

Pay cable's the word to the wise in Chicago
Point, counterpoint on advertising in Washington

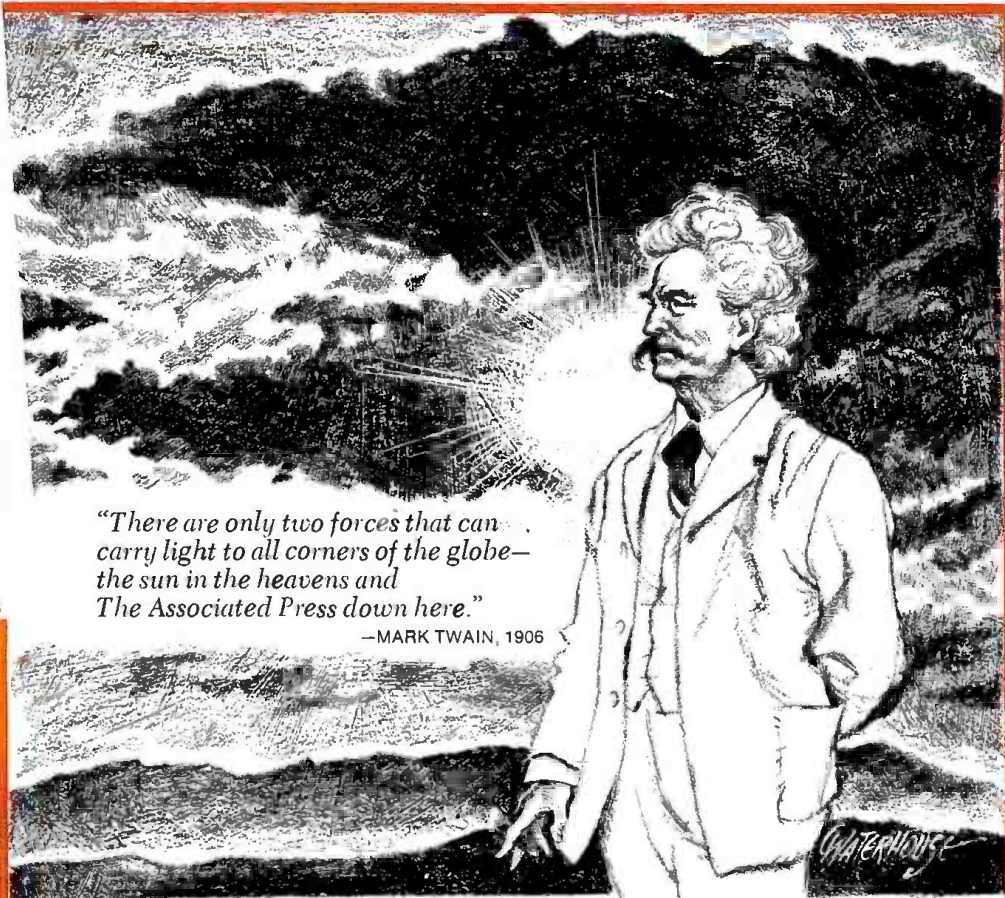
Broadcasting May 22

The newsworthy of broadcasting and allied arts

Our 41st Year 1972

NEWSPAPER

APR 11 1972
SECTION 1
TELEPHONE 66112



*"There are only two forces that can
carry light to all corners of the globe—
the sun in the heavens and
The Associated Press down here."*

—MARK TWAIN, 1906

NEWSPAPER

*... and 66 years later, the world's foremost
broadcast newsgathering organization maintains
its force in all corners of the globe.*



THE ASSOCIATED PRESS BROADCAST NEWS

WHIO-TV'S new kind of children's program



The real kind. The kind that helps — forever. The children pictured here are living proof that WHIO-TV's ADOPT-A-CHILD program works. Since last November, this special feature of the "Total News At Noon" and the "Total News At Six" has presented 12 children available for adoption. Of these 12, eight have been placed with families. Just as significant, applications for adoption in the county increased 165% for a three-month period. The ADOPT-A-CHILD program is coordinated with The Family and Children's Service (a part of the United Fund), The Catholic Charities, The Lutheran Social Service and The Montgomery County Child Welfare Service.

"Total News" . . . more than just a gathering and reporting of current events . . . a means for public service. And to WHIO-TV, public service can mean a new start in life for a child.

WHIO Television



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

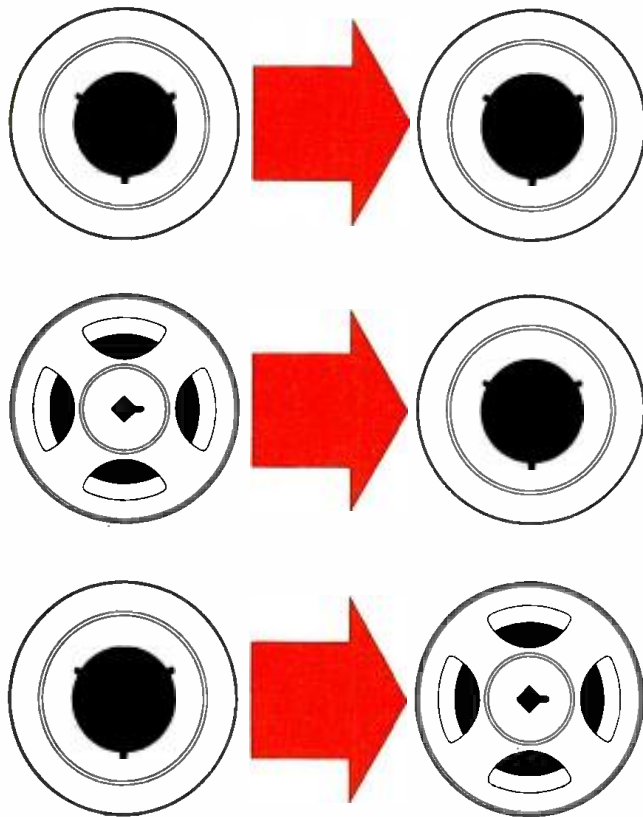
**At the center of the fastest sales
in the history of television syndication.**

MCA TV



OUR NEW VIDEO TAPE DEPARTMENT IS NOW OPERATIONAL FOR:

tape to tape, film to tape and tape to film transfers



OUR MOST MODERN HIGH-SPEED DUPLICATING EQUIPMENT WILL PRODUCE 3 COPIES OF A 60-MINUTE PROGRAM IN 6 MINUTES FLAT . . . WHICH TRANSLATES INTO FASTER DELIVERY AND BIGGER SAVINGS TO VIDEO TAPE PRINT BUYERS.

VIDEO FACILITIES:

- Small Studio With Lights.
- Two Norelco PC100 Color Studio Cameras.
- Video Viewing Room.
- 2 Ampex AVR-1 Video Recorders.
- 1 Ampex VTR-2000 Video Recorder.
- 1 Ampex 1" 7800 Video Recorder.
- 1 IVC 1" Video Recorder.
- 1 Sony 1/2" Video Recorder.
- 1 Sony 1" Video Recorder.
- Ampex AVR-1 Editor.
- Editing Program Computer.
- Norelco Telecine Chain.
- Norelco Audio Console.
- Grass Valley Double Re-entry Special Effects Switcher.
- Electron Beam Recorder.
- Vidronics Video Color Film Recorder.
- Ampex Tape High-Speed Duplicator.
- CBS Color Corrector—
And Much, Much More.

byron COLOR-CORRECT®

 ELECTRON BEAM RECORDING
FOR BLACK AND WHITE

65 K Street, Northeast, Washington, D.C. 20002 202/783-2700
World's Most Sophisticated Video Tape and Film Laboratories

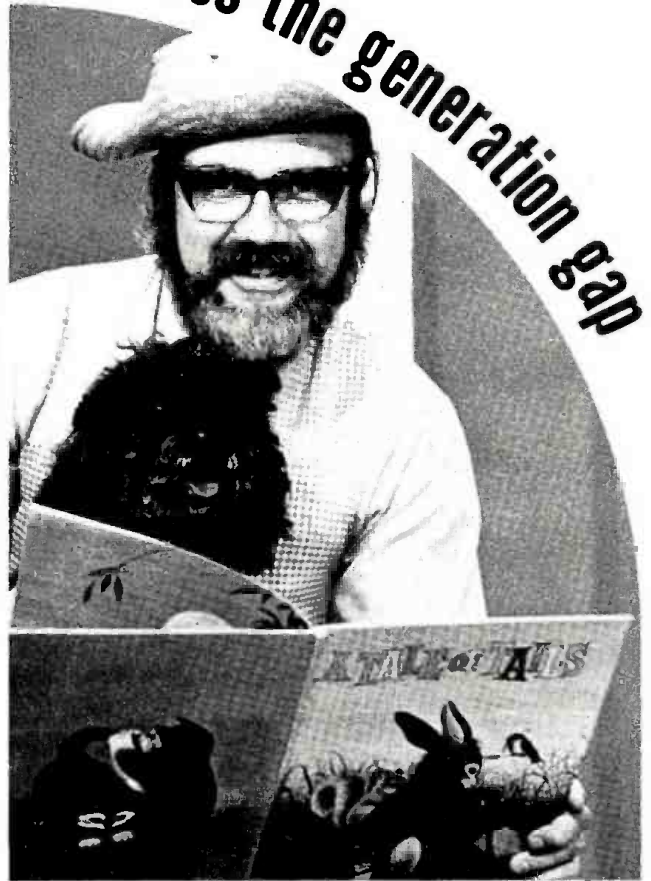
Broadcasting **May 22**

	CLOSED CIRCUIT	7
J. Paul Getty in new pay-cable network.	AT DEADLINE	8
	OPEN MIKE	14
	DATEBOOK	16
	MONDAY MEMO	19
By whatever name, pay TV loomed imminently on the cable horizon last week in Chicago. Two methods—Optical Systems and Theatrevision—announced deals for tests on systems owned by broadcast-connected Cox Cable and Storer.	LEAD STORY	21
Dismayed by advertising's declining credibility, but determined to resist tightened federal controls, industry ponders its dilemma at AAF convention.	BROADCAST ADVERTISING	22
Senator Moss opens hearings on his Truth in Advertising bill.		34
Broadcasters denied exemption from price controls.		36
Staggers chews out FCC over telephone-monitoring incident.	MEDIA	37
Full convention coverage of the NCTA, leading with the question on most management minds: Where can we find the billions in investment capital cable will require in the next decade?	CABLE	42
\$500,000 test finds no link between TV violence and 'antisocial' acts.	PROGRAMING	47
The Emmy awards: CBS's turn in the limelight.		50
Harley Staggers and his Investigations Subcommittee produce smorgasbord of alleged news-staging incidents.	BROADCAST JOURNALISM	51
How broadcast newsmen covered the Wallace shooting.		54
Sales optimism, improved gear pervade NCTA exhibits.	EQUIPMENT & ENGINEERING	56
	MUSIC	57
Good news time for ABC stockholders at annual meeting.	FINANCE	58
	FATES & FORTUNES	62
	FOR THE RECORD	64
The broadcast-media-mindedness of Y&R's Joseph Ostrow.	PROFILE	73
	EDITORIALS	74

WTEV children's programming closes the generation gap



Miss Krls, teacher/hostess of Romper Room, answers the question of an interested guest.



Uncle Bruce and his poodle co-star, Co-Co, read a favorite story.

Representative:
THE MEEKER COMPANY, INC.

WTEV

The continuing policy at WTEV is to anticipate the needs of and keep close tabs on the likes and dislikes of every facet of its audience. So its small fry viewers are entertained and informed daily through two programs designed exclusively for their age groups. WTEV believes in being totally involved in the affairs of the communities it serves.

WTEV Channel **6**
 Providence—New Bedford—Fall River
 Rhode Island—Massachusetts
 Vance L. Eckersley, Sta. Mgr.
 Serving the Greater Providence Area

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

Closed Circuit®

Third force

ABC News's research analysts have finished going through 200-plus reports in Nielsen February-March sweep, and what they've found has their tub-thumpers thumping tubs. For first time, *ABC Evening News with Howard K. Smith and Harry Reasoner* came out on top in New York market, with 10 metro rating and 18 share, as against 9 rating and 16 share for *CBS Evening News with Walter Cronkite*, and 7 rating and 12 share for *NBC Nightly News*. What's more, ABC says, Reasoner-Smith ranked first in 12 other markets, too, among them Philadelphia, Seattle, Milwaukee and Buffalo, N.Y.

Big ones coming

FCC this week may give final instructions for drafting orders in two important rulemakings—one setting domestic communications-satellite policy, other disposing of petitions for reconsideration of new CATV rules. FCC is expected to deny most petitions for changes in CATV rules. And indications remain strong that in satellite proceeding commission will reject staff's recommendation that applicants proposing similar technologies be forced into consortiums (BROADCASTING, May 8).

However, question as to how far commission goes beyond that toward administration's "open-entry" plan is almost matter of definition and of how commission resolves remaining big questions. These deal with restrictions to be imposed on major entities—AT&T and Communications Satellite Corp.—and criteria and policy to be adopted on financial qualifications of those seeking entry into new business.

Gap at the top

McGraw-Hill authorities say they have not yet picked man to run broadcasting operation they'll have when McGraw-Hill takes over four Time-Life television stations first of next month. Within company, there's some speculation—unconfirmed—that they will go outside to recruit operating head.

Two hats

Executive committee of Federal Communications Bar Association is working on ways of providing representation before FCC for persons who can't afford legal fees. Proposal would cover wide range of litigants, from citizen groups of type now represented by foundation-supported law firms to indigent individuals or back-to-wall broadcast and nonbroadcast licensees. Committee had been considering how to aid indigents against whom FCC

initiates proceedings, expanded its prospective role after Administrative Conference of the United States last December recommended federal agencies make it easier for public to participate in their proceedings (BROADCASTING, Dec. 13, 1971).

It's sticky problem for FCBA committee to figure out how members can go to bat for indigent or underfinanced attackers of establishment without arousing anger of commercial clients who may be objects of attack. Still, members of bar committee think way may be found to accommodate both interests.

Look alikes

Similarity of conventions of National Association of Broadcasters and National Cable Television Association is growing. Within month of each other, both were at Conrad Hilton hotel in Chicago, registration running over 5,000 for NAB, almost 5,000 for NCTA; exhibitors numbering 150 at NAB convention, 130 at NCTA. NCTA is still behind in exhibit revenue. NAB's exhibitors used 54,364 square feet of exhibition space, paying \$6 per square foot, bringing in \$326,184 to NAB treasury. NCTA's exhibitors used 50,000 square feet, paid \$5.50 per square foot, for total of \$275,000.

To the easel

Lester Cohen, senior member of Hogan & Hartson, one of Washington's best known law firms, retires July 1 as firm's senior communications lawyer. Mr. Cohen, 61, has been with firm for 40 years. He plans to devote his time largely to his successful avocation—painting. Lee Loevinger, former FCC commissioner and former assistant attorney general in charge of antitrust, is expected to move into Mr. Cohen's chair.

Graceful way out

What will be upshot of House Investigations Subcommittee's hearing on news staging (see page 51)? There's no indication of legislation now. One observer feels that subcommittee—or at least Chairman Harley O. Staggers (D-W. Va)—has already determined from testimony that incidents of news staging have declined as result of subcommittee's investigation. This finding would enable Mr. Staggers to claim credit for correcting situation and, at same time, neatly sidestep any First-Amendment confrontation such as last year's over CBS's *The Selling of the Pentagon*.

What's in a name?

Does anyone have catchy synonym for "pay TV"? That seems to be quest of

cable operators testing climate for two-way capability along with special channels for special features and services. At national convention of National Cable Television Association in Chicago last week pay-TV thrust was evident (see page 21), but term itself was generally regarded as one to be avoided in view of its past history. Such terms as "ticketed telly" or "toll telly" (TT) were heard.

More per minute

Period of up-front, or early, buying for fall in network television prime time is about over. Advertising agencies estimate that, in further fall buying, average cost-per-thousand homes on commercial-minute basis will go up in early June from just under \$4 on packages bought to date to \$4.50.

Welk expands

Line-up of stations carrying *Lawrence Welk Show* in syndication has increased from 185 in 1971-72 season to 221 for next season. Don Feddersen Productions, handling syndication, has replaced number of ABC-TV affiliates carrying show for new total of more than 50 NBC-TV and CBS-TV affiliates. Production value will be added with remote origination planned in Hawaii in July and couple of other remotes in works. *Welk Show*, for 16 years on ABC-TV, starts second season in syndication Sept. 9, with 32 first-runs planned and 20 reruns.

Feddersen Productions, which produced show for network, lost last network product, *My Three Sons*, and now, for first time in some 20 years, has nothing set for network-TV presentation. But company is developing five different projects for possible network series and is hoping to produce two or three feature films for TV during 1972-73.

Apartness

Ideas aimed at wider separation of TV and radio activities by National Association of Broadcasters continue to crop up. Latest proposals, due for serious hearing at next "goals committee" meeting (May 24) in Washington look toward reorientation of board meetings and annual convention. As suggested by number of broadcasters and committee members, TV and radio boards would each meet independently on same day and decide own matters, without need for authorization from joint board as now is practice. Common problems would, of course, be decided by joint board at next day's meeting, if required.

Convention suggestions lean toward consolidation of radio subjects first two days, joint matters third day, and TV matters last two days.

At Deadline

Getty's getting into pay-cable

Home Theatre Network set up with billionaire as part owner

Third cable pay-TV firm, whose backers include oil billionaire J. Paul Getty, was announced last week—same week that saw Theatrevision and Optical Systems announce CATV tests of their pay systems at National Cable TV Association convention in Chicago (see page 20).

New entry is Home Theatre Network, Los Angeles, capitalized at \$1 million, which aims at nationwide coverage and use of telephone WATS lines for program ordering and billing.

Company president is Richard Lubic, former cable executive with Time-Life and with Trans World Communications (Columbia Pictures). Chairman is Calvin Johnston, Los Angeles investment banker with large real estate holdings. With others, they own 70% of HTN. Other 30% is held by Getty-owned Financial Communications Corp., whose chairman is Roy Getty, son of J. Paul.

HTN plans first test in Los Angeles in August, Mr. Lubic said Friday (May 19). If successful, he said, plan is to continue expansion through Southern California and westward to Texas. Mr. Lubic said HTN has already talked microwave relay contract with TeleCommunications Inc., Denver-based multiple CATV owner and private microwave system operator. He also said that HTN is negotiating with major Hollywood film producer to provide 150-200 feature films yearly for showing over HTN facilities.

Laser, Northrop project to expand cable's reach

Interconnection of cable-TV systems, long discussed, moved step closer to reality last week in Chicago at National Cable Television Association convention.

First was announcement of joint venture by Laser Link Corp., New York, and Northrop Corp., Palos Verdes, Calif., to develop digital microwave system in 12.7-12.95 ghz band allocated for CATV relay (CARS) Laser Link, affiliate of Chromalloy American Corp., St. Louis, is engineering firm that developed FDM/FM Airlink transmission technique. Northrop, aircraft-communication-electronics firm, has developed quadriphase shift-key modulation system. Combination of two is said to make possible simultaneous carriage of more than five TV channels, or equivalent in voice and data, at cost lower than present terrestrial relay systems.

Satellite interconnection for cable TV was recommended by Dr. Peter Gold-

mark of Goldmark Communications Corp. (affiliate of Warner Communications Corp.), at NCTA panel.

"The linkage of a domestic satellite with cable systems across the country to carry new types of programming to all homes will launch cable TV as a truly viable new national network offering complete and essential services beyond those now available," he said.

And, he added, while this is on horizon, higher color standards (between 800 and 1,000 lines, compared to U.S.'s 525 lines) should be established to provide quality definition. Announced today (May 22) was appointment of K. Blair Benson, CBS vice president for engineering development, as director of audio and video engineering at Goldmark Communications to work on this development.

Networks set schedules to cover Nixon in Moscow

Plans for coverage of President Nixon's visit to Soviet Union were announced by TV networks Friday (May 19), with schedules calling for reports starting today (May 22) and continuing through June 1 (early story page 53).

All three networks have scheduled specials today starting at 9 a.m. NYT and running about one hour, centering on Mr. Nixon's arrival in Moscow. In addition, ABC expects to carry live, satellite reports tomorrow (May 23), Saturday (May 27) and May 29, 30, 31, and June 1.

CBS-TV also plans to carry live, satellite reports today, tomorrow and May 29, according to tentative plans. Daily highlights of President Nixon's trip will be carried on various CBS-TV newscasts.

NBC-TV's special coverage after today is to include reports tomorrow and Saturday and May 29 and May 31.

Network reports will be from half-hour to one hour in length and spokesmen stressed there may be additional coverage. Radio networks also planned to carry developments on regular newscasts and on special broadcasts.

Bob Considine, correspondent for King Features Syndicate and Mutual, will also provide special reports on President's trip for Teleprompter Manhattan Cable TV Cable system will also carry on Wednesday (May 24) and Friday (May 26) film titled "Russia," said to be first uncensored film about life in Soviet Union

Remote. President Nixon will appear on Soviet television system in address to Russian people on Sunday, May 28, it was learned last Friday. Broadcast will be made available for pickup by American networks and stations. No other details were available in first reports late last week.

and reported by Teleprompter to have been studied closely by White House in preparing for trip.

Violence index due by June 30 from HEW

Government experts expect to reach judgment by June 30 on feasibility of developing methods for monitoring violence on television.

Elliot L. Richardson, secretary of Health, Education & Welfare, offered that estimate in letter to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, who has asked that violence index be developed.

Mr. Richardson said that staff of National Institute of Health is discussing with experts issues involved in developing index, and that on June 2 it will hold "intensive workshop" to address issues and "to lay out directions for further NIMH efforts in this area." Workshop will follow two days of conferences with outside consultants and FCC staffers. FCC along with HEW and surgeon general has been charged by Senator Pastore with developing violence index.

He also reported that NIMH has already awarded two-year research grant of \$100,000 to Dr. George Gerbner of Annenberg School of Communications, University of Pennsylvania, to develop indicators of trends in prime-time television dramatic content and of their efforts. He said Dr. Gerbner has been asked to focus on development of methodology that will permit meaningful assessment of level of TV violence and context in which it appears and its meaning to viewer.

Two of networks' O&O's sign with N.Y. coalition

WNBC-TV and WABC-TV New York have signed formal agreement with coalition of black community organizations to hire more blacks on all levels of station operation and to program more black-oriented news and entertainment shows.

Coalition, called Black Citizens for Media (BCFM), earlier had petitioned FCC to deny license of WCBS-TV New York, which did not sign agreement because, in words of Robert L. Hosking, vice president and general manager of station, "to accede to all the demands of one organization would severely hamper the operations of the station, place WCBS-TV in a discriminatory position with regard to the entire audience and other minority groups, and give the BCFM a voice in some aspects of station management (BROADCASTING, May 8)."

Agreement is not viewed this way by Lawrence E. Gershman, station manager of WNBC-TV, who said, "what this

"The Lucy-Desi Comedy Hour"



Thirteen more laughs from Viacom.

Big ones, as usual.

Thirteen hour-long spectaculars that take Lucy and Desi from a Mexican fiesta to the Sun Valley slopes to Tokyo's Ginza.

Along the way they're joined by such great comedy stars as Red Skelton, Maurice Chevalier, Edie Adams, Fred MacMurray, Danny Thomas and Bob Cummings.

In their network debuts, the 13 hours drew a phenomenal 52% average share of the television audience!

Now, these G-rated, all-family favorites are available for the first time for syndication on your station.

Another great sitcom from

Viacom

Source: NTI share of audience estimates, 1957-60. Subject to qualifications on request.



Host, Garry Moore
with all-star panel
including Kitty Carlisle,
Peggy Cass and Bill Cullen.

GOODSON-TODMAN'S "TO TELL"

**Keeps
winning
top
numbers,**

FEB./MARCH, 1972 ARB

time

**after
time**

**after
time**

MARKET

PROVIDENCE (WED)
CHATTANOOGA (THURS)
SPOKANE (MON)
MEMPHIS (6:30 CST) (WED)
ALBANY (FRI)
COLUMBUS, O. (FRI)
PHOENIX (6:30 CST) (MON)
INDIANAPOLIS (WED)
ST. LOUIS(6:30 CST)(THURS)
FRESNO (THURS)
ROANOKE (MON)

**#1 at
7:30** P.M.

ASHEVILLE
GREEN/SPART
SOUTH BEND
SAVANNAH
BANGOR
WICHITA (6:00 CST)
SYRACUSE
ROCHESTER
BUFFALO

**#1 at
7:00** P.M.
(M thru F average)

GREENSBORO 6:30
WIN/SALEM
TAMPA-ST. PETE (5:30)
DAVENPORT (4:30)
ROCK ISLAND
TUCSON (4:30)
COLORADO SPRGS (2:30)
BALTIMORE 10:00 A.M.)

**#1 in
Fringe
& day
time**
(M thru F average)

† STRIPPED but only one day shown for expedienc

THE TRUTHTM

STATION	ADI		METRO		HOMES	IN THOUSANDS				
	RATING	SHARE	RATING	SHARE		WOMEN			HOUSEWIVES	
						TOTAL	18-49	18-34	TOTAL	UNDER 50
WJAR	32	43	38	51	215	218	61	34	183	51
WDEF	25	36	29	48	60	51	23	11*	47	20
KXLY	24	39			64	52	20	14	46	17
WREC	29	41	29	42	159	161	68	37	137	55
WTEN	23*	36*	27	42	97*	93	43	25	79	37
WTVN			20*	39*	98	87	39		77	
KOOL	23	43	24	45	93	85	24		80	
WISH	22	33	25	38	162	155			138	
KTVI	20	33	18	31	184	163	58		145	49
KMJ	22	37	25	42	54	50	24		46	21
WSLS	28	39	35	49	91	90	44	21	77	36
IN THOUSANDS										
WLOS	24	36	23*	37*	116	113	44*	24*	101	40
WSBT	27	47	25	45	66	62	19		58	17
WTOC	33	48	33	49	39	35	16*	10	32	16
WLBZ	34	47	39	57	35	33	15	7*	28	13
KAKE	18	32	29	51	63	56	30	19	48	27
WHEN	26	40	31	46	107	97	33	14	89	29
WROC	25	42	26	45	79	75	22	11	63	18
WKBW	17	28	18	31	101	89	36	15	77	29
IN THOUSANDS										
WGHP	20	32	22	36	94	80	50	31	71	45
WFLA	19	40	19	39	122	119			105	
WOC	14	33			39	25	13	9*		12
KOLD	7*	21*			13	11	6	3	10	5
KKTV	8	36			11	10				9
WMAR	8	47	8	44	59	47	19*		45	19

...in market after market after market!

"To Tell The Truth" consistently beats the top syndicated shows and high rated network programs in direct competition. Since we are not permitted to name them in this ad, full information is available to you on request. In the meantime, look at the good things that happen when stations program "Truth":

In SPOKANE, "TRUTH" is the highest rated program at 7:30 all week on KXLY. In PROVIDENCE, "TRUTH" moves station to first position from its third position lead-in slot and is the highest rated program on WJAR all week, outrating the entire network schedule (except for Sanford & Son). In CHATTANOOGA, "TRUTH" is the highest rated program on WDEF, outrating the CBS prime time schedule all night long.

In ALBANY, "TRUTH" is the highest rated program on WTEN, outrating the CBS prime time schedule all night long. In COLUMBUS, O., WTVN in third position in lead-in slot. "TRUTH" increases rating 250% and increases homes 150%. In ST. LOUIS, "TRUTH" brings KTVI from #3 position in lead-in slot to #1 and increases rating, share and homes by more than 50%. In FRESNO, "TRUTH" takes KMJ from #2 position in lead-in slot to first position. In ROANOKE, "TRUTH" is the highest rated program on WSLS all day and all night including their entire Monday NBC line-up. In SAVANNAH, "TRUTH" outrates the entire week long prime time CBS schedule on WTOC (except for one CBS network special). In WICHITA, "TRUTH" increases KAKE lead-in share from a 40 to a 51 and increases lead-in homes from 39,000 to 67,000. In SYRACUSE, "TRUTH" increases WHEN lead-in homes from 91,000 to 107,000.

In ROCHESTER, "TRUTH" moves WROC from #2 in lead-in slot to #1. Increases homes from 55,000 to 79,000. In BUFFALO, "TRUTH" moves WKBW from #2 in lead-in slot to #1 and increases homes from 116,000 to 253,000. In GREENSBORO-WINSTON-SALEM, "TRUTH" moves WGHP from #3 in lead-in slot to #1 and increases homes from 40,000 to 94,000. More than doubles rating and share from its lead-in slot.

If you want some good things to happen to you, why not call us for avails.

DISTRIBUTED THRU
Firestone
 FILM SYNDICATION LTD.
 540 MADISON AVE., NEW YORK, N.Y. 10022
 PHONE (212) 758-5100

* Tie for #1

Dates quoted here are estimates only, subject to certain effects and limitations described in the report. All ratings shown are from the ARB TELEVISION MARKET REPORTS OF FEB/MARCH 1972 (ADI & METRO)

new arrangement means is that the black community now has direct access to the station, that the door is open and we're willing to listen to their advice on our coverage of the black community"

Both Mr. Gershman and Kenneth McQueen, vice president and general manager of WABC-TV, made it clear that BCFM would have no veto power over stations' hiring practices. "We'll just be intensifying what we're already doing in the area of training and hiring of blacks," said Mr. McQueen. And Mr. Gershman ticked off number of prime-time programs devoted to matters of special interest to blacks that have already been aired on WNBC-TV and others that are currently in production.

BCFM will appoint 15-member black advisory committee to meet with two stations at least four times annually to discuss ongoing progress in hiring of blacks and in scheduling of black-oriented programming. And each station will create post of black community-affairs director to, in words of Mrs. Emma Bowen, president of BCFM, "work directly with the community and with the advisory committee and report directly to top station management."

One example of kind of change Mrs. Bowen would like to see is for WNBC-TV to hire black theater critic because she's very unhappy with station's current critic, Betty Rollin. "She's a white woman," says Mrs. Bowen, "and she's always misinterpreting plays by blacks because she doesn't know a damn thing about what goes on in the black community, about the black life style and black humor."

ABC refused waiver for Summer Olympics

ABC's summer programming plans were dealt setback last week when FCC denied network's request for waiver of prime-time access rule to permit coverage of Summer Olympics for three and one-half hours each evening over 10-day period.

Network request had been resubmitted to commission after agency turned down original bid last October (BROADCASTING, Oct. 11, 1971). ABC had claimed that all arrangements for coverage and sponsorship of event—to take place in Munich, Germany, this September—had been made prior to implementation of prime-time rule, adopted in May 1970.

Grant of ABC request, commission said, would mean "more of a network incursion into prime time" and would thus thwart objective of rule. It noted that since most of ABC's coverage (it plans total of 66½ hours, 47 in prime time) would be prerecorded, it is not essential that it be presented at any particular time. Commission added that it would be impossible, anyway, for ABC to cover all Olympic events and that it could present more coverage later in evening.

In regard to ABC contention that arrangements were already made when rule went into effect, commission said network should have been aware that three-hour limitation was on tap, since rule was proposed in 1969 and restrictions in network programming time had been recommended as early as 1965.

\$200,000 fee set for Plough-Schering

Plough-Schering Corp. will soon get bill of some \$200,000 from FCC. It will represent fee commission has finally decided new corporation owes as result of consolidation in which Plough Broadcasting Corp.'s 10 AM and FM stations were transferred to new corporation in which Schering stockholders own 61%, Plough stockholders 39%. Commission approved transfers in December 1970, but had not been able to figure out method of determining grant fee, since transfer was effected through exchange of stock; no money changed hands. Method was finally decided on last week. Stations involved are WCAO-AM-FM Baltimore, WCOP-AM-FM Boston, WJJD-AM-FM Chicago, WMPS-AM-FM Memphis and WPLO-AM-FM Atlanta.

Staggers to keep pushing on news-staging issue

Representative Harley O. Staggers (D.-W. Va.) and his Special Investigations Subcommittee will wind up hearings on alleged television news staging (see page 41) this Tuesday (May 22). And, according to subcommittee spokesman, there is possibility of further hearings on subject at future date.

Tuesday's session will include testimony from two representatives of In-

ternational Photographers Union, Gerald Smith, of New York office, and Henry Jenkins, of Los Angeles. Conflict with union meeting prevented them from being present at hearings last Wednesday and Thursday. IPU membership includes all newsreel cameramen. Subcommittee will also view clips of NBC documentary, *Say Goodbye*.

In concluding remarks last week, Chairman Staggers stated that all individuals mentioned in current hearing testimony would be given opportunity to appear before subcommittee. Spokesman said Mr. Staggers has instructed staff to contact those persons (including top network officials and news correspondents) and invite them to make statement and/or be interviewed.

Syndicators lose round to IRS on price exemption

Internal Revenue Service has ruled that price exemptions cannot be applied to syndicated TV programs sold in market if they have been introduced in any other market within past year. New programs may be exempt, it said, but they must be comparable in price to similar programs.

IRS also ruled that copyright exemptions cannot be applied to sale of syndicated product to individual stations if rights are restricted.

Rulings, requested by Avco Broadcasting, were made in connection with IRS investigation of alleged violations of price regulations by ABC Films Inc. in Los Angeles.

TV stations had been furious over high renewal prices asked by syndicators for made-for-syndication programs that were successful in prime time this past season ("Closed Circuit," May 8).

HHH challenges McGovern

First major political TV debate of presidential election year is shaping up in California where Senator Hubert H. Humphrey has challenged Senator George S. McGovern to series of television confrontations. Senator McGovern has accepted challenge. Debates due to take place before June 6 California primary between Democratic contenders. Senator Humphrey indicated preference for three debates. Dates, time and originating station are yet to be determined.

Northeast sets its merger

Civil Aeronautics Board Friday announced approval of merger of Northeast Airlines, 86% owned by Storer Broadcasting Co., and Delta Air Lines. Delta, fifth largest airline in U.S., will take over routes and equipment of Northeast, smallest of the 11 trunk airlines.

Double jitters for O&M

New York advertising agency Ogilvy & Mather had real interest in last week's bomb threat to luxury liner Queen Elizabeth II. Not only was David Ogilvy, chairman of Ogilvy & Mather International, on board, but Cunard Steamship Co. is O&M client. Mr. Ogilvy was using Cunard ship for extended visit abroad.

