**“What’s My Line?”
is the first name in game
shows, from the winning team
of Goodson-Todman and
Viacom**

effect. And by limiting governmental intrusion to sideline refereeing," he said, "we guard against the deadly implications of political control—which would eradicate disease by the simple expedient of killing all the patients." Trinity awarded Chairman Burch honorary LL.D.

FCC cable advisors hold first sessions

FCC's cable advisory committees on technical standards and federal-state-local relationships held organizational meetings Friday (May 12) at National Cable Television Association convention in Chicago.

Topics included research subjects, formation of subcommittees and procedures for reporting recommendations.

Technical standards group is to consider such matters as two-way communications, standards for cable origination and standards for other services that may be developed.

Group concerned with governmental relationships will collect and analyze material on subjects such as franchising, interconnection of regional systems, rates, and enforcement of service and technical standards.

Members of committees:

Federal-state-local relationships: Marc Nathanson, Cypress Communications; Amos B. Hostetter, Continental Cablevision; Moses Shapiro, General Instrument; William Daniels, Daniels & Associates; Morris Tarshis, director of New York City franchises; Archie Smith, Rhode Island Public Utilities Commission; W. Bowman Cutter, Cable Television Information Center; Frank Norwood, Joint Council on Educational Telecommunications; Benny Kass, Publicable; Edward Shafer, Foster Associates; Wayne Current, Buckeye Cablevision; Jacob Mayer, FCC Cable Television Bureau; Kenneth Gibson, mayor of Newark, N.J.; and attorneys Robert Cahill, John Witt, Yolanda Barco, and Roland Hometz and former FCC Commissioner Thomas Houser.

Technical committee: Walter S. Wydro, consultant; Joseph L. Stern, Goldmark Communications; Kenneth A. Simons, Jerrold Electronics; Theodore S. Ledbetter, consultant; Herbert Michels, Time-Life Broadcast; Arthur O'Neil, *South Bend* (Ind.) *Tribune*; Joe Hale, Cable Dynamics Inc.; Isaac Blonder, Blonder-Tongue; Harold Katz, Vicom Manufacturing Co.; Archer S. Taylor, Malarkey, Taylor & Associates; Robert W. Peters, Stanford Research Institute; Oscar Reed Jr., Jansky & Bailey; Hubert Schlafly, Teleprompter; George W. Bartlett, National Association of Broadcasters; Delmer W. Ports, NCTA; R. W. Behringer, Theta-Com; and Mr. Mayer of FCC.

FCC urged to go slow

Washington lawyer Edgar F. Czarra Jr. has suggested to FCC that it thumb its nose at U.S. appeals court in Washington for its "gratuitous and non-binding expressions" in license-renewal opinions (BROADCASTING, May 8).

He said commission should make clear

to court, and prospective competing applicants, that FCC has no intention of adopting standards suggested "until expressly ordered to do so by the Supreme Court or by an amendment to the Communications Act."

Mr. Czarra, member of Covington & Burling law firm, made his points in speech to Iowa Broadcasters Association in Cedar Rapids Friday (May 12).

Mr. Czarra said practicalities of broadcasting today require that FCC adopt quantitative standards, which, if met, would entitle renewal applicant "to be reasonably confident of renewal." He also said FCC should make clear such factors as other media interests are not to be applied to renewal applicants.

Amplifying his arguments two weeks ago to FCC during hearing on program standards, Mr. Czarra noted that it is questionable whether Congress will legislate on license renewal problem this year or even early next year. Therefore, he said, FCC move on program criteria would be beneficial, adding: "... the pragmatics of broadcast life in the seething seventies show no practical alternative, short of legislation, if we are to have reasonable stability and predicability in the renewal process."

Markle head urges more support for PTV, cable

Widespread opportunities exist for foundations to support public broadcasting and cable-communications efforts to serve community needs, Lloyd N. Morrisett, president of John and Mary R. Markle Foundation, said Friday (May 12).

Mr. Morrisett told 23rd annual conference of Council on Foundations in New York that although traditionally founda-

tions have provided financial assistance in education, welfare, health, sciences and humanities, there is precedence for support of communications outlets. He cited particularly Ford Foundation's massive contributions over years to educational or public television, as well as Markle and other foundations' activities in cable-TV and other studies.

He said traditional means of foundation operation—demonstrations, support of research, policy studies and studies of operations—are equally applicable to communications. He stressed that public broadcasting and cable communications are areas in which foundations "can participate in a healthy and beneficial way in involvement of public policy."

He said in public television there is "too little money for quality programming," for training people and for exploring directions in which medium can better serve general public. He conceded that foundations cannot be expected to provide bulk of financial support over long run, but said there is "ample opportunity" now for foundations to help make public TV system work better.

In cable television, Mr. Morrisett said, foundations can be particularly useful in underwriting studies that will hasten development of two-way services. He pointed out foundation support can sponsor experiments in communities to determine public-interest applications that can best be undertaken by two-way service.

He also suggested that ultimately cable TV may replace broadcast facilities for program distribution to large extent if not completely, with result that public-TV stations (and presumably commercial stations as well) could then concentrate their funds primarily on development of superior programming.

Week's Headliners



Mr. Koop



Mr. Joseph



Mr. Wald

Theodore F. Koop, retired Washington vice president for CBS, named director of newly established Washington office of Radio-Television News Directors Association (see page 68).

Herbert S. Schlosser, VP, programs, West Coast NBC TV named to new post of NBC-TV executive VP with wide-ranging responsibilities under President Don Durgin. **Mort Werner**, VP, programs, named senior VP, program planning, with **Lawrence R. White**, VP, programs, East Coast, to succeed him, all effective June 1 (see page 42).

Kenneth Joseph, VP in charge of syndication for Metromedia Producers Corp., New York, named executive VP in charge of world-wide syndication. **Peter H. Engel**, executive producer and director of special projects for MPC, named VP in charge of national sales, succeeding **Richard Kellher**, who has been named VP, Metromedia Radio Sales.

Richard C. Wald, VP, NBC News, New York, named to newly created position of executive VP, under NBC News President Reuven Frank (see page 42).

For other industry developments see "Fates & Fortunes," page 72

Datebook®

This Week

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

May 14-17—Annual convention and public affairs conference, sponsored by *American Advertising Federation*. Two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yale Brozen, University of Chicago; Willie Mae Rogers, Good Housekeeping Institute; and Dr. Harland Randolph, Federal City College, Washington. Shoreham hotel, Washington.

May 14-18—Basic radio advertising sales school of Alpha Omega Co. Travelodge, Tulsa, Okla.

May 15—Annual meeting, *Ogilvy & Mather International*. 3 p.m., 2 East 48th Street, New York.

May 15—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, San Bernardino-Colton, Calif.

May 15—Deadline for entries, National Media Awards, sponsored by *American Psychological Foundation*. \$500 prize will be made to winner in each of three categories: newspaper, TV-radio-movie, and magazine-book-monograph for "outstanding, accurate reporting which increases the public's knowledge and understanding of psychology." Contact: Jim Warren, public information officer, American Psychological Association, 1200 17th Street, N.W., Washington 20036.

May 15—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Gainesville, Ge.

May 15-20—General executive board meeting, *International Alliance of Theatrical Stage Employees*. Hollywood Roosevelt hotel, Hollywood.

May 16—Annual meeting, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 16—Annual stockholders meeting, *ABC Inc.* 7 West 66th Street, New York.

May 16—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Moline, Ill.

May 16-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

May 16, 18—Senate Commerce Committee hearing on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.

May 17—Broadcast industry forum sponsored by Chicago chapter, *American Women in Radio and Television*. Speakers: Willard E. Walbridge, Capital Cities Broadcasting, Houston, past chairman, National Association of Broadcasters; Robert Walls, Harris stations and former FCC commissioner; Thomas Wall, Washington lawyer and president of Federal Communications Broadcasting; Marianne Campbell, ex-AWRT president, Broadcasting; Marianne Campbell, AWRT president, moderator. Conrad Hilton hotel, Chicago.

May 17-19—Consumer journalism conference, Graduate School of Journalism, Columbia University, New York.

May 18—Sixth annual Belding Awards competition sponsored by the *Advertising Club of Los Angeles*. Competition winners and scholarship students to be honored at a banquet. Beverly Wilshire hotel, Beverly Hills, Calif.

May 18—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Santa Barbara, Calif.

May 18—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Valdosta, Ga.

May 18-19—Annual spring meeting, *Washington State Association of Broadcasters*. Tye motor inn, Olympia.

May 18-19—Conference on "Electronics 1985" by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Conrad Hilton, Chicago.

May 19—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Columbus, Ga.

May 19—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn, Terre Haute, Ind.

May 19-21—Meeting, *Alaska Associated Press Broadcasters and Newspapers*. Nugget inn, Nome.

May 20—Meeting, *California Associated Press Radio-Television Association*. Fairmont hotel, San Francisco.

May 21-24—Annual symposium on theater, TV and film lighting, sponsored by the *Illuminating Engineering Society*. Pick Congress hotel, Chicago.

May 21-25—Annual convention, *Pennsylvania Association of Broadcasters*. Xanadu, Grand Bahamas Island.

Also in May

May 23-24—Semiannual meeting, *Television Code Review Board*, National Association of Broadcasters. NAB building, Washington.

May 24—*Cable TV and education conference*, sponsored by Michigan Department of Education. Contact: Dr. Charles S. Ruffing, instructional technological unit, Michigan Department of Education, Lansing 48902.

May 24—Meeting, ad hoc committee on goals and directions, *National Association of Broadcasters*. NAB building, Washington.

May 25—Annual spring managers meeting, *New Jersey Broadcasters Association*. Among speakers will be Rosel H. Hyde, Washington lawyer and former FCC chairman; R. Peter Straus, WMCA(AM) New York; Philip Spencer, WCSS(AM) Amsterdam, N.Y., radio board member, National Association of Broadcasters. Wood Lawn, Rutgers University, New Brunswick.

May 25—Annual membership meeting and "Broadcaster of the Year" award, *International Radio and Television Society*. Hotel Plaza, New York.

May 25-26—Spring convention, *Ohio Association of Broadcasters*. Hospitality motor inn, Toledo.

May 26-27—Meeting, *Florida Associated Press Broadcasters Association*. Holiday inn, Jacksonville Beach.

May 31—Senate Commerce Committee on National Institute of Advertising, Marketing and Society Act (S. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.

June

June 1-3—Annual convention, *Canadian Advertising and Sales Association*. Queen Elizabeth hotel, Montreal.

June 1-4—Annual convention, *Mississippi Broadcasters Association*. Sheraton inn motel, Biloxi.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley. Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

June 6—Annual stockholders meeting, *MCA Inc.*,

Major meeting dates in 1972

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton hotel, Chicago (see agenda on page 50 and report of exhibitors on page 55).

May 15-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

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

Aug. 21-24—*Republican national convention*. Miami Convention Center, Miami Beach.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

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. 14-18—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria hotel, New York.

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

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Cerromar Beach, Puerto Rico.



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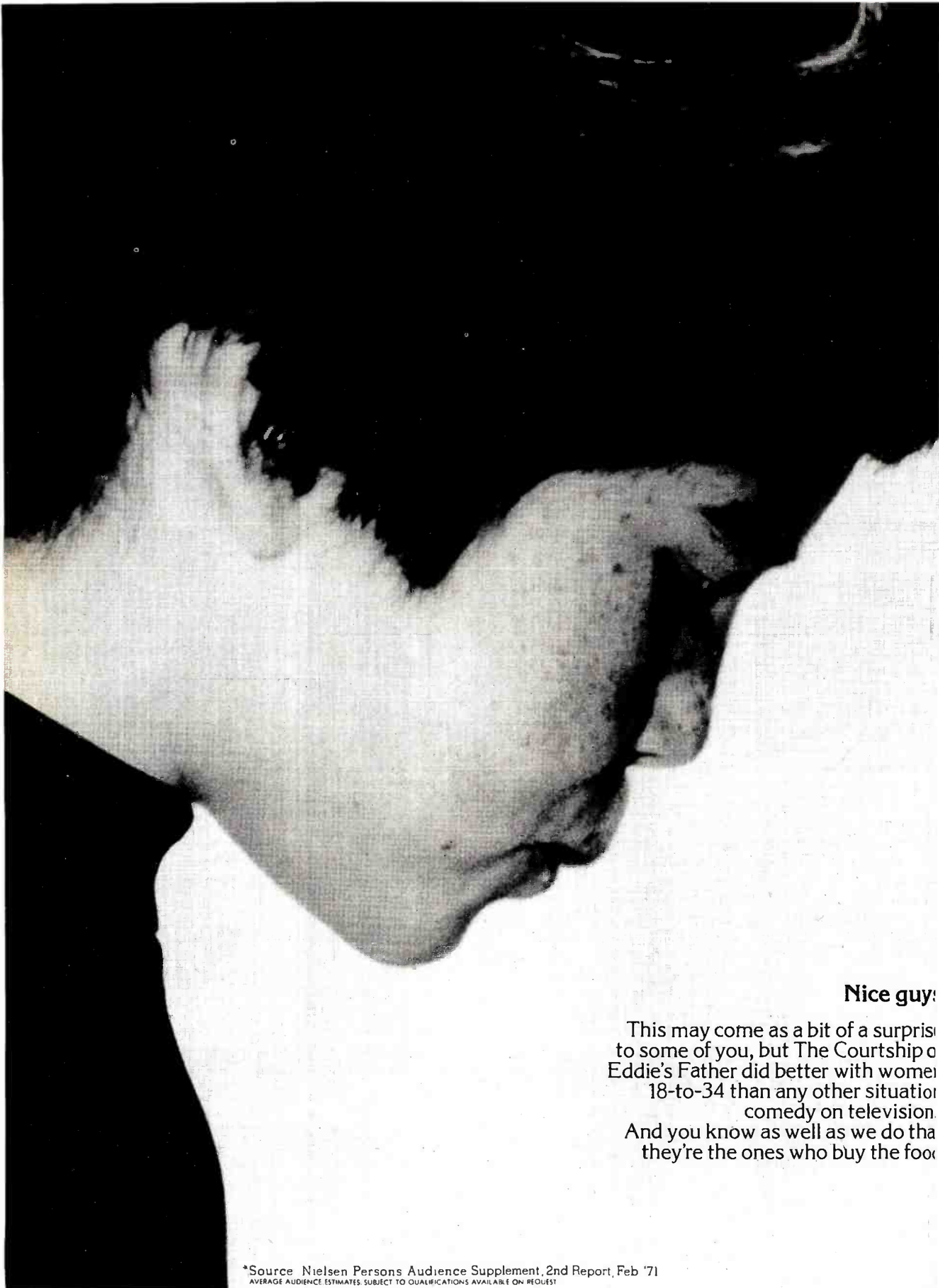
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*Source: Nielsen Persons Audience Supplement, 2nd Report, Feb '71
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lo all right.

and the furniture and the appliances
and just about everything else.

Eddie's Father is now available for
syndication. Buy it for the 18-to-34-
year-olds you love.

And for the advertisers who love
them even more. **MGM Television**

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Adam Young, Inc.
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Regional TV Rep.

Sheraton Blackstone hotel, Chicago.

June 8-8—Annual convention, *Armed Forces Communications and Electronics Association*. Featured speakers: Irving K. Kessler, RCA; Dr. Eberhardt Reichtin, assistant secretary of defense for telecommunications. Sheraton Park hotel, Washington.

June 8—Meeting, *Tennessee Associated Press Broadcasters Association*. Holiday Inn, Gatlinburg.

June 8-9—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Gotham hotel, New York.

June 8-11—Spring meeting, *Missouri Broadcasters Association*. Featured speakers: Vincent T. Wasilewski, president of National Association of Broadcasters; Richard Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of NAB board; Clint Formsby (KPAN-AM-FM Hereford, Tex.), chairman, NAB small market radio committee; John Tellegrin, Washington lawyer. Rock Lane lodge. Table Rock Lake, Branson.

June 8-13—Spring meeting, *North Carolina Association of Broadcasters*. Melia Castilla hotel, Madrid.

June 11-14—Sixth annual Consumer Electronics Show, sponsored by *Electronics Industries Association*. McCormick Place, Chicago.

June 11-14—Spring meeting, *Georgia Association of Broadcasters*. Principal speakers: Lee Loevinger, Washington lawyer and former FCC commissioner; Vincent T. Wasilewski, president of National Association of Broadcasters; John Gwin, Cox Cable Communications, chairman of National Cable Television Association; John Torbet, FCC; Herbert G. Klein, White House director of communications, and Julian Bond, member of Georgia legislature. Callaway Gardens, Pine Mountain.

June 11-30—*National Institute for Religious Communications*, co-sponsored by Loyola University and the Institute for Religious Communications. Loyola University, New Orleans.

June 14-18—Meeting, *Virginia Association of Broadcasters*. Americana motel, Virginia Beach.

June 18-21—Annual conference, *Association of Industrial Advertisers*. Sheraton-Boston, Boston.

June 19-21—international conference on communications, jointly sponsored by the *Communications Society of the Institute of Electric and Electronic Engineers* and the Philadelphia section of IEEE. Marriott motor hotel, Philadelphia.

June 19-23—Triannual meeting, board of directors, *National Association of Broadcasters*. NAB building, Washington.

June 19-24—19th *International Advertising Film Festival*. Venice, Italy.

June 20-22—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* at KLZ-TV Denver. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros, 32-32 48th Avenue, Long Island City, New York 11101.

June 20-24—Sixth annual audio/recording seminar, sponsored by *Brigham Young University*. First session (classes) will be held at university, Provo, Utah; second session (actual recording) will be held in Los Angeles. Cost for first session is \$100; for both sessions \$200. Contact: Ted Davis, 131 MORC, Brigham Young University, Provo, Utah 84601.

June 23-35—Meeting, *Texas Associated Press Broadcasters Association*. Sheraton-Marina, Corpus Christi.

June 25-28—Convention, *National Association of Farm Broadcasters*. Walt Disney World, Bay Lake, Fla.

July

July 9-12—Annual convention, *Florida Association of Broadcasters*. Contemporary hotel, Walt Disney World, Bay Lake, Fla.

July 9-21—Annual seminar on marketing management and advertising, sponsored by *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

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

July 11—Annual meeting of Taft Broadcasting Co. stockholders. Kings Island, Kings Mills, Ohio.

July 13-16—Annual convention, *Colorado Broadcasters Association*. Wildwood inn, Snowmass-at-Aspen.

July 13-18—Institute on telecommunications and public policy, sponsored by *Harvard Summer School*, in cooperation with *Center for Research in Computing Technology*. Speakers include: Peter Goldmark, Goldmark Communications; Ralph Lee Smith, Miltre Corp.; Les Brown, *Variety*; Richard Burghelm, *Time-Life*; Nathaniel Feldman, *Rand Corp.*; Theodore S. Ledbetter Jr., *Urban Communications Group*, and Sol Schildhouse, FCC, Cambridge, Mass.

July 23-25—Summer convention, *South Carolina Broadcasters Association*. Mills Hyatt House, Charleston.

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LONDON: Dudley D. Carroll Jr., *advertising sales representative*, c/o American Magazine Group, 27 Maddox Street, London, W1. Phone: 01-499-1661.

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



* Reg. U.S. Patent Office.

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Time-Life Films presents a new way to look at television.

THE SIX WIVES OF HENRY VIII

Six-part drama series. 90 minutes.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
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50 half hours. Science fiction adventure series.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
16 markets. 8 markets sold at the NAB,
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FAMILY CLASSIC DRAMA SERIALS

25 half hours. Produced by BBC-TV.
Distributed by TIME-LIFE FILMS. 12 markets sold at
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Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
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31 half hours. Produced by BBC-TV
and Odyssey Productions. Distributed by TIME-LIFE
FILMS. 52 markets sold.

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26 half hours. Produced and distributed
by TIME-LIFE FILMS. 5 markets sold at the NAB, plus
28 markets previously sold.

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Eight half hours. Produced by BBC-TV.
Distributed by TIME-LIFE FILMS. 4 markets sold at the
NAB, plus 23 previously sold, including the
CBS owned and operated stations.

And the broadcasters who are doing the looking.

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WCBS—New York
WNEW—New York
KNBC—Los Angeles
KNXT—Los Angeles
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KYW—Philadelphia
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WPHL—Philadelphia
KPIX—San Francisco
KRON—San Francisco
KTVU—San Francisco
WBZ—Boston
WCVB—Boston
WKBG—Boston
WTOP—Washington, D.C.
WMAL—Washington, D.C.
KDKA—Pittsburgh
KMOX—St. Louis
KING—Seattle
KOMO—Seattle
KIRO—Seattle

WAGA—Atlanta
WLWI—Indianapolis
WTVJ—Miami
WPLG—Miami
WJZ—Baltimore
WBAL—Baltimore
WLWT—Cincinnati
WBEN—Buffalo
KXTV—Sacramento
KCRA—Sacramento
WTMJ—Milwaukee
KGW—Portland, Ore.
KBTB—Denver
WLWC—Columbus, Ohio
KOGO—San Diego
WOOD—Grand Rapids
WFBC—Greenville, S.C.
WLWD—Dayton
WOAI—San Antonio
WESH—Orlando, Fla.
WDBO—Orlando, Fla.
WJXT—Jacksonville, Fla.

KETV—Omaha
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WAFB—Baton Rouge
WCEE—Rockford
WKYT—Lexington
KOMU—Columbus, Mo.
KCOY—Santa Barbara/Santa Maria
KERO—Bakersfield
KLAS—Las Vegas
KSHO—Las Vegas
KCRL—Reno
KTVN—Reno
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Pros and a con

EDITOR: The blending of your new, lucid format with consistently responsible reporting makes for an even more readable BROADCASTING. Our congratulations, and wishes for continued success.—*Elton H. Rule, president, ABC Inc.*

EDITOR:

Broadcasting May 1



—*Frank Stanton, vice chairman of the board, CBS Inc., New York.*

EDITOR: BROADCASTING's new look is extremely impressive. It's handsome to look at, inviting to read and has a modern, functional appearance that seems just right to me. Congratulations!—*Julian Goodman, president, NBC, New York.*

EDITOR: I've had an opportunity to review leisurely the "new" and unchallenged leader of the trade publications field. The "new look" is tremendous! As one who has been reading BROADCASTING since the thirties, I am always in a state of amazement, as well as respect, at the constant improvements that have been made over the years, and done at great expense and at times when the economy of the industry did not lend itself too well to such adjustments. Certainly the new make-up will bring many favorable comments and more readership interest than ever. Our heartiest congratulations.—*Ward L. Quaal, president, WGN Continental Broadcasting Co., Chicago.*

EDITOR: I think your new format increases materially the readability of editorial matter long recognized as superb in its own right. In view of what is going on in our industry more than ever we need the strongest support of a most effective trade publication such as BROADCASTING. You have taken an important step toward that end.—*Edward P. Shurick, vice chairman of the board and treasurer, HR Television Inc., New York.*

EDITOR: Just a brief note to tell you that I like the new format and style very much. It is always hard to accept change from something you have used for years. However, in this case, what you are doing seems to me to be a substantial improvement.—*Jerome R. Feniger, president, Horizon Communications Corp., New York.*

EDITOR: I think it is very open and clean looking, and quite bright and modern. I have to adjust a little bit myself, actually, but after turning pages a few times, everything seems to fall into place. I am

sure there are, of course, many practical advantages, and I know readability is all important. At any rate I believe it is a darn good job, and we all will be familiar with the new changes in a few weeks. Please convey my compliments to the staff, as I am sure considerable thought went into making this major changeover.—*Larry H. Israel, chairman of the board, Post-Newsweek Stations, Washington.*

EDITOR: My compliments on the new format. BROADCASTING has always been a leader in its field, and this new physical layout will do much to keep the book in the forefront of the industry. Please extend our best wishes to your staff for a job well done and for continued success in the future.—*Ralph M. Baruch, president, Viacom International Inc., New York.*

EDITOR: Congratulations on the new horizons you have created in the broadcast editorial world with your new format. Those of us here at PGW like it! The material is well organized, concentrated and inviting. It never is easy to establish a new format for any structure of presentation that has been successful. It appears that you have done it and we will look forward to your developments and fine tuning as the week go by.

The producers of television programs over the air could employ a little innovation and initiative in looking for new formats. There is something deadly about redundancy. But it is terribly difficult to try to make something that is working even more effective. However, it can be done.

Congratulations, too, on your continued contributions to effective editorial reporting for our industry.—*Lloyd Griffin, chairman of the board, Peters Griffin Woodward Inc., New York.*

EDITOR: BROADCASTING's new format is a winner! The book is eminently more readable—visually, that is. Its content continues to be merely superlative. When you're hot, you're hot!—*Don Menchel, Time-Life Films, New York.*

EDITOR: Congratulations. BROADCASTING is a knock-out from stem to stern. Read it all through from cover to cover. Handsome, and easy to read.—*George W. Bailey, Institute of Electrical and Electronics Engineers Inc., New York.*

EDITOR: To quote the poet, "The old order changeth, giving way to new." Since 1938, BROADCASTING has been a regular visitor with me and I have seen many changes in that time—and all for the better. However, the newest change is one of the best. Now, more than ever, BROADCASTING must be the "bible" for

the industry. Just as it has been my standby for 30-odd years, I know it is a must for others in the field of radio and television.—*Harry G. Bright, president and general manager, WETZ(AM) New Martinsville, W. Va.*

EDITOR: Fantastic! So far, so great.—*Bud Stiker, manager of broadcast services, broadcasting division, Meredith Corp., New York.*

EDITOR: It tastes like 76 pages of obituaries.—*H. Ted Davidson, KRPT(AM) Anadarko, Okla.*

First for Phoenix

EDITOR: It was with great interest that we of the Phoenix Radio Broadcasters Inc. read your article concerning the Buffalo (N.Y.) Radio Association Group (BRAG). Since we are in our second year as an incorporated, nonprofit association, we felt you and the rest of the broadcast industry would be interested in our progress and the degree of success we have enjoyed.

To date, 22 of the 31 commercial radio stations in the Valley of the Sun are active members. May 17 will be our second Radio Day for merchants and advertising agencies in the greater Phoenix area. Our guest list will be over 300. Our presentation, featuring an out-of-state speaker, will be directed to the decision-makers in business who decide in what media their advertising budgets will be placed.

The sole purpose of our association, then, is to promote the increase of dollars allocated to radio advertising in the greater Phoenix area. An immediate increase in new accounts on radio, with the attendant increase in billing, was noticed by several of our members after last year's Radio Day. It's exciting to us to note that other markets are moving in a direction we have become convinced is the right one. Unity of action does work and will accomplish what we all desire: additional advertising dollars being shifted into radio.—*Robert W. French [KRFM(FM)], president.*

And in this corner . . .

EDITOR: We at wzow(FM) certainly hope that both KIOI(FM) San Francisco and KPAT-FM Berkeley, Calif., aren't claiming "first" credits for quadraphonic broadcasting, whether discrete or matrix system, if the dates they list are in 1972. This station, in conjunction with its ninth anniversary on April 23, 1971, began its quadcasting on a regular basis. Hopefully, wzow may be considered one of the front-runners, if not the leader.—*Allen F. Bonapart, sales manager, wzow(FM) Utica, N.Y.*

The on-the-spot spots.

With film it's so simple to give local advertisers a big boost. Just take a camera, a power pack, some lights, a few rolls of film—and shoot a commercial in the merchant's local habitat.

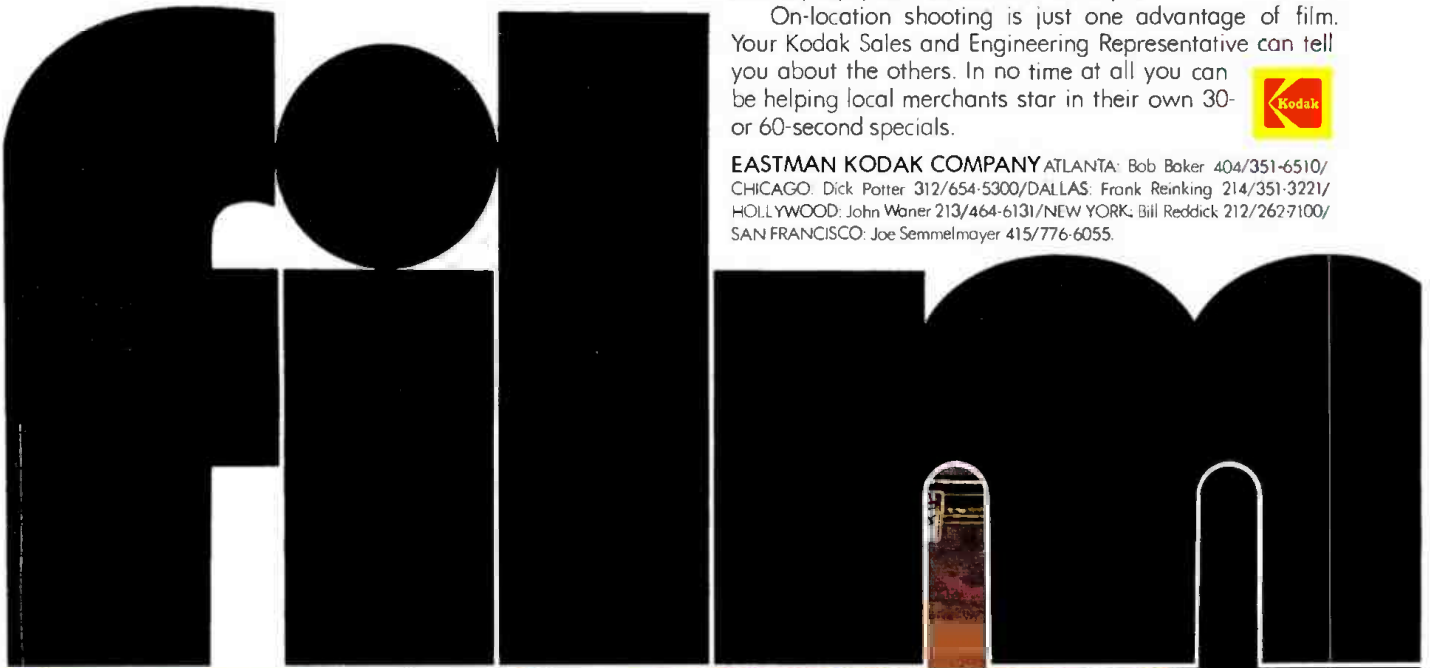
Viewers get to see the place, the products, and the personnel as they really are. It's a lot more effective than having a businessman come to a studio where he stands on a fake set—or in front of a curtain.

Another thing to consider. Film equipment is mechanical so any optical repairs that might have to be made are normally inexpensive. And there's no need for expensive standby equipment as there is with tape.

On-location shooting is just one advantage of film. Your Kodak Sales and Engineering Representative can tell you about the others. In no time at all you can be helping local merchants star in their own 30- or 60-second specials.



EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/
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SAN FRANCISCO: Joe Semmelmayer 415/776-6055.





Welcome

THE *Hollywood* REPORTER

BMI welcomes CATV as big new market for music

By Herb Berg

New York — Broadcast Music Inc. welcomes cable television as an important new source of income for its composers and publishers, but it will insist that CATV operators pay a fair price for music use.

That's the position taken by Edward M. Cramer, president of BMI, in an interview with *The Hollywood Reporter* yesterday.

BMI currently licenses the performing rights of some 24,000 composers and lyricists and 9,000 publishers — all whom stand to make a bigger buck when the CATV copyright problems are resolved.

Under the present system of compensation, Cramer pointed out, radio and television account for more than 90% of the income of the performing rights organization. Cable systems, he continued, are profit-seeking ventures and music is one of the elements

that attracts and hold subscribers to the system. Diminution of income from broadcasters, then, has a direct effect on the creativity of the artist and any regulatory scheme must seriously consider this aspect. Since BMI receives a percentage of advertising revenue from broadcasters, reduction of broadcasters' income will adversely affect BMI.

Cramer indicated that BMI believes that it can successfully negotiate fair voluntary agreements with CATV operators. The problem of payment for musical composition utilized by CATV is not inter-industry conflict. It is a problem of livelihood for thousands of creative writers, the encouragement of whose activity has been constitutionally recognized as essential to the public interest. These writers are unmoved by any other motive other than the desire to cooperate to the utmost

with any user of their works who is ready to compensate them fairly, according to Cramer.

Part of CATV's concern is the difficult problem of distribution of royalties among individual copyright owners, it was indicated. Music licensing does not need any such elaborate machinery.

BMI assumes full responsibility for the distribution to its affiliated writers and publishers, as it has for the past 30 years. At the present time virtually all of the 27,000 users of BMI music have elected blanket licenses under which they can perform any number of compositions contained in the BMI repertory, at their discretion, without the need of individual permission or clearance, Cramer revealed.

Reprinted with permission
from the *Hollywood Reporter* — Feb. 3, 1972

BMI

All the worlds of music for all of today's audiences. Broadcast Music Inc.

Monday Memo

A broadcast advertising commentary from David J. Curtin, vice president, communications, Xerox, New Canaan, Conn.

The excellence of the past is but prologue to the Xerox goal for next season

At Xerox, we are always looking ahead, peering into the future. Planning is a way of life. Probably that's why we passed our 10th anniversary as a television sponsor last November without notice.

These 10 years indeed have been eventful years for Xerox and for television. But where we go tomorrow is more to the point. If I say "more of the same" is ahead for Xerox, it would be because our approach over the past decade has not only proved an excellent one for us but has also brought some quality programming to home screens that otherwise might never have been aired. Obviously, the implementation of that decision is not all that easy because the ground rules are in constant flux and new elements must regularly be cranked into the equation. On the whole, however, we feel our track record can be extended.

Xerox made its television debut in November 1961 with sponsorship of *CBS Reports* in some 30 selected markets. The company decided at that time that it would use the medium as more than an advertising and sales tool. Then, if we had the wit to select the right kind of programs we could project Xerox as a company of leadership, of innovation and one with some concern for corporate social responsibility.

From the outset, Xerox has had no intention of entering television's ratings war. Of course we want to receive the highest possible ratings, but of more importance, we want to win critical acclaim and such things as Emmy awards that signify outstanding television programming.

We have always realized that because of our selectivity as a sponsor, our programs would not always attract mass audiences. But the audiences that we do attract contain large numbers of current and prospective customers for Xerox products and this, in essence, is what advertising is all about.

For that reason, we have concentrated on what we believe to be important TV specials. Among them: the United Nations television dramas, the seven-part series *Of Black America*, the *Making of the President* documentaries, Hal Holbrook's *Mark Twain Tonight*, Arthur Miller's *Death of a Salesman*—and, on public TV, Kenneth Clark's *Civilisation* and the currently running *Film Odyssey*.

Scheduled for next fall is a series of specials that we expect will be our most successful association with television to date. The series is *America*, as related in 13 hour-long programs created, written and narrated by Alistair Cooke, and it is being co-produced by the British



David J. Curtin is an ex-sportscaster turned corporate executive. After a career of news and sportscasting for several Rochester, N.Y., radio stations and serving from 1952-57 as Genesee Brewing's radio director in that city, Mr. Curtin joined Xerox as assistant to the president. In 1964, he became assistant vice president in charge of corporate communications. He assumed his present post, which includes responsibilities for his company's advertising, in 1966.

Broadcasting Corp. and Time-Life Films.

America will be seen every other Tuesday over a 26-week period beginning Nov. 14 on NBC-TV, 10-11 p.m. EST. We also have the right to rerun the series. By every standard, the *America* series will represent our biggest single television venture.

America has been in production for more than three years. During this time Mr. Cooke and the BBC production team have swung back and forth across the U.S. several times and have filmed in Spain, England and other countries. In the series Mr. Cooke reports on what he describes as "the best, as well as the worst, of our American heritage," from the earliest Indian settlements to this year's presidential campaigns.

Rarely does a TV series appear that is as timely and indeed, as appropriate, as *America*. Its relevance to the nation's

forthcoming bicentennial celebration is obvious. More to the point, this television report on 200 years of unprecedented human experience and world-shaking events might well reaffirm the faith and pride of Americans in their country.

President Nixon, speaking on the eve of last Fourth of July, said:

"We are going through a period when it is not always easy to keep a clear perspective about ourselves, our country and our future. Day after day voices are raised to tell us what is wrong about America. We should, and will, correct what is wrong, but let us never allow what is wrong blind us to what is right about America."

We have viewed several completed episodes of the *America* series. We believe that the series, in cutting through the lesser moments of our history to get to the heart of the America story, may truly help refute for a nationwide viewing audience what President Nixon says is "the false charge that this is an ugly country."

Because *America* is so timely and relevant, we want it to be seen by the widest possible audience. For that reason, its initial run will be on commercial television.

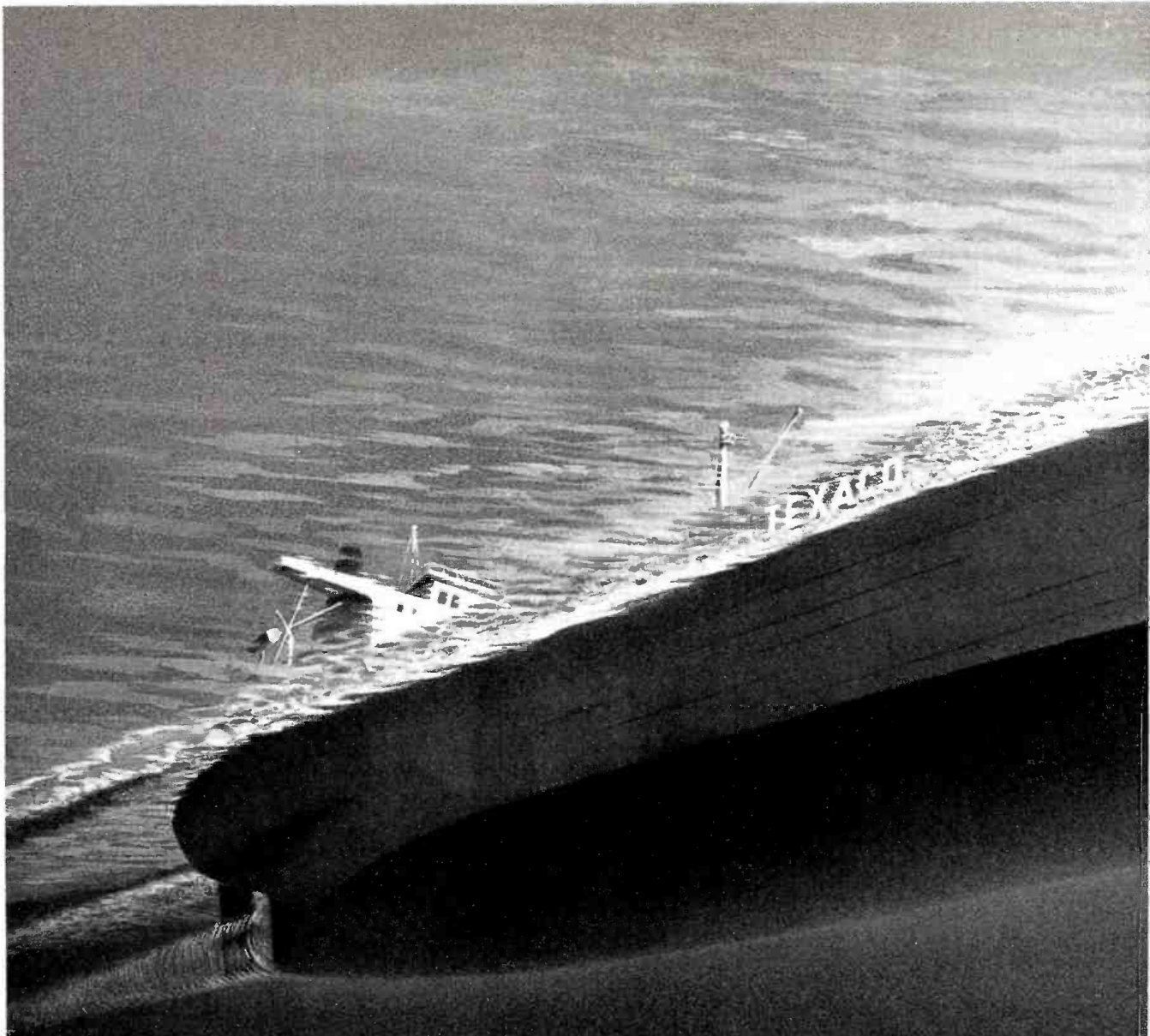
Xerox recognizes the value and potential of public television, as evidenced by our grants to air *Civilisation* and *Film Odyssey* over the Public Broadcasting Service network. However, PBS has not yet shown that it can attract the mass audience available to commercial television.

America will be backstopped by advertising and promotion as ambitious as the series. The campaign will reflect another fact we have learned during our 10 years as a sponsor.

Publicity and promotion not only help build an audience for our programs, they also identify us in the minds of viewers, critics and TV columnists as a company that is trying to bring quality programming to the public. This is of great importance to us.

It's nice to see scrapbooks crammed with clippings calling advance notice to our shows or carrying favorable reviews. It's even more gratifying when the press terms us "a much-honored TV sponsor." But just as welcome are letters from viewers, like the recent one from a Denver attorney who wrote to thank us for *Film Odyssey* and said: "Xerox is to be commended for its consistently fine TV offerings."

We believe that a good reputation helps sell as many of our products as do our TV commercials or hard-sell advertising. So the content of our TV programs is an effort on our part to be a good corporate citizen—or as C. Peter McCollough, our chairman and chief executive officer, recently said, an effort to "put something back into society."



We look at every ship we build

Texaco's operating procedures at sea dictate that we make every effort to keep our oceans clean and oil-free. So, when we order a new tanker to be built, we look at it from the ocean's point of view.

A Texaco marine construction expert is assigned to the ship from the very first day building begins. One of his jobs is to see that every precaution is taken at every step to avoid the escape of oil at sea.

He, with the officers who are to sail this tanker, will inspect fittings, welds, structural steel, and the latest electronic



from the ocean's point of view.

navigation and cargo-handling equipment to guard against pollution.

The world's ever-increasing energy demand requires more and more tankers which provide the most efficient means of supplying crude oil to United States and other world markets. Texaco, with its long-standing concern, demands that

nothing be overlooked on its ships to prevent the escape of oil at sea, anywhere, at any time. When we make our plans, we've got the ocean in mind.



We're working to keep your trust.



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designed to help give you better communications. The system includes high capacity satellites over the Atlantic, Pacific and Indian oceans, and earth stations in a growing number of countries. It enables you to see important events as they happen, such as the Apollo missions, Live via Satellite.

Comsat is pioneering new potentials for U.S. domestic,

as well as international telephone, television, telegraph, data and facsimile communications.

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THE PEOPLE WHO
PIONEERED A NEW
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COMSAT

Communications Satellite Corporation
950 L'Enfant Plaza, S.W., Washington, D.C. 20024



McGraw-Hill sets record for concessions to minorities

It not only makes hard commitments on chicano-black hiring and programing but also abandons purchase of one VHF in Time-Life package to conform to protestors' top-50-markets demands

The citizen-group movement has entered a new era in the impact it is making on the broadcast-regulatory process—one in which the groups use the leverage afforded by the law to enforce rules and policies when the FCC, in their judgment, has failed in that responsibility.

That is the message in two agreements announced last week—one between McGraw-Hill Inc. and Time Inc., the other between McGraw-Hill and a five-city coalition of eight Mexican-American organizations and one black group.

The first provides that McGraw-Hill will acquire only four of the five television stations it had contracted to buy from Time's broadcast subsidiary, Time-Life Broadcast Inc.—despite FCC approval, in March, of the sale as proposed (BROADCASTING, March 13; "Closed Circuit," May 1, May 8).

The second makes it clear that the truncation of the sale was part of the price McGraw-Hill was required to pay

to persuade the groups to withdraw the suits they had filed in the U.S. Court of Appeals in Washington to overturn the commission's approval of the sale. The appeals were dismissed upon the signing of the settlement.

The station dropped from the package is WOOD-TV Grand Rapids, Mich.; the asserted purpose was to enforce the commission's top-50-market policy. The policy, which is designed to promote diversification of ownership of television stations in those markets, prohibits a broadcaster from acquiring more than two VHF stations in the top-50 markets without making "a compelling public-interest showing."

(By FCC standards, markets are ranked according to the largest net weekly circulation of any station in each, as reported by American Research Bureau).

The commission said McGraw-Hill had made the required showing: the groups, in their opposition to the license applications and in their court appeals, said it had not.

Thus, McGraw-Hill will enter the broadcasting business with only two top-50 market stations—KLZ-TV Denver and WFBM-TV Indianapolis. The other stations involved are KOGO-TV San Diego, and KERO-TV Bakersfield, Calif., the only UHF in the package. McGraw-Hill, which takes ownership on June 1, will pay \$57,180,000 in cash and notes for the four stations; it had been prepared to pay \$69.3 million for the five.

Time-Life had said originally it wanted to dispose of its properties to comply with the commission rule that will require the breakup of crossownership of

CATV systems and television stations in the same markets after Aug. 10, 1973. Time-Life has CATV systems in each of the five cities. However, Time-Life President Barry Zorthian last week said the company has no plans to put WOOD-TV back on the market.

McGraw-Hill, in its agreement with the citizen groups, made extensive commitments in programing, citizen-advisory councils, employment, training programs and public access to the stations' facilities. But Albert H. Kramer, director of the Citizens Communications Center, which represented most of the Mexican-American groups involved, said the "real significance" of the agreement was McGraw-Hill's commitment to forego acquisition of WOOD-TV. He called it "the private enforcement of a public law." And a news release issued in behalf of the groups hailed the agreement as marking the first enforcement of the top-50-market policy, adopted in 1968.

The Office of Communication of the United Church of Christ, which aided groups in Bakersfield and San Diego, put it much more strongly. "The stand of the coalition has served notice on the broadcasting industry that in the future it will not be enough to get FCC approval for evasion of the public interest," it said in a statement. "The would-be monopolists must be prepared to defend their transactions before the court of appeals. Others in the industry will take warning from the surrender of Time-Life and McGraw-Hill. The FCC's top-50-market policy has now become a reality in spite of the FCC."

The church added that the significance

Shelton Fisher
president, McGraw-Hill



Robert E. Slaughter
executive VP, McGraw-Hill



Albert H. Kramer
Citizens Communications Center



of the settlement goes beyond the top-50-market policy. It said that the commission will be obliged to take note that Time-Life and McGraw-Hill "backed down" after winning at the commission and that the agency may, as a result, "be less willing to stretch its rules at the insistence of the media giants."

Mr. Kramer had also represented minority groups that obtained numerous concessions—including a commitment to spend \$1 million on minority-interest programming—in return for withdrawal of protests against Capital Cities Broadcasting's acquisition of Triangle Publications stations (BROADCASTING, Jan. 11, 1971).

In both cases, the citizen groups had time as an ally. In the Capcities case, it would have been difficult for the commission, and impossible for the courts, to dispose of the petitioners' complaints before the contract deadline ran out, if there had been no agreement. As it was, the commission hastily approved the \$147-million sale on Feb. 23, 1971, a week before a March 1 deadline that Triangle had said would not be extended.

In the McGraw-Hill proceeding, the parties, which reached their five-station agreement in March 1971, set April 12, 1972, as the date after which either party could cancel. McGraw-Hill and Time had expected, or at least hoped, for commission approval by last fall. However, the protesting groups—three of which were seeking denial of renewal of stations in their respective markets (KOGO-TV, KERO-TV and KLZ-TV)—were still filing pleadings as late as last October. The commission eventually rejected many of them as late-filed, but not until it had processed them.

The parties had moved the contract deadline back to May 1, and there seemed no disposition on the part of either to change its mind. However, the prospect of a lengthy court battle whose outcome would be uncertain provided the leverage the citizen groups needed.

The protestors' concern with what their representatives called the "regulatory issues"—a reference to allegations in the protests that the sale would result in a concentration of media control and other anticompetitive effects—had been evident at least since September, when the groups met with McGraw-Hill representatives in the first effort to resolve their differences. In subsequent meetings, reportedly, various proposals for ameliorating what the groups regarded as the anticompetitive effects of the sale were discussed before the decision was made to drop one of the top-50-market stations from the package. (The groups played no part in picking the specific market, according to Mr. Kramer.)

That concession was not the only one made by McGraw-Hill to ease the groups' concern about concentration of control of media. Mr. Kramer noted that provisions in the agreement dealing with minority-advisory councils and programming also had that effect.

The agreement commits McGraw-Hill to establish minority-advisory councils in each of the four affected markets and to permit them to become involved "from the beginning in the development of local

programming related to minorities." The groups, called MAC's, will be divided in membership between chicanos and blacks, and will be regarded as principal consultants in developing the programming. McGraw-Hill will also set up a national MAC that will be drawn from the membership of the local groups; the national body will coordinate the work of the local MAC's and serve as an advisory group to McGraw-Hill at corporate headquarters.

The programming commitment is substantial. McGraw-Hill, in consultation with a coordinating committee made up of members suggested by local MAC's, will produce 18 "La Raza" programs dealing with Mexican-American culture and history and present them in the four markets. In addition, it will present a total of 36 prime-time specials dedicated to minority programming over the next three years—12, which will be locally produced, will be on minority cultural subjects, 12 on the achievements, interests and problems of chicanos and a like number on those of blacks.

McGraw-Hill also promises to devote to minority problems and interests some of the half-hour public-affairs programs it had already proposed in its assignment applications. McGraw-Hill, which is expected to begin implementing its programming proposals in six months, declines to provide any estimate as to the costs involved.

One provision that is relatively new in such an agreement commits each Mc-

Interpretation by the Rev. Everett C. Parker, Office of Communication, United Church of Christ:

"Others in the industry will take warning from the surrender of Time-Life and McGraw-Hill. The FCC's top-50-market policy has now become a reality in spite of the FCC."

Graw-Hill station to make time available for the presentation of one-minute public-access public-service announcements by local persons and groups. Under the commitment, patterned after an idea being pressed in the San Francisco area by a group called the Committee for Open Media, the stations will have control over which announcements are broadcast, but are committed not to reject any message "because it or its sponsors are controversial." The stations must consider for broadcast any PSA script accompanied by a petition bearing as many as 100 names.

The agreement also commits McGraw-Hill to employ two persons—a black and a chicano—who will serve alternating one-year terms as national minority-affairs coordinator.

A section of the agreement on minority staffing and employment states that, within three years, at least 15% of the

employees at the four stations will be from minority groups—at least 10% at each outlet. Each station's goal is to reach "a distribution of minority employees between chicanos and blacks approximating their demographic relationship in the composition of the area served and between males and females within those minority groups approximating their respective proportions within the work force in the area."

Furthermore, at least 25% of the minority employees at each station are to be in professional, managerial and sales as well as technical categories by the end of the first year of McGraw-Hill management. And a management-level minority employee is to serve as a member of a three-member editorial board at each station.

The company, in addition, will establish a training program for minority-group representatives from which it will select candidates to meet its employment goals. McGraw-Hill specifically promises to train each year three minority persons in each of the three larger markets and two in Bakersfield.

The agreement also commits McGraw-Hill to use its resources "to assist in improving the competence of minority businessmen" in managing their businesses, particularly in the areas of marketing and promotion. It will conduct "know-how" panels, featuring experts, for minority businessmen in the local markets.

At least as important, McGraw-Hill says that each station "will take positive steps to encourage and facilitate the purchase and utilization by the station of products and services offered by minority businesses in the local community."

Shelton Fisher, president of McGraw-Hill, in a statement announcing the agreement, said it was the product of a number of discussions held in connection with the company's desire "to serve fully each of the communities involved." In those meetings, he said, "we have reaffirmed and expanded on our plans for programming and employment practices specifically designed to serve all of the people reached by the station. We believe that our operation of these four stations will provide McGraw-Hill with an opportunity to demonstrate its determination to provide outstanding service to the public."

The Mexican-American groups that opposed the station sale are The Colorado Citizens Committee for Broadcasting; the Colorado Committee on Mass Media and the Spanish Surnamed, the Chicano Federation of San Diego County, the Community Service Organization of Bakersfield and Los Angeles; the Associated Migrant Opportunity Services of Indianapolis; and the Latino American Council, Sociedad Mutualista Circulo Mexicano and Club Latino Jalisco, all of Grand Rapids. Besides CCC and the United Church of Christ, they were represented by the Mexican-American Legal Defense and Education Fund.

The black group involved was the Mass Media Task Force of Denver, which was aided by William Wright, of Washington, national coordinator of Black Efforts for Soul in Television, and by a local attorney, Paul R. Webber III.

TVB to FTC: Give TV a fair shake

Bureau seeks to correct misconceptions stemming from ad briefings last fall, fears discriminatory restrictions will unfairly penalize medium

The Television Bureau of Advertising is attempting to counter what it believes were mistaken allegations against television advertising that critics spread before the Federal Trade Commission in testimony last November.

Though now spring and many months after those cold November weeks, TVB chose last week as the time to file a 50-page brief with the FTC, urging the commission "to reject the major criticisms of television advertising" it was witness to "as basically misconceived, misdirected and unfair."

At a news conference in New York last Wednesday (May 10) TVB President Norman E. (Pete) Cash and New York attorney Theodore C. Sorensen told reporters that the brief had been under preparation for months. (Mr. Sorensen is with the law firm of Paul, Weiss, Rifkind, Wharton & Garrison.)

The massive document, presenting counterarguments to criticisms made in the 15 days of testimony before the FTC in its inquiry into "modern advertising practices," was temporarily sidetracked, they indicated, upon FTC's issuance of its "counterads" proposal before the FCC. TVB at that time filed a 55-page brief in opposition (BROADCASTING, Feb. 28, May 1).

Together, the documents represent TVB's emergence in 1972 as an active spokesman in Washington on behalf of television advertising, a new and unusual role for the bureau.

In summing up the purpose of the bureau in filing its new brief as well as the points made in the document, Mr. Cash said: "We fully support the commission in its efforts to curb dishonest and deceptive practices in all media, including television." He said that while TVB does not pretend to protect the "unfair advertiser" on television, it seeks "to protect television advertising from unfair restrictions that would impair its competitive position."

Mr. Cash asserted that the bureau was opposing "any effort to single out television for unjust and unnecessary restrictions that are not founded on hard facts and on the commission's lawful jurisdiction over false and misleading advertisements."

He said the FTC was not "legally free to grant the demands of those whose aim is to inhibit distribution of products which they dislike, to substitute their own or the commission's judgments for those of consumers, and to impose their own tastes



Messrs. Obledo (l) and Reyes

An overcrowded winners' circle?

Mario Obledo, general counsel and executive director of the Mexican-American Legal Defense and Education Fund, whose home base is San Francisco, was in Washington last week, expressing pleasure in the agreement chicanos groups he helped represent had signed with McGraw-Hill Inc. (see story, page 25).

He called the agreement "one of the best" ever won by a citizen group from a broadcaster. In the prime-time programming for minority-group interests that McGraw-Hill has promised to provide, and the employment and job-training practices the firm promised to follow, it is "a multimillion-dollar agreement," he said.

It is also unprecedented in the commitment of McGraw-Hill to drop a top-50-market station from the package of five television outlets it intended to acquire from Time Inc. That was the price for the groups' withdrawal of a court appeal aimed at blocking the sale, which the FCC had approved.

But, unlike the Office of Communication of the United Church of Christ, which had also aided the groups, Mr. Obledo did not characterize McGraw-Hill's action in signing the agreement as a "surrender."

"I felt McGraw-Hill was operating in good faith, ready to meet any time to work out an agreement," said Mr. Obledo. "It shows that people dealing in good faith can work things out. It's an example for corporate America."

Mr. Obledo appeared at a news conference held in the office of the National Mexican - American Anti - Defamation Committee. With him were Albert H. Kramer, of the Citizens Communications Center, the principal lawyer for the protesting groups, and Domingo Nick Reyes, of the committee, who had originally organized the five-city coalition.

Mr. Obledo may have been seeking to

conciliate differences that have arisen between Mr. Kramer and Mr. Reyes. Mr. Reyes has denounced Mr. Kramer and other "anglos" for providing aid to Mexican-American groups instead of permitting them to help themselves. He also blames Mr. Kramer for the exclusion of Mr. Reyes's committee from a role in representing the coalition, once it was formed; he says Mr. Kramer persuaded the groups to choose him—Mr. Kramer—and drop the committee, a charge Mr. Kramer denies.

However, Mr. Obledo, when asked whether he was essaying a peacemaker role, said he was not aware that a controversy existed. He simply ladled out the praise for the work of both men. An indication of the atmosphere in the room was provided by Mr. Kramer when he declined to pose with Mr. Reyes and Mr. Obledo for a picture.

For Mr. Reyes, the major significance of the McGraw-Hill agreement was that it represented a "breakthrough" for Mexican-American groups in dealing with the "Eastern establishment." But he added an edge to the tone of the news conference by noting that "the whites and Jews control the media." Later he put the issue squarely: "The pattern of institutional racism is perpetuated by one ethnic minority." The Jews, he said, "have an overconcentration of power."

Mr. Obledo said his problem is with "white America," no one element of it.

The McGraw-Hill experience has whetted Mr. Obledo's interest in working with Spanish-speaking groups who feel they are not receiving adequate broadcast service. He says MALDEF will become increasingly active in that area. He and Mr. Reyes on Wednesday conferred with a number of Spanish-speaking residents of Washington in the start of what could be a massive effort to seek denial of renewal of the city's stations. Mr. Reyes has said petitions will be filed against some or all of the stations whose renewals are due Oct. 1 (BROADCASTING, April 24).



The TV-advertising industry told its story last week to the Federal Trade Commission in the belief that testimony delivered last November on advertising practices had short-changed the medium. In a news conference held at the Television Bureau of Advertising's New York headquarters, Theodore C. Sorenson (l), former White House aide and New York attorney, and Norman E. (Pete) Cash, TVB president, briefed reporters on TVB's new filing with the FTC.

and esthetic predilections upon broadcasters and television advertisers."

Mr. Cash said the consumer was not "as stupid or defenseless as many of the critics assume," and will like some appeals and reject others, "but as long as an advertisement is fair and truthful and the product harmless, no amount of economic theorizing about 'artificially created wants' or 'irrational decisions' can enable the government to substitute its taste and judgment for his as to what he likes and buys. Nor does the FTC have either the evidence or authority needed to act as parent for all children-viewers."

TVB, both in Mr. Cash's statement and in its brief, stressed that any government regulation that "unfairly and unjustifiably singled out television advertising for restriction and [thus] lowered its cost-effectiveness, would cause a damaging revenue loss."

In essence, TVB urged the FTC to "decline" to discriminate against TV advertising and "address itself vigorously and with particularity to the expiration of actual instances of false advertising from all media, including television."

The brief devotes about equal space to assertions made before the FTC which TVB believes were mistaken and that singled out TV for restriction, and to the adverse economic effects such restrictions, if adopted, could have on television. TVB said most of the assertions singling out TV advertising for FTC restriction "misconceive both the role of such advertising and the role of the FTC."

It said "mistaken assertions" that critics used to single out TV for restriction included these: "TV is especially effective; wastefully creates artificial wants; depends upon improper or tasteless themes and appeals"; "inherently misleading because they [TV advertisements] are incomplete"; "promotes brand loyalty"; "promotes un-

desirable goods, tastes or life styles for the population in general and children in particular," and TV's commercials "are too loud, too many or too poorly spaced."

In emphasizing potential economic injury, TVB said that discrimination against TV advertising "would almost surely produce at least moderate revenue losses with leveraged adverse effects on profits" and "would significantly reduce the number of existing stations that could continue operating, injuring the small and presently unprofitable television stations in particular, and deterring the establishment of new ones."

TVB said "children are not demonstrably more vulnerable to television advertisement than they are to comic-book coupon advertisements." A 30-second commercial, it said, "is more informational than a one-word neon sign. The use of humor and repetition is at least as old as the Burma Shave signs; the use of fantasy is as common as a jolly Green Giant label; the use of pictorial effects in print ads, and of sex appeal in all media is well-known.

"Television and newspaper advertising are equally 'invited' to the home, while direct mail advertising enters the home wholly 'uninvited.'

"The list of similarities among advertisements in any and all media is endless. To treat them differently is to violate the Fifth Amendment by denying equal protection of the laws to broadcasters and television advertisers."

TVB also warned that harsh regulation that caused advertisers to abandon commercial TV "in significant numbers" would also serve to "diminish access" to it by political candidates, "their critics, and the various commentators, writers and artists."

Weakened by a loss of advertising, commercial TV, the brief stated, "could

not serve as well those other voices whose undiluted right to constitutional protection no one would deny." Thus, regulation leading to this end "would surely raise substantial, if novel, First Amendment and other constitutional questions," TVB said.

TV flexes muscle over magazines

Does 82% better job of selling, according to Los Angeles research commissioned by the three networks

The television networks have opened a frontal attack on magazines in the area of advertising "effectiveness."

A study showing TV's relative advertising "advantage" over magazines was previewed in New York last week. Called "Action Speaks Louder than Words"—from the copy theme of Procter & Gamble's Bounty paper-towel commercial—the study was commissioned by the three TV networks, sharing equally, for a reported cost of between \$40,000 and \$50,000.

Though the study is not billed as an "answer" to the General Foods-*Life-Look-Reader's Digest* TV-and-magazine study of a few years back, broadcast-oriented researchers at the media research meeting of the American Marketing Association New York chapter, said privately that it appeared to be in effect "a response to all those full-page anti-TV ads run by *Reader's Digest* and *Life*." It was also noted that the presentation—by Tele-Research Inc., a Los Angeles-based research company—included several identifiable General Foods products in the test results: Tang orange drink, Maxim coffee and Jell-O, among others.

Dr. Ward Jenssen, president of Tele-Research, said that full details of the project will be available at a later date.

Among the findings made public for the first time last week:

- Television commercials are 82% more effective than magazine ads in generating sales. (Studied were full-page magazine ads in color and commercials, of which 11 out of 12 were 30 seconds in length and the one, 60 seconds.)

- On the average, 20.4 out of 100 shoppers in the control group (those with no advertising exposure) made purchases. Of those exposed to magazine ads, 30 made purchases and of those who had seen TV commercials 39.7 were buyers, or an 82% "advantage" for TV.

Tele-Research conducted its research between the fall of 1970 and the summer of 1971 in metropolitan Los Angeles. Tests were made of matched pairs of magazine ads and TV commercials for 12 different brands of household products commonly available at local supermarkets and/or drugstores.

Shoppers entering stores were randomly selected and assigned into matched groups—a control group not exposed to any ads, another to TV commercials only and a third to magazine ads only for

TIME-LIFE BROADCAST HAS NEW CALL LETTERS TLB-CATV

We are in the cable television business because CATV combines the best of over-the-air with the local view... news about friends, neighbors and community events, large and small.

In Salem, New Jersey, we helped find a lost child by cable-casting his description and picture.

In New York City we have logged over 4,900 hours of community and neighborhood programming.

Other TLB systems are serving their communities in San Diego and Rancho Bernardo, California; Battle Creek, Michigan; Rochester, New York; Marion and Terre Haute, Indiana; East Pittsburgh and Levittown, Pennsylvania.

TIME-LIFE BROADCAST CATV

The big picture – and the small.

the same brands with similar copy and creative elements. Over 4,000 interviews in all were completed, with an average sample of about 300 persons for each ad or commercial tested. (Coded coupon books were used to track purchases of each participant.)

According to data shown last week (a base of 100 persons in all cases):

■ For Nabisco Premium saltine crackers, sales were made to 23 in the control group, 32.8 in the magazine unit and 41.3 in the TV-exposed group, or a TV advantage of 87%.

Similarly the following, by brand and

TV advantage: Dole pineapple, TV advantage of 106%; Tang 65%; Lysol Spray Disinfectant 80%; Maxim coffee 95%; Moisturelle 55%; Ivory Liquid 79%; Breck basic texturizing shampoo 74%; Cold Power 61%; Campbell's Chunky soup 100%; Jell-O's 1-2-3 49% and Bounty 130%.

When ads and commercials were exposed within an editorial or program content and the same commercials also tested in both color and black-and-white, Tele-Research said, findings again showed consistent television "advantages" in generating sales.

drive for inserting planks in political-party platforms "that repudiate in straightforward language the whole counterproductive concept of counteradvertising." He further urged taking the fight to Congress "where ultimately the issue must be resolved."

Stanton warns of 'new populism' in remarks to Kansas broadcasters

Dr. Stanton addressed the same general theme in earlier remarks to the Kansas Association of Broadcasters in Topeka May 6, urging his audience to insist that the platforms of both political parties this year assert clearly that radio and television "are not the instrumentalities of government." He prefaced that appeal by describing several recent examples of political or government actions calculated to restrict operations of the broadcast industry.

The CBS vice chairman noted that about a month ago Senator Fred Harris (D-Okla.) inserted into the *Congressional Record* a document called "Platform 1972," prepared by the northeast region of the New Democratic Coalition. Among its recommendations, as read by Dr. Stanton, were these: "All media should be required to carry responsible citizens' reaction to advertisements which they believe involve matters of health, safety, environmental protection or consumer deception," and "commercial corporations should be prohibited from owning broadcasting and publishing companies." Dr. Stanton said Senator Harris will urge the Democratic national convention this summer to adopt "this new populist platform," and commented: "If this is the new populism, then the climate makes it imperative for us to speak out, as broadcasters and as citizens."

What would make the advertisers run?

Counteradvertising, says CBS's Stanton, and with them they would take the whole of commercial advertising—just look at what happened to cigarettes

Unlike the leadership at ABC-TV and NBC-TV, who in recent weeks have delivered major pronouncements on multiple threats to broadcasting's continued viability, Frank Stanton, vice chairman of CBS Inc., last week zeroed in on one issue he said menaces "the touchstone" of the nation's free competitive television service—counteradvertising. In a luncheon address to the general conference of CBS-TV network affiliates, Dr. Stanton spelled out what he said could happen if broadcasters are compelled to provide a free platform for replies to broadcast advertising.

"Advertisers of products and services subjected to countercommercials would flee the broadcast media and make their expenditures in media which would not expose them to the same hazards," he said. The case history of cigarettes, the only product so far subject to counteradvertising, supports this contention, according to Dr. Stanton. "Whatever dubious merit that might be assigned to counteradvertising is dissipated and made into a destructive force when the mandate is applied only to radio and television," he said. "It would be only a matter of time before there would be a substantial exodus of advertisers from broadcasting to print—just as in the case of cigarettes—only this transfer would be voluntary," he said.

Dr. Stanton set up a hypothetical situation: Counteradvertising claims are limited to cereals, automobiles, gasoline and oil, drugs and detergents (which in 1970 accounted for some 26% of all TV network sales); counteradvertising replies are then presented as free announcements occupying time otherwise sold and only one such counteradvertisement is presented for every five commercials (the same ratio he said the FCC applied to cigarettes). Under such conditions, according to Dr. Stanton, the three commercial networks would have lost about \$68 million in 1970, or \$18 million more than their combined pre-tax profits. If the same hypothesis held true for all advertising categories instead of just six categories, the three networks would have lost about \$220 million.

"In no sense would individual stations



Dr. Stanton

be spared," Dr. Stanton said. Using a one-to-10 ratio of counteradvertising to paid commercials covering all advertising categories on all TV stations, with 1970 again as the standard, the CBS executive claimed that nonnetwork time sales would have been some \$130 million, or about one-third of the 1970 pre-tax profits of all TV stations in the country.

The key ramification of the counteradvertising threat, Dr. Stanton said, is an ironic one: The goal of informing the public—"the very goal that is the asserted justification of counteradvertising"—is jeopardized. He further said that through the exodus of advertisers or the losses encountered by countercommercials, the financial resources that make possible such public service as the coverage of presidential primaries, conventions, campaigns and ballot-counting could be lost.

"At stake here is a critical principle," he said. "If this country is to enjoy a full broadcast service that is not dependent upon government subsidies or subscription payments by each viewer or listener, the support of responsible advertisers marketing acceptable goods and services is the only practicable means of funding that free service."

Getting to the heart of his message, Dr. Stanton said: "Advertising is the foundation of a free press. Remove this source of support and the whole system fails. It's as simple as that and as threatening."

He urged broadcasters to spearhead a

All kinds of advice on political spots

Radio code board hears NCCB plea for ban on all under five minutes; other presentations run the gamut

Members of the radio code board of the National Association of Broadcasters heard pleas last week for the establishment of code provisions on the sale of political time, but, according to those present, the presentation was unclear since contrary viewpoints were submitted.

The radio code board, in Washington for its semiannual meeting, heard a demand that broadcasters be forbidden to sell less than five minutes to candidates, on the ground that issues and candidates cannot fairly be presented in 30-second or one-minute spots. This call was made by Charles Benton, chairman of the National Citizens Committee for Broadcasting, who petitioned the NAB last month at the NAB convention in Chicago (BROADCASTING, April 17). Support for this ban comes from some broadcasters, notably Ward Quaal, president of WGN Continental Broadcasting Co.

During the two-hour session on political advertising, the code board also heard Edward P. Morgan, ABC newsman, ask

When he has some front-page news, will he call you last?



In Beaumont, Texas, the Police Department thinks they have found a way to give everybody an equal chance at a story.

It's called the Police Hot Line.

Appropriately enough, the first step was the installation of a bright red telephone in Police Headquarters. Then whenever there's a news item to share, here's how the "Hot Line" works.

By pushing a button, the communications officer can call every newspaper, television station, and radio station in town. All simultaneously.

Then, they all get what every news department wants.

The equivalent of a first call, and all the benefits that go with it.

Your local Bell Company Communications Consultant has details and they're yours for the price of a call.

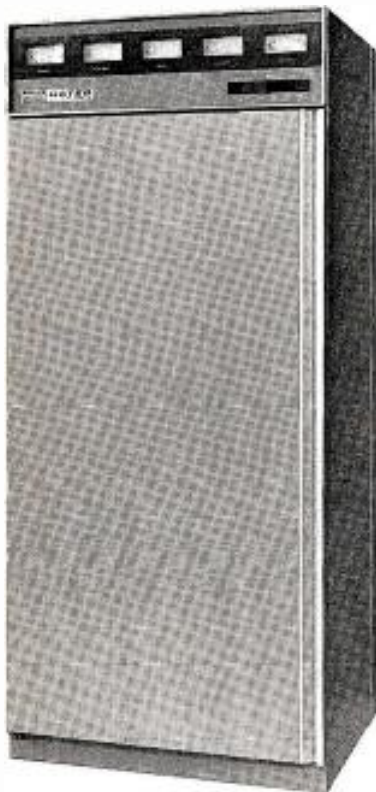
We are always looking for ways to improve your phone service.

In this case, it can start by making sure you're never the last to know.

AT&T and your local Bell Company.



Here's today's newest 1 kW AM transmitter GATES' BC-1H



Gates' new BC-1H 1000 watt AM transmitter features reliable, long life 833A tubes, solid state oscillator, instantaneous power cut back to 250 watts, and 120% positive peak modulation capabilities. It will be operating reliably at your station for years to come. Get the details on tomorrow's transmitter today. Write Gates Radio Company, 123 Hampshire Street, Quincy, Illinois 62301.



for a complete ban on the sale of time to candidates. Sam Archibald of the Fair Campaign Practices Committee ask that the broadcasting code require licensees to apply the same standards for truth and accuracy that they apply to product advertisements. Present also with the NCCB group were Representative Lionel Van Deerlin (D-Calif.), who opposed a flat ban on spots for political candidates, and Paul A. Porter, Washington lawyer and former FCC chairman, who expressed sentiments in favor of such a ban. The group was accompanied by Jane Goodman, executive director of NCCB.

The committee felt, Chairman William Hansen, WJOL-AM-FM Joliet, Ill., said, that it was too late to do anything for the coming election, and that in any event it was doubtful that broadcasters should impose restraints on political candidates.

Others present reported that the plead-ers seemed to be confused about the requirements of Section 315 of the Communications Act and of the FCC's fairness doctrine. Section 315 requires that when a broadcaster permits a candidate to appear on his facilities, he must provide equal time for all like candidates. The commission's fairness policy is a more open rule that deals with the presentation of controversial issues of public importance and with personal attacks.

The NCCB group and others are to make the same presentation to members of the TV Code Review Board, which is scheduled to meet in Washington on May 23-24.

During the day-long meeting, the radio group named a special subcommittee to study the question of proprietary drug advertising, a practice that has been under heavy attack recently from some members of Congress and public groups. Members of that committee are Jerry Fitch, KDGO(AM) Durango, Colo.; Robert Harter, WHO-AM-FM Des Moines, Iowa, and Carl Watson, NBC, New York.

The board also agreed that an effort must be mounted to increase code membership by radio stations. It accepted a proposal that a meeting of radio broadcasters be held on a state-by-state basis to increase membership, with a pilot try-out in Mississippi soon.

The radio code board also turned down a request to permit competitive, comparative claims for feminine hygiene products, as well as permission to use the terms "martinis," "whiskey sours" or "Manhattans" in restaurant and airline advertising.

Passing out Andy ad awards

H&R Block TV spots, Blue Nun radio spots prove winners for Della Femina

Della Femina, Travisano & Partners captured two of the top six prizes awarded in broadcast categories at the Advertising Club of New York's annual Andy Awards competition announced last week. Awards were given for its Schieffelin & Co. radio campaign for Blue Nun wine with comedians Jerry Stiller & Anne Meara and the agency's television commercials for H&R Block income-tax service.

Other broadcast honors, among the 17

first-place awards handed out, were McCann-Erickson for its Coca-Cola radio campaign ("Buy the World a Coke"); SSC&B for Volvo television spots (less than 60-seconds); Dusenberry/DeVoe for its Castro convertible television campaign (60-seconds or longer) and Doyle Dane Bernbach, in the public-service category, for its television campaign on behalf of the American Cancer Society.

In all categories DDB won the most first place awards (four) and ran away in the over-all competition with 10 Andys. Second- and third-place winners were SSC&B with three first place awards, seven over-all and Della Femina, three first place, five over-all.

The Alka-Seltzer television spot, "I can't believe I ate the whole thing," created by Wells, Rich, Greene for Miles Laboratories, came in third in the TV category behind Della Femina's H&R Block campaign and Young & Rubicam's commercials for Metropolitan Life Insurance.

FTC: Energy means calories

Ocean Spray agrees to abandon nutritional claims, promises to run remedial ads written by commission

The Federal Trade Commission has made a second corrective-advertising agreement, but this one has a twist.

Ocean Spray Cranberries Inc., Hanson, Mass., and its advertising agency, Ted Bates & Co., New York, have agreed to a consent order, announced May 5, that not only forbids the parties from making false nutritional claims for Ocean Spray Cranberry Juice Cocktail, but also requires Ocean Spray to devote, for a year, one out of every four advertisements for the product to corrective advertising—or alternatively, 25% of media expenditures excluding production costs.

Furthermore—and this is the new angle—Ocean Spray agreed in the remedial advertisements to follow wording that is spelled out by the FTC:

"If you've wondered what some of our earlier advertising meant when we said Ocean Spray Cranberry Juice Cocktail has more food energy than orange juice or tomato juice, let us make it clear; we didn't mean vitamins and minerals. Food energy means calories. Nothing more.

"Food energy is important at breakfast since many of us may not get enough calories, or food energy, to get us off to a good start. Ocean Spray Cranberry Juice Cocktail helps because it contains more food energy than most other breakfast drinks.

"And Ocean Spray Cranberry Juice Cocktail gives you and your family vitamin C plus a great wake-up taste. It's . . . the other breakfast drink."

The only other agreement to run corrective advertising has been by ITT Continental Baking Co., for Profile bread. ITT Continental signed a consent order on Profile last year, agreeing to devote 25% of its ad budget to correcting what the FTC charged were misleading claims

about that bread's reducing benefits. Profile has been carrying the corrective ads since July last year.

In the Ocean Spray order, the company and the agency agreed not to make any claims that would imply that the cranberry juice has as many or a greater variety of nutrients than orange or tomato juice or any other beverage unless it is true; has more food energy than any other beverage unless this is defined as calories; is a juice unless it consists entirely of natural or reconstituted fruit juice with no water added. These were the charges in the proposed complaint announced more than a year ago (BROADCASTING, Feb. 15, 1971).

The complaint and order are open for public comment until June 5, when they must be ratified by the FTC. A consent order does not constitute an admission of wrong doing, but does carry legal penalties if provisions are violated in the future.

The particulars on political

Get some guidelines before they get you: the professional word from Mr. Udall

Representative Morris K. Udall (D-Ariz.) last week urged Arizona broadcasters to establish their own guidelines for making time available to political candidates under the campaign-spending law.

In a speech prepared for delivery last Friday (May 12) to a meeting of the Arizona Broadcasters Association in Tucson, Mr. Udall warned that "broadcasters had better circle their wagons and make a stand against the political pressures which threaten to massacre their industry. They had better . . . reclaim their independence from the whip-sawing forces of partisan politics and forge out a new positive program re-enforcing that impartiality."

He recommended a three-point program that he said would be welcomed by the FCC and by Congress.

He suggested Arizona broadcasters agree on the total amounts of free and paid time they will allow candidates. Then, 45 days before the general election, stations should publish a list of program times available (free and paid) and establish a deadline—such as 10 days before the election—for political time purchases. The time made available, he said, should include all classes of time and be allocated to candidates on the basis of the importance of the offices they are seeking. (Congressional candidates would receive proportionately more time than candidates for local offices, for example.)

Charging that 10-, 20- and 30-second political spots are an "insult to viewers and a perversion of the political system," Mr. Udall also suggested that broadcasters refuse to sell political time in segments less than 60 seconds. And, as a

corollary to that suggestion, he recommended that broadcasters require candidates to appear in person in at least half of all spots or programs.

Addressing the Arizona broadcasters on the same day, Senator Paul Fannin (R-Ariz.) stressed the need for a return to objectivity in news reporting and away from sensationalism.

"The media should strive to perfect their reporting," he said. "Too few reporters or networks are willing to question the work of a fellow reporter or network." He said there is a lack of competition in news gathering and not enough "knocking down" of stories that have been "puffed up by a competitor."

"Viewers cannot know what is contrived—by government or by fanatical groups or by sensation-seekers. So you have a great responsibility," he told the broadcasters.

This responsibility should be exercised in a climate of the "barest minimum of government regulation," he said. He said he was "appalled" by some of the "groundless" license-renewal challenges and said that broadcasters "should have more protection in this regard." And, he added, he was "amazed" by the "ridiculous" proposal that stations be forced to provide free time for counter-advertising.

"I certainly do not want to see our media—print or broadcast—fall victim to any master control device in Washington, or anywhere else," he said.

This is a (PUFF, PUFF) fast moving story.

Okay now, here's the situation. Last summer KNX-FM ranked 34th in the Los Angeles market.* With those kinds of numbers you get "bye bye's" instead of the buys. Since then KNX-FM has found the power of a new format and has really taken off (pant, pant). "Contemporary good music" is strictly full speed ahead (whew). For Adults 25-49 KNX-FM now ranks 16th in the market (puff, puff.) Not bad. But our story gets better (as soon as I catch my breath). KNX-FM is now NUMBER ONE among all FM stations in MEN, WOMEN and ADULTS 25-34. What's more, (puff) among all 45 FM and AM stations rated, KNX-FM is NUMBER ONE in ADULTS 25-34 (Mon.-Fri. 7pm-Mid.) and (huff and puff) NUMBER TWO in ADULTS 25-34 (Mon.-Fri. 3pm-Mid.). Can you believe it? Call us at 213-469-1212, ext. 203 for more fast facts.** We'll leave you breathless.

STEREO93 KNX-FM

*ARB Jul/Aug '71 Average 1/4 Hour, Total Area

**ARB Jan/Feb '72 Average 1/4 Hour, Total Area

The above rating information is subject to qualifications which KNX-FM or CBS-FM Radio Spot Sales will supply on request.

High hopes for radio sales gains through '73

CBS's Blank projects 10% increase in local, 6% rise in national-spot if healthy economic indicators hold

Radio advertising should move up with the nation's economy in the next two years. Dr. David M. Blank, vice president, economics and research, CBS Broadcast Group, puts the annual gains (for 1972 and 1973) at about 10% for local radio sales and 6% "or better" for national-spot radio.

Dr. Blank's prognosis was presented to the CBS Radio Spot Sales annual seminar, held in New York last week. Executives representing the sales managements of the 13 stations that are clients of CRSS and of the spot-sales organization itself attended the meetings, which explored such diverse sales areas as retailing, politicals and the planning and buying of spot radio.

In perspective, Dr. Blank said, radio local sales proved to be "a strong component" in radio advertising, with an average annual increase in performance of 8% over the past five or six years, and spot has shown an annual growth in the period averaging 4-5%. Network radio, he said, essentially has been "flat." Thus, Dr. Blank concluded, 1972 and 1973 should be better in radio sales than the average over the past five years.

He said radio reacts to major changes in the general economy with more "time lag" than does television, which "reacts quickly." But should current indicators of an improved economy and a continuing increase in consumer spending hold, Dr. Blank said, radio can expect higher rates of advertising growth, "reasonably" comparable to 1968 and 1969, or the 9-10% growth range "which are relatively high figures for that medium."

Dr. Blank cited inflation as a major troublesome area of the economy that

can affect advertising adversely. He said he was optimistic in assessing the nation's economy, particularly if inflation subsides, and the "inflationary spiral no longer continues to feed on itself."

Radio salesmen were advised as to how they could tip the balance of retail dollars away from newspapers and more in their favor at the retail sales panel on Wednesday (May 10). Panelists Suzan Couch, director of broadcast advertising, R. H. Macy & Co., and Alan Hecht, director of broadcast advertising, Allied Stores, agreed that trying to knock out 50 years or more of solid newspaper selling would not be easy, but offered the broadcasters some insight and suggestions on how to begin their attack.

Since competition for retail dollars is keen, the panelists said, salesmen should educate themselves to the inner workings of the stores—the sales cycles, what group (age and sex) each department is trying to reach, and who the decision-makers of the retail stores are—and relate the demographics of the radio station to a specific retailing event, department or customer type.

In addition, they said, radio salesmen should take advantage of the inherent asset of radio buys over print advertisements—immediate results. Miss Couch suggested that radio could be used to advise listeners of the final moments of an important sales event—"only six more hours to get to . . ."—something that a newspaper published only once or twice a day could not do.

A Canadian-only rule for broadcast commercials?

Prospect that U.S.-produced ads might be banned above the border is raised by CRTC head in call for voluntary restriction

A ban on U.S. commercials in Canada could be the next major ruling of the Canadian Radio Television Commission, according to that body's chairman, Pierre Juneau. Addressing the Association of Canadian Advertisers annual seminar

May 2 at Toronto, Mr. Juneau dropped a broad hint that a Canadian-only commercial rule might be implemented when he suggested that Canadian advertisers establish a voluntary rule that all radio and TV commercials aired in the country be produced in Canada. "I can see no valid obstacle or objection to such a self-governing rule," Mr. Juneau added.

The prospect was viewed with enthusiasm by Paul Siren, head of the 3,600-member Association of Canadian Radio and Television Artists, who sees such a ban increasing jobs for his members by more than one-third. However, other observers expressed concern that costs for special Canadian commercials would force many advertisers out of broadcast media entirely. Vale Madger of Canadian Cinegraph Ltd., a commercial producer, commented that such a ban could result in retaliatory action by the United States.

Business Briefs

MMT opens its doors. New station rep, MMT Sales Inc., began operation in New York last week with its representation nucleus announced as five Meredith TV stations (BROADCASTING, May 1). Principals of firm, whose offices are at 750 Third Avenue (Phone: 212-867-5470), are Fred L. Nettek, president, and Gary Scollard, executive vice president. Branch offices in major advertising centers will be established. MMT Sales does not expect to add more than seven to 10 stations to the list, excluding Meredith's five.

Barter on radio. Rodeway Inns, nationwide motel chain, has bought two 12-hour radio specials—one on composer Burt Bacharach, and other about country-western singer Jerry Lee Lewis—in series of "audio biographies" produced by Los Angeles-based Diamond P. Enterprises. In applying barter concept to radio, programs will be placed in return for fraction of nine commercial minutes.

New hand. Agency Services Corp., New York, which integrates live, film and tape and also performs on-air monitoring of commercials as well as pre-air screening of commercials, effected new affiliation on West Coast: Multi Media Services Inc. Barney Carr and Lou Bradley head Multi Media and Agency Services, respectively.

C & W in Detroit. Cunningham & Walsh has begun operations in Detroit to service its American Motors passenger car account. Donald Williamson, vice president, appointed manager, will operate temporarily at AMC offices.

Eaton picks up tab. Eaton Corp., Pittsfield, Mass., through J. Walter Thompson Co., New York, will sponsor *CBS Reports: Where We Stand*, assessing America's position in the world, on CBS-TV Tuesday, May 16 (7:30-8:30 P.M. EDT).

Rep appointments. WRDU-TV Raleigh-Durham, N.C.: Adam Young Inc., New York. ■ WAYS(AM) Charlotte, N.C., and WAPE(AM) Jacksonville, Fla.: Radio I Representatives, New York (division of Pacific & Southern Broadcasting Co.).

BAR reports: television-network sales as of April 30

CBS \$217,862,000 (36.5%); NBC \$196,764,200 (33.0%); ABC \$182,089,000 (30.5%)*

Day parts	Total minutes week ended April 30	Total dollars week ended April 30	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	80	\$ 473,200	1,181	\$ 7,365,600	\$ 7,337,200
Monday-Friday 10 a.m.-6 p.m.	955	6,422,600	15,860	115,981,500	108,255,400
Saturday-Sunday Sign-on-6 p.m.	362	3,625,800	5,444	73,671,000	58,055,900
Monday-Saturday 6 p.m.-7:30 p.m.	95	1,579,400	1,554	31,077,200	26,093,300
Sunday 6 p.m.-7:30 p.m.	16	353,100	249	6,098,500	10,136,200
Monday-Sunday 7:30 p.m.-11 p.m.	391	17,732,600	6,735	332,099,600	324,554,100
Monday-Sunday 11 p.m.-Sign-off	161	2,336,100	2,331	30,421,800	20,896,600
Total	2,060	\$32,522,800	33,354	\$596,715,200	\$555,328,700

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

All in a family: CBS talks CBS to its affiliates

The network's assertions of leadership draw no dissent at Los Angeles conference

Because of the soft economy and uncertain prospects, CBS television-network affiliates held no annual meeting last year. Last week they held one that made up for lost time.

The two-day general conference (May 9-10), with various sessions taking place in North Hollywood, Hollywood and Los Angeles, came in the immediate wake of similar meetings by ABC-TV and NBC-TV affiliates. But like Riva Ridge in the stretch, the CBS-TV station people comported themselves as winners and talked mostly about widening leads.

CBS-TV President Robert D. Wood, who motormanned the conference from start to finish, rang out the good news in his opening remarks: "Your network is the undisputed leader," he said. "First place in prime time, first in the daytime, first in the area of children's programing, first in news, and now clearly on our way to first in late night."

And Mr. Wood wanted affiliates to make no mistake about CBS also being "first in sales, not only in network television but among all advertising media." What it all added up to, delegates were told, was that "never before has any network led in so many different arenas of network competition."

The responsibility of documenting these high-blown claims was given to Jay Eliasberg, director of research. Among other findings that he presented, Mr. Eliasberg showed measurements indicating that in the last two years CBS-TV's prime-time rating among adults 18 through 49 has increased by 13%, or an average of 1.6 rating points over every minute of the prime-time schedule. This increase of young adults came about, Mr. Eliasberg explained, because Bob Wood got rid of highly popular programs with older demographics such as *Red Skelton*, *Jackie Gleason*, *Ed Sullivan*, *Beverly Hillbillies*, *Green Acres*, *Petticoat Junction*, *Hee Haw* and *Mayberry R.F.D.* and replaced them with fresh programs. "What is particularly remarkable," he said, "is that this record was achieved without lowering, to any meaningful degree, our rating among adults 50 and older."

The only spot of trouble noted by Mr. Eliasberg is in the network's weekday daytime performance, which, he admitted, "was not up to the levels of previous years." Still, Mr. Eliasberg asserted that CBS-TV remains number one in daytime even though "we did not have the huge leads we have had in the past."

Offsetting the drop-off in daytime was the record of upturn in late night, as pre-

sented by Mr. Eliasberg. Ratings have almost doubled, he claimed, since movies were substituted for the *Merv Griffin Show*. He further claimed a lead of four-tenths of a rating point over NBC-TV's *Tonight Show Starring Johnny Carson*. According to the research executive, this meager lead would increase to a full rating point if the late-night station clearances of the CBS movie were equal to those of the NBC-TV show.

Mr. Eliasberg saved his best news for last. In 49% of the 126 markets in the country that now have three commercial network services, he said, the CBS affiliate is first in prime time. Over the full-day schedule (9 a.m. to midnight), he added, 56% of the CBS stations in the fully competitive markets are in first place. These add up to twice as many first places as NBC-TV and more than three times those of ABC-TV, Mr. Eliasberg said.

Frank M. Smith Jr., vice president, sales, added relish to Jay Eliasberg's hot-dog report. Television, he said, is "now in a very strong market position." The uncertainty of the last two years in the business community is declining, and Mr. Smith estimated a growth of some 7% in network TV sales and a similar growth pattern for national spot. Local TV sales, he predicted, would rise between 10% and 12% this year.

Basing much of his optimism on a "bright economic outlook" generally, and "a really strong program schedule" at CBS-TV, Mr. Smith said the 1972-73 season "should be a really great one." Mr. Smith reported that "we are booking record sales dollars, from a record number of advertisers, at a record pace."

This buoyant air reportedly prevailed throughout a closed question-and-answer session between network management and affiliates on the concluding day of the conference. "The complaints didn't amount to a hill of beans," said one

Mr. Wood



affiliate upon conclusion of the session.

That impression was confirmed by Bob Wood. "This is the best affiliates meeting we've had in the four years since I've been president," he told BROADCASTING. Sales executive Frank Smith echoed the theme. "For the moment," he told the affiliate body, "my theme song is 'Happy Days Are Here Again'."