Week's Headliners



Mr. Schachte



Mr. Seymour

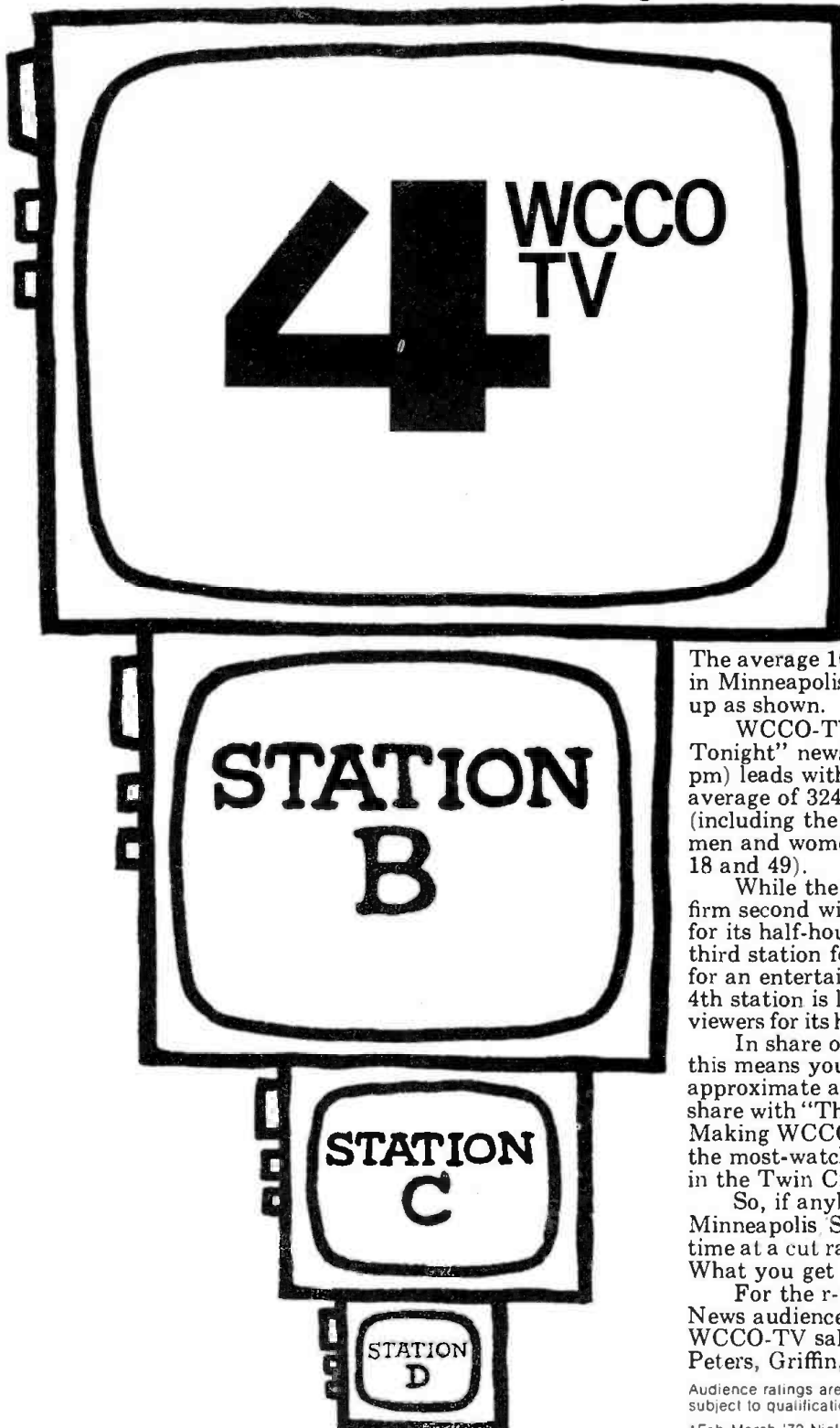
Henry M. Schachte, chairman of executive committee, J. Walter Thompson, New York, elected agency's fifth president in its 107-year history. He continues as chairman of executive committee. **Dan Seymour**, president of JWT since 1964, elected board chairman and continues as agency's chief executive officer. Mr. Schachte joined Thompson in 1963 as executive director of review boards. Mr. Seymour joined agency in 1955. He subsequently became chairman of executive committee, preceding Mr. Schachte in that post. He became chief executive officer in 1967.

Stan Blunt, head of Denver office of Campbell-Mithun, Minneapolis, named chairman and **George Gruenwald**, executive VP, Chicago, named president. Mr. Blunt succeeds **Robert Burton**, who becomes chairman of executive committee. **Ray O. Mithun** continues as founder-chairman.

For other industry developments see "Fates & Fortunes," page 62

How television stacks up in Minneapolis/St. Paul

(what you see is what you get)



The average 10 pm TV audience in Minneapolis/St. Paul stacks up as shown.

WCCO-TV's "The Scene Tonight" newscast (10-10:45 pm) leads with a seven-night average of 324,000 viewers (including the lion's share of men and women between 18 and 49).

While the next station is a firm second with 214,000 viewers for its half-hour newscast. The third station follows with 119,000 for an entertainment series. The 4th station is left with 52,000 viewers for its half-hour newscast.*

In share of metro audience, this means you get an approximate average of 48% share with "The Scene Tonight."* Making WCCO-TV *unmistakably* the most-watched news station in the Twin City market.

So, if anybody offers you Minneapolis/St. Paul TV news time at a cut rate, just remember: What you get for less . . . is less.

For the r-e-e-ally big TV News audience, call the WCCO-TV sales, staff, or Peters, Griffin, Woodward, Inc.

Audience ratings are estimates only and subject to qualifications in said survey.

* Feb-March '72 Nielsen

CCA **2** sells TRANSMITTERS EVERY DAY...

Broadcasters are now purchasing CCA AM and FM broadcast transmitters at the rate of two every working day. The broadcast industry appreciates the CCA combination of "performance", "service" and "realistic pricing".



CCA ELECTRONICS CORPORATION
718 JERSEY AVE., GLOUCESTER CITY,
N. J. 08030 • Phone: (609) 456-1716

Books for Broadcasters

Broadcast Management

by Ward L. Quaal
and Leo A. Martin

Explores, in detail, all management problems in American radio and television... including audience, radio and television programming, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations.
272 pages, charts, tables, notes, index \$8.95



101.

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D.C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

101. Broadcast Management, \$8.95
 104. 1972 Broadcasting Yearbook, \$14.50

Name _____

Address _____

City _____ State _____ Zip _____

Open Mike®

Damned if you do...

EDITOR: One of the technicalities in the so-called political "reform" law adds even more confusion in the small market station. If the candidate's voice is used, he's entitled to the lowest unit rate. If his voice isn't used—if we use a staff announcer to extol his virtues—the candidate isn't entitled to the lowest unit rate. Obviously, the candidate, to save money, will want his voice used.

This poses a problem. First of all, not all the candidates in small markets are all that big. And for most, the radio station is the *only* source of taping facilities. Many of these people are petrified by the sight of a microphone. To get such taped where it does the candidate any good can require long taping sessions, equally uncomfortable for station personnel and the candidate.

For this reason our policy has to be the lowest unit rate, whether the candidate's voice is used or not. We feel we're doing the candidate a favor. It's one of those things that underscores the difficulty of living with this new "reform" law.—*John F. Hurlbut, president, WVMC(AM)-WSAB(FM) Mt. Carmel, Ill.*

Must reading

EDITOR: I read with great interest your article on WMMR-FM [BROADCASTING, May 1]. For two years I had the opportunity to tune the station in, and for two years searched for the reason behind that station's great appeal to the Philadelphia market. It was not until I received my issue of BROADCASTING that I finally uncovered the underlying reasons behind the phenomenal success of that station in the fourth market. Your article and a personal visit to Philadelphia (with the radio tuned of course to 93.3 mhz) should be made mandatory for any station manager attempting to achieve the success that has finally come to WMMR-FM.—*Donald E. Shook Jr., Minneapolis.*

Off base

EDITOR: In announcing William Eckert's recent promotion to vice president in charge of programming for Leo Burnett Co. (BROADCASTING, May 8), you assigned him to Kenyon & Eckhardt, a good agency but not the right agency. Kenneth E. Lane, who resides at Leo Burnett and was made a vice president, was also assigned to Kenyon & Eckhardt. We would very much appreciate a change in home bases for Messrs. Eckert and Lane, back to Leo Burnett.—*Harold W. Gully, manager of public relations, Leo Burnett Co., Chicago.*

New grudge

EDITOR: I would like to respond to Jack Kahn ["Open Mike," May 1]. *Your assessment of the value of pay TV leads me to believe that you must spend most of your time trying to buy buggy whip stock and recruiting members for the Flat Earth Society. Pay TV is in the same position today as TV was in 1940. If no one had given TV a chance, I doubt you would be sitting on your duff in Florida counting greenbacks!*

Congratulations on your new format. BROADCASTING is much easier to use now, thanks to the well-indexed contents page. Keep up the good work!—*Douglas Rook, East Lansing, Mich.*

More fans for format

EDITOR: Congratulations on the new bright, light look of BROADCASTING. I would only add to your proverbs and comments about making new paths together that Lincoln once noted that "Towering genius disdains a beaten path. It seeks regions hitherto unexplored." That comment also seems to reflect your views of broadcasting and BROADCASTING.—*John A. Schneider, president, CBS/Broadcast Group, New York.*

EDITOR: My compliments on your new "style." As an admirer of clean design, my eye was immediately attracted to your new cover the moment BROADCASTING landed in my in-box. Much to my delight, I found that page by page I continued to be surprised by the new layout which neatly housed your traditional departments. As a weekly cover-to-cover reader, you've made my assignment easier. As an advertiser, you've given me a more attention-getting medium.—*Kenneth P. Donnellon, corporate vice president, The Katz Agency, New York.*

EDITOR: Congratulations on the handsome and dramatic new look. However, by any format or design, BROADCASTING continues as a great champion of free and independent broadcasting and a forum for the discussion of many different and worthwhile viewpoints. All of us who owe you so much rejoice in your confident predictions for your magazine and for our industry.—*William F. O'Shaughnessy, president, WVOX-AM-FM New Rochelle, New York.*

EDITOR: Congratulations on the "new" BROADCASTING! Your format is especially pleasing—both esthetically and from an ease-of-reading standpoint; I can now go through the book and immediately pick out the articles that are of prime interest to me. It almost seems that your report-

age has picked up a certain "zing," too. Your new look reflects the current positive attitude of the industry you so capably represent.—*Don Kader, vice president, Allen, Dorsey & Hatfield Inc., Los Angeles.*

EDITOR: I would be remiss did I not tell you of the remarkable improvement you have made in the typography and layout of the magazine. It has great style and impact. First class, all the way.—*Jack Kent Cooke, California Sports Inc., Inglewood, Calif.*

EDITOR: The new design of BROADCASTING makes it exceptionally handsome.—*Reuven Frank, president, NBC News, New York.*

EDITOR: You have achieved a splendid result in the new format of BROADCASTING. You have revitalized the publication and have brought it to a new importance. . . . Equally important, you have successfully coped with the problem of providing a table of contents in a form which serves as a most useful guide in digesting the contents of a magazine whose influence transcends our own personal interests, because the end product of broadcasting affects the lives of practically all the people of this nation.—*William S. Hedges, Scarsdale, N.Y.*

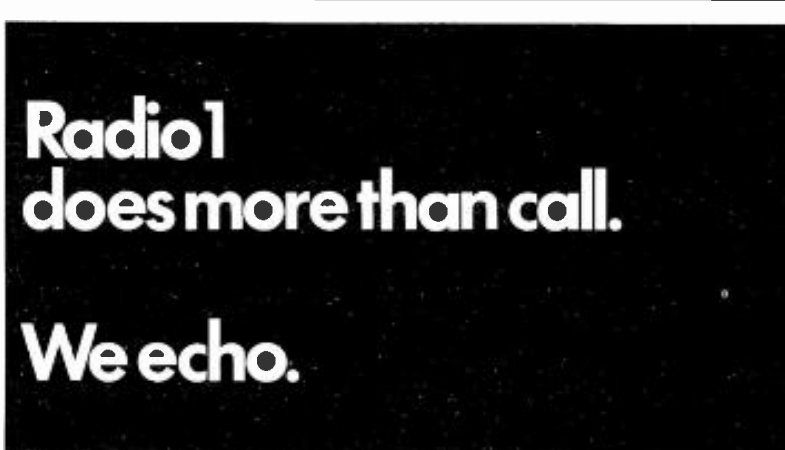
EDITOR: I couldn't let the week pass without letting you know how impressed I was with your new graphic look of the book. The contemporary attitude of the medium is well reflected in the new look of BROADCASTING.—*Robert J. Crohan, vice president-general manager, WJAR-TV Providence, R.I.*

EDITOR: Congratulations on your new format. It is much easier to read, and I found it much quicker to scan to select what I wanted to study in detail. Nice going.—*Virgil V. Evans Jr., vice president and national sales manager, WCSC-TV Charleston, S.C.*

EDITOR: Congratulations are in store for whoever thought of the new method by which you depict the headlines throughout BROADCASTING. The bold headlines with "sub lines" are most attractive and eye catching. Keep it up.—*Robert T. Partee, news director, WNRK(AM) Newark, Del.*

EDITOR: As in any major change of format, yours was certainly an eye-catcher. I decided to give it a couple of weeks to see if, for my own taste, I thought it was also a winner. Now, with a couple of issues to go on, I think you have come up with a really outstanding job of face-lifting. Congratulations and good luck.—*Hamilton Shea, executive vice president, Gilmore Broadcasting Corp., Harrisonburg, Va.*

EDITOR: Thanks for your new format. I can only say that in its first few trials in my office, you have succeeded. It's easier to read, easier to find what I'm looking for. It's faster—and I'm grateful for that.—*Rich Hamilton, president and general manager, KVFC(AM) Cortez, Colo.*



Radio 1 is new. And we have some new approaches to selling time. We think a rep shouldn't give up after a few calls. He should keep going back. Extra effort brings good repercussions.

We've proved it in Atlanta, Cincinnati, Denver, Portland, New York and L.A. And we'll soon be proving it in Charlotte and Jacksonville. By persistently contacting all people involved in media buys and researching unique demographics.

All that takes time and people. Radio 1 has both. And that's why we can get completely involved with our stations, their clients and their competition.

If you're interested in a rep who repeats his calls to bring in the business, call Lou Faust, our president. He'll have some interesting feedback.



437 Madison Avenue / New York, New York 10022 / (212) 421-3500
NEW YORK / CHICAGO / DETROIT / LOS ANGELES / SAN FRANCISCO



Please send

Broadcasting

The newswkly of broadcasting and allied arts

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

1 year \$14
 2 years \$27
 3 years \$35
Canada Add \$4 Per Year
Foreign Add \$6 Per Year

1972-1973 Cable Sourcebook \$8.50
(If payment with order: \$7.50)

1972 Yearbook \$14.50
(If payment with order: \$13.)

Payment enclosed
 Bill me

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

M&H

TENTH ANNIVERSARY

We're pleased that this year we are celebrating our tenth anniversary as consultants to television and radio stations in this country, Canada and the Caribbean.

It's been a fast ten years, a decade that has seen major improvements in television news presentation, and placed new demands on management's knowledge of programs and people. A great burst of new problems related to the industry has been seen at both local and government levels.

Social Research and Analysis have improved significantly. It's possible today for management to have available far finer tools for solving its audience problems than ever before. Computers alone can't tell you why things happen the way they do.

Our company, that stood almost alone in its use of the social scientist and the idea of an annual working relationship with its clients ten years ago, now has a variety of competitors. This is healthy. It makes the broadcast media conscious of the feelings of its audience and able to produce a far better program product.

We feel our success as a company is due to keeping not only abreast, but well ahead of what's going on in our particular field. We believe we are still unique, and we have been able to prove the value of our service many times over.

We are proud that our first five clients are still with us, that we've helped 61 clients in almost as many markets, and that 85% of our clients from last year have already renewed for another year—many on two year contracts.

Maybe we can help you—we'd like to. For a presentation with no obligation on your part, just give us a call.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

Datebook®

This Week

May 22—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau. Holiday inn airport, Lincoln, Neb.

May 23—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau. Holiday inn, Durham, N.C.

May 23—Senate Commerce Committee confirmation hearing on nominations of Judge Benjamin Hooks and Richard Wiley to be FCC commissioners. 10 a.m., Room 1318, New Senate Office building, Washington.

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 24-25—Meeting, National Association of Broadcasters TV code-review board. Testimony will center on reductions of commercial advertising and advertising scheduled during children's programming. NAB building, Washington.

May 25—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau. Holiday inn downtown, Topeka, Kan.

May 25—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday inn, Spartanburg, S.C.

May 25—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau. Holiday inn, Chicopee, Mass.

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, WCSB(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.

Also in May

May 29-31—Black Careers in Communication Conference, co-sponsored by Black Journal, public TV series, and Howard University. Contact: Larry Still, School of Communications, Howard University, 2400 Fourth Street, N.W., Washington 20001. Howard University and Washington Hilton hotel, Washington.

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., Sheraton Blackstone hotel, Chicago.

June 6-8—Annual convention, Armed Forces Communications and Electronics Association. Featured speakers: Irving K. Kessler, RCA; Dr. Eberhardt Rehtin, 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.

Major meeting dates in 1972

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. 14-16—Annual meeting, Television Bureau of Advertising. Waldorf-Astoria hotel, New York.

Nov. 15-16—Sigma Delta Chi national convention. Statler Hilton, Dallas.

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

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 Formby (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 9-10—Meeting, New Mexico Associated Press Broadcasters Association. Ramada Inn East, Albuquerque.

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 14-16—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 23-25—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.

Small town sheriff. Big town attraction.



“The Andy Griffith Show” is capturing major market audiences up to 100% larger than year-ago programming.

In Chicago and Los Angeles. Kansas City and Miami. Hartford, Nashville, Birmingham, Denver. And in other big cities cross country.

Like any big-time sheriff, Andy goes after prime prospects: 54% of his viewers are adults!

Andy Griffith could be the best sheriff you ever had.

If your town is big enough.

Another great sitcom from


VIACOM

WFTV 9 abc
DELIVERS
CENTRAL FLORIDA

WFTV's Family Market
Figures are Fantastic
and WFTV can Deliver
Central Florida.

LOOK at our prime (time)
attractions:

#1 WOMEN	18 to 49 18 to 34	} PRIME TIME AND SIGN-ON TO SIGN-OFF
#1 MEN	18 to 49 18 to 34	
#1 TEENS		
#1 CUME HH		

Contact  **BLAIR TELEVISION**

WFTV Orlando, Florida

Source: Feb.-Mar. ARB

FREE PROGRAMMING OFFER!

"START THINKING NUTRITION"—a series of 52, two-minute radio programs, available FREE as a public service. These informative and entertaining programs were produced for Nabisco and are available by writing to

Sheridan-Elson Communications, Inc.
 48 West 48th Street
 New York, N.Y. 10036

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
 Lawrence B. Taishoff, *president*.
 Maury Long, *vice president*.
 Edwin H. James, *vice president*.
 Joanne T. Cowan, *secretary*.
 Irving C. Miller, *treasurer*.

Broadcasting TELEVISION

The newswEEKly of broadcasting and allied arts

Executive and publication headquarters
 BROADCASTING-TELECASTING building,
 1735 DeSales Street, N.W., Washington,
 D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor*.
 Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
 Donald West, *managing editor*.
 Rufus Crater (New York), *chief correspondent*.
 Leonard Zeidenberg, *senior correspondent*.
 Frederick M. Fitzgerald, Earl B. Abrams,
senior editors.
 Steve Millard, *associate editor*.
 Alan Steele Jarvis, *assistant editor*.
 Clara M. Biondi, Don Richard, *staff writers*.
 Sandra Bartolina, John Enright,
 Sharibeth Mandel, *editorial assistants*.
 Elaine Lorentz, *assistant to the editor*.

SPECIAL PUBLICATIONS

Art King, *director*; Joseph A. Esser, *associate editor*; Nina Rosoff, Jill Newman, *editorial assistants*.

ADVERTISING

Maury Long, *general manager*.
 David N. Whitcombe, *director of marketing*.
 John Andre, *Southern sales manager*.
 Gerald Lichtman, *classified advertising*.
 Doris Kelly, *secretary to the general manager*.

CIRCULATION

Bill Criger, *subscription manager*.
 Julie Janoff, Kwentin Keenan, Patricia Johnson,
 Jean Powers, Dolores Ratchford, Shirley Taylor.

PRODUCTION

Harry Stevens, *production manager*.
 Bob Sandor, *production assistant*.

ADMINISTRATION

Irving C. Miller, *business manager*.
 Dorothy Coll, Sheila Thacker.
 Lucille DiMauro, *secretary to the publisher*.

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
 Phone: 212-757-3260.
 Rufus Crater, *chief correspondent*.
 David Berlyn, Rocco Famighetti, *senior editors*.
 John M. Dempsey, Helen Manasian, Michael
 Shain, *assistant editors*.

Robert L. Hutton, *sales manager*; Eleanor R.
 Manning, *institutional sales manager*; Gregory
 C. Masefield, *Eastern sales manager*; Susan
 Hirata, Harriette Weinberg, *advertising
 assistants*.

HOLLYWOOD: 1680 North Vine
 Street, 90028. Phone: 213-463-3148.
 Morris Gelman, *senior correspondent*.
 Bill Merritt, *Western sales manager*.
 Sandra Klausner, *assistant*.

TORONTO: John A. Porteous, *contributing
 editor*, 3077 Universal Drive, Mississauga,
 Ont., Canada. Phone: 416-625-4400.

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.

© 1972 by Broadcasting Publications Inc.

Monday Memo

A broadcast advertising commentary from Irwin M. Barnett, president, Barnett, Zlotnick, New York

A must for station sales staffs: Instruct local travel agents on effective use of ad dollars

Many national advertisers suffer from a blindness that costs radio and television stations millions of dollars in billings every year. But the stations will have to find the cure—the advertisers are not going to provide it.

The travel industry, seemingly highly organized on the surface, offers the clearest illustration of the basic weakness. Tourism has a definite point-of-purchase, though few seem to realize it.

The point-of-purchase is the local travel agent's office, the spot where the potential tourist plunks down his money and decides exactly where he will go, how he will get there and where he will stay. Tourism's shelf space is the travel agent's office.

Big-budget advertisers—airlines, steamship companies, hotel chains and even tourist boards—spend large sums of money each year in national campaigns. Yet they permit a weak link to develop in the chain between the national advertising and the local sale.

Their disseminations of promotional material and contacts on the local level are infinitesimal, if not non-existent. The local travel agent does not receive any incentive to put his own money into local promotion thereby augmenting the national and regional efforts of the big-budget spenders.

A solution—insofar as the station sales staff is concerned—does not demand any particular ingenuity. It merely calls for the application of common sense.

Retailers (and this includes the travel agent) are vitally interested in the possibilities broadcast media offer for stimulation of sales activity.

Yet they are reluctant to take an initial plunge into broadcast advertising. They are unfamiliar with the medium. They need direction in its use.

To some, there is still a mystique about the tube and the mike that gives them something of an inferiority complex. They don't know where to start. This is unlike print advertising where they are secure in their knowledge and rightfully believe they have acquired an expertise.

Guidance is not about to come from the big-budget advertisers. And for some reason that may never be determined, they appear to be too busy with other things to recognize the problem.

The guidance will have to come from station sales staffs. And the endeavor could be highly rewarding.

Radio and TV stations can develop impressive new sources of billings by showing travel agents and tour brokers how to go about creating local advertising that will be an extension of the big-budget campaigns that bombard custom-



Irwin M. Barnett, former senior vice president and a major stockholder of The Lampert Agency in New York, founded Barnett, Zlotnick, New York, last September. Six months after the agency opened its doors, its annual billing rate was \$4-million plus. Mr. Barnett was resort and travel editor for the *New York Post*, advertising manager of *Esquire* and later of Ziff-Davis Publications before he entered the agency field with Tatham-Laird & Kudner, joining Lampert in 1966. His credentials in the travel field include advisor to the U.S. Travel Service, 1964-65, and work on several tourism accounts.

ers in the national media.

The local agent need only make his own campaign an extension of the national promotion. Station management can educate the agent in this area.

As a first step, travel agents should be required to show some initiative in contacting the big-budget travel accounts to ascertain where and when the national commercials will run in the local areas.

Local spots can then be written as extensions of the advertised national theme. The station can show the travel agent how inexpensively this can be done.

Where only print is being used in a particular area, the travel agent can be shown how practically all consumer print advertising lends itself to the radio commercial or the TV storyboard.

The subtle factor in assuring success in this approach is to look for adjacencies to the big-budget commercials to be aired locally. The result will be to present the local promotion as an extension of the thinking and creativity paid for by the big-budget advertiser.

Opportunities for this strategy will be widespread in the travel field in the near future. New dollars are pouring into it from the middle-income level. Travel not

too long ago was something unique to the monied leisure class or the individual who denied himself everything else in life for one fling at a posh vacation.

But in the past few years a new class of traveler has emerged. He never could afford tourism before, had never been to Europe or Hawaii or closer to trans-Atlantic travel than standing on the end of a jetty on the Jersey shore.

Travel is one dream that is almost universal to man. Americans are now aware of the fact they can fulfill their dreams.

The alert broadcaster will be extremely aware of the possibilities that emanate from this new class of traveler. He will become a right hand to the local travel agent who will be involved in seeking avenues to reach these new customers more quickly and more strongly than his competitors.

This is where the opportunity lies for the ambitious sales manager. And, of course, the theory extends beyond the field of travel advertising to almost every area of retailing of national services or products.

Every time a broadcaster sees or hears national advertising for a big-budget product or service, he should recognize it as a new key to use in developing business for his station.

What is the potential in dollars? There are no figures available in the local advertising expenditures of travel agents. But the size of the market can be evaluated in relation to dollar figures published in the April 1 issue of *ASTA Travel News* on foreign travel by U.S. residents. The estimated total of expenditures in 1971 was \$6,275,000,000.

Predictions on 1972 travel are extremely optimistic. Typical is the forecast of the Federal Aviation Administration for an 8.5% increase in domestic air travel and 12% in international air travel.

Other indicators for optimism are the increases in charter and group sales, the activity of the Discover America Travel Organization (a government agency with a million-dollar budget), the appointment of the new Senate Subcommittee on Foreign Commerce and Tourism, the high-priority attention to tourism by European interests and the underwriting of the U.S. passenger railways by the government through operation of AMTRAK.

Obviously, such expenditures must generate a desire to invest in promotion on the local level. To capitalize on this, stations must invest in an intensive educational effort, teaching local travel retailers how to ride the coattails of big-budget advertisers and showing them how to adopt the themes of the big national campaigns as their own sales messages.

Handled wisely, the approach will spawn new local budgets that at present are just a gleam in the ambitious retailer's eye.

**How big a
morning drive-time audience
does WGN have?**

**Bigger than any
radio station in Chicago
has ever had.**

For a five-day period, WGN's
quarter-hour morning drive-time
audiences averaged over 400,000
persons.*

Radio 720  is Chicago

*Source: ARB, Chicago, JAN.-FEB. 1972, AQH TSA Audience Estimates, MON.-FRI., 6 to 10 am. Data subject to qualifications listed in report.

The coming box office in cable TV

Pay service is talk of NCTA convention as cable systems owned by Storer, Cox sign up for Florida, California tests

They were calling it by several names in Chicago last week at the convention of the National Cable Television Association: "premium TV," "public-choice TV." Some came right out and said it: "pay TV." But by whatever name, it emerged as the expected wave of cable's future.

Hardware suppliers featured it in their exhibits. Venture companies were soliciting cable systems to exploit it. Indeed two firms, Optical Systems Inc., Los Angeles, and Theatrevision Inc., New York, announced arrangements for the early introduction of a box office in homes on major cable systems in San Diego, Sarasota, Fla., and Vancouver, B.C. The venturers made no effort to underplay the ownership connections of two of the systems with established and respected broadcasting companies, Sarasota with Storer and San Diego with Cox.

During the same convention Jack Valenti, president of the Motion Picture Association of America, told the cable operators that movie distributors would welcome the opening of pay channels to the home (see page 44).

Theatrevision, a venture of Laser Link Corp. and Chromalloy American Corp., with Dore Schary, prominent motion-picture executive, as president, is to introduce its pay system on Storer Broadcasting Co.'s Sarasota system next fall. It is regarded as a test to run for 12 to 14 weeks in some 1,000 of the 20,000 subscribers' homes. The homes will be chosen by Storer as a cross section of the system's subscribers. An additional 500 decoders will be placed in hotels, motels and hospitals in the Sarasota area.

Each of the test homes must agree to purchase at least one strip of seven tickets for various types of programs at a cost of \$15.

The Theatrevision system will provide two pay programs on a single, special channel. A subscriber tuning to this channel will receive trailer and "barker" information until a plastic, electronically-encoded "ticket" is inserted into a decoding box to switch on the program.

The two programs will run continuously during the day, and are expected



First of 1,000. Dore Schary, president of Theater Vision, admires a decoder of type to be installed in 1,000 homes on Storer's Sarasota, Fla., cable system.

to be changed twice weekly. Once a subscriber has inserted his ticket, that channel will continue to show the special program, even though the customer may, during the day, tune to conventional channels for free programming. Whenever he tunes back to the special program during its showing, it will be there.

Terry Lee, vice president of Storer's television and cable divisions, said the company had decided to experiment with pay TV on the cable "just as we felt an obligation to get into TV when radio was our primary business and into CATV when television had succeeded." He said Storer regarded the newest development as "complementary, not competitive, with our broadcast and CATV operations."

The Optical Systems announcement of its cable deals was coupled with another of an agreement signed by that firm and Cor-Plex International Corp., a Chicago closed-circuit TV firm already supplying special TV fare to hotels, to transmit current motion pictures, sporting events and other entertainment to Chicago hotels and apartment buildings.

The Optical pay-TV test on cable will begin this summer in San Diego and Vancouver, according to Geoffrey M. Nathanson, Optical president. The agreement with Cox, he said, includes future extension of the pay TV service to Cox systems in Santa Barbara and Bakersfield, Calif. The one with Premier Tele-



Movie screen. That's how Jack Valenti (r), president of Motion Picture Association of America, sees pay TV. With him is Geoffrey Nathanson, president of Optical Systems.

vision, owner of the Vancouver system, also envisages Optical pay-TV systems in Montreal, Toronto, Victoria and other Canadian cities where Premier operates cable systems.

Both the Optical and Theatrevision systems use a coded "ticket" to open the barrier to a pay program on the home TV receiver. Theatrevision (TVN) uses an electronically coded, plastic slip that resembles a regular theater ticket. Optical uses a plastic, credit-card type of ticket, and hole-punched in coded arrangements.

Tickets are expected to be distributed through a variety of outlets, including Ticketron offices, supermarkets, drug stores, TVN in strips of seven shows; Optical on 13-week cycles.

Neither Mr. Schary nor Mr. Nathanson would identify proposed program fare, although both were showing recent movies in their NCTA exhibits: "The Twelve Chairs" (TVN) and "The French Connection" (Optical).

In both cases, the channels are being leased from the cable operator, who is being paid a percentage of the gross.

Hotel pay-television systems were also subjects of interest at the NCTA convention, and there was promise of an extension of their operations to cable TV.

Transworld Communications, a division of Columbia Pictures, is now delivering motion pictures for pay to Atlanta hotel rooms. William Butters of

Transworld told a panel on leased channels at the convention that his company has \$2.5 million ready to spend with 10 multiple-system operators to put pay movies on cables.

James T. Ragan of Athena Communications Corp., a division of Gulf & Western, told the same audience that a pay-TV channel must be like a basket with a lot of products in it. Each might appeal only to a small segment of the audience, he said, but together those segments are substantial. "Forget about blockbuster programs," he said. "Regular TV does that better than CATV can." Athena is in hotel television in Little Rock, Ark., as well as cable TV.

The pay-TV moves were part of a general trend toward two-way, interactive TV systems shown at the NCTA meetings. Such systems include pay as one of several services. One of the most extensive shown was Theta-Com of California's Subscriber Response System.

SRS is a two-way system that provides facilities not only for pay TV, but also for a number of other services, such as opinion polling, merchandise sales, emergency medical, burglary and fire protection and surveillance.

Key to the SRS system is a computer at the headend of the cable company, or at a central location, plus a small, computer-type console in the home. Through special combinations, the subscriber can

punch up a variety of console services.

The first installation of Theta-Com's two-way system is being made in a Teleprompter cable system now under construction in El Segundo, Calif. (Theta-Com is owned by Hughes Aircraft which has minority holding in Teleprompter.)

Also showing two-way, interactive cable systems at the NCTA convention last week were Electronic Industrial Engineering Inc., North Hollywood, Calif. (recently acquired by RCA); Scientific-Atlanta, of Atlanta, and Vicom Manufacturing Co., Dexter, Mich.

The special interactive TV method also was stressed by Oak Industries Inc., Crystal City, Ill., manufacturer of the CATV converters that are needed to accommodate the extra channels that cable systems are capable of providing.

Oak showed a new 26-channel converter that includes for the first time a decoding element that can be used to unscramble special programs. A similar unscrambler converter was announced by Athena Communications.

The apparent onrush of two-way cable-distribution systems was evident in other displays at the convention. Among them: Jerrold, with its new two-way, mid-split distribution system that provides a maximum of 30 channels; Magnavox's new trunk-line amplifier for two-way service, and Vikoa, with its new dual-direction amplifier series.

AAF takes on real world of advertising, finds it a hard choice

Evidence that advertising credibility is in a bad way evokes no enthusiasm for suggestions to improve it

The advertising industry—dismayed by its own drooping credibility with consumers, yet determined to resist tightened federal controls—faced the tension between those two realities last week in Washington at the annual convention of the American Advertising Federation.

On one hand, there was Tom Benham, president of Opinion Research Center in Princeton, N.J., telling delegates that public confidence in all businesses, leaders and institutions has nosedived in the last decade to the point where only 11% firmly approve of what business is doing and a bare majority of 51% agree with the statement that industry's profits "make life better for everyone." There was Don Cunningham, of Cunningham & Walsh, warning: "Without believability advertising as we know it will die. There is shocking evidence that advertising is not believed—and that credibility trends are not running in our favor."

On another, there were the rallying cries of such industry spokesmen as John Elliott, chairman of Ogilvy & Mather, who dismissed much consumerism as "carping" but also said agencies could be held in higher esteem, and be happier with themselves if they were to "feel a responsibility for presenting the consumer point of view to their clients—in a candid and unafraid way."

On yet another, there was Senator Frank E. Moss (D-Utah), chairman of the Senate Consumer Subcommittee, who praised the Federal Trade Commission for offering "a modest, in my judgment, a sound proposal—urging its sister agency, the FCC, to provide access to the broadcast media for counteradvertising, including some free time." That proposal has won for the FTC the outrage of virtually everyone in advertising and broadcasting, but Senator Moss called it the result of "an admirable sense of constitutional conservatism on the part of the trade commission," because the FTC asked for widened access instead of advocating "regulatory censorship of advertising."

On balance, the advertising people continued to demonstrate either acceptance or active support of the public goals that find expression in the consumer movement, while continuing to reject drastic federal attacks on the same problems.

Perhaps the strongest attack on a spe-

Burch's charge to cable systems

FCC chairman says their future depends on delivery of new services under rules that he admits have bugs

Will cable television develop into a mere conduit for over-the-air broadcast signals, or will it assume the competitive position of an alternate medium of communications?

That was a question FCC Chairman Dean Burch posed at last year's convention of the National Cable Television Association. He said it was up to the cable industry. Last week, as the opening luncheon speaker at the 1972 NCTA convention in Chicago, Mr. Burch played it again: "It still is [up to the industry]," he said.

Mr. Burch acknowledged that the FCC's new CATV rules are filled with "bugs"—some the "size of elephants"—but he said he anticipated no radical revisions. He mentioned the still-hazy areas of copyright legislation, federal versus state and local jurisdiction and technical standards. But, he added: "Deliberately, the rules do not tie down all the loose ends. That would freeze cable into a single mold, and it would represent a case of 'decision first, evidence later.'"

He said that "the obvious danger . . . is that both free-channel bonanzas and excessive franchise fees are likely to become bargaining chips in the bidding and franchising process. The temptation will be 'promise now,' . . . and worry later about the consequences."

Mr. Burch warned cable operators and



Chairman Burch

franchising authorities not to "play games" and expect the FCC "to bail you out." But he promised that the commission would try to be reasonable in applying its new regulations and is "prepared to revisit them as we accumulate experience." And, he confessed: "We're as perplexed as you are."

If the FCC has, for the time being, done all it can, what can CATV systems do—in Mr. Burch's words—"now that the ball is in cable's court"?

The FCC chairman said "there is no Burch plan for the guaranteed future of cable television. For that matter, there can be no NCTA plan either. But I feel confident . . . there is some combination of services that will get cable under way, sell it and establish it as a permanent feature of the landscape. Your job, and mine, is to find and effectuate that winning combination."

cific FTC doctrine came from Dr. Yale Brozen, a University of Chicago economist. Dr. Brozen, who has sharply criticized the trade commission on several recent occasions—and who has served as a consultant to ITT Continental, one of the FTC's targets—blasted the concept of "implied uniqueness," which the FTC has found to be a form of deception.

Implied uniqueness—the suggestion in an advertisement that a product has unique qualities, when those qualities are actually shared by other products—is an "obvious bit of foolishness," Dr. Brozen said. "Only if an advertiser proclaims that other products also do what his does can he advertise the virtues of his product and escape a charge of deception."

The FTC invoked that doctrine in a complaint against ITT Continental's Wonder Bread, for asserting that the product "helps build strong bodies 12 ways." According to Dr. Brozen, the doctrine of implied uniqueness would require that the line read: "Wonder Bread helps build strong bodies 12 ways—and so does Tastee."

That characterization was strongly challenged at a later session by Robert Pitofsky, head of the FTC's Consumer Protection Bureau. He said the trade commission has explicitly stated that standard product claims do not fall within this doctrine unless the advertisement leaves the false impression that no other product could make a similar claim.