What is CBS-TV's over-all programing aim going into the 1972-73 season? Fred Silverman, vice president, programs, laid it out for the general conference of CBS-TV network affiliates in Hollywood: Coming off "a very good season," he said, "our objective will be an even larger circulation lead"—a striving for "the largest in the history of the network." Beyond circulation considerations, CBS-TV is seeking to shape "the kind of balanced program service which can set us totally apart from our competitors," said Mr. Silverman.

Throughout Mr. Silverman's presentation and those of several other network executives who focused on programing, the emphasis was on the restructuring of the CBS-TV programing line-up.

Oscar Katz, vice president, programs, New York, said, "The big story here is the completion of the modernization of our programing. We now have a different profile, a different personality."

Charles B. Brakefield, chairman, CBS-TV Network Affiliate Association, referred to this metamorphosis in opening the two-day meetings. Praising Bob Wood as "the best president the CBS television network has ever had," Mr. Brakefield recalled how a year ago Mr. Wood "made the very critical decision to change both the image and direction" of the network. The result of his rejection of tried-and-true programing with many years of track-record successes, according to Mr. Brakefield, is that CBS-TV has emerged "firmly entrenched as the dominant network in American television."

Mr. Wood picked up this theme and referred to programing changes on the network in the past two years as "massive" and "nothing less than revolutionary." It wasn't merely jockeying for circulation leadership that dictated the moves, Mr. Wood said. "Of far greater concern," he said, "was the realization that every segment of our society—every aspect of our culture—was in ferment, undergoing enormous change." Mr. Wood went on to explain that the network became convinced "that we should overhaul our entire schedule—indeed our entire point of view—and make sure that television was in step with the times so that it would continue to be America's center of attention." What CBS-TV did, the engineer of this strategy said, was to reach beyond its hard-core audience of people who watch television "to get away from it all," and try to grab the growing numbers "who will watch only when television gets with it."

Mr. Wood pointed to *All in the Family* as the most outstanding reward for the "kind of gamble" the network took. "Certainly no program represented a sharper break with traditional television," he said.

Detailing the rationale for the new fall

Spotmaster

Cartridge Tape Supermarket!

Here's a one-stop shopping center for the most and best in broadcast quality cartridge tape equipment—a SPOTMASTER supermarket of variety and value.

Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information to you by return mail.



Ten/70 Record-Play

Single-Cartridge Equipment

Record-play & play-back models, compact & rack-mounted

- The incomparable Ten/70
- The classic 500C
- The economical 400
- Stereo models
- Delayed programming models



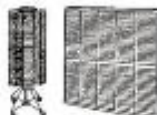
Multiple-Cartridge Equipment

- Five-Spot (5-cartridge deck)
- Ten-Spot (10-cartridge deck)

Versatile Five-Spot

Cartridge Tape Accessories

- Tape cartridge winder
- Calibrated tape timer



Tape Cartridge Racks

- Remote controllers
- Cartridge racks (wall, floor & table top models)
- Degaussers (head demagnetizers & cartridge erasers)

- Telephone answering accessory
- Replacement tape heads
- Adjustable head brackets
- Head cleaning fluid
- Alignment tape
- Bulk tape (lubricated, heavy duty)



- Tape tags
- Cartridges, all sizes, any length tape (or empty), no minimum order, lowest prices

Cartridges: All Sizes

The nation's leader in cartridge tape technology can fill your every need, quickly and economically. That's how we became the leader. Write

BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

schedule, Mr. Silverman said that only on Sundays, during the current season, was CBS-TV lagging behind the other networks in prime-time ratings, and that this night was the "major problem area," requiring "the most remedial action." The action taken was "reprogramming" of the entire evening's schedule. Beyond Sundays, he said, "changes on the other nights call for merely strengthening isolated pockets of weakness."

Mr. Silverman also announced more than 100 hours of special, pre-emptive entertainment and public-affairs programming in the coming season—"by far," he said, the network's "most ambitious specials effort." Together with regular programming and specials, the fall schedule, he maintained, amounts to the most diversified in CBS-TV's history.

It was left to Oscar Katz to discuss the network's less glamorous day-part schedules—Saturday morning and daytime. About daytime, Mr. Katz conceded

A true Aries. CBS-TV President Robert D. Wood came up with an indicative one-liner of the 1972 general conference of CBS-TV affiliates. "You're becoming the statesman of the industry," somebody said after he had finished his speech-making. "I don't want to be a statesman," Mr. Wood snapped back, "I just want to be a winner."

that the competition has narrowed CBS-TV's lead over the last two years, but he expressed determination to restore the network's "traditional daytime dominance" and promised that daytime programming would be "the number-one priority."

Summarizing the daytime situation, he said that serials on the network are being made better, plans are under way to completely change the network's situation-comedy block (with morning programming aimed primarily for adult women instead of for preschool children), program development is being increased, and the quality of manpower assigned to daytime projects improved. The low point in the ratings of CBS-TV's serial programming was reached in January, Mr. Katz said, and in February the three networks were "neck-and-neck" in over-all daytime ratings, but by last month CBS-TV was 11% ahead of NBC-TV and 17% ahead of ABC-TV.

Saturday morning children's programs, Mr. Katz claimed, provide the network with its biggest lead over the competition. ABC-TV and NBC-TV will make a determined bid in the coming season to overtake this lead, but CBS-TV is just as determined "that this will not happen."

The CBS-TV affiliates passed a resolution opposing the action by the Justice Department in instituting antitrust suits against the three major networks. The affiliates also authorized their board of directors "to take whatever steps it deems necessary or appropriate in the courts and otherwise."

The week before NBC-TV affiliates voted to intervene with Washington counsel in defense against the antitrust suits (BROADCASTING, May 8).

FCC sets 5% rule for banks

Under that level of minority ownership, their shares in broadcast-owning firms won't figure in total-station ceilings

The long-awaited revision of the FCC's multiple-ownership rules to increase the amount of stock that banks may hold in publicly owned broadcasting companies without being counted against total station portfolios was announced last week. As expected, the commission ruled that banks may now own as much as 5% of the stock in any number of broadcasting companies before their ownership is counted in the multiple-ownership limits of seven stations in each broadcast service. In the past, bank holdings of more than 1% have been charged in computing limits of station ownership.

In order to legally assume the maximum 5% ownership, however, the commission said banking organizations will be required to file disclaimers of intent to control or influence the management of firms in which they hold such interests.

The commission's announcement follows two and one half years of rule-making proceedings initiated at the request of the American Bankers Association. ABA had asked the commission to impose a 10% ceiling on the total amount of stock a bank may hold in any broadcast firm. It claimed that any maximum under 10% would have the effect of hampering broadcasters' ability to raise sufficient capital and would force large-scale divestiture of existing bank holdings.

(In 1968, the commission raised the ownership limit in broadcast stock for mutual funds from 1% to 3%. That standard remains unchanged.)

While the commission agreed that the current ceiling should be raised, it would not accept ABA's argument for the 10% limitation. ABA had emphasized that 10% ownership is the criteria recognized by many state and federal laws for presumption of control of a given company. The commission maintained, however, that these 10% standards are legal determinations based on a particular industry and "are not applicable to broadcasting."

The commission gave banks holding stock in trust in broadcasting companies three years to arrange their investments in compliance with the new rule. According to an ABA estimate, the total value of divestiture necessitated by the rule is \$84 million. Although the prior limit on stock holdings was only 1%, it is generally understood that many banking institutions' investments in broadcast stock exceeded that limitation (although stock holdings in excess of 1% were generally not voted directly by the banks). ABA had told the commission that a benchmark of 1% would force a divestiture of some \$1 billion and would affect some 25 companies. At the same time, it said, a 10% ceiling would affect only one broadcast firm and force a divestiture of only \$4 million

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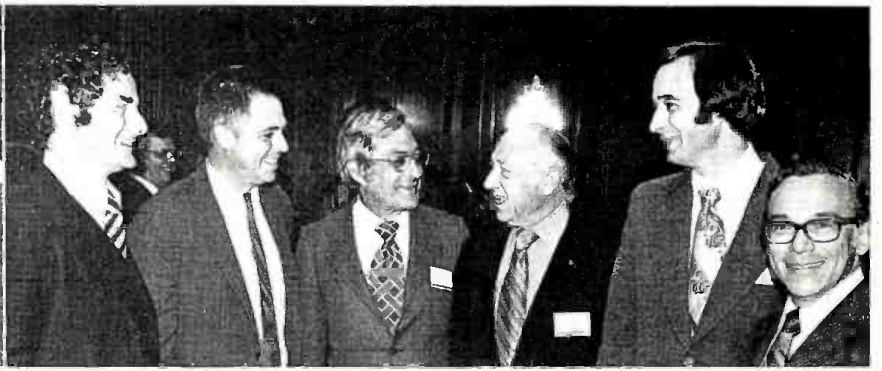
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Political party. For the first time, a band of radio broadcasters, all from one market, descended on Washington in a lobbying effort that had as its aim educating legislators about broadcasting's problems. The group was the New York Market Radio Broadcasters Association, whose 46 member stations are licensed to 18 counties in and around the Greater New York metropolitan area and whose principal function, ordinarily, is the promotion of time purchases on New York radio stations.

More than 50 station executives were in the party that spent two days (May 9-10) in Washington, beginning with a White House

briefing by Ronald Ziegler, President Nixon's news secretary, and including a briefing at the National Association of Broadcasters, a congressional reception in the Capitol, and individual visits to senators and congressmen. At the reception (l to r at left): George H. Williams, WABC(AM), and Neil E. Derrough, WCBS(AM) in cordial exchange with Representative Lester L. Wolff (D-N.Y.); (at right) Richard Novik, WLIB(AM)-WBLS(FM); Senator James L. Buckley (C-N.Y.); Howard Klarman, executive director of the New York association; Senator Jacob K. Javits (R-N.Y.); Ron Ruth, WOR-FM, and Walter Neiman, WQXR-AM-FM.

(BROADCASTING, Sept. 7, 1970). By imposing a benchmark of 5%, the commission is seen to have precluded the divestiture of some \$900 million worth of broadcast stock.

While the commission's action comes as a disappointment to banking interests—many of whom had felt as recently as five months ago that a 7½% limitation would have been acceptable ("Closed Circuit," Jan. 10)—it was no surprise. Last March it was learned that the commission's staff was adamant about imposing the 5% limit. Action on the proposal was delayed while the staff sought to determine the impact of banks serving as co-trustees of stock in broadcast companies. As a result of that analysis, the commission ruled last week that whenever a bank is involved in a co-trusteeship the total value of the stock involved will be aggregated against its 5% limitation.

In promulgating the new rule, the commission said it was working under the principal that most banks having broadcast holdings are no more than "passive investors who manage the trusts for investment purposes for the beneficiaries and not to control the management or policies of a broadcast company." In order to insure that this "passive" status is maintained under the new rule, the commission imposed the disclaimer requirement, which makes the rule read, in effect, that while banks may hold up to 5% of a broadcast firm's stock, they may not use that ownership interest to influence the operation of the firm.



In the same action, the commission deleted from the rules a requirement that banks with broadcast holdings file copies of affiliated trust agreements or abstracts. It said this requirement was no longer necessary, because a broadcast firm's ownership report will indicate the persons delegated the authority to vote its stock.

The commission also stated last week that in cases where a bank official is a

director of a certain broadcast company and has holdings in that or any other broadcast company, that individual will be subject to the multiple-ownership rules if the bank's broadcast holdings are the maximum allowed by the commission (seven stations in each service). Thus, if a bank owns 5% of a firm operating seven television stations, and an

officer of the bank has stock in another firm owning additional TV stations, the individual would have to either give up his directorship in the broadcast firm or sell his broadcast stock. The opposite situation does not hold true, however. If a bank official owns stock in a broadcast company with the full TV complement, the bank itself may still acquire up to

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Gallery. Marianne Campbell (l), Holzer Medical Center, Gallipolis, Ohio, retiring president of American Women in Radio & Television, presents AWRT's silver satellite award to Joan Ganz Cooney of the Children's Television Workshop, New York, at the AWRT convention in Las Vegas. Special guests at the convention were four foreign broadcasters. Shown with Georgia Gibson (KZEY[AM] and KJET[FM] Dallas), chairman of AWRT's Educational Foundation, are (l to r) Elizabeth Shea Pineda de la Fuente, Philippines; Leonie Evadne Forbes-Amiel, Jamaica; Patricia Yolande de la Pena y Sobarzo, Mexico, and Omobolanle O. Onajide, Nigeria.

5% interest in other firms with TV holdings.

The commission's action last week came on a vote of 5 to 2. Commissioners Nicholas Johnson and Robert T. Bartley dissented, Mr. Johnson issuing a statement in which Mr. Bartley joined. The statement accused the majority of formulating a new policy "to satisfy banks and bank-held broadcasters—a

change adopted only to avoid divestiture." Mr. Johnson claimed that those parties supporting the rule amendment "have totally failed to show how the public interest will be improved" by the change, and that the commission has ignored various potentially harmful effects of the action, including the impact of institutional ownership on broadcast management decisions.

Slap a back, shake a hand

NAB's Wasilewski and Hulbert urge broadcasters to build good will on Hill; take their problems to the mountain top

Two National Association of Broadcasters officials told broadcasters last week to get closer to their congressmen and senators. Part of a sustained push to acquaint legislators with the problems of broadcasting, "How to Sell Your Congressmen" might have been the titles of the speeches by Vincent T. Wasilewski, president, and James H. Hulbert, executive vice president for public relations.

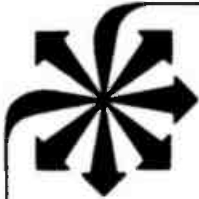
Mr. Wasilewski told the Oregon Association of Broadcasters, meeting in Lincoln City, Ore., that this election year, when candidates are campaigning and many broadcasters are having contacts with them, is the best time to make their views known on license renewals.

Pumping hard for the airing of the industry's problems, Mr. Wasilewski urged on-air discussions that consider both sides of the fairness doctrine, or call-ins on the license-renewal issue.

Station personnel must be educated about license-renewal problems and attacks on advertising, he added, so they know their jobs may be at stake.

Mr. Wasilewski also asked: "What do you do for your senators and congressmen? Do you only broadcast a few paid spots during an election year, or are you in constant, year-round contact with your representatives? You must build good will with your officials in Washington, just as you do with your audiences . . . The time to build friendly relationships is when you don't need them so that they will be available when you do."

Above all, Mr. Wasilewski said, the public and molders of public opinion must understand that advertising is the sole support of radio and TV. "Without



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it," he said, "broadcasting cannot survive."

He acknowledged that many people do not realize advertising's importance or the significance of the partnership of communications and advertising that has resulted in higher standards of living, improvement of culture and of education. But some do, he noted, quoting from the late William Green, president of the American Federation of Labor:

"In a very real sense, advertising is a bright symbol of freedom. . . . If there were no liberty, there would be no advertising."

Half a continent away, Mr. Hulbert was saying much the same thing, but in bolder and more pointed language. To the Illinois Broadcasters Association, meeting May 11 in Springfield, and to the Iowa Broadcasters Association, meeting May 12 in Cedar Rapids, Mr. Hulbert stated that "A broadcaster ought to regard his congressman in the same manner he regards a sales prospect."

Citing the requisites for successful selling (know your product, believe in it, study your prospect and develop a proposal), Mr. Hulbert declared broadcasters must know their congressman's constituency, his staff, and his grievances.

Developing arguments in favor of broadcasting, Mr. Hulbert emphasized must be done from the congressman's point of view: "The emphasis should be on your service record, your relationship to your listeners and viewers—his constituents, their stake and the community's stake, and his personal stake in maintaining that license in responsible hands.

"It would not hurt," Mr. Hulbert continued, "to point out what could happen if the license ended up in the hands of some of those who are seeking to oust current licensees."

And, he added, "do something for your congressman or senator when you are not asking him for anything." He added: "If you can do so in good conscience, give him some editorial support on matters that are important to him."

Changing Hands

Announced

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

■ **WNOV(AM)** Milwaukee: Sold by Phil Chess, Revetta Chess Feder and the estate of the late Leonard Chess to Courier Communications Corp., for \$385,000. Courier Communications is headed by Jerrell Jones, publisher of *Milwaukee Courier*, black-oriented weekly newspaper. WNOV operates daytime on 860 khz with 250 w. Broker: Blackburn & Co.

■ **WSER(AM)** Elkton, Md.: Sold by Wyoming Valley Broadcasting Corp. to Oscar T. Grann, D. Michael Brandewie and Daniel Hamilton for \$150,000. Buyers are all federal government employes in Washington. Mr. Grann was formerly an employe of **WEAM(AM)** Arlington, Va. **WSER** is a daytimer on 1550 khz with 1 kw. Broker: Hamilton-Landis & Associates.

Women v. women

Happy Raine's motion gets solid backing at AWRT convention; new President Kemp warns of changes

At its annual convention in Las Vegas, the American Women in Radio and Television has voted for the third time its opposition to the proposals advanced by Action for Children's Television.

Acting on a motion by Mrs. Lorraine Lee-Benner (Happy Raine) of **wcsc-TV** Charleston, S.C., AWRT reaffirmed its position on the ACT petition to the FCC and the Federal Trade Commission as it had previously in 1970 and again in 1971.

Mrs. Lee-Benner opened her campaign to activate women broadcasters to protest the ACT proposals last month, including one suggestion that the founders of ACT be investigated (**BROADCASTING**, April 24). ACT's two-year-old petition to the FCC asks that all commercials on children's TV programs be banned and that stations be required to program at least 14 hours weekly of children's programming. The FCC has received comments and reply comments on these suggestions but has not taken any action yet.

ACT also has asked the FTC to prohibit the advertising of vitamins, toys and foods on children's TV programs. The trade commission, as yet, has taken no action on these petitions.

Mrs. Lee-Benner said last week that the AWRT action satisfied her "to an ex-

tent." Her purpose, she said, was to stir women broadcasters individually to become active in opposing ACT, particularly through public speeches and on-air discussions.

She also said that the Palmetto chapter of AWRT (South Carolina and part of North Carolina) was writing to each of AWRT's 2,000 members urging opposition letters to the FCC and FTC.

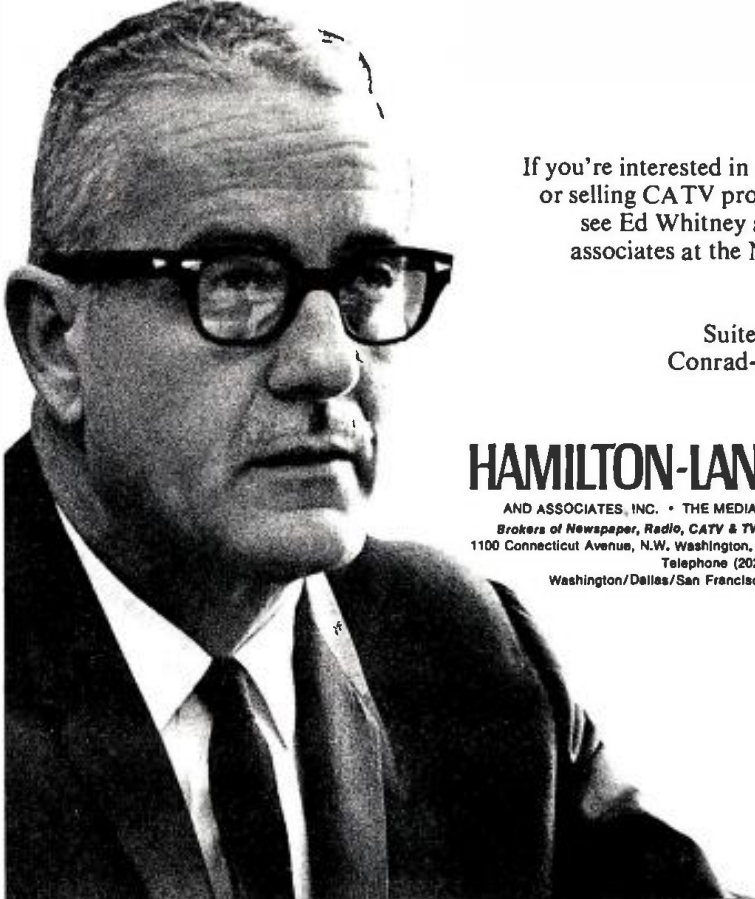
More than 500 women broadcasters at the May 4-7 convention heard the association's new president, Rose Blythe Kemp, vice president of Columbia College, Los Angeles (**BROADCASTING**, May 1), warn that broadcasting may well change in coming years, especially with the growth of CATV.

"As it [CATV] grows from now on it will provide a vast freedom of choice, it will eventually create a vast number of new jobs. It will stir up the creative juices. It may well change the system of broadcasting as we accept it today. And it could change the lives and livelihood of countless numbers of people . . .

"I urge you to learn, with eyes open to fascinating possibilities and minds kept flexible for change. For change is inevitable."

Outgoing president Marianne Campbell, Holzer Medical Center, Gallipolis, Ohio, noted in her talk that broadcasting seems to be the "whipping boy" for the social problems of America.

Elaine R. Pitts, Sperry & Hutchinson, New York, was made president-elect of AWRT—taking office next year.



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Procession up the ladder at NBC-TV

Schlosser moved to new job next to top;
Werner and White are reassigned;
Wald now second to Frank at NBC News

A series of high-level executive changes, in which Herbert S. Schlosser will move into the newly created post of executive vice president of NBC-TV, was announced last week by Don Durgin, president of the network.

Mort Werner, vice president in charge of programs since 1961, will move up to the new position of senior vice president, program planning, and will be succeeded as head of programs by Lawrence R. White, currently vice president, programs, East Coast. Both will report to Mr. Schlosser, currently vice president, programs, West Coast.

The changes will become effective June 1.

Mr. Durgin said Mr. Schlosser was "brilliantly suited to join NBC-TV's management team in the operation of a large and complex network organization, requiring an unusual combination of administrative and creative judgments"; that Mr. Werner's new assignment,

allowing him to devote "his extraordinary program abilities" full time to program development and planning, is in line with his long-standing belief that "he could be most effective as a full-time programmer freed of the administrative detail involved in running the day-to-day operation of the program department," and that Mr. White will bring to the top program post "an outstanding record of success" in a 24-year broadcasting career in which he has been a program producer, a builder of NBC-TV's daytime schedule and supervisor of its development of children's programming.

Reporting to Mr. Schlosser, in addition to Mr. Werner and Mr. White, will be David W. Tebet, vice president, talent, whose responsibilities will include special assignments as well as talent arrangements; Donald Carswell, vice president, business affairs; John M. Otter, vice president, sales; William H. Trevarthen, vice president, operations and engineering, and Myron (Mike) Weinblatt, vice president, talent and program administration.

Mr. Schlosser will report to Mr. Durgin.

Mr. Schlosser, formerly with Phillips, Nizer, Benjamin, Krim and Ballon, a New York law firm with a large motion-picture and television practice, joined NBC in 1957 as attorney for California National Productions, a subsidiary of which he later became vice president and general manager. He was named director

of talent and program administration for NBC-TV in 1961, added a vice presidency a year later, and was appointed NBC-TV vice president, programs, West Coast, in 1966. Since then he has been responsible for all phases of network programming produced on the Coast.

Mr. Werner, who joined NBC in 1951, had a major role in the development of NBC-TV's *Today* and *Tonight* shows and its former *Home* series, becoming executive producer of all three, and also helped shape NBC Radio's weekend *Monitor* service. He became director of participating programs in 1955, rose to director and then vice president in charge of national programs and in 1957 was named vice president for daytime TV programs. Later that year he moved to Kaiser Industries and, two years later, to Kaiser's agency, Young & Rubicam, as vice president and radio-TV director before returning to NBC as head of TV programming in 1961.

Mr. White, who started in broadcasting as a producer-director for the old Dumont TV network in 1948, held executive posts with Benton & Bowles, CBS-TV and Goodson-Todman and headed his own company, Gateway Productions, before joining NBC in 1965 as vice president, daytime programs. He has been vice president, programs, East Coast, since November 1968.

In a separate realignment at NBC, Richard C. Wald, vice president, NBC News, was promoted to the new post of executive vice president, NBC News. The principal executives of the NBC News staff will report to him; in turn he will report to President Reuven Frank. This change is also effective June 1.

Mr. Wald has been vice president, NBC News, since April 1968, responsible for the division's "hard news operations." Earlier Mr. Wald had been associated with the *New York Herald Tribune* from 1951 to 1966, and was serving as its managing editor when it ceased publication in that year.

Meet Senator Pastore

Hearing set for Hooks, Wiley nominations

The Senate Commerce Committee has scheduled a hearing May 23 on the nominations of Richard E. Wiley and Judge Benjamin L. Hooks as members of the FCC.

Mr. Wiley has served on the commission since Jan. 4 under an interim appointment by President Nixon. He has been nominated to fill the unexpired term of Commissioner Robert Wells, who resigned. That term runs from July 1, 1970, to June 30, 1977. Mr. Wiley served as FCC general counsel from September 1970 until last January.

Judge Hooks, a black lawyer and preacher from Memphis, was nominated last month to succeed Commissioner Robert T. Bartley, whose term expires June 30 (BROADCASTING, April 17).

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



Members of NBC-TV's new top team appeared together during NBC affiliates convention two weeks ago, their appointments hadn't been announced then. Herbert S. Schlosser (second from left), then West Coast programs vice president, becomes network's number-two man as executive vice president, reporting to President Don Durgin (r). Lawrence R. White (l), Mr. Schlosser's East Coast programming counterpart, becomes vice president in charge of programs, succeeding Mort Werner (second from right), who gets a new title—plus compliance with wish to be freed of administrative nitty-gritty, plus new long-term contract, according to NBC—as senior vice president, program planning. Changes were seen as designed to move younger executives higher into management echelons. Mr. Schlosser is 46. Mr. White is 45, same age Mr. Werner was when he took top program post in 1961. President Durgin is 47. Changes take effect June 1.

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Now...where's the money?

That's question likely to be heard as cable operators gather at NCTA convention; and facing financial realities is only for openers now that FCC's rules are in effect

Get 10 representatives of the cable-television industry together in a room, drop a few phrases like "wired nation" or "communications revolution," and nine of them will quietly start to poke holes in your grand vision (the other one will be on the telephone, discussing a long-term financing arrangement). The time when Washington dominated talk about cable is past; the time to begin actually building those big, complex, vaunted systems has arrived. And absent a federal decision to divert the defense budget into cable construction, the completion and successful operation of those systems will take a long, long time.

Cablemen know it. And the delegates to this week's National Cable Television Association convention are not likely to be hawking real estate in paradise. An industry that has sometimes been accused of overselling itself now speaks with a cautious, tempered voice. The high hopes are still expressed—after all, the theme of this year's convention is "CATV: The New Communicator." But now that extensive wiring of urban areas is a serious possibility and not just a foundation executive's dream, the inevitable question is: Where's the money going to come from?

The question is even more puzzling in cable than in most industries, because its demand for capital will exceed that of most industries if the nation is to be wired on anything like the scale envisioned by cable's cheerleaders. It is generally assumed that the industry would need a base of about 25 million homes in the next decade if its widely touted, technologically advanced applications are to make economic sense. That, in turn, would require industrywide capital commitments of over \$1 billion a year for 10 years.

That formidable figure would have to be reached in an already competitive market for capital. Amos B. Hostetter, executive vice president of Continental Cablevision Inc., has summed up the problem this way:

"The total national savings-to-investment flow of new funds to corporate users is at a rate of only \$25 to \$30 billion a year. Of this the utilities, including the telephone company, take over half. No other single industry—not the airlines, not the gas transmission lines, not the railroads—attract capital at a rate in excess of \$1 billion a year, which is the rate at which cable must attract in order to reach a 40% saturation in 10 years. A formidable task in a decade that economists already feel will be one of unprecedented demand for capital."

From this recitation of financial realities, it becomes apparent that this one consideration alone is enough to insure

the continuing consolidation of the cable industry into a few large companies with the stability and resources to make large-scale cable operations work. And most observers agree that the companies now building a strong base are the ones that will lead the industry in the years ahead.

A look at the maps on pages 48 and 49 indicates which companies to watch, and where their largest systems are now operating. These companies—the only ones with more than 100,000 subscribers—are establishing clear dominance in their industry. With the mergers that have taken place in recent months, this year's convention will mark a new stage in the industry's continuing consolidation: Eleven companies now command about half of the nation's cable subscribers (BROADCASTING, March 20).

There is still ample concern over government—no regulated industry escapes that—and two of cable's constant problems will find their places on the convention agenda: copyright and federal-state-local relationships. The choice of prin-

cipal speakers also reflects that concern: FCC Chairman Dean Burch; new NCTA President David Foster, whose first actions in that office have been directed toward strengthening the association's government-relations efforts; and consumer advocate Ralph Nader, one of the crusaders whom cablemen would like to number among the allies of their still-glamorous industry.

But government is far from the whole show. Here are some other highlights:

The broad titles of the principal management sessions encompass the major outside "views" of cable: the public view, the advertising view, financial, regulatory (divided into federal-state-local), advertising, educational and programming. At the financial session, the principal speaker will be Elliott Averett, president of the Bank of New York; at the advertising session, Leonard Matthews of Leo Burnett Co., Chicago; at the public session, Ted Ledbetter, Washington communications consultant; at the federal

Maps of largest CATV companies are on pages 48 and 49; NCTA convention agenda is on pages 50 through 55; list of convention exhibitors is on pages 55 through 60; main story continues on page 61

A short course in cable, 1972

There are about 2,750 operating cable systems in the U.S. There are another 1,950 systems approved but not built, and 2,900 applications pending before local governments. Pennsylvania, where cable began, has the most systems: about 300. Systems currently in operation reach about 6 million homes, perhaps 18.5 million viewers. The average system has 2,150 subscribers. The largest—in San Diego—has over 51,000. Some have fewer than 100. Most systems offer between 6 and 12 channels; the average for all is 10.4. Most new systems being constructed have 20 channels. The state-of-the-art maximum is about 48 forward channels. Monthly fees average about \$4.95. Installation fees range from nothing to over \$100; the average is \$20. Total cost of an average system is estimated between \$500,000 and \$1 million. The cost of laying cable ranges from \$4,000 per mile in rural areas to more than \$50,000 per mile in large cities. Over 400 systems have the capability of originating programs, and nearly 300 do so on a regularly scheduled basis—an average of 16 hours a week. Almost 800 have the capability of providing such automated originations as time and weather services and stock reports. Advertising is known to be carried by 53 systems which originate programs. Another 375 accept advertising with automated services. The average charge is \$15 per minute, \$88 per hour-long program. About 42% of the cable industry is owned by other communications interests. Broadcasters account for 30%, newspaper publishers for 7%, telephone companies for 5%. The CATV industry had total subscriber revenues estimated at \$360 million in 1971.



Cable television brokers are great. Until you want something from them.

Let's face it, most cable television brokers talk a great deal about their abilities and their impressive list of successful negotiations for cable television firms. And talk, and talk, and talk.

Then you ask them for something. Like an appraisal of your system. Or detailed information and cost for a particular consulting job. Or to find a qualified investor or buyer. They say it will take more time, or they're busy with a big deal right now, or they'll get back to you. And you wait, and wait, and wait. It's the same old story.

It's partly your own fault. You've been talking (and listening) to the wrong people.

The men in the picture on the opposite page are from Daniels & Associates. The cable television pioneers. Agressive, dynamic, professionals with 81 combined years of experience and

knowledge in the cable television industry. Their *only* business is cable television.

Daniels & Associates has offered a wide range of confidential, professional services to the cable television industry for almost 20 years. The leading brokers, consultants, appraisers and negotiators in cable television with over \$270,000,000 in system sales. And that's not just a lot of talk.

Daniels & Associates has a wide range of qualified interested investors and buyers for cable television properties. And they match your particular financial needs to the buyer's requirements. Without any wasted time and effort. No wonder Daniels & Associates has the highest reputation for buyer-seller satisfaction in the industry.

The company appraises cable television properties for owners, estates,

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In addition they are consultants offering cable television firms a wide variety of comprehensive management services.

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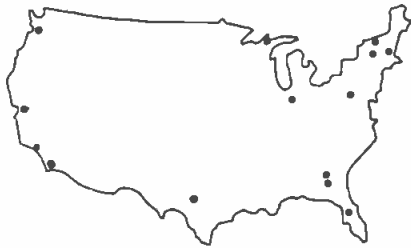
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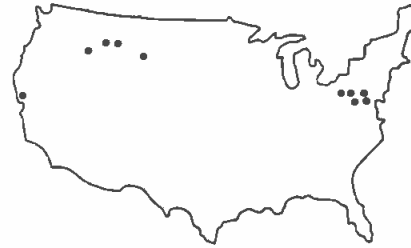
The maps and data on these two pages display (1) each of the 11 CATV companies now having as many or more than 100,000 subscribers and (2) the individual systems within each that serve 5,000 or more subscribers. Together, these multiple system owners command over 2.5 million subscribers, or nearly half of the industry's total.



1 Teleprompter Corp. 140 systems, 639,000 subscribers.
 Alabama: Dothan (5,000), Florence (16,000), Gadsden (10,000), Huntsville (16,000), Tuscaloosa (10,000)—Arizona: Prescott (5,000)—California: Lompoc (10,500), Los Angeles (34,500), San Bernardino (17,000), Santa Cruz (20,000), Santa Maria (10,500)—Florida: Lakeland (6,000), West Palm Beach (5,000)—Iowa: Dubuque (13,800)—Idaho: Lewiston (7,500), Pocatello (8,000)—Maine: Caribou (5,000)—Massachusetts: Worcester (6,700)—Michigan: Escanaba (5,000), Ironwood (5,000)—Minnesota: Rochester (12,000), Winona (7,000)—Montana: Great Falls (9,000), Missoula (8,000)—New Hampshire: Keene (6,000)—New Jersey: Ocean City (7,000), Vineland (8,000), Ventnor (10,000), Wildwood (14,000)—New Mexico: Farmington (5,000)—Nevada: Reno (11,700)—New York: Elmira (22,400), Jamestown (11,500), Manhattan (44,500), Newburgh (10,000)—Ohio: Portsmouth (10,000)—Oregon: Eugene (21,600)—Pennsylvania: Johnstown (20,400)—Texas: Galveston (5,800)—Virginia: Richlands (6,500)—Washington: Richland (5,000), Seattle (10,400), Walla Walla (6,800), Wenatchee (5,600)—Wisconsin: La Crosse (7,300)—West Virginia: Clarksburg (12,000), Fairmont (8,300), Morgantown (7,000).



4 Cox Cable Communications Inc. 29 systems, 230,000 subscribers.
 California: Bakersfield (12,100), San Diego (51,200), Santa Barbara (30,900)—Florida: Ocala (5,700)—Georgia: Macon (15,400), Warner-Robins (7,500)—Indiana: Peru-Wabash (8,700)—Massachusetts: North Adams (8,500)—Michigan: Marquette-Ishpeming (7,000)—Pennsylvania: Lewistown (6,900)—Texas: Lubbock (7,400)—Vermont: Burlington (9,600), Rutland (6,200)—Washington: Aberdeen (10,500).



5 Tele-Communications Inc. 82 systems, 225,000 subscribers.
 California: Vallejo (6,500)—Idaho: Idaho Falls (5,500)—Montana: Billings (9,000), Butte (5,700)—Pennsylvania: Ambridge (9,800), East Hills (6,400), McKeesport (5,500), Mon Valley (6,700), State College (12,700)—South Dakota: Rapid City (7,500).



8 Communications Properties Inc. 70 systems, 155,000 subscribers.
 Indiana: Lafayette (14,200)—Massachusetts: Pioneer Valley (13,000)—New Jersey: Point Pleasant (5,300)—Ohio: Cambridge (5,000), Coshocton (6,400), New Philadelphia (6,000)—Pennsylvania: Beaver Falls (5,100), Williamsport (21,200)—Texas: Del Rio (6,900), Kerrville (5,100), Midland (9,600)—West Virginia: Weirton (5,200).



9 Cablecom-General Inc. 50 systems, 150,000 subscribers.
 California: Modesto (7,500), Santa Rosa (11,600)—Colorado: Colorado Springs (17,300)—Mississippi: Clarksdale (5,300), Gulfport (5,100)—Oklahoma: Altus (5,500), Ardmore (5,700), Ponca City (7,900)—Texas: Amarillo (5,500), Dennison (6,900), Lufkin (5,100), Odessa (9,200), Sherman (6,600).



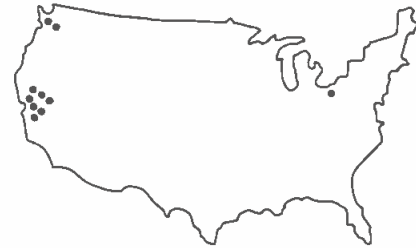
2 Television Communications Corp. (assuming completion of pending merger with Cypress Communications Corp.) 125 systems, 360,000 subscribers.
 (Present TVC systems) Arkansas: Fayetteville (9,600)—California: Barstow (7,500)—Illinois: Danville (11,800), DeKalb/Sycamore (5,300)—Massachusetts: Malden (5,400), Pittsfield (11,400)—New Jersey: Avalon (5,000)—New York: Olean (7,300)—Ohio: Akron (15,800)—Oregon: Coos Bay (8,500)—Pennsylvania: Bradford (6,600), Clearfield (5,100), Pottsville (12,200), Warren (5,900)—(Present Cypress systems) California: Kern County (Bakersfield) (18,000)—Florida: Fort Walton Beach (17,000)—Mississippi: Cleveland (5,000)—New Hampshire: Berlin (5,800)—Pennsylvania: Altoona (26,500), Chambersburg (6,300)—Tennessee: Kingsport (11,000).



3 American Television & Communications Corp. (assuming pending merger with Jellerson-Carolina Corp.) 71 systems, 264,000 subscribers.
 California: Lafayette (14,300)—Florida: Cocoa (7,000), Melbourne (19,000), Ormond Beach (5,500)—Kansas: Emporia (5,000)—Kentucky: Madisonville (5,600)—Louisiana: Monroe (5,500)—Minnesota: Mankato (9,300)—North Carolina: Fayetteville (14,400)—Pennsylvania: Reading (19,300), Suburban (7,300)—West Virginia: Charleston (12,800)—Wisconsin: Beloit (7,700), Eau Claire (9,900).



6 Sammons Communications 47 systems, 200,000 subscribers.
 California: Glendale-Burbank (7,300)—Indiana: Logansport (6,500)—Illinois: Ottawa (7,500), Streeter (6,400)—New Jersey: Pleasantville (9,800)—New York: Cortland (5,200)—Pennsylvania: Easton (20,100), Harrisburg (29,800), Oil City (5,500)—Texas: Rio Grande Valley (20,100).



7 Viacom International Inc. 14 systems, 183,000 subscribers.
 California: Delta (21,100), East Bay (16,200), North Bay/Petaluma (38,000), Oroville/Marysville (14,500), Redding/Red Bluff (14,200), San Francisco (20,000), Sonoma County (6,400)—Ohio: Cleveland (6,100)—Washington: Everett/Snohomish (19,300), Seattle/Bellevue (18,600).



10 Time-Life Broadcast Inc. 13 systems, 118,000 subscribers.
 California: San Diego (6,300)—Indiana: Marion (11,000), Terre Haute (10,600)—Michigan: Battle Creek (11,000)—New York: Manhattan (50,000)—Ohio: Ashtabula (6,000)—Pennsylvania: Levittown (6,400), East Pittsburgh (5,200).



11 LVO Cable Inc. 24 systems, 102,000 subscribers.
 Colorado: Grand Junction (8,600)—Illinois: Galesburg (5,300), Peru-LaSalle (9,300)—Maryland: Berlin (5,300)—Texas: Abilene (14,500), Tyler (15,600)—Wyoming: Casper (9,600).

Official agenda for the NCTA convention in Chicago

(All places in Conrad Hilton)

Monday, May 15

Registration, 8 a.m.-5 p.m., Lower Lobby.

Exhibits, 9 a.m.-6 p.m., Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.

Eye-Opener Sessions, all 8-9 a.m.

Economics—Cost of Building, Operating, Accounting Practices, Williford Room. Speaker: Gary Weinberg, Cable Television Information Center, Washington. Moderator: Edwin A. Hopper, LVO Cable Inc., Tulsa, Okla. Panel: Wally Baer, Rand Corp., Santa Monica, Calif.; William Brazeal, Community Telecommunications, Denver; Joel P. Smith, Television Communications Corp., New York; Eugene Weinrich, Teleprompter Corp., New York. Interrogators: Robert Hughes, Communications Properties, Austin, Tex.; Robert Weary, Junction City TV, Junction City, Kan.

A New Network—Satellites, Microwave, Beverly Room. Moderator: Hubert Schlafly, Teleprompter Corp., New York. Speaker: Richard Gould, Common Carrier Bureau, FCC, Washington. Panelists: Dr. Richard Marsten, director, communications programs, Office of Applications, National Aeronautical and Space Administration, Washington, Ralph L. Clark, consultant to NCTA for satellite engineering, Washington. Interrogator: Charles Henry, Badger CATV, Iron Mountain, Mich.

Municipal Public Ownership, PDR 2. Moderator: Edward Allen, Western Communications, Walnut Creek, Calif. Panel: Charles Heline, Dow, Lohnes & Albertson, Washington; Eugene Iacopi, Nor-Cal Cablevision, Oroville, Calif.; G. Norman Penwell, Malarkey, Taylor & Associates, Washington; John McGuire, deputy director, Cable Television Information Center, Washington; Edward Lloyd, Essex Cable TV, Newark, N.J.

The Young Communicators, Astoria Room. Moderator: Marc B. Nathanson, Cypress Communications Corp., Los Angeles. Panel: Steve Effros, staff attorney, Cable TV Bureau, FCC, Washington; Alan Greenstadt, Optical Systems Corp., Los Angeles; Dr. John Malone, Jerrold Corp., Philadelphia; Paul F. Maxwell, *TV Communications Magazine*, Englewood, Colo.; Pat Nugent, Communications Properties, Austin, Tex.; Robert Stengel, public relations department, NCTA, Washington.

Regulations and Copyright, Williford Room, Parlor C. Moderator: Stuart Feldstein, NCTA, Washington. Panel: Ted Pierson Jr., Pierson, Ball and Dowd, Washington; Walter Schier, Katz, Schier, Rosenweig & Sindle, New York; Herman Finkelstein, ASCAP, New York; Arthur Stambler, Stambler & Shinsky, Washington.

Short Haul Microwave Systems, Bel Air Room. Workshop sponsor: Society of Cable TV Engineers. Coordinator: Roger Wilson, Teleprompter Corp., New York. Moderator: Roger Wilson.

Opening Session, 9:15-10:15 a.m., Grand Ballroom. Moderator: Gene W. Schneider, 1972 convention chairman, Tulsa, Okla. Welcome: The Honorable Richard J. Daley, mayor of the city of Chicago. Annual report of the Chair-

man: John Gwin, national chairman of NCTA, Atlanta. **Management Session**, 10:15-11:45 a.m., Grand Ballroom. *The Public View*. Moderator: Burt Harris, Cypress Communications Corp., Los Angeles. Speaker: Ted Ledbetter, Jr., Urban Communications, Washington. Responders: Benny L. Kass, attorney, Boasberg, Kass & Smith, Washington; Domingo Nick Reyes, National Mexican-American Anti-Defamation Committee, Washington; Charlotte Schiff Jones, Teleprompter Corp., New York; Roger Zylstra, attorney, Cole, Zylstra & Raywid, Washington; Barry Zorthian, Time-Life Broadcast, New York.

Technical Session, 10:15-11:45 a.m., Williford, Parlor B. *Satellite/Cable System Engineering*. Session chairman: Herbert P. Micheis, Time-Life Broadcast, New York; "The ATS-F Satellite Experiment with Cable TV Distribution," Dr. Richard Marsten, director, Communications Programs, Office of Applications, National Aeronautical and Space Administration, Washington; "The Domestic Satellite Characteristics and Opportunities for Cable TV," Ralph L. Clark, consultant to NCTA for satellite engineering, Washington.

Luncheon, noon-1:45 p.m., International Ballroom. Moderator: John Gwin, NCTA national chairman. Invocation: Reverend Kenneth Hildebrand, D.D., pastor, The Central Church, Chicago. Speaker: Dean Burch, chairman, FCC.

Management Session, 2-3:15 p.m., Grand Ballroom. *The Advertising View*. Moderator: Don Paul Nathanson, Grey-North Advertising, Chicago. Speaker: Leonard Matthews, Leo Burnett Co., Chicago. Responders: David Hardin, Market Facts, Chicago; Roberta Weinberg, Good Communications, Philadelphia; Sophie C. Hohne, Sterling Communications, New York; George Shapiro, attorney, Arent, Fox, Kintner, Plotkin & Kahn, Washington.

Technical Session, 2-4:15 p.m. Boulevard Room. *Blue Sky to Cash Flow*. Session chairman: Hubert J. Schlafly, Teleprompter Corp., New York; "National Cable Systems," Dr. Peter C. Goldmark, Goldmark Communications Corp., Stamford, Conn.; "CATV's Critical Mass Problem," John J. O'Neill, The Mitre Corp., McLean, Va.; "What Belongs on the Cable," John Ward, Electronics Systems Lab., MIT, Cambridge, Mass.; "Market Studies," Robert Behringer, Theta-Com Corp., Los Angeles.

Management Session, 3:15-4:15 p.m., Grand Ballroom. *The Financial View*. Moderator: Monroe Rifkin, American Television & Communications Corp., Denver. Speaker: Elliott Averett, president, The Bank of New York, New York. Responders: Edward Addiss, Matthews, Mitchell & Co., New York; Paul Kagan, Paul Kagan Associates, New York; E. Peter Brinkley, Chase Manhattan Bank, New York; Herbert Mann, Teachers Insurance and Annuity Assn., New York; Dr. Leonard Tow, Teleprompter Corp., New York; Henry Harris, Cox Cable Corp., Atlanta.

Tuesday, May 16

Registration, 8-5 p.m., Lower Lobby.

Exhibits, 9 a.m.-6 p.m., Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.

Eye Opener Sessions, all 8-9 a.m.

Financial, Williford Room, Parlor A. Moderator: Jerry Green, Cypress Communications Corp., Los Angeles. Panel: Frank P. Krasovec, Pittsburgh National Bank, Pittsburgh; J. Howell Kelly, The Bank of New York, New York; Benjamin F. Lenhardt Jr., The First National Bank of Chicago, Chicago; Grant Wilson, John Hancock Mutual Life Insurance Co., Boston. Interrogator: James Cavanaugh, Television Communications Corp., New York.

Public Access, Beverly Room. Moderator: William J. Lamb, Sterling Manhattan Cable Television, New York.

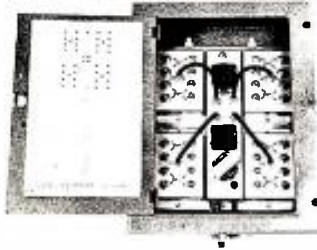
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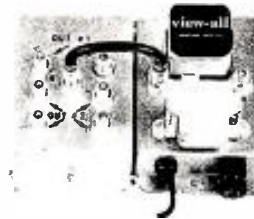
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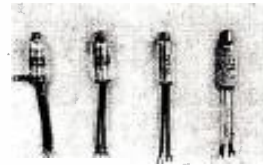
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Panel: Herbert Dordick, office of telecommunications, Bureau of Franchises, New York; Nick DeMartino, Community Video Center, Federal City College, Washington; Henry D. Pearson, Teleprompter Manhattan CATV, New York. Interrogator: Lewis A. Rivlin, attorney, Peabody, Rivlin, Kelly, Cladouhous & Lambert, Washington.

Marketing, PDR 2. Moderator: Gregory J. Liptak, LVO Cable Inc., Tulsa, Okla. Panel: Sandy Freeman, Teleprompter Corp., New York; Reavis D. Gibb, Viacom International, San Raphael, Calif.; Thomas Thor Johnson, Daniels and Associates, Denver; William R. Sinkunas, Akron, Ohio. Interrogators: Leo Hoarty, Buckeye Cablevision, Toledo, Ohio; Graham Moore, Telecommunications Inc., Denver.

Pay Cable, Leased Channels, Astoria Room. Moderator: John Calvetti, Cypress Communications Corp., Los Angeles. Panel: William Butters, Trans World Communications, a division of Columbia Pictures Industries, New York; Frank N. Cooper, Gridtronics Inc., New York; Alan Greenstadt, Optical Systems Corp., Los Angeles; Paul Klein, Computer Television, New York; James T. Ragan, Athena Communications Corp., New York; Interrogators: John D. Sanfratello, Sterling Communications, New York; Donald O. Williams, Trans-Video Corp., San Diego.

Labor Relations, Williford Room, Parlor C, Moderator: Charles Walsh, NCTA, Washington. Panel: Harold Berg, Teleprompter Corp., New York; Albert O. Hardy, International Brotherhood of Electrical Workers, Washington; Samuel S. Street, Cable Corporation of America, Charlotte, N.C.

Technical Training, Bel Air Room. Workshop Sponsor: Society of Cable TV Engineers. Coordinator: Jake Landrum, Commco, Inc., Austin, Tex. Moderator: Joe E. Hale, Cable Dynamics, Burlingame, Calif.

Management Session, 9:15-10:05 a.m., Grand Ballroom. *The Regulatory View, A. Federal.* Moderator: John Gwin, NCTA national chairman, LCA Cable Communications, Inc., Atlanta. Speaker: Sol Schildhouse, chief, CATV Bureau, FCC, Washington. Responders: Richard Brown, attorney, CATV Bureau, FCC, Washington; John P. Cole, Cole, Zylstra & Raywid, Washington; Gary Christensen, Hogan & Hartson, Washington; William Bresnan, Teleprompter Corp., New York; Bruce Merrill, Ameco, Phoenix.

Technical Session, 9:15-11:45 a.m., Williford Room, Parlor B. *FCC Technical Rules and Standards.* Session chairman: Douglas C. Talbott, Cox Cable Communications, Atlanta. Reporter: Joseph Gans, Cable TV Co., Hazelton, Pa., "FCC Cable Television Technical Standards—Concepts and Interpretations," Sydney R. Lines, FCC, Washington: "Critical Steps to Compliance," Norman Penwell, Malarkey, Taylor & Associates, Washington; "Distribution System Measuring Techniques," Jerald S. Crusan, Jerrold Electronics Corp., Philadelphia; "Key Frequency Parameter Measurements and Instruments," Linley Gumm, Tektronix Inc., Beaverton, Ore.

Technical Session, 9:15 a.m.-11:45 a.m., Boulevard Room. *Program Origination,* Session chairman: Jake Landrum, Commco, Inc., Austin, Tex. Reporter: Joseph L. Stern, Goldmark Communications, Stamford, Conn.; "Audio Techniques for TV Origination," Bernard Wise, CCA, Gloucester City, N.J.; "Automatic Program Origination," Lyle Keys, Telemation, Inc., Salt Lake City; "Discable—A New Automatic Sound and View Programing," John L. Humphreys, National Trend-In Corp., Reston, Va.; "Privacy for Cable Services," Frank R. Eldridge, The MITRE Corp., McLean, Va.; "VTR's—Their Trade-Offs, Compatibilities and Problems," Ronald S. Hymas, Telemation, Salt Lake City.

Management Sessions, 10:05-10:55 a.m., Grand Ballroom. *The Regulatory View, B. State.* Moderator: Benjamin J. Con-

roy, Jr., Communications Properties Inc., Austin, Tex. Speaker: Dr. Delbert D. Smith, legal adviser, Space Science & Engineering Center, U. of Wisconsin, Madison, Wis. Responders: Roland S. Homet, Jr., Washington; Richard R. Zukowski, Zukowski, Zukowski & Poper, (counsel, Illinois-Indiana CATV Assn.), Crystal Lake, Ill.; Walter Kaitz, (counsel, California CATV Assn.), Castro Valley, Calif.; Lewis Cohen, Cohen & Berfield (counsel for New York CATV Assn.), Washington; George Barco, Meadville Master Antenna Inc., Meadville, Pa.; George Sisson, Colony Communications, Inc., Providence.

Management Session, 10:55-11:45 a.m., Grand Ballroom, *The Regulatory View, C. Local.* Moderator: Bruce E. Lovett, American Television & Communications Corp., Washington. Speaker: Bowman Cutter, Cable Television Information Center, Washington. Responders: Morris Tarshis, Bureau of Franchises, New York; John D. Matthews, Dow, Lohnes & Albertson, Washington; E. Stratford Smith, Smith & Pepper, Washington; Leon Papernow, Cypress Communications Corp., Los Angeles; Edward E. Drake, LVO Cable, Inc., Tulsa, Okla; Egerton K. van den Berg, city attorney, Orlando, Fla.

Luncheon, noon-1:45 p.m., International Ballroom. Moderator: Gene W. Schneider, 1972 convention chairman. Invocation: Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis, Chicago. Speaker: David H. Foster, president, NCTA.

Management Session, 2-3:15 p.m., Grand Ballroom, *The Educational View.* Moderator: Rex Bradley, Telecable Corp., Norfolk, Va. Speaker: Frank Norwood, Joint Council on Educational Telecommunications, Washington. Responders: Ethel Greenfield Booth, Los Angeles; Dr. Phillip Macomber, Kent State University, Kent, Ohio; Irving Grossbeck, Continental Transmission Co., Boston; F. Gordon Fuqua, Electra Communications Inc., Charlotte, N.C.; Darrell E. Needham, superintendent of educational television, Meso County School District, Grand Junction, Colo.; Donald Kendrick, Eduplex Inc., New York; Robert V. Cahill, Farrow, Cahill, Kaswell, Segura, and Roder, Washington.

Technical Session, 2-4:30 p.m., Williford Room, Parlor B. *Cable Channel Allocation.* Session chairman: Archer S. Taylor, Malarkey, Taylor & Associates, Washington. Reporter: Early Monroe, Cable TV Bureau, FCC, Washington. "Channel Allocation Options," Dr. Robert S. Powers, Office of Telecommunications, Department of Commerce, Washington; "The Dilemma of Mixed Systems," Nate Levine, Sammons Communications, Dallas; "Coherent Carrier State of the Art," I. Switzer, Maclean-Hunter Cable TV Ltd., Rexdale, Ont., Canada; "Subscriber Terminal Interface Requirements," Parker T. Ellsworth, Magnavox, Fort Wayne, Ind.

Technical Session, Boulevard Room. *Cable System Operation.* Session chairman: William Karnes, Sammons Communications, Dallas. Reporter: Walter Wydro, consultant, Pineville, Pa. "A Documentation Process for CATV Systems," Larry New, Cox Cable Communications, Atlanta; "Considerations of Transcient and Surge Protection in CATV Systems," Donald O. Cummings and George P. Dixon, C-COR Electronics, State College, Pa.; "Can Cable System Management and Retreaded Aerospace Engineers Adapt to Each Other?" Paul Robbins, National Society of Professional Engineers, Washington; "Field Strength Monitors, A Unique Test Instrument for CATV," R. L. Douglas, Helwick Douglas Electronics, Gulfport, Miss; "Antenna Site & Head-End Selection Problems in Big City CATV System," Steven I. Biro, B-RO Antenna & Head-End Engineering, Princeton, N.J.

Annual Membership Meeting, 3:15-4:30 p.m., Waldorf Room. (NCTA members only.) Presiding: NCTA national chairman, 21st Annual meeting of membership; election of directors;

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proposed by-laws amendments; reports of standing and special committees. (Note: Ballots may be picked up beginning at 9 a.m. Tuesday, May 16, in PDR 1.)

Annual Banquet, 7:30 p.m., International Ballroom. Burt Harris, master of ceremonies. Introduction of new Officers and directors. Presentation of Annual Larry Boggs Award—F. Gordon Fuqua, chairman, 1972 NCTA awards committee. Entertainment: The Harmonicats, Corbett Monica, Jeanne Steel. Music by: Norm Krone and his Orchestra.

Wednesday, May 17

Registration, 8 a.m.-3 p.m., Lower Lobby.

Exhibits, 9 a.m.-1 p.m. Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.

Eye Opener Sessions, all 8-9 a.m.: *Your Local Franchising—Rates, Renewals and Franchising*, Williford Room, Parlor A. Moderator: Martin F. Malarkey, Malarkey, Taylor & Associates, Washington. Panel: Charles Norman, Ford and Norman, Tulsa, Okla.; Alan Dessoff, National Association of Counties, Washington; Edward N. Kuhlmann, Cable Television Information Center, Washington; Alderman Paul Wigoda, City of Chicago; Floyd Shelton, Communications Properties Inc., Austin, Tex. Interrogators: John Gault, American Television & Communications Corp., Denver; J. Patrick Michaels, *Times-Mirror*, Los Angeles.

Program Sources, Beverley Room. Moderator: Jack Williams, Teleprompter Corp., New York. Panel: Jennie Johnson, National Audiovisual Center, Washington; Tom Wilson, Cable Television Information Center, Washington; Stanley Ditchfield, Christian Broadcasting Network, Portsmouth, Va; Robert Weisberg, Telemation Program Services, New York; Burt Reinhardt, United Press International and Independent Television News, New York; Interrogators: Conrad Bastow, TV Transmission Inc., Lincoln, Neb; Tony Acone, Cablevision Properties, Waco, Tex.

Can Two-Way Make Money? PDR 2. Moderator: Douglas Dittrick, American Television & Communications Corp., Denver. Panel: John Campbell, TOCOM Inc., Dallas; Jack R. Kelly Jr., Scientific Atlanta Inc., Atlanta; Morgan H. Cooper, Oak Security Inc., Madison, Wis.; Robert Behringer, ThetaCom Corp., Los Angeles; Dr. Harold Katz, Vicom, Inc., Dexter, Mich.; Bill Mason, MITRE Corp., McLean, Va., Malcomb Ferguson, Television Communications Corp., New York. Interrogators: Donald G. Chandler, Electronic Industrial Engineering Inc., North Hollywood, Calif.

Wall Street View, Astoria Room. Moderator: James L. Lahey, Clearview Cable, Richmond, Ind. Panel: Richard W. Kershner, Drexel Firestone, Philadelphia; Dennis B. McAlpine, Tucker, Anthony & R. L. Day, New York; Barry F. Ebert, Bank of Madison, Madison, Wis.; Edward F. Addiss, Matthews, Mitchell & Co., New York; Jeffrey W. Casdin, Source Equities, New York. Interrogators: Paul Van Hook, Television Communications Corp., New York; Edwin A. Hooper, LVO Cable, Tulsa, Okla.

Intra-City Distribution, Williford Room, Parlor C. Moderator: William Karnes, Sammons Communications, Dallas. Panel: Ivan Wolfe, ThetaCom Corp., Los Angeles; Richard Old, Ameco Inc., Phoenix; Ken Knight, Laser Link Corp., New York. Interrogators: William Pitney, Cox Cable Communications, Atlanta; Archer S. Taylor, Malarkey, Taylor & Associates, Washington.

Technical Training, Bel Air Room. Workshop Sponsor: Society of Cable TV Engineers. Coordinator: Robert Bilodeau, consultant, New York. Moderator: Steven Dourdoufis, Vision Cable, Fort Lee, N.J.; Reporter: Gerald Goldman, Teleprompter Corp., New York.

Management Session 9:15-10:05 a.m., Grand Ballroom. Pro-

graming, A. The Government View. Moderator: Amos B. Hostetter, Jr., Continental Cablevision, Boston. Speaker: Snowden Williams, Department of Housing and Urban Development, Washington; Dr. Robert S. Powers, Department of Commerce, Washington; Lita Coiligan, Department of Health, Education & Welfare, Washington; Arthur Peltz, Department of Justice, Washington.

Technical Session, 9:15-11:45 a.m. Williford Room, Parlor B. *Two-Way System Experience*. Session chairman: Rex Bradley, Telecable Corp., Norfolk, Va. Reporter: Don Chandler, EIE, North Hollywood, Calif. "Home-Bound Study and Retail Marketing at Overland Park," James Dixon, Telecable Corp., Norfolk, Va.; "Multipurpose Frame Grabbing Interactive Experiments at Reston," Ken Chamberlain, Reston Transmission Co., Reston, Va.; "Cable Communications—The Community Information System at Jonathan," Edward D. McCormick, Community Information Systems, Jonathan Village Center, Chaska, Minn.; "Two-Way Experience With Dial-a-Program at Dennis Port," Ralph P. Gabriel, Rediffusion International Ltd., London, England; "El Segundo System SRS Tests," Richard T. Callais, Theta-Com of California, Los Angeles.

Technical Session 9:15-11:45 a.m. Boulevard Room. *Advanced Techniques and Design*. Session chairman: Michael F. Jeffers, Jerrold Electronics Corp., Hatboro, Pa. Reporter: Frank Haney, Tele-Vue Systems Division of Viacom, San Rafael, Calif. FLEXICADE—An Evolutionary Cable System," Jack W. Blanchard, Ameco, Phoenix; "Reliability Through Total Automation of CATV System Design," Ivan Frisch, Bill Rothfarb, Aaron Kershenbaum, Network Analysis Corp., Glen Cove, N.Y.; "Upstream Automatic Gain Control for Two-Way Systems," Henry Marron, Jerrold Electronics Corp., Hatboro, Pa.; "Contributing Sources and Magnitudes of Envelope Delay in Cable Transmission System Components," G. Rogeness, Anaconda Electronics, Anaheim, Calif.; "Elimination of Cross-Modulation in CATV Amplifiers," R. Bell, R. Clarke, Electronics Group of TRW, Lawndale, Calif.

Management Session, 10:05-10:55 a.m., Grand Ballroom. *Programming B. The Hollywood View*. Moderator: George Hatch, KUTV Salt Lake City. Speakers: Joseph E. Levine, Avco-Embassy Pictures, New York; Jack Valenti, Motion Picture Assn. of America, Washington. Responders: Dore Scharly, Theatrevision, New York; Alfred R. Stern, Television Communications Corp., New York; Geoffrey Nathanson, Optical Systems, Los Angeles.

Programming C. The Sports View. Moderator: Bill Daniels, Daniels, Daniels & Associates, Denver. Speaker: Jack Dolph, American Basketball Assn., New York. Responders: Allen R. Fields, Madison Square Garden, New York; Edward R. Garvey, NFL Players Assn., Washington; Robert M. Rosenkrans, Columbia Cable Systems, Westport, Conn; Stuart Feldstein, NCTA, Washington; Phillip R. Hochberg, Daly, Joyce and Borsari, Washington.

Luncheon, noon-1:45 p.m. International Ballroom. Moderator: William Bresnan, NCTA national chairman. Invocation: Reverend Patrick O'Malley, St. James Shared Ministry, Chicago. Introduction: Governor Raymond Shafer, Teleprompter Corp., New York. Speaker: Ralph Nader.

Management Session 2-3:15 p.m. Waldorf Room. *The Broadcaster's View*. Moderator: Edgar Smith, Time-Life Broadcast, New York. Speaker: Richard Block, Kaiser Broadcasting Co., Los Angeles, Calif. Responders: Michael Horne, AMST Association of Maximum Service Telecasters, Washington; Lawrence W. Kliever, Peninsula Broadcasting Co., Hampton, Va.; Bruce Hebenstreit, New Mexico Broadcasting Co., Albuquerque, N.M.; Jay Ricks, Hogan & Hartson, Washington; Thomas Shack, Shack & Mendenhall, Washington.

Technical Session 2-4:30 p.m. Willford Room, Parlor B. *Underground Engineering.* Session chairman: Charles Henry, Badger CATV, Iron Mountain, Mich. Reporter: Gene W. Schneider, LVO Cable Inc., Tulsa, Okla.; "Municipal Codes and Regulations," Robert J. Hoffman, American Public Works Assn., Chicago; "Underground Cable TV Installation Techniques," Ted Swanson, Robert Bird, Cypress Communications, Los Angeles; "Basic Cable Parameters, Including Moisture Absorption Related to Manufacturing Techniques," Dr. Richard V. Barone, Texas Instruments Inc., Attleboro, Mass.; "Underground Costs and Installation Trade-Offs," George R. McGrory, Burnup & Sims, West Palm Beach, Fla.; "Reliability and Maintenance of Total Underground Systems," Gene Moon, Community Cablevision Co., Newport Beach, Calif.

Technical Session, 2-4:30 p.m. Boulevard Room. *Multi-Channel Microwave Distribution Systems.* Session chairman: Delmer Ports, NCTA, Washington. Reporter: John Pranke, Kaiser CATV Corp., Phoenix; "Multipoint Distribution Service—Threat or a Promise," Douglas Milne, Varian Associates, Beverly, Mass.; "Multi-Channel CARS Band Distribution Using Standard FM Microwave Equipment," Terry Spearren, Microwave Associates, Burlington, Mass.; "Modulation Index and Transmitter Power Relationship in Multiple Channel TV FM Systems," Dr. Joseph H. Vogelmann, Malcolm Reader, Laser Link Corp., Woodbury, N.Y.; "Operational Experience with Multi-Channel Microwave Local Distribution

Systems," A. H. Sonnenschein, Theta-Com, Los Angeles. **Management Session, 3:15-4:15 p.m.,** Waldorf Room. *The Operator's View.* Moderator: Robert H. Symons, Teleprompter Corp., New York. Speaker: Wally Briscoe, NCTA, Washington. Instant Response: Douglas Talbot, Cox Cable Communications, Atlanta; Frank Drendel, Cypress Communications Corp., Los Angeles; Robert J. Lewis, Cablecom General, Denver; William Karnes, Sammons Communications, Dallas; James Goetz, General Television, Minneapolis.

Thursday, May 18

NCTA Board of Directors Meeting, 9 a.m.-noon, Lower Summit (above Towers).

Special meetings scheduled

Joint meeting of FCC technical advisory and federal/state/local committees, PDR 4, 2 p.m., Monday, May 15.

IEEE coordinating committee for cable communications, PDR 3, 2 p.m., Monday, May 15.

Society of Cable TV Engineers, business meeting, Upper Summit, 5:30 p.m., Monday, May 15.

National Association of Educational Broadcasters CATV committee and NCTA's ETV committee joint meeting, Room 412, 10 a.m., Tuesday, May 16.

Who, what and where of the NCTA convention

Aberdeen Co.
Booth 316
Headquarters: P.O. Box 2663, Culver City, Calif. 90203.
Featured: Construction hardware, house drop hardware, ladders.
Personnel: George M. Acker, Henry Hopfeld.

ABTO Inc.
Booth 136
Headquarters: 1926 Broadway, New York 10023.
Featured: The ABTO color system including 16mm cameras, 35mm slide camera, film and slide projectors equipped for Abtography, optical multi-plexers and three-tube color film chain cameras. ABTO film to video cassette transfer process.
Personnel: Frank L. Marx, Thomas P. Einstein, G. Edward Hamilton, Edward Osborn, Francis A. Keating Jr., Warren G. Smith, Glen Osborne, Stanley Hyle, Henry Rhea, Joe Martin.

AEL
Booth 200
Headquarters: P.O. Box 507, Lansdale, Pa. 29446.
Featured: AEL line colorvue super band challenger amplifier offering bi-directional for single and double cable systems. Tuner list converters (mid- and super-range). CATV test equipment. Complete turnkey services.
Personnel: L. Rosenfeld, I. A. Faye, E. Bell, W. Stone, S. Berg, W. Ackerman, S. Colodny, J. Sacco, R. Bailey, G. Kern.

Ameco, Inc.
Booth 221
Headquarters: P.O. Box 13741, 2960 Grand Avenue, Phoenix 85002.
Featured: DISCADE™, Feixcade, NOVA, amplifiers; PII Series Amplifiers; MX-10 matching transformers; Assorted power supplies, splitters, taps; A complete line of CATV equipment.
Personnel: Bruce Merrill, John Buchanan, Kevin P. Barry, Don Morton, Jack Blanchard, Bob Wilson, Ken Jones, Gene Wampler, Don Gregory, Dick Old, Paul Askos.

Ampex Corp.
Booth 122
Headquarters: 401 Broadway, Redwood City, Calif. 94063.
Featured: CC-500 cameras, VR-420 videotape recorder, VPR-7900 & TBC, VPR-5800, monitors, support equipment.
Personnel: R. Sirinsky, D. Smith, A. Slater, G. Easton, J. James, D. Price, W. Shute, D. Coomes, W. Adams, H. Hull, B. Carpenter, C. Kennedy.

Anaconda Electronics
Headquarters: 305 North Muller Street, Anaheim, Calif. 92801
Featured: CATV head end, active, passive equipment. Sealmetic coaxial cable. Century series microcircuit amplifiers.
Personnel: Albert Leader, Robert McIlvane, Walter Plate, A. L. Ginty, Fred Luna, Gay Rogeness, Jack

McKay, Don Steele, Robert Spann, Peter Chunks, John Egan, Robert Hannon, Kirk Hollingsworth.

Andrew Corp.
Booth 10
Headquarters: 10500 West 153d Street, Orland Park, Ill. 60462.
Featured: HELIAZ elliptical waveguide, HELIAX coaxial cable, LDS antennas, UHX antennas.
Personnel: Robert C. Bickel, William W. Moore, Kenneth W. Snyder, H. L. Woodbury, Ernest T. Weber, James W. Jesk, Lawrence Krahe.

Angenieux Corp. of America
Booth 100
Headquarters: 440 Merick Road, Oceanside, N.Y.
Featured: 10 x 15 BMA/MC f2.8 lens on Shibaden FPC 1200 camera, 15 x 15 E61 f1.6 lens on Norelco LPH-1 color camera, 10 x 17.5 U-11 f1.9 lens.
Personnel: John Wallace, Walter David.

Anixter-Pruzan Inc.
Headquarters: 1963 First Avenue South, Seattle 98134
Featured: Head end equipment, amplifiers, cable, pole line hardware, passive devices, drop materials, lineman's equipment and tools. Coaxial cable connectors and splicing materials. CATV specialty items.
Personnel: Jack Pruzan, Herb Pruzan, Don Thomsen, Tim Rankin, Gordon Halverson, Alan Scheinman.

Associated Press
Booth 103
Headquarters: 50 Rockefeller Plaza, New York 10020.
Featured: News displays.
Personnel: Robert M. Sundry, Robert Eunson, Tony Catella, Jack Pace, Sandy Colton, Charles Singleton, Roy Steinfort,

Avantek Inc.
Booth 309
Headquarters: 2981 Copper Road, Santa Clara, Calif. 95051.
Featured: CATV—remote automatic sweep system.
Personnel: Wayne Evans, Russ Anderson, William Epperly.

Avcom Inc.
Booth 106A
Headquarters: 47 Quail Court, Suite 1001, Walnut Creek, Calif. 94596
Featured: 1/4" helical scan video tape recorders and cameras. Monitors.
Personnel: Doug McLarty, Cliff Riggs.

A-V Systems Inc.
Booth 228
Headquarters: 44 Railroad Avenue, Glen Head, N.Y. 11545.
Featured: Local origination systems.
Personnel: John S. Larkworthy, Bruce H. Anderson, Donald Loughran, John Trevor, Lloyd Larkworthy.

Barash Advertising
Booth 214A
Headquarters: P.O. Box 77, State College, Pa. 16801.
Featured: CATV advertising and marketing materials.
Personnel: Mr. and Mrs. Sy Barash, Mr. and Mrs. Ronald Shroyer, Mr. and Mrs. Glenn Albert.

Belden Corporation/Electronic Division
Booth 237 & 238
Headquarters: 415 S. Kilpatrick Avenue, Chicago 60644.
Featured: A full line of drop cable for all needs and special cable design capabilities.
Personnel: E. Stull, R. Glende, W. Donahoe, M. La-Porte, R. Madsen, R. Zubrycki, W. Wilmot

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Benner-Nawman
Booth 151
Headquarters: 47 Quail Court, Suite 1001, Walnut Creek, Calif. 94596.
Featured: Line cable terminal boxes and buried cable equipment.
Personnel: R. L. Nawman, William McKenna, Sidney White.

Berkey Colortran Inc.
Booth 106
Headquarters: 1015 Chestnut Street, Burbank, Calif. 91502.
Featured: Dimmer Pack System, 6" Fresnel, 10" Fresnel Super Scoop, Super Silk.
Personnel: Marion M. Rimmer, Joseph N. Tawil, Frank Milley, John Clayton, Ed Gallagher, Gene Murphy.

Blonder-Tongue Laboratories Inc.
Booth 112
Headquarters: One Jake Brown Road, Old Bridge, N.J. 08857.
Featured: CATV headend products, high-power amplifiers, field strength meter, directional multitaps and yagi antennas.
Personnel: Ben H. Tongue, Isaac S. Blonder, Samuel Stone, George S. Bahue, Jay F. Shapson, Wiley Steakley, Ray St. Louis, Charles Goetsch, Dwight Staehler.

Booz, Allen Appler Research
Booth 150
Headquarters: 4738 Bethesda Avenue, Bethesda, Md. 20814.
Featured: Software.
Personnel: Kenneth Mundel.

Burnup & Sims Inc.
Booth 314
Headquarters: 4047 Okeechobee Boulevard, West Palm Beach, Fla. 33402.
Featured: Engineering, construction—underground & aerial—subscriber installations, make-ready engineering and rearrangement.
Personnel: Bob Gruno, Billy Jones, Herman Lawrence, George McGrory, Tom Jackson, Bobby Hendrix, John Taylor, Barry Ankeny, Fred Bodnarchuk.

Cerro Wire and Cable Co.
Booth 129
Headquarters: Halls Mill Road, Fredhold, N.J. 07728.
Featured: Trunk and drop cables.
Personnel: David Karrmann, Frank Spexarth, George Voehl.

Channell Commercial Corp.
Booth 102
Headquarters: 620 West Foothill Boulevard, Glendora, Calif. 91740.

Featured: Pedestal housings, underground housings, grade level housings.
Personnel: William H. Channell, Carl De Simone.

Cohu Electronics Inc.
Booth 212
Headquarters: Box 623, San Diego 92112.
Featured: 1500 color film camera (broadcast), 2830 studio viewfinder camera, 9501 compact video production switcher, 2700 compact sync generator (single chip IC NTSC), terminal equipment.
Personnel: J. V. DiMatteo, R. L. Sjoberg, L. W. Litchfield, A. I. Williams, M. B. Polayes, R. J. Schlicht, R. H. Seim, R. L. Curwin, J. O. Palmer, J. W. Barnes.

Collins Radio Co.
Booth 238
Headquarters: Building 407, Dallas 75207.
Featured: Microwave video transmission systems.
Personnel: J. C. Culp, M. G. Richey, R. M. Millner, M. N. Botu, V. L. Hedges, R. W. Howman.

Commercial Electronics Inc.
Booth 226
Headquarters: 880 Maude Avenue, Mountain View, Calif. 94040.
Featured: CEI-270 and CEI-280 color television cameras and related accessories.
Personnel: W. A. Porter, R. R. Maddison, J. P. Lehotsky, G. A. Grasso, J. K. Fadely.

Comm/Scops Corp.
Booth 323
Headquarters: P.O. Box 2406, Hickory, N.C. 28601.
Featured: Cable.
Personnel: D. Hoffman, B. Barbour, C. Oxford, R. Tester, T. Gardner, K. Schiller, G. Swithenbank.

Communications Carriers Inc.
(A subsidiary of International Microwave Corp.)
Booth 201A
Headquarters: 33 River Road, Greenwich, Conn. 06830.
Featured: ICM-Systems and MCR Systems.
Personnel: Norman E. Chasek, Gene Secor.

Concise Instrument Design Ltd.
Booth 2A
Headquarters: 37 Niantic Crescent, Don Mills, Ont. 4R1T1.
Featured: Time, weather, message origination.
Personnel: T. Bruger, A. Herbert, J. Simmons.

Coral Communications Corp.
Booth 121
Headquarters: 1224 Anderson Avenue, Fort Lee, N.J. 07024.
Featured: Matching transformers; line extenders; splitters; directional taps; coaxial cable; aluminum cable; hardware and accessories and railway directional taps.
Personnel: Michael Rodriguez, Allen Lipp, Al Johnson, George Green, Robert Cooley.

Dage Television (Visual Educom, Inc.)
Booth 155
Headquarters: 4333 S. Ohio Street, Michigan City, Ind. 46360.
Featured: DAGE 800 closed circuit TV equipment, cameras and studio.
Personnel: Gene Reich, Jack McMurray, Art Sterling.

Daniels & Associates
Booth 332
Headquarters: 2930 East Third Avenue, Denver 80206.
Featured: Brokerage, consulting, appraisal and management services.
Personnel: Bill Daniels, John Saeman, Dick Zell, Hugh McCulloch, Ed Dart, Tom Johnson, Keith Burcham, Fred Burmont, Jerry Buford.

Davis Manufacturing—Division of J. I. Case
Booth 230
Headquarters: P.O. Box 1801, Wichita, Kan. 67201.
Featured: 20+4 with hydra-borer, mini-sneaker and small display stand.
Personnel: Bob Giles, Bob Corlett, Dave Caldwell, Mill Tuell.

Delta-Benco Ltd.
Booth 319
Headquarters: 70 Ronson Drive, Rexdale, Ont. 9A1R1.
Featured: Head-end, line extenders, distribution amplifiers, multi-taps, passive devices, test equipment.
Personnel: W. H. Seeley, D. A. Page, H. Peters, D. Fear, J. Spisar.

Dolphin Communications Corp.
Booth 223A
Headquarters: 181 Church Street, Poughkeepsie, N.Y. 12560.
Featured: Passive devices, house amplifiers.
Personnel: Phil Nelson, John Cooper, Eli Gordon, Tom Stockton, Tom Athans, Ed Brown, Don Whittemore, Bruce Martin.

Dunwell Manufacturing Corp.
Booth 106B
Headquarters: P.O. Box 5547, Sarasota, Fla. 33579.
Featured: Passive devices for cable TV.
Personnel: Shirley M. Wright, Lester J. Workman.

Durnell Engineering Inc.
Booth 111
Headquarters: Highway 4 South, Emmetsburg, Iowa 50536.
Featured: Dur-A-Lift hydraulic bucket lift.
Personnel: Morris Durnell, Bernard Schrauth, Ted Metier.

Dynair Electronics Inc.
Booth 207
Headquarters: 6360 Federal Boulevard, San Diego 92114.
Featured: The new TX-4B DYNO-MOD II solid-state audio-video television modulator; the RX-4B DYNATUNE solid state television demodulator, series 150 vertical interval production switchers.
Personnel: E. G. Gramman, Max Ellison, Dwain Keller, George Bates, Mike Bingham, Bill Killion, Gary Beeson.

Eastman Kodak Co.
Booth 134
Headquarters: 343 State Street, Rochester, N.Y. 14650.
Featured: Eastman television projector, model CT-500; Eastman videofilm projector, model TV-12M6; Eastman super 8 videofilm projector, model TV-M100A, Kodak videofilm express.
Personnel: F. J. Eberhardt, T. J. Hargrave, Jr., J. R. Knaus, K. R. Knaus, P. T. Kuritz, T. R. McMurray, F. X. Millor, L. G. Paulini, J. A. Pistor, J. F. Schroth, R. T. Scott, R. A. Steelack, R. J. Urban.

Electronic Industrial Engineering Inc.
Booth 128
Headquarters: 7355 Fulton Avenue, North Hollywood, Calif. 91605.
Featured: Cable amplifiers, modulators, demodulators.
Personnel: Jack Thompson, Don Chandler, Vroman Riley, Terry Deacon, Wade Hansen, Ron Yokes, Marshall Savage, Dave Morgan, Bert Arnold, Dick Brown, Ed Harmon, Chuck Schwedes, Bob Schoenbeck, John Ovnick, Bob Hamell, Jay Mitchell, Ken Murphy, Diane Wood, Carol Ness.

Entron Inc.
Booth 107
Headquarters: 70-31 48th Street, Glendale, N.Y. 11227.
Featured: Spectramax active and passive CATV equipment.
Personnel: L. H. Lippert, K. G. Sears, I. Lieberman.

Essex International Inc.
(Communications & CATV Division)
Booth 203A
Headquarters: 6235 South Harlem Avenue, Chicago 60638.
Featured: CATV coaxial cable.
Personnel: D. Baumgart, J. Beatty, M. Breen, E. Donahue, T. Gleason, J. Holland, J. Kaczmar, E. Kravarik, J. Mulligan, R. Nichols, G. Shemwell, T. Sierkierka.

Fort Worth Tower Co.
Booth 308
Headquarters: 5201 Bridge Street, Fort Worth 76112.
Featured: Towers, reflectors, equipment buildings.
Personnel: T. W. Moore, Fred Moore, A. C. Tilton.

GBC Closed Circuit TV Corp.
Booth 317
Headquarters: 74 Fifth Avenue, New York 10011.
Featured: Cameras, monitors, systems, videotape recorders, lenses and ancillary equipment.
Personnel: Vince Formicola, Steve Lefkowitz.

General Cable Corp.
Booth 334
Headquarters: 730 Third Avenue, New York 10017.
Featured: Wire, cable and hardware for cable TV plus a new line of cable to be introduced at the exposition.
Personnel: John Cavanaugh, Jack Stock, Tillman Smith, Herb Lubars, Charley Bodenstab, Larry Corsetto.

General Electric Co.
Booth 223
Headquarters: Mt. View Road, Lynchburg, Va. 24502.
Featured: Color monochrome TV cameras for studio and TV application; color film chain video cable amplifier systems; base station; mobile and portable two-way radios and systems.
Personnel: C. L. Eaton, P. A. Dodge, G. C. Kleykamp, J. E. Pitman, R. D. Peterson, P. D. Hauter, G. S. Tillman, L. Moriti, J. C. Kaminski, C. D. Elio, M. Quarski, G. Fishman, H. S. Suri, T. Misura, G. H. Floyd, R. P. Gifford, A. E. Taylor.

Gilbert Engineering Co.
Booth 233
Headquarters: 3700 North 36th Avenue, Phoenix 85019.
Featured: Coaxial connectors for CATV.
Personnel: Paul Rhodes, Gustav Geiger, Robert Hayward, James Moutin, Michael Ganley, Bill Earl, Al Deskin, Les Forwood, Bob McCloud.

Good Communications Inc.
Booth 306
Headquarters: 1845 Walnut Street, Philadelphia 19103.
Featured: Marketing services to the CATV industry.
Personnel: Roberta Weinberg, Al Jones, Victor L. Klein.

GTE Sylvania CATV Operations
Booth 219
Headquarters: Johnston Street, Seneca Falls, N.Y. 13148.
Featured: CATV Pathmaker distribution equipment, complete turnkey supplier.
Personnel: O. D. Page, Ray Pawley, Barry Braden, Fred Kerr, Dan Lieberman, Tom Meyers, Paul Habernicht, Tim Ellser, Marty Zelenz, Barry Lankford, Jeff Headley, Bill Hsiao, Ron Livesay, Richard Corell, Bill Gallagher, Jim Rolling, Larry Stevens, Fritz Fedorco, Ron Casey, Bob Taylor, Bob Nelson, J. L. Dangremond.

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Helwick Douglas Electronics, Inc.
 Booth 118
 Headquarters: 2409 23d Street, Gulfport, Miss. 39501.
 Featured: Field strength monitor test instrument model HD 401.
 Personnel: E. A. Helwick, R. L. Douglas, R. L. Douglas Jr., John Moore.

IBM Co.
 Booths 133 & 133A
 Headquarters: P.O. Box 10, Dept. 842, Princeton, N.J.
 Featured: IBM System 3 model 6 computer. Billing application & work order processing for cable television.
 Personnel: P. W. Terrell, J. Ludlow, Ned Lautenbach, Dave Decker, Henry Kellenbence, Charles Rowe.

International Video Corp.
 Booth 217
 Headquarters: 675 Almanar Avenue, Sunnyvale, Calif. 94086.
 Featured: IVC-500A color television camera; Color Caster IV color television studio; automatic video programming system.
 Personnel: D. G. Christensen, C. G. Dillon, R. N. Henson, R. J. Reilly, R. G. Marmiroli, R. C. Fletcher, D. E. Diesner, J. E. Holladay, C. G. Elliott, R. H. Fried, R. W. Kuhl, R. D. Depinto, M. A. Moscarello, R. E. Riddle, E. D. Warren; W. D. Stickney, F. J. Haines, C. M. Nowell, R. Hickman, K. Y. Reynolds, D. J. Pascarella, R. O. Rex, J. Kubit, A. Orosco.

ITT Gremar Connectors Canada
 Booth 310
 Headquarters: 160 Bartley Drive, Toronto, Ont.
 Featured: CATV connectors.
 Personnel: Paul Perreault, John Blanchenot.

Jerrold Electronics Corp.
 Booth 315
 Headquarters: 401 Walnut Street, Philadelphia 19105.
 Featured: Starline 20 push-pull one and two-way distribution systems, new line of passive subscriber connection materials, new 30-channel top-of-the-set converter, and new modules for channel commander head-end.
 Personnel: John Malone, Lee Zernick, Si Pomerantz, Mike Jellers, Len Ecker, Bill Lambert, Jerry Hastings, C. David Batsky, Joe Romasco, Don Sparks, Jim Nelson, Dick Kreeger, Frank Ragone, Eric Winston, Henry Marron, Jim Forgey, Walt MeCleary, Bruce Lane, Al Micheli, Ray Pastie, Jerry Crusan, Mel Gray, Bert Wolf, Evans Baker, Dan Leone, Vic Nicholson, Bill Lindberg, Ron Friedman, Howard Lomax, Stan Ogen, Steve Manly, Tony DeLoss, Ted Slopey, Joe Conowall, Ray Murdough, John Zawojski, Dennis Ashcroft, Bob Santora, Robert Garner, Mason Hamilton, Jim Bailey, Kip Felcher, Frank Martin, Jack Forde, Roy Arbini, Bob Pesick, Leo Borin, Sy Syversen, Jerry Pelt, Chuck Moody, Jim Orwick, Chuck Anderson, Bill Grant, Bud Milliken, John Zettick, Andy Tresness, Tony Gargano, Dennis Annelli, Andy Barnhart, Graham Stubbs, John Dieckman, Mann Bush, Don Achison, Howard Flink, Bob Gutreuter, Sam Blakeman, Norm Everhart, Hank Arbeiter, Nick George, Joe Wargo, Bill Tourillott, Bob Wheatley, Dean Kinkel, Terry Keenan, Terry Blanks, Gary Stroud, Norm Duncan.

Key Elemtetrics Corp.
 Booth 206
 Headquarters: 12 Maple Avenue, Pine Brook, N.J. 07058.
 Featured: CATV test instruments.
 Personnel: Elmo E. Crump, James Connors, George Smith, Jon Edwards, Bob Mahon.

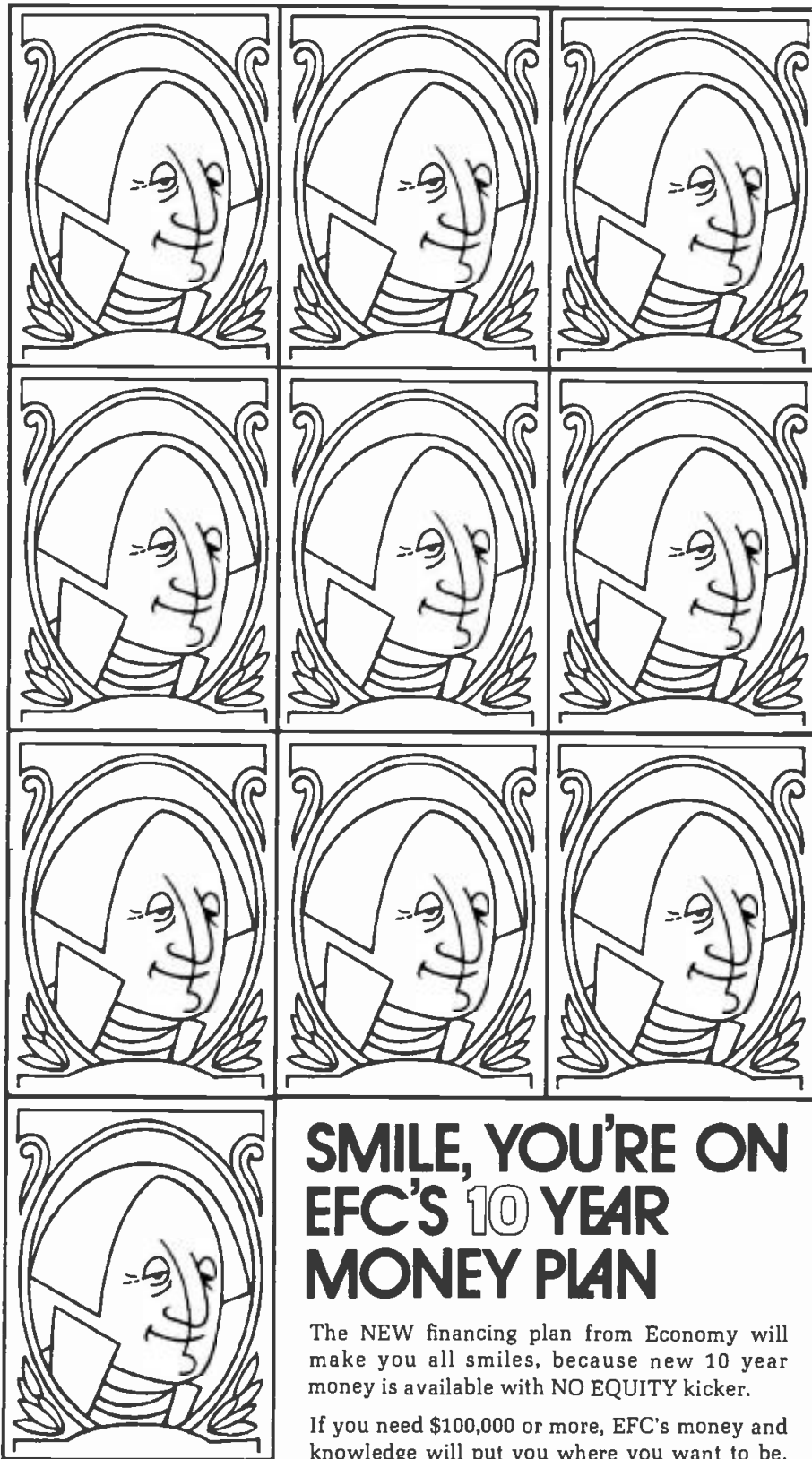
Laird Telemedia Inc.
 Booth 129 & 120
 Headquarters: 2125 South West Temple, Salt Lake City 84115.
 Featured: Optical multiplexers, film Island peripherals, television slide projector, automatic message center, electronic 'Q' board, date/time generator, psycho-channel.
 Personnel: William G. Laird, Jeff Peterson.