Mr. Pitofsky also defended the FTC's requirement that "corrective" advertising be employed to counteract the effect of claims that are found to be deceptive. "The fact is," he said, "that a cease-and-desist order doesn't work. Ad campaigns are fairly short. By the time an order was handed down, the advertising campaign was long over. Worse than that, we all know that ad campaigns live after they're over. People buy products on the basis of a campaign that stopped running long ago."

Additionally, he said, "the fellows who were honest have to have a way to get their market shares back or the pressure to match, or exceed, the false or deceptive claims is almost insurmountable."

Mr. Pitofsky, who appeared on an "Advertising and the Law" panel, heard the stiffest challenges to his own and the FTC's view when the subject of counter-advertising came up. One of those challenges was specifically directed to the broadcaster's plight.

"We keep talking about the networks," said William Rogal, Dow, Lohnes & Albertson. "The [broadcasting] industry consists of many small stations. They are not, contrary to popular belief, rolling in money. They are locked in a tremendous battle for the advertising dollar." The introduction of counteradvertising would severely hurt these stations, he said.

And a clear indication of the audience's attitude was heard when the panel's moderator, John Reilly of the Washington law firm of Pierson, Ball & Dowd, turned to Mr. Pitofsky and asked: "Would you regulate counteradvertising?" Mr. Pitofsky's affirmative reply was almost lost in an eruption of laughter.



Dr. Brozen



Mr. Bell

Although the threats to advertising are often portrayed as a group of "issues," such as the counteradvertising issue, a broader reality beneath those individual questions was noted in an overview of the current scene by AAF President Howard Bell and Executive Vice President Jonah Gitlitz. "An influential array of government and social leaders are questioning advertising's social, behavioral and economic impact as never before," Mr. Gitlitz said. "These challenges to advertising's role in society represent the harshest reality of all that must be confronted."

The industry's main tangible response to that challenge has been the formation of the National Advertising Review Board. Ambassador Charles W. Yost, the man chosen to head that organization, delivered a review of the organization's structure and purposes, and pronounced it "well launched and hard at work." He reported that six panels have so far been constituted by NARB to examine appeals from the Council of Better Business Bureaus, which has initial jurisdiction under the advertising self-regulatory apparatus.

However, Ambassador Yost also cautioned that some areas, such as the volume of advertising, are not part of NARB's mission and require independent action.

That same general problem also occupied part of the attention of Kenneth Mason, group vice president of the Quaker Oats Co. As part of a Quaker study on the effectiveness of its TV specials, Mr. Mason said, the company conducted a telephone survey to ask viewers of competing programs if they could remember what commercials they had seen the night before. The programs were all network series shown during the 1970-71 season: *The Beverly Hillbillies*, *Green Acres*, *Mod Squad*, *The Brady Bunch*, *Nanny and the Professor* and *The Interns*. According to Mr. Mason, 97% of the viewers could remember no brands that were advertised on those programs.

"From a strictly business point of view," he said, "this has to be considered

a shockingly unacceptable performance for which some alternative must be found." His solution: "Reduce advertising clutter. . . . How? By demanding what advertisers used to get automatically when I was a boy—a little white space around your ad whether it was in a newspaper, a broadcast or a magazine.

"If they tell you we have to keep advertising clutter in order to keep costs down, remember that 97% of your audience may not know your commercial runs in their favorite show. There's no way to keep costs down low enough to make that situation a good buy."

Nixon praises ad review board, AAF cooperation with government

President Nixon last week commended the American Advertising Federation for its "leadership and dedication in meeting consumer expectations of truth and accuracy in advertising."

In a message to the AAF convention in Washington, the President praised the formation of the National Advertising Review Board. He said that self-regulatory efforts such as NARB "serve to strengthen the consumer confidence that is essential to the non-inflationary growth of our national economy." Mr. Nixon also commended AAF for helping to open "new lines of communication and cooperation between your profession and government at all levels."

Compton's Cummings new chairman of AAF

Barton A. Cummings of Compton Advertising was elected board chairman of the American Advertising Federation at a business meeting during its convention last week in Washington (see page 22). He succeeds Frederick E. Baker, chairman of N. W. Ayer/F. E. Baker Inc., Seattle.

Also elected to the AAF board were: Agency representatives—Myra Janco Daniels, president of Draper Daniels Inc.; Paul C. Harper, chairman of the board

The "Lion's Share"

The May 7th New York Times headlined, "NBC Takes the Lion's Share of Emmys in News Categories." The night before, NBC News had carried off ten Emmys, a figure that topped the combined total received by the news departments of the other two major networks.



NBC NIGHTLY NEWS



VENICE BE DAMNED!



THIS CHILD IS RATED X



SUFFER THE LITTLE CHILDREN



THE SUPREME COURT AND THE PENTAGON PAPERS

CHRONOLOG

"NBC Nightly News," with four Emmys, was the No. 1 award-winner among news programs. The NBC News special "Venice Be Damned!" received two Emmys. And single Emmys were awarded to "Chronolog"; to "This Child Is Rated X" (an NBC News White Paper about justice for the young); to "Suffer The Little Children" (a White Paper about Northern Ireland); and to a special about the Supreme Court and the Pentagon Papers.

Nor is the National Academy of Television Arts and Sciences alone in honoring this season's NBC News achievements. The George Foster Peabody Awards won by us in broadcast journalism, for example, were as many as the combined total of the other two major networks. And a similar pattern held at the awards ceremonies of the Overseas Press Club, Alfred I. duPont – Columbia University, the San Francisco International Film Festival and the National Press Photographers Association.

Lion's share? We like to think of it as the peacock's share.

NBC NEWS

of Needham, Harper & Steers; Don Cunningham, senior vice president and general manager, Foote, Cone & Belding, Los Angeles.

Advertiser representatives — William MacFarland, vice president - marketing, Campbell Soup Co.; Gar Ingraham, advertising manager, Sears, Roebuck & Co.; Donald J. Martin, director of corporate relations, Kraftco Corp.

Media representatives — Donald A. Macdonald, vice president - advertising sales, Dow Jones & Co.; A. W. Dannenbaum senior vice president, Westinghouse Broadcasting Co.; Robert Nelson, executive vice president, *Los Angeles Times*.

At-large representatives—James Fish, vice president-advertising and marketing, General Mills; Carl Nichols Jr., chairman of the board, Cunningham & Walsh; Lydia Reeve, vice president-media director, Honig-Cooper & Harrington.

Regional vice chairman (elected by their respective constituencies) are as follows: John R. McCarty, vice president-public relations, Frito-Lay Inc.—vice chairman, central region and senior vice chairman; Raymond J. Peterson, publisher of *Good Housekeeping*, vice chairman, Eastern region; Robert Hilton, vice president-regional manager of BBDO—vice chairman, Western region; Roland P. Campbell, director of creative services for General Foods, is secretary-treasurer.

One thing at a time

A single subject for AAAA meeting: supplying proof of advertising claims

The American Association of Advertising Agencies said last week it would devote its Eastern conference on June 5 in New York to one "timely" topic: "The Substantiation of Advertising Claims." It has scheduled speakers from agencies, clients, the law, government and universities.

The AAAA said it skipped the Eastern region meeting last year because of the need for the industry to prepare for the then imminent Federal Trade Commission hearings on advertising practices. Moreover, in the years prior to 1971, attendance at the regional conference had been slipping, with some agencies attributing the drop in interest to the "philosophical and general nature" of the meetings, while others said they were reluctant to permit staff people to take time off from business "unless the meeting content was topical and informative."

Next month's conference will include the following speakers (and a period for questions from the audience): William J. Collihan, senior vice president of AAAA's Washington office; Felix Kent of Lawler, Sterling & Kent, a law firm; F. Kent Mitchell, vice president and director of marketing services, General Foods; Roger Purdon of the Better Business Bureau's national advertising division; Allen Rosenshine, vice president and associate creative director at BBDO; Robert A. Skitol, assistant to the director of the Federal Trade Commission's Bureau of Consumer Protection, and Chicago University Professor Yale Brozen.

AAAA head hits fault-finding

Urges news media to give better balance in reporting complaints on advertising; says FTC should be more careful before making public castigations

Advertising's leadership is in a fighting mood on consumer issues. A strong reminder that it will persist in pressing news media for what it feels has been a failure to provide balanced coverage on consumerism was issued last week by James J. McCaffrey, board chairman, McCaffrey & McCall, New York, and chairman of the American Association of Advertising Agencies.

Mr. McCaffrey, a participant at a consumer journalism conference held in New York by Columbia University's Graduate School of Journalism, said that advertising's "thesis is that, perhaps inadvertently but nevertheless realistically, we're being hurt by unbalanced news coverage of consumer issues." He said: "We have every right to expect media to adopt a more professional and critical attitude toward the almost daily appearance of new charges against business and proposals relating to the consumer welfare" and thus, he said, give the public the "opportunity to decide for themselves if they think they're the benefactor or the victim of such attacks or proposals."

As an example of what he said was a failure to seek balanced evaluation or "even a hint of another side," Mr. McCaffrey pointed to a news story published in the *New York Times* last week on an analysis made at the Federal Trade Commission relative to the commission's program on documentation and verification of advertising claims.

In effect, Mr. McCaffrey was picking up as AAAA's spokesman where its 1971 leadership—then Chairman Edward M. Thiele (vice chairman, Leo Burnett Co.) and Dan Seymour, board chairman of J. Walter Thompson Co.—had left off in remarks critical of the news media at AAAA's annual meeting (BROADCASTING, March 27).

Mr. McCaffrey said that ad leaders were continuing to meet with publishers on the consumer coverage issue. Mr.

Mr. McCaffrey



Thiele at AAAA's annual meeting had disclosed that several AAAA top officers had met with "two publishers of important metropolitan newspapers" to impart their belief that the news media were "perhaps inadvertently . . . fanning the fires of consumerism by unbalanced coverage of consumer issues."

The McCaffrey & McCall chairman also was critical of FTC's practice of issuing "proposed complaints" against advertisers for possible false and misleading advertising claims.

He said that the FTC would appear to be using the news media to "correct" so-called "mistaken messages . . . before any adjudicatory proceeding has determined that they are in fact mistaken."

Mr. McCaffrey said he could not accept the view he said FTC Chairman Miles Kirkpatrick had expressed in public to the effect that the commission had made some mistakes in issuing complaints which, in receiving publicity, were injurious to respondents, though later the FTC found the complaints were "not well founded." He quoted Mr. Kirkpatrick as then asking: "What prosecutor (or plaintiff) has not?" Said Mr. McCaffrey: "To which my answer is: 'Not enough, old boy. You guys aren't down there to make such mistakes, particularly when they're so obviously avoidable.'"

The new trends in compensation

ANA reports advertisers lean more to fees for specific services; 15% still stands, but it's on low side

Advertising agency use of fee methods for services is increasing, partly because of a greater reliance by the advertisers themselves on "partial services."

This trend and an inching upward of the commission percentage an agency earns on media billings are pointed up in a report being released today (May 22) by the Association of National Advertisers ("Closed Circuit," May 15).

The ANA survey report, "ANA Member Practices and Views on Advertising Agency Compensation," follows closely an independent study of advertising-agency pricing of services made by the accounting firm of Price Waterhouse & Co., New York, and also circulated to the ANA membership (BROADCASTING, May 8).

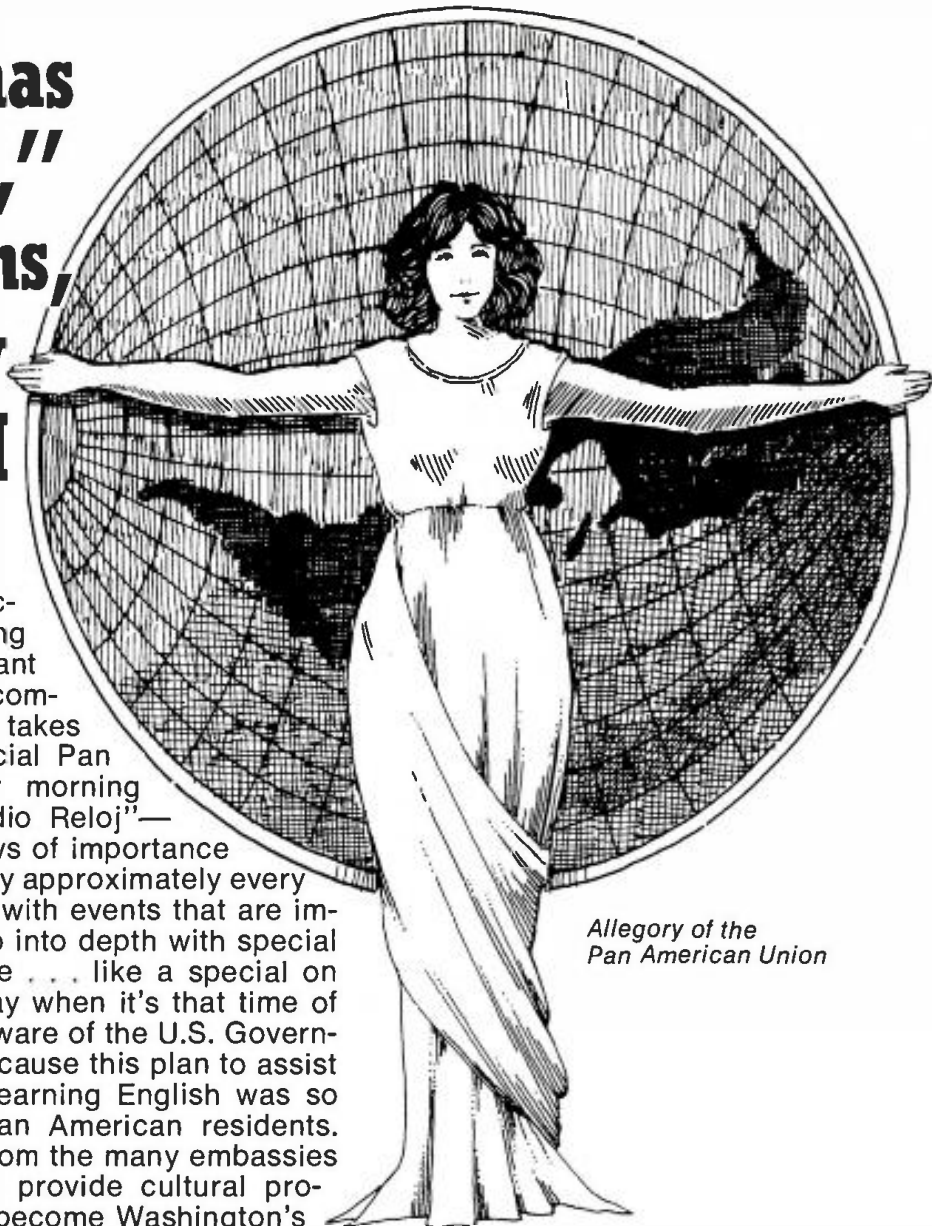
ANA's survey was based on responses from 181 companies—though one half of the ANA's 455 company membership was represented in the survey—and covered 50 agency services or functions. The report is currently being circulated also to members of the American Association of Advertising Agencies.

Among the highlights:

■ One out of four respondents reported a significant change in compensation practices during the past two years. ANA said that most such changes involved a switch to a fee method of compensation or greater use of agencies on a partial service arrangement. (A total of 162 responses

Washington has "Radio Reloj," English lessons, Embassy Row & WFAN-FM

Because it's a seat of government with a lot of international flavor, Washington is a collection of communities comprising a city. One of the most important of these is the Pan American community. That's why WFAN-FM takes a few extra steps in its special Pan American programming. Our morning drive time is known as "Radio Reloj"—clock radio—and features news of importance to the Pan American community approximately every three minutes. We keep time with events that are important to our listeners and go into depth with special programming at the right time . . . like a special on Ecuadorean Independence Day when it's that time of year. We keep our audience aware of the U.S. Government's Project ADELANTE, because this plan to assist Spanish-speaking people in learning English was so important to Washington's Pan American residents. Cooperation and assistance from the many embassies in Washington enables us to provide cultural programs of interest. WFAN has become Washington's only good-will ambassador to the Pan American community and we're proud to be here.



*Allegory of the
Pan American Union*

" . . . I would like to express appreciation for your unselfish efforts in the direction of establishing and maintaining communicative ties in order to bring to bear a more closely knit Spanish community . . ."

CARLOS M. ROSARIOS, Executive Secretary
D.C. Community Advisory Committee
Washington, D.C.

" . . . I have received a great many favorable responses to the broadcast. Yours has been one of the finest examples of public service . . ."

ALFRED ORTIZ, Director
Project ADELANTE
Washington, D.C.

" . . . I want to take the opportunity to congratulate you for the excellent informative coverage of newsworthy, relevant events, cultural and musical broadcasts . . ."

FERNANDO ANTELO GIL, Secretary
Embassy of Bolivia

" . . . I want to extend to you my congratulations on the excellence of 'La Grande.' I can assure you that it fulfills the varied needs and functions of the Spanish-speaking community . . ."

WALTER I. FERNANDEZ ILLA
Embassy of Uruguay

" . . . the presence of the Spanish culture and language is maintained, I believe, instrumentally through WFAN-FM, contributing to the presence of Spanish values in this country . . ."

LUIS JAVIER CASANOVA
Cultural Attache
Embassy of Spain

" . . . the metropolitan area has so few outlets for communication to the Spanish-speaking community and the fact that your station has been most generous to our organization is a most valuable and helpful contribution to our efforts . . ."

CONSUMER PROTECTION CENTER
The George Washington University
Washington, D.C.

La Grande . . . Dial 100.3

WFAN-FM

Washington, D.C.

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



were received in this compensation area).
 ■ Median agency gross income on respondents' accounts—expressed as a percentage of media billings—was estimated to be 16%-18%. Packaged goods companies in the over-\$10 million ad expenditure category tended toward the lower figure, while 25% of industrial advertisers exceeded 20% with a median of 18%. Individual arrangements ranged from a low of 8% to a high of 55%.

■ There has been a steady trend upward toward the use of 17.65% instead of 15% as the mark-up factor to be applied to production costs and to other purchases of supplies and services). With four out of five agency compensation arrangements at the 17-plus percentage, the 15% factor was found the most often in long-standing contracts of packaged goods companies or consumer durables companies.

■ Of particular broadcast interest: Many of the fee arrangements and a total of 11 media commission arrangements provided for a "fixed schedule of charges for preparation of print and broadcast advertising. Thirteen companies paid for storyboards on an hourly rate, negotiated fee or other basis."

■ The ANA report took note of inordinate interest in the broadcast service phase of the report, putting this down to the "large sums of money involved, the complexity of handling and the gains to be realized through increased efficiency."

The survey report found that noncommissionable media and collateral services (special fees, service charges, production mark-ups etc.) "continue to make up an increasing percentage of agency income." ANA cited AAAA figures that showed 37% of agency income derived from supplemental charges in 1965, and 41% in 1970. ANA said its survey "indicates" that this trend will continue."

Advertisers are paying more of research costs, the survey found, with the number of arrangements in which research is included as part of full service and compensated by media commissions,

continuing to decrease "with each ANA survey." Agencies cost of copy-testing in 35% of the survey arrangements, and in but 5% of package-testing projects.

In noting the use of fee arrangements, ANA found that, nevertheless, most agencies use the media commission system "as a benchmark in evaluating the dollar effect of such alternative approaches."

A few packaged goods companies, said ANA, appeared the most active in moving to fee arrangements in negotiating annual fees that more specifically relate agency services to advertiser requirements or in using agencies on "partial services" (as in handling media through a buying service or handling certain functions themselves).

FTC chairman urges challenge to ad claims

It's to advertisers' advantage to join in hollering copper on their rivals, Kirkpatrick advises AAF

The chairman of the Federal Trade Commission last week encouraged advertisers to challenge each other's advertising claims if they think the claims are insufficiently documented.

Miles W. Kirkpatrick told a luncheon audience at the American Advertising Federation convention in Washington that the reluctance of advertisers to question their competitors' sales pitches in this way is "unfortunate." He said such direct tactics would encourage "economically meaningful" competition in the areas of quality and price.

"How is a consumer to know that a few advertisers had virtually no substantiation for certain claims if no one tells him?" Chairman Kirkpatrick asked. "Why should not a competitor of the advertiser who had literally no substantiation for certain claims take fair advantage of his competitor's lapses?"

The chairman's speech was devoted largely to the FTC's program of requir-

ing selected industries to submit data that would substantiate their claims, so that the information could be considered by the trade commission and then released for public inspection. He said the program was designed to "assist consumers in making rational choices among competing claims for similar products"; to increase the likelihood that advertisers will "think twice" about making claims before they have documentation, and to encourage challenges by competitors, thereby enhancing competition generally.

Although the substantiation scheme is not fostering such challenges, Mr. Kirkpatrick noted with approval that the television networks now permit, "on a pilot basis," direct comparisons in commercials. He called this development "an important complement to the possibilities opened by the [FTC] program."

However, the chairman acknowledged that the substantiation program is not, and probably could not be, more than a limited tool in furnishing effective product information to consumers. Noting that substantiation brings into play "only those product characteristics which the advertiser chooses to promote in his advertising," he said that it is therefore "an inappropriate 'trigger' for a program designed to furnish the consumer with relevant product information." Even worse, he said, advertisers may duck demands for substantiation of claims by avoiding all claims that could be subjected to objective testing.

He said, however, that the FTC is in the early stages of devising a pilot program aimed at increasing the amount of available relevant product information.

FCC wants to unmask buyers of political ads

Sources of payment would be announced under new sponsor-identification rule

In a delayed reaction to a court case it lost in 1967, the FCC last week initiated a rulemaking aimed at preventing political-campaign committees from hiding their sponsorship of political programs behind a "straw entity."

Under its proposal, the term "sponsored" would be defined as "paid for," in accordance with its accepted use. Also, the FCC would permit the term's use only to identify the person or group paying for the material broadcast.

Five years ago the commission held that WHAS-TV Louisville, Ky., had violated the sponsorship-identification rules when it identified the sponsor of a political program simply as the Committee for Good Government even though, the commission said, the station should have known that the political organization of one of the gubernatorial candidates had prepared the program and paid for its presentation on the air. However, WHAS-TV contested a \$1,000 forfeiture that the FCC sought to impose, and first a U.S. district court in Kentucky and then the U.S. Court of Appeals for the sixth circuit ruled in the station's favor (BROADCASTING, Dec. 11, 1967).

The effect of the decision, the com-

BAR reports: television-network sales as of May 7

CBS \$230,168,600 (36.6%); NBC \$206,422,400 (32.9%); ABC \$191,516,200 (30.5%)*

Day parts	Total minutes week ended May 7	Total dollars week ended May 7	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday					
Sign-on-10 a.m.	82	\$ 466,900	1,263	\$ 7,832,500	\$ 7,772,400
Monday-Friday					
10 a.m.-6 p.m.	984	6,828,000	16,845	122,809,500	114,511,900
Saturday-Sunday					
Sign-on-6 p.m.	345	3,752,800	5,789	77,423,800	60,862,000
Monday-Saturday					
6 p.m.-7:30 p.m.	94	1,548,000	1,648	32,625,200	27,351,900
Sunday					
6 p.m.-7:30 p.m.	12	172,400	261	6,270,900	10,373,800
Monday-Sunday					
7:30 p.m.-11 p.m.	397	16,515,000	7,134	348,614,600	340,551,200
Monday-Sunday					
11 p.m.-Sign-off	161	2,108,900	2,493	32,530,700	22,913,600
Total	2,075	\$31,392,000	35,433	\$628,107,200	\$584,336,800

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

REAM

PRIME TIME

Did your station look a little different to you when you came back from NAB?

Did you get the feeling your present equipment might be trying to tell you something? That you really don't have to put up with the frustrations that outdated equipment can cause? And that now is the time to do something about it?

If this begins to sound familiar, it wouldn't be surprising. Not after what you saw at the NAB.

There was a lot to see and a lot of new ideas to think about—a lot of highly innovative equipment on exhibit for the first time.

Station owners, managers and engineers were doing more than just looking. They wanted to see the equipment in action. They were asking very specific questions, making comparisons and getting involved in equipment demonstrations.

They were examining the latest in automation techniques, looking for new ways to expand local production capabilities and searching out the cost-performance advantages of each new equipment offering.

"Future compatibility" was an important consideration. They wanted assurance that an investment in cameras, transmitters, VTR's and other equipment *today* would fit into their plans for *tomorrow*.

So when they came to the RCA exhibit, they found that a lot of their interests had been anticipated.

TCR-100 cartridge recorders were demonstrating station break automation—and reporting the experiences of a growing number of users. Operational simplicity was emphasized in hands-on demonstrations.

New color cameras for both studio and telecine operations incorporated several automatic features—suggesting opportunities for better picture quality with less reliance on manual operation.

A new concept in video switching—a versatile multi-mix switcher, showed some new dimensions in creative production.

And a computerized tv transmitter control system highlighted a display of the most completely solid state tv transmitters ever made—transmitters with such *tomorrow* advantages as cleaner signals, lower maintenance requirements and more reliability.

Which helps explain why the RCA exhibit was named "Tomorrow Systems . . . Today".



Presenting the "Telecine" generation... superb film quality... automatically.

Audiences in the telecine area, witnessed a demonstration of a new color film camera that finally does something about improving color film reproduction. The TK-28 color film camera was programmed with sequences of film that deliberately presented typical picture quality problems—involving variations in density and contrast range, problems with low color saturation, film base errors and scene matching. And with color fidelity.

The TK-28 solved them all—automatically.

This is the kind of performance needed to achieve continuously uniform picture quality from beginning to end—even in difficult multi-source sequences such as the news.

How does the TK-28 do it? With instant automatic level control, preselectable Chromacomp, and an exclusive automatic color corrector.

A new order of circuit simplicity

with a three-tube (vidicon or lead-oxide) design and precision prism optics contribute to its dependable

quality performance, approaching that previously associated only with live cameras such as the TK-44B.



On display was a unique multiplex system with one TK-28 installed internally and the other, externally—providing a two-output color system in the same floor space normally required for a single output system.

In a grueling test of reliability... the "Cart" plays on.

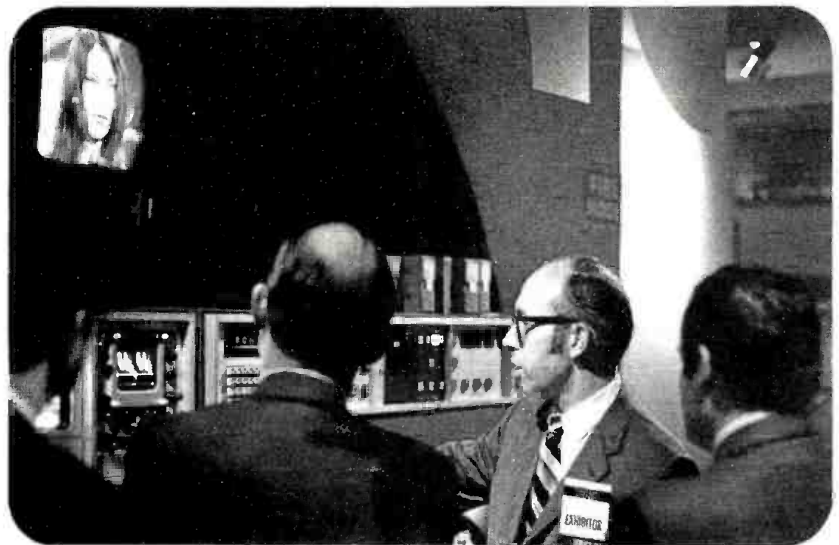
For ten hours a day—day after day—two TCR-100's were in action almost continuously. One carried taped reports from KIRO-TV, Seattle; WWL-TV, New Orleans; WJAR-TV, Providence; KSLA-TV, Shreveport; and WUTV, Buffalo—talking of cost savings, manpower utilization, and reliability of their new machines. Another permitted hands-on operation by the numerous visitors interested in checking and comparing TCR-100 operations in light of their particular needs.

A rough workout, certainly! But the two machines just ran and ran and ran, which makes the "Cart" a real winner, especially under these somewhat abnormal operating conditions.

Response to the hands-on demonstrations was enthusiastic. As one chief engineer put it, "The logic is just about foolproof. If you try to set up a sequence that is impossible, the machine just waits and asks for more instructions."

As a result of TCR-100 exposure at the convention, 1972's initial production has already been sold out.

An accelerated program is, therefore, planned to handle the influx of new orders.



On-the-job performance in 17 tv stations has already proved the dependability and efficiency of the TCR-100. Over 400,000 on-the-air plays have been chalked up since last October. And on the average, an RCA video cartridge is broadcast every 26 seconds.

RCA PRIME TIME

"Studio of Tomorrow" Accents Profitability in Local Production

"Automatic" TK-44B Color Camera
A demonstration, sans video operator, revealed three new automatic features of the TK-44B—automatic white balance, automatic black balance and automatic iris.

As crowds looked on, show after show, the camera operator would set up the TK-44B by merely capping the lens—which automatically adjusted black balance. He'd then focus on a white area of the scene and touch a button to automatically establish white balance. And automatic iris control permitted the presentation to proceed without a video operator.

While they watched, the same composition was exposed alternately to drastically different light sources. And each time, white balance was restored instantly—holding a consistent colorimetry from scene to scene.

They witnessed an end to the candle power race as all studio lights were extinguished and a color picture built from scratch with flashlights. And they saw how scene contrast compression could pick out important detail in the shadows of high contrast television scenes.

These new techniques make the

TK-44B easier to set up and operate. They bring it closer than ever to the automated camera of the future

where finest quality pictures can be produced with little or no technical manipulation.



A look at a white card or any white area of a scene allows the cameraman to automatically adjust TK-44B white balance for consistent scene-to-scene colorimetry.

Middle-Priced TK-630 Color Camera

A new color camera in the "less-than-\$40,000" price range was introduced in the RCA studio.

It uses three 25 mm, separate mesh, lead-oxide pick-up tubes—one with extended red. Its sealed prism optical system is much the same as that



The middle-priced TK-630 produces top quality pictures and makes an ideal primary camera in many situations, an excellent utility camera in others.

used in premium quality broadcast cameras such as the TK-44B. And a totally solid-state design includes extensive use of integrated circuits for compactness and extended reliability.

The TK-630 represents an outstanding value in terms of performance.

New multi-mix switcher

Kickoff to the camera presentations was a short preview of a new RCA multi-mix switcher with exclusive first-time features.

Operation of the switcher is like that of an audio console, with a linear fader on each of six inputs and the capability of mixing as many as six scenes simultaneously.

The switcher, TS-52, was coupled with a new TA/TE-70 special effects system—also with a number of first-of-its-kind features: (1) a halo effect, (2) C-insert capability for changing

backgrounds behind titles with wipes, fades or dissolves, (3) non-repeat patterns, and (4) mask key for wiping inserts on or off.

Valuable benefits of the TS-52 are ease of entry to the effects buses and attendant new opportunities for innovative production.



Versatile, easy to operate and innovative, the new RCA multi-mix switcher introduces a whole new dimension in production flexibility.

New highband and lowband transmitters protect today's investment in the future.

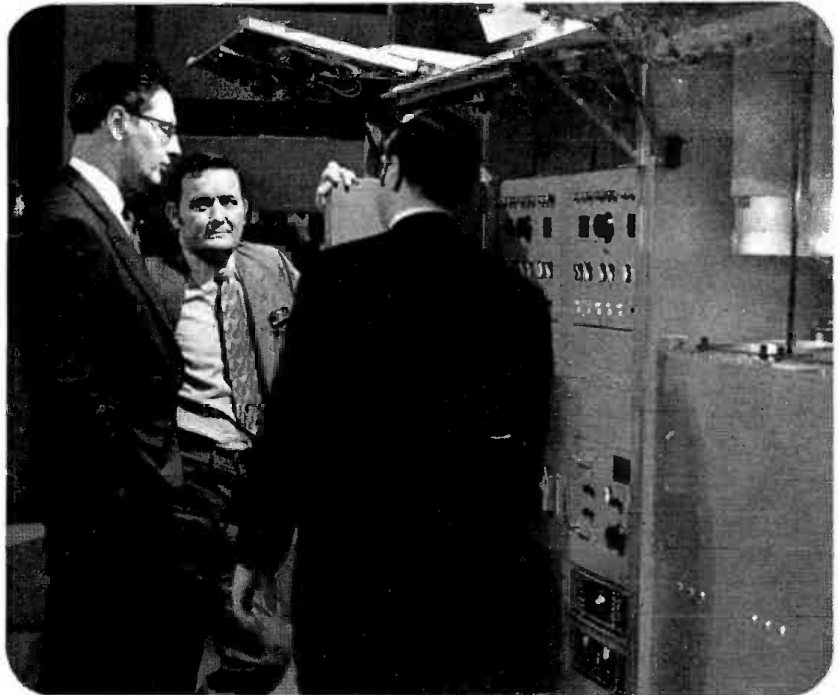
Two new RCA VHF-TV transmitters were shown at the NAB for the first time—the 50-kilowatt highband TT-50FH and the 25-kilowatt lowband TT-25FL.

The TT-50FH is a fully parallel system to protect against transmitter outages. It features solid-state diode modulation, only two tuned video amplifier stages, and it's the most completely solid-state transmitter of its kind ever made. Only two tube types are needed.

The TT-25FL features solid-state electronics to the IPA level and requires only three tube types. Low cost and compact design make it highly suitable for alternate-main operations. Two complete TT-25FLs require less floor space than most single 25-kilowatt transmitters in operation today.

Used in pairs, it offers utmost protection against costly off air time and permits routine "nine-to-five" maintenance on both units.

Both the TT-50FH and TT-25FL are future-compatible equipment and are designed for unattended operation and computer control.



A major point of interest for visitors was the advanced solid-state circuitry of the TT-50FH and its payoff in maximum reliability and performance, minimum operating costs and longer operating life. The first is already in operation at WHO-TV, Des Moines, Iowa.

RCA PRIME TIME

Computer control of transmitters... a preview of the future.

RCA's "Tomorrow Transmitting Systems... Today" exhibit demonstrated how a computer can be used in unattended transmitter operations.

Broadcasters were able to see the computer in action in a simulated operation.

They saw how a computer could monitor, display and log not only the parameters now regulated by the FCC, but also many others needed for maintenance and performance evaluation. They saw the computer issue warnings when it spotted potential trouble areas. They also saw it take corrective action on specific problems.

Computer control is adaptable to individual requirements. Assignments can range from warning of tower light failure to computing and automatically adjusting such critical parameters as VSWR. And it's capable of handling one or more transmitters.



RCA Computer Control System—another part of the future, available to RCA transmitters today.

Future-compatible broadcast equipment... Tomorrow Systems Today

mission said in its notice of proposed rulemaking last week, was to "allow a committee that was only a straw entity for a political-campaign organization to lend its name to that organization so that the ostensibly nonpartisan committee could be identified as the sponsor of the political program broadcast."

The rulemaking also contains a proposed clarification of existing rules requiring stations to maintain lists of officers, members of executive committees or directors of groups that pay for program material other than commercial or service announcements.

The commission's proposed rules would require stations to keep such lists on file for two years for political broadcasts or material involving controversy. Stations also would be required to announce the name of the organization or committee at the beginning and end of the broadcasts involved, although only one announcement would be required in programs not exceeding five minutes.

Comments on the proposed rules are due by June 26, with replies due by July 10.

Whose responsibility to identify sponsor?

That's question at issue in broadcast of medical PSA that drug firm underwrote

The FCC is considering a complaint against WVA-TV Harrisonburg, Va., alleging that the station broadcast a public-service announcement without revealing that the spot was financed by a commercial entity.

The National Welfare Rights Organization asked the commission to take remedial action against the station for broadcast in the latter part of 1971 of a 60-second PSA supplied by the American Academy of Pediatrics. The spot, which dealt with hyperactivity in children, was funded by a \$7,400 grant from Ciba Pharmaceutical Co.

The NWRO complaint, which was prepared by Geoffrey Cowan of the Center for Law and Social Policy, alleged that WVA-TV's failure to obtain information from AAP regarding Ciba's involvement in the announcement, and its failure to identify Ciba as the sponsor of the spot, were violations of the Communications Act.