Lampkin Laboratories Inc.
 Booth 201
 Headquarters: 8400 Ninth Avenue N.W., Bradenton, Fla. 33506.
 Featured: Digital frequency meter/synthesizer/signal generator, VHF television channel filter, frequency modulation meter.
 Personnel: William L. Pascoe, David Boyers, Leo Ankofski.

Laser Link Corp.
 Booth 224
 Headquarters: 303 Crossways Park Drive, Woodbury, N.Y.
 Featured: LOS microwave, Theatre-Vision (pay-TV).
 Personnel: Ira Kamen, Dr. Joseph Vogeliman, Ken Knight, Mac Reader, Peter Lubell, Ced Measik, Dore Schary, Will Baltin, Jack Berens.

Lindsay Specialty Products Ltd.
 Booth 11
 Headquarters: 50 Mary Street, W., Lindsay, Ont.
 Featured: CATV, antennas.
 Personnel: John Thomas, Bob Toner, Don Van Aispyne, Frank Pennypacker.

LRC Electronics Inc.
 Booth 236
 Headquarters: 901 South Avenue, Horseheads, N.Y. 14845.
 Featured: Connectors and passive devices.
 Personnel: Keith McIntosh, Clayton Blanchard, Arthur Bodner, Jim Cady, John McQuaid, Roland Reinisch,



SMILE, YOU'RE ON EFC'S 10 YEAR MONEY PLAN

The NEW financing plan from Economy will make you all smiles, because new 10 year money is available with NO EQUITY kicker.

If you need \$100,000 or more, EFC's money and knowledge will put you where you want to be, making money with CATV.

Is a feasible long-range money plan important to your CATV future? Then phone collect today: Ask for Ed Zukerman, C. T. Hux or Harold Ewen. They'll make you smile.



ECONOMY FINANCE

COMMUNICATIONS FINANCE DIVISION
 108 East Washington St., Indianapolis, Ind. 46204
 Area Code 317 638-1331

Ray Aggarwal, Bill Down, Jerry Conn, Tony Ceracche, Roland Yount, Al Klugman, Mel Greenberg.

Magnavox-CATV Division

Booth 222-225
Headquarters: 133 West Seneca Street, Manlius, N.Y. 13104.
Featured: Complete line of CATV distribution equipment, amplifiers, passive devices, connectors and subscriber accessories.
Personnel: Dan Mezzalingua, Caywood Cooley, Matt Lysek, Bob Greiner, Bob Finnerty, Tom Olson, Chet Syd, Pete Boss, Charles Simon, Colby Fletcher, Joe Loscalzo, Joe Gibbs, George Mierisch, Jim Emerson, Joe Ostuni, Peter Biondolillo, Al Martin, Jarvis Fleicher, Frank Eggenstaller, Phil Stack, Keith Tindall.

**MarkIt Communications Inc.
Cablecraft Co.**

Booth 99
Headquarters: 1801 Avenue of the Stars, Suite 833, Los Angeles.
Featured: Marketing services for cable television systems; management and marketing consulting; installation and construction services; Sentinel counterfeit bill detector.
Personnel: Burlon A. Kittay, Jeffrey A. Marcus, Richard Keelon, Linda Van Noy, Linda Mattes.

Microwave Associates Inc.

Booth 104
Headquarters: South Avenue, Burlington, Mass.
Featured: CATV CAR band 12GHz total solid-state microwave links for distant-signal importation; up to 19-channel local distribution microwave; long-haul heterodyne TV relay; studio to head-end links; local origination microwave links (one-way or two-way).
Personnel: Les Fisher, Erik Stromsted, Clyde McCaulley, Phill Cass, Mert Knold, John Morrsey.

3M Co.

**Magnetic Products Division
Mincom Division**

Booth 215
Headquarters: 3M Center, St. Paul.
Featured: Magnetic products division; high energy helical tape; high energy video vassettes. Mincom division: Video processing amplifiers, dropout compensator. Woliensak color videocassette systems.
Personnel: Magnetic Products Division: C. Alden, P. Anderson, D. Bestman, D. Betz, J. Bondus, D. Cross, D. Cunningham, D. Denham, B. Fellos, P. Gavin, G. Harding, C. Hearnshaw, M. Hegdal, F. Herniam, C. Jackson, W. Krause, W. Madden, L. Marks, V. Mohrlant, N. Ritter, G. Schulte, J. Taylor, A. Thompson, D. Thompson, D. Windhal. Mincom Division: C. Arntson, W. Jensen, G. Sempf, S. Golf, F. Hodge.

Modern Talking Picture Service Inc.

Booth 207A
Headquarters: 1212 Avenue of the Americas, New York 10036.
Featured: Feature film and filmstrips.
Personnel: Eugene Dodge.

MPI Co.

Booth 206A
Headquarters: 9727 Beacon Road, Philadelphia 19115.
Featured: Splitters and couplers.
Personnel: Ted Blum, George Sykes, Jim Doughty, Mort Feinsten, Gloria Blum, Irv Ginsberg.

MSI Television

Booth 303 & 304
Headquarters: 4788 South State Street, Salt Lake City 84107
Featured: Data weather; data news; data stock; data hotel.
Personnel: Kenneth D. Lawson, Ray M. Unrath, Barry Kenyon, Kent Wright, Jake DeHaan, Anita Peterson, Dennis Gourley, Len Zaller, Jerry Van Mondfrans.

Network Analysis Corp.

Booth 115
Headquarters: Beechwood-Old Tappan Road, Glen Cove, N.Y. 11542.
Featured: Computer CATV system design service.
Personnel: Dr. Howard Frank, Dr. Ivan T. Frisch, William Asip, Judith Otto.

Official Films

Booth 8
Headquarters: 353 Lexington Avenue, New York.
Featured: Film library and subscriber incentives.
Personnel: Stan Zalkind, Bob Marcella, Ken Palmer, Bernie Woods, Cindy Wynn.

Optical Systems Corp.

Booth 141 & 142
Headquarters: 11255 Olympic Blvd., Los Angeles 90064.
Featured: Terminal units and transistors for private general television.
Personnel: Geoffrey M. Nathanson, Alan H. Greenstadt, Rinaldo S. Brutoco, Stanley Sironlin, Carl Wittig, Louis Gouetz, Charles Smiley.

Panasonic

Booth 218
Headquarters: 200 Park Avenue, New York 10017.
Featured: VTR/CCTV.
Personnel: C. Shera, A. Barshop, H. VanDriel, T. Kasuga.

Panduit Corp.

Booth 8A
Headquarters: 17301 Ridgeland Avenue, Tinley Park, Ill. 60477.

Featured: Complete line of wiring components including nylon cable ties and accessories; plastic wiring duct and spiral wrapping.

Personnel: J. E. Cavensy, D. L. Schofield, W. J. Bonde, J. Cunningham, T. M. Fullerton, S. G. Doyle, W. J. Koch, G. T. Hobbs, R. Sambor, R. J. Sklenicka, D. H. Cameron, W. Parker.

Phasecom Corp.

Booth 202
Headquarters: 6382 Arizona Circle, Los Angeles 90045.
Featured: Modulators, demodulators, heterodyne phaselock processors, phaselock modulators coherent headend.
Personnel: Arie Zimmerman, Bert Rosenblum.

Phelps Dodge Communication Co.

Booth 209
Headquarters: 60 Dodge Avenue, North Haven, Conn.
Featured: Foamflex coaxial cable; Spirafil II coaxial cable; Spirafil III fittings.
Personnel: F. W. Deturk, J. F. Jennings, W. D. Furr, B. W. Hutcheson, W. E. Kraus, M. M. Lundberg, W. C. Youkers.

Plastoid Corp.

Booth 303
Headquarters: 42-61 24th Street, Long Island City, N.Y. 11101.
Featured: Cable.
Personnel: Bill Grant, Tom Gibbons, Richard Naroff, Harry Gray.

Preformed Line Products Co.

Booth 312
Headquarters: 5349 St. Clair Avenue, Cleveland 44103.
Featured: GUY-GRIP dead-end, false dead-end, splices, lashing rods, guy guards, tree guards, tangent supports, telegrip, teletap, telesplice, dead-ends for coaxial cable, dead-ends for figure 8 cable.
Personnel: Robert D. Skillon

Quick-Set Inc.

Booth 313
Headquarters: 3650 Woodhead Drive, Northbrook, Ill. 60062.
Featured: Complete line of mounting equipment consisting of tripods, pedestals, crab pedestals, dollies, wall/ceiling/table mounts, spring balanced pan and tilt heads, cradle heads, camlink heads, geared controlled heads.
Personnel: A. J. Brigia, A. J. Weber.

Raytheon Data Systems Co.

Booth 126
Headquarters: 1415 Boston-Providence Turnpike, Norwood, Mass. 02062.

Utility Tower Supports Your Profit Potential

From the base to the beacon, Utility Towers are engineered and erected to the exacting requirements of reliability and stability of the broadcast industry.

Utility Tower combines computer accuracy in the design and specification of towers with Utility Tower's own experienced erection crews to give you the best engineered and erected tower available.

Call Utility Tower for an estimate, let the tower of strength support your profit potential.

Utility Tower COMPANY

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Mayfield, Ky. 42066
(502) 247-3642
Night: (502) 247-5657

Drop by and see
us at the N.C.T.A.
Convention.

Conrad Hilton Hotel
East Exhibit Hall

Booth Space No. 156

Featured: High-quality, long-haul heavy-route microwave systems. Introduction of new KTR-3C heterodyne radio for CARS band operation.
Personnel: G. Brody, J. Cheval, G. Hinkley, J. James, R. Keller, R. Moutray, S. Rugg, W. Swanson, D. Tomacelli, W. Veerman, M. Whitty.

Repeco Products Corp.
Booth 320 & 321

Headquarters: 7400 State Road, Philadelphia 19136.
Featured: Metal closures for buried-plant application.
Personnel: W. S. Wisniewski, P. H. Bunten, D. L. Manichella, B. Fogarty, L. Driver, M. Athans, D. Shumate, G. W. Lankford, W. Earl, L. Brown, M. Greenberg, A. Klugman.

Reuters

Booth 114
Headquarters: 1700 Broadway, New York 10019.
Featured: News-View.
Personnel: Harvey Cooper, Nick Vasilakis, Charles Wallther, Peter Holland, Glen Renfrew, Harold Leblang.

Reynolds Printasign Co.

Booth 208
Headquarters: 9830 San Fernando Road, Pacoima, Calif. 91331.
Featured: Reynolds Leteron Tapesign.
Personnel: Becher Anderson, Tony Prestino.

R F Systems Inc.

Booth 322
Headquarters: 155 King Street, Cohasset, Mass. 02025.
Featured: High performance parabolic antennas and co-channel rejection kit.
Personnel: A. K. Fowler, J. E. Hayes.

Riker Communications Inc.

Booth 154 & 155
Headquarters: 142 Central Avenue, Clark, N.J. 07066.
Featured: CATV, CCTV, MATV equipment.
Personnel: Michael Adamchak, Paul Pusecker, Dennis Beeskow, Robert Mankedick, Theodore Zdzienicki.

Sadelco Inc.

Booth 109A
Headquarters: 299 Park Avenue, Weehawken, N.J. 07087.
Featured: VHF measuring instruments; field strength meters.
Personnel: Harry Sadel, Doug Williamson, Sal Spadaro, Norman T. Fuller.

St. Petersburg Communications

Booth 302
Headquarters: 1301 Third Street, South, St. Petersburg, Fla. 33701.
Featured: Test equipment, meters, converters, pay-TV system, apartment house distribution.
Personnel: Frank N. Merklein, Charles Kirk, Russell Kroeker.

Scientific-Atlanta Inc.

Booth 216
Headquarters: Box 13654, Atlanta 30324.
Featured: Head end equipment, amplifiers, microwave relay systems, security alert, alarm communications system.
Personnel: Tom Smith, R. P. Walters, R. G. Holman.

Shibaden Corp. of America

Booth 205
Headquarters: 1725 North 33d Avenue, Melrose Park, Ill. 60160.
Featured: FP-1200 1" plumbicon color camera; FPC-1000 3/4" vidicon color camera; FP-100D black and white camera with C.C.U. (EIA).
Personnel: Y. Hirano, H. Gologly, A. Kubota, S. Martin, Y. Tosaka, K. Ebisawa, T. Yokomichi, N. Pisciotta, M. Russin, B. Tanabe, A. Kobayashi, E. Saito, S. Hotta, T. Yamashita.

Sigmaform Corp.

Booth 329
Headquarters: 1115 O'Brien Drive, Menlo Park, Calif. 94025.
Featured: Thick-wall, self-sealing, heat-shinkable tubing and molded shapes; windproof, all weather shrinking torch.
Personnel: K. C. Monroe, Gene Petterson.

Sod Master Division, Jacobsen Manufacturing Co.

Booth 324
Headquarters: 3456 Washington Avenue North, Minneapolis 55412.
Featured: Vibratory cable plow.
Personnel: D. R. Wittke, C. Staples, R. Johnson, G. Fitzgerald.

Soladyne International Inc.

Booth 4
Headquarters: 7455 Convoy Court, San Diego 92111.
Featured: Microwave transmission set.
Personnel: Dr. Peter H. Kafitz, Sid Feldman, Mike McDaniel.

Sony Corp., of America

Booth 229
Headquarters: 47-47 Van Dam Street, Long Island City, N.Y. 11101.
Featured: Videocassette, video-tape and closed-circuit television equipment.
Personnel: Gene Kregg, Bob Vavra, Ray Sudlow, Al Jorgenson, Don Thorkelson.

Sterling Television Presentations Inc.

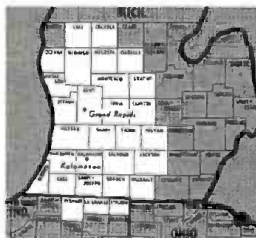
Booth 116
Headquarters: 120 East 23d Street, New York 10010.
Featured: Alphabetic news service (news, stock and local information automated channel).
Personnel: Bill Ryder, Ira Delumen, Frank Cangelosi, Pat Reybold, Kurt Hansen, Bill Leventer, Joe Assenheim.



YOU MAY NEVER SEE THE WORLD'S BEST BEST MAN*

BUT...you can reach the best men and women in the 36th TV market thru WKZO-TV.

WKZO-TV MARKET COVERAGE AREA • ARB



WKZO-TV's 39% prime-time share of this 3-station market marries you to the big spenders in this 36th TV market. And if you like big weddings, here is one of the lowest CPM in the top fifty grouping. WKZO-TV reaches a \$4.3 billion market (consumer spendable income) that ranks 32nd in retail sales. Avery-Knodel has a proposal for you—tell them you want to be loved in lower Michigan.

Source: SRDS and ARB, Feb/March 1972.

*Wally Grant, a fishmonger in England was best man for the 50th time in 1964. At last report he's still a bachelor.

The Folger Stations
RADIO
 WKZO KALAMAZOO BATTLE CREEK
 WJEF GRAND RAPIDS
 WJEM GRAND RAPIDS-KALAMAZOO
 WWW/WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WJEF-TV CADILLAC TRAVERS CITY
 WWW-TV SULLY STE. MARIE
 KOLN-TV LANSING, MICHIGAN
 ACIN-TV GRAND ISLAND, NEB
 KMCC-TV SIOUX CITY, IOWA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
 For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

THIS IS AMERICA'S FINEST FLAG KIT

1972 Kit contains Thor bunting flag, 6' sectional chrome finish pole, eagle ornament, lanyard, all hardware PLUS Bonus Lapel Pin and Window Decal.

From ATLAS, the largest manufacturer of 3' x 5' sewed-stripe American Flags!

It makes You your community's FLAG HEADQUARTERS.

Offer the quality-made Flag Kit with promotional power proved by hundreds of stations across the country. You'll find it a patriotic pleasure to present and promote. Gets RESPONSE all year 'round! Lowest prices. Immediate delivery. Buy direct and save!

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BENTON, ILL. 62812



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- Public Access _____
- Local Origination _____
- Subscription Sales _____
- Time Sales _____
- Franchise Presentations _____

**ALL THIS FOR
LESS THAN
\$3.00 PER DAY!!**

**SEE THE
FANTASTIC AKAI
¼ INCH VIDEO
TAPE RECORDERS
AND CAMERAS
IN ACTION AT**

BOOTH 106 A

**AVCOM
inc.**

AUDIO VISUAL
COMMUNICATIONS

1409 EAST BLVD.
CHARLOTTE, N. C. 28203

Systems Wire and Cable Inc.

Booth 234
Headquarters: P.O. Box 21007, 3500 South 30th Street, Phoenix 85036.
Featured: Complete line of trunk, distribution and drop cable for cable TV.
Personnel: John R. Woods, Nathaniel M. Marshall, Mary K. White, Ben W. Hughes Jr.

Tape-Athon Corp.

Booth 237
Headquarters: 502 South Isis Avenue, Inglewood, Calif. 90301.
Featured: Channel-caster, channel-caster carousel, professional recorders, caVox multiplexor.
Personnel: David J. Anthony, John O. Culver, Gordon Borlaug, John Ringstad.

Textronix Inc.

Booth 125
Headquarters: P.O. Box 500, Beaverton, Ore. 97005.
Featured: Picture monitors, generators, vectorscopes, waveform monitors, time-domain, reflectometer, spectrum analyzer, oscilloscopes.
Personnel: James Quinn, Lloyd Bennett, James Sandberg, Ron Bell, David Comstock, Howard Fisher, Martin Jackson, Robert McAll, Duncan Doane, Steve Kerman, Len Garrett, John Mulvey, Austin Basso, William Pyle, Lindley Gumm, Charles Berrows, Charles Rhodes, Ralph Show.

Telemation Inc.

Booth 137 & 138
Headquarters: P.O. Box 15068, Salt Lake City 84115.
Featured: Live color television studio color film chain; black and white television cameras; character generators; automatic information channel; television distribution equipment; video recorders; nonduplication switching.
Personnel: Lyle O. Keys, Robert Bacon, Richard Peterson, K. B. Schneider, Bill Hickey, Ed Covington, Marshall Ruerhdanz, Dick White, Joe Botteli, Stan Patterson, Greg Jarad, George Crowder, Bob Snader, John Kahill, Mike Richardson, Rick Corcoran, Mike D'Amore, Chuck Jennings, Owen Wood, Kerwin McMahon, Don Lefebvre, Ron Carling, Nick Nicholson, Ed Patterson, Dan Perry, John Briggs, Bob Brickey, Joe Labrun, Ronald Hymas.

Telemat, a division of Geotel Inc.

Booth 325
Headquarters: 185 Dixon Avenue, Amityville, N.Y. 11701.
Featured: Modulators, demodulators, V.I. production switchers, test signal generators, video and pulse distribution amplifiers, audio DA's.
Personnel: E. S. King, A. Bolletino, D. Chapman, R. Ekenberg.

Teleng

Booth TK
Headquarters: Arisdale Avenue, South Ockendon, Essex RM15 5TR, England.
Featured: Teleng Oxford repeater assemblies and Teleng superverter 'A' converter.
Personnel: J. R. Evans, J. Braund, M. Olfman, F. Clements.

Theta-Com of California

Booth: Normandie Lounge Room
Headquarters: AML & SRS Divisions, 9320 Lincoln Boulevard, Los Angeles 90045. CATV Division: P.O. Box 9728, Phoenix.
Featured: All three Theta-Com of California divisions (CATV, AML and SRS) will be shown operating together in a complete two-way system live in the Normandie Room.
Personnel: R. W. Behringer, A. H. Sonnenschein, R. T. Callais, G. K. Woods, J. A. Pranke, Duane Crist, all regional sales managers.

Tidal Sales Corp.

Booth 1
Headquarters: Box 429, 182 North Hamilton Street, Poughkeepsie, N.Y. 12602, Box 1451, 815 West Market Street, Salinas, Calif. 93901.
Featured: CATV connectors; CATV passive devices, pedestals, wire and cable.
Personnel: Gary Drezin, Steve Abrams, Neil Phillips, Sid Rosen, Dan Walls, George Drezin, Charles Bridges.

Times Wire and Cable

Booth 318
Headquarters: 358 Hall Avenue, Wallingford, Conn. 06492.
Featured: Trunk feeder and drop coaxial cable, aluminum and dynaflex.
Personnel: Robert W. Burton, Ray V. Schneider, F. F. Bud Desmond, Rex Porter, Dean Taylor, Russ Stone, John Glass, Frank Hamilton, Jack Arbutnot.

Tocom, Inc.

(Formerly CAS Manufacturing Co.)
Booth 117 & 123
Headquarters: 3301 Royalty Row, Irving, Tex. 75060.
Featured: TOCOM central data terminal; remote transmitter/receiver; TOCOM bidirectional amplifier; CAS 240 series amplifier and head-end.
Personnel: John Campbell, Jim Scott, Jim Smith, Al Thompson, Charles Lowe, Brian Belcehr, Leo Cull, Hank Podobinski, Curtis White, Floyd Steward, Bob Carter, Bill Osborn, Bill Rigsby, Peter Keegan.

U.S. Computer Systems

Booth 204
Headquarters: 2330 Auburn Boulevard, Sacramento, Calif. 95821.
Featured: Data processing.
Personnel: Rodney Hansen, Robert Matthews, Georgetta Hansen.

U.S. Department of Labor

Booth 110
Headquarters: Room 2107, Washington 20210.
Featured: Films to be used by educational cable TV stations on manpower programs.
Personnel: Charles Garnett, Marty Sladek, Frank Ickes, Thelma Sturgis.

Utility Products Co.

Booth 307
Headquarters: 3111 West Mill Road, Milwaukee 53209.
Featured: Pedestals for buried TV cable equipment.
Personnel: Jack Olson, Doug Hamilton, Kurt Glaisner, Matt Leschinger.

Utility Tool Corp.

Booth 109
Headquarters: Town Street, East Haddam, Conn. 06423.
Featured: Cablematic™ cable preparation instruments for all types of solid sheath; low loss polystyrene and air dielectric cables; new cablematic instruments for drop cables.
Personnel: Walter Ullrich, Buzz Heim.

Utility Tower Co.

Booth 156 & 157
Headquarters: 3200 N.W. 39th Street, Oklahoma City, Okla.
Featured: Actual tower sections, star mount guys, and lighting equipment with related tower accessories.
Personnel: C. E. Nelson, Jerry Nelson, Bud Duvall, Pat Duvall, Joe Nelson, R. G. Nelson, M. N. Sholat.

Thomas J. Valentino Inc.

Booth 335
Headquarters: 151 West 46th Street, New York 10036.
Featured: Production music and production sound effects for CATV productions.
Personnel: Francis T. Valentino, Chris Carino.

Van Ladder, Inc.

Booth 124
Headquarters: Box 709, Spencer, Iowa 51301.
Featured: Local origination platform. Truck mounted manlift.
Personnel: E. W. Faustich, L. C. McGrane.

Vicom Manufacturing Co.

Booth 152 & 153
Headquarters: 7300 Huron Drive, Dexter, Mich. 48130.
Featured: Two-way interactive TV; audio-video interaction pay TV; opinion survey merchandising and information data retrieval.
Personnel: W. E. Vivian, H. W. Fatz, C. Boenke, R. Reimink, C. Bloch.

Videomation Inc.

Booth 6
Headquarters: 200 West 57th Street, New York 10019.
Featured: Software programming.
Personnel: Jack Brooks, Betty Brooks, Steve Eden, Norma Lee, Art Wagner, Vince DiPietro, Vince Miello, Joan Satin, Shelby Satin.

View/All Television Products

Booth 231 & 232
Headquarters: P.O. Box 2026, Anniston, Ala. 36201.
Featured: Multi-taps, splitters, directional taps; 5-300 mhz RF distribution devices.
Personnel: Walter L. Holz, E. D. Larson, Sid Day, Roger Damon, Hank Geist, Don Countryman, Jerry Speckman, Tom Olson, Vince Borelli, W. J. Riley.

Vikoa Inc.

Booth 12 & 13
Headquarters: 400 Ninth Street, Hoboken, N.J. 07030.
Featured: CATV/MATV complete line of active and passive equipment.
Personnel: C. Hermanowski, G. Mattison, J. J. Shmatits, W. Ewing, S. Lenefsky, D. Dworkin, G. Balsam, R. Kane, W. McNair, G. Gunter, A. Einhorn, R. Nadeau, S. Gins, H. Magers; L. Jaffee, G. Adams, K. Brank, A. Lamarre, E. Page, D. Sheffler, B. Wertz, T. Stringer, A. Whitaker.

Visual Educum Inc.

Booth 105
Headquarters: 4333 South Ohio Street, Michigan City, Ind.
Featured: Dage 800 CCTV equipment.
Personnel: Jerry Weston.

Wavetek, Indiana Inc.

Booth 210
Headquarters: P.O. Box 190, 66 North First Avenue, Beech Grove, Ind. 46107.
Featured: CATV sweep/signal generators, all numerical and letter channel marker system for head end and converter applications and CATV components.
Personnel: Bob Welsh, Phil Ray, Jan Wiley, Tony Reuter, Lou Abbott.

World Wide Bingo Inc.

Booth 113
Headquarters: Box 1401, Englewood, Colo. 80110.
Featured: Bingo equipment.
Personnel: Jack Hampton, JoAnne Hampton, Dick Godon, Don DeVoll, George Held.

Exhibits will be in the Continental Room, Normandie Lounge, and East, West and North Halls of the Conrad Hilton. They open at 1 p.m. Sunday (May 14) and close at 1 p.m. Wednesday (May 17).

Main story continues from page 45

regulatory session, Sol Schildhouse, chairman of the FCC's Cable Television Bureau; at the state regulatory panel, Dr. Delbert Smith, University of Wisconsin; at the local regulatory panel, W. Bowman Cutter, executive director of the Cable Television Information Center; at the educational panel, Frank Norwood of the Joint Council on Educational Telecommunications; at two programming sessions, Snowden Williams, Department of Housing and Urban Development, and Joseph E. Levine, Avco-Embassy Pictures.

The format of the management sessions calls for the principal speaker to be followed by a group of "responders," in an attempt to churn up some dialogue. For example, Mr. Averett's financial view will be bounced off a panel that includes Henry Harris, Cox Cable Communications; Dr. Leonard Tow, Teleprompter; Paul Kagan, Paul Kagan Associates; Herbert Mann, Teachers Insurance and Annuity Association, New York; E. Peter Brinkley, Chase Manhattan Bank; and Edward Addiss, Matthews, Mitchell & Co., New York.

Topics of the technical sessions range from the futuristic to the very practical. One high point, a session called "Blue Sky to Cash Flow," will be moderated by Hubert J. Schlafly, president of Tele-

Hospitality. Broadcasting Publications Inc. will have its NCTA convention headquarters in Rooms 1505-1506 of the Conrad Hilton. Attending: Sol Taishoff, editor; Lawrence B. Taishoff, publisher; editorial staff members Edwin H. James, Donald West, Earl B. Abrams and Alan Steele Jarvis; advertising staff members Maury Long, David Whitcombe, Greg Masefield, Bill Merritt and John Andre.

prompter, and will feature Dr. Peter Goldmark, Goldmark Communications Inc.; John J. O'Neill, the Mitre Corp.; John Ward, Electronics Systems Labs, Massachusetts Institute of Technology; and Robert Behringer, Theta-Com Corp.

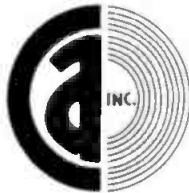
In something of a breakthrough in public dialogue, one session will explore "the broadcaster's view." The principal speaker will be Richard Block, of UHF-dominated Kaiser Broadcasting Co.; the "responders" will be Michael Horne of Covington & Burling, counsel for the Association of Maximum Service Telecasters; Bruce Hebenstreit, New Mexico Broadcasting Co., Albuquerque, N.M.; Jay Ricks, with the Washington law firm of Hogan & Hartson; Thomas Shacks, law firm of Shack & Mendenhall; and Lawrence W. Kliever, Peninsula Broadcasting Co., Hampton, Va., a member of the NCTA board of directors.

At their first opportunity to meet cablemen since adoption of the FCC rules, 126 exhibitors will be on hand.

No one topic dominates the agenda. But the focus of a convention is determined not by the sessions—many of them are as perennial as weeds—but by the realities the cablemen bring with

\$1,000,000 North Central Television, Inc. Secured Bank Notes, Due 1979

The undersigned acted as financial advisor to the company in this private placement. This advertisement appears as a matter of record only.



January, 1972

COMMUNICATIONS ADVISORS, INC.

Jim Ackerman, President
1800 North Meridian Street
Indianapolis, Indiana 46202
(AC 317) 923-2353

\$2,000,000 Communications Services, Inc. (CATV) Bank Promissory Notes, Due 1979

The undersigned acted as financial advisor to the company in this private placement. This advertisement appears as a matter of record only.



February, 1972

COMMUNICATIONS ADVISORS, INC.

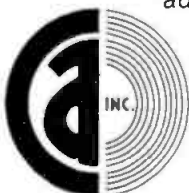
Jim Ackerman, President
1800 North Meridian Street
Indianapolis, Indiana 46202
(AC 317) 923-2353

\$3,500,000 Petra Cablevision Corp.

(Suffolk Cablevision)

\$1,000,000 Revolving Bank Line of Credit
\$2,500,000 9% – Senior Secured Notes with Warrants, due 1984

The undersigned acted as financial advisor to the company in this private placement. This advertisement appears as a matter of record only.



March, 1972

COMMUNICATIONS ADVISORS, INC.

Jim Ackerman, President
1800 North Meridian Street
Indianapolis, Indiana 46202
(AC 317) 923-2353

See us in Suite 1623, Conrad Hilton Hotel.

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



**Delta is ready
when you are!**

them. Last year in Washington, the reality was that the industry was still awaiting FCC rules that would end the "freeze" on its expansion. This year, the reality is that those rules are on the books, and somebody has to come up with the money to make the thaw worth waiting for. In the meantime—as the formats of this year's sessions indicate—the industry will be doing a lot of listening, to a lot of people with their own economic or social stake in its future.

Co-op wants cable time

'People's' video reps head for Chicago to remind CATV about public access

CATV operators attending the convention of the National Cable Television Association in Chicago this week are likely to see a lot of young people with half-inch portable video-tape equipment covering sessions and interviewing cable men.

No, it's not guerrilla video. The videotapers will be members of a federation with the springtime name of April Video Cooperative.

Their presence in Chicago this week is to remind cable owners that the new FCC rules require at least one channel of each system to be available for public access.

The cooperative takes its name from a meeting held last month in New Brunswick, N.J., where some 300 representatives of "people's" video centers throughout the country gathered to exchange ideas and techniques. The "conference and jamhoree," as it was termed in announcements from AVC, also agreed to establish an information-access catalogue, called "Dumping Place."

During the four days of the NCTA convention, the AVC will also be screening samples of members' works. The purpose is not only to make cable TV owners aware that there are such groups in some CATV communities, but also to offer to help cable operators establish similar groups in their own communities. The AVC's presence at the convention has the blessing of NCTA.

Coordinating the NCTA effort is Nick DeMartino, a member of the Washington Community Video Center that has specialized in programing for the inner city with such subjects as venereal disease, drug addiction, rat infestation and lead poisoning. And it has served as catalyst and generator of community activities in the art of communications, particularly where video is concerned. Community Video Center was founded last year and is funded from various sources: the Washington Federal City College provides space, equipment and personnel, valued at about \$75,000; the Department of Health, Education and Welfare, \$25,000, and most recently the Eugene and Agnes Meyer Foundation (of the *Washington Post* Meyer's), \$10,000.

At present there is no CATV in the nation's capital, but there are about 12 applications pending. No decision has yet been made by the District of Columbia city council or the Congress on what type of cable system should be franchised or who should get it.

Copyright fight to another arena

Loser CBS says it will take Teleprompter case to appeals court that ruled against cable in benchmark Fortnightly decision

CBS announced last week it would appeal the federal district court decision, issued the preceding week, that reaffirmed cable-TV systems' right to pick up copyrighted material off the air and retransmit it to their subscribers without incurring copyright liability (BROADCASTING, May 8).

The appeal, officials said, will be led in the U.S. Court of Appeals for the Second Circuit, in New York. That is the court that found cable systems liable for copyright infringement in the original court test of the issue, in the so-called "Fortnightly case." It is also regarded as one of the most experienced and expert courts in the country on copyright issues because of the number of copyright suits originating in and around New York.

In the Fortnightly case, however, its decision, which upheld a lower court's finding of liability for cable systems that take copyrighted material off the air, was overturned by the Supreme Court. The Supreme Court decision formed the basis of the trial-court ruling two weeks ago, in a case brought by CBS against Teleprompter Corp. and five of its CATV systems, that CBS plans to appeal.

Legal sources considered it unlikely that the appeals court could hear arguments in the case before October or November. When it might hand down its decision was even less clear. Judge Constance Baker Motley's decision in the case came some seven months after completion of the trial.

CBS's announcement of its plan to appeal left the impression, but did not expressly say, that its challenge would be based primarily on modern systems' importation of distant signals and origination of programs, both to a much greater degree than the systems in the Fortnightly case. Judge Motley's decision also found these to be the most important distinguishing features between the two cases but held they did not alter the conclusion, reached by the Supreme Court in Fortnightly, that CATV is more like a "viewer" than a broadcaster and therefore, since viewers do not perform works, CATV does not perform the copyrighted material it takes off the air.

CBS had tried to establish that changes since the Fortnightly case—CATV's importation of distant signals and origination of programs, among others—had caused cable to become more like a broadcaster than a viewer and therefore subject to copyright liability.

In announcing its appeal plan, CBS said: "In the 1968 Fortnightly case the Supreme Court decided that cable-television systems which do no more than carry essentially local broadcast signals are not liable for copyright infringement. Now the district court has decided that cable systems which, among other things,

import distant broadcast signals—even from hundreds of miles away—without any copyright authorization whatsoever, and originate substantial amounts of programming of their own in direct competition with the broadcasters, do not have to pay for the copyrighted broadcast signals they carry.

"We hope, and we firmly believe, that when this matter is ultimately resolved by the courts, it will be determined that the copyright law does not give cable systems this extraordinary privilege at the expense of broadcasters, copyright proprietors, authors, performers, and, ultimately, of the public."

A market test for broadband?

That's what cable consultants urge in feasibility study ordered by OTP

An \$8-million pilot project, designed to test the "usefulness and economic viability" of advanced broadband communications services, has been proposed and described in a report by the Washington consulting firm of Malarkey, Taylor and Associates.

The study, prepared for the Office of Telecommunications Policy, proposes that a basic group of about 1,000 homes and several hundred business and other "nonresidential" users take part in the experiment. The essential components would be a cable system with two-way capability; interactive home terminals with alphanumeric keyboards, hard copy printout and storage capabilities; and central data-storage files and operating software.

After looking at dozens of areas where the experiment might be undertaken, Malarkey, Taylor concluded that a system where two-way is already being developed would be essential. From the small list of systems that meet that criterion, the firm chose Akron, Ohio, and San Jose, Calif., as recommended sites.

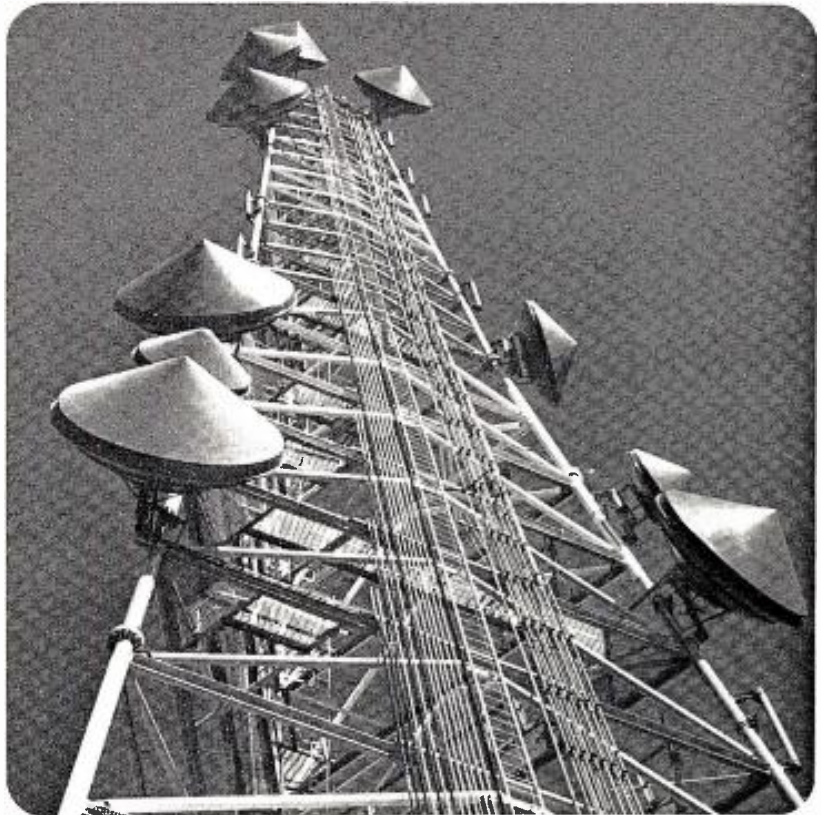
(The Akron system is owned by Television Communications Corp.; the San Jose system is 50% owned by Northwest Publications and 50% by Gill Industries.)

Malarkey, Taylor proposed three principal sources of funding: direct government grants; financial participation of equipment manufacturers "through R&D subsidies, noncompensatory leases and outright grants"; and private foundations. The consulting firm said system owners should not be expected "to contribute more than the access of the basic network."

The study, conducted under a contract awarded last year by OTP, is a first step toward what the agency hopes will be a thorough test of advanced broadband services that have not been undertaken yet by private entrepreneurs (BROADCASTING, Aug. 23, 1971). The report is also among the material being examined by the President's committee on cable policy, which is expected to submit its final recommendations "soon" according to an OTP spokesman.

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proposed technology are listed, most having to do with storage of many kinds of data for use at the subscriber's convenience. Others included educational services, health services, retail merchandising and subscription television for movies, sports and other entertainment. In the case of STV, however, the study cautioned that a larger sample would be necessary "to support negotiations for film or live sports events."

Funds to implement these kinds of proposals can't even be sought before fiscal 1974, OTP spokesmen noted last week.

A reprise on cable radio

Reply comments to FCC follow same line as original filings; several suggest further study

Broadcasters and cable interests were given a second opportunity last week to trade blows on the issue of future regulation of CATV radio-signal carriage. And in reply comments submitted to the commission, they did just that.

Unlike the initial round of comments on the commission's rulemaking inquiry last month (BROADCASTING, April 24), when there were about as many divergent recommendations presented as there were pleadings, the responses last week clearly fell into three categories: those wishing

no regulation of CATV radio carriage aside from that presently under consideration, those desiring more stringent governmental restrictions on such carriage, and those requesting a total prohibition.

If there was one point of consensus last week, it was over the recommendation of several respondents that the commission undertake further fact-gathering sessions before it attempt to regulate this essentially new aspect of cable technology. Those that did not openly advocate a comprehensive inquiry on the subject did concede that relatively little is known about cable radio since it has yet to be put to use on a large scale by the CATV industry.

The National Cable Television Association stuck to its contention of a month ago that the commission should not impose any further regulation in this area other than the suggested guidelines for distant radio signal importation included in the compromise agreement between NCTA, the National Association of Broadcasters, Association of Maximum Service Telecasters and copyright owners. That proposal, which is the subject of the commission's current inquiry, calls for cable systems that import any radio signal of a given type (AM or FM) to also carry all local stations of the same type. It would also require systems to carry all the local stations of the same type if one local outlet is used.

NCTA was critical of the broadcasters who last month asked that the commission go further than suggested in the

compromise. It particularly chastised the NAB, which last month blasted the commission for making a distinction in its rulemaking notice between AM and FM stations. Noting that NAB and other broadcast interests endorsed the compromise when it was formulated, NCTA complained that "now these parties are before the commission demanding not only restrictions not explicitly mentioned in the [compromise] agreement, but those clearly contrary to the agreement." It argued that it would be unfair to require that CATV operators using a local FM signal also carry all the local AM's, noting that the stereo signals most attractive to subscribers can be found only on the FM band.

NCTA's argument was rebutted by the Rocky Mountain Broadcasters Association, which last month told the commission that no CATV system should be allowed to carry any radio signals. RMBA picked up some support last week from several individual licensees and the National Association of FM Broadcasters, which endorsed its argument in separate filings. NAFMB claimed that degeneration of FM signals when carried over cable is "all too common." And RMBA summed up its stance with this curt assertion: "CATV should be restricted to visual transmissions. There is clearly no need or justification for aural-only transmissions by CATV, either from the standpoint of the systems themselves or from the standpoint of the public."

RMBA also emphasized that while some 50 of the comments filed last month advocated more strenuous regulation of cable radio than called for in the compromise, only four pleadings—including NCTA's—took the opposite position.

ABC noted that even the cable interests filing last month did not deny that CATV penetration could potentially harm local radio stations; they merely claimed that no evidence exists at present to support this fear. Attacking NCTA's position specifically, the network affirmed its earlier contention that only local radio signals should be allowed on cable systems.

ABC also stressed the need for further proceedings on the cable-radio issue, as did many of the parties filing last week, including the Nebraska Broadcasters Association, which argued that "the matter is entirely too important, too different and too complex to be cut from the same pattern" developed by the commission for the regulation of CATV television carriage.

The National Association of Educational Broadcasters came out in support of NAB's April proposal, which would require cable systems to carry all local stations, regardless of type, if one distant signal is imported, and would force the system to ensure comparable quality of a radio signal over the cable to one received over the air. It also suggested that the commission consider prohibiting the importation of distant noncommercial stations in the absence of approval of all local noncommercial stations.

Taking note that NCTA, in its comments last month, contended that most

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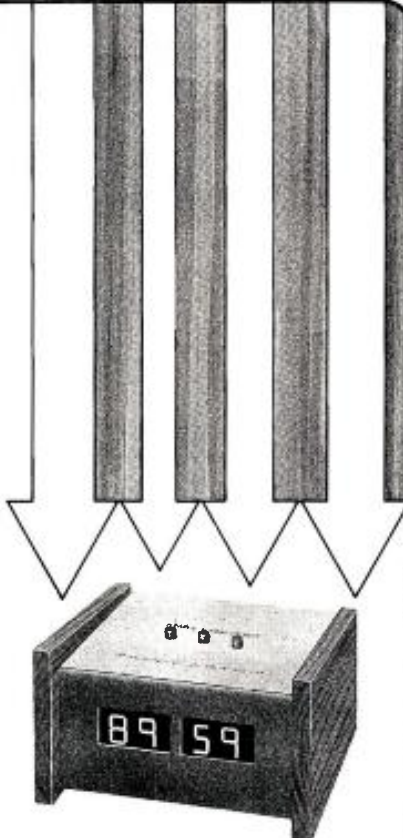
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cable systems use radio signals only to furnish background music for locally originated video features, Broadcast Music Inc. argued that if those systems can originate video material, they can the aural portion as well. It urged a ban on all radio carriage unless the system obtains the same music license required of radio stations.

State CATV commission almost here for N.Y.

Rockefeller signature last step of bill that will set up regulatory body; media limitation deleted at last minute

The New York State Senate passed a bill last Monday (May 8) setting up a five-man commission to regulate cable television in the state. The measure previously had been approved by the Assembly. It has been sent to Governor Nelson Rockefeller for his signature.

The bill provides that Governor Rockefeller appoint a regulatory commission to establish guidelines to be followed by local governments in granting franchises. The commission would supervise contract obligations between customers and companies; set subscriber rates in cases of dispute and order the coordination of separate CATV systems when needed.

The legislature's measure provides for extension of the current moratorium on new franchise applications until next April 1, when the CATV commission is to be established. There are about 150 CATV state franchises and about 250 applications pending.

The bill also stipulates that the commission would have to confirm any franchise approved by a locality. Existing cable operations would continue for five years and thereafter would have to have their franchises renewed under the law.

Both the Assembly and the Senate passed an amendment to the main bill. This deleted a provision in the bill that would have given the commission the authority to establish criteria to prohibit or limit concentration of control over mass media and communications. This provision was protested vigorously by newspaper publishers and led to the amendment to the main bill.

Ready, aim, fire: compliance certificates

Cable systems need FCC go-ahead to go; one operator finds that there's a rub

One of the realities of the FCC's cable rules is that new system operators, now being required to obtain certificates of compliance from the commission before they can begin operations, are open to challenge. Apparently the first of such an action took place last week.

The challenge was launched by Metro Cable Co. against the owner of a cable system now under construction in Rockford, Ill. Metro Cable operates a system serving adjoining areas of Winnebago county, Ill., and was a rival applicant for a franchise in Rockford. The opposition

brief filed by Metro against CATV of Rockford Inc. accused the latter of numerous violations of the commission's rules, including an alleged attempt to mislead the Rockford city council regarding terms of the franchise agreement.