It claimed that the message could have the effect of encouraging parents to seek medication for hyperactive children, thus fostering a self-serving interest by Ciba, the manufacturer of Ritalin, a drug prescribed by physicians to treat hyperactivity.

Gilmore Broadcasting, licensee of WVA-TV, replied that it had never been informed by either AAP or National Television News, a Detroit firm that produced the spot, about Ciba's underwriting of the campaign. It contended that its failure to seek out that information did not constitute a violation of the Communications Act, claiming that it was not Congress's intention to impose liability on licensees who unknowingly broadcast material without the proper sponsorship

identification as a result of the failure of others to furnish it with that information.

AAP also filed an objection to the NWRO complaint, claiming that Ciba had no control over the content or production of the announcement and that its involvement in the campaign was limited to the underwriting function.

The Profile case in retrospect

First advertiser to use remedial ads tells of painful decline in sales

ITT Continental Baking Co.'s corrective advertising for its Profile bread may have cost the company heavily. Sales have declined "substantially" since the onset of Federal Trade Commission charges against the ITT baking division and the subsequent settlement agreement between the advertiser and FTC, a company official said.

It was in that agreement, announced last July (BROADCASTING, July 5, 1971), that ITT Continental said it would devote 25% of its Profile ad budget for one year to ads designed to offset previous Profile advertising. The corrective advertising (featuring Julia Meade in a one-minute filmed commercial) has been running in Profile markets on a staggered schedule since last September.

Arthur Ostrove, general advertising manager for Continental Baking products, disclosed the sales decline when questioned last week as to the general effectiveness of his company's corrective advertising. Mr. Ostrove, who would not specify the extent of Profile's sales drop, told BROADCASTING that an "incorrect impression" had been circulated to the effect that corrective ads were responsible for a positive increase in sales. He said: "Profile sales have not been at all favorable this year. It is not true that our cor-

rective advertising has increased sales positively for Profile bread."

Mr. Ostrove said that Profile had devoted 25% of its media budget to the corrective ads, which have run concurrently with its conventional advertising. The conventional ads on TV also feature Julia Meade and stress the theme, "Delicious Taste Makes Profile a Family Affair"—the concluding line spoken by her in the corrective TV ad.

The Continental Baking official said he was "not sure of the posture" Profile will assume in its advertising and media plans once the current corrective advertising is off the air (the schedule will be concluded in all Profile markets on various dates this summer). He specified, however, that the company will be planning a "new campaign" for Profile. Ted Bates & Co., New York, is the agency for ITT Continental, Rye, N.Y.

Industry sources, however, indicated there had been some reduction in budget but it was believed that there was a much greater reduction in frequency because Profile switched from 30's to 60's in the belief that the corrective ads could not be handled as well in 30's. Virtually all of Profile's advertising is in spot television.

The Profile-FTC agreement had been recognized at the time by the FTC as a "landmark decision," the first time any company had agreed to a corrective advertising provision of a consent order.

The agreement followed FTC charges that the baking company had made false weight-reduction claims in its TV commercials and in other advertising.

Mr. Ostrove indicated his company traced the decline in sales as beginning last July, "about the time the agreement with FTC was announced." Earlier, a Ted Bates official said that reports of sales increases tied to the corrective ads were not true to the best of his knowledge, and that he had heard the company expound on this at length in the past few months.

Network TV chalks up its highest April billings

Advertiser spending in network television during April hit \$145.4 million, the highest billing ever posted for that month, according to the Television Bureau of Advertising. The month's total was 9.3% ahead of April 1971 and 3.9% over the previous all-time high for April (1969 when spending was \$140 million).

In the four-month period, January-April this year, the increase over the like period in 1971 was 9%, and about 2% behind 1970's first four months whose total billing included cigarette advertising and was registered before the effective date of the FCC's prime-time access rule.

Network television time and program billing estimates by day parts and by network (add \$000)

	April			January-April		
	1971	1972	% change	1971	1972	% change
Daytime	\$ 40,780.5	\$ 46,997.7	+15.2	\$ 170,864.3	\$ 197,018.1	+15.3
Monday-Friday	28,671.8	28,936.1	+ 0.9	115,592.6	123,347.1	+ 6.7
Saturday-Sunday	12,108.7	18,061.6	+49.2	55,271.7	73,671.0	+33.3
Nighttime	92,223.3	98,432.4	+ 6.7	376,546.2	399,697.1	+ 6.1
Total	\$133,003.7	\$145,430.1	+ 9.3	\$ 547,410.5	\$ 596,715.2	+ 9.0
		ABC		CBS	NBC	Total
January		\$ 44,484.7		\$ 55,687.6	\$ 47,903.9	\$ 148,076.2
*February		44,809.4		53,203.6	51,065.9	149,078.9
*March		46,902.6		55,851.1	51,376.3	154,130.0
April		45,892.3		53,119.7	46,418.1	145,430.1
Year-to-Date		\$182,089.0		\$217,862.0	\$196,764.2	\$ 596,715.2

* Revised

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.



Senator Moss

For Moss it's hurry up and wait

Truth in Advertising bill musters minimal support; advertisers prefer self-regulation, while FTC's Kirkpatrick cites prohibitive cost factor

The Federal Trade Commission last week threw another curve at the proposed Truth in Advertising Act. In hearings before the Senate Commerce Committee, FTC Chairman Miles Kirkpatrick said that the bill (S. 1461), if enacted, would prove too costly—to advertisers, to the FTC and to consumers.

Senator Frank Moss (D-Utah), chairman of the committee's Consumer Subcommittee, is sponsoring the bill. It would require advertisers to make written documentation available to consumers for advertising claims related to safety, performance, efficacy, characteristics or comparative prices.

Last October, Mr. Kirkpatrick urged the committee to delay any action on the bill until the FTC's own advertising documentation program had been assessed (BROADCASTING, Oct. 11, 1971). That

study is still incomplete, but Mr. Kirkpatrick said that one fact apparent from the program was that advertisers often provided documentation that was too technical for the layman.

His main points last week, however, were economic. He felt that there would be unknown costs placed on advertisers in order to maintain data substantiating advertising claims and to make this information available on demand to consumers. He felt that this cost would eventually be passed on to the consumer.

And he said that passage of the bill would place a financial burden on the FTC itself, since it would be the logical federal agency to enforce the act.

While opposing the Truth in Advertising bill, Chairman Kirkpatrick favored another Moss measure, the National Institute of Advertising, Marketing and Society Act (S. 1753), which would establish a national clearinghouse to study the impact on society made by advertising and marketing techniques, including economic, psychological and social effects.

At one point during last week's hearings, Senator Moss pointed to long delays by advertisers in replying to FTC advertising substantiation demands. Strong legislation, Senator Moss maintained, would force advertisers to make such information more readily available.

The Moss assertion that one of the greatest single reasons for enacting the

bill was the long turn-around time for advertiser substantiation of claims was endorsed by Erma Angevine, executive director of the Consumer Federation of America. In her testimony, Mrs. Angevine dismissed the possibility of self-regulation. "To consumers, these promises of industry self-regulation are too often used to divert Congress or a regulatory agency from approving—or even discussing—regulatory legislation or rules."

Early last February the Consumer Federation sent several letters of complaint about a number of TV commercials to the National Advertising Review Board in New York—a self-policing arm of the advertising industry—for consideration. According to Mrs. Angevine, "NARB's only substantive response" was a visit from the vice president of the National Council of Better Business Bureaus who told CFA members that while the complaints filed with NARB were well documented, "results would be slow and perhaps years in coming," and that investigations would be held in secret.

In addition to supporting the Truth in Advertising bill, the Consumer Federation has demonstrated activism in the area of counteradvertising, and has supported work done by the Stern Concern, Los Angeles-based public-interest production firm, which has already turned out two counteradvertising announcements (BROADCASTING, May 1).

Two other witnesses also supported both bills, Mark Silbergeld, an attorney with Ralph Nader's Public Interest Research Group, Washington, and Lawrence S. Blumberg, representing Public Action to Protect Environmental Resources (PAPER), New York.

Another angle of vision was provided by Ambassador Charles Yost, chairman of the National Advertising Review Board, who re-examined the development of that industry organization and suggested that such private attempts at self-regulation, combined with FTC regulation, will provide effective remedies for deceptive advertising without the need for new law.

He said the proposed advertising and marketing institute would be another valuable ally in that endeavor, and endorsed the bill that would create such a clear-

Witnesses. Among those who testified at last week's hearings on Senator Moss's Truth in Advertising bill were (l to r): FTC Chairman Miles Kirkpatrick, who said the bill would prove too costly to advertisers, consumers and the FTC; Erma Angevine, executive

director, Consumer Federation of America, who felt the measure was the only means to guarantee rapid ad documentation; Charles Yost, chairman, NARB, who disagreed and suggested that a blend of industry self-regulation and FTC policing would be best; Peter



inghouse for ad impact studies.

Peter W. Allport, president of the Association of National Advertisers, said the documentation bill was laudable in its intention but would have the "ironic effect" of leaving the consumer even less informed. Citing Mr. Kirkpatrick's own analysis, Mr. Allport said that only those with specialized knowledge would be able to evaluate advertising documentation.

The problem would be even greater with claims that are more "generic" than specific, he said. They are based on the broad judgments of experts who have devoted a lifetime to their fields. Genuine description of "pertinent research or other data," in this case, would mean giving the consumer "a complete education up through the PhD level in one specific field," Mr. Allport said.

Mr. Allport also questioned what the proposed ad institute might accomplish. "I find it hard to conceptualize or visualize meaningful studies or examinations of effects on society which are limited to a single causative factor," he said.

Howard H. Bell, president of the American Advertising Federation, was scheduled to testify but was unable to appear. He will testify next week.

More time for U.S. Media

U.S. Referee in Bankruptcy Edward J. Ryan has adjourned until June 13 a hearing on a petition to bar the Westinghouse Broadcasting Co. and other broadcasters from suing in court to collect directly from advertisers for services rendered but not paid for because of bankruptcy proceedings started by U.S. Media International, New York.

Judge Ryan has collected evidence from various witnesses and adjourned the hearing. Meanwhile, a spokesman for the creditors committee said it has rejected a U.S. Media offer to settle on the basis of 55 cents on the dollar, saying there were some provisions that were unacceptable.

In its petition for reorganization under Chapter 11 of the Federal Bankruptcy Act, U.S. Media listed liabilities of \$8,095,215 and assets of \$4,158,159 (BROADCASTING, Oct. 18, 1971, et seq.).

Allport, president, ANA, who said that the bill would effectively reduce the flow of information to consumers; Mark Silbergeld, Public Interest Research Group, confident of the bill's adoption, who examined the possibility of civil suits against those advertisers

Court sticks by new spending law

Broadcasters rebuffed in attempt to have parts of Federal Election Campaign Act ruled unconstitutional; counsel for losers promises fight is not over yet

A three-judge federal court in Washington says that Congress can require broadcasters—as "licensees of a public trust"—to give political advertisers the same cost advantages the stations have chosen to give to steady customers advertising underarm deodorant and cat food.

The court made the comment last week in a brief, unsigned order denying the request of 42 broadcast licensees that portions of the new Federal Election Campaign Act be declared unconstitutional and that the Justice Department be enjoined from enforcing them.

The broadcasters, clients of the Washington law firm of Smith & Pepper, contended that the new law—the first effort at reforming political-campaign practices in 45 years—violates their rights under the First and Fifth Amendments to the Constitution.

The decision does not mark the end of the broadcasters' effort. Arthur Weinberg, who argued the case for Smith & Pepper in behalf of the licensees, said a decision will be made as to whether the three-judge district court will be asked to reconsider its decision or whether the decision will be appealed to the Supreme Court.

If the latter route is chosen, the National Association of Broadcasters will be asked to participate. Mr. Weinberg said the firm has borne most of the expense of the litigation thus far, in the belief that "someone" should challenge the law.

The allegation concerning the First Amendment turns on the statute's "certification" requirement. It prohibits individuals or groups from buying time in behalf of a candidate without his consent; this is to assure compliance with the spending limitations written into the law. However, groups opposed to a candidate need not obtain anyone's consent to buy time for

a spot to attack him, unless the spot is authorized by, or may "reasonably" be imputed to, a candidate.

The court said the provisions raise "substantial" First Amendment questions. But it also said that they cannot be resolved "in a vacuum without aid of practical experiences in the operation of this admittedly somewhat experimental enactment."

It was in rejecting the Fifth Amendment argument that the court analogized political candidates to sellers of deodorants and cat food. The broadcasters had claimed that the act denies them the right of due process in requiring them to make time available to political candidates at their "lowest unit" charge and, in addition, discriminates in favor of newspapers and magazines in specifying only that their charges to political candidates for space be no more than those made "for comparable use" of such space.

But, the court said, "television stations," unlike newspapers "are licensees of a public trust." (The court consistently referred to television stations, although the law applies to radio stations as well.) And in specifying the lowest unit charge, the court said, "Congress was merely imposing upon its licensees an obligation to hold down the cost of political advertising." It added that the rates specified are those which broadcasters have evolved, "and, in most instances, at least, must be presumed to be compensatory." The court said Congress can require "those to whom the airways are licensed to give political advertisers the same cost advantages" they give steady customers.

The court also rejected the argument that the statute is vague as to whether broadcasters are required to make the lowest unit charge available to nonfederal as well as federal candidates. The suit noted that the statute defines "legally qualified candidate" as one who meets the qualifications for the "federal office for which he is a candidate." However, the court said the act is "clear and unequivocal" in asserting that the lowest unit charge applies in the case of any "legally qualified candidate for any public office." The FCC's interpretation of the applicable section as applying to any

not in compliance with its provisions, and Lawrence Blumberg, of PAPER, who expressed hope that the bill also would encompass ecological advertising. The Moss hearing is scheduled to wind up on May 31.



candidate is correct, the court affirmed.

One argument made by the broadcasters that was not discussed in the opinion dealt with the provision in the law prohibiting candidates from spending on radio and television more than 60% of the total they are allowed to invest in their campaigns. The suit claimed this limitation also violates broadcasters' Fifth Amendment rights.

The special panel issuing the ruling consisted of Judge Harold Leventhal, of the U.S. Court of Appeals in Washington, and U.S. Judges Gerhard Gesell and Oliver Gasch.

Hot line for sports breaks

Bristol-Myers's Vitalis has installed a "hot line" to keep it up to date on local sports programming by television stations in 40 markets.

Rick Glosman, broadcast buying coordinator in Bristol-Myers's advertising services department in New York, has a special line to handle calls direct from the stations. The objective is to give Vitalis the opportunity to participate in, and maintain identity with, sports programming of local appeal.

The participating stations have prints of commercials and creative materials on hand should a fast-breaking sporting event result in last-minute local sports programming and a Vitalis decision to use a commercial in the show. Young & Rubicam, New York, is the agency for Vitalis.

Vitalis said the line was used several days before WNAC-TV Boston scheduled a half-hour special, *Fire on Ice*, preceding the Stanley Cup playoff game of May 11 between the New York Rangers and Boston Bruins hockey teams. Word of the scheduled program—in a call to Mr. Glosman, (212) 644-2935—resulted in Vitalis ordering full sponsorship of the special.

Faster payments reported in spot

Station sources indicate the incidence of slow pay in spot television has declined noticeably this spring. That word was passed on last week by Warren W. Middleton, executive secretary of the Institute of Broadcasting Financial Management, to the advertising agency financial management group of the New York Credit Association.

Mr. Middleton said that IBFM is still proceeding with plans to establish the Broadcast Credit Association within weeks. The association will inform agencies of their credit standing at the same time it tells stations about the aging status of agency receivables.

Mr. Middleton said the reports of "substantial" improvements in payments have come from informal statements of stations and station representatives and that it was difficult to translate them into percentages or figures because "none are available, and this is one of the reasons we are embarking on the broadcast credit association project."

Blanket exemption denied radio-TV

No scrapping of over-all price controls, but council points to earlier easings

The Cost of Living Council has rejected the National Association of Broadcasters' plea that radio and television advertising rates be exempt from price controls.

The council said the Price Commission has already taken two actions aimed at easing price-control restrictions for broadcasters. One permits individual advertising rates to rise, as long as the average of all rates remains stable. The other, adopted May 3, exempts small businesses with 60 employees or fewer from price controls (BROADCASTING, May 8). The council said that the exemption applies to many smaller stations.

Still pending before the Price Commission is a letter it received from FCC Chairman Dean Burch in January requesting an interpretation of the price restrictions that would permit broadcasters to apply a more flexible pricing policy. The chairman's suggested approach would permit broadcasters to adjust prices up and down in keeping with the size of their audiences ("Closed Circuit," Jan. 17). The council's disposition of the NAB request is expected to clear the way for the Price Commission action on the chairman's letter.

Canada may go after children's vitamin ads

The Canadian government has announced its intention to institute stiffer regulation of advertising for children's vitamins and related products on radio and television. Federal health minister John Munro announced last Tuesday (May 16) that new legislation will attempt to deal with what he termed "the unnecessary taking of drugs" by youngsters, which he feels can often lead to other drug abuses later in life. The new rules, which would be enforced by the Canadian Radio-Television Commission, are expected to be placed in force by year end.

B&B turns to computer firm to overcome slow payments

Benton & Bowles, New York, which is responsible for more than \$40 million in spot billing annually is now cooperating with Broadcast Data Base, New York, in the company's spot-TV administration and invoicing computerized technique to speed payments.

B&B is the second agency to authorize participation in BDB's facility. The computerized service received widespread attention earlier this year when Young & Rubicam, which bills at the annual rate of some \$70 million in spot, disclosed that its media schedules had been stored within the Broadcast Data Base system and were being continually updated (BROADCASTING, Feb. 21).

In an announcement today (May 22)

George Simko, vice president and director of media management at Benton & Bowles, drew immediate attention to the system's promise in attacking the problem of slow payments to stations. Mr. Simko said the key to solving the problem "is simply a clean invoice. Stations can get their money promptly and we can verify performance. That's really what everyone wants."

Mr. Simko said that in view of the willingness of BDB subscriber stations to add management controls to traffic and accounting procedures, "we're more than willing to cooperate by entering our spot schedules for their stations into the system." Y&R had also pointed to the computerized technique as an aid to overcoming slow-pay problems. The system stores matched station and agency records in a clean billing file for invoicing, and records which do not agree are held in a "discrepancy" file. These functions are performed overnight by the computer. Its speed permits early resolution of discrepancies.

Retailers, TVB, RAB pick the best commercials

Jackie Gordon men's store, Filene's, Woolco are among winners for TV ads

Retail commercial makers were given a pat on the back last week for their work in radio and television advertising by the Radio Advertising Bureau and the Television Bureau of Advertising. The awards which were co-sponsored by the National Retail Merchants Association, were presented during the annual NRMA sales promotion meeting held in Newport, R.I.

Top winner in the television area was Jackie Gordon, Philadelphia men's specialty store, for a 30-second spot commercial entitled "Evolution of Clothes"; and in radio, Joseph Horne, Pittsburgh department store, for its 1971 Christmas campaign.

In television the series winners (three or more commercials) were, first place: Filene's, Boston, department store; and honorable mentions: J. C. Penney, Atlanta, and J. M. McDonald, Hastings, Neb.

In addition, first- second- and third-place TV awards were presented to stores under three market rankings: markets one to 50, 51 to 100 and 101 and over. First prize winners in the respective markets were Woolco, New York; Sidney's, Roanoke, Va., and the Light Boutique, Sioux City, Iowa.

A separate award in the food category was given to A&P grocery chain, Milwaukee, for a TV spot about steak, and a special award for a public-service campaign was presented to the Philadelphia Merchants Association for its campaign against shoplifting.

Radio awards for excellence were handed out in three categories. First place winners, in item advertising: Wrangler Wroost, a chain of boutique clothing stores; special promotion category: Franklin Simon, Atlanta; and institutional: S&S Valley Tire, Kent, Wash.

Yakkity sax. Bissell Inc., Grand Rapids, Mich., carpet and upholstery cleaning equipment manufacturer, through Norman, Navin, Moore and Baird, there, will sponsor one hour musical special on NBC-TV, *Star Spangled Boots*, Tuesday, Aug. 29 (9:30-10:30 p.m. NYT). Special stars Boots Randolph with guests Doc Severinsen, Barbara McNair and Chet Atkins. Also on NBC-TV, Dr. Pepper Co., Dallas, through Young & Rubicam, New York, will sponsor one-hour special, *Good Vibrations '72 from London* Tuesday, July 18 (9:30-10:30 p.m. NYT).

Hollywood branch. Jack Wodell associates, San Francisco-based agency, has opened branch office in Hollywood to service industrial and consumer accounts, particularly motion-picture industry clients. Concurrent with new office, it was announced that Warner Bros. Pictures and United Artists Theaters have appointed agency to handle their accounts. Staff of branch operations has been formed with shift of five employes from San Francisco office. *Jack Wodell Associates, 6922 Hollywood Boulevard, Suite 418, Hollywood, 90028.*

Warm-weather campaign. Baskin-Robbins ice cream stores, Burbank, Calif., through Carson/Roberts division of Ogilvy & Mather Inc., Los Angeles, this week begins annual warm-weather campaign on national basis for more than 1,000 franchise outlets. Television will be used in 46 top markets, with two different spots to be rotated. Campaign will run through June. TV buys will be for day times and early-evening hours with more than one station used in many markets.

Expands retail TV commercials workshops. Television Bureau of Advertising is putting its retail TV commercials workshops into Los Angeles (June 20), Atlanta (June 23) and Chicago (June 27) as result of success with its first such meeting, held last month in New York. Retailers cast in featured roles give other retailers advice on how they can produce more effective commercials at low budget. Reservations for workshops, 8:45 a.m. to 4 p.m., including also reception and luncheon, are handled by Tom McGoldrick at TVB, one Rockefeller Plaza, New York 10020, (212) 757-9420.

Grey in D.C. Grey Advertising opened its eighth U.S. office at 1150 17th Street, N.W., Washington. Paul S. Fields is manager.

Expressway campaign. Continental Air Lines, Los Angeles, through Needham, Harper & Steers, same city, has started three-month \$1.5-million advertising and marketing effort designed to solidify and increase traffic on Chicago to Los Angeles, and Los Angeles to Chicago runs. Extensive TV, radio, newspapers and outdoor media are being used to describe Continental's "Expressway" approach to traveling between West Coast and Middle West cities. Idea is to equate flying Chicago-L.A. route with fast, direct auto travel on expressway or freeways.

The FCC's ears are burning

It gets stronger message from Staggers than from monitoring staffer's phone

Printed on page 3 of the FCC's telephone directory is this bit of intelligence:

"No electronic, mechanical, or other means of monitoring telephone communications by or to officials and employes of the Federal Communications Commission shall be used without the knowledge of both parties."

If commission officials early in 1970 had heeded that paragraph, they might have been saved an uncomfortable day of testifying before Chairman Harley O. Staggers (D-W. Va.) and his Investigations Subcommittee last week.

Representative Staggers had summoned Chairman Dean Burch and staffers who had been directly involved to explain an incident of monitoring involving a staff member's office telephone (BROADCASTING, May 15). Chairman Burch had already testified on the incident in closed session on March 28. The purpose of the open hearing, Chairman Staggers said, was to let other government agencies know he is opposed to "wiretapping."

Although Chairman Burch, who had approved the monitoring, and his aides who had recommended it said it was the only time the commission had engaged in such an activity, and that it was undertaken in an effort to do something about a problem that had plagued the agency for decades—leaks of confidential information—Chairman Staggers was incensed.

He called it "reprehensible and wrong." And he disagreed with the commission's contention that the activity had been legal. He said a 1968 law prohibits such telephone-message interceptions unless one of the persons involved gives his consent or a court order is obtained. Neither condition was met.

The employe whose telephone was involved was disclosed to have been a lawyer in the Broadcast Bureau. An extension leading from his phone to one in the office of the security officer, Fred Goldsmith, was installed on Feb. 17, 1970, after an "eyewitness" had informed Mr. Goldsmith that the lawyer was making agenda information available to an attorney then in private practice but formerly with the FCC. The private practitioner was also alleged to have used the office telephone with agenda items opened before him—and it was his calls the commission wanted to intercept, officials said.

After five weeks the telephone extension was withdrawn. No conclusive evidence was collected, and no action was taken against the employe, said to be elderly, in poor health and still on the FCC staff.

The commission's position was that the law does not prohibit a private concern or a government agency from inter-

cepting messages over its telephones when it believes the telephones are being used illegally. Henry Geller, then general counsel and now a special assistant to Chairman Burch, testified that he gave that as a "curb-stone opinion" when Mr. Goldsmith and Max Paglin, at the time executive director and Mr. Goldsmith's superior and now with the Office of Opinions and Review, checked the legality of the proposed monitoring with him. Mr. Goldsmith and Mr. Paglin (also an ex-general counsel) testified that they had seen nothing improper in the monitoring.

But Mr. Geller's testimony as to the advice he offered angered Representative Staggers. "You don't belong down there at the FCC at all," he said. "They shouldn't rely on you at all."

Nor did John Pettit, the present general counsel, fare any better. After he defended the formal brief the commission submitted to the subcommittee, one in which much was made of the fact that a "trespasser" was allegedly using the agency's phone, Representative Staggers told Chairman Burch: "You're getting bad advice."

Although Chairman Burch contended that the agency had acted legally, he conceded it had violated at least one provision of a commission order, issued in 1961, which deals with the subject of monitoring—and which appears to be the basis of the paragraph on monitoring appearing in the commission's telephone book. The provision, which is not limited to calls of agency personnel, prohibits the commission from using any listening device to monitor telephone conversations "without the knowledge of both parties."

Peace returns to Moline

It's been an on-and-off fight since 1957 for WQAD-TV's channel 8, but the end is now—helped by a \$400,000 payment

The out-of-court settlement involving the contest for channel 8 Moline, Ill., has been sealed with a \$400,000 payment to the group that had waged a five-year fight to displace Moline TV Corp.'s WQAD-TV as the channel occupant.

The one-time challenger, Community Telecasting Corp., had filed an appeal with the U.S. Court of Appeals in Washington after the FCC last August denied the competing application and renewed WQAD-TV's license (BROADCASTING, Aug. 23, 1971). But in March, it was learned that the two parties had reached an agreement that would terminate the suit (BROADCASTING, March 13).

The agreement has not been made public. But sources familiar with it confirmed that it involved a \$400,000 payment to Community, spread over five years. The agreement reportedly contains no accounting of expenses, and one source said the total represents "substantially more" than Community's expenses.

Under the agreement, Moline TV is said to have acquired all of the stock in Community, along with its assets and liabilities, and to have retained Community as a consultant. The consultancy provision is said to represent \$50,000 of the

Chet Huntley is 182 local radio



WINNER, Overseas Press Club Award, Saturday Review Award, George Peabody Award, Sigma Delta Chi Award, Look Award, DuPont Award, Emmy Award.

now carried on stations

3½ minutes of timely, stimulating commentary
5 times a week (1½ minutes of commercial time)

Produced by **Horizons Communications Corp.**

Chet brings prestige and profit to these stations. Are you here?

WHN —New York	WVOJ —Jacksonville	WJOY —Burlington	WNWI —Valparaiso	WHCC —Waynesville
KFAC —Los Angeles	KFMJ —Tulsa	WBAG —Burlington	WVAK —Paoli	WHKY —Hickory
WEXL —Detroit	WSKT —Knoxville	KALE —Richland	KMCD —Fairfield	WHNC —Henderson
KPAT —San Francisco	KPMJ —Oxnard	KIHK —Ft. Collins	KICD —Spencer	KTYN —Minot
WAVA —Washington, D.C.	WNYN —Canton	WYNN —Florence	WEKG —Jackson	KTGO —Tioga
WEZE —Boston	KOPO —Tucson	KOOK —Billings	WLSI —Pikesville	WSLR —Akron
WKJF —Pittsburgh	KROD —El Paso	KARR —Great Falls	WCEM —Cambridge	WILE —Cambridge
WMAF —Baltimore	WBRE —Wilkes Barre	WLTX —La Crosse	WSEK —Elkton	WWOW —Conneaut
WDOK —Cleveland	KARK —Little Rock	WBEC —Pittsfield	WKOX —Framingham	WBRJ —Marietta
KIXI —Seattle	KDEF —Albuquerque	WCHV —Charlottesville	WMNB —North Adams	WMCO —New Concord
KRKO —Everett	WTSO —Madison	WDOL —Athens	WBEC —Pittsfield	WPTW —Piqua
WYZE —Atlanta	KLAV —Las Vegas	WJAK —Jackson	WOCB —West Yarmouth	WWST —Wooster
WCLU —Cincinnati	KDNC —Spokane	KCGO —Cheyenne	WFYC —Alma	WHIZ —Zanesville
KSDO —San Diego	WNDU —South Bend	WAMI —Opp	WMTE —Manistee	KGFF —Shawnee
WBEN —Buffalo	KTOM —Salinas	KINY —Juneau	KBUN —Bemidji	KBKR —Baker
KBTR —Denver	WPTF —Raleigh	KIKO —Miami	KPRM —Park Rapids	KLOO —Corvallis
WBRI —Indianapolis	WMOH —Hamilton	KSPR —Springdale	KNUJ —New Ulm	KUGN —Eugene
KXRX —San Jose	WEOK —Poughkeepsie	KATA —Arcata	WEVE —Eveleth	KAGI —Grants Pass
KPOK —Portland	WXOX —Bay City	KWRC —Barstow	WEL0 —Tupelo	KSRV —Ontario
KPHO —Phoenix	WATR —Waterbury	KSCO —Santa Cruz	WTYL —Tylertown	KSLM —Salem
WRIB —Providence	WBET —Brockton	KDOL —Mojave	KTTN —Trenton	WMGW —Meadville
WMNI —Columbus	WXLN —Savannah	KAYR —Apple Valley	KLIK —Jefferson City	WCHA —Chambersburg
WROC —Rochester	WKWK —Wheeling	KREX —Grand Junction	KBMN —Bozeman	WCTX —Palmyra
WFIA —Louisville	WOND —Atlantic City	KBZZ —La Junta	KCAP —Helena	WSEW —Selinsgrove
KJIM —Fort Worth	KRIO —McAllen	KBRR —Leadville	KVCK —Wolf Point	WNAE —Warren
WMC —Memphis	WNTB —Daytona Beach	KSLV —Monte Vista	KGEZ —Kalspell	WBMJ —San Juan
WHRL —Albany	WBLY —Springfield	KULC —Montrose	KHUB —Fremont	WEAC —Gaffney
WCWA —Toledo	WNBH —New Bedford	WGUL —New Port Richey	WKBK —Keene	WAZS —Summerville
WSLR —Akron	WJTN —Jamestown	WSEB —Sebring	WADB —Point Pleasant	KBJM —Lemmon
WINF —Hartford	WCSH —Portland	WRSB —Homestead	WCMC —Wildwood	WAYB —Waynesboro
KLPR —Oklahoma City	WCLO —Janesville	WSGC —Elberton	KICA —Ciovis	WMVA —Martinsville
WPAC —Syracuse	KSCO —Santa Cruz	WMAC —Metter	KTRC —Santa Fe	KLYK —Longview
KSXX —Salt Lake City	WLBZ —Bangor	WIVS —Crystal Lake	WCKL —Catskill	WWYO —Pineville
WGPA —Bethlehem	KOH —Reno	WFRL —Freeport	WEKT —Hammondsport	WKAU —Kaukauna
WMAX —Grand Rapids	KALB —Alexandria	WCSJ —Morris	WTBQ —Warwick	WBOO —Baraboo
WSIX —Nashville	KPEL —Lafayette	WCSI —Columbus	WGVA —Geneva	WPLY —Plymouth
WTCL —Warren				KPOW —Powell

If your market doesn't have this outstanding program - send coupon today for information or call collect (212) 752-3840.

HORIZONS COMMUNICATIONS CORP.

444 Madison Avenue ■ New York, N. Y. 10022

Yes, please send me information on the Chet Huntley Program.

STATION _____

ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

BY _____

TITLE _____

TELEPHONE NO. _____

(Area code)

(Phone number)

total payment, and is seen as assuring Moline TV that the Community group will not mount another challenge. Community was 70% owned by Sterling (Red) Quinlan, former general manager of ABC's WLS-TV Chicago and now an official of International Digisonics Corp.

Unlike pay-off agreements involving competing applicants in a comparative hearing, which the FCC does not approve if they provide for payments exceeding expenses, the one involving the Moline facility did not require commission approval, according to attorneys for the parties and the commission.

They noted that it affirmed a commission decision renewing an existing license. However, it was submitted to the commission's general counsel, John Pettit, for review. The only role said to have been required of the commission was that it agree to the dismissal. That assent was granted, and the suit was dropped on March 30.

The agreement ends a contest which has been costly for both sides and whose end was not yet in sight. In a sense, the battle has been under way since 1956, when competing applications for the channel 8 facility were originally filed. The commission granted Moline TV's application in 1962. However, the fight resumed four years later, when Moline proposed to sell WQAD-TV to the Evening News Association of Detroit for \$6.5 million.

Several individuals who had owned stock in one of the losing applicants or-

ganized themselves into Community and filed a petition to deny the sale and an application for channel 8. Moline TV later dropped its effort to sell the station, but in January 1968, its renewal application was designated for hearing along with Community's competing application (BROADCASTING, Feb. 2, 1968).

Epilogues to Boston story

'Herald-Traveler' demise expected June 4; BBI's David wins on two counts, loses on one—and he'll appeal it

Repercussions from the old Boston channel 5 case are continuing to be felt, two months after *Boston Herald-Traveler's* WHDH-TV was replaced on the channel by Boston Broadcasters Inc.'s WCVB-TV.

In one, Harold E. Clancy, president and publisher of the Herald Traveler Corp., announced that, because of the loss of the television station revenues, the corporation plans to sell its newspaper properties to the rival Hearst Corp. for \$8.5 million. Other sources reported that the 125-year-old *Herald-Traveler* will cease publication on June 4.

However, Mr. Clancy said that, regardless of whether the sale is consummated, the corporation will continue to operate its radio stations, WHDH-AM-FM. If the sale is completed, the corporation will assume a new name—WHDH Corporation.

In another development, a Massachusetts court found Nathan David, execu-

tive vice president of BBI, innocent of two charges that he violated the commonwealth's "Blue Sky" securities law, and guilty of one, and fined him \$1,000. He plans an appeal.

The demise of the *Herald-Traveler* was not unexpected. Mr. Clancy last January had said that, if the FCC order denying the renewal of WHDH-TV license and granting the application of BBI for channel 5 were not reversed, the newspaper "could not survive the loss of the television revenues."

The state charges brought against Mr. David were filed in the waning days of the *Herald-Traveler's* fight to retain control of channel 5, and involved the same circumstances as those in a civil suit the Securities and Exchange Commission brought against him in August (BROADCASTING, Aug. 23, 1971). The FCC has ordered Mr. David's separation from the activities of BBI until the charges against him have been resolved.

The two charges of which Mr. David was found innocent involved the alleged sale of unregistered stock. The third charge was that he sold stock without being a registered agent.

Mr. David said that amounted to an alleged "technical violation of a highly technical statute in representing other persons in the purchase of certain stocks, without first paying a \$10 fee and obtaining a stockbroker's license which would have been routinely issued upon my application."

Noting that the \$1,000 fine was 1/25th of the possible maximum, he said: "Despite the small penalty, at this time I plan to file an appeal from this decision because I am still convinced that nothing I did was a violation of law in any way, technical or otherwise."

Changing Hands

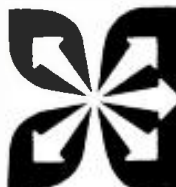
Announced

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

■ WBNF-AM-FM Binghamton, N.Y., and WFBG-AM-FM Altoona, Pa.; Sold by Triangle Publications Inc. to Stoner Systems Inc. (WBNF-AM-FM) and Edward Giller and others (WFBG-AM-FM) for \$1.1 million and \$450,000, respectively (see page 41).

■ WTMP(AM) Tampa, Fla.: Sold by Joe Speidel III to R. H. McLeod for \$650,000. Mr. McLeod is a real-estate developer in New Orleans. WTMP operates on 1150 khz with 5 kw day. Broker: Blackburn & Co.

■ KEXS(AM) Excelsior Springs, Mo.: Sold by George Williams to Jeffco Television Corp. for \$110,000. Mr. Williams publishes the *Brookfield*, (Mo.) *News-Bulletin*, a daily. Jeffco, a new company, has 10 stockholders, all businessmen from the Columbia, Mo., area. None have broadcast interest. Mrs. Frieda Moyer and Fred Hulse are the major officers: KEXS operates on 1090 khz with 250 w day. Broker: Chapman Associates.



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**CARIBBEAN
TELEVISION
\$1,000,000**

VHF network affiliate in dynamic and prosperous growth area. Full color set-up. Operating with small cash flow for absentee owner, but capable of substantial increase under aggressive management. Liberal terms or good discount for all-cash. Would also consider exchange of stock with listed company.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

72-25

The last two Triangle sales

Stoner to get Binghamton outlets for \$1.1 million; Giller group to buy Altoona AM-FM for \$425,000

Agreement has been reached on the sale of the last broadcast properties remaining in the fold of Triangle Publications Inc. In an announcement last week, Stoner Systems Inc. said it has purchased Triangle's WNBC-AM-FM Binghamton, N.Y., for \$1.1 million. In a second transaction, expected to be announced shortly, Triangle's WFBG-AM-FM Altoona, Pa., will go to a local group headed by Edward Giller, the stations' general manager, for \$425,000. The sales were made known two weeks ago ("Closed Circuit," May 15).

The current transactions are part of a package announced last December (BROADCASTING, Dec. 6, 1971) involving all the stations remaining under Triangle license following last year's \$110-million sale to Capital Cities Broadcasting Corp. of the nine other stations in Triangle's original group (BROADCASTING, May 3, 1971). The post-Capcities package involves WNBC-AM-FM-TV, WFBG-AM-FM-TV and WLYH-TV Lancaster-Lebanon, Pa. Terms of that \$16-million transaction call for the television properties to be sold to a new company headed by George Koehler, Triangle broadcast division general manager, and financially controlled by Malcolm Borg and his family, who publish the *Bergen* (N.J.) *Evening Record*. The deal provides for the spin-off of the radio stations, with the price negotiated for those facilities subtracted from the \$16-million figure. By that standard, Mr. Koehler and associates will wind up paying \$14.4 million for the TV properties.

Stoner, which is based in Des Moines, Iowa, is headed by Glenn Bell. It is also the licensee of KSO(AM)-KFMG(FM) Des Moines, and WGNT(AM) Huntington, W. Va.

Mr. Giller has no other broadcast interests beside his involvement in the WFBG stations.

WNBF operates full time on 1290 khz with 5 kw. WNBC-FM is on 98.1 mhz with 10 kw and an antenna 960 feet above average terrain. WFBG is on 1290 khz with 5 kw day and 1 kw night. WFBG-FM operates on 98.1 mhz with 30 kw and an antenna height of 1,020 feet. R. C. Crisler & Co. and Frazier Gross & Co. co-brokered the Binghamton deal; Frazier-Gross was the sole broker in the Altoona transaction.

WLAS faces penalties for double billing

FCC Hearing Examiner Forest L. McClenning has recommended that WLAS(AM) Jacksonville, N.C., be renewed for a short term—and that Seaboard Broadcasting Corp., its licensee, be fined \$10,000—in light of findings that a sta-

tion engaged in fraudulent billing practices.

Mr. McClenning's initial decision, handed down last week, following a hearing on charges that Seaboard supplied advertisers with affidavits of performance that did not correspond to commercial time actually given to them. Further, the issue sought to determine whether the company misrepresented facts to the commission in response to various inquiries. (At one point in the hearing, Seaboard's renewal application was mutually exclusive with the competing application of Sencland Broadcasting Systems Inc. for the same facilities, but that firm later withdrew from the proceeding.)

The examiner found the fraudulent-billing allegations to be valid. But he said that the "record fails to support" charges that Seaboard principals intentionally misled the commission. Further misrepresentation issues, however—notably charges that Seaboard did not give the truthful assessment of the duration of spot announcements and WLAS's coverage area and contours—were decided against the licensee.

In addition to the fine, Mr. McClenning ruled, Seaboard's license is to expire prematurely on Dec. 1. He said the station's past record and affirmative efforts to correct deficiencies make a denial inappropriate. The initial decision will become effective in 50 days unless an appeal is filed or unless the commission moves for a review of the case.

KAYE claims foul from bench

Asks Examiner Nash be disqualified from further hearing on its renewal; stormy exchanges with counsel cited

KAYE(AM) Puyallup, Wash., which has been fighting for nearly two years to retain its license, last week asked that FCC Examiner Ernest Nash, who presided at the KAYE hearing, be disqualified due to "bias and prejudice."

The pleading, which according to FCC routine was submitted to Mr. Nash himself, follows a commission order of three weeks ago for further hearings in the case. The order was to allow KAYE to present rebuttal to testimony of the Puget Sound Committee for Good Broadcasting, a citizen group that had petitioned against the station's renewal. (BROADCASTING, May 8).

At a prehearing conference in Washington on May 11, Benedict P. Cottone, KAYE's chief counsel, asked Mr. Nash to step down. Mr. Nash refused, reportedly claiming that he did not consider himself disqualified and, in fact, felt an "obligation to the commission" to continue on the case. Mr. Cottone then formally moved for disqualification.

After a 1970 hearing, Mr. Nash, on June 3, 1971, released an initial decision recommending that KAYE's renewal appli-

AMERICA'S MOST
EXPERIENCED MEDIA
BROKERS

FOR SALE

CALIFORNIA—Exclusive listing. 200,000 people reside within one mv/m contour of this Class A FM offered at \$70,000 with \$25,000 down.

Contact William A. Exline in our San Francisco Office.

Hamilton-Landis & ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456
CHICAGO 1428 Tribune Tower 60611 312/337-2754
DALLAS 1234 Fidelity Union Life Building 75201 214/748-0345
SAN FRANCISCO 111 Sutter Street 94104 415/392-5671

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING

Money's on their minds in cable

The regulatory battles largely behind them, NCTA members turn their attention to what comes next. First, if last week's convention was any indication, will be the matter of financing.

Cable TV operators at the annual convention of the National Cable Television Association in Chicago last week—almost 5,000 in number and decidedly strong in attitude—were virtually unanimous that CATV was at a take-off point for a bright future. Many, however, were bemused. The puzzlement came from a common question: What now? And how?

Cable owners' delight was evident. With the issuance of the FCC's rules last February, CATV operators feel that they have been thawed after almost seven years of a freeze imposed by the FCC and enforced by a number of competitive forces.

But there still are major problems ahead, and the first of these is money.

They heard from a score of financial experts last week and the advice seemed to add up to a truism: If a cable company is large enough—in the order of 100,000 subscribers or more—it should have no difficulty getting the financing it needs to build or rebuild systems. But if it is a smaller firm, then money may not be so readily available, although it is there, at a price.

In order to reach the estimated million cable homes target that has been forecast for the next five years, the cable industry will need \$6 to \$9 billion in capital funds for construction. This is the figure used by Elliott Averette, president of the Bank of New York, one of the principal speakers at the several financial panels and general sessions at the cable meeting. In that case, he added, the competition for available funds "will be intense." Particularly, he added, since there is a lot of pressure to use money in such "socially desirable" areas as housing.

The top 10 multiple systems will need at least \$200-\$300 million in the next five years, according to Jeffrey W. Casdom, Source Equities, New York.

Pay TV was mentioned prominently as a new source of revenue for cable systems. Mr. Casdom noted that cable TV was just beginning to show black income, and now has to gear for new construction. But, with pay TV bringing in, for example, about \$100 a year extra per subscriber, that could mean adding \$1 or \$2 per share to earnings.

Herbert F. Ebert, Bank of Madison, Madison, Wis., carried this thought a step further: If cable systems are going to be offering a number of special services, he said, this could mean that the present monthly rates could move up from \$6 to \$8 or \$10 a month.



Timing. David Foster presided over his first convention as NCTA president in Chicago last week. He couldn't have chosen a more opportune time.

Interest of insurance companies in cable has heightened recently, according to Herbert Mann of Teachers Insurance and Annuity Association, New York. His firm, he said, has \$50 million outstanding to major group cable systems on 15-year terms. Smaller CATV groups, he said, will still have to go to banks for short term financing.

One ray of sunshine for the cable association members in the audience came from Dr. Leonard Tow of Teleprompter, who noted that only a few years ago a \$2 million financing was major news. Today, he said, some cable systems could borrow up to \$50 million.

Also announced during the convention was the formation of a new financial lending company: Cable Funding Corp., New York, that is in the process of submitting a multimillion-dollar public offering registration with the Securities and Exchange Commission in Washington. Its purpose, according to Stephen M. Gordon, vice president and secretary, is to make straight loans on five to seven year terms for the construction of cable systems.

Principals in the firm are Martin F. Malarkey Jr., of Malarkey, Taylor & Associates; Milton A. Gordon, president of Halle & Steiglitz, New York investment and brokerage house, and Morton L. Jankow, New York lawyer. Others among the management directorships are Walter Cronkite, CBS News commentator; Harrison Salisbury, *New York Times* "op-ed" editor; Dr. Joseph V. Charyk, president of the Communications Satellite Corp., and David J. Mahoney, president and chairman of Norton Simon Inc.

Finances were in their minds in other directions, too. With the push for cable TV to become more than a passive reception service, cablemen were excited by the sudden announcements that two significant pay TV tests would be undertaken this year, both on CATV systems (see page 21).

Even so, the mood was cautious, for there are problems. There still is a hard core of cable owners, for example, who feel their mission is reception, to bring

cation be denied on fairness grounds (BROADCASTING, June 7, 1971). It was the events that took place during that hearing, and the wording of the initial decision itself, Mr. Cottone said, which led him to last week's action. Mr. Cottone earlier had said that he considers his personal reputation as an attorney to be under attack in the case.

The KAYE pleading last week contained numerous references to judicial and administrative proceedings in which it was determined that the presiding judge or examiner should be declared ineligible. Another reference was to the May 11 federal court decision, overturning the contempt citations issued against members of the "Chicago 7," which stated: "Attorneys have the right to be persistent, vociferous, contentious and imposing, even to the point of being obnoxious, while acting on a client's behalf." That opinion, Mr. Cottone feels, refutes many of Mr. Nash's findings against KAYE and himself.

The pleading stated that "it is KAYE's position that the examiner's conduct throughout the course of this proceeding, including his rendition of an accusatory initial decision containing false, unwarranted and irrelevant charges against KAYE and its counsel, constitutes a clear showing of bias and prejudice which permanently taints the record of this proceeding and demands that any remand hearing be held before another examiner."

The brief included a 41-page affidavit by Mr. Cottone claiming numerous episodes demonstrating bias on the part of Mr. Nash. These include:

- A "lengthy and hostile" attack on Mr. Cottone during a prehearing conference for filing a pleading in opposition to interrogatories by PSC's attorney.

- The action of Mr. Nash in striking of the entire testimony of the mayor of Tacoma, Wash. (favorable to KAYE) "without reason."

- Mr. Nash's attribution of all improper conduct among hearing spectators to KAYE.

- Mr. Nash's distribution to the press during the hearing of a written statement "maliciously maligning the professional conduct" of Mr. Cottone, and his granting of permission to the PSC counsel to read a similar statement.

- The examiner's refusal (on two occasions, once without having read Mr. Cottone's written request) to allow KAYE a delay in the hearing to present rebuttal.

- Mr. Nash's ordering Mr. Cottone out of the hearing room after one particularly heated exchange. (Mr. Cottone walked out on another occasion.)

'Kidding' a candidate

When KNXT (TV) Los Angeles endorsed Joseph Busch for district attorney in a televised editorial, it expected requests for rebuttal time from opposing candidates. But Stephen Smith was a surprise. He replied to the KNXT editorial on behalf of the candidacy of his father, Christopher Smith. Stephen Smith is 11, by many years the youngest editorialist ever to appear on the station.

the public more and better TV broadcast signals. Forget about all those special services that everyone is pushing for, they say. They cost money. This attitude was acknowledged by Wally Briscoe, NCTA senior vice president for association affairs. "The most saleable feature of CATV," he said, "is still bringing in TV signals, better reception and more programs."

Even the idea of selling advertising—on origination channels, a possibility that excited the CATV industry a few years ago, was given a dash of cold water. Leonard Matthews, president of Leo Burnett Co., Chicago, said in essence: When you have the numbers, come to us. He did say, however, that cable TV could prove to be an ideal advertising medium, since target audiences could be chosen so much better.

And, he added, don't try to compete with regular TV broadcasting. "I doubt if you can compete in those areas," he said.

Still unsettled, too, is the matter of copyright legislation. This is one of the elements that broadcasters, CATV and copyright owners agreed to negotiate as part of the compromise agreement among the three parties last November. But again it means more expense, and many cable operators are satisfied to let the negotiations drag out, particularly in the light of the recent CBS-Teleprompter federal court decision that held, as the U.S. Supreme Court had in the Fortnightly case, that CATV is not liable for copyright payments.

That the negotiations between NCTA and the film copyright committee are in danger of foundering was made clear by two speakers at the convention. Jack Valenti, president of the Motion Picture Association of America, was blunt; he said they had come virtually to a dead end. Gary Christensen, a Washington lawyer who represents NCTA in the negotiations and who is the former general counsel of the association, admitted that the sticking point had been reached on fees. And, Michael Horne, another Washington lawyer who represents the Association of Maximum Service Telecasters, was vigorous in accusing NCTA of stalling. It is almost six months since the consensus agreement was signed, he noted, and there is not a sign of agreement on copyright legislation.

But David Foster, new president of the NCTA, demurred at the thought of failure. Negotiations are continuing he said; another meeting is scheduled for this week.

For the first time, the NCTA scheduled a formal panel on the broadcasting viewpoint. This had Richard Block, Kaiser stations, list those issues that broadcasters fear about CATV. In temperate fashion, however, Mr. Block also listed those things that he finds good about CATV. And he urged cable operators to establish closer communications with the National Association of Broadcasters, since there will be problems of exclusivity, all-channel tuning for TV receivers, and above all maintenance of the First Amendment rights for broadcasters and cable operators.

April in NCTA's May. Some 25 members of the April Video Cooperative, a loosely organized group advocating active community involvement in using CATV public-access channels (BROADCASTING, May 15), were nearly everywhere at the National Cable Television Association convention last week. With long hair and dressed in jeans, sandals, T-shirts, you-name-it, they covered the major meetings with tape recorders, still cameras and portable video-tape units, then showed the tapes from time to time in their booth near the NCTA exhibit halls. The booth was provided free by NCTA, which also chipped in \$1,000 to help cover April Video's expenses.

What was it all about? According to members of April Video, they were there to learn from one another and to tell others about their mission. Each member of the cooperative (whose mailing list contains the names of over 500 groups) works independently in cities across the country, using low-cost, portable programing techniques and working with cable systems and communities. They teach the community how to produce its own local-interest programing for showing on public-access channels.

Nader applauds CATV's 'creative destruction'

Sees cable improving quality of life by decreasing GNP, inhibiting growth pattern that fosters giant corporations

Consumer crusader Ralph Nader last week threw out a few thoughts on CATV's possible future implications that probably never have occurred to cable operators.

Mr. Nader, in a luncheon speech at the National Cable Television Association convention in Chicago, pointed to CATV's "enormous potential" for what he called "creative destruction."

He described that term as the improvement of the quality of life by decreasing the gross national product.



Mr. Nader

"Economic growth is no longer a panacea for the nation's problems," he said, and in fact it creates problems of its own.

Since the growth pattern fosters giant corporate entities, he explained, it renders individual members of society "insignificant" to its own purposes.

He said cable's role in creative destruction lies in providing a host of services to subscribers, including facsimile flow, two-way services and entertainment.

If people do not have to travel around to obtain these services, he said, it will affect uses of energy, land, transportation, timber resources and many others. This will have the effect of producing abundance, bringing lower prices and providing more competition, he contended.

These are early projections, he said, but the cable industry should be aware of them.

How much public access can cable really stand?

A three-member panel, representing a franchising authority, a CATV system and the new breed of CATV "activist," discussed public access and CATV at last week's National Cable Television Association convention.

Moderating the early-morning session was William Lamb, Sterling Manhattan Cable Television.

One panelist, Herbert Dordick, of the Office of Telecommunications of New York City's Bureau of Franchises, questioned the value of diversity on public-access channels past a certain point. "We all take it for granted that all this diversity is good. But how much is good? I don't know," he said.

As demands for access increase, he said, it may be necessary to limit use of access channels to members of a system's community.

Henry Pearson, Teleprompter Manhattan CATV, said that system's experience with its access channel has been generally "pleasant, interesting and exciting." He said the system accepts material from communities around the country, and, saw no reason why other cable systems could not take the same approach.

In attempting to define public access, Nick DeMartino of the Community Video Center at Federal City College, Washington, maintained that it is not just a "soap box." He said it involves "reaching people where their lifestyles really are; getting involved in the community." Mr. DeMartino is also a member of the April Video Cooperative (see box).

Appearing on the panel as interrogator was Lewis A. Rivlin of the Washington law firm of Peabody, Rivlin, Kelly, Cladoulous & Lambert. He also offered his views on access content from a legal standpoint. He said he saw no way to pass on to the user of an access channel the liability for programing content, unless there is a contract exempting the cable operator. But, he added that he does not favor the contract approach. Since the legal questions are not resolved, he said, access users should "tread carefully" in this area.

NCTA panels provide forum for varied views on cable

Regulatory panel analyzes factors that may help or hinder industry growth; Cable TV Information Center questioned

The Cable Television Information Center, founded a scant six months ago, was the target of sometimes biting criticism last week at the National Cable Television Association convention in Chicago.

CTIC was criticized principally because spokesmen for the cable industry feel it quite likely can become another tier in the various levels of regulation looming for CATV—federal, local and state.

That was the concern voiced by John D. Matthews, Washington lawyer. And adding to this were the at times sharp questioning of E. Stratford Smith, also a Washington attorney, who wanted to know who the members of the CTIC staff are, what their backgrounds are, and what their philosophies are.

CTIC was established with a \$4-million grant on a four-year basis with two-thirds of the money from the Ford Foundation and the other third from the Markle Foundation. Its mission is to collect and disseminate information to cities and communities about CATV so, as Bowman Cutter, executive director put it last week, cities can know their options when they are drawing up cable ordinances or issuing CATV franchises.

The panel that put the CTIC on the griddle was the third of three running concurrently last Tuesday on federal, state and local regulation.

Mr. Cutter, in his formal comments, noted that cities no longer are interested in just revenues from cable systems, or the rates they plan to charge subscribers. Cities now want such information as government channels, access channels, and other social benefits that they may expect from CATV.

One light comment was delivered by Mr. Smith when he asked CTIC to protect cable operators and applicants "from their own folly," meaning the promises they had made or were making in fostering consideration of their applications.

The only sympathy for CTIC, and for local citizen committees and other groups that have become involved in cable TV, came from Leon Papernow, president of Cypress Communications Corp. (which is being merged with Television Communications Corp. [BROADCASTING, May 8]). Mr. Papernow stressed that there are no single answers to some of the issues facing cable TV, and added that some of the most innovative answers have come from "outside" groups.

Edward Drake, LVO Cable Inc., said he was worried about a fifth tier of regulations—from citizen groups interested in reserved channels for government and



Apart again. The woman in the middle is Charlotte Schiff Jones of Teleprompter. The men thinking their separate thoughts are Domingo Nick Reyes of the National Mexican-American Anti-Defamation Committee and Barry Zorthian of Time-Life. All three appeared last week at a panel on "The Public View" of cable at the NCTA convention. Mr. Reyes was one of the protestors, Time-Life one of the protestees in the preceding week's settlement of the Time-Life to McGraw-Hill station transfers (BROADCASTING, May 15).

education, as well as public-access channels. All of these, Mr. Drake said, makes him feel that ordinances and franchises may become much too detailed.

What is needed, industry spokesmen on that panel unanimously agreed, was movement—to get those franchises out, as one put it.

Sol Schildhouse, chief of the FCC's CATV Bureau, said that his group would do its best to move the FCC certification process, but did not seem to be too optimistic, particularly, he noted, because of the large number of objections being filed on top of applications from cable systems asking permission to bring in outside signals according to the FCC's rules governing importation.

Mr. Schildhouse stressed that the FCC's rules were in effect designed to "nudge" CATV into being the voice of the community, and are aimed at making cable TV a new service for different programs and services rather than over-the-air broadcasting. And, he emphasized copyright legislation is a must in order to get on with "the business of wiring the country."

Returning to the question of certifications, Mr. Schildhouse said that he thought the commission would complete its consideration of petitions for reconsideration of the rules by June, after which he hoped to begin attacking the certification applications.

Mr. Schildhouse said he felt objections filed by sports organizations in the certification processes were a spillover from the FCC's rulemaking proceeding on imposing the sports blackout requirements on CATV. They filed on certifications applications, he said, to protect their individual rights.

The comment about copyright brought a somewhat pessimistic response from Gary Chistensen, former general counsel of the NCTA who represents the organization in copyright negotiations. The stumbling block, he admitted, is the question of fees and the parties, he said, are still far apart.

The third panel on regulation, this one on state regulation, heard Dr. Delbert D. Smith of the University of Wisconsin

express his opposition to state control because, he said, this usually meant a barrier to innovation.

Other members of that panel, with two exceptions, agreed they do not want state regulation. The two who were favorable were George Barco, a cable operator from Meadville, Pa., who is also counsel for the Pennsylvania CATV Association, and Archie Smith of the Rhode Island Public Utilities Commission. Mr. Barco said he would prefer one central regulator, the state, rather than 600-700 individual communities. Mr. Smith said that perhaps the answer was a different form of surveillance by the state, rather than by the public utility commission.

Valenti conveys Hollywood's hopes for pay-TV market

Every forecast for cable television points to healthy growth, and that growth will come about—if some basic problems are solved, said Jack Valenti, president of the Motion Picture Association of America, at a management session on Hollywood's view of CATV.

One of the problems, he said, is increasing subscribers and revenues by providing programming not available on over-the-air television.

One revenue source, he said, is through entertainment and educational programming on special channels. "Call it pay cable if you will," he said, "I call it the channel of public choice."

Film distributors would welcome a new outlet for their product, he said, and he assured cable operators that the public wants this kind of programming on CATV. They can see it without commercials, at their convenience, and at very low cost, he pointed out.

Mr. Valenti expressed the hope that the FCC will not "suffocate" cable with restrictions on programming. "It would fly in the face of public choice and the public would be the loser," Mr. Valenti added.

The copyright issue also needs to be resolved, Mr. Valenti said, and the time has come to ask Congress to establish a copyright tribunal to set payments if

agreements on fees cannot be reached. "Unless we extract this thorn from our throats we're going to be in trouble," he warned.

Ledbetter, Peltz focus on role of minorities in the world of cable TV

One of the principal points made by Ted Ledbetter of Urban Communications was that minorities should be involved in the ownership end of CATV. He pointed to a proposal for Washington that would divide the city into multiple CATV districts. This plan would help to solve the CATV "monopoly" problem, he said, and would at the same time lower the investment cost per system. Speaking at a panel on the public's view of CATV, he seemed equally concerned about what he called the "consolidations that drive out competition."

The need for including minorities in CATV operations was also voiced by Arthur Peltz, of the Department of Justice, during a separate session on government and CATV. "Don't ignore minorities," he warned the cable operators.

Also at that meeting Snowden Williams of the Office of New Community Development, Department of Housing and Urban Development, said HUD is looking closely at the impact of communications technology on new communities. Under an HUD program, he said, the government will provide loan guarantees for large-scale land development. To be included, he said, are funds for nearly all the hardware for a two-way cable system. The complete package will be worked out and offered to land developers in about six months, he said.

Small cable owners elect their own to NCTA board

There was a murmur of a revolt in the ranks of the cable-TV owners and operators who attended the National Cable Television Association convention last week in Chicago. It took the form of floor nomination for a director not put forward by the nominating committee. Moreover, it was successful.

The insurgent was Benjamin J. Conroy Jr. of Communications Properties Inc., Austin, Tex., tagged as the representative of the smaller groups that make up the CATV industry. He received more votes—410—than were cast for any other nominee.

Also elected to the board were Alfred Stern, Television Communications Corp., New York; Burt I. Harris, Cypress Communications, Los Angeles, and Barry Zor-thian, Time-Life. Messrs. Conroy and Stern were past presidents of the NCTA. Unsuccessful were Daniel Aaron, Comcast Inc.; Robert J. Lewis, Cablecom General, and J. Patrick Michaels, TM Communications.

The NCTA executive committee consists of William Bresnan, Teleprompter, chairman; Amos B. Hostetter Jr., Continental Cablevision, vice chairman; Wil-

liam R. Brazeal, Community Telecommunications, secretary; Gene W. Schneider, LVO Cable, treasurer, and Lawrence W. Kliewer, Peninsula Broadcasting, and Edward M. Allen, Western Communications Inc. The last two were named to their posts by Mr. Bresnan. John Gwin, Cox Cable, immediate past chairman of the association, is also a member of the executive committee.

The 1973 NCTA convention is scheduled to be held June 17-20 at Anaheim, Calif. (Disneyland).

Defining cable's place in the sun

Key spokesmen see much growth ahead but a need now for practical thinking and such technological advances as two-way service and interconnection

Top leaders of the National Cable Television Association advised members last week to be realistic about their roles in the country's communications system.

Said John Gwin, outgoing national chairman of the association: "We are not the corner grocery store, and we are not the supermarket."

David H. Foster, the new president of the association, told the members "we must always be alert that we do not build expectations which the reality of our technological progress . . . economic situation and . . . regulatory climate will not permit us to fulfill."

In a keynote address opening the NCTA's annual convention, Mr. Gwin said CATV "is only one small, though innovative and enthusiastic, segment of a communications scheme, the limitations of which we do not yet know and which defies the imagination." He urged NCTA members to instill within themselves the concept of growth and dynamics.

There is a need for "meaningful" two-way operation, Mr. Gwin said, and for a workable interconnection system, whether by satellite or terrestrial relay.

Mr. Foster, speaker at a convention luncheon, said that in federal regulation "the freeze may be off, but the thaw has left us with some very tricky flood waters in which problems of exclusivity, sports blackout, copyright, leap-frogging, significant viewing, public access and 'special relief' remain as large, ominous question marks.

"Perhaps greater uncertainty lies at the CATV operator's local state house and in his state public-utility commission, Mr. Foster added.

Uncertainty also exists, he said, "at the social level in terms of the relationship between the new cable communicator and the powerful and legitimate forces of education, minority participation and . . . public access."

He said that all the uncertainties of the cable industry boil down to risk—"risk that markets will not develop as quickly as predicted, risk that unwise and tradition-bound regulatory policies will prevail, risk that huge investments in plant will be made obsolete by technological change."



Ad counsel. Leonard Matthews, president of Leo Burnett Co., had some advice for cable operators last week on how to attract advertising dollars. Speaking at a management session at the NCTA convention in Chicago, Mr. Matthews said local retailers are among the best prospects and that creativity in programing will play an important role in landing accounts. He also advised the group to begin an active dialogue with agencies and to think carefully about the kinds of products best suited to CATV advertising. Cable, he said, offers the unique advantage of being able to pinpoint selected areas of a market and selected audience segments.

Rush of protests to cable starts

Broadcasters load the FCC with petitions against compliance certificates of CATV's

Forty petitions seeking denial of CATV certificates of compliance were filed with the FCC last week. All came from broadcasters and all sought a guarantee that the new influence of cable in their markets will not adversely affect their ability to survive.

The commission's cable rules specify that CATV systems planning to begin a new service (either an entirely new system or the addition of new TV signals to an old one) must first demonstrate to the commission that their proposals are in compliance with the rules. On such a showing, the commission said it would grant certificates of compliance, which would permit a system to commence the operation. As a matter of due process, any party of interest may file an objection to the grant of a certificate.

One of the principal complaints in last week's petitions related to cable proposals for the importation of distant independent television signals. Under the rules, the standard number of such signals to be carried on a cable system is three for systems in the top-50 markets, two in markets 51-100, and one for those below the top-100. But numerous broadcasters filing last week noted that the systems cited in their petitions are not in compliance with that standard. In one case, KTUL-TV Tulsa, Okla., claimed that a cable operator in Broken Arrow, Okla., planned to

create a "super TV station" by mixing the signals of three St. Louis independents and presenting the best programming of each—news and public affairs excluded—on a single channel.

In another petition, the Rochester (N.Y.) Area Educational Television Association complained that a "severe hardship" would arise at its noncommercial WXXI-TV there if Information Transfer Inc. were permitted to carry the signal of noncommercial WCNY-TV Syracuse, N.Y., on its system in three nearby communities. It claimed that the two stations duplicate programming about 90% of the time.

And in a petition against Valley Cable Vision Inc.'s application for compliance certificates for systems at Derby and Seymour, both Connecticut, WTIC-TV Hartford blamed the Connecticut Public Utilities Commission, the statewide franchising authority, for failing to promote public participation in franchise negotiations. Noting that the cable rules call for public hearings on all franchise grants, WTIC-TV said the granting of a certificate for the VCV systems should be withheld until the PUC brings its policies into compliance with the rules.

On another issue, KCPX-TV Salt Lake City claimed that Western TV Cable Corp.'s plans to import three California independents on its system there would violate the commission's leapfrogging rules, in that only two of the stations are located in the top-25 markets closest to Salt Lake City.

Society for the under-35

Young executives in cable television see need for organization of their own

A youth movement sprang up in a panel session of the National Cable Television Association last week. Marc B. Nathanson of Cypress Communication Corp. proposed formation of The Young Communicators Society, restricted to persons in the CATV industry and under 35 years of age.

The purpose of the proposed group, according to a membership application distributed at the session, would be to "take an active role in the future of broadband cable communications, while at the same time interacting with other young people in related fields, and attracting bright, qualified people to join our industry."

Mr. Nathanson moderated a panel on "The Young Communicators."

Panel member Pat Nugent of Communications Properties Inc. (son-in-law of former President Lyndon Johnson) suggested that if no independent society were formed, perhaps a youth group within the NCTA could serve a useful purpose.

Another panel member, Dr. John Malone of Jerrold Corp., supported formation of the society, but voiced the opinion that perhaps those under 35 would reach no different conclusions about cable than those who are older.

Steve Effros, an FCC staff attorney, favored a more broadly based organiza-

tion that would encompass those outside the cable industry. He pointed out that many interested outsiders "are looking to CATV as the access medium of the future."

In the audience was NCTA President David Foster, who said one of the principal questions involved was: "Can you be a better gadfly in or out of NCTA?" If the group decides to work within NCTA, he said, "I'll give you all the help I can to be the best gadfly possible."

FCC's cable helpers

Advisory groups on government relations and technical standards get their starts

Two government-industry advisory committees established by the FCC to aid in developing CATV policy held their first meetings during the National Cable Television Association convention last week, and elected steering committees.

A committee on federal-state-local relationships elected Roland S. Homet Jr., a Washington lawyer who represents the Illinois Public Utilities Commission; Bowman Cutter, of the Cable Television Information Center, and Amos Hostetter, of Continental Cablevision.

The other committee, on technical standards, named Archer S. Taylor Jr., of Malarkey, Taylor & Associates, a Washington management-consulting firm; Hubert Schlafly, Teleprompter Corp., and Delmer W. Ports, of NCTA.

The steering committees were elected to help prepare for the second meetings of the parent groups, to be held in Washington next month. The committee on federal-state-local affairs will meet June 6; the one on technical standards, June 8.

Michael Horne, a communications attorney, who represents the Association of Maximum Service Telecasters, had sought to win a place on the federal-state-local group, but failed, at least temporarily. Sol Schildhause, chief of the FCC's Cable Television Bureau, who serves as vice chairman of both advisory committees, asked Mr. Horne to prepare a written presentation he could submit to Chairman Dean Burch, who is chairman of both groups.

Cable solicits funds for candidate-friends

The cable-TV industry's political action committee, formed three years ago to raise and disburse funds to friendly political candidates, doesn't operate in the dark. During the convention of the National Cable Television Association in Chicago last week, it took full-page ads in various trade publications to solicit funds.

Under the name, Political Action Committee of Cable Television, it asked for \$100 contributions (which means the donor doesn't have to be reported as a contributor to a political candidate and it is tax deductible). Furthermore, PACCT said in the advertisement, it combines all the contributions into donations "that really make a difference to the candidate."

And, PACCT said, it investigates all congressional candidates and analyzes where each one stands on cable-TV issues.

Proposals to establish a similar campaign contribution fund by broadcasters, raised initially late last year and again discussed at the January board meeting in Florida and again at the Chicago convention last month of the National Association of Broadcasters, have been in discussion stage since the early part of the year. The consensus then was that such a group should be organized but outside the aegis of the NAB.

Trying to break the ice

The New York State Mediation Board has been summoned to assist in settling a strike called by Local 3, International Brotherhood of Electrical Workers, against Teleprompter's cable TV system in New York.

The board held several sessions with management and the union. There was one report that Teleprompter had proposed an increase over an original offer, but this was rejected by IBEW representatives. At the outset, Teleprompter had offered a 7% increase in the first year and 5½% rise in each of the second and third years.

Approximately 140 employees have been on strike since May 3. Teleprompter said supervisory workers have maintained operations with a minimum of disturbance. Strikers include service, maintenance, installation and technical employees, who received from \$120 to \$210 weekly under a contract that expired on March 31.

NCAA picks CATV packager

North American Cable Inc., Ann Arbor, Mich., supplier of programming and related services to American and Canadian cable systems, has been designated exclusive distributor and packager for the National Collegiate Athletic Association's Championship Film Library. The collection includes highlights of championship contests dating back to 1936. In addition to football and basketball, the NCAA library includes segments of baseball, track, gymnastics, swimming, hockey, soccer and wrestling matches. Some of the older film will be packaged in documentary form for distribution. Packages will be available in both film and videotape form.

Viacom adds another

Viacom International Inc., New York, and The Outlet Co., Providence, reported an agreement has been reached whereby Viacom will acquire for cash 100% of Com-Cable TV Inc., owner and operator of cable-TV systems in Sonoma and Tuolumne counties in California. Com-Cable, which is now 75% owned by The Outlet Co. and 25% by Blonder-Tongue Laboratories, has systems with about 6,400 subscribers.

Violence on the tube and in life

No evidence that one begets the other can be found in \$500,000 experiment described to Academy of Sciences

Experiments that tested the tendency of television viewers to imitate "antisocial" actions they had seen on their sets were reported in New York last week. The tests found no such tendency.

The report was given by Dr. Stanley Milgram, professor of psychology at the Graduate center, City University of New York, who devised and conducted the experiments, at a meeting sponsored by the psychology section of the New York Academy of Sciences.

Dr. Milgram's experiments were conducted under a grant from CBS. The total cost is believed to have been close to \$500,000, but CBS officials declined to discuss either the cost or the details of the study. They said their agreement with Dr. Milgram gave him complete independence and authority. In fact, they said, they have not yet received Dr. Milgram's report, now due about May 30.

Dr. Milgram's account to the Academy of Sciences meeting last Monday night (May 15) was vague on some of the details but clear in its conclusion. After describing a series of in-home and laboratory-type viewing experiments designed to determine whether persons who watched specific "antisocial" acts on TV and on TV-type programs tended to commit similar acts—to imitate what they had seen—more than nonviewers did, he said: "The tests were very strongly oriented toward finding an imitation effect [but] in none of these did we find imitation."

Although Dr. Milgram's oral report was sketchy in places, some additional details are provided in an unpublished summary, less than two pages in length, buried in the surgeon general's report on TV violence and children, issued last winter.

The most elaborate phase of Dr. Milgram's experiments centered on the production, with CBS's cooperation but under his supervision, of three different endings for an episode of the CBS prime-time *Medical Center* series.

The basic story dealt with a young man, employed at the medical center, whose wife is hospitalized and whose financial problems become increasingly acute when he loses his job. The medical center is conducting an all-night telethon to raise funds and has placed donation boxes around town to receive public contributions. The young man, in a bar, sees the telethon and realizes the donation boxes could be his financial salvation.

From there, the film was given three different endings.