In what Metro cited as "perhaps the most obvious and intolerable disparity" between CATV of Rockford's certification application and the commission's rules, the Rockford franchisee was accused of negotiating for a franchise fee substantially in excess of the range permitted by the commission. According to the Rockford franchise agreement, Metro claimed, CATV of Rockford has agreed to pay the city a minimum of 5% of its gross annual receipts and a maximum of 12%. The FCC rules call for a fee payment of no greater than 5% and suggested a minimum of 3%. Furthermore, Metro said the city council is apparently unaware that the franchise fee is inconsistent with the rules, since it was never served with a copy of CATV of Rockford's application to the FCC for a certificate of compliance.

Metro also contended that the city council could not have ascertained the legal and financial qualifications of CATV of Rockford, as required by the FCC rules. In questioning the franchisee's financial ability to continue a viable service, Metro said it is doubtful whether the subscriber rates proposed by CATV of Rockford could generate enough revenues to meet the economic obligations it has incurred to the local

telephone company, the city and to various educational institutions. Metro further charged that CATV of Rockford has entered into an agreement with Illinois Bell for the unauthorized construction of leaseback facilities. This construction has already begun, it said.

Metro also alleged that CATV of Rockford has failed to supply the commission with a schedule of construction for its system and that its franchise tenure exceeds that recommended by the commission (the rules suggest a 15-year limitation on franchises; CATV of Rockford holds a 20-year franchise with an automatic five-year renewal).

In addition, Metro claimed that an ownership interest of the principals of CATV of Rockford in the licensee of WCEE-TV Freeport, Ill., is an illegal cross-ownership of cable and television facilities in the same market.

Teleprompter picks Reed

The resignation of Robert H. Symons as a vice president of the Teleprompter Corp. and general manager of its cable-television division was announced last Wednesday (May 10).

Teleprompter appointed Leslie H. Reed, director of operations since 1967, as general manager of the CATV division. Mr. Reed joined Teleprompter in 1959 and had served as manager of systems in Elmira, N.Y.; Great Falls, Mont., and Farmington, N.M.

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NBC-TV dominates first batch of Emmys

In twin ceremonies at the Century Plaza hotel in Los Angeles and the Plaza hotel in New York, the National Academy of Television Arts and Sciences on May 6 presented a total of 46 Emmy Awards in 39 categories including news and documentaries; creative crafts; daytime, children's and religious programing, and engineering development. The nontelevised events were the first of the Academy's two-part Emmy Awards presentation this year. Other Emmy Award winners, including program, performer, writing and directing awards, were scheduled to be presented on May 14 during a national telecast on CBS-TV from the Palladium in Hollywood.

NBC-TV, which over-all had received the most nominations (BROADCASTING, April 17), won the most awards at the May 6 presentations, a total of 22. The network total was achieved through the winning of 17 awards by individuals and five by programs. ABC-TV was runner-up with a total of 11 awards, seven by individuals and four by programs. CBS-TV trailed with five individual and two program awards for a total of seven Emmys. Public Broadcasting Service gained five awards via three for individual and two for program achievements, while a single award went to an individual for outstanding achievement in a syndicated program.

The multiple winner list was led by the NBC-TV special, "'S Wonderful, 'S Marvelous, 'S Gershwin'" with three Emmys. This total was matched by ABC-TV's *The Undersea World of Jacques Cousteau* series of specials. The Screen Gems production of "Brian's Song" for ABC-TV's *Movie of the Week* series—already probably the most honored single production of the 1971-72 season—came away with two Emmys. NBC-TV's "Columbo" segment of the *NBC Mystery Movie* series was another multiple winner with two awards.

Breaking out the results in the news and documentary categories shows NBC-TV winning seven Emmys, compared with four awards each for ABC-TV and CBS-TV and one for PBS. Winners in all news and documentary categories are scheduled to be presented during the telecast of the Emmy Awards show on May 14.

Raymond Burr, in Los Angeles, and David Frost, in New York, served as masters of ceremonies for the May 6 presentations. For the first time the West Coast winners were announced during a luncheon ceremony, while East Coast winners were revealed at a banquet later the same day (BROADCASTING, May 8).

A complete list of 1971-72 Television Academy Awards, for the period from March 17, 1971-March 12, 1972, announced on May 6, 1972, follows:

Outstanding achievement in choreography—a single program of a series or a special program: Alan Johnson, "Jack Lemmon in 'S Wonderful, 'S Marvelous, 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 17, 1972.

Outstanding achievement in music composition—A. For a series or a single program of a series (in the first year of music's use only): Pete Rugolo, "In Defense of Ellen McKay," *The Bold Ones—The Lawyers*—NBC—Nov. 14, 1971; John T. Williams, "Jane Eyre," *Bell System Family Theatre*—NBC—March 24, 1971.

Outstanding achievement in music direction of a variety, musical or dramatic program—a single program of a series or a special program: Elliott Lawrence, "Jack Lemmon in 'S Wonderful, 'S Marvelous, 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 17, 1972.

Outstanding achievement in music, lyrics and special material—a series or a single program of a series or a special program written for television: Ray Charles, "The Funny Side of Marriage," *The Funny Side*—NBC—Sept. 12, 1971.

Outstanding achievement in art direction or scenic design—A. For a dramatic program or feature length film made for television: a single program of a series or a special program: Jan Scott, "The Scarecrow," *Hollywood Television Theatre*—PBS—Jan. 10, 1972.

B. For a musical or variety single program of a series or a special program: E. Jay Krause, "Diana!"—ABC—April 18, 1971.

Outstanding achievement in costume design—a single program of a series or a special program: Elizabeth Waller, "The Lion's Cub," "Elizabeth R," *Masterpiece Theatre*—PBS—Feb. 13, 1972.

Outstanding achievement in make-up—a single program of a series or a special program: Frank Westmore, "Kung Fu," *Movie of the Week*—ABC—Feb. 22, 1972.

Outstanding achievement in cinematography for entertainment programing—A. For a series of a single program of a series: Lloyd Ahern, A.S.C., "Blueprint for Murder," "Columbo," *NBC Mystery Movie*—NBC—Feb. 9, 1972.

B. For a special or feature length program for television: Joseph Biroc, "Brian's Song," *Movie of the Week*—ABC—Nov. 30, 1971.

Outstanding achievement in cinematography for news and documentary programing—for a series, a single program of a series, a special program, program segments or elements within. A. Regularly scheduled news programs and coverage of special events: Peter McIntyre and Lim Youn Choul, "Dacca," *NBC Nightly News*—NBC—Dec. 18, 1971.

B. Documentary, magazine-type or mini-documentary programs: Thomas Priestley, *Venice Be Damned!*—NBC—May 21, 1971.

Outstanding achievement in film editing for entertainment programing—A. For a series or a single program of a series: Edward M. Abrams, "Death Lends a Hand," "Columbo," *NBC Mystery Movie*—NBC—Oct. 6, 1971.

B. For a special or feature length program made for television: Bud S. Isaacs, "Brian's Song," *Movie of the Week*—ABC—Nov. 30, 1971.

Outstanding achievement in film editing for news and documentary programing—for a series, a single program of a series, a special program, program segments or elements within—A. Regularly scheduled news programs and coverage of special events: Darold Murray, "War Song," *NBC Nightly News*—NBC—April 26, 1971.

B. Documentary, magazine-type or mini-documentary programs: Spencer David Saxon, "Monkeys, Apes and Man," *National Geographic Society*—CBS—Oct. 12, 1971.

Outstanding achievement in film sound editing—a single program of a series or a special program: Jerry Christian, James Troutman, Ronald Lavine, Sidney Lubow, Dick Raderman, Date Johnston, Sam Gaylor, John Stacy and Jack Kirschner, "Duel," *Movie of the Weekend*—ABC—Nov. 13, 1971.

Outstanding achievement in film sound mixing—a single program of a series or a special program: Theodore Soderberg and Richard Overton, "Fireball Forward," *The ABC Sunday Night Movie*—ABC—March 5, 1972.

Outstanding achievement in technical direction and electronic camerawork—a single program of a series or a special program: Heino Ripp, technical director, Albert Camoin, Frank Gaeta, Eugene Martin and Donald Mulvaney, cameramen, "Jack Lemmon in 'S Wonderful, 'S Marvelous, 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 25, 1972.

Outstanding achievement in lighting direction—a single program of a series or a special program, produced for electronic television only: John Freschi, "Gideon," *Hallmark Hall of Fame*—NBC—March 26, 1971.

Outstanding achievement in video tape editing—a single program of a series or a special program: Pat McKenna, "Hogan's Goat," *Special of the Week*—PBS—Oct. 11, 1971.

Outstanding achievement in live or tape sound mixing—a single program of a series or a special program: Norman H. Dewes, "The Elevator Story," *All in The Family*—CBS—Jan. 1, 1972.

Special Classification of Outstanding Individual

Achievements, an award for unique performer achievements which does not fall into a specific category, or is not otherwise recognized: Individuals: Michael Hastings and Derek Marlow, writers, *The Search for the Nile*—Parts I-VI, NBC, Jan. 25, Feb. 1, 15, 22 and 29, 1972.

Outstanding achievement in sports programing—for achievements by individuals contributing to such programs or to the coverage of sporting events: William P. Kelley, technical director, Jim Bennett, Buddy Joseph Mario Carlo, Frank Manfredi, Corey Leible, Gene Martin, Cal Shadwell, Billy Barnes and Len Charbonneau, cameramen, *AFC Championship Game*—NBC—Jan. 2, 1972.

Outstanding achievement in children's programing—an award for creative program achievements and for achievements by individuals contributing to children's programs: David D. Connell, executive producer, Jon Stone, producer, *Sesame Street*—PBS—series.

Outstanding achievement in daytime drama—an award for creative program achievements and for achievements by individuals contributing to daytime drama: Allen Potter, producer, *The Doctors*—NBC—series.

Outstanding achievement in religious programing—an award for creative program achievements and for achievements by individuals contributing to religious programs: Alfredo Antonini, music director, *And David Went*—CBS—April 11, 1971; Lon Stucky, lighting director, "A City of The King," *Contact*—syndicated.

Outstanding achievement in any area of creative technical crafts—an award for individual technical craft achievement deemed singularly outstanding, which does not fall into a specific category, and is not otherwise recognized: Pierre Goupli, Michel Deloire and Yves Omer, underwater cameramen, "Secrets of the Sunken Caves," *The Undersea World of Jacques Cousteau*—ABC—March 19, 1971.

Outstanding Achievement Within Regularly Scheduled News Programs—A. For program segments, i.e., the presentation of individual stories (in single or multi-part) or elements within the programs: "Defeat of Dacca," *NBC Nightly News*—NBC—Wallace Westfeldt, executive producer Robert Muiholland and David Teitelbaum, producers—Dec. 18, 1971.

B. For individuals contributing to the program segments, Phil Brady, reporter, "Defeat of Dacca," *NBC Nightly News*—NBC—Dec. 18, 1971; Bob Schieffer, Phil Jones, Don Webster and Bill Plante, correspondents coverage of "The Air War," *CBS Evening News with Walter Cronkite*—CBS—Dec. 20-24, 1971.

Outstanding achievement for regularly scheduled magazine-type programs. A. For programs, program segments or series: *Chronology*, Eliot Frankel, executive producer—NBC—Series: *The Great American Dream Machine*, A. H. Perlmutter and Jack Willis, executive producers—PBS—Series.

B. For individuals contributing to the program, program segments or series achievements. Mike Wallace, correspondent, *60 Minutes*—CBS—Series.

Outstanding achievement in coverage of special events. A. For program achievements: *The China Trip*, Av Westin and Wally Pfister, executive producers; Bill Lord, producer—ABC—Feb. 17-29, 1972; "June 30, 1971, A Day For History: The Supreme Court and The Pentagon Papers, Lawrence E. Spivak, executive producer—NBC—June 30, 1971; *A Ride on the Moon: The Flight of Apollo 15*, Robert Wussler, executive producer; Joan Richman, producer—CBS—July 26-Aug. 7, 1971.

Outstanding documentary program achievement. A. For documentary programs dealing with events or matters of current significance: "A Night in Jail, A Day In Court," *CBS Reports*, Burton Benjamin, executive producer; John Sharnik, producer—CBS—Jan. 27, 1972; "This Child Is Rated X: An NBC News White Paper On Juvenile Justice," Martin Carr, producer—NBC—May 2, 1971.

B. For documentary programs dealing with artistic, historical or cultural subjects: "Hollywood: The Dream Factory," *The Monday Night Special*, Nicholas Noxon, executive producer; Irwin Rosten and Bud Friedgen, producers—ABC—Jan. 10, 1972; "A Sound of Dolphins," *The Undersea World of Jacques Cousteau*, Jacques Cousteau and Marshall Flaum, executive producers; Andy White, producer—ABC—Feb. 25, 1972; *The Unsinkable Sea Otter*, "The Undersea World of Jacques Cousteau, Jacques Cousteau and Marshall Flaum, executive producers; Andy White, producer—ABC—Sept. 26, 1971.

C. For individuals contributing to documentary programs: Louis J. Hazam, writer, *Venice Be Damned!*—NBC—May 21, 1971; Robert Northshield, writer, "Suffer The Little Children—An NBC News White Paper on Northern Ireland"—ABC—Jan. 11, 1972.

Outstanding achievement in engineering development (Possibility of one award, more than one award or no award): An award to an individual, a company or an organization for developments in engineering which are either so extensive an improvement on existing methods or so innovative in nature that they materially affect the transmission, recording or reception of television. Emmy Award: Lee Harrison, III, For the development of Scanimate, a unique electronic means of generating picture animation. Citations: Richard E. Hill and Electronic Engineering Co. of California. For the development of a time code and equipment to facilitate the editing of magnetic video tape. NBC. For the development of the Hum Bucker, which provides a practical means to correct a picture transmission defect commonly encountered on remote pickups.

Heavy sales for 'Ironsides'

High gross expected on admittedly high-priced series due for syndication

MCA TV projects that *Ironsides* will have been sold in 125 markets by this fall and in at least 196 markets by September 1974, when the one-hour series is scheduled to go on the air in syndication.

Keith Godfrey, MCA TV vice president, said last week that on the basis of the present rate of sales, *Ironsides* is expected to rank with or surpass the top grossers in syndication. He noted that the first sale on *Ironsides* was made on March 31 and sales since have been substantial, but he declined to give a total figure now because the company is planning a promotion effort when a certain market total is reached.

He took exception to a published report that certain stations have complained about the prices sought for *Ironsides* ("Closed Circuit," May 8). He acknowledged that MCA placed "a high price tag" on the series, which has been on NBC-TV for five years and will remain there until the fall of 1974, but added: "It is the fourth highest rated show and is the first of its kind to be sold on this basis."

"The stations that bought *Ironsides* have not complained about the price," he said. "Sure, there was the normal amount of negotiation, but in some key markets, we asked the stations to price the show and accepted their offers."

On the line: 'Spencer's Mountain'

Good vibrations and high anticipations for CBS-TV's new schedule center on a 'distinguished effort' that hopes to ride the winds of change stirred up by 'All in the Family'

There is no doubt what prime-time program CBS-TV is pushing for next season. It's the tentatively titled *Spencer's Mountain*, and it's the network's single new dramatic program.

Time and again at the CBS-TV affiliates convention in Hollywood last week, network executives called special attention to the series about the everyday lives of a rural American family during the post-Depression years which was introduced as a Christmas special last year called *Homecomings*. Network President Bob Wood spoke of it as "substantive" and as a program "that sticks to the ribs." Indicating that only because CBS-TV was coming off an "extraordinary" season was the gamble on off-beat programming such as *Spencer's Mountain* possible, Mr. Wood said that the series was meant "to support some of the positive values in the country."

Oscar Katz, New York programming vice president, offered the analogy of *Spencer's Mountain* as TV's version of the movie industry's "The Last Picture Show" or "The Summer of '42." Irwin B. Segelstein, vice president, program ad-

ministration, backed this up by saying that *Spencer's Mountain* would hope to trade on the "nostalgia kick."

Fred Silverman, vice president, programs, was even more explicit in his feelings about the dramatic series. "It's the story of love and respect for the family and the old values which unfortunately seem to be getting lost these days," he said. "It's a beautiful, distinguished effort that we are proud to include in our schedule."

Yet *Spencer's Mountain* has been placed on a powder keg by the network, programmed on Thursday nights opposite ABC-TV's highly successful *Flip Wilson* and ABC-TV's *Mod Squad*. Don't sell *Spencer's Mountain* short, Mr. Silverman in effect pleaded with affiliates. It could provide effective counterprogramming. He compared it to *All in the Family*, in being ahead of its time, and in being genuinely innovative—though a long-shot. "There's a feeling at the network," Mr. Silverman said, "that this is the show to watch."

Program Briefs

More radio properties. Hap Day Industries, Boston-based radio syndication firm, has added new comedy series and sports show to its syndication lineup. *Tortoise Man*, new comedy series, is available in 65 90-second episodes. Hour *Sports Huddle* show, currently on WEEI(AM) Boston, will be produced weekly, especially for national syndication.

Sinatra acquisition. Wolper Television Sales, syndication arm of the Wolper Organization, Los Angeles, has acquired foreign distribution right to six Frank Sinatra specials. TV specials feature Mr. Sinatra with such guest performers as Ella Fitzgerald, Diahann Carroll, Grace Kelly, Nancy Sinatra, Carlos Jobim and Fifth Dimension singing group. Wolper TV Sales has right to programs in all markets except U.S., Canada, Puerto Rico and Virgin Islands.

Two score more. Mutual Broadcasting System reported 20 additional radio stations have joined Mutual Black Network, raising total close to 50 mark. Latest stations are WILD(AM) Boston; WAMO(AM)

Pittsburgh, WPGR(AM) Detroit; WDAS-FM Philadelphia; WNOO(AM) Chattanooga; WUFO(AM) Buffalo, N.Y.; KWAM(AM) Memphis; WSOK(AM) Savannah, Ga.; WKXI-FM Jackson, Miss.; WILA(AM) Danville, Va.; KLIP(AM) Fowler, Calif. Also WTAM(FM) Gulfport, Miss.; WIDU(AM) Fayetteville, N.C.; WSWN(AM) Belle Glade, Fla.; KYAC(AM) Seattle; KLIQ(AM) Portland, Ore.; WTOY(AM) Roanoke, Va.; WEAL(AM) Greensboro, N.C.; WAWA(AM) Elm Grove, Wis., and WGOV(AM) Valdosta, Ga.

Hitting at problems. WNEW-TV New York has launched "You the Citizen" campaign in which programming and public service spot announcements for one month will be devoted to an urban problem and to role individual can play in seeking solution. Campaign began on May 7 with one-hour special. Opening segment introduced concept of individual participation and second portion focused on fight against crime.

Changing formats.—Following modifications in program schedules and formats have been reported: ■ KYTE(FM) Livermore, Calif.—Peer Broadcasting has revamped its middle-of-the-road/classical format to up-tempo middle-of-the-road/contemporary programming. KYTE broadcasts in stereo on 101.7 mhz with 3 kw and antenna minus 150 feet above average terrain. ■ KWOW(AM) Pomona, Calif.—Valley Broadcasting Co. has changed from country-and-western format to contemporary music programming. Kwow is on 1600 khz with 5 kw day and 500 w night. ■ KMPX(FM) San Francisco—National Science Network has changed station from underground rock to middle-of-the-road programming. KMPX broadcasts in stereo on 106.9 mhz with 40 kw and antenna 1,120 feet above average terrain. ■ KVEZ(FM) San Mateo, Calif.—Intercontinental Radio Inc. has switched from top-40 rock to soft rock. KVEZ broadcasts in stereo on 107.7 mhz with 3.8 kw and antenna 1,590 feet above average terrain. ■ KORL(AM) Honolulu—Radio Hawaii Inc. announced that station has changed its predominantly music format to talk format. KORL broadcasts on 650 khz with 10 kw. ■ KTBB(AM) Tyler, Tex.—Blackstone Broadcasting has switched station's middle-of-the-road format to adult pro-

"The Second Generation"

Aural Studio-Transmitter Link, Remote Control & Telemetry System



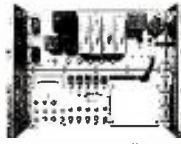
STL-8 TRANSMITTER



R-200/950 RECEIVER



RMC-2AX/S



RMC-2AX/T

FEATURES

- ★ Direct FM Modulator
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FREQUENCY RESPONSE: + or - .5 db. from 40 Hz to 15,000 Hz.

DISTORTION: 0.6% or less, 50 Hz to 15,000 Hz.

SIGNAL TO NOISE: - 65 db. or better. Ref. 400 Hz. Mod. 100%

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graming. KTBB is on 600 khz with 1 kw, directional antenna day. ■ KUEN(AM) Wenatchee, Wash.—KUEN Inc. has switched station from popular music to country-and-western programming. KUEN broadcasts on 900 khz with 1 kw day.

Mark time. *Salute to a Cockeyed Optimist: Oscar Hammerstein II*, one-hour tribute to lyricist who collaborated with such composers as Richard Rodgers, Jerome Kern and Sigmund Romberg, will be shown on CBS-TV Monday, July 3, at 10 p.m. NYT. Performers on special include Burt Lancaster, Ryan O'Neal, Henry Fonda, Gene Kelly, Rosalind Russell, Dinah Shore and Milton Berle. Paramount Television produced program.

New firm, fresh film. Cinema 5 Ltd., New York, motion-picture theater operator and distributor, has formed television division with Richard Perin as director. Mr. Perin said that Cinema 5 will release to TV stations (following theater showings) such films as "The Garden of the Finzi Continis," "Gimme Shelter," "Elvira Madigan," "Endless Summer," "On Any Sunday," "The Fireman's Ball," "Long Ago, Tomorrow," "The Two of Us," "More," "Putney Swope," and "Accident." Mr. Perin noted that a Cinema 5 release, "Z" already has been sold to ABC-TV. *Address: 595 Madison Avenue.*

Fall planning. Gene Barry as international undercover agent in *The Adventurer* and new animated situation comedy from Hanna-Barbara (tentative title: *Wait 'Til Your Father Gets Home*) will turn up this fall in local prime-time periods on five NBC-owned TV stations. Two new versions of old series—*The Price Is Right*, with new host (Dennis James) and new emphasis on bigger prizes, and *Police Surgeon*, which puts Dr. Simon Locke in new urban setting—have also been bought by NBC stations.

Video-tape distributors. Vidistrib, said to be first company designed to distribute TV shows and commercials solely on video tape, has been formed in Los Angeles. John P. Ballinger, veteran TV distributor with Metromedia Producers Corp., Screen Gems and National Television Associates, will operate Vidistrib as general manager. *Address: 6380 Wilshire Boulevard, Los Angeles.*

Sound and luminaries. Reina Productions, Phoenix, has signed vocalist Ray Eberle to host new syndicated TV series, *Stars of Sound*. Program will feature artists performing all types of currently popular music. Twenty-six half-hour color segments are expected. It is not yet certain whether series will be sold with full sponsorship or a blend of barter and participation. Bob Cowley and Fred Rice are program's producers.

Broadway reprise. Grimaldi/Wineapple Productions, New York, has completed pilot of *Broadway*, designed as 30-minute series capsulizing several current Broadway musicals in each episode. Hosts will be personalities starring in actual musical. Pilot includes Gwen Verdon of "Sweet Charity" and Ronnie Franklin of "Applause." Creative Management Associates, New York, is screening pilot.

Harley Staggers will ride again

Shades of 'Selling of the Pentagon' as his subcommittee sets up inquiry on more allegations of news staging

The House Investigations Subcommittee has scheduled a two-day hearing this week on alleged staging of television news, Chairman Harley O. Staggers (D-W. Va.) announced last week.

The chairman said the subcommittee "will receive testimony on May 17 and 18 from television technicians who worked on news programs which reportedly incorporated pre-arranged or simulated segments, which were subsequently presented to the television public as genuine and spontaneous news events." He added that the hearing will also hear from those participating in, or witnessing, the staging incidents and that film clips of some of the programs would be shown.

Mr. Staggers said that if the allegations are true they "would represent violations of the published network news policies and would raise serious questions concerning the adequacy of the present law governing broadcasting and its administration by the FCC."

Two weeks ago Mr. Staggers had confirmed there would be a hearing but said dates had not been set ("Closed Circuit," May 8).

Daniel J. Manelli, the subcommittee's acting chief counsel, last week provided some details on the hearing. The two-day session is designed to gather information on the means by which the alleged staging took place, he said. He estimated there will be about 12 witnesses and that the hearing will cover roughly a half-dozen staging incidents.

CBS and ABC are involved in the hearing, he said, but he indicated that individual stations also are involved. Most of the news organizations under scrutiny are located on the West Coast, he added.

When asked why TV news executives will not appear, Mr. Manelli replied that the subcommittee is interested in obtaining factual data that employees would be better able to provide. These sources would include soundmen and cameramen, he said.

Mr. Manelli stressed that the hearing has no direct connection with last year's inquiry into CBS's *Selling of the Pentagon* documentary.

The current inquiry dates back at least as far as last August, when James Broder of the subcommittee staff was in Los Angeles interviewing CBS News employees who volunteered information on network news practices (BROADCASTING, Aug. 9, 1971).

Following that inquiry, correspondent Terry Drinkwater of the Los Angeles bureau of CBS News was suspended (from Sept. 1, 1971, to Nov. 30, 1971) for what CBS said was a "questionable" interview he conducted for a news pro-

gram on pop wine (although the segment was not used on the air).

Mr. Drinkwater last month received a second suspension for what CBS said was "his admitted violation of a CBS News policy." Mr. Drinkwater used film of a part-time CBS employe purchasing dynamite in Oregon to illustrate that explosives can easily be purchased in that state. In his narration of the story, broadcast Oct. 18, 1970, Mr. Drinkwater did not disclose that the film was a demonstration (BROADCASTING, April 24).

Mr. Manelli said last week that both news segments involving Mr. Drinkwater would be included in the hearing this week. But he added that Mr. Drinkwater will not appear in person.

And yet another item to be investigated: Who put the bugs in the FCC building?

News staging will not be the only area under the scrutiny of a House Investigations Subcommittee hearing this week. The subcommittee said last week it will also delve into the "telephone monitoring activities within the FCC" at a session scheduled for Tuesday (May 16).

The hearing will deal with an incident of telephone monitoring within the commission about two years ago, a spokesman said, adding that the subcommittee has investigated the allegation of telephone monitoring and is satisfied that it did exist. But he declined to reveal the identity of the FCC staffer involved. He noted that the incident has only recently come to the subcommittee's attention.

Appearing at the hearing will be FCC Chairman Dean Burch and Fred Goldsmith, the commission's security officer.

Commission officials said there was one individual involved in the incident—believed to be the first and last of its kind at the agency—and that he was suspected of passing nonpublic information concerning commission agenda items to an outside attorney who had once worked at the agency.

The staffer reportedly denied any wrongdoing, and the commission investigation produced no definitive evidence, according to officials. The case is now closed, and the individual is believed to be still with the agency.

RTNDA to strengthen its Washington liaison

Association sets up capital office under Koop to tell media story

The Radio-Television News Directors Association will establish a Washington office to be headed by Theodore F. Koop, retired CBS Washington vice president, who is now secretary of the American Journalism Center in Washington ("Closed Circuit," April 17).

The new office will open June 1 and will, according to Chet Casselman, KSFO(AM) San Francisco, president of RTNDA, make it possible to present "the media side of the story to the public and the decision makers."

Most of the problems facing the news media, he said, originate or can be solved

most easily by people in Washington.

Budget for the new office will be about \$31,000 annually to begin with, with Mr. Koop's retainer \$1,000 a month for half-time representation. Mr. Koop, a former RTNDA president, also was president of Sigma Delta Chi, national journalism society, and of the National Press Club in Washington. He is one-time executive director of news and public affairs of CBS News's Washington bureau.

Announcement came after the vote of RTNDA board last week and followed a recommendation by a special committee that was formed last March at the RTNDA board meeting. Members were: Messrs. Casselman and Koop and Charles F. Harrison, WGN-AM-TV Chicago; James McCulla, ABC News, Los Angeles, and Rob Downey, WKAR-AM-FM-TV East Lansing, Mich., who will remain as RTNDA executive secretary.

Convention switch sparks storage-charge hassle

While the network news sources awaited "clarification" from Miami Beach officials on their terms for storage of news sets and equipment between the two political conventions, construction began last week on the TV news area for the Democratic convention in July.

The problem of payment for storage followed the Republican party's May 5 decision to shift its August convention from San Diego to Miami Beach.

The decision, made by voice vote, followed a recitation of the problems the party has confronted in construction and the rising costs at San Diego. The RNC arrangements committee had unanimously recommended a switch the day before.

Exactly what effect the move would have on the costs of network news coverage of the convention was unclear. ABC and CBS news sources estimated earlier that the move would save them at least \$500,000 each (and NBC sources, who first said the move would not materially affect their costs, subsequently reported they were re-evaluating the question. But all that was before Miami Beach officials indicated they wanted to charge networks for storing their gear in the convention hall between the Democratic convention, July 10-13 and the GOP gathering, Aug. 21-24 (BROADCASTING, May 1). Networks said flatly that they would not pay. What is might cost them to remove the equipment, store it and then re-install it—if that course became necessary—could not be immediately ascertained.

Without retreating from their position, some network sources—not all—indicated last week that they would pay a reasonable fee for rental only. But some also protested the need to do so.

One news executive said that in negotiating convention-city contracts in the past, both political parties "have always provided for six to 10 weeks, sometimes 12 weeks, of lead time in the working press area." He said the GOP contract with San Diego also provided for lead time but "when that blew up, they apparently signed a contract with Miami Beach for just three convention days."

Salant promises stations more CBS documentaries

In summer of '73 its '60 Minutes' will be put against others' reruns

CBS News will increase its output of documentary and public-affairs programming by 15% to 20% during the 6 p.m. to 11 p.m. time periods for the 1972-73 season, CBS News President Richard S. Salant said last week.

A key piece of strategy for the new season was revealed by Mr. Salant in a presentation to a Los Angeles conference of CBS-TV affiliates (see page 35). The network's magazine-of-the-air program, *60 Minutes*, will be maneuvered to take advantage of weak competition. It's to start the season on a regular weekly basis on Sundays from 6 to 7 p.m., where it had been shifted this current season from its traditional 10-11 p.m. time period. In mid-June of 1973, and continuing through mid-September of that year, *60 Minutes* will be shifted to a weekly "after dark" prime-time period, to be announced. "I think it's the best of both worlds, a great arrangement," said Mr. Salant, who explained that the summer shift to a later time period will put the program against entertainment reruns.

Mr. Salant said that during the summer months when *60 Minutes* will be in a later time period, CBS News will retain the 6 p.m. hour on Sunday evenings to present a total of 11 documentary retrospectives. These will include not only relatively recent CBS-TV documentaries that prove successful, but also outstanding documentaries from past years.

CBS News, next season, also will increase by one the number of hours devoted to documentary and public-affairs broadcasts. During 1972-73, 25 CBS Reports and CBS News specials will be broadcast, some in the two-hour time period that normally would be scheduled for the *CBS Thursday Night Movie*, others to be presented as hour pre-emptive specials throughout the network's schedule.

White House aide worries about one-sidedness in news

Presidential assistant Patrick J. Buchanan thinks antitrust action may be needed to deal with the specific issue of network "monopoly" on news presentation.

Mr. Buchanan, whose duties include the preparation of news digests, said May 4 on public television's *Thirty Minutes With . . .* that network news is predominantly liberal and it freezes out opposing points of view. Citing commentaries of NBC's David Brinkley and CBS's Eric Sevareid, he said the networks have no "conservative" presentations to balance these "liberal" ones.

The White House aide made clear that the current Justice Department antitrust suits aimed at network control over programming are not what he has in mind. He suggested that "something different and something advanced" in the antitrust field might be needed—dealing with

ideology or with the monopoly of ideas.

He characterized the current suits as "just testing out the theory."

Mr. Buchanan emphasized that these statements represented his own views and not the administration's although he did say "you're going to find something done" about the problem. Gerald Warren, White House deputy press secretary, later said there is no set presidential position on the matter.

But the Justice Department had a rebuttal. Walker B. Comegys, acting assistant attorney general in charge of antitrust division, said the suits against networks are not aimed at news nor are they designed to provide a basis for later attack on news. The latter course of action would not be permitted by antitrust laws anyway, he said.

No suit relating to news "is under consideration nor has any such action ever been considered," Mr. Comegys said.

Equipment & Engineering

Rosy forecast from Commerce

Bullish prospects for broadcasting and cable TV for this year and the end of the decade are forecast by the Department of Commerce.

In its 1972 *U.S. Industrial Outlook*, published two weeks ago, these are the forecasts:

TV broadcast revenues this year are seen rising by 10% to \$3 billion, with profits up 30% to \$500 million. Radio broadcasting this year will reach \$1.3 billion, with profits hitting \$116 million.

For 1980, TV broadcasting revenues are expected to hit \$5.2 billion, and radio revenues, \$2¼ billion.

Cable TV subscribers are seen numbering 6.9 million this year, with revenues reaching \$390 million. In 1980, the number of CATV subscribers is seen at 23.5 million, with revenues of \$1.3 billion.

In the consumer electronic products market, the 1972 forecast sees color TV set production up by 16%, to 5.4 million units; black and white TV down 25% to 2.05 million units, and radios down 1%, to 10 million units.

Sound and symphonies

Noncommercial television, currently deep in music program production, would do more of it, including live remotes at symphonic and operatic centers throughout country, if television's audio could be improved. Hartford N. Gunn Jr., president of Public Broadcasting Service, speaking at the Society of Motion Picture and Television Engineers annual technical conference in New York May 4, proposed an ad hoc industry-broadcaster committee that would work for TV's audio improvement, much as the society's ad hoc group is helping eliminate variability in color.

Storer's top salaried

Bill Michaels, president of Storer Broadcasting Co., received the highest remuneration of Storer executives in 1971 (\$106,850), according to a proxy statement distributed with the notice of Storer's annual meeting of shareholders, to be held at the Bay Harbor theater in Miami Beach on May 23.

Others among the highest-paid officers last year were Peter Storer, executive vice president, \$92,850; Terry H. Lee, vice president for television, \$85,850; John E. McCoy, vice president and secretary, \$69,850; Arno W. Muller, vice president, finance, \$66,850; George B. Storer, board chairman, \$60,350; James P. Storer, vice president, radio division, \$54,350; Lionel F. Baxter, vice president, Washington affairs, \$51,350, and Stanton P. Kettler, vice chairman of the board, who died last Aug. 18, \$38,150.

The proxy also lists the following amounts that had accrued to top officers and directors under the company's profit-sharing trust plan as of last Dec. 31: George B. Storer, \$464,260; Mr. Kettler, \$338,368; Mr. McCoy, \$160,755; Mr. Michaels, \$152,151; Mr. Baxter, \$104,774; Peter Storer, \$83,065; Mr. Lee, \$69,131; James P. Storer, \$66,716; Mr. Mueller, \$14,750.

New FM group's losses slow

Pacific Southwest Airlines, San Diego, reported that its PSA Broadcasting Inc. subsidiary had a loss of \$89,000 for the first quarter of 1972. This was down from a loss of \$100,000 in the last quarter of 1971, which was the first full quarter of PSA Broadcasting's operations. Last year, PSA purchased four FM stations in California—KPSA Los Angeles, KPSE San Diego, KPSC Sacramento and KPSJ San Jose.

Financial Briefs

Liberty Corp., Greenville, S.C., reported increased earnings and revenues for first quarter of 1972, compared to same period last year. Net income of company's communications subsidiary, Cosmos Broadcasting Corp., increased from \$339,000 last year to \$444,000, 31% gain. For first quarter ended March 31:

	1972	1971
Earned per share	\$ 0.23	\$ 0.22
Revenues	25,860,000	25,250,000
Net earnings	1,630,000	1,580,000

LVO Cable Inc., Tulsa, Okla., CATV systems operator, reported increase in revenues and earnings for nine months ended Feb. 29:

	1972	1971
Earned per share	\$ 0.29	\$ 0.11
Revenues	4,612,585	4,087,176
Net earnings	428,058	120,241

Sonderling Broadcasting Corp., New York, disclosed at its annual meeting last week that earnings declined during first quarter of 1972 while sales increased. Egmont Sonderling, board chairman and

president, attributed decline to "price cutting and slackened demand" of services of affiliated company, Modern Tele-service Inc., which procures and distributes films to stations. For the three months ended March 31:

	1972	1971
Earned per share	\$ 0.11	\$ 0.16
Gross revenues	5,327,000	5,214,000
Net income	107,000	156,000

Transamerica Corp., San Francisco, reported gains in revenues and net earnings for first quarter of 1972, including increase in earnings of United Artists Corp. of \$3.6 million over 1971 quarter. For first three months ended March 31:

	1972	1971
Earned per share	\$ 0.34	\$ 0.23
Revenues	463,144,000	364,213,000
Net income	22,032,000	14,597,000

A. C. Nielsen Co., Chicago, reported increase in sales and net earnings for six months ended Feb. 29:

	1972	1971
Earned per share	\$ 0.86	\$ 0.78
Sales	61,155,459	55,197,714
Net earnings	4,572,811	4,114,314

Schering-Plough Inc., Bloomfield, N.J., group-station owner and pharmaceutical manufacturer, reported increases in sales and net income for the first quarter ended March 31:

	1972	1971
Earned per share	\$ 0.67	\$ 0.52
Sales	124,515,000	104,260,000
Net income	17,841,000	13,714,000

Ogilvy & Mather International, New York-based agency, reported substantial increase in capitalized billings and a 49% increase in fee and commission income, along with a rise in earnings for three months ended March 31:

	1972	1971
Earned per share	\$ 0.65	\$ 0.22
Capitalized billings	92,117,682	61,841,145
Fee and commission income	13,810,747	9,271,536
Net income	779,088	248,543

Note: Figures for 1972 do not include operations of Standard Propaganda, S.A., which became wholly owned subsidiary on March 1, 1972. Figures for 1971 restated for comparability.

Multimedia Inc., Greenville, S.C., group station and CATV systems owner and newspaper publisher, reported gain in revenues and net earnings for the three months ended March 31:

	1972	1971
Earned per share	\$ 0.34	\$ 0.31
Revenues	8,990,176	8,179,178
Net earnings	996,685	834,675

Post Corp., Appleton, Wisc., reported a 19.3% increase in first-quarter earnings (before realized security gains) over same period year ago. Company said earnings of its media division increased, helped by bigger demand for newspaper and broadcast advertising. As result of public offering last November, company has "about 25% more shares outstanding" than last year. For three months ended March 31:

	1972	1971
Earned per share	\$ 0.27	\$ 0.27
Revenues	3,910,717	3,046,712
Net earnings	257,537	204,675

National Telefilm Associates., Los Angeles, film distributor, reported income of more than \$570,000 for six month April-September 1971 period, covering first six months company operated as subsidiary of Tele-Communications Inc., Denver (and including extraordinary income of \$294,000). Net income for full fiscal year was less substantial but still sharply

increased from loss suffered previous year.

For fiscal year ended Sept. 30, 1971:

	1971	1970
Earned (loss) per share	\$ 0.01	\$ (0.04)
Revenues	4,913,813	3,878,679
Net income (loss)	91,675	(234,921)

Notes: Fiscal 1971 net earnings and earned per share includes total extraordinary income of \$54,870 or one cent per share. Both figures also reflect a change in accounting for gross revenues from film rental contracts, which, if retroactively applied, would significantly reduce income before taxes and extraordinary items during the fiscal year.

John Blair & Co., New York, reported earnings up 22% and revenues up 8% in first quarter. Station rep, with diversified interests, said its Graphics division was responsible for earnings improvement. Blair said representation of WHDH-TV Boston, which accounted for about 7.3% of its representation commissions in 1971, had ended with cessation of WHDH-TV's broadcasting on March 19 and thus loss of client had minimal effect on first-quarter earnings but will have adverse impact on balance of year.

For three months ended March 31:

	1972	1971
Earned per share	\$ 0.24	\$ 0.20
Revenues	16,546,000	15,373,000
Net Income	626,000	512,000
Shares outstanding	2,600,000	2,584,000

LIN Broadcasting Corp., New York, reported increased revenues and net income for three months ended March 31:

	1972	1971
Earned per share	\$ 0.21	\$ 0.05
Revenues	4,466,024	3,491,297
Net income	523,948	119,076

Walt Disney Productions, Burbank, Calif., has declared quarterly cash dividend of five cents per share, payable July 1, to stockholders of record June 12.

Kaufman and Broad Inc., Los Angeles, cable-TV operator, has called for redemption of all 6% convertible subordinated debentures due Dec. 1, 1975, with conversion right to terminate on May 31, 1972. Debentures are convertible into common stock of Kaufman and Broad at conversion ratio of one share of common stock for each \$26.75 principal amount of debentures. It's estimated that on basis of closing price on April 28 of 45%, conversion of \$1,000 principal amount of debentures into 37.38 common shares would have market value of \$1,696.12.

Ampex Corp., Redwood City, Calif., which earlier predicted deficit of nearly \$90 million for year ended April 29 (BROADCASTING, March 20), announced completion of interim working agreement with its financial institutions. Agreement extends Ampex's credit position to June 30.

MCA Inc., North Hollywood, reported a 20% increase in first quarter earnings with improvement coming from TV film and feature motion pictures among other operations. For the three months ended March 31, 1972:

	1972	1971
Earned per share	\$ 0.65	\$ 0.54
Revenues	80,227,000	78,868,000
Net earnings	5,318,000	4,444,000

Note: Consolidated net earnings for 1972's first quarter have been adjusted by \$825,000 or 10 cents per share to reflect one quarter of 1971 investment tax credit.

Stock symbol	Exch.	Closing May 10	Closing May 3	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)		
						High	Low				
WRATHER CORP.	WCO	A	11 3/8	12 3/8	- 1	-	8.08	17 7/8	9 7/8	2,164	24,615
Service									TOTAL	147,963	5,522,420
JOHN BLAIR	BJ	N	20	20 3/4	- 3/4	-	3.61	21 7/8	16 3/4	2,600	52,000
COMSAT	CO	N	61	61 1/2	- 1/2	-	.81	75 3/8	56 5/8	10,000	610,000
CREATIVE MANAGEMENT	CMA	A	12 3/8	13	- 5/8	-	4.80	15 1/2	9 3/8	969	11,991
DOYLE DANE BERNBACH	DOYL	O	27 1/2	27 3/8	+ 1/8	+	.45	28 1/2	24	1,872	51,480
ELKINS INSTITUTE	ELKN	O	3 1/4	3 3/8	- 1/8	-	3.70	16 3/8	3	1,664	5,408
FOOTE, CONE & BELDING	FCB	N	11 1/8	11 3/8	- 1/4	-	2.19	12 1/8	10 5/8	2,176	24,208
GREY ADVERTISING	GREY	O	15 1/4	15 3/4	- 1/2	-	3.17	18	9 1/4	1,209	18,437
INTERPUBLIC GROUP	IPG	N	26	26 5/8	- 5/8	-	2.34	28 3/4	22 3/4	1,843	47,918
MARVIN JOSEPHSON ASSOCS.	MRVN	O	15 3/4	16 3/8	- 5/8	-	3.81	17 3/4	5 7/8	825	12,993
MCCAFFREY & MCCALL	O	12	14	- 2	-	14.28	16 1/2	7	585	7,020	
MOVIELAB	MOV	A	2 1/8	2 1/2	- 3/8	-	15.00	3 1/8	1 5/8	1,407	2,989
MPO VIDEOTRONICS	MPO	A	5	5 1/8	- 1/8	-	2.43	7 1/8	4	547	2,735
A. C. NIELSEN	NIELB	O	45 3/4	46 3/4	- 1	-	2.13	50	37 5/8	5,299	242,429
OGILVY & MATHER	OGIL	O	56 1/4	55 1/4	+ 1	+	1.80	57	24	1,096	61,650
PKL CO.	PKL	O	1 3/4	2 5/8	- 7/8	-	33.33	9 1/2	1 3/4	778	1,361
J. WALTER THOMPSON	JWT	N	44	43 7/8	+ 1/8	+	.28	46	40 1/4	2,711	119,284
WELLS, RICH, GREENE	WRG	N	21 7/8	21 1/4	+ 5/8	+	2.94	27 7/8	19 5/8	1,618	35,393
Manufacturing									TOTAL	37,199	1,307,296
ADMIRAL	ADL	N	21	22 3/4	- 1 3/4	-	7.69	27	17 1/8	5,163	108,423
AMPEX	APX	N	7 7/8	7 3/4	+ 1/8	+	1.61	15 1/8	7	10,873	85,624
CARTRIDGE TELEVISION INC.	O	33 1/4	35 1/8	- 1 7/8	-	5.33	43 1/2	16 1/2	2,083	69,259	
CCA ELECTRONICS	CCAE	O	5 3/8	5 1/4	+ 1/8	+	2.38	6 1/4	2 1/4	881	4,735
COLLINS RADIO	CRI	N	16 7/8	17 1/4	- 3/8	-	2.17	19 7/8	13 3/8	2,968	50,085
COMPUTER EQUIPMENT	CEC	A	3 1/2	3 3/4	- 1/4	-	6.66	4 5/8	3	2,421	8,473
CONRAC	CAX	N	33 5/8	35 3/4	- 2 1/8	-	5.94	39 3/8	27 1/8	1,259	42,333
GENERAL ELECTRIC	GE	N	65 5/8	64 5/8	+ 1	+	1.54	70 7/8	58 1/4	182,123	1,951,821
HARRIS-INTERTYPE	HI	N	53 3/8	54 3/8	- 1	-	1.83	59	48 1/4	6,344	338,611
MAGNAVOX	MAG	N	39	36 1/2	+ 2 1/2	+	6.84	52 1/4	36 1/4	17,476	681,564
3M	MMM	N	141 1/4	140 1/2	+ 3/4	+	.53	149 5/8	129 1/4	56,300	7,952,375
MOTOROLA	MOT	N	98 3/8	99 3/4	- 1 3/8	-	1.37	104 7/8	80	13,522	1,330,226
RCA	RCA	N	35 7/8	36 3/8	- 1/2	-	1.37	45	35 7/8	74,352	2,667,378
RSC INDUSTRIES	RSC	A	3 1/4	3 5/8	- 3/8	-	10.34	4 3/8	2 7/8	3,458	11,238
TELEMIATION	TMT	O	7 3/4	7 3/4				13 3/4	6	1,050	8,137
WESTINGHOUSE	WX	N	49 1/2	50 1/8	- 5/8	-	1.24	54 7/8	43	86,927	4,302,886
ZENITH	ZE	N	44	44				50 1/2	41 3/8	19,031	837,364
									TOTAL	486,231	450,532
									GRAND TOTAL	966,413	18,370,016
Standard & Poor's Industrial Average		117.48	118.08	-.60							

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns indicates no trading in stock.