■ In one version, which Dr. Milgram called "antisocial with punishment," the young man first makes two anonymous, abusive telephone calls to the telethon,

then storms through the streets, smashing collection boxes and stealing their contents until finally caught by the police, is jailed and, at the end, confronted by years in prison.

■ In another version, "antisocial without punishment," he smashes the boxes and steals the money but gets away with it, escaping to Mexico to start a new life.

■ In the third version, called "prosocial," he starts to smash a donation box, can't bring himself to do it, winds up making a donation himself.

Dr. Milgram said that, in addition, the tests used a fourth program, which he described only as featuring Walter Pidgeon and Lilli Palmer as a "control program" apparently containing no violence.

The "prosocial" version—in which the young man's conscience wins over his impulse to destroy and steal from the boxes—was shown on the *Medical Center* series on Feb. 17, 1971, on the CBS-TV network except in three test cities: New York, Detroit and St. Louis. The "antisocial with consequences" episode—in which he broke the boxes and wound up in jail—was shown in Detroit on that night, while reruns of earlier episodes were shown in New York and St. Louis. The "control program"—Pidgeon and Palmer—was shown in New York on April 13 and April 14 and the "antisocial with consequences" version a week later. On May 19, St. Louis saw the "antisocial without consequences" version in which the young criminal got off scot-free.

In advance of the test broadcasts, Dr. Milgram said, invitations were sent to selected samples of homeowners, asking them to watch the program and promising them a transistor radio if they would complete an enclosed questionnaire, having to do with commercials, and deliver it to a specified redemption center.

These centers were set up in a number of offices rented for the purpose in each test city. On the walls of each was a transparent donation box for Project Hope, which cooperated in the experiment. The boxes—similar to those in the *Medical Center* episodes—contained coins and bills, including one bill sticking out of the slot in each. The offices were unattended, but a prominent notice advised all who entered that distribution of free radios had been discontinued. A hammer and screwdriver were fortuitously at hand, as if left by a worker.

A viewer arriving to present his questionnaire and collect his free radio was thus in much the same position as the young man in the program. Would he, or wouldn't he? Whether he did or didn't, his behavior was secretly observed by a closed-circuit TV camera. And whatever he did, when he followed the exit sign from the office he was met by a member of Dr. Milgram's staff who assured him that distribution had been resumed and here was the free set he was promised.

Dr. Milgram said the same basic test was used with invited audiences in a theater. At first, he said, it seemed there might be some trend—though not a statistically significant one—suggesting somewhat less antisocial behavior among neutral-program viewers. But even that was thrown into "grave doubt," he said,

when the element of frustration was reduced by changing the notice in the "redemption centers" to say, not that distribution of free radios had been discontinued, but that it had been moved to another room. That, he indicated, cut antisocial response to about one-third to one-sixth of what it had been before.

He offered no statistical data on behavior of the viewers of the various programs but did report at one point that there was no difference between those who saw the "antisocial" versions and those who "saw Walter Pidgeon kissing Lilli Palmer."

He reported a "big difference" between New York and St. Louis behavior, however, though not in their breakage rates. In New York, he said, at least 50 persons "inscribed obscenities" when they found the note telling them radios were no longer being given away, while in St. Louis, none did.

In another phase of the experiments, Dr. Milgram said, fund-raising public-service announcements for Project Hope—similar to the appeals on the *Medical Center* telethon—were broadcast in the test cities on two successive weeks: one after a "neutral" episode, another after one of the experimental versions in which abusive phone calls to a telethon were depicted. Again, no significant difference between the two audiences as far as abusive phone calls were concerned.

In still another phase Dr. Milgram and his associates created their own "news program" dealing with a purported wave of thefts directed against donation boxes in public places. The tone of the "newscast," shown to invited audiences in a New York hotel, gave the impression that the thefts were virtually unstoppable. But those who saw this program were, if anything, even less inclined to "imitate the action" than those in a control group who saw another film—perhaps, Dr. Milgram added, because the "newscast included shots made with a hidden camera and those who saw it may have feared a hidden camera was watching them, too."

The subjects in Dr. Milgram's tests were all adults: the youngest were high-school seniors.

Dr. Milgram said that, although his studies over-all "did not find imitation of antisocial acts" seen on television in these specific cases, there still might be imitation in other cases—certainly if, as one example, a program showed how a pay-telephone might be dialed to make it disgorge all its coins. In the summary in the surgeon general's report, he and his associates also cautioned that the findings may not be applicable to TV effects on children and that the study did not examine the long-run impact of TV.

In his talk at the academy, Dr. Milgram also made clear that although the tests turned up no evidence of antisocial behavior related to watching the test programs, they did find evidence of antisocial behavior. In those "redemption centers" where viewers had a chance to knock off the donation boxes, they may have stifled their impulse to imitate what they'd seen on TV, but "other things"—ash trays, artificial flowers and the like—"were constantly being stolen."

Program Briefs

Latin America review. Quarter-hour radio program, *This Week in Latin America*, is being produced by editors of *The Times of the Americas*, English-language paper published in Washington. Program is being offered to commercial and noncommercial stations through Broadcast Foundation of America.

A Skitch in time. Telex Communications, Tulsa, Okla., is offering for syndication daily, hour-long music program designed for use on FM four-channel stations. *Telex Studio Four*, to be bartered, will feature Skitch Henderson as host and will be encoded and produced on tape for use on conventional FM outlets. Telex's in-house agency, Advertising Inc., is currently negotiating with Bonneville Program Services, New York, for programming. Contact: *Advertising Inc., P.O. Box 7626, Tulsa, Okla. 74105.*

Not so private. Time-Life Films has placed into syndication one-hour special, *Invasion of Privacy*, which shows how computers, wire-tapping and private detectives are used to compile dossiers on individuals. Program was co-produced by BBC-TV and Time-Life Films.

Fred Wiseman's quintet. Producer Fred Wiseman has been signed to produce five documentaries for WNET/13, national programming division of WNET(TV) Newark, N.J. First of these films, scheduled for telecasting over Public Broadcasting Service outlets, is *Essene*, which focuses on internal events of life in monastery.

Consumer help. National Association of Home Builders, Washington, has produced series of 13 three-minute radio programs to aid consumers in purchase, maintenance and remodeling of their homes. Programs are free to stations through any of NAHB's affiliates.

President maker. Theodore H. White, author of best-selling books on last three presidential campaigns, is collaborating with Time-Life Films on 90-minute TV documentary, *The Making of the President, 1972*, expected to be ready for broadcast by Inauguration Day next January.

Western hockey package. Beverly Hills public relations specialist Milt Kahn and Northern California agency executive John LaBrucherie have formed Creative Sports Productions to produce *Game of the Week* for Western Hockey League, beginning Jan. 7, 1973. Deal with league calls for TV package of 12 Sunday regular season games to be telecast. In addition at least 12 post-season play-off games will be carried. Mr. Kahn will head company and be based in Beverly Hills, Calif. Mr. LaBrucherie will operate out of Mill Valley, Calif. *Creative Sports Productions, 9454 Wilshire Boulevard, Beverly Hills, Calif. 90212.*

Distribution rights. TV Cinema Sales Corp., Beverly Hills, Calif., has acquired distribution rights to *Buck Owens TV Ranch Show*, which includes 60 half-hour color video-taped musical programs, and five half-hour specials. Concurrently it was announced that Buck Owens pack-

age has been sold in 18 markets during first week of distribution. Under terms of agreements TVCS has both TV and cable TV rights domestically and in Canada, with programs also being made available to foreign buyers through U.S. distributor. TVCS also holds syndication rights to previous Buck Owens TV series.

Misuse of telephone charged to stations

FCC reminds all broadcasters other party must be warned when conversation is to be aired

Broadcasters—particularly those with a joking turn of mind—have been reminded by the FCC of commission rules designed to protect members of the public from being drawn, unsuspectingly, into a station's broadcast.

The commission said it has received a number of complaints concerning broadcasts of "harassing and embarrassing telephone conversations" with persons who were not notified that the conversation was being recorded for broadcast—or, in some cases, that it was being broadcast live.

Such activity, the commission said, is a violation of its rules. The commission also reminded broadcasters that they must comply with local and interstate telephone-tariff requirements that a tone-warning device be used when recording two-way conversations and that the use of the telephone to "frighten, abuse, torment, or harass another," is prohibited.

The kind of telephone call that concerns it, the commission said, is designed to provide entertainment, and involves the putting of questions of a "harassing, embarrassing, or perplexing nature designed to elicit reactions usually expected from 'practical jokes.'" As with "practical jokes," the commission added, "the results are sometimes shocking and harmful to a degree not expected."

The commission disclosed it had informed three stations they had failed to comply with the notification requirement in telephoning listeners—WLOT(AM) Marinette, Wis., KOY(AM) Phoenix and WKBW(AM) Buffalo, N.Y.

Fu Manchu on TV evokes racist charge

KTLA(TV) uses disclaimer with old Sax Rohmer film, but still winds up in hot water

That arch oriental villain Dr. Fu Manchu has gotten KTLA(TV) Los Angeles embroiled with the local Japanese and Chinese communities. Several Asian-American organizations held a news conference on May 12 in Los Angeles to protest the station's recent telecasting of the motion picture "The Brides of Fu Manchu." The movie was denounced as being "racist and distorted," and a public apology was demanded of the station, as well as equal time to present a more accurate picture of Asians. A demonstration against the station also was held.

KTLA Vice President and General Manager John T. Reynolds offered to meet privately with the protesting groups to establish guidelines for future programming involving Asian subjects, but he declined an informal public meeting. The station said that it had first been contacted on April 28 by representatives of the Japanese-American Citizens League and asked to remove "The Brides of Fu Manchu" from the program schedule. According to the station, the request was made because it was felt that the character of Dr. Fu Manchu was demeaning to the Asian race. The request was denied, the stations claims, because it didn't allow sufficient notice to make possible substitution programming.

The movie was telecast five nights between May 1-5, with a special announcement read at the beginning, in the middle and at the end of each telecast. The announcement said: "Tonight's movie is based on the mythical and literary character, Dr. Fu Manchu, created by Sax Rohmer. This feature is presented to you as fictional entertainment and is not intended to reflect adversely on any race, creed or national origin."

Among those represented at the protest news conference, besides the Japanese-American Citizens League, were the Los Angeles Joint Chinese Students Association and the Chinese Community Council of Greater Los Angeles.

Daytime TV: Let the games begin (again)

The race tightens up among the networks in mornings and afternoons, while the real winner may be producer Heatter-Quigley

The three commercial television networks, running neck-and-neck for daytime ratings, appear to be turning more toward game shows to provide a competitive edge.

The signal for this change in tactics was sounded last March when CBS, the long-time leader with daytime audiences but in the throes of a ratings lag, installed *The Amateurs' Guide to Love*, its first daytime game series in 11 years. Not coincidentally the show is produced by Heatter-Quigley Inc., the Los Angeles-based production company that also produces *The Hollywood Squares* for NBC, the highest-rated game show on television.

"There is a definite upward trend in game shows," reports producer Merrill Heatter, who has a healthy self-interest in promoting such an increase. "CBS has lost daytime points and as a result they'll probably put on two or three game shows in the morning in the fall. This will mean counterprogramming of game shows at the other networks in the tradition they have of trading punches."

In keeping with Mr. Heatter's analysis, CBS already has announced that it has



The Emmy newsmakers. If the first half of the Emmy awards honors was decidedly NBC's (BROADCASTING, May 15), the second half was decidedly CBS's. Big winner among the entertainment shows was *All in the Family*, which brought in six awards, including best comedy series and best comedy actress and actor



awards to Jean Stapleton (Edith) and Carroll O'Connor (Archie). CBS Vice Chairman Frank Stanton also collected a trustee award for his defense of broadcast journalism. Another trustee award went to the late ABC News correspondent, Bill Lawrence. It was accepted by Elmer Lower, head of ABC News.

decided to change morning strategy away from situation comedies aimed primarily for pre-school children and, instead, program primarily for adult women with audience participation and personality shows. Oscar Katz, CBS-TV vice president, programs, told the recent general conference of network affiliates (BROADCASTING, March 15), "I would anticipate that, starting in the fall, we will begin to change our schedule in the direction of building a personality/audience participation block in the morning."

One of the daytime programs CBS-TV has in development is a game show, still in pilot form, called *Gambit*. Details are being kept confidential at this time, but it is believed to be a big-money game show that will not involve celebrities. Again, not coincidentally, it's being produced by Heatter-Quigley.

It would seem that at this juncture in the cyclical pattern of TV game-show acceptance—with the green light shining again—Heatter-Quigley Inc., a wholly-owned subsidiary of Filmways Inc., is at the head of the field.

Currently, Heatter-Quigley has three productions on network TV and in first-run syndication, adding up to 11 different half-hours produced each week. *The Hollywood Squares*, airing Monday through Friday on NBC at 11 a.m., is H-Q's flagship production. The series, which is nothing more than a human version of tic-tac-toe played with nine celebrities, is in its sixth network season. In an unusual movement—but one which recognized the show's enormous popularity with an estimated 25 million viewers reached each week—NBC recently renewed *Squares* for two more years, instead of the conventional one-year pick-up.

Part of H-Q's two-year daytime deal with NBC was that the producers would retain rights to syndicate the series at night. The separate nighttime version of *Hollywood Squares*, distributed by Rhodes Productions, Los Angeles, is now viewed in some 80 markets, including the NBC-owned stations.

Newest H-Q entry is *Runaround*, a children's game series which has been bought by NBC for Saturday-morning programming beginning in September. It will attempt to fuse the entertainment values of *Hollywood Squares* with informational values. Employing ventriloquist Paul Winchell as host, the show will present nine children, ages 8-to-12, who will answer multiple-choice questions by running to appropriate places on the stage floor.

Merrill Heatter and Bob Quigley have been equal partners in Heatter-Quigley Inc. since 1960. They merged their company with Filmways in 1969 via an exchange of stock (and now are probably the largest shareholders in the parent). Mr. Heatter, nephew of radio newscaster Gabriel Heatter, and Mr. Quigley, a one-time Broadway actor, both worked extensively in television as writers and producers before joining forces.

And now, the other side of Emmy

With an assist from the Bunkers, CBS gets the lion's share of awards for entertainment-type programming, but over in the totals column it drops behind NBC into second place

Paced by its comedy series, *All in the Family*, CBS-TV won 16 of 34 awards in entertainment categories given out in the second round of 1971-72's 24th annual Emmy awards ceremonies of the National Academy of Television Arts and Sciences.

The latest batch of Emmys was presented May 14 at the Hollywood Paldium before an invited celebrity audience of 1,800, was carried by CBS-TV in a national telecast that lasted 2 hours, 16 minutes and 57 seconds, and was seen in 31 foreign countries. Round one of this year's Emmy awards ceremonies, held in Los Angeles and New York in nontelevised proceedings, was dominated

by NBC-TV (BROADCASTING, May 15).

Of CBS-TV's 16 entertainment-category awards, six involved *All in the Family*, including an Emmy for outstanding comedy series. It was the second consecutive year that the hit series, on the air only a season and a half, has swept the comedy field (last year it won as outstanding comedy as well as outstanding new series).

There was also a decided British accent to this year's winners. The *Elizabeth R* series, originally produced and shown in England but presented in the U.S. by the Public Broadcasting Service, captured a total of four program and individual performance awards in entertainment categories. British actress Glenda Jackson, who starred in the series, was the only individual performer winning as many as two personal awards this year. In addition, two other British series, *The Six Wives of Henry VIII* and *The Search for the Nile*, won awards, as did the program, *The Snow Goose*, which was filmed in England. (*All in the Family*, itself is an adaptation of a British series, *Till Death Do Us Part*.)

ABC-TV's *Movie of the Week* presentation, "Brian's Song," which previously had won two Emmys in the creative crafts presentation of May 6, won three more awards including perhaps the biggest in the entertainment category, "outstanding single program—drama or comedy." In all, ABC-TV came away with a total of five awards in entertainment categories, one less than the Public Broadcasting Service which was involved in six awards. NBC-TV was runner-up to CBS-TV in the entertainment categories of program, performer, writer and director achievements with seven awards.

NBC-TV, however, won 22 other Emmys in news and documentary, creative crafts and various other categories during the first round television academy presentations in Los Angeles and New York May 6. The box score, covering the total 80 awards categories (including those announced May 6) shows NBC-TV with a total of 29 awards (22 for in-

dividuals, seven for programs); CBS-TV, 23 awards (18 for individuals, five for programs); ABC-TV, 16 awards (nine for individuals, seven for programs); PBS, 11 awards (six for individuals, five for programs); and the syndication field with one individual award.

In a special presentation, the academy trustees cited Dr. Frank Stanton, vice chairman of CBS Inc., for his "selfless leadership" in protecting the public's right to information (see below). The late William H. Lawrence, national affairs editor of ABC News, was awarded a posthumous Emmy by the trustees for his "devotion to truth" and "that professional pre-eminence which can only serve as a model for all television newsmen."

Emmy award winners in news and documentary categories, first announced at the May 6 ceremonies, were again presented awards on-stage and on-camera during the May 14 event. Announcing and presenting these awards was FCC Commissioner Charlotte Reid. (An academy spokesman later indicated that Commissioner Reid was filling in for FCC Chairman Dean Burch, who had been asked by Academy President Robert F. Lewine to present the awards.)

Johnny Carson, of NBC-TV's *The Tonight Show Starring Johnny Carson*, was host for the telecast.

Following is a list of 1971-72 Emmy award winners announced at the May 14 ceremonies:

Outstanding series—comedy: *All in the Family*, Norman Lear, producer—CBS.

Outstanding series—drama: *Elizabeth R, Masterpiece Theatre*, Christopher Sarson, executive producer, Roderick Graham, producer—PBS.

Outstanding single program—drama or comedy: "Brian's Song," *Movie of the Week*, Paul Junger Witt, producer—ABC—Nov. 30, 1971.

Outstanding variety series—musical: *The Carol Burnett Show*, Joe Hamilton, executive producer, Arnie Rosen, producer, Carol Burnett, star—CBS.

Outstanding variety series—talk: *The Dick Cavett Show*, John Gilroy, producer, Dick Cavett, star—ABC.

Outstanding single program—variety or musical—a single program of a series or a special program. A. Variety and popular music: Jack Lemmon in "S Wonderful," "S Marvelous," "S Gershwin," *Bell System Family Theatre*, Joseph Cates, executive producer, Martin Charnin, producer, Jack Lemmon, star—NBC—Jan. 17, 1972.

B. Classical music: *Beethoven's Birthday: A Celebration in Vienna with Leonard Bernstein*, James Krayer, executive producer, Humphrey Burton, producer, Leonard Bernstein, star—CBS—Dec. 24, 1971.

Outstanding new series (presented after telecast): *Elizabeth R, Masterpiece Theatre*, Christopher Sarson, executive producer, Roderick Graham, producer—PBS.

Outstanding single performance by an actor in a leading role—a one-time appearance in a series or for a special program: Keith Michell in "Catherine Howard," *The Six Wives of Henry VIII*—CBS—Aug. 29, 1971.

Outstanding single performance by an actress in a leading role—a one-time appearance in a series or for a special program: Glenda Jackson in "Shadow in the Sun," *Elizabeth R, Masterpiece Theatre*—PBS—Feb. 27, 1972.

Outstanding continued performance by an actor in a leading role in a dramatic series: Peter Falk in "Columbo," *NBC Mystery Movie*—NBC.

Outstanding continued performance by an actress in a leading role in a dramatic series: Glenda Jackson in *Elizabeth R, Masterpiece Theatre*—PBS.

Outstanding continued performance by an actor in a leading role in a comedy series: Carroll O'Connor in *All in the Family*—CBS.

Outstanding continued performance by an actress in a leading role in a comedy series: Jean Stapleton in *All in the Family*—CBS.

Outstanding performance by an actor in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: Jack Warden in "Brian's Song," *Movie of the Week*—ABC—Nov. 30, 1971.

Outstanding performance by an actress in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: Jenny

Agutter in "The Snow Goose," *Halfmark Hall of Fame*—NBC—Nov. 15, 1971.

Outstanding performance by an actor in a supporting role in comedy—a continuing or one-time appearance in a series, or for a special program: Edward Asner in *The Mary Tyler Moore Show*, series—CBS.

Outstanding performance by an actress in a supporting role in comedy—a continuing or one-time performance in a series, or for a special program: Tie between Valerie Harper in *The Mary Tyler Moore Show*, series—CBS—and Sally Struthers in *All in the Family*, series—CBS.

Outstanding achievement by a performer in music or variety—a continuing or one-time appearance in a series, or for a special program (presented after telecast): Harvey Korman in *The Carol Burnett Show*, series—CBS.

Outstanding directorial achievement in drama—a single program of a series with continuing characters and/or theme: Alexander Singer, "The Invasion of Kevin Ireland," *The Lawyers segment, The Bold Ones*—NBC—Sept. 26, 1971.

Outstanding directorial achievement in drama—a single program: Tom Gries, "The Glass House," *The New CBS Friday Night Movies*—CBS—Feb. 4, 1972.

Outstanding directorial achievement in comedy—a single program of a series with continuing characters and/or theme: John Rich, "Sammy's Visit," *All in the Family*—CBS—Feb. 19, 1972.

Outstanding directorial achievement in variety or music—a single program of a series: Art Fisher, *The Sonny & Cher Comedy Hour* (with Tony Randall)—CBS—Jan. 31, 1972.

Outstanding directorial achievement in comedy, variety or music—a special program: Walter C. Miller and Martin Charnin, Jack Lemmon in "S Wonderful," "S Marvelous," "S Gershwin," *Bell System Family Theatre*—NBC—Jan. 17, 1972.

Outstanding writing achievement in comedy, variety or music—a special program: Anne Howard Bailey, "The Trial of Mary Lincoln," *NET Opera Theatre*—PBS—Feb. 14, 1972.

Outstanding writing achievement in drama—a single program of a series with continuing characters and/or theme: Richard L. Levinson and William Link, "Death Lends a Hand," "Columbo," *NBC Mystery Movie*—NBC—Oct. 6, 1971.

Outstanding writing achievement in drama, original teleplay—a single program: Allan Sloane, "To All My Friends on Shore"—CBS—Feb. 25, 1972.

Outstanding writing achievement in drama, adaptation—a single program: William Blinn, "Brian's Song," *Movie of the Week*—ABC—Nov. 30, 1971.

Outstanding writing achievement in comedy—a single program of a series with continuing characters and/or theme: Burt Styler, "Pentith's Problem," *All in the Family*—CBS—Jan. 8, 1972.

Outstanding writing achievement in variety or music—a single program of a series: Don Hinkley, Stan Hart, Larry Siegel, Woody Kling, Roger Beatty, Art Baer, Ben Joelson, Stan Burns, Mike Marmor, Arnie Rosen, *The Carol Burnett Show* (with Tim Conway and Ray Charles)—CBS—Jan. 26, 1972.

Special classification of outstanding program and individual achievement—an award for unique program and performer achievements, which does not fall into a specific category, or is not otherwise recognized: General Programming—*The Pentagon Papers*, PBS Special—David Prowitt, executive producer, Martin Clancy, producer—PBS—June 21, 1971; Docu-Drama: *The Search for the Nile—Paris I-VI*, Christopher Ralling, producer—NBC—Jan. 25, Feb. 1, 15, 22 and 29, 1972.

The Trustees Award—An award to an individual, a company or an organization for outstanding achievement in the arts, sciences or management of television which is either of a cumulative nature or so extraordinary and universal in nature as to be beyond the realm of the awards presented in the categories or areas of achievement: Bill Lawrence, Dr. Frank Stanton.

Personal honors go to Stanton, who says his award belongs to all believers in free broadcast journalism

CBS Vice Chairman Frank Stanton, who has received numerous awards for his stand against government intrusion on the freedom of broadcast journalism, was given nationwide commendation at last week's Emmy awards telecast. In presenting Dr. Stanton with a trustees' award, the National Academy of Television Arts and Sciences' highest honor, Robert F. Lewine, president of the academy, said it was being given for "selfless leadership and unwavering principle in defense of our industry under attack . . . outspoken stance and courageous posture in protecting the right of the people to know, frequently in the face of potential dangers,

both personal and professional, from those many forces which have attempted to abridge or even to abolish that right."

Dr. Stanton, who was erroneously introduced at the ceremony as president of CBS, said in a brief speech that this tribute to him "runs far deeper" than just personal recognition and he accepted the award "on behalf of all my colleagues in broadcasting dedicated to a wholly free journalism." Dr. Stanton said that the free-press provision of the First Amendment entitles television journalism "to the same free-press guarantees accorded newspapers and magazines" and he emphasized that "it is imperative that all of us . . . be constantly alert to resist any action which would compromise" the right of the public "to know, to discuss and to question."

A new shape for Emmy

A second telecast of presentations planned for next year, honors for cable and closed-circuit programs; talk shows out as a separate awards category

The Emmy awards are changing again. In the latest in what virtually amounts to biennial revamping of the awards structure, the National Academy of Television Arts and Sciences announced five specific changes in the Emmy voting procedure. In addition, the academy revealed that it is currently negotiating for a separate prime-time network TV awards program to cover the presentation of Emmys in news and documentary program categories and areas. These disclosures were made at a news conference on the West Coast after two days of NATAS board of trustees meetings in Beverly Hills, Calif., following the 24th annual Emmy awards presentation.

Negotiations are expected to be concluded within the next month for either NBC-TV or CBS-TV to telecast (ABC-TV already has declined) presentations of news and documentary Emmys in January or February, 1973, some four or five months prior to the usual annual national telecast that concentrates on entertainment achievement awards. In all, the television academy is planning three separate formal presentations of Emmy awards to cover 1972-73 achievements in national programming—the two network telecasts covering news and documentary and entertainment awards, as well as by now the standard nontelevised private banquets in New York and Los Angeles (where this year for the first time it was a luncheon affair) for presentation of awards in the creative-crafts categories and areas. The news and documentary awards, since 1969, have been announced in separate nontelevised ceremonies prior to the presentation of entertainment achievement awards on national television.

The five changes in the Emmy-awards structure and voting procedure revealed at the news conference are:

■ In acknowledgement of the emergence of the short, limited-run, so-called

Staggers on news staging

Testimony from film crew members charges networks with news distortion and fraudulent presentation

mini-series as a growing program form such entries will be recognized next year in a separate award category and will not compete, as they have been, with continuing series (the series-within-a-series, however, such as "The Doctors" under *The Bold Ones* umbrella title, will be judged, as in the past, as a continuing series.)

■ No longer will a single episode out of a series be eligible to compete in the single-program category. (A *Carol Burnett* segment, for example, will not compete with a musical special.) Instead the series episode will be eligible only in series competition.

■ Four different recognitions have been granted to daytime programming achievements, instead of the current two. Next year Emmys will be awarded in two daytime categories—outstanding achievements in both daytime dramatic and non-dramatic programming—in addition to individual, not programming, achievement awards in two daytime areas (an area is where there is the possibility of one award, more than one award, or no award). These daytime awards are unlikely to be presented on television but instead probably will be given at the creative craft ceremonies.

■ Eligibility for academy recognition will be granted for the first time to any cable-TV or closed-circuit TV program origination that is delivered to the home (specifically excluding theater-TV originations). Besides national programming originations for cable or CCTV—and none are likely by next year—Emmys will be given for such efforts on a regional basis.

■ As reflection of the apparent diminution of talk series on network TV and in syndication, the variety-talk category (won this year by Dick Cavett) is to be eliminated, with the talk series that remain on the air competing in the general-variety category.

The net result of these changes is that the TV academy, often lambasted for the bewildering number of Emmys it gives out, has added two more awards to the aggregate of 80 awards presented this year.

In other actions taken at the board of trustees meeting, the contract of Robert F. Lewine, as full-time paid president of the national academy, was renewed for a second two-year period.

San Diego, with 140 members, has been granted a charter (on a two-year probationary basis) and now becomes the national TV academy's 11th local chapter.

Television Quarterly, the journal of the national academy, which has suspended publication for almost two years due to economic problems, will resume publication with columnist Harriet Van Horne as editor and veteran producer Hubbell Robinson as chairman of the editorial board. In addition, separate regional editorial boards will contribute suggestions and material out of Washington under *Washington Post* critic Lawrence Laurent, and from Los Angeles under *Los Angeles Times* TV columnist Cecil Smith. First issue of the publication under this system is scheduled for September.

Broadcast journalism for the past year has been under investigation by Congressman Harley O. Staggers (D-W. Va.) and his Special Subcommittee on Investigations. The subcommittee's staff has been traveling the country in search of television credibilities to be attacked. Last week the chairman and his colleagues sat down in public to review the year's work.

The basic allegation was that some events depicted in some news programs were simulated but presented as though real. The occasion was two days of hearings (May 17-18) into 18 episodes of alleged staging of news presentations by ABC and CBS television crews and alleged distortion of the Chicago street encounters during the 1968 Democratic convention as cited in an NBC news program.

Chairman Staggers's opening statement set the tone: "When film and sound recording of an actual event is presented," said Mr. Staggers, "the public has a right to expect that the events have been filmed and recorded as they actually took place, unless there is an appropriate disclosure to the contrary."

None of the names on the witness list struck a note of public familiarity. Those from the broadcast camp were either cameramen or soundmen associated with a particular broadcast to which an allegation of news-staging had been attached. Those witnesses, Mr. Staggers said, were "uniquely qualified to discuss these matters" in that "it is they who, day by day, and often at great personal risk, obtain

On the trail. The congressional team at the House Investigations Subcommittee's hearing on news staging last week included (l to r): Daniel J. Manelli, the subcommittee's acting chief counsel; Subcommittee Chairman Harley O. Staggers (D-W.Va.), who also is chairman of the parent Commerce Committee, and Representative J. J. Pickle (D-Tex.).



the raw material out of which the television reports are constructed."

In addition to the testimony, the subcommittee viewed clips of TV news accounts in which some degree of staging was allegedly involved. Most of this material was supplied from a network-news-cast "archives" maintained by Vanderbilt University.

The evidence presented last week was the result of an inquiry conducted by the subcommittee's staff involving interviews with ABC and CBS employees connected with the allegedly staged events. The inquiry reportedly began last summer. According to NBC sources, no employees of that network were questioned, and none appeared at the hearing.

On Wednesday, the witnesses included Robert C. Jennings, a cameraman with ABC News's Los Angeles bureau, who testified about several incidents in which a film crew of which he was a part reportedly arranged simulated news reports. One such incident involved the bureau's May 1971 report on a Seattle police department program to curb the divorce rate of its patrolmen. One scene in the ABC report, Mr. Jennings recalled, depicted the wife of a uniformed patrolman sitting in the front seat of a squad car while the unit was on emergency call. Mr. Jennings, who filmed the scene from a civilian auto traveling alongside the police vehicle, said the "wife" was actually a Seattle police-woman recruited for the scene from the department's public-relations department by Bruce Cohn, then a producer with the bureau.

Mr. Jennings's testimony was corroborated by Burdina Dewaard, the police-woman who appeared in the report. According to Miss Dewaard, the squad car made three "emergency runs" at the direction of Mr. Cohn—with lights flashing and sirens blaring—at a speed that was "entirely too fast." On the third run, she said, the car veered to avoid hitting another auto, narrowly missing a collision. "I had the jitters the rest of the evening," Miss Dewaard recalled. When asked why the department agreed to the filming, Miss

Dewaard said: "We were very anxious to cooperate with the media . . . to get the publicity."

Mr. Jennings also told of another incident involving Mr. Cohn and ABC News Correspondent Bill Wordham. In that one, a report in the decline of gambling in Nevada, Mr. Jennings testified, a scene was filmed in the casino of Caesar's Palace, Las Vegas, in which the supposed "gamblers" were actually models hired by the crew from a casting agency. Messrs. Jennings, Cohn and Wordham were subsequently suspended for six weeks when their superior, Bill Sheehan, ABC vice president and director of news, discovered a \$125 voucher for model fees in Mr. Jennings's expense account, Mr. Jennings told the subcommittee.

The subcommittee also heard, on Wednesday, from James E. Webb Jr., a former soundman with CBS-owned KNXT-TV Los Angeles, who testified about his involvement in a 1969 KNXT documentary *The Battle of the Badge*. The program, which detailed the community-relations efforts of the Los Angeles police department, included filmed segments of interviews between police volunteers and community groups. Mr. Webb testified that at one of the meetings shown on the broadcast representatives of a militant black group identified as "Us" were present, although they had not been informed of the event by either the police or the sponsoring organizations. Their presence, Mr. Webb said, created a "disruptive" influence uncharacteristic of the police program, and they were "easily identified by myself" as "ringers" from the outside.

Sergeant Roy Randolph, of the Los Angeles police, who participated in the same meeting filmed by the KNXT crew, was asked whether he recalled that the presence of the "Us" representatives was the result of an arrangement by KNXT. Sergeant Randolph replied: "I very vaguely recall that a superior advised me that this had occurred."

A CBS statement distributed at the hearing stated, in part: "The objective of CBS policies governing its news operations is to communicate newsworthy developments to the public clearly and responsibly. These policies apply to all news personnel." However, the statement said, in the course of gathering "annually tens of thousands of stories, there are bound to be occasional infractions of operating standards. Most of these are inconsequential. When, however, deviations of policy are discovered, we take appropriate remedial action." The network said it would "examine any evidence which suggests that present CBS personnel have engaged in improper practices."

The subcommittee convened on Wednesday afternoon for about 30 minutes to view a video tape of excerpts of NBC-TV's 1968 Democratic national convention coverage. The tape, supplied by the Vanderbilt library, included segments broadcast on the evening of Aug. 5, showing street scenes of confrontations between Chicago police and peace demonstrators. Chairman Staggers noted that "there were allegations that some of the scenes of crowd violence which were

broadcast had presented the same scene from different angles giving the impression that separate incidents of violence were being shown."

During the screening, Paul C. Simpson, administrative consultant of the Vanderbilt TV library, pointed out one episode in which the NBC cameras showed the same individual being arrested and dragged into a paddy wagon three times in the same broadcast.

NBC was quick to react to the accusation. "It is a well known fact," a network spokesman said, "that we covered the 1968 Democratic convention under the most difficult circumstances. [It was noted in the hearing that a telephone-workers strike prevented the networks from presenting the street violence live, necessitating the taping and delayed broadcast of that material.] Any suggestion that we went out of our way to portray violence or to concentrate on violence is utterly ridiculous."

The subcommittee's investigation also included an examination of the NBC documentary, *Say Goodbye*, but no testimony in support of NBC's alleged misleading editing techniques was presented at the hearing.

Thursday testimony centered on the operations of CBS News's Los Angeles bureau and CBS-owned KNXT-TV. Several news reports and documentaries emanating from those offices were scrutinized—two produced by CBS News Correspondent Terry Drinkwater. The subcommittee heard testimony from four witnesses who had participated in the Drinkwater reports—one of which involved the availability of explosives over-the-counter and the other dealing with the pop wine craze on the West Coast. Mr. Drinkwater was twice suspended without pay as a result of the reports.

Lloyd Jack Reynolds, a CBS soundman who had worked with Mr. Drinkwater on the explosives exposé, told the subcommittee: "In the general consensus, it was staged because I don't know how we could have done it otherwise." He said a scene showing a young man buying dynamite from a Portland, Ore., area distributor was prearranged with both the alleged "buyer," Michael Phillip De Courcei, and the store owner, Stanley W. Haberlich. In the report, aired on the *CBS Evening News* in September 1970, Mr. Drinkwater said: "In Oregon, it is almost as easy to buy dynamite as it is to buy groceries." He claimed that Mr. DeCourcei "had a legitimate reason" for purchasing the explosives, "he wanted to clear boulders from a field." But in testimony last week, Mr. De Courcei said he had neither purchased nor used dynamite before, nor did he have use for it at the time the report was made. "Today I would say that it [the report] was deceptive in that I was not a legitimate buyer." Mr. Haberlich, who also gave testimony, agreed.

Tom McEnry, the cameraman who filmed the pop wine report, also doubted the credibility of his film. Asked if events were staged, Mr. McEnry stated: "In my opinion, yes." He recalled that Mr. Drinkwater has arranged for customers in vari-

ous supermarkets to pick up bottles of the beverage in front of the CBS camera to give the impression that they were buying it. He also claimed that a sequence depicting young people drinking wine on the banks of the Colorado River was also staged by Mr. Drinkwater and Gary Cunningham, the crew's soundman. "I objected to the procedure in shooting in the store," Mr. McEnry said. And, he said, "I threatened to walk off the job at the Colorado River because of what he [Mr. Drinkwater] was doing."