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

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Broadcast Advertising



Mr. McDonald



Mr. Nass

Frank P. McDonald, director of media services, Cunningham & Walsh, New York, named senior VP. **Howard Nass**, manager of media planning, and **H. G. (Jay) Holland**, manager of spot broadcasting and electronic data processing, both in New York, and **Robert Jeremiah**, Western region director of media planning,

C&W's San Francisco office, elected VP's. **Jerry Vonne**, managing editor and co-founder of *Wine World* magazine, Los Angeles, joins C&W there as account supervisor. **Dennis Silverman**, senior buyer, N. W. Ayer & Sons, New York, joins C&W there as senior spot buyer. **Elaine Sobel**, buyer, BBDO New York, joins C&W as media buyer, and **Michael Weiner**, TV time salesman, Edward Petry & Co., New York, and **Nicholas de Santis**, *Product News Service Magazine*, join agency as media planners.

David A. Boyd, account executive, Dancer-Fitzgerald-Sample, New York, elected VP.

Bruce E. Collins, with Winus-Brandon, St. Louis agency, named VP, creative department.

Quentin F. Stultz II, former advertising manager, American Electric Power System, New York, joins Wade, Lauer & Katt, Fort Wayne, Ind., as VP.

John G. Ringstad, former director of marketing, Kobrand Corp., New York-based liquor importer, joins Kenyon & Eckhardt there as VP and account supervisor.

Gary Loden, account executive, Mitchell & Manning Advertising, Dallas, named VP.

Vincent A. Daddiego, creative supervisor, Young & Rubicam International, New York, named VP and associate creative director.

Joseph P. Mack, account supervisor, Dancer-Fitzgerald-Sample, New York, appointed senior VP.

Donald Brown, creative director; **Leonard McCarron**, executive art director; and **Robert Ballantyne**, art director, BBDO, New York, elected VP's.

James A. Joyella, account executive, WCBS-TV New York retail/developmental sales, appointed manager of department succeeding **Richard C. Goldstein**, ap-

pointed sales manager for CBS-owned WCAU-TV Philadelphia.

Ray C. Johnson, with sales staff, WSPA-TV Spartanburg, S.C., appointed local-regional sales manager.

Bob Rogers, station manager, KTUF(AM)-KNIX(FM) Tempe, Ariz., appointed to additional duties as manager, national sales, stations' licensee, Buck Owens Broadcasting.

Thomas M. Comerford, VP, station affairs, Avco Radio Television Sales, New York, appointed general manager, TV division.

Jim McCaffrey, manager, Metro Radio Sales, Philadelphia office, appointed general sales manager, Metromedia's WASH(FM) Washington.

John W. Russell, with sales staff, WPTV-TV Palm Beach, Fla., appointed regional sales manager.

Joan Marino, with local sales staff, WNYS-TV Syracuse, N.Y., joins Barlow/Johnson, agency there, as media buyer.

Robert R. Barcik, account executive, Clinton E. Frank, Chicago, appointed account supervisor. **Virginia S. Priest**, account executive, Knox Reeves Advertising, Minneapolis, joins Frank agency in similar capacity.

Brant Wansley, advertising supervisor, Southern Bell Telephone Co., Atlanta, joins Cargill, Wilson & Acree there as assistant account executive.

Richard Brady, with sales staff, KALO(AM) Little Rock, Ark., appointed sales manager.

George R. Francis Jr., with sales staff, WAYS(AM) Charlotte, N.C., appointed regional sales manager.

Jim Logan, salesman for Prudential Insurance Co., Los Angeles, appointed to newly created position of sales coordinator for KABC(AM) Los Angeles.

Pamela Hamilton, production assistant, John Blair & Co., New York, appointed assistant creative director, Blair Television.

Marvin Korach, account executive, McGovern-Guild-PGW Radio, radio representative, Chicago, appointed to manage new Midwest office, Century National Sales, radio representative, Century Broadcasting Corp., there. **John Bradley**, VP of KISS(AM) Los Angeles, appointed to manage Century National Sales West Coast office, Los Angeles.

Bill Gunn, executive art director, Leo Burnett, Chicago, appointed creative director.

Norman Schechter, producer, Doyle, Dane Bernbach, New York, joins Ted Bates & Co. there in similar capacity.

Rudolph O. Marti, associate media director, Campbell-Mithun, Minneapolis, leaves to form media service organization, Midwest Media, which will supply complete production facilities for agencies and marketing/promotion organizations.

Peter Worthington, manager of Seattle branch of Diners Club, appointed national sales coordinator, KVI(AM) Seattle.

Ed Linville, former VP and general man-

CBC finds president

The Canadian Broadcasting Corp. has named **Dr. Laurent Picard**, 44, as its new president. He succeeds **George Davidson**, whose resignation to accept a United Nations post was announced the week before (BROADCASTING, May 8). Dr. Picard is a native of Quebec city who joined CBC as executive VP in February 1968 after a career in research and consulting. He holds a doctorate in business administration from Harvard.

ager, WAME(AM) Charlotte, N.C., joins WAVA-AM-FM Arlington, Va., as sales manager.

Jack Danahy, with Detroit office, HR Station Representatives, joins WRFD(AM) Columbus, Ohio, as general sales manager.

Chuck Borchard, general sales manager, WKNR-AM-FM Dearborn, Mich., joins WRIF(FM) Detroit in similar capacity.

Media

Christopher E. Ridley, director of advertising and press information, CBS TV Stations Division, named to newly created post of director of information services for CBS-owned WCBS-TV New York, with responsibilities including supervision of advertising, PR, graphics and other information functions.

Merrill (Tad) Myers rejoins CBS as acting director of investor relations, succeeding **Paul MacCawatt**, who leaves in June for one-year sabbatical at Massachusetts Institute of Technology's Sloan School of Management as part of CBS manpower management program. Mr. Myers was with CBS in various PR posts 1956-66 before leaving to become PR VP for Metromedia Corp. and, later, for Loews Corp., both New York.

Paul C. Masterson, sales manager, ABC-owned KABC-TV Los Angeles, appointed director of administration, ABC, Los Angeles, with responsibility for administration of ABC Television Center as well as other ABC facilities in Los Angeles.

Leonard Schammel, account executive, CBS Television Stations National Sales, New York, appointed district manager

of affiliate relations for CBS-TV network.

Thomas A. Campobasso, VP for marketing, Collins Radio, Dallas, and **William C. Porter**, president, Porter-Ward Advertising Inc., Winston-Salem, N.C., elected to board of directors, Continental Communications Inc., Washington, licensee of WPDx(AM) Clarksburg, W. Va., WRGM(AM) Richmond, Va., and WCTI(TV) New Bern, N.C.

Willodyne Miller, with Orion Broadcasting, group station owner, Louisville, Ky., named corporate secretary.

Richard A. R. Pinkham, senior VP, Ted Bates & Co., New York, elected to board of trustees of Educational Broadcasting Corp., which operates public station WNET(TV) Newark, N.J.-New York. Other new members of board are **Dr. Cecilia Hodges Drewry**, associate professor of English at Princeton University; **Norman E. Isaacs**, editor in residence at Columbia University School of Journalism, and **Mrs. Harding F. Bancroft Jr.**, chairman of Friends of Channel 13 WNET.

John W. Lawrence, board member, Channel 41 Inc., licensee of WUHQ-TV Battle Creek, Mich., elected president. He succeeds **James R. Searer**, who relinquishes presidency and general management of station, but continues as Channel 41 board member.

Joseph Hudgens, VP, programs, and **J. W. Sneller**, chief engineer, KRNT-TV Des Moines, elected VP's, KRNT-AM-FM-TV.

Jerry Sweaney, assistant general manager, KOLR-TV Springfield, Mo., named VP and general manager. He succeeds **G. Pearson Ward**, who after 50 years in broadcasting, becomes station's consultant.

Richard J. Meyer, VP and director, educational division, WNET(TV) New York, named general manager, noncommercial KCTS-TV Seattle.

H. George Carroll, sales manager, KRIZ(AM) Phoenix, appointed general manager, KRDS(AM) there.

Greg MacCafee, director of sales, KPEN(FM) Los Altos, Calif., appointed general manager.

Richard Crane, head of R. S. Crane Co., Memphis-based TV and radio representa-

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tive firm, takes on added responsibility as manager of newly opened Memphis office, Adam Young Inc., TV representative.

Jeffrey Ruthizer, labor relations attorney, ABC Inc., New York, appointed director, labor relations, NBC.

Madison Lacy Jr., former director of community relations and base information programs, Minot Air Force Base, Minot, N.D., joins Public Broadcasting Service, Washington, as assistant director of station relations.

Samuel H. Johnson, program officer with U.S. Bicentennial Commission and former reporter with WTTG(TV) Washington, to director of public affairs, non-commercial WETA-TV Washington.

Gaylon Stacy, director of PR, Oklahoma Medical Research Foundation, Oklahoma City, appointed community relations director, WKY-AM-TV there.

Lynne Grasz, promotion director, KOLN-TV Lincoln and satellite KGIN-TV Grand Island, Neb., appointed head of newly created promotion and PR department.

Programing

Sam Strangis, executive production manager, Paramount Television, Hollywood, named VP.

Willis Oborn, unit manager for NBC-TV programs originating on West Coast, appointed manager, daytime programs, West Coast, NBC-TV.

Sheldon Wile, executive in charge of literary material for Cinema Center 100, North Hollywood, Calif., joins Talent Associates-Norton Simon Inc., North Hollywood, as executive in charge of creative development.

David Marlow, head of story department for United Artists Corp., New York, joins Walt Disney Productions as head of firm's New York story department.

Sunny Fader, with Tel-Air Interests, Miami-based film production firm, named VP of creative department.

Ron Fell, music director and production coordinator, KNBR-AM-FM San Francisco, appointed program manager.

Mike Lucas, with KNOW(AM) Austin,

Four to NAB committee

William F. Turner, KCAU-TV Sioux City, Iowa, was reappointed to two-year term on National Association of Broadcasters' secondary market TV committee. Simultaneously he was named chairman.

Appointments, by Vincent T. Wasilewski, NAB president, also included **W. Frank Harden**, WCBD-TV Charleston, S.C.; **Ray Johnson**, KMED-TV Medford, Ore., and **Michael D. McKinnon**, KIII-TV Corpus Christi, Tex.

Remaining committee members are Joseph Bonansinga, WGEM-TV Quincy, Ill.; Thomas C. Bostic, KIMA-TV Yakima, Wash., and Jack Rosenthal, KTWO-TV Casper, Wyo.

New members succeed William Patton, KATC-TV Lafayette, La.; J. Allen Jensen, KID-TV Idaho Falls, Idaho, and Rudolf O. Marcoux, WLBZ-TV Bangor, Maine.

Tex., appointed station's program director.

Jim Davls, with WOR-FM New York, joins WDAI(FM) Chicago as program director.

Arthur C. Hardie, formerly with WEAT-TV West Palm Beach, Fla., joins WKID-TV Fort Lauderdale, Fla., as director of operations.

Broadcast Journalism

John Madigan, director of ABC News's DEF (Daily Electronic Feed) syndicated TV news service, New York, appointed director of special projects for ABC News there. Succeeding Mr. Madigan will be **Sydney Byrnes**, who has been TV news assignment manager. Mr. Byrnes will be succeeded by **Edmund Kinney**, assignment editor for ABC News.

Roderick W. Beaton, VP and general manager of UPI since 1969, elected president and chief executive officer, succeeding **Mims Thomason**, president since 1962, who becomes board chairman. **Frank H. Bartholomew**, former president and board chairman and board member since 1949, continues as director and chairman emeritus.

Dillon Smith, WMAQ-TV Chicago, elected chairman, 1972 National Broadcast Editorial Conference. Other officers: **Bryson Rash**, WRC-TV Washington, elected vice chairman; **Fred Dressler**, KBT(TV) Den-

ver, elected secretary.

Hugh Sidey, Washington bureau chief, Time-Life, assumes additional assignment as news commentator, Post Newsweek Stations.

Howard Gingold, writer-producer for news department of KNXT(TV) Los Angeles, appointed correspondent of station's Sacramento news bureau. He succeeds **Warren Olney**, who returns to KNXT as reporter specializing in political affairs.

Andrew Pontz, KEEL-AM-FM Shreveport, La., elected president, Louisiana Associated Press Broadcasters Association. **Joe Moreland**, WAFB-TV Baton Rouge; **Dick Berrington**, WIBR(AM) Baton Rouge; **Earl Casey**, KNOE-AM-FM Monroe, and **Robert Collins**, WJBO-AM-FM Baton Rouge, elected directors.

Robert F. Miller, with news staff, WBBM-TV Chicago, joins WLWT(TV) Cincinnati as news reporter.

Pete Torrey, production assistant and sportscaster, KXTV(TV) Sacramento, Calif., appointed sports director, WANE-TV Fort Wayne, Ind.

Bob McLain, with environmental study commissioned by Commonwealth Edison, Dresden Nuclear Power Station, Morris, Ill., joins WFBM-AM-FM-TV Indianapolis as meteorologist.

Frank Bannister, sportscaster, WNJR(AM) Newark, N.J., and **Howie Evans**, sports columnist, *Amsterdam News*, New York, join Mutual Black Network as sportscasters to handle Monday-Friday and weekend sportscasts, respectively.

Robert R. Houck, newsman, WIOQ-FM Philadelphia, joins WIBG(AM) there as newscaster and reporter.

Cable

Thomas T. Johnson, with Daniels & Associates, Denver-based CATV management and brokerage firm, named VP of Daniels & Associates and Daniels Properties, associated CATV systems operator.

Robert M. Zitter, former supervisor, TV network operations, ABC, New York, joins Antietam Cable Television, Hagerstown, Md., as manager.

Melvin Gray, sales engineer, serving New England area, CATV division of Jerrold Electronics Corp., Philadelphia, appointed Northeastern regional sales manager.

George L. Fletcher, sales engineer, Jerrold Electronics, Philadelphia, appointed manager of field engineering, Suburban Cablevision, Whippany, N.J.

Equipment & Engineering

Fred W. Grab, eastern regional sales manager, Commercial Electronics Inc., appointed director of engineering, Primary Medical Communications Inc., New York, developer and distributor of videotape programming for CATV and cassettes.

Thomas R. Humphrey, with McMartin Industries, Omaha, broadcast equipment manufacturer, elected VP in charge of engineering marketing and sales.

William L. Cara, director of marketing,

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Samuels Engineering, Los Angeles, to James B. Lansing Sound there as national sales manager, music products division.

Allied Fields

Robert Perlstein, regional manager, Yamaha International Corp., Yamaha Corp.'s U.S. distributor of athletic and sound equipment, Montebello, Calif., joins Market Compilation and Research Bureau, Los Angeles, as associate marketing manager for firm's Eastern office, New York.

Gerald Flesher, manager of new business development, ABC-TV, New York, joins American Research Bureau there as director of advertising and PR.

Deaths

M. Belmont Ver Standig, 57, founder and president of Ver Standig Inc., Washington-based chain of Wellington Jewel stores, and former head of his own advertising agency, Washington, died May 9 at his home there of apparent heart ailment. Mr. Ver Standig is survived by

his wife, Helen, one daughter and one son.



Mr. Trendle, King, sold Detroit theater chain in 1929 to form King-Trendle Broadcasting Co. and purchase Midwest radio properties including WXYZ (AM) Detroit, later sold to ABC. King-Trendle programing arm subsequently became one of leading network and syndication producers of early radio.

Charles N. Hill, 48, former director of TV for U.S. Information Agency, Washington, died May 6 in Los Angeles. For past few years he had been freelance

George W. Trendle, 87, former broadcaster and programer who brought *The Lone Ranger*, *Sergeant Preston of the Yukon* and *The Green Hornet* to radio nearly 40 years ago, died May 10 in Detroit hospital. He and partner, John H.

producer and director of TV films in Hollywood. He is survived by his wife, Barbara, two daughters and one son.

Leo Anavi, 72, who retired in 1965 after 23 years with AP, much of that time devoted to writing *Between the Lines* analysis of world news for AP broadcast wire, died May 7 in Westport, Conn.

William P. Rousseau, 57, television and radio producer, died May 2 in Burbank, Calif., of pneumonia. Mr. Rousseau began his career as assistant director of Fred Allen *Town Hall Tonight* radio show. He later directed such programs as *Ed Wynn* and *Dr. Kildare*, was producer-director of *Dragnet*, produced *Studio 57*, *Jan Wyman Show* and *Public Defender*. Mr. Rousseau is survived by his wife, one daughter and one son.

E. F. (Bill) Denton, 44, managing news director, KREM-AM-FM-TV Spokane, Wash., died April 30 there of cerebral hemorrhage. Mr. Denton had been with stations for 14 years. He is survived by his wife, Nancy, two daughters and three sons.

For the Record®

As compiled by BROADCASTING, May 3 through May 9, 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

Application

■ **New York**—Multi-State Communications Inc. Seeks VHF ch. 9 (186-192 mhz); ERP 155 kw vis., 31 kw aur. HAAT 1,237 ft.; ant. height above ground 1,470 ft. P.O. address: c/o Charles O. Blaisdell, 230 Park Avenue, New York 10017. Estimated construction cost \$3,712,000; first-year operating cost \$10,870,000, revenue \$15,255,000. Geographic coordinates 40° 49' 50" north lat.; 73° 59' 10" west long. Type trans. RCA TT-35 FM. Type ant. Alford E. Legal counsel Welch and Morgan, Washington; consulting engineer Walter L. Davis, Cohen & Dippell, Washington. Principals: Thompson Shea (10%), John J. Deering (10%), et al. Mr. Shea is president and 8% owner of Parker Co. International, Inc., insurance brokerage firm in New York. Mr. Deering is retired. He was formerly partner in Arthur Young & Co., certified public accountants in New York. Ann. May 2.

Other action

■ **Review board in Anaheim, Calif.**, TV proceeding, on motion of Orange Empire Broadcasting Co. extended through May 18, time to file responsive pleadings to petition to enlarge issues filed by Golden Orange Broadcasting Co. in ch. 56 Anaheim proceeding (Docs. 18295, 18297-300). Orange Empire, Golden Orange, The Voice of the Orange Empire Inc. and Dana Communications Corp. are competing applicants for facilities. Action May 4.

Existing TV stations

Final actions

- **WSEE(TV) Erie, Pa.**—Broadcast Bureau granted licenses covering new driver and changes. Action May 1.
- **WSWP-TV Grandview, W. Va.**—Broadcast Bureau granted mod. of license covering change in studio location to Raleigh County Memorial Airport, near Grandview, W. Va. Action April 24
- **KUTV(TV) Salt Lake City**—Broadcast Bureau granted license covering change in type trans. Action May 1.

Actions on motions

- **Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.)**, TV proceeding, denied request by Community Broadcasting for issuance of ruling admitting certain portions of record of former proceeding to which parties have been unable to stipulate into evidence in redesignated proceeding; granted permission to appeal this order should any party desire to take an appeal (Docs. 18759-61). Action April 26.
- **Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting**

Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, dismissed as moot Cowles' motion for extension of time and ordered that answer at issue shall be filed on or before May 19 (Docs. 19168-70). Action April 26.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.)**, TV proceeding, on request of Central Florida scheduled further hearing for May 5 (Docs. 19168-70). Action May 1.

Other actions

- **Review board in Aniston, Ala.**, granted applications of Alabama Microwave Inc. for authorizations to build video relay services in domestic public point-to-point microwave radio service to serve WHMA-TV Anniston (Docs. 18691-2). Competing applications of Newhouse Alabama Microwave Inc., for similar facilities were denied. Action April 27.
- **Review board in San Diego, KJOG-TV**, denied request by Jack O. Gross (Gross Broadcasting Co.) and United States International University for oral argument on Gross' application for extension of time within which to construct KJOG-TV (ch. 51). Gross' application for extension of time within which to construct was also denied (Doc. 18377). Action April 28.

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PICK-CONGRESS HOTEL**

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New AM stations

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (Circleville Broadcasting Co.), AM proceeding, set certain procedural dates and ordered record closed (Doc. 18858). Action April 27.

■ Hearing Examiner Charles J. Frederick in West Hazelton, Pa. (Broadcasters 7 Inc.), AM proceeding, granted petition of Broadcasters 7 insofar as date for filing proposed findings and conclusions is extended to May 19 and date for filing replies, if any, is extended to May 26; denied petition in all other respects (Doc. 18491). Action April 26.

■ Hearing Examiner Millard F. French in Sanford, Pine Castle-Sky Lake and Titusville, all Florida (Blue Ridge Broadcasting Co. Inc., et al.), AM proceeding, granted request of S&S Broadcasting and dismissed application of S&S with prejudice (Docs. 19451-3). Action April 28.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM and FM proceeding, granted motion of Friendly for protective orders against Broadcast Bureau's motion for production of documents, as amended, filed March 10 and April 7 (Doc. 19412). Action April 25.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM and FM proceeding, granted request by Broadcast Bureau for permission to appeal rulings and bureau is authorized to file appeals from hearing examiner's adverse rulings released April 26 (Doc. 19412). Action May 3.

■ Hearing Examiner David I. Kraushaar in Indianapolis (Sands Broadcasting Corp., et al.), AM proceeding, on hearing examiner's own motion terminated hearing and dismissed all applications with prejudice (Docs. 14015, 14017-8). Action April 27.

■ Hearing Examiner Jay A. Kyle in Monroe and Pineville, both Louisiana and Dermott, Arkansas (Patrick H. Robinson, et al.), AM proceeding, granted petition of Southeast Arkansas Broadcasters Inc. (KUSA[AM] McGehee, Ark.) to be made party to proceeding (Docs. 19472-4). Action April 28.

■ Acting Chief Hearing Examiner Jay A. Kyle in Clifton Forge, Va. (James R. Reese Jr. and Jane M. Reese dba Clifton Forge Radio and Alleghany-Highlands Radio Inc.), AM proceeding, designated Hearing Examiner James F. Tierney to serve as presiding officer and scheduled prehearing confer-

ence for May 26 and hearing for June 26 (Docs. 19489-90). Action April 21.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, denied petition by Carlos A. Lopez-Lay for leave to amend (Docs. 19386-7) Action May 2; and by separate action dismissed motion by Pan Caribbean to dismiss application and motion by Carlos A. Lopez-Lay for extension of time. Action May 3.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc., et al.), AM and FM proceeding, granted Star Stations' petition for leave to amend to show certain changes in ownership in its stock (Docs. 19122-5). Action April 27.

Other actions

■ Review board in Monroe and Pineville, both Louisiana, and Dermott, Ark., AM proceedings, on joint request of Patrick H. Robinson, Robert Cowan Wagner and Southeast Arkansas Radio Inc., competing applicants for new AM has extended through May 18, time to file responsive pleadings to three petitions to enlarge issues. Proceeding involves applications for facilities on 1110 khz in Monroe and Pineville and Dermott (Docs. 19472-4). Action May 5.

■ Review board in Springfield and Joplin, both Missouri, AM proceeding, granted Queen City Broadcasting Co. extension of time through May 15 to file responses to petitions by A-W Broadcasting Co. and Queen City Broadcasting Co. to enlarge issues. Proceeding involves mutually exclusive applications of A-W and Queen City for new AM on 1550 khz, and William B. Neal to change facilities of KQYX on 1560 khz from 250 w to 10 kw power, DA, D, at Joplin (Docs. 19480-2). Action May 5.

■ Review board in Salem and West Derry, both New Hampshire, AM proceeding, granted request by Spacetown Broadcasting Corp. for extension of time through May 15 to reply to oppositions to its motion to enlarge issues in proceeding involving applications for 1110 khz at Salem and West Derry. Salem Broadcasting Co. and New Hampshire Broadcasting Corp. are applicants for facilities at Salem, while Spacetown is applicant for West Derry. Action May 4.

■ Review board in Corvallis, Ore., AM-FM proceeding, granted Corvallis Broadcasting Corp. extension of time until May 15 to file reply to responsive pleadings to its petition to enlarge issues in proceeding involving three competing applications

for facilities on 1240 khz and 101.5 mhz, Corvallis. Corvallis Broadcasting, Ted A. Jackson and Western Radio Corp. are applicants (Docs. 19439-44). Action May 3.

Existing AM stations

Final actions

■ WJEF Grand Rapids, Mich.—Broadcast Bureau permitted remote control. Action April 28.

■ WCBA Corning, N.Y.—Broadcast Bureau permitted remote control. Action April 28.

■ WILK Wilkes-Barre, Pa.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 88 North Franklin Street, Wilkes-Barre, while using directional ant. only; conditions. Action April 28.

■ KAYE Puyallup, Wash.—FCC remanded proceeding involving license renewal application of KAYE Broadcasters Inc. for KAYE, to presiding Hearing Examiner Ernest Nash for further hearings (Doc. 18929). Action May 1.

■ KGDN and KBIQ-FM, both Edmonds, Wash.—FCC notified King's Garden (KGDN, KBIQ-FM), Edmonds, Wash., that its hiring policies discriminate on basis of religion, and, therefore, do not comply with requirements. Commission said: "To hold otherwise would strike the word 'religion' from those rules as to any station licensed to a religious organization." Action May 3.

Actions on motions

■ Chief, Office of Opinions and Review, in New Albany, Ind. (Shell Broadcasting Inc.), for renewal of license of WHEL, granted motion by WHEL and extended through June 2 time for filing reply to Broadcast Bureau's comments (Doc. 19120). Action April 27.

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), for renewal of licenses for WJMO and WLYT(FM), granted motion for production of documents and items for inspection and copying filed by Friendly to extent indicated and otherwise denied (Doc. 19412). Action May 1.

■ Hearing Examiner Ernest Nash in Huntsville, Ala. and Warner Robins, Ga. (Garrett Broadcasting Service [WEUP] and WRBN Inc. [WRBN]), AM proceeding, denied Garrett's petition to reopen record (Docs. 19258-2). Action April 27.

The 1972 'Yearbook' brought up to date

Following are additions or corrections to the 1972 BROADCASTING YEARBOOK. They appear by page number in the same order that they are listed in the YEARBOOK.

Page 37, 64th market, Cedar Rapids-Waterloo, is in Iowa, not Michigan.

Page A-37 under Las Vegas KSHO-TV delete reference to interim operation; visual power should be 204 kw.

Page B-21 under Long Beach, Calif., KFOX is 1 kw unlimited. Delete -D for daytime.

Page B-28 under San Jose, Calif., listings for KOMA(FM) and KSJO(FM) have been transposed. Listings for the two stations should read as follows: KOMA(FM) July 1, 1959: 98.5 mhz; 12.5 kw. Ant 880 ft. Stereo. Box 6113 (95150) 371-3500. Audio House Inc. (acq 2-1-71).

Rep. Smith; Sandeberg-Glenn (San Francisco); Lucas (Los Angeles).

Format: Prog free form. Spec programs: Classical 2 hrs wkly.

Ronald Cutler, pres & gen mgr; Linda Burriesci, coml mgr; Mark Williams, prog & news dir; John Higoon, chief engr.

KSJO(FM) Dec. 1946; 92.3 mhz; 20 kw. Ant minus 57 ft. Stereo. Box 5190. (95105). 246-6060. Telex 346380. SRD Bcstg Inc. (acq 7-67).

Rep: Meeker; Pearse (Detroit); Rhodes (San Francisco); Wallace (Los Angeles). Format: Rock/R&B.

Scott M. Elrod, pres; Arthur (Bob) Sobelman, gen mgr; Hugh J. MacPherson, gen sis mgr; Doug Droese, prog dir; John Harker, mus. dir; Allen Pierce, pub affairs & news dir; Greg Lindell, chief engr.

Page B-38 under District of Columbia, Washington, replace WUST cross-reference to Bethesda, Md., with following listing:

WUST 1949; 1120 khz; 1 kw-D. 815 V St. N.W. (20001). 462-0011. S.J.R. Communications Inc. (acq 3-4-70).

Format: Gospel.

Edward Cosman, pres; Daniel Diener, gen mgr; Perry Walders, gen sis mgr; Eugene Forest, prog dir; John Hammond, news dir; Gary Hess, chief engr.

Page B-63 under Evanston, change call letters WNMP to WLTD.

Page B-77 insert following after the city of Grinnell, Iowa:

Humboldt (505) Humboldt county

KHBT-FM 1971; 97.7 mhz; 3 kw. Stereo. 617 Sumner Ave. (50548). 332-4100. Christensen Bcstg Co.

Robert H. Christensen II, pres, gen mgr; Robert H. Christensen, VP; O. L. Halsrud, sis mgr; Don Connor, prog & news dir; Dale Christensen, sps dir.

Page B-129 under Reno, KGRL(FM) should be KGLR(FM).

Page B-170 under Tulsa, KVOO should list Harold Stuart as president, deleting chairman of the board. KVOO-TV should be deleted as an affiliate.

Page B-171 under Coos Bay transpose listing of KWRO to appear under Coquille below. Under Coquille transpose listings for KLOO, KLOO-FM and KQAC to appear after KFLY-FM under Corvallis below. Revise KLOO-AM-FM listings, now under Corvallis, as follows:

KLOO Aug. 23, 1947; 1340 khz; 1 kw-D. 250 w-N. Box 731, Corvallis, Ore. (97330) 753-4493. KLOO Inc. (acq 4-1-64).

Robert L. Houghlum, pres, gen mgr; Buck Wilson, sis mgr; Weldon Greig, prog dir.

KLOO-FM Not on air, target date unknown: 106.1 mhz; 27.7 kw. Ant 87 ft.

Page B-175 under Canonsburg WARO's address is Box 191, Canonsburg 15317. Delete reference to Pittsburgh.

Page B-306 under Frequency Measuring Services following Southwest Frequency Measurements insert following listing:

Standard Frequency Measuring Service, 1005 Ellingsworth Lane, Middletown, Ky. 40243 (502) 245-5555 Louis A. Williams, eng in charge.

Listing for Standard Frequency Measuring Service, Cincinnati, remains unchanged.

Page E-28 under Broadcast Rating Council. Hugh M. Beville Jr. should be listed as executive director. John Dimling of the National Association of Broadcasters should be listed as secretary treasurer.

Page E-39 under National Association of Broadcasters reference to full listing should be to page E-27.

Page E-44 delete listing for Peter V. Gureckis.

Page E-45 change listing for John H. Mulhaney & Associates to read as follows:

John H. Mulhaney, 9616 Pinkney Court, Potomac, Md. 20854. (301) 299-8272. John H. Showalter, Joseph B. Ragan, John J. Mulhaney.

New FM stations

Applications

■ *Mountain View, Calif.—Saint Francis High School of Mountain View Inc. Seeks 90.5 mhz, 10 w. P.O. address 1885 Miramonte Avenue, Mountain View 94040. Estimated construction cost \$2,125; first-year operating cost \$2,325; revenue none. Principals: John T. McLaughlin, Charles Beutter, et al. Mr. McLaughlin is president of board of trustees. Mr. Beutter is vice president of board of trustees. Ann. May 5.

■ Three Rivers, Mich.—Williams County Broadcasting System Inc. Seeks 95.9 mhz, 3 kw. HAAT 292 ft. P.O. address Box 603, Bryan, Ohio 43506. Estimated construction cost \$35,117.85; first-year operating cost \$12,300; revenue \$17,000. Principals: Carl L. Shipley (50%), J. William Middendorf II (25%) and Isabelle P. Middendorf II (25%). Mr. Shipley is Republican national committeeman for Washington and owns 50% of Real Estate Securities Inc. in Washington. Mr. Middendorf is U.S. Ambassador to Netherlands. Ann. April 28.

■ Hanover, N.H.—Trustees of Dartmouth College. Seeks 99.3 mhz, 3 kw. HAAT 234 ft. P.O. address Box 31, Hanover 03755. Estimated construction cost \$85,125; first-year operating cost \$10,710; revenue \$6,000. Principals: Walter R. Peterson, David P. Smith, et al. Mr. Peterson is governor of state of New Hampshire. Mr. Smith is general partner and senior vice president of Scudder, Stevens & Clark, investment counsel firm in San Francisco. Ann. April 24.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, granted petition by Virginia Seashore Broadcasting Corp., reopened record, accepted its amendment to update certain broadcast interests of principal in Virginia Seashore, comparative aspects of this proceeding on record already made shall not be affected one way or other by this order and reclosed record (Docs. 19095-6). Action May 2.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broad-

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Summary of broadcasting

Compiled by FCC May 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,343	3	19	4,365	56	4,421 ¹
Commercial FM	2,286	1	48	2,325 ²	15	2,442
Commercial TV-VHF	503	2	6	511 ³	15	526 ²
Commercial TV-UHF	184	0	6	190 ³	62	252 ³
Total commercial TV	687	2	12	701	77	778
Educational FM	488	1	9	508	72	580
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	117	0	7	124	12	136
Total educational TV	203	3	9	213	14	227

* 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.

casting Co.), FM proceeding, denied petition for extension of time to oppose petition for leave to amend filed by WNER Radio on April 24; on hearing examiner's own motion extended time for filing responses to petition for leave to amend filed by Live Oak on April 18 to May 2 (Docs. 18975-6). Action April 26.

■ Hearing Examiner Forest L. McClenning in Wilmington, Ohio (5KW Inc. and Clinton County Broadcasting Corp.), FM proceeding, granted motion of Clinton insofar as hearing date is continued from May 4 and denied insofar as continuance of date for giving notification of witnesses to be called for cross-examination; ordered depositions, if any, be taken on date mutually agreed to by parties in lieu of noted date of May 10 (Docs. 19218-9). Action April 26.

■ Hearing Examiner David I. Kraushaar in Pica-yune, Miss. (Tung Broadcasting Co. and Andres Calandria), FM proceeding, granted Tung's petition for leave to amend its application in order to specify certain recent changes in ownership in accordance with rule 1.65 (Docs. 19345-6). Action April 26.

■ Hearing Examiner David I. Kraushaar in Galion, Ohio (The Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, set certain procedural dates; rescheduled hearing to July 25 (Docs. 19461-2). Action April 25.

■ Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition of Russell C. Lash and dismissed his application with prejudice (Docs. 19468-71). Action April 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Troy, Ala. (Troy Radio Inc. and Pike Broadcasting Inc.), FM proceeding, granted petition by Pike Broadcasting Inc. for leave to amend its application to expand its representations re other business interests of one of its principals (Docs. 19407-8). Action May 3.

■ Hearing Examiner James F. Tierney in Harriman, Tenn. (Folkways Broadcasting Co. and Harriman Broadcasting Co.), FM proceeding, reopened record, set certain procedural dates and scheduled hearing for May 23 (Docs. 18912-3). Action May 2.

Existing FM stations

Final actions

■ WBJH(FM) Trenton, N.J.—Broadcast Bureau granted request for waiver of rules to identify as Trenton-Fairless Hills, N.J. Action April 28.

■ WSBA-FM York, Pa.—Broadcast Bureau granted mod. of license covering change in studio location and remote control to southeast side of Burg Road at overpass of new route 30, Hellam, Pa. Action April 28.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted petition of WIOO for leave to amend its application to submit corrective and current information in response to FCC form 301 (Docs. 19468-7). Action April 26.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending auxiliaries and SCA's where appropriate: KGGF(AM) Coffeyville, Kan.;

KOHO(AM) Honolulu; KVKM(AM) Monahans, KWBA(AM) Baytown, both Texas; WATR(AM) Waterbury, Conn.; WRIB(AM) Providence, R.I.; WRYT(AM) Boston, WUNR(AM) Brookline, both Massachusetts. Action April 28.

Translator actions

■ Concho, Ariz. Broadcast Bureau granted CP for new VHF translator to serve Concho Valley units 1, 2, 4 and 5, Ariz., operating on ch. 8 by rebroadcasting programs of KOA(TV) ch. 2 Flagstaff, Ariz. Action April 28.

■ Franklin county, Idaho—Broadcast Bureau granted CP for new FM translator to serve Preston and rural Franklin county, both Idaho, operating on ch. 272 by rebroadcasting programs of KALL-FM ch. 231 (94.1 mhz) Salt Lake City. Action April 28.

■ Wakeenew, Kan.—Broadcast Bureau granted CP for new UHF translator to serve Wakeenew, Kan., operating on ch. 68 by rebroadcasting programs of KOMC(TV) ch. 8 McCook, Neb. Action April 28.

■ Windom, Minn.—Broadcast Bureau granted CP's for new UHF translators to serve Windom, operating on ch. 60 by rebroadcasting programs of KTCA(TV) ch. 2 St. Paul; ch. 70 by rebroadcasting programs of KAUS-TV ch. 6 Austin, Minn.; and ch. 83 by rebroadcasting programs of KELO-TV ch. 11 Sioux Falls, S.D. Action April 28.

■ Darby, Mont.—Broadcast Bureau granted CP for a new VHF translator to serve Darby and Conner, both Montana, operating on ch. 2 by rebroadcasting programs of KQVO-TV ch. 13 Missoula, Mont. Action April 28.

■ Oneonta, N.Y.—FCC granted application by Roy H. Park Broadcasting of Utica-Rome Inc., WUTR(TV) ch. 20 Utica, for CP for new 100-w UHF translator to operate on ch. 42 Oneonta, by rebroadcasting programming of WUTR. Action May 2.

■ Oakes, N.D.—Broadcast Bureau granted CP for new VHF translator to serve Oakes and Ellendale, both North Dakota, operating on ch. 10, by rebroadcasting programs of KXJB-TV ch. 4 Valley City, N.D. Action April 28.

■ Bridgeport, Ohio—Broadcast Bureau granted CP for new UHF translator to serve Wheeling, W. Va., operating on ch. 41 by rebroadcasting programs of WVVU-TV ch. 24 Morgantown, W. Va. Action April 28.

■ K288AC Richfield and Monroe, both Utah—Broadcast Bureau granted license covering permit for new FM translator to operate on ch. 288 (105.5 mhz). Action April 28.

■ K221AA Richfield and rural Sevier county, both Utah—Broadcast Bureau granted license covering permit for new FM translator to operate on ch. 221 (92.1 mhz). Action April 28.

■ W292AA Viroqua, Wis.—Broadcast Bureau granted license covering permit for new FM translator to operate on ch. 292 (106.3 mhz). Action April 28.

■ Buffalo, Wyo.—Broadcast Bureau granted CP's for new VHF translators to serve Buffalo, operating on ch. 9 by rebroadcasting programs of KOOK-TV ch. 2 Billings, Mont.; and ch. 13 by rebroadcasting programs of KHSD-TV ch. 11 Lead, S.D. Action April 28.

Modification of CP's, all stations

■ WTMI(FM) Miami—Broadcast Bureau granted mod. of CP to change trans. location to 100 Biscayne Boulevard, Miami; change ant. system; ERP 60 kw; ant. height 380 ft.; remote control permitted. Action April 28.

■ KBOW-FM Butte, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to

Sept. 1; granted mod. of CP to change main studio location and remote control to 660 Dewey Boulevard, Butte; change trans. and ant.; make changes in ant. system; ERP 27.5 kw; ant. height 1,840 ft. Action April 28.

Ownership changes

Actions

■ WNEG(AM) Toccoa, Ga.—Broadcast Bureau granted acquisition of positive control of Stephens County Broadcasting Co. from Charles H. Gaines (1,000 shares before, none after) and William C. Clary Jr. (10 shares before, none after) to Roy E. Gaines (1,000 shares before, 2,010 after). Consideration: \$70,000. Principal: Roy E. Gaines. Mr. Gaines is secretary of Stephens County Broadcasting Co. Action April 24.

■ KTTT-AM-FM Columbus, Neb.—Broadcast Bureau granted acquisition of positive control of The City and Farm Broadcasting Inc. from Everett Wenrick (25 1/3% before, none after) and William C. Whitlock (25 1/3% before, 10% after) to Donald L. Robson (49 1/3% before, 90% after). Consideration: \$183,000. Principal: Donald L. Robson. Mr. Robson has interests in real estate and insurance in York, Neb. Action April 24.

■ KKAS(AM) Silsbee, Tex.—Broadcast Bureau granted assignment of license from Ralph W. Cantlon to Jewel P. White for \$3,000. Seller: Ralph W. Cantlon (5%). Buyer: Jewel P. White (95%). Mr. White is general manager of KKAS. Action April 24.

CATV

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 3 (stations in parentheses are TV signals proposed for carriage):

■ The TM Communications Co. of Florida, St. Petersburg, New Port Richey, Pasco county, Hillsborough county, Plant City, all Florida (WSWB-TV Orlando and WBBH-TV Fort Myers, both Florida).

■ The TM Communications Co. of Florida, Ocoee, Fla. (WSWB-TV Orlando and WTOG(TV) St. Petersburg, both Florida).

■ The TM Communications Co. of Florida, Winter Garden, New Smyrna Beach, Edgewater, St. Cloud, Deland, Volusia county, portions of Osceola county in Orlando-Daytona Beach market, all Florida (WSWB-TV Orlando, WTOG St. Petersburg and WBBH-TV Fort Myers, all Florida).

■ Connersville Cable TV Inc., Connersville, Ind. (WLWD(TV), WHIO-TV, WKEF(TV), all Dayton, Ohio; WLWT(TV), WCPO-TV, WKRC-TV, WXIX-TV, all Cincinnati; *WMUB-TV Oxford, Ohio; WTTV(TV) Bloomington, Ind.; WFMB-TV, WISH-TV, WLWI(TV), all Indianapolis).

■ Dynamic Cablevision of Florida Inc., Hialeah, Fla. (WLTV(TV), WCIX-TV, WCKT(TV), WPLG-TV, WTVJ(TV), *WPBT(TV), *WSEC-TV, *WTHS-TV, WFCB-TV, all Miami; WKID-TV Ft. Lauderdale, Fla.; WTOG(TV) St. Petersburg, Fla.; WSWB-TV Orlando, Fla.).

■ Nevada TV Cable Co., Nevada, Mo. (*KETC-TV) and KPLR-TV, both St. Louis).

■ Centre Video Inc., borough of Kane, Wetmore township, both Pennsylvania (WPIX(TV), WOR-TV, WNEW-TV, all New York).

■ King Video Cable Co., Ellensburg, town of Kittitas, and county of Kittitas, all Washington (CHEK-TV Victoria, B.C.).

■ Kansas CATV Inc., Chanute and Independence, both Kansas (KBMA-TV Kansas City, Mo.).

■ Kansas CATV Inc., Ncodesha and Parsons, both Kansas (KBMA-TV and KMBC-TV, both Kansas City, Mo.).

■ Tele-Vu Inc., Grants and Milan, both New Mexico (KOB-TV), *KNMET-TV, KOAT-TV, KGGM-TV, all Albuquerque, N.M.; KTLA(TV), KHJ-TV, KTTV(TV), KCOP(TV), all Los Angeles).

■ Cable-Com General of Modesto, Modesto, Calif. (KBHK-TV San Francisco; KGSC-TV San Jose, both California).

■ Gateway Cablevision Corp., Amsterdam, N.Y. (WOR-TV and WPIX(TV), both New York).

■ Norristown Distribution Systems Inc., borough of Norristown, Pa. (KYW-TV, WCAU-TV, WFIL-TV, WKBS-TV, WPHL-TV, WTAJ-TV and WUHY-TV, all Philadelphia; *WHYY-TV Wilmington, Del.; WOR-TV, WNEW-TV, WNJU-TV and *WNET(TV), all New York).

■ Paxton Community Antenna Systems Inc., Paxton, Ill. (WICA-TV) and WICD(TV), both Champaign, Ill.; *WILL-TV Urbana, Ill.; WAND(TV) Decatur, Ill.; WMAQ-TV, WLS-TV, WGN-TV,

*WTTW(TV) and WFLD-TV, all Chicago; WICS-TV Springfield, Ill.; WTWO(TV) Terre Haute, Ind.).

■ Northwest Illinois TV Cable Co., Monmouth, Ill. (WRAU-TV, WMBD-TV and WEEK-TV, all Peoria, Ill.).

■ Cable TV Service Co., Effingham, Ill. (WGN-TV and WFLD-TV, both Chicago).

■ Gencoe Inc., Pryor, Okla. (KTUL-TV, KTEW-TV), KOTV(TV) and KOED-TV, all Tulsa, Oklahoma; KDTV(TV) Dallas; KTVT(TV) Fort Worth; KMBA-TV Kansas City, Mo.).

■ LVO Cable Inc., Boise, Payette, New Plymouth, Emmett, Garden City and Parma, all Idaho; Vale, Ore.; Fruitland and Weiser, both Idaho; Ontario, Ore.; Caldwell, Meridian and Nampa, all Idaho; Nyssa, Ore. (KBOI-TV, KTVB(TV) and *KAID-TV), all Boise, Idaho; KUTV(TV), KCPX-TV, KSL-TV, all Salt Lake City; KWGN-TV Denver; KATV(TV), KGW-TV, KOIN-TV, KPTV(TV) and KOAP-TV, all Portland, Ore.).

■ KWR Systems Inc., Oneida, Castle and Sherrill, all New York (WSYR-TV, WHEN-TV, WNYSTV and *WCNY-TV, all Syracuse, N.Y.; WKTV-TV WUTR(TV), both Utica, N.Y.; WUTV(TV) Buffalo, N.Y.; WPX(TV) and WOR-TV, both New York; CKWS-TV Kingston, Ont.).

■ The Viking Media Corp., Monona, Wis. (WGN-TV Chicago; WVTV(TV) and WMVS(TV), both Milwaukee).

■ Hastings Multi-Vue Systems Inc., Hastings, Neb. (KWGN-TV Denver; KBMA-TV Kansas City, Mo.).

■ Cable Com-General Inc., Port Lavaca, Tex. (KWEX-TV Victoria, Tex.).

■ Southern Illinois Cable TV Co., Johnson City, and Carterville, both Illinois (KDNL-TV St. Louis; WDSR-TV Paducah, Ky.).

■ Southern Illinois Cable TV Co., Murphysboro and Carterville, both Illinois (KDNL-TV St. Louis; WDSR-TV Paducah, Ky.).

■ Southern Illinois Cable TV Co., Herrin, Ill. (KDNL-TV and KPLR-TV, both St. Louis; WDXR-TV Paducah, Ky.; WIEW-TV Mt. Vernon, Ill.).

■ Southern Illinois Cable TV Co., West Frankfort, Ill. (KDNL-TV St. Louis; WDXR-TV Paducah, Ky.; WIEW-TV Mt. Vernon, Ill.).

■ Monroe All Channel Cablevision Inc., Bloomington, Ind. (WGN-TV Chicago).

■ Monroe All Channel, Monroe County, Ind. (WGN-TV Chicago).

■ Metro Cable Co., Loves Park, North Park and Winnebago county, all Illinois (WGN-TV and WFLD-TV, both Chicago).

■ Munising Cable TV, Munising, Mich. (WKBD-TV Detroit).

■ Muncy TV Corp., Muncy, Hughesville, Wolf township, Muncy township, Picture Rocks and Muncy Creek township, all Pennsylvania (WORTV and WNEW-TV, both New York).

■ Top Vision Cable Co., Owensboro, Ky. (WDXR-TV Paducah, Ky.; WDRB-TV Louisville, Ky.).

■ Goodland Cable TV Co., Goodland, Kan. (KWGN-TV Denver).

■ Herington CATV Inc., Herington, Kan. (KBMA-TV and KMBC-TV, both Kansas City, Mo.).

■ Hays Cable TV Inc., Hays, Kan. (*KPTS(TV) Wichita, Kan.).

Actions on motions

■ Hearing Examiner David I. Kraushaar in North Augusta and Aiken, both South Carolina and Augusta, Ga. (Aiken Cablevision Inc. and Home CATV Co.), CATV proceeding, on examiner's own motion dismissed as moot petitions and terminated proceeding (Docs. 17057, 17629). Action May 2.

■ Hearing Examiner Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc.), CATV proceeding, granted request by Meadville and rescheduled prehearing conference for May 30 (Doc. 19479). Action May 2.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through May 9. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Rimersburg, Pa.—Allegheny Valley Cable Co. has applied to borough council for franchise.

■ South New Castle, Pa.—Lawrence Cablevision of New Castle has applied to borough council for franchise.

■ Wilkes-Barre, Pa.—Universal Cable TV has been awarded franchise by borough council.

■ Adams, Wis.—Kickapoo Antennavision Corp. has applied to city council for franchise.

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

Young family man for operations manager of FM stereo in midwest small market. Must have good sales record, top quality announcing and production ability and preferably experience with automation equipment. Send tape, photograph and complete resume. Box E-33, BROADCASTING.

General manager—credentials in sales, programing, promotion and talent, to build ratings and revenue for AM station in large southeastern city. Must be 30-40 years. Send resume and character references. Box E-109, BROADCASTING.

A good small market Missouli station needs manager. Profitable. Must be good salesman. This is the station you've been waiting for. Send all replies to Box E-219, BROADCASTING.

Wanted—sales oriented, repeat, sales oriented general manager for established, in-the-black, fulltime Christian, 50,000 watt FM radio station. Excellent opportunity—entire run-of-the-market. Resume and references to WVAF, Box 4318, Charleston, W. Va. 25304.

Sales

Salesman: Sell small competitive Georgia market . . . announce only if necessary. Idea man with experience only. Write Box E-20, BROADCASTING.

California daytimer seeking experienced, creative salesman, and/or RAB trained. Salary, bonuses, incentives. Box E-117, BROADCASTING.

Salesman for competitive small market. Man who can stick to rates and policy will do extra well on salary-commission in Carolina. Box E-157, BROADCASTING.

Looking for a pro interested in improving himself with station in fastest growing county in New York State. Need resume and sales record. Box E-160, BROADCASTING.

Successful! One of the most successful operations in the country needs a sales pro. If you are a success in a small or medium market and want the opportunity to move into an active account list with strong management possibilities send resume to Box E-178, BROADCASTING.

Experienced salesman-announcer; emphasis on sales. Afternoon air-shift. Suburban station. Western Illinois. Write Box E-182, BROADCASTING.

Salesman for progressive N.C. market. Travel & generous commission. Top \$10,000 first year. Send complete resume. Box E-212, BROADCASTING.

Sales continued

Maine's fastest growing broadcast group needs experienced salesman. Show us your billing, what you made last year, and we'll top it. WGMM, Skowhegan, 04976.

Salesman, WMKC Radio, Oshkosh, Wisconsin. Immediate opening. Salary plus commission plus assumption of current long term accounts plus liberal company fringe benefits. You can realistically expect to earn over \$10,000 your first year. Contact William Shaw, Manager.

Excellent Money for hard hitting professional salesman—salary & commission plus incentives. Resume & sales record. Gene Johnson, WNEU, Wheeling, W. Va.

Announcers

Modern country jock thoroughly experienced and knowledgeable in both country music and good radio. Prefer light southern or southwestern accent. Major market. Send tape, resume to Box E-47, BROADCASTING.

Announcer—first phone capable of an air-shift and good production. Some studio maintenance. Send tape with resume, photo and salary requirement. Fine opportunity in large Southwest Ohio market. Box E-77, BROADCASTING.

Top jocks wanted for top pay. Canadian station in a two station 1/4 million people market is looking for a top morning man & early afternoon man. The pay is high for the right personalities. Box E-138, BROADCASTING.

Immediate opening for experienced MOR personality to communicate mid-morning/early afternoon shift . . . also do some TV for this Indiana facility . . . Send air-check, resume, and pic to Box E-140, BROADCASTING.

North Carolina station needs experienced announcer with first ticket. Production or copywriting experience helpful. \$125 plus fringe. Box E-155, BROADCASTING.

Top rock jock wanted for #1 AM/FM suburban NYC area. Up-tempo. experience plus references, substantial pay for right man. Send resume and tape. Box E-158, BROADCASTING.

AM-FM stereo operation wants an experienced personality with good production ability. Room to move up and grow with a young group. Rush tape, resume, and salary needs to general manager. Box E-167, BROADCASTING.

Announcers continued

Experienced announcer-salesman; emphasis on sales. Afternoon air-shift. Suburban station. Western Illinois. Write Box E-183, BROADCASTING.

Experienced announcer/night work. First phone, character references required. South. \$125 start. Box E-215, BROADCASTING.

Christian programed station needs experienced announcer-program director. Must have strong background in production. Must be mature self-starter interested in keeping sound of station fresh and alive. Contact: Dick Bolt, KCCV #43 Blue Ridge Center, Kansas City, Mo. 64133.

Rock jock with good production and first phone. Send tape and resume to David Chimeno, KLOU, Box 1725, Lake Charles, La. 70601.

Top Montana station needs announcer with 1st phone. Aggressive 5 KW. Extra benefits. Salary open. Send tape and resume to Jerry Black, KSEN Radio, Shelby, Montana 59474.

Experienced staff announcer, 3rd ticket, with local news and production background. Suburban Philadelphia. WCOJ, Costesville, Pa. 215-384-2100.

Central Virginia full-timer accepting applications for expanding air staff. Must have first phone, impeccable references and be willing to work. Contemporary MOR format. Send air check, resume, references and salary requirements to Don Martin, WCHV, Charlottesville, Virginia 22903.

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to: Bill Taylor, Program Director, WDBO, P.O. Box 1833, Orlando, Florida 32802.

Man or woman with third class ticket for announcing at Vermont's most powerful FM station. Full knowledge all kinds of music basic. Also needed: second-shift newsmen with third phone. Experience preferred for both positions, but will consider newcomers with voice, ability, knowledge willingness to work in team effort and ambition. Send tape and resume to WHWB-FM, Box 518, Rutland, Vermont 05701.

Step up to 100,000 plus two station market. Need experienced sales/air personality. WJLL, Niagara Falls, New York.

Announcers continued

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—top 40; not scream top 40 but a warm moving blend in between. Call Tom Bell, 703-534-9625.

Immediate opening for a full time staff announcer with an interest in becoming Program Director. Must be good in commercial production. Call 1-617-632-1340. Ask for Ken Patch.

Hillbilly country DJ, down home boy with some experience, call 305-391-7172.

Technical

Chief engineer for stable directional. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

Indiana AM-FM has position open soon for announcer-maintenance-production combo. First phone essential. Must be team member. Station heavy on community involvement. Good pay for good man. Ideal spot to settle down. Send resume, tape, and references. Box E-133, BROADCASTING.

Directional two antenna station with AM and FM—stereo needs an experienced well-rounded engineer. Rush resume and salary requirements. Box E-168, BROADCASTING.

Opening for chief engineer at 5 KW daytime station in Canton, Ohio. Good pay, fringes, working conditions. Write WOIO, 4601 Hills and Dales Road, N.W., Canton, Ohio 44708.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 703-538-6937.

News

If you are energetic, capable and can follow direction maybe you can fill our news director slot. Send tape, salary requirements and references (which will be checked). Gas, life, hospital, dental ins. furnished. We welcome replies from minority groups. Box D-157, BROADCASTING.

Wanted . . . Radio-TV newsmen for medium sized midwest market. College degree and at least one year's experience desired. Send air-check, resume, and pic to Box E-139, BROADCASTING.

Wanted immediately. Pro for news director slot. Must have voice and ability to run tight department. Send resume and tape first reply. Salary equals ability. Good opportunity for right man. Box E-159, BROADCASTING.

Mature newsmen-announcer to work at 5000 watt, full-time Michigan station. Authoritative distinct delivery required. Send tapes and resume to Box E-224, BROADCASTING.

Newsmen for large market R & R Station. Heavy on public affairs and contact with top public officials in nation's Capital. Call Joe Salvo, 703-533-3237.

Programing, Production, Others

A progressive AM station in Northern Ontario, Canada, is looking for a top program director. Applicant must have extensive background with a successful station. Salary is exceptional for the right man! Box E-137, BROADCASTING.

June opening for detail minded announcer-copywriter or p.d. to handle these duties, production, etc. Carolina. Box E-156, BROADCASTING.

Production wizard wanted. If you write and produce excellent spots, we'll reciprocate with an excellent salary and benefits. Several former major market pros are here now, and we need one more. Up-tempo MOR format. Great living conditions. Tape, resume and references to . . . Program Director, WCCW, Traverse City, Michigan 49684.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WDBO, Post Office Box 1833, Orlando, Florida 32802.

Situations Wanted, Management

Successful young FM manager presently employed looking for long term sales/management opportunity. \$15,000 first year. Box E-21, BROADCASTING.

Presently employed in New York City. Strong in sales—both national and local levels. Six years in television, thirteen years in radio. Let me share my experience and know-how with you. Box E-107, BROADCASTING.

Management continued

M.B.A. under 30 with seven years management experience in top 5 market—true professional in management & aggressive sales leadership. Outstanding references and track record. Box E-189, BROADCASTING.

Broadcast executive, 29, with 13 years experience in all phases of radio, sales, news, programming, management. Will manage your station for percentage of ownership, option to earn or buy. Also, college degree, family man, dedicated. Prefer midwest location. Box E-190, BROADCASTING.

Need a pro, experienced in management, sales, positive programming, copy writing, public relations, and with first class license and references? Let's negotiate, south Box E-193, BROADCASTING.

Available early summer. Present company not expanding in broadcast. Seek responsible position NYC or area as GM, sales manager, group exec. respected by fellow broadcasters, as knowledgeable pro with outstanding achievement in suburbia. Present and past employers will attest to abilities. Box E-207, BROADCASTING.

Selling general manager currently employed in medium metro market wants to make change. Former owner. 35 years of age. Excellent references. Prefer East or Florida. Will invest. Box E-208, BROADCASTING.

Gen. Mgr. seeks new opportunity. 16 yrs. experience, 14 in management, small, medium and major markets. No wild claims. No miracle worker. Success based on hardwork, dedication, loyalty, and honesty. Excellent references. Presently employed. Strong on sales and promotions. Box E-211, BROADCASTING.

General manager. All the ingredients of sales, programming, promotion and planning skills to build ratings and revenue. 20 years practical broadcast experience, medium and larger markets. Last 10 in key management. Consider stock purchase and/or option plan. Top industry and character references. Box E-217, BROADCASTING.

Vice president sales available for television or radio. Top producer—1/2 million in personal sales in less than a year. Consultant to several radio stations that doubled billing in one year. Took a company from 400,000 to 4 1/2 million in 3 years. Taught and lectured at colleges on retail merchandising and advertising. A salesman who will out-produce his men to earn their respect. Gordon Stewart, 221 W. 57th St. B-24, Loveland, Colo. 80537. 669-1218 after 9 p.m. except Tuesdays.

Sales

18 years experience—southeast salesman-announcer-sports-caster. Prefer small market part ownership opportunity . . . can invest. Box E-154, BROADCASTING.

I've sold for almost 4 years in a major market. I'm now selling a suburban AM and leading FM and doing well. I'm 25, aggressive, a solid citizen, looking for the right move into a reputable station with management opportunities. Box E-166, BROADCASTING.

Sales or sales manager. Exceptional background radio, consistent record sales. Box E-173, BROADCASTING.

Successful medium market AM selling sales manager would like to relocate. Box E-199, BROADCASTING.

Experienced S.C.A. sales manager available. Twenty years experience in audio and sound sales. Will relocate. Don Hartley, 511 W. Broad, Bethlehem, Pa. 215-691-2355.

Spunky Iowa State Univ. broadcast and adv. grad desires sales position. Available June 1st. Will relocate. I've got the background, give me the experience. Write George Straubinger, Jr., 2707 Lucinda St., Perry, Ia. 50220.

Announcers

Experienced first phone professional. Rock, up tempo mid road, country. Box D-196, BROADCASTING.

Play by play hockey announcer available. Seven years experience. Tapes available. Will relocate. Box D-279, BROADCASTING.

MOR announcer. Relaxed, conversational. 26, married, 3rd. Will relocate anywhere. \$125 weekly. Box E-27, BROADCASTING.

Los Angeles personality—(MOR—C&W) top ratings (Pulse) good pipes, humor, wit (first phone). Box E-41, BROADCASTING.

10 year pro, contemporary/MOR personality-morning man. Experienced in all phases. Strong production, top ratings, programming and sales. 1st phone. 29-year-old family man clearing five figures looking for PD position or staff job with a future in medium or metro. Add this community minded, friendly voiced pro to your staff now. Box E-106, BROADCASTING.

Announcers continued

Weekend—Recent grad four years with college FM and now in securities is looking for an informal N.Y.-N.J. station with weekend spot for oldies, rock or C&W. Main interest fun, not money! For tapes, etc., please write Box E-111, BROADCASTING.

Football play-by-play broadcaster, nonwork level background. Free-lance or full-time, professional or college games, available for 1972 season. Box E-115, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcast school including TV news, college, happy seeking progressive MOR or MOR. Box E-116, BROADCASTING.

First phone pro. Experienced all formats. Married/28/college grad. Present manager best reference. Box E-122, BROADCASTING.

1st phone—broadcast college student 3 yrs. experience—Boston—East Mass. area. Available immediately. Box E-150, BROADCASTING.

This ad is costing plenty, so hurry with the responses. Young articulate individual seeking position as an air personality after "gig" as newsmen. Available early July. Box E-152, BROADCASTING.

Miami 500, fiddlesticks! Florida stations interested in playing top 1000, (with accuracy), write Box E-153, BROADCASTING.

Working professional, over five years experience, you name it—I've done it! Box E-161, BROADCASTING.

College man: 6 years commercial experience. Great voice. Any format. Currently a program director. All inquiries appreciated. Need summer employment. Box E-165, BROADCASTING.

Professional morning personality, four years, (top 40) seeks progressive rock station. Box E-170, BROADCASTING.

Professional morning personality, four years, (top 40) seeks slot in medium or major. Box E-171, BROADCASTING.

Young, groovy, Englishman. Wants a chance to shine. N.Y.C. school grad, experienced, great voice. Knows music inside-out. No license—Help. Box E-174, BROADCASTING.

Soul jock 1st phone 4 years exp. If job does not require imagination and creative ability would not be interested. Box E-175, BROADCASTING.

Want a dedicated, stable, rock or up tempo MOR personality? You may have found who you're looking for. Creative production. Six years experience. Three years college. Third phone. Midwest or far west preferred. Excellent references. Reputable stations only. Box E-181, BROADCASTING.

Chicago, South Bend area, attention! Five year pro, first, married, military complete, available August 1. Box E-186, BROADCASTING.

Announcer—Third-class license, college, married, draft-exempt, major and medium market experience. (317) 545-2909. Box E-187, BROADCASTING.

If you have unusual talent; if you can do a persuasive extemp spot; if you will work closely with local clients on your show, we have a top paying job for you at our Boston area MOR AM. Rush tape and resume. Box E-191, BROADCASTING.

3 years experience, good voice, college, draft exempt, jock and/or news, desires to relocate in South, but will accept any offer. Box E-195, BROADCASTING.

Resonant voice 1st phone DJ/sports-caster, 10 years experience, college, married. Box E-196, BROADCASTING.

Country jock, desire air work. First phone. Experience. Box E-203, BROADCASTING.

Experience disc-jockey, authoritative news, top 40 or C&W. Bright, hard working and personable. 3rd, prefer west. Box E-220, BROADCASTING.

First class license, limited experience, prefer country-western. Don Bach, 3325 Hubbell, Lot 98 Des Moines, Iowa 50317, Phone 515-262-8065.

1st phone. Broadcasting graduate wants to bring his career to your station. Disc jockey, newscasting, sales. Any format. 26, married. John M. Stangle, 2766 Worden St., San Diego, California 92110. (714) 225-0489.

Professionally trained sports minded announcer, any format. Will work anywhere. Dave Caputo, 85 Ardmore, Kensington, Calif. 415-527-1523.

Announcers continued

I'm addicting. Once they've heard me, they're hooked. Conversational, knowledgeable rock personality, 3 years experience, #1 Pulse in 100,000 plus market. Good production. Jim Frey, 38 Hampshire Rd., Fishkill, N.Y. 12524. (914) 897-5531.

Young married college grad with a 1st phone and two years campus radio experience can be reached by writing to 5904 N. Cahuenga Blvd., North Hollywood, California 91601 or by calling (213) 985-3103. Ask for Steve Iker.

U.S.A.F. radio included 23 yr. old Vietnam vet's, 3 yr. MOR/rock experience, 1st phone. Gary Sutton, 1957 Bairsford, Columbus, Ohio 43227.

First phone sage wit and great voice. Seven years of contemporary broadcasting experience. Call 405-794-8456.

Experienced, 1st phone DJ, will relocate anywhere. Contact: Alan Ramet, 8470 Abilene, La Mesa, Calif. 92041. 1-714-469-8859.

First phone, 23, draft exempt. Broadcast and college graduate, MOR to hard rock format, tight. Experience in radio and TV. Willing to relocate. Stable and dependable. Dan Stokes, 1920 Montiel, Escondido, Calif. 714-745-7028.

First phone with thorough professional training will guarantee one year for air experience. Northern and western states preferred, but all replies will be answered—Carl Dysland, 2334 Caracas, La Crescenta, California 91214, (213) 248-6762.

Experienced first phone college grad wanting rock or MOR station in small-medium market. Will relocate. 601-475-5400.

3 years experience, first phone, all types of music, love production. Prefer Minnesota, South Dakota, North Dakota, Iowa. Rod Vlach, Montevideo, Minnesota. (612) 269-5200.

Florida please. 1st phone. 3 years experience. Top 40, contemporary, or up MOR. 412-745-6479. Now!

Original programs NYC TV. Own radio program. 3rd endorsed. Announce, sell, production. Relocate. Call: 609-924-6156. Box E-179, BROADCASTING.

1st Phone—young, willing to work hard, looking for beginning, will travel, would like any of 10 western states or ? Write Dan Nieto, 7025 Tuher Way, San Diego, Calif. 92114 or call (714) 264-6123 after 6.

Technical

Chief—AM-FM. 20 years experience—attention group stations or stations desiring quality sound. Box E-99, BROADCASTING.

1st phone—studio & xmitter engineer—broadcast college student—available immediately—Boston-East. Mass. area. Box E-151, BROADCASTING.

25 Years experience engineer and announcer. 1st phone. Resume on request. Box E-172, BROADCASTING.

First phone operator. Capable, efficient, experienced. Impeccable references. Immediate availability. Box E-177, BROADCASTING.

Experienced all powers AM FM dir. chief of transmitter or combo. South only. Mature. Box E-184, BROADCASTING.

Chief Engineer. Knows production of AM-FM stereo, remotes, transmitters, systems design and construction, plus much more. Ten years experience, AM, FM, TV. Prefer Tucson-Phoenix area. Please be prepared to pay what I am worth. Major market experience and references. Box E-188, BROADCASTING.

First phone, C.E. 15 years. Audio proofs, AM/FM. No board work, no directionals. Prefer east central. Anthony Ostopoff, 703-962-3795, Box 114, Covington, Va. 24426.

Chief or supervisor, 20 years AM-FM-TV experience. Available immediately. C. L. Sweat, 1100 W. Scharbauer, Hobbs, New Mexico 88240.

News

News director, with 1st phone, also do sports play-by-play. Box E-90, BROADCASTING.

22-year-old first-phone. News, board, transmitter shift. My main interest is news, but will do air shift. I'm presently employed, 1 1/2 years experience same station. \$125.00 week. Will relocate any area. Box E-110, BROADCASTING.

Experienced young sportscaster—college basketball and football play-by-play. Reporting sports news and interviewing. Excellent sports background. Box E-164, BROADCASTING.

News continued

Experienced broadcast newsman . . . radio-TV-instructional . . . six years present employer, news director WBEL . . . Contact Mike McKay, Box 794, Beloit, Wis. 53511 or call 608-879-2851.

Radio-TV experienced newsman and/or announcer. Journalism degree. Top writer-reporter. Small-medium markets. Call now! 412/774-6706.

Guts, brains, and 13 years in the business. 30 yr. old news director and long time anchorman with proven rating record. I tried to get a production house off the ground, but I'm starving. Let's get me back in news right now. Write: Gil Fryer, c/o Galley Features, Inc., Box 2707, Sarasota, Florida 33578.

June Northwestern Univ. J-school grad seeks work in small-medium market radio. Currently nightly anchor-man on NU radio station, former editor of NU student newspaper. Jim Dexter, 2728 Woodbine, Evanston, Ill.

I can put professionalism in your interviews, talk shows and newscasts. Excellent credentials. Last 3 years in Medium market. 217-877-7823.

Programing, Production, Others

Seek position with solid organization which promotes employees within the organization. Desire PD/MD slot with eventual advancement into management. 15 years experience in announcing, news, production, music. 29, married, BS degree in broadcasting. All offers considered. Box E-105, BROADCASTING.

Professional morning man, four years, (top 40) seeks program directorship. Box E-169, BROADCASTING.

Modern country PD with proven ratings. Major growth market. Resume, references. Box E-198, BROADCASTING.

Hey dammit! if you believe in fun, professional, profitable radio, let's get together. 18 years as top rated lock, program, production director, some sales. Good on details and ideas. Hire me before your competition does! Box E-200, BROADCASTING.

Summer relief N.Y. area. R-TV masters candidate, 25, first phone, commercial experience, announcer trained, available now through September. (212) 567-4572. Box E-216, BROADCASTING.

Creative, young family man desires position as production engineer or production assistant. Immediately available. Wants to relocate. Small or medium market preferred. Box E-222, BROADCASTING.

Black programer looking. 919-483-6530.

Former production director, current sports director, personality, 7 years experience, MOR to rock, family, stable, 3rd ticket. 309-829-5092. Chuck Urban, 1012 E. Emerson, Bloomington, Illinois 61701.

Community-station relations. Unique experience in human relations. Creative in communications arena. Prepared to relate community to station in dynamic image building way. Versatile. Knowledgeable of media. Visionary stations reply. Star Route, Box 188, Hazelhurst, Wisconsin 54531.

Television Help Wanted Management

Growing TV-CATV group owner seeks challenge-oriented General Manager for new station acquisition. Base salary \$25,000 with incentives to \$35,000. Applicant must have a proven record of success in TV management—sales strongly preferred. Company believes that aggressive fully responsible managers are the key to successful stations. Build a rewarding future. Write Box E-146, BROADCASTING.

Local sales manager for top rated network affiliate. Large midwest market. 3-station group. \$30,000 plus percentage of increase. Salesman with desire for management may apply. Box E-192, BROADCASTING.

TV General sales manager. Aggressive and able to administer local and national sales activities. \$15,000 plus. Midwest area. Write Box E-209, BROADCASTING.

Sales

TV-sales—unlimited opportunity for aggressive salesman with management potential with network affiliate in major Florida market. Good salary, excellent commission arrangements. Send complete resume and requirements to Box E-201, BROADCASTING.

Salesman for video tape film service. New company. Send resume and salary requirements first letter. Mediatech, Inc., B24 Busse Highway, Park Ridge, Ill. 60068. 312-696-2306.

Technical

Chief engineer. Independent station. Top ten market. Box E-35, BROADCASTING.

Technical continued

TV engineers. Summer relief, May to October. FCC 1st class license required. Call collect or write to E. H. Herlihy, WKBG TV, P.O. Box 56, Boston, Mass. 02102, c17/288-3200. An equal opportunity employer m/f.

Production oriented first phone man for video switching, VTR set-up. Prefer mature man looking for permanent position. Send resume to WCMU-TV, Central Michigan University, Mt. Pleasant, Mich. 48858.

Television Technicians—2 positions available now. One primarily maintenance, one primarily operation. Transmitter and studio equipment. Must have first class operators license. Salary commensurate with experience. Liberal University benefits, equal opportunity employer. Send resume to Joseph Wesser, Chief Engineer, Miami University Telecommunications Center, Oxford, Ohio 45056.

TV engineers, good maintenance background. 1st class FCC license required. Send resume to Chief Engineer, 1018 West Peachtree St., N.W., Atlanta, Georgia 30309.

News

Major midwest CBS affiliate seeks experienced newsman as reporter with back up anchorman potential. Must have strong news air personality and enthusiasm for reporting. Video tape and resume to Box E-66, BROADCASTING.

TV sportscaster. Major Ohio VHF. Great job for experienced sportscaster. Send pic and resume only with salary requirement. Box E-145, BROADCASTING.

Pennsylvania VHF station needs experienced, aggressive newsman, for assignment, anchor work. Excellent pay, talent, fringes. Send resume, video tape to Box E-202, BROADCASTING.

Personality Weatherman. Warm, easy, natural delivery that fits into an interaction newscast. A man who takes the weather seriously but not himself. No cartoonists. Send tape and resume to Phil Corvo, Program Director, KIRO-TV, 3rd and Broad St., Seattle, Wash. 98121.

Television anchorman . . . northern Michigan . . . small university town. Beautiful hunting, fishing, skiing, outdoor area on Lake Superior. Previous radio or TV required. Must be able to write and handle field assignments as well. Present anchorman promoted within corporation chain. Contact Don Ryan, WLUC TV, P.O. Box 460, Marquette, Michigan 49855. (906) 475-4161. A Post station.

Announcer/Newsman for anchor position. Opportunity to get in on the ground floor with an exciting new TV station and production company in Orlando, Florida. Group operation. Top salary and fringe benefits. Send photograph and full resume, including references, to Earl L. Boyles, President, Sun World Broadcasters, Inc., 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803.

Programing, Production, Others

Florida major market network affiliate needs experienced traffic assistant/TWX operator and an experienced billing supervisor. Come work with us in exciting area as a part of a dynamic station. An equal opportunity employer. Box E-43, BROADCASTING.

Wanted Midwest major market. Television producer/director—minimum 2 to 5 years experience in a program and commercial tape. We have the best facilities and do most of this market's tape recording. Send complete resume and references. Equal opportunity employer. Write Box E-176, BROADCASTING.

Producer/director for major N.E. VHF. Looking for ambitious man on the way up. Must be experienced—all phases of control & studio operation. Send resume and salary requirements to Box E-223, BROADCASTING. E.O.E.

Junior college in Boston needs two television instructors. 3-5 years professional experience, including color. Should have Master's Degree. Apply to: Dean Barry Jay Cronin, School of Communications, Graham Junior College, 632 Beacon Street, Boston, Mass. 02215.

TELEVISION

Situations Wanted, Management

Looking for move up, currently General Manager CBS medium market. Box E-163, BROADCASTING.

Technical

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Ampex 1000B VTR modified for IO band color, electronic editor, processing section, Tektronix waveform monitor, 30 used 1 hr & 1/2 hr 2" tapes. 2 RCA TK41 IO color cameras with solid state preamps and all associated equipment and cable, 30 used color IO tubes, normal lens complement. 2 Houston-Fearless pneumatic camera pedestals (new) . . . 2 Houston-Fearless cradle heads for TK41 (new) . . . Compressor for pneumatic pedestals. 3 GE B&W IO cameras model PC 11 with normal lens complement plus 3 200 mm telephoto lenses, 30 RCA 5820 used IO tubes, 1000' new B&W camera cable, 2 Gates level devils, priced for quick sale to Educational Institutions, Cablecasters, Broadcasters. Call 312-467-0300, Chairman TV Dept., Columbia College.

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News

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Technical continued

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News

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Television Situations Wanted

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E	Metro	Fulltime	565M	Cash	MW	Small	Fulltime	140M	\$70M
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Profile

The FCC's cable chief is a firm disbeliever in the status quo

Flair is not something you expect to find among the bureaucrats. Maybe among the White House staff or on Capitol Hill, but not in the federal bureaucracy. A few years in that atmosphere—with the petty internal politics, the bigness, the routine—seems to leave a man, no matter how he started, with about as much panache as can be found in a government news release.

Not so Sol Schildhouse, chief of the FCC's Cable Television Bureau, whose handling of that office has made him one of the commission's most controversial staffers. After some 30 years of government, he retains some flair. He is an attractive man, and his clothes certify him as a graduate of the Ivy League (Harvard Law), though he affects a certain sharpness in his dress that sets him apart even in that regard.

But it is the mocking humor—one that reflects some of the wise-guyish flavor of the New York where he grew up, and that he can turn on himself as well as use to make a comment—that, as one commissioner said, allows him to take a detached look at himself in relation to the commission and that is so at variance with the common image of a bureaucrat.

It also contributes to the controversy that surrounds him. Take his appearance last March, in Beverly Hills, Calif., at the largest conference on cable ever held on the West Coast—it was sponsored by the National Academy of Television Arts and Sciences and had an attendance of some 900 when talk turned to the alleged waste of spectrum space allocated to UHF, Mr. Schildhouse remarked: "I've begun to think in recent years that UHF was conceived as part of a plot to bankrupt Jewish dentists."

To some commission officials, such irreverence is not only shocking, it is unprofessional. They feel Mr. Schildhouse should confine his criticisms of commission policy to internal statements and memoranda. But what they find even harder to fathom is the indulgence the commissioners show Mr. Schildhouse. "That Jewish dentists' remark got a good laugh," one official recalls. "They said, 'good old Sol; that's Sol for you.'"

By the standards of a bureaucracy, Mr. Schildhouse has forged a success. He began in 1966 with a staff of 12 professionals working as a task force whose future was indefinite; today, he is in charge of a new, full-fledged bureau that includes 30 professionals, and will take on 17 more in fiscal 1973. More important, cable television, in his view, is now ready to develop as an industry. And he played a major role in both developments.

As chief of the new CATV task force,



Sol Schildhouse, chief, FCC Cable Television Bureau; b. Sept. 5, 1917, New York; BSS, City College of New York, 1937; J.D. Harvard Law School (*Law Review*), 1940; Department of Commerce (Marketing Laws Survey), 1941-42; Office of Price Administration, attorney, 1942-44; Research Institute of America, business editor, 1944-46; part owner, family-owned dress manufacturing business, New York, 1946-47; private law practice, Washington, 1947-48; FCC law department, 1948-49; legal assistant to Commissioner Frieda B. Hennock, 1949-50; office of general counsel, 1950-51; chief, renewals branch, 1951-53; chief, opinions and review, 1953-54; chief, renewals branch, 1954-56; KOMA(AM) Oklahoma City, 1957; FCC hearing division attorney, 1957-60; asst. chief, rules and standards, 1960-63; hearing examiner, 1963-66; chief, CATV task force and subsequently Cable Television Bureau, since 1966; m. Phyllis Sydel, May 23, 1943; children—Mrs. John Lack, of New York; Peter, 24; Richard, 19.

his mission was largely to process the mountain of petitions that cable systems had filed for waiver of the rules requiring hearings on proposals to import distant signals in the top-100 markets. There was not much enthusiasm for the project at the commission level; indeed, the rules were generally interpreted as constituting a freeze on CATV development.

Whether the interpretation was correct or not, Mr. Schildhouse attacked the backlog with such vigor, and was so generous in his recommendations for waivers, that he caused first surprise, then dismay among some commissioners. Kenneth A. Cox, then a member of the FCC and an advocate of protection for broad-

casting against cable incursion, was particularly bitter: as Mr. Schildhouse persuaded the commission to grant more and more waivers, Mr. Cox accused him of "thwarting" the will of the commission, while others, in and out of the commission, said he was "subverting" the commission's rules.

Over the years, along with the gratitude of the cable owners, Mr. Schildhouse has won the enmity of broadcasters fearful of the impact an unchecked CATV industry could have on their business. The fact does not seem to disturb him, though he does attempt to protest his sympathy and regard for broadcasting. After all, he says, in effect: I used to be a broadcaster myself. In 1957, he left the commission, after eight years, and became 15% owner and general manager of KOMA(AM) Oklahoma City. Later that year, he sold out to his partners at a profit, after disagreements over policy, and returned to the commission.

Mr. Schildhouse pleads guilty to the charge that he is an advocate for the CATV industry. But he says he is simply playing the game as it is played at the commission. The Broadcast Bureau supports the broadcasters, he says; his constituency is the CATV industry. The resulting debate, he feels, sharpens the issues for the commissioners; it is their job to make the public-interest decisions.

In discussing his support of cable, he makes the kind of arguments that are now familiar—it is a technology that "holds great promise" and "it's worth a try to see what it will produce." But while there is no need to doubt the sincerity of such comments, there is another, less cerebral reason. "It's a matter of metabolism," he says. "I'm very competitive. Whatever I do, I like to do well. If I have a job of helping to develop the cable industry, I'm going to do it."

Second in popularity at the commission to the game of guessing when Chairman Burch will leave is that of picking Mr. Schildhouse's departure date. Twice he has been reported as among those being considered for the presidency of the National Cable Television Association. Twice NCTA picked someone else. But some communications law firms would like to recruit him—and Mr. Schildhouse is now being admitted to the D.C. bar.

However, he says there is nothing significant in that. He is simply looking ahead "five or 10 years," and seeking admission now because the bar will soon require all applicants to take an examination, an ordeal he would rather forgo. "I have no current plans to leave the FCC," he says "yes, a couple of people" have talked to him about a job. And he adds, "I will listen very carefully to anyone who wants to pay me a lot more than I'm worth."

Editorials

The real world of cable TV

The National Cable Television Association is to meet in Chicago this week under conditions more benign than those favoring the industry since its primitive beginnings. Federal regulation has at last been defined, and in terms loose enough to permit healthy growth. The cables have won a copyright suit that CBS brought in hopes of establishing liability for modern, broadband cable systems. If problems still remain in state and local regulation and franchising, they are made the easier by the clarification of federal policy. As compared with broadcasters, whose signals still form the core service of CATV, the cable operators are relatively free of the governmental distractions that can distort business judgments.

It is generally believed that cable is moving into a period of significant development. As reported here a week ago, Moses Shapiro, chairman of General Instrument, the parent of Jerrold, a pioneer in cable equipment and installation, has predicted a compounded annual growth rate of 21% in cable construction and renovation for the next several years. He sees a \$255-million market in system building in 1974.

Mr. Shapiro was addressing New York security analysts and may therefore have been avoiding any understatement of prospects that would enhance the appeal of his company's stock. Even so, his forecasts were no more optimistic than others we have seen. Unless everybody is dead wrong, this business will be big business soon.

That does not mean, however, that it will be the only business in the mass-communications field, as some of its earlier missionaries envisioned it to be. The wise cable operators will look to innovation in their own domain, as well as to the increased use of on-air resources that the new climate permits, as the source of future growth. That is the objective that progressive delegates will pursue in their experiences this week in Chicago.

Who's in charge?

In the settlement McGraw-Hill has made with several minority groups that had challenged its acquisition of the Time-Life television stations, the United States government has been relegated to a subsidiary role in broadcast regulation. A transfer that had been formally approved by the FCC, after extended and meticulous consideration, has been undone by one Albert H. Kramer, a professional solicitor of minority protests, and remade according to his terms. It sets a precedent that can be followed by anyone with Mr. Kramer's resources, which include arrogance, ingenuity and tax-free foundation support.

Here was a station transfer conducted from the outset in full compliance with FCC rules and policy. Indeed, Time-Life's original decision to sell was made in anticipation of the effectiveness of the FCC rule that will prohibit common ownerships of co-located television stations and cable-television systems after August 1973. It was a transaction that the FCC explicitly found to meet the "compelling public-interest showing" that justified the transfer of three VHF stations in the top-50 markets, along with another V and a UHF, from a multimedia owner getting out of broadcasting to a new one getting in.

Mr. Kramer, however, has written his own multiple-ownership rules and by clever manipulation of the FCC's procedures has managed to enforce them. According to the Kramer standards, no more than two V's in top-50 markets may now be bought by anyone under any circumstances. Presumably, however, those standards may be subject to further refinement in

future challenges to other transfers. The challenger needs only to apply the tactics that Mr. Kramer pioneered in early 1971, when he forced Capital Cities Broadcasting to come to his terms in its purchase of the Triangle stations, and that he has perfected now in the McGraw-Hill confrontation.

It was the same Mr. Kramer, then representing predominantly black groups, who got Capcities to make a \$1-million commitment for minority employment and programing in exchange for his withdrawal of petitions to deny the transfers it sought (BROADCASTING, Jan. 11, 1971). That turned out to be only a warm-up. His deal with McGraw-Hill contains all the Capcities commitments, if in somewhat different form, plus more—including virtually unlimited access to the air for any minority grievance—in addition to the new Kramer rule of multiple ownership.

These ends have been achieved by tactics of delay. Mr. Kramer filed so many papers with the FCC that the agency took a year to reach a decision. Once the decision was reached, he took it to the appellate court which, in its present composition, was almost sure to remand the case for an FCC hearing if he had persisted. McGraw-Hill and Time-Life faced years of litigation if they resisted his demands. No two companies would find it prudent to extend a sales contract of such size into so indefinite a future.

If equities are to be restored to the processing of station transfers, legislation must be written to make realistic deadlines for the filing of protests and supporting documents. As the law is now interpreted by the courts, and perforce by the FCC, it lets the Kramers keep obstructing justice by the mere act of inventing new papers to file. In such circumstances it makes little difference what the FCC thinks or how it acts; the real power of regulation lies with the challenger who has the leverage to queer a deal or corrupt it by staving off the government's ultimate action.

As the system is now rigged, it invites abuse. And the abuses will only worsen. Mr. Kramer has just been given \$400,000 by the Ford Foundation to expand his practice. Others are finding foundation support for similar enterprises. The end will be regulatory anarchy if Congress doesn't step in.



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THE STATION in the ARK-LA-MISS

KNOE-TV

Here are the latest average week TV audience estimates February 9th thru March 7th, 1972 in the Monroe-El Dorado ARB TV market

*Monday thru Friday

11 AM to 3:30 PM	KNOE-TV — 80%
	Station "Z" — 20%
12:30 PM to 1 PM (As the World Turns)	KNOE-TV — 95%
	Station "Z" — 5%
3:30 PM to 5 PM	KNOE-TV — 89%
	Station "Z" — 11%
5 PM to 6:30 PM News	KNOE-TV — 76%
	Station "Z" — 24%
6-6:30 PM News	KNOE-TV — 82%
	Station "Z" — 18%
10 PM to 10:30 PM News	KNOE-TV — 75%
	Station "Z" — 25%

Air University Library

MAY 7 1972

*Sunday thru Saturday

6:30 PM to 10 PM	KNOE-TV — 65%
	Station "Z" — 35%
9:00 AM to 12:00 Midnight	KNOE-TV — 71%
	Station "Z" — 29%

The Top 15 Programs in the Ark-La-Miss are all on KNOE-TV

	TV Homes	Total Viewers
1. Gunsmoke	CBS 92,000	212,000
2. Hawaii-Five-O	CBS 86,000	205,000
3. Mannix	CBS 74,000	165,000
4. All in the Family	CBS 73,000	170,000
5. Glen Campbell	CBS 72,000	158,000
5. Hee Haw	72,000	174,000
7. Here's Lucy	CBS 69,000	147,000
8. Mary Tyler Moore	CBS 68,000	148,000
9. KNOE News, 6-6:15 Mon.-Fri.	67,000	122,000
10. KNOE Weather/Sports 6:15-6:30	65,000	120,000
11. Medical Center	CBS 64,000	135,000
12. Cannon	CBS 63,000	141,000
13. Thurs.-Dagnet	Local 62,000	139,000
14. Doris Day	CBS 58,000	123,000
15. As the World Turns	CBS 57,000	77,000

COUNTIES INCLUDED IN THE SURVEY AREA

LOUISIANA (Parishes) AVOUELLES BIENVILLE CALDWELL CATAHOULA CLAIBORNE CONCORDIA EAST CARROLL FRANKLIN GRANT JACKSON LA SALLE LINCOLN MADISON MOREHOUSE NATCHITOCHES OUACHITA RAPIDES RED RIVER RICHLAND TENSAS UNION VERNON WEST CARROLL WINN	ARKANSAS ASHLEY BRADLEY CALHOUN CHICOT CLEVELAND COLUMBIA DALLAS DESHA DREW OUACHITA UNION
--	---

MISSISSIPPI

ADAMS
BOLIVAR
FRANKLIN
ISSAQUENA
JEFFERSON
SHARKEY
SUNFLOWER
WARREN
WASHINGTON

KNOE-TV

A. JAMES A. NOE STATION

James A. Noe, Chairman of the Board—Monroe-West Monroe, Louisiana
CHANNEL 8 — CBS — ABC

* Audience estimates in the Monroe-El Dorado ARB market survey period February 9th thru March 7th, 1972.

* Audience measurements of all media are estimates only subject to defects and limitations of source, material and methods.

IN THE TOP 5 NATIONALLY!

1. New York	73,000	KNOE-TV moves to 34th place in the United States with the "CBS MORNING NEWS" Monday thru Friday 7:00-8:00 a.m.
2. Los Angeles	31,000	
3. San Francisco	21,000	Listed here are the first five stations in the United States:
4. Memphis	21,000	
5. Monroe	21,000	

SOURCE: Nielsen Station Index—Network Programs by Markets November 1971