Mr. McEnry said that, because of his cooperation with the subcommittee, he had been pressured by some CBS producers and had been deprived of several major assignments. "There have been a lot of rumors going around about what McEnry did," he said.

Mr. McEnry's charges of internal pressure were echoed by Jack Leppert, former cameraman for KNXT-TV and now with KTTV-TV Los Angeles. Mr. Leppert, who was fired from KNXT-TV due to alleged "incompetence," told newsmen that his dismissal was a "direct result" of his disagreement with KNXT producer Joseph Salzman on production techniques. He told the subcommittee of two documentaries he filmed for the station under Mr. Salzman's direction. In both cases, he accused Mr. Salzman of either prearranging events (in one program, entitled *Black on Black*, a black perspective of the Los Angeles Watts community, Mr. Leppert said an individual presented as a spokesman for the community was actually paid for his appearance and told what to do by Mr. Salzman) or fraudulently staging them (in the second show, examining the middle-class attitude toward the youth culture, Mr. Leppert claimed that Mr. Salzman arranged for a KNXT employe clad in hippie attire to knock on the doors of apartment houses at which he knew there were no vacancies to give the impression of social discrimination).

Roy Gardener, a freelance soundman formerly associated with CBS, claimed that he had been given no assignments by the network after proposing a system to CBS News President Richard Salant whereby technicians wishing to voice complaints about news staging could do so to top network management, rather than to bureau chiefs.

CBS Washington Vice President Richard Jencks, who was present at Thursday's session, said he knew of no pressure against witnesses from CBS management.

N.Y. FM revs up protest

An all-day "editorial" against U.S. involvement in Vietnam was broadcast May 12 by WRVR(FM) New York. All programming from 7 a.m. to 10 p.m. presented protests against the war, punctuated by frequent repeats of an antiwar editorial by General Manager John Wicklein, but with listeners holding opposing views invited to call in or seek later reply time. Said Mr. Wicklein: "A single editorial can be lost in the argument, but perhaps [an entire day] can help arouse the community to act against the danger."

Enough manpower for any story

Huge band of journalists takes off to cover Nixon's mission to Moscow

A hundred and thirty-six broadcast newsmen—the burnished stars in the networks' galaxies, hustling reporters and several executives from station groups and the technicians that make it possible for all of them to work—were to be assembling in Moscow today (Monday) ready to report one of the major stories of the decade, and hoping that at least a story of the year develops. In all, 240 journalists were ticketed for the trip.

As the bulk of the journalists who are covering the Moscow meeting of President Nixon and the leaders of the Soviet Union left Washington on Saturday (May 20), there was no way of knowing how memorable the visit and its news coverage would be. The agenda offered little promise of the capture of high drama. The Nixons' arrival in Moscow and their departure were to be covered live. But coverage of the rest of the eight days in the Soviet Union was less certain.

Late last Thursday Frank Jordan, director of NBC's Washington news bureau, who is in charge of the traveling pool for coverage, said arrangements for live coverage were still being made. But it appeared that the kind of live coverage of state banquets, with the leaders of powerful nations toasting each other, that were featured on the Nixons' China trip, will not be available. The Russians, Mr. Jordan said, "have different traditions."

During the visit to the Soviet Union, the Russians will provide the electronic coverage, with the Americans making whatever use they want of the pictures—putting their own commentary to them and then either shipping the signals back via landline to Helsinki, then to the earth station at Reisting, Germany, for relay via Intelsat satellite back to the United States, or else video taping the material for later feed. But the Americans also expect to shoot a lot of film.

In all, the President will be gone 13 days. And his stops at Salzburg, Austria, and, on his return, at Teheran, Iran, and Warsaw, Poland, will also be covered, both live and on film.

But it is in Moscow, at the Moscow Television Center, that the networks expect to have their most comfortable quarters. Mr. Jordan—who with representatives of the three networks conferred with representatives of the Russians' State Committee for Television—spoke highly of the cooperation and high sense of professionalism the Russians demonstrated in helping to make arrangements.

The networks moved men and supplies into the Soviet Union in numbers and quality that will permit extensive coverage. The anchormen are there—ABC's Howard K. Smith, CBS's Walter Cronkite and NBC's John Chancellor. So are the White House correspondents, the producers, the camera crews, the film processors, the audio and video tech-

nicians. All told, the networks have 120 individuals in the Soviet capital; 54 of them—production personnel, principally—had flown in ahead.

As he was attempting to clear his desk in Washington before his departure Saturday, Mr. Jordan allowed himself the luxury of a cliché. "It all augurs well," he said. "They let us bring in whoever wanted to go."

But he appeared to have an itch for something to happen that would lift the trip out of the travelogue status and make it a real stickout newswise—perhaps the leaders of the U.S. and the Soviet Union signing an agreement on strategic-arms limitation. That would be great on television, live, he agreed. It's possible, but it's not on the agenda.

Eyewitness. Sol Taishoff, editor of BROADCASTING, is among the correspondents traveling with the President. Mr. Taishoff's reports of radio and television coverage of the mission will appear exclusively in this publication.

Snubbed KTVU retaliates

KTVU(TV) Oakland-San Francisco, running into what it feels is prejudice-in-reverse, has gone on record promising not to "give coverage to any organization which discriminates against us because of our races, creeds and colors." This declaration was presented in an editorial telecast by the station on April 28. It came after a chicano news reporter and a Chinese cameraman, sent out by the station, were prevented from covering the National Chicano Political Caucus in San Jose, Calif. The editorial charged that the newsmen were told by La Raza Unida Party that only representatives of chicano stations—apparently meaning Spanish-language stations—would be permitted to cover the event. The station subsequently was informed that those who prevented the news coverage were not acting as representatives of the statewide La Raza Unida Party, which previously had voted not to prevent news media coverage of meetings.

WBAI(FM) case at end?

Prosecution asks New York court to drop contempt charge over subpoenaed tapes, but station wants some guidelines first

The appellate division of the state supreme court of New York has been asked by the Manhattan district attorney's office to drop a contempt case against WBAI(FM) New York and its general manager, Edwin A. Goodman.

Though attorneys for WBAI objected to the request, hoping to have the case lead to guidelines, the panel of judges indicated by their remarks that they would approve the prosecution's motion.

Michael Juviller of the district attorney's office said the case had become moot. He said Mr. Goodman had submitted an affidavit to the court on May 5 saying that WBAI did not have tape recordings of interviews broadcast live during the 1970 riots at the Manhattan Men's House of Detention.

The prosecution had sought the tapes for use as evidence in coming trials of prisoners. When Mr. Goodman and the station refused to comply with a subpoena to supply broadcast materials, they were cited for contempt.

Since the tapes apparently do not exist, Mr. Juviller said, the court should vacate the original subpoena and erase the contempt citation. The four judges indicated by their questions and comments that they agreed with Mr. Juviller.

Attorneys for WBAI agreed that the subpoena and the contempt citation should be nullified, but said the court should set forth guidelines on when and how prosecutors could issue subpoenas to the media.

The judges did not seem receptive to the argument. One suggested: "We should forget the whole thing." And presiding Justice Harold A. Steven pointed to cases now before the U.S. Supreme Court, saying that their outcome probably would "delineate" the issue.

Many professional journalists and organizations rallied to the support of WBAI, citing the freedom-of-press implications of the case. Mr. Goodman served two days in jail on contempt charges before he was released pending appeal (BROADCASTING, March 6 et seq.).

Programatic Broadcasting Services

- Complete Programming Automation
- Outstanding Adult Music
- Ovation Music
- Unlimited Programming Flexibility
- Significantly Reduced Operating Cost

8585 N. Stemmons Freeway
Suite 822
Dallas, Texas 75247
214/638-6525



1



2



3



4



5



6

Historic newsfilm. This dramatic footage of last week's assassination attempt against Governor George Wallace was taken by CBS News cameraman Laurens Pierce. These six off-the-tube frames from that sequence show (1) assailant Arthur Bremer as a smiling spectator before the shooting, (2) Bremer beginning his attack on the governor, with his arm extended past another spectator, (3) the firing of one shot, (4) others in the crowd trying to

deflect Bremer's arm, with the pistol still aimed at the fallen candidate, (5) Governor Wallace on the ground, with blood beginning to show through his shirt, (6) the governor's wife bending over him, with the legs of another victim showing at upper left. Not only was this film shown repeatedly on television in the days immediately following the assassination attempt, but still frames from it—these among them—were on front pages around the world.

Wallace shooting gets fast reports

Broadcast newsmen swarm to the story; one cameraman films assailant in the act

Television and radio networks and stations had another unexpected act of violence to cover last week—the attempted assassination of Alabama Governor George Wallace in Laurel, Md.

Within minutes after Governor Wallace was shot in a shopping center last Monday (May 15) at 4:05 p.m. (NYT) while campaigning for the Democratic presidential nomination, radio and television correspondents began to relay news bulletins from the scene. They followed these reports with developments at the Holy Cross hospital in Silver Spring, Md., where the seriously wounded Alabama chief executive was taken.

Through Monday and into the week, broadcasting provided a continuing flow of information on Governor Wallace's condition, reaction to the shooting, political effects, and background of the alleged assailant, Arthur Bremer of Milwaukee.

ABC-TV said it flashed a special bulletin at 4:17 p.m. and a special report by an ABC News Washington correspondent, Stephen Geer, at 4:27 p.m. Throughout the day and evening, ABC-TV updated the story, and carried a profile of Governor Wallace on the *ABC Evening News*.

CBS-TV's coverage started with a bul-

letin at 4:10 p.m. and continued throughout the day and evening with further details on the incident. Laurens Pierce, a CBS News cameraman who was covering the rally and filmed the actual shooting with close-up pictures, was interviewed by correspondent Roger Mudd on a special report telecast between 5:26 and 5:36 p.m. on Monday. The following morning Mr. Pierce also was interviewed for a segment on *CBS Morning News with John Hart*.

The cameraman noted in both interviews that he had seen a man, later identified as Arthur Bremer, at several rallies held for Governor Wallace. He said he had approached Bremer shortly before Governor Wallace spoke and said, "I've filmed you on another occasion at another rally." But Bremer turned away, saying, "No, no," and walked off, according to Mr. Pierce.

NBC-TV carried its first bulletin on the attempted assassination at 4:12 p.m. and devoted extensive coverage throughout the rest of the day on its regularly scheduled newscasts and in special reports.

On Monday night NBC-TV devoted 22 minutes, starting at 9:44 p.m., to a special program on Mr. Wallace.

Radio, as usual, was the first news medium to flash the word. ABC Radio broadcast reports of the shooting at 4:09 p.m. on all four of its network services. ABC carried five live special reports during the day plus comprehensive coverage on regular newscasts.

CBS Radio moved the Wallace story to

its owned stations and WTOP (AM) Washington about six minutes after the shooting (at 4:11 p.m.) by means of its private-lines news exchange (PLNX). Between 4:11 p.m. and 12:25 a.m. on Tuesday, CBS radio authorities said, PLNX provided 49 feeds, ranging from 12-second actualities to eight-minute live reports. CBS Radio provided extensive network coverage to its affiliates, feeding the news bulletins and special reports of CBS News.

Mutual started to air bulletins on the incident about 4:11 p.m. and dispatched a Washington correspondent, Bill Greenwood, to Silver Spring to cover developments at the hospital. The network presented two 15-minute special reports that night plus numerous bulletins on regular broadcasts.

Mutual also provided substantial coverage of the shooting on its black and Spanish-language network services.

NBC Radio broadcast a news bulletin at 4:12 p.m. and throughout the rest of the day covered developments on its on-the-hour newscasts and in special reports lasting from two to six minutes. The network continued this pattern of coverage throughout the week.

UPI Audio reported that it gave its station clients rapid and full coverage of the shooting and subsequent developments at the scene by two of its Washington correspondents, Pye Chamberlayne and Gene Gibbons. Reaction stories also were supplied by UPI correspondents and stringers from various parts of the country.

Bill Lawrence lives in his book

Posthumous publication of his memoirs as a journalist with the 'Times' and ABC News gives a close-up look at the top political men in America

Inside stories on how he covered some of the biggest national and international news stories of the past 30 years, the last 10 of those years with ABC News, make up Bill Lawrence's first and only book, "Six Presidents, Too Many Wars," published by Saturday Review Press, New York (307 pages, \$8.95).

Mr. Lawrence, who died of a heart attack last March while covering the New Hampshire primary, was known as a hard-nosed, irreverent, free-swinging but objective political reporter. His book is in the same vein.

When he moved to ABC in 1961 after 20 years with the *New York Times*—primarily because the *Times* wouldn't let him accompany President Kennedy to Europe, although he was the *Times* White House reporter—his biggest problem in converting to "a talking journalist," he recalls, was in condensing his reports to fit broadcast time limitations:

"Some of my journalistic colleagues and friends always called me 'the human vacuum cleaner,' because I put so much into every report in the *Times*; but now I found myself working against 45 seconds as the total allowed for a report on ABC Radio. And it was not easy."

But even on his first assignment—the Kennedy trip to Europe—he came out with a news beat (although he was working as a pool reporter at the time and had to share it) when the President told him to let the public know he had left his meetings with Premier Khrushchev "in a somber mood," thus breaking the news for the first time that the meetings had not gone well.

Many of the stories are well known—his furious objections, as a *Times* man, for instance, when it was announced that President Kennedy would hold live TV news conferences (and his subsequent admission that, as he put it in the book, "the press conference, even though televised, took on new life and vibrancy under Kennedy and became a vital presidential weapon in the conduct of public business").

The background of one of his most publicized and probably most cherished news beats, the prediction in 1966 that President Johnson would not run for reelection in 1968, is recounted, as are many lesser and some equally well known exploits.

One stems from the time in 1967 when he provided medical relief for a Spiro Agnew suffering from laryngitis and became known to Mr. Agnew thereafter as "Dr. Lawrence." Some weeks after the Vice President's attack on TV news in Des Moines, Iowa, he recalled, he encountered Mr. Agnew and was reminded that "you haven't been over to treat my throat lately." Mr. Lawrence's response:

"No, Mr. Vice President, ever since that Des Moines speech, the Secret Service won't let me anywhere near your throat."

"The Vice President and Mrs. Agnew laughed heartily," Mr. Lawrence wrote, "and so did other spectators who understood the reference."

"But," he continued, "I would not want anyone to think that this laughing exchange between the two of us in any way lessened the threat to all broadcasters posed by the continuing Agnew attack upon the news media. It is a threat—clearly backed up by the President—that has had the effect of intimidating some broadcasters into soft-pedaling sharp news commentary and hard-hitting reporting lest at some future date renewal problems would be created for valuable licenses."

Public radio's goals cited

Nationwide public radio service is coming into being at a promising moment—a time of renewed interest in radio generally—the chairman of National Public Radio said last week.

Bernard Mayes, program director of KQED-FM San Francisco, told the second annual Public Radio Conference last week in Washington that radio "is growing stronger by the week. The massive national honeymoon with television (it's been more like an orgy) appears to be ending."

What public radio stations and their national network must do now, he said, is carve a defined, visible role for themselves. They need to stop defining themselves in terms of negative attributes ("nonprofit," "noncommercial," "non-duplication" of commercial programs), get on with the positive programming fact of "doing what broadcasting, as opposed to selling, is all about."

Primary appetizer sought

Senators George McGovern and Hubert Humphrey, two of the front-runners in the race for the Democratic presidential nomination, were invited last week to debate on ABC-TV's *Issues and Answers* program on June 4, two days before the California primary that many regard as crucial. The invitation was issued by Peggy Whedon, producer of the Washington-based *Issues and Answers* (Sundays, 1:30-2 p.m. EDT).

KNX takes a stand

KNX(AM) Los Angeles has announced that it will make a wide range of political endorsements on the air just prior to the California primaries on June 6. The CBS-owned radio station will endorse candidates in county, state legislature and congressional races. Special editorial hours have been scheduled on three consecutive Sundays from May 21 through June 4 for candidate endorsement and for equal opportunity for the unendorsed candidates to reply. George Nicholaw, vice president, CBS Radio Division, and

general manager of KNX, will present the station's endorsements. According to the KNX announcement, the editorial hours are being presented in hopes of stimulating voter interest and providing information about candidates to listeners.

GOP hits networks, media for bad news

Republican National Committee newsletter says NBC fails to take national interest into story judgments, charges CBS with distorting coverage of Vietnam war; Dole says media show divided America

The Republican National Committee has launched a broad attack on the news media, accusing NBC and UPI of spreading communist propaganda without considering whether it is in the national interest; CBS of distortion and accentuating negative news, and some newspapers and TV commentators of trying to "sabotage" U.S. foreign policy.

In last week's issue of *Monday*, RNC's weekly newsletter, the committee said its charges against NBC and UPI were based on interviews with Wallace Westfeldt, executive producer of *NBC Nightly News*, and Ted Majeski, executive picture editor of UPI.

An NBC News broadcast April 28 had featured a film supplied by North Vietnam showing bodies of North Vietnamese civilians, and *Look* magazine carried a photograph UPI had obtained from the North Vietnamese showing a man and two injured children. Both the film and the photo made the point that U.S. bombing raids on Haiphong had hit civilian areas.

Monday quoted Messrs. Westfeldt and Majeski as saying that news value is the principal criterion involved in showing film or transmitting photographs.

The newsletter's headline for the NBC-UPI story was: "U.S. National Interest Not Considered/Before Spreading Enemy Propaganda/Say Network News, Wire Service/Executives."

Sub-headlines read: "NBC Shows Communist Film," and "Aid and Comfort to Enemy?"

In the same issue of *Monday*, CBS was blasted for emphasizing the worst aspects of the Vietnam war and distorting facts. It also pictured the CBS logo over the caption: "The CBS Eye: Chronic astigmatism when viewing war." The article concluded: "Of course there is plenty to be said about the war. But the odds are you won't hear it or see it on CBS."

And, in a speech May 13 at the Republican State Central Committee convention in San Francisco, Senator Robert Dole (R-Kan.), chairman of the RNC, accused leading newspapers and some network TV commentators of attempting to "sabotage" national policy by "presenting a false picture of a deeply divided America in a nervous crisis [the Vietnam war] rather than the true picture of a largely united America standing firmly behind the resolute but carefully planned and calmly decided actions of its President."

Sales optimism and improved gear pervade NCTA exhibits in Chicago

More origination hardware on display this year with Telemation and IVC offering new wrinkles in automation

CATV equipment manufacturers, who have felt like the Egyptians of old with not quite seven lean years, are looking forward to the biblical fat years. More than 100 exhibitors and salesmen wore happy smiles during the four days of the National Cable Television Association convention in Chicago last week. None boasted about the dollar volume of sales, but all agreed that traffic at the booths was extremely good, and that the promise for follow-up calls could result in substantial sales.

Featured among the display of hardware—principally the distribution system items that make up the hardware base of CATV systems—were a substantial number of firms showing origination equipment, including for the first time at an NCTA convention two showing automation programming gear. These were Telemation, showing its new T-Matic automation programmer that uses four, 60-minute Sony videocassettes with the Telemation TM-1 automatic programming control panel, remoting modules, event control modules and associated cablecasting apparatus. The system, priced at \$10,000 to \$15,000, is capable of being cued so that the cable system can be operated virtually automatically using a series of program sources.

The other firm showing automatic equipment was International Video Corp. IVC's Autocaster uses IVC video playback units that also can be automatically sequenced to and from different program inputs. The typical IVC system consists of two IVC 800, one-inch video-tape recorders, a back-up controller.

This configuration plays for two hours on a continuous basis, and costs \$15,950.

In both systems, additional units can be added for longer play times.

Far and away the most ubiquitous origination item was the color-TV camera. This was shown by a host of exhibitors including GBC/CC TV Corp.'s Model VF-7001, with three vidicon tubes, a 16.5-95mm zoom lens, selling for \$7,950; Shibade-Model HV-11000 without a viewfinder, that has three tubes, built-in encoder, sync generator and color bar generator, priced without lens for \$9,950; with lens about \$1,000 extra.

And Commercial Electronics Inc.'s CEI-280, with broadcast standards, using three Plumbicon tubes, weighing 50 pounds, priced at \$20,000; Sony's DXC-5000B, that contains only two vidicons (one for luminance and the other for chrominance) that sells for \$11,000; Panasonic's WV-2100P studio camera with

16.5-95mm zoom lens, selling for \$5,000 with control unit; Philips's LDH-1 with three vidicons and a 5:1 zoom lens for \$15,000, or with three Plumbicons and a 10:1 zoom lens for \$25,000.

Magnavox's Series 200 camera that weighs 20½ pounds using a single vidicon that has a base price of \$4,500 without lens or viewfinder.

And International Video Corp.'s IVC-150 that contains two Plumbicons and one silicon dioxide tube with 18-110mm zoom lens, priced at \$14,000; it also exhibited the IVC-90 that uses three vidicons, with the same zoom lens that sells for \$7,500.

And Ampex's CC-500 with three vidicons and using a 16-160mm zoom lens selling for \$13,000, Cohu's 1500 series color-film chain that also uses three vidicons and sells for \$32,000.

A V Systems Inc. showed its MediaPlex film/graphics system, a unit that permits combination of up to three projector inputs and one graphic input. A color or monochrome camera can be rolled up or removed without realignment. The unit will accept any combination of 16mm, super 8 or slide projectors as modified by A V Systems, so that additional projector functions can be added. The system, without projectors or camera, sells for \$2,495.

Other equipment displayed were the more traditional CATV gear, such as C-Cor's new indoor apartment house amplifiers, each capable of serving from 500 to 1,000 apartments simultaneously, with prices ranging from \$180 for extenders to \$600 for bridgers.

Call for standardization in cable-program modes

Video cassettes will become increasingly important in CATV program origination, the president of Telemation Inc. predicted last week.

Speaking at a technical session during the National Cable Television Association convention, Lyle Keys said that economic factors—equipment costs and operating costs—"are responsible for the failure of program origination today." But, he said, three-quarter-inch video cassettes will reduce costs in the industry and will replace film as the origination mode. Mr. Keys was equally optimistic about video-cassette software. He pointed out that the number of duplication centers across the country is on the increase.

But Conrad Bastow of TV Transmission Inc. seemed less optimistic. At a panel discussion on program sources, he mentioned the profusion currently used in CATV: quadruplex, half-inch and one-inch videotape, three-quarter-inch cassettes and 8 and 16mm film. "Is there any hope for standardization of format?" he asked. "Who will take the ball on this?"

Tom Wilson of the Cable Television Information Center replied that it is a "serious problem" and that a lot of program sources could become available if there was such standardization in the industry. NCTA should make this a high-priority item, he maintained.

54.5% of TV homes color-equipped, says NBC

The number of color-equipped TV households continues on the rise, up to 34,150,000, or 54.5% of total TV households, as of last April 1, according to NBC's quarterly estimate. The yearly gain comparatively is over 5.5 million color TV households, Allen R. Cooper, NBC vice president, planning, said.

In terms of viewing by color-equipped households, the mark is over 57% of total viewing, NBC said, adding that Nielsen shows the typical color home viewing 50.9 hours weekly as against 45.3 hours in non-color homes.

As of last Jan. 1, 32.8 million homes were color-equipped, or 52.6% of all TV households, NBC said.

Earlier this month, the American Research Bureau released its figures which claimed that 55% of present TV households were color-equipped (BROADCASTING, May 8).

Quadraphonic ideas requested by July 15

Developers of four-channel sound systems for FM broadcasting have been asked to submit their proposals by July 15 to the National Quadraphonic Radio Committee. The committee met earlier this month for the first time in Washington.

The committee, sponsored by the Electronic Industries Association, includes representatives of more than 25 organizations and companies, including the FCC, the National Association of Broadcasters, National Association of FM Broadcasters, and the Canadian Broadcasting Corp.

The committee also received suggestions for systems from CBS, Dorren and General Electric.

Six panels were organized, including one on systems specification that is headed by Norman Parker, Motorola. Others will deal with the questions of interconnection, transmitters, receivers, field testing and subjective aspects (BROADCASTING, May 8).

Three-nation EVR combine

The EVR Partnership, London, announced in Tokyo last week that an agreement had been reached between the EVR Partners, Imperial Chemical Ltd. of London, CIBA-Geigy of Switzerland and a Japanese consortium to exploit the electronic video recording system on a worldwide basis.

The Japanese companies, prominent in electronics and communications, are Teijin, Hitachi, Mitsubishi Electric and Mainichi Broadcasting System.

Under the agreement two operating companies are to be formed, one in London and the other in Japan. I.C.I. and CIBA-Geigy will own two-thirds of the equity in the British company and one-third in the Japanese company. The Japanese will own the balance.

Just folks, Nashville-style

The people in front of and the people behind country-and-western music gather for a two-day workshop on themselves

The third Nashville Country Radio Seminar, sponsored by an amalgam of record, music-publishing and country radio people, was held last week in Roger Miller's King of the Road motel.

The two-day seminar, May 12-13, was touted as the only national gathering of country radio personnel and management. And the more than 150 registrants took full advantage of the wealth of knowledge in such a gathering of "heavy people," as one sponsor said.

The agenda included a presentation on sales techniques by Radio Advertising Bureau field representative Joseph Vincent; panels on "hot clocks and formats," "manager / program director relationships," "radio and the record industry," and "the most frequently misunderstood and broken FCC rules" conducted by John McAllister, chief of the FCC's compliance division. The keynote address was delivered by Claude Hall, broadcast editor of *Billboard*.

William Wheatley, program director of *WWOK* (AM) Miami, offered a fiery speech on news slanting by the major wire services and warned the assembled broadcasters to be vigilant against such practices. "You're not only doing a disservice to your audience," his speech concluded, "you're tearing down your country."

If all the important business was not conducted on the floor of the seminar, much informal work was done in corners, over luncheon tables and in the bar. Record promotion men plugged new artists to the program directors, small-market program directors plugged their stations to the promotion men in order to get better service, and airchecks and format theories were exchanged all around. A ban on all promotional hand-outs and displays was tightly enforced by the seminar steering committee.

A Saturday-night banquet and "new faces show" capped the weekend. Established artists like Charlie McCoy, Lloyd Green, and Dicky Lee performed along with newcomers such as Jim Mundy, Mel Street, Connie Eaton, and Jerry Foster.

The seminar began three years ago at the urging of Tom McEntee, then editor of a tip-sheet called *Country Music Survey*. When the sheet folded soon after the first seminar, various music-industry representatives and *WKDA* (AM) Nashville people took over the sponsorship of the fest. Mr. McEntee, now head of country promotion for *GGM* Records, still heads that committee.

New use for the big studio

WPLJ-FM New York has moved its live rock radio concerts into RCA studios there.

The concerts formerly were broadcast



Rock in radio city. The first rock concert ever held in Radio City Music Hall, sponsored by *WCBS*-FM New York May 8, brought in 4,250 people, rave reviews from the New York press and approving nods from the Music Hall management. The benefit, for the Environmental Policy Center, grossed \$24,960 with acts like Chase (Billy Preston) spotlighted on the Music Hall stage.

from A & R Recording Studios. The station said the RCA studios were larger and more comfortable.

RCA was obviously pleased—large recording studios of this type have in recent years been used less frequently as the number of big-band and orchestral recording has declined, and as smaller groups went to out-of-house studios.

Progressive radio group puts it all together

The National Association of Progressive Radio Announcers has been formed in Los Angeles as a nonprofit professional organization for announcers who work for self-styled progressive music radio stations throughout the U.S. and Canada.

Among the purposes of the new organization—which maintains that it is not a management relations group or union—is to enhance the prestige of progressive radio, to provide a forum for the exchange of information among progressive radio broadcasters and to act as a public relations spokesman for progressive radio announcers toward the end of making progressive disk jockeys "a nationally significant and influential group."

Jim Ladd, with *KLOS*-FM Los Angeles, is *NAPRA*'s national secretary. National vice secretary is Jerry Longdon, also of *KLOS*-FM.

Payola charges don't ignite

Whitten says his information gets lukewarm reception from the FCC's Ray

Columnist Jack Anderson and his chief investigator Les Whitten have supplied the FCC with information about alleged payola activities by five record companies, five radio stations, two performing groups, and a music trade magazine.

During a one-hour meeting with William Ray, head of the FCC complaints and compliance division, on May 12, the newsmen supplied some of the data that has been gathered in Mr. Whitten's six-week investigation. FCC Chairman Dean Burch had requested the information after the publication of a column charging the return of payola to the radio industry.

"The meeting was very affable," Mr. Whitten said, but later added that he was disturbed by the "absence of alacrity on Ray's part. Jack [Anderson] and I went in there all peppery and excited about the prospect of a government investigation. But the imminence of dramatic action did not seem to be there." Mr. Ray complained of being short-handed at one point in the meeting, Mr. Whitten said.

Mr. Ray did not want to comment on the meeting, saying it would be too early to say anything at this time.

Information on the cases of drugs-for-plays was also turned over last week to the Bureau of Narcotics and Dangerous Drugs by Mr. Anderson's office.

Be the first in
your neighborhood



to
get
the
facts
about

BIG COUNTRY...

The CHRIS LANE-produced package that is the greatest country thing yet. Only Lane and Programming db could do it so well. Only you can have it in your market. This is your first chance. Don't blow it!

Write

IGM

PROGRAMMING SALES

6430 Sunset Blvd.
Hollywood, Calif.

First quarter gains bolster ABC optimism

Goldenson cites TV's recovery from loss of cigarette money in 1971; expects radio network to turn the corner to profit

Substantial improvement in ABC Inc.'s earnings in 1972 over 1971 was projected last week by Board Chairman Leonard H. Goldenson.

He advised shareholders attending the company's annual meeting in New York that, as he had said earlier (BROADCASTING, April 10), "[Wall] Street estimates of \$3 to \$3.50 a share fully diluted are reasonable ballpark estimates at this time." (Earnings per share in 1971 were \$1.72.)

Mr. Goldenson reported that network television business, despite the loss of cigarette advertising in early 1971, "has rebounded remarkably well." He added that the company's owned television stations suffered a decline in business in 1971 because of the softness in the general economy, but said sales started to improve in the first quarter of 1972 and are "continuing to run ahead in the current quarter."

Turning to radio, he said "the substantial investment" in developing the four radio network program concept "has been fully justified," and added that the network is "expected to operate profitably this year for the first time in many years." He reported that the seven AM radio stations "have shown steady growth for a number of years," but acknowledged that the seven owned FM radio outlets, though showing sales gains, are not profitable yet.

In nonbroadcast areas, he told shareholders that the company's theater and records businesses bolstered their sales in the first quarter of 1972 over 1971. In theatrical motion picture production, Mr. Goldenson said: "We expect to improve upon our performance of last year and substantially reduce the loss that was incurred."

Thirteen of 14 incumbent directors were re-elected for the coming year. Martin J. Schwab, president, treasurer and chief financial officer of United Mer-



Mr. Goldenson (l), chairman, and Elton H. Rule, president, of ABC Inc.

chants and Manufacturers Inc., New York, was elected a company director. He succeeded Charles T. Fisher III, president of the National Bank of Detroit, who did not seek re-election.

One stockholder read a long statement in which he said there was bias in coverage of news events on television and radio, though he said he considered ABC "more objective" than the other networks. He asked if ABC could formulate a policy or guidelines for greater objectivity. Mr. Goldenson reassured him that ABC has had such a news policy for many years and is striving continuously for objectivity and fairness in news broadcasts.

Starr offering snapped up

A public offering of 460,000 shares of common stock of Starr Broadcasting Group Inc., New Orleans, at \$25.75 per share was "completely sold out," according to First America Inc., Lincoln, Neb., which headed the underwriting group. The issue, which was offered last Tuesday (May 16), raised approximately \$12

million (less underwriters' commission) and will be used toward retiring Starr Broadcasting's debt. Starr owns and operates seven AM and three FM stations, television station, a book company, a radio and TV production organization and other enterprises in the communications field.

Vikoa revenues droop

First-quarter 1972 results show loss following poor year of 1971; merger talks with CPI terminated

Vikoa Inc., Hoboken, N.J., reported last week that sales declined in the first three months of 1972.

The company, which manufactures cable-TV equipment and operates cable systems, said preliminary results for 1971 indicate a net loss of about \$2.6 million. A spokesman said a more definitive report on 1971 performance would be issued later following consultation with the company's auditors.

Vikoa said the 1971 loss consists of about \$1.3 million in operating losses and approximately the same amount in extraordinary losses. In 1970 Vikoa reported a net loss of \$8 million, including an operating loss of \$2.6 million and a \$5.4-million loss because of extraordinary charges and discontinued operations.

Vikoa said that its annual meeting has been rescheduled to June 29 from the original date of April 25. The meeting was delayed, the company said, so that Vikoa and its auditors can "resolve the treatment of certain accounting matters."

It has also been announced, jointly by Vikoa and Communications Properties Inc., Austin, Tex., group CATV operator, that their merger plans have been terminated. No reason was given for the action, but a Vikoa spokesman said the companies are "still friendly and it's quite possible merger talks will be revived." The merger would have been achieved through exchange of stock value

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

at more than \$58 million. The consolidation would have made Vikoa, the intended survivor, one of the six largest cable-TV companies, with more than 220,000 subscribers.

For the three months ended March 31:

	1972	1971
Earned per share	\$ 0.11	\$ 0.02
Revenues	3,300,300	5,100,000
Net income	268,000	38,000

Fox headquarters moving to the West

Film company also tells stockholders of extended credit, interest in cable

Twentieth Century-Fox Film Corp., which last fall negotiated an \$80-million line of credit from a group of banks headed by First National Bank of Boston, has received what the film company interprets as a show of confidence from these lenders. Fox shareholders, at the company's annual meeting in Los Angeles, were told that the line of credit has been extended to five years from three years. The lenders also have agreed to drop the interest rate on the \$80-million package from one percent to three-fourths of one percent above the prime commercial rate.

In the largely uneventful meeting, shareholders also were told by Dennis Stanfill, chairman of the board, and Gordon Stulberg, president and chief operating officer, that corporate headquarters—specifically distribution, advertising and financial departments—are being moved from New York to Los Angeles, that the former headquarters building in New York will be leased or sold, and that the company is actively pursuing possibilities in the cable-TV field, particularly of the pay-TV cable variety.

Shareholders re-elected a management slate of 16 directors, including Darryl F. Zanuck, who is chairman emeritus.

Financial Briefs

Grey Advertising, New York, reported an approximately \$7-million rise in gross billings for first quarter compared to 1971 figures for same period.

For three months ended March 31:

	1972	1971
Earned per share	\$ 0.09	\$ 0.05
Gross billings	50,765,000	43,442,000
Net income	110,000	62,000

Fuqua Industries Inc., Atlanta, reported record sales and earnings for first quarter of 1972. "With some upturn apparent in the economy," company noted, "leisure-time spending is accelerating. For the first quarter, leisure sales were up 28%, while earnings more than doubled." For first quarter ended March 31:

	1972	1971
Earned per share	\$ 0.28	\$ 0.25
Revenues	96,619,000	80,351,000
Net income	2,530,000	2,083,000

Warner Communications Inc., New York, announced record earnings per share for first quarter of 1972 compared to same period last year. Warner is involved in records, movies, cable TV, music and magazine publishing and distribution, and its earnings this quarter have been restated to reflect acquisition of TeleVision Communications Corp. and cable-TV business of Continental Telephone Corp. For first quarter ended March 31:

	1972	1971
Earned per share	\$ 0.58	\$ 0.50
Revenues	114,530,000	84,621,000
Net income	12,122,000	10,291,000

Cypress Communications Corp., Los Angeles, which recently disclosed plans to merge with Warner Communications Inc. (BROADCASTING, May 8), reported increase in revenues and earnings for nine months ended March 31:

	1972	1971
Earned per share	\$ 0.24	\$ 0.05
Revenues	8,143,600	7,382,800
Net income	688,900	177,300

Wrather Corp., Beverly Hills, Calif., engaged in TV production and film syndication among other activities, reported slight increase in first quarter revenues but decline in earnings.

For quarter ended March 31, 1972:

	1972	1971
Earned per share	\$ —	\$ 0.05
Revenues	4,113,553	4,075,267
Net income	(66,828)	114,227
Shares outstanding	2,246,600	2,201,698

Columbia Pictures Industries Inc., New York, reported profits of \$1,013,000 or 16¢ per share for its third quarter ended April 1, 1972, compared with loss of \$611,000 or 10¢ per share in third quarter of last year. For third quarter ended April 1, 1972:

	1972	1971
Earned per share	\$ 0.16	\$ (0.10)
Revenues	68,519,000	64,474,000
Net income	1,013,000	(611,000)

The Washington Post Co., which operates Post-Newsweek stations, filed registration statement with Securities and Exchange Commission, proposing secondary offering of 217,922 shares of its class B common stock. Secondary offering, which is being made on behalf of three stockholders, will be underwritten by group of banking firms managed by Lazard Freres & Co. Principal selling stockholder is charitable trust. None of proceeds from sale will be received by company.

Capcities adds newspaper. Agreement to merge Belleville News-Democrat Inc., Belleville, Ill., into Capital Cities Broadcasting Co. for undisclosed amount of stock was announced May 12. Illinois company publishes *Belleville News-Democrat*, Monday through Friday newspaper, with circulation of about 30,000. Capital Cities is group station operator and owns Fairchild Publications Inc., New York, and *Oakland (Mich.) Press*, 77,000-circulation daily newspaper.

Broadcasting Stock Index

Weekly market summary of 115 stocks allied with broadcasting

Stock symbol	Exch.	Closing May 17	Closing May 10	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)	
						High	Low			
ABC	N	70 3/8	67	+ 3 3/8	+ 5.03	76 1/4	51 1/4	7,146	502,899	
ASI COMMUNICATIONS	D	2	2 1/4	- 1/4	- 11.11	5	2	1,815	3,630	
CAPITAL CITIES	N	60	56	+ 4	+ 7.14	64 1/4	48	6,446	386,760	
CBS	N	50 1/2	50 1/8	+ 3/8	+ .74	57 7/8	45 1/2	27,654	1,396,527	
COX	N	40 1/8	40 3/4	- 5/8	- 1.53	49 3/4	36 1/4	5,827	233,808	
FEDERATED MEDIA	O	3 1/4	3 1/4	-	-	3 7/8	2 7/8	820	2,665	
GROSS TELECASTING	GGG	19 7/8	17 3/4	+ 2 1/8	+ 11.97	23 7/8	12 1/4	800	15,900	
LIN	D	18 3/8	17 7/8	+ 1/2	+ 2.79	22 3/8	15 1/2	2,296	42,189	
MODNEY	O	9 1/2	10	- 1/2	- 5.00	10 1/4	4	250	2,375	
PACIFIC & SOUTHERN	PSDU	15 1/2	15 1/4	+ 1/4	+ 1.63	18 1/4	10 3/8	1,930	29,915	
RAHALL COMMUNICATIONS	RAHL	O	14	12 1/2	+ 1 1/2	29	8	1,037	14,518	
SCRIPPS-HOWARD	SCRIP	O	22 1/4	22 1/2	- 1/4	27	18	2,853	63,479	
SONDERLING	SOB	A	18	19 5/8	- 1 5/8	- 8.28	30 3/4	18	1,005	18,090
STARR	SBG	M	25 3/4	25 5/8	+ 1/8	+ .48	28 1/4	15 1/2	732	18,849
TAFT	TFB	N	53 3/8	49 5/8	+ 3 3/4	+ 7.55	57 1/4	41 3/4	3,707	197,861
Broadcasting with other major interests								TOTAL	64,318	2,929,465
ADAMS-RUSSELL	AAR	A	5 1/8	4 7/8	+ 1/4	+ 5.12	8 3/4	4 7/8	1,250	6,406
AVCO	AV	N	15 1/4	16 1/8	- 7/8	- 5.42	20 7/8	15 1/8	11,489	175,207
BARTELL MEDIA	BMC	A	4 3/4	4 3/8	+ 3/8	+ 8.57	7 1/8	4 1/8	2,254	10,706
BOSTON HERALD-TRAVELER	BHLD	O	13	13	-	-	30	11	589	7,657
CHRIS-CRAFT	CCN	N	7 1/2	7 5/8	- 1/8	- 1.63	8 3/4	5 5/8	3,980	29,850
COMBINED COMMUNICATIONS	CCA	A	33 3/8	31 5/8	+ 1 3/4	+ 5.53	42 1/2	29 5/8	2,884	96,253
COWLES COMMUNICATIONS	CWL	N	9 5/8	9 7/8	- 1/4	- 2.53	12 1/2	9 1/2	3,969	38,201
DUN & BRADSTREET	DNB	N	78	72 3/8	+ 5 5/8	+ 7.77	78	63	12,867	1,003,626
FUQUA	FQA	N	23 1/4	23 1/4	-	-	27 7/8	20 7/8	8,120	188,790
GABLE INDUSTRIES	GBI	N	29 3/8	29	+ 3/8	+ 1.29	32 1/4	24	1,872	54,990

	Stock symbol	Exch.	Closing May 17	Closing May 10	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
GENERAL TIRE & RUBBER	GY	N	28 5/8	28 1/8	+ 1/2	+ 1.77	32 5/8	24 5/8	19,483	557,700	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	17 1/4	16	+ 1 1/4	+ 7.81	20 1/2	9 1/4	2,820	48,645	
ISC INDUSTRIES	ISC	A		7 3/4			9 1/8	6	1,646	12,756	
KANSAS STATE NETWORK	KSN	O	6 3/4	6 3/4			7 1/2	6 1/2	1,621	10,941	
LAMB COMMUNICATIONS		O	3	2 3/4	+ 1/4	+ 9.09	4 7/8	2	475	1,425	
LEE ENTERPRISES	LNT	A	27 3/8	24 7/8	+ 2 1/2	+ 10.05	30	17 1/2	3,289	90,036	
LIBERTY CORP.	LC	N	19 1/4	19 3/4	- 1/2	- 2.53	21 5/8	17 1/2	6,753	129,995	
MEREDITH CORP.	MDP	N	23 1/8	23	+ 1/8	+ .54	30 3/4	23	2,772	64,102	
METROMEDIA	MET	N	36	33 3/4	+ 2 1/4	+ 6.66	38 7/8	27 1/4	5,956	214,416	
MULTIMEDIA INC.		O	41 3/4	41 1/2	+ 1/4	+ .60	44	14	2,408	100,534	
OUTLET CO.	OTU	N	16 7/8	16 7/8			19 3/8	14 3/4	1,335	22,528	
POST CORP.	POST	O	25 1/4	22 1/2	+ 2 3/4	+ 12.22	30	9	942	23,785	
PUBLISHERS BROADCASTING CORP.	PUBB	O	2 1/4	2 1/4			4 7/8	1 5/8	919	2,067	
REEVES TELECOM	RBT	A	3 3/8	3 3/8			4 1/4	2 3/8	2,292	7,735	
RIDDER PUBLICATIONS	RPI	N	32 3/8	30 1/4	+ 2 1/8	+ 7.02	34 1/2	26	8,324	269,489	
ROLLINS	ROL	N	35 1/2	34 3/4	+ 3/4	+ 2.15	36 1/2	33	12,131	430,650	
RUST CRAFT	RUS	A	33 3/4	32 1/2	+ 1 1/4	+ 3.84	36 3/4	24	2,318	78,232	
SCHERING-PLOUGH	SGP	N	104	99 1/4	+ 4 3/4	+ 4.78	105	82 5/8	25,471	2,648,984	
STORER	SBK	N	40 3/8	37 3/4	+ 2 5/8	+ 6.95	43 1/4	31	4,223	170,503	
TIME INC.	TL	N	56	56 1/4	- 1/4	- .44	64 3/4	53 1/2	7,278	407,568	
TURNER COMMUNICATIONS		O	5 1/4	4 7/8	+ 3/8	+ 7.69	5 5/8	2	1,328	6,972	
WASHINGTON POST CO.	WPO	A	32 3/4	32	+ 3/4	+ 2.34	35	23 1/2	4,789	156,839	
WOMETCO	WOM	N	23 1/2	21 3/8	+ 2 1/8	+ 9.94	25 7/8	18 1/2	5,789	136,041	
CATV									TOTAL	173,636	7,203,629
AMECO	ACO	O	3 1/4	3 5/8	- 3/8	- 10.34	12 3/4	1 1/2	1,200	3,900	
AMERICAN ELECTRONIC LABS	AELBA	O	7 1/8	6 1/4	+ 7/8	+ 14.00	9 3/4	3	1,670	11,898	
AMERICAN TV & COMMUNICATIONS	AMTV	O	39 1/4	35 1/2	+ 3 3/4	+ 10.56	43 1/2	17 1/4	2,462	96,633	
BURNUP & SIMS	BSIM	O	39	37 5/8	+ 1 3/8	+ 3.65	44	11 1/2	3,061	119,379	
CABLECOM-GENERAL	CCG	A	13 1/4	13	+ 1/4	+ 1.92	18 1/4	13	2,395	31,733	
CABLE INFORMATION SYSTEMS		O	3 3/4	3 1/2	+ 1/4	+ 7.14	4 3/4	1 3/4	955	3,581	
CITIZENS FINANCIAL CORP.	CPN	A	11 1/4	10 5/8	+ 5/8	+ 5.88	15 1/4	10 5/8	2,355	26,493	
COLUMBIA CABLE	CCAB	O	18 3/4	17 1/4	+ 1 1/2	+ 8.69	29	18 3/4	900	16,875	
COMMUNICATIONS PROPERTIES	COMU	O	14 1/4	14 1/4			27 3/8	11 1/8	1,917	27,317	
COX CABLE COMMUNICATIONS	CXC	A	30	28 1/8	+ 1 7/8	+ 6.66	33 7/8	23 1/4	3,555	106,650	
CYPRESS COMMUNICATIONS	CYPR	O	19 3/8	18 1/2	+ 7/8	+ 4.72	19 3/8	7	2,707	52,448	
ENTRON	ENT	A	5 1/4	5 3/8	- 1/8	- 2.32	9 1/4	3 5/8	1,320	6,930	
GENERAL INSTRUMENT CORP.	GRL	N	24 1/2	24 1/2			29 1/4	20 3/4	6,498	159,201	
LVO CABLE INC.	LVOC	O	13 3/4	13 1/4	+ 1/2	+ 3.77	16 1/2	6 3/4	1,466	20,157	
STERLING COMMUNICATIONS	STER	O	6	6 1/8	- 1/8	- 2.04	7 3/4	3 1/2	2,162	12,972	
TELE-COMMUNICATIONS	TCOM	O	29	28 1/4	+ 3/4	+ 2.65	30 3/8	15 1/2	2,856	82,824	
TELEPROMPTER	TP	A	35	33 1/4	+ 1 3/4	+ 5.26	37 1/2	28 1/8	13,472	471,520	
VIA COM	VIA	N	23 1/4	22 1/4	+ 1	+ 4.49	28 1/2	15 1/2	3,771	87,675	
VIKOA	VIK	A	12 7/8	11 5/8	+ 1 1/4	+ 10.75	19 3/4	8	2,344	30,179	
Programming									TOTAL	57,066	1,368,365
COLUMBIA PICTURES	CPS	N	12 3/8	11 5/8	+ 3/4	+ 6.45	14 7/8	9 1/8	6,342	78,482	
DISNEY	DIS	N	178 7/8	169 3/4	+ 9 1/8	+ 5.37	178 7/8	132 3/4	13,223	2,365,264	
FILMWAYS	FWY	A	5 1/8	5 3/8	- 1/4	- 4.65	8	4 7/8	1,849	9,476	
GULF & WESTERN	GW	N	40 3/4	39 5/8	+ 1 1/8	+ 2.83	44 3/4	28	15,816	644,502	
MCA	MCA	N	29 1/2	30	- 1/2	- 1.66	35 7/8	25 5/8	8,182	241,369	
MGM	MGM	N	19 5/8	18 1/2	+ 1 1/8	+ 6.08	21 1/2	17 1/4	5,895	115,689	
MUSIC MAKERS	MUSC	O	3	3 3/8	- 3/8	- 11.11	3 3/4	1 1/8	534	1,602	
TELE-TAPE PRODUCTIONS		O		1 1/8			2 7/8	1	2,190	2,463	
TRANSAMERICA	TA	N	20 3/8	20 7/8	- 1/2	- 2.39	23 1/2	18 1/8	64,571	1,315,634	
20TH CENTURY-FOX	TF	N	12 5/8	12 3/4	- 1/8	- .98	17	11 3/8	8,562	108,095	
WALTER READE ORGANIZATION	WALT	O	2 1/4	2 1/8	+ 1/8	+ 5.88	4 1/8	1 3/8	2,414	5,431	
WARNER COMMUNICATIONS INC.	WCI	N	46 1/4	44 1/2	+ 1 3/4	+ 3.93	47 5/8	31 1/4	16,221	750,221	
WRATHER CORP.	WCO	A	12 1/2	11 3/8	+ 1 1/8	+ 9.89	17 7/8	9 7/8	2,164	27,050	
Service									TOTAL	147,963	5,665,278
JOHN BLAIR	BJ	N	20	20			21 7/8	16 3/4	2,600	52,000	
COMSAT	CQ	N	64 1/2	61	+ 3 1/2	+ 5.73	75 3/8	56 5/8	10,000	645,000	
CREATIVE MANAGEMENT	CMA	A	14	12 3/8	+ 1 5/8	+ 13.13	15 1/2	9 3/8	969	13,566	
DOYLE DANE BERNBACH	DOYL	O	29	27 1/2	+ 1 1/2	+ 5.45	29	24	1,872	54,288	
ELKINS INSTITUTE	ELKN	O	3 1/4	3 1/4			16 3/8	3	1,664	5,408	
FOOTE, CONE & BELDING	FCB	N	11 3/4	11 1/8	+ 5/8	+ 5.61	12 1/8	10 5/8	2,176	25,568	
GREY ADVERTISING	GREY	O	15 3/4	15 1/4	+ 1/2	+ 3.27	18	9 1/4	1,209	19,041	
INTERPUBLIC GROUP	IPG	N	29	26	+ 3	+ 11.53	29	22 3/4	1,843	53,447	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	15 7/8	15 3/4	+ 1/8	+ .79	17 3/4	5 7/8	825	13,096	
MCCAFFREY & MCCALL		O		12			16 1/2	7	585	7,020	
MOVIELAB	MOV	A	2 1/8	2 1/8			3 1/8	1 5/8	1,407	2,989	
NPO VIDEOTECHNICS	MPO	A	5 1/2	5	+ 1/2	+ 10.00	7 1/8	4	547	3,008	
A. C. NIELSEN	NIELB	O	46	45 3/4	+ 1/4	+ .54	50	37 5/8	5,299	243,754	
OGILVY & MATHER	OGIL	O	61 1/4	56 1/4	+ 5	+ 8.88	61 1/4	24	1,096	67,130	
PKL CO.	PKL	O		1 3/4			9 1/2	1 3/4	778	1,361	
J. WALTER THOMPSON	JWT	N	46 1/8	44	+ 2 1/8	+ 4.82	46 1/8	40 1/4	2,711	125,044	
WELLS, RICH, GREENE	WRG	N	23 1/4	21 7/8	+ 1 3/8	+ 6.28	27 7/8	19 5/8	1,618	37,618	
Manufacturing									TOTAL	37,199	1,369,338
ADMIRAL	ADL	N	21 7/8	21	+ 7/8	+ 4.16	27	17 1/8	5,163	112,940	
AMPEX	APX	N	8	7 7/8	+ 1/8	+ 1.58	15 1/8	7	10,873	86,984	
CARTRIDGE TELEVISION INC.		O	33 3/4	33 1/4	+ 1/2	+ 1.50	43 1/2	16 1/2	2,083	70,301	
CCA ELECTRONICS	CCAE	D	5	5 3/8	- 3/8	- 6.97	6 1/4	2 1/4	881	4,405	
COLLINS RADIO	CRI	N	17 1/2	16 7/8	+ 5/8	+ 3.70	19 7/8	13 3/8	2,968	51,940	
COMPUTER EQUIPMENT	CEC	A	3 1/8	3 1/2	- 3/8	- 10.71	4 5/8	3	2,421	7,565	
CONRAC	CAX	N	34 3/4	33 5/8	+ 1 1/8	+ 3.34	39 3/8	27 1/8	1,259	43,750	
GENERAL ELECTRIC	GE	N	67 3/8	65 5/8	+ 1 3/4	+ 2.66	70 7/8	58 1/4	182,123	2,270,537	
HARRIS-INTERTYPE	HI	N	55 1/2	53 3/8	+ 2 1/8	+ 3.98	59	48 1/4	6,344	352,092	

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offer is made only by the Prospectus.

May 16, 1972



460,000 Shares
The Starr Broadcasting Group, Inc.

Common Stock

(\$1.00 Par Value)

Price \$25.75 Per Share

Copies of the Prospectus may be obtained from only such of the several underwriters, including the undersigned, as may lawfully offer these Securities in such states.

First Mid America Inc.

CBWL-Hayden, Stone Inc.	Clark, Dodge & Co. <small>Incorporated</small>	Dominick & Dominick <small>Incorporated</small>	W. E. Hutton & Co.
R. W. Pressprich & Co. <small>Incorporated</small>	Shields & Company <small>Incorporated</small>	F. S. Smithers & Co., Inc.	
Thomson & McKinnon Auchincloss Inc.	C. E. Unterberg, Towbin Co.	Edwards & Hanly	
Bacon, Whipple & Co.	Robert W. Baird & Co. <small>Incorporated</small>	Bateman Eichler, Hill Richards <small>Incorporated</small>	
William Blair & Company	Blunt Ellis & Simmons <small>Incorporated</small>	Boettcher and Company	
Bosworth, Sullivan & Company <small>Incorporated</small>	J. C. Bradford & Co. <small>Incorporated</small>	Butcher & Sherrerd	
Crowell, Weedon & Co.	Dain, Kalman & Quail <small>Incorporated</small>	A. G. Edwards & Sons, Inc.	
Eppler, Guerin & Turner, Inc.	Estabrook & Co., Inc.	Robert Garrett & Sons, Inc.	
H. Hentz & Co., Inc.	Howard, Weil, Lebouisse, Friedrichs <small>Incorporated</small>	Johnson, Lane, Space, Smith & Co., Inc.	
Kohlmeyer & Co.	Legg, Mason & Co., Inc.	Loewi & Co. <small>Incorporated</small>	McDonald & Company
Mitchum, Jones & Templeton <small>Incorporated</small>	Moore, Leonard & Lynch <small>Incorporated</small>	Moore & Schley, Cameron & Co.	
The Ohio Company	Oppenheimer & Co.	Piper, Jaffray & Hopwood <small>Incorporated</small>	H. O. Peet & Co., Inc.
Prescott, Merrill, Turben & Co.		Rauscher Pierce Securities Corporation	
Rotan, Mosle-Dallas Union, Inc.	Rowles, Winston & Co. <small>Incorporated</small>	Stephens, Inc.	
Wheat, First Securities, Inc.	Arthurs, Lestrangle & Short	George K. Baum & Company <small>Incorporated</small>	
Craigie <small>Incorporated</small>	B. C. Christopher & Company	Dabbs Sullivan, Trulock & Company, Inc.	
First Equity Corporation of Florida	W. D. Gradison & Co.	Russ & Company <small>Incorporated</small>	
J. N. Russell, Inc.	Sartorius & Co.	Stifel, Nicolaus & Company <small>Incorporated</small>	

	Stock symbol	Exch.	Closing		Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitalization (000)
			May 17	May 10			High	Low		
MAGNAVOX	MAG	N	38 5/8	39	- 3/8	- .96	52 1/4	36 1/4	17,476	675,010
3M	MMM	N	147 7/8	141 1/4	+ 6 5/8	+ 4.69	149 5/8	129 1/4	56,300	8,325,362
MOTOROLA	MOT	N	106	98 3/8	+ 7 5/8	+ 7.75	106	80	13,522	1,433,332
RCA	RCA	N	36	35 7/8	+ 1/8	+ .34	45	35 7/8	74,352	2,676,672
RSC INDUSTRIES	RSC	A	3 1/4	3 1/4			4 3/8	2 7/8	3,458	11,238
TEKTRONIX	TEK	N	48 1/8	48 1/8			49 7/8	32 3/4	8,128	391,160
TELEMATION	TIMT	O		7 3/4			13 3/4	6	1,050	8,137
WESTINGHOUSE	WX	N	51	49 1/2	+ 1 1/2	+ 3.03	54 7/8	43	86,927	4,433,277
ZENITH	ZE	N	46 1/2	44	+ 2 1/2	+ 5.68	50 1/2	41 3/8	19,031	884,941
TOTAL									494,359	1,839,643
GRAND TOTAL									974,541	20,375,718

Standard & Poor's Industrial Average 119.27 117.48 + 1.79

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.

Fates & Fortunes®

Broadcast Advertising



Mr. Savage

Robert H. Savage, executive VP, Botsford Ketchum Inc., San Francisco, West Coast partner agency of Ketchum, MacLeod & Grove, named president and chief executive officer. He succeeds **Joseph Maguire**, named board chairman. **David Botsford Jr.**, former board chairman, named chairman of executive committee and continues as president of Botsford Ketchum International.

W. Theodore Shaw, VP and copy group head, McCaffrey & McCall, New York, named senior VP.

Irwin Warren, copy supervisor, Doyle Dane Bernbach, New York, joins Cunningham & Walsh there, as VP and group creative director. **Greg Farruggio**, VP, C&W, appointed co-group creative director, and **Herbert Kepkie**, art director, Young & Rubicam, joins C&W as senior art director. **Carole Judson**, account executive, Ted Bates & Co., New York, joins C&W, in similar position. **Jeffrey Wolff**, copywriter, The Marschalk Company, New York, and **Jack J. Shore**, copywriter, Lewis & Gilman, Philadelphia, appointed copy supervisor and creative-marketing executive, respectively, C&W, New York. **Joel Carp**, senior projects director of marketing and research, Warwick & Legler, New York, joins C&W as manager of creative research.

John Destler, VP and managing director, Vienna office, Young & Rubicam International, appointed to similar position in Madrid. **Michael Eilers**, account executive, Frankfurt office, succeeds Mr. Dest-

ler in Vienna. **Marc DeVos**, VP and managing director for Y&R in Spain, named to similar position at Y&R Benelux, Brussels. **Derek Hall**, VP and general manager in Brussels, appointed managing director in Caracas, Venezuela, office, where he succeeds **John Genth**, VP, who retires.

James M. (Mike) Powers, account executive, Dancer - Fitzgerald - Sample, New York, elected VP.

Barbara S. Feigin, associate research director, and **Bruce C. Wagner**, account supervisor, **Dr. Leland E. Ott**, technical director, and **Kenneth J. Shafman**, account supervisor, Grey Advertising, New York, named VP's.

Alfred Di Giovanni, CBS-TV network sales, New York, appointed director of special projects, network sales. He succeeds **Joseph J. Sullivan Jr.**, who left to become director of sales for group-owner, Corinthian Broadcasting, New York (BROADCASTING, May 8).

Maria Carayas, manager of local broadcast services, **Bob Perlstein**, director of

broadcast operations, and **David Tabin**, head of media planning and consultation department, SFM Media Services Corp., New York, elected VP's.

Walter Selover, VP, management supervisor and chairman, operating committee, Carl Ally, New York, elected VP-advertising, Rheingold Breweries there.

Adrienne Hall, executive VP, Hall & Levine Advertising, Los Angeles, named president of Western States Advertising Agencies Association.

Morton L. Jaffe, with sales staff, WKBD-TV Detroit, appointed sales manager. He succeeds **Merle H. Barackman** who becomes general sales manager, WKBF-TV Cleveland. Both are Kaiser Broadcasting stations.

John H. Davison, with sales staff, NBC Spot Sales, New York, appointed sales manager, WJZ-TV Baltimore.

James G. King, media group supervisor, St. Louis office, D'Arcy, MacManus International, appointed associate media director. **George Postian**, manager of marketing development, Pan American World Airways, New York, joins agency's New York office as account supervisor representative firm.

Larry Norjean, promotion director, Broadway Recording Studios, New York, appointed to similar position, Metro Radio Sales, Metromedia's radio station representative.

Eric A. Kaufman, account supervisor, Young & Rubicam, New York, joins Needham, Harper & Steers there in similar position.

George Forney, account executive, Foote, Cone & Belding, New York, appointed account supervisor.

Louis C. Fox Jr., with sales staff, WGN Television, WGN Continental Sales Co., New York office, appointed sales man-

ager, Western division, dividing his time between Los Angeles and San Francisco offices.

Michael Brandt, formerly with sales staff, WMCA(AM) New York, appointed retail sales director, McGavren-Guild-PGW Radio Inc. there.

Clifford Knowles, associate research director, Lennen & Newell, New York, joins Russell Marketing Research there as director, client services.

Dean Hinson, director of station sales, Cluster Enterprises, broadcast production firm, Baltimore, joins WDCA-TV Washington as general sales manager.

Anne Davis, with WPIX-FM-TV New York, appointed promotion manager.

Irving Kagan, sales manager, WMCA(AM) New York, appointed general sales manager, WBAB-AM-FM Babylon, N.Y.

John McCloy, national sales manager, KOOL-AM-FM Phoenix, retires after more than 42 years in industry, past six with stations.

Patrick Plant, with sales staff, WIFC(FM) Wausau, Wis., appointed sales manager.

W. Arthur Fielden, senior VP, Bishopric & Fielden Inc., Miami-based agency, leaves to form communications-marketing service for Florida region.

Media

Arthur Hook, general manager of Kaiser Broadcasting's WKBF-TV Cleveland, named VP and general manager of Kaiser's WKBG-TV Boston-Cambridge, Mass. **Mel Harris**, WKBF-TV program manager, appointed to succeed Mr. Hook as general manager.

George E. Shannon, director of financial analysis, CBS/Broadcast Group, New York, appointed director of financial analysis and planning for group.

Richard Goss, PR director for Georgia commissioner of labor, Atlanta, joins WAGA-TV there, as promotion manager.

John Vacca, formerly manager, KOSA-TV Odessa-Midland, Tex., appointed general manager of KDTV(TV) Dallas. Mr. Vacca is succeeded by **Doyce Elliott**, former manager of KOSA(AM) and national sales manager for KOSA-TV. All are Doubleday Broadcasting stations.

Stanley A. Rudick, director of information services, WTTG(TV) Washington, named VP.

Ronald Dean Owenby, program director, WVAC(AM) and WAGI(FM) Gaffney, S.C., appointed manager.

Jack Adamson, assistant to president and national sales manager, KMBZ(AM) Kansas City, Mo., joins KIRO(AM) Seattle as station manager and general sales manager. He assumes partial duties of **Wayne E. Killmer**, VP and station manager, KIRO-AM-FM who leaves to pursue private interests, among them direct-sales organization he helped found with wife.

G. Stewart Thower, general manager, WCSL(AM) Cherryville, N.C., named executive VP and general manager of Mark Group Stations. **Rick Bacon**, news direc-

tor, WKYK(AM) Burnsville, appointed station manager, WCSL. **Joe Denney**, program director, WKYK, appointed station manager. Both are Mark stations.

Larry Davidson, general sales manager, WWVA-AM-FM Wheeling, W. Va., appointed station manager.

Allen R. Shaw, general sales manager, WENZ(AM) Richmond, Va., appointed station manager.

Dr. Richard J. Meyer, VP and director educational division noncommercial WNET(TV) New York, joins noncommercial KCTS-TV Seattle as general manager.

Programing



Mr. Kline

Robert Kline, director of 20th Century-Fox Television's live/tape division, appointed VP of division, responsible for creation, development and packaging of video-tape series and specials for network and/or syndicated release.

Lin Bolen, with production development staff of Metromedia Producers Corp., Los Angeles, appointed programing administrator, TV network programs, West Coast, NBC-TV.

Jay Schneider, assistant manager of business affairs, ABC Films, appointed manager of business affairs. **Josephine Farrell**, sales service manager, will replace Mr. Schneider as assistant manager.

Charles H. Arias, policy editor for broadcast standards department of KNBC(TV) Los Angeles, appointed administrator of programs.

Judy Law, continuity director for KMST(TV) Monterey-Salinas, Calif., appointed to newly created position of production coordinator. **Lori Marvin**, sales service manager, appointed promotion-programing director.

The Rev. Anthony Scannell, OFM, Cap., Capuchin Franciscan community, elected president of Franciscan Communications Center, Los Angeles, program producer.

David Klahr, program and music director, WIOQ-FM Philadelphia, appointed program director, WEEI-FM Boston.

Gregory J. Sureck, music director, WEBQ-AM-FM Harrisburg, Ill., joins WDDD(AM) Marion, Ill., as assistant program director.

Roger A. Skolnik, advertising and promotion manager, WIND(AM) Chicago, joins wowo(AM) Fort Wayne, Ind., as program manager. Both are Westinghouse Broadcasting stations.

Andy McIntyre, with video operations department, Vidtronics, Hollywood, subsidiary of Technicolor, appointed sales representative, video-tape production and post production operation, West Coast sales office, EUE/Screen Gems, there.

Charles W. Mann, sales representative, Jamieson Film Co., Dallas, appointed sales manager.

Ira Hatchett, with sales staff, KALO(AM)

Little Rock, Ark., appointed operations manager.

Broadcast Journalism

J. C. Hayward, with WAGA-TV Atlanta, joins WTOP-TV Washington as correspondent and weekend anchorwoman.

Dan Cullen, news producer and anchorman for WPIX(TV) New York, joins KFSN-TV Fresno, Calif., as anchorman.

Murry Ferris, with news staff, KWT(TV) Oklahoma City, joins KMBC-TV Kansas City, Mo., as general assignment reporter.

James Boyer, with news staff, WJZ-TV Baltimore, appointed assistant news director. **Paul Hazzard**, newsman, WTIC-TV Hartford, Conn., joins WJZ-TV as news producer.

Al Wisk, sportscaster, WAAM(AM) Ann Arbor, Mich., appointed sports director.

Sam Broadnax, reporter for KDIA(AM) Oakland, Calif., joins news department of KSFO(AM) San Francisco, in similar position.

Equipment & Engineering

David F. Miller, director of marketing, SelectaVision business development, RCA Consumer Electronics, New York, appointed to new post of director of marketing for SelectaVision, home TV recording/playback system RCA plans to market by late 1973.

Richard D. Bogner and **Leonard H. King**, former principals in Bogner Antenna Systems Corp., purchased by Ampex Corp. in 1969, form Bogner Broadcast Equipment Corp., Valley Stream, N.Y.

Robert F. Savold, sales manager, Probe Scope, Syosset, N.Y., appointed sales manager, Trygon Electronics, Westbury, N.Y.

Deaths

Albert McCleery, 60, TV and theatrical producer who applied theater-in-the-round technique to drama programs in early days of TV, died May 14 in New York. He used simple and inexpensive costumes and sets in TV dramas and concentrated on dramatic close-ups that stressed actors and their roles. For three years, 1955-58, Mr. McCleery produced five original plays weekly on *Matinee Theater* for NBC-TV, sharp departure from typical daytime programs. He also produced programs on *The Fireside Theater* and *The Hallmark Hall of Fame* on NBC-TV from late 1940's through early 1950's. He is survived by wife, Sanny.

Dan Blocker, 43, actor who portrayed Hoss Cartwright on long-running NBC-TV *Bonanza* series, died May 13 in Inglewood, Calif. of blood clot. Mr. Blocker, who had previously played *Gunsmoke* series, started as regular cast member of *Bonanza* in 1959. Series, also syndicated under *Ponderosa* title, is scheduled to start its 14th season this fall. No plans have been made as to how he will be written out of episodes. Mr. Blocker is survived by his wife, Dolphia Lee, two sons and two daughters.

For the Record®

As compiled by BROADCASTING, May 10 through May 16, 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

Final action

■ New York—FCC, in response to petition by Forum Communications Inc. for reconsideration or clarification of redesignation order released Feb. 24, on its application for new TV on ch. 11 at New York (competing with application of WPIX Inc. for license renewal), has incorporated into redesignated order entire record compiled in proceeding under original hearing order (Docs. 18711-2). Action May 10.

Action on motion

■ Hearing Examiner David I. Kraushaar in Norfolk, Va. (WTAR Radio-TV Corp. and Hampton Roads Television Corp.), TV proceeding, on request of applicants scheduled further prehearing conference for May 12 (Docs. 18791-2). Action May 4.

Existing TV stations

Final actions

■ FCC granted The Mississippi Authority for Educational Television (*WMAA-TV ch. 29 Jackson) and permittee of *WMAV-TV ch. 18 Oxford waiver of station identification requirements until Oct. 19 to permit use of single visual slide identifying both stations at same time. Action May 10.

■ WHNB-TV New Britain, Conn.—Broadcast Bureau granted CP to make changes in trans. equipment. Action May 9.

■ KOTI-TV Klamath Falls, Ore.—Broadcast Bureau granted authority to operate remote control from Third and Main, Klamath Falls. Action May 11.

■ KUTV-TV Salt Lake City—FCC granted request by KUTV Inc. for waiver of prime-time access rule for KUTV-TV to permit presentation of up to three and one-half hours of NBC programming on four Saturdays, May 13, May 20, May 27 and June 17. Action May 10.

■ WTOP-TV Washington—Broadcast Bureau granted license covering permit for alt. main vis. final amplifier. Action May 5.

■ KTWO-TV Casper, Wyo.—Broadcast Bureau granted authority to operate remote control from 4200 East Second Street, Casper. Action May 11.

Actions on motions

■ Hearing Examiner Isadore A. Honig in matter of The Alabama Educational Television Commission for renewal of licenses for *WAIQ-TV Montgomery, Ala., et al., granted nunc pro tunc motion by Alabama Educational Television Commission and extended to May 16 time to file legal objections and until May 31, time to file objections based on burdensomeness (Docs. 19422-30). Action May 4.

■ Hearing Examiner Herbert Sharfman in matter of applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., to accommodate hearing examiner's commitments, rescheduled hearing for June 12 (Doc. 18950). Action May 3.

New AM stations

Final actions

■ Steubenville, Ohio, and Weirton, W. Va.—FCC denied petition by Capitol Broadcasting Corp. and Trendcom Corp., applicants for new AM's in Steubenville and Weirton, respectively, for partial reconsideration of commission order directing Trendcom to publish in accordance with rules. Action May 10.

■ San Juan, Puerto Rico—FCC denied petition by Augustine L. Cavallaro Jr. for reconsideration of March 15 commission action which denied request for waiver of rules, assigned new file number to his application for new AM on 1030 khz, in San Juan, and adopted public notice setting April 27 as cut-off date for competing applications in "direct conflict" with his application. Action May 10.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted motion by Empire Broadcasting Stations Inc. and corrected official transcript of hearing (Doc. 18852). Action May 4.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), AM proceeding, on request of Broadcast Bureau scheduled further prehearing conference for May 11 (Doc. 18929). Action May 4.

Existing AM stations

Final actions

■ FCC ordered, on request of Star Stations of Indiana Inc., Central States Broadcasting Inc. and Star Broadcasting Inc., that entire record compiled in consolidated proceeding involving applications for renewal of licenses of WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN Vancouver, Wash. and application of Indianapolis Broadcasting Inc. for new AM at Indianapolis be incorporated by reference into redesignated proceeding (Docs. 19122-5). Action May 10.

■ KOPO Tucson, Ariz.—FCC authorized KOPO Broadcasting Co., licensee of KOPO Tucson, to operate with 500w-D until Dec. 31. KOPO requested temporary authority until co-channel stations XEDJ Magdalena, Sonora, Mexico, and KAWT Douglas, Ariz., increase daytime power to 1 kw. KAWT has temporary authority to operate with 500 w-D through Dec. 31. Action May 10.

■ KLIV San Jose, Calif.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action May 9.

■ WAMR Venice, Fla.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 0.5 mile north of East Venice Avenue on Auburn Road, Venice, and make changes in ant. system. Action May 9.

■ KWIK Pocatello, Idaho—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 1060 Yellowstone Avenue, Pocatello, and install new ant. and ground system. Action May 5.

■ WMEE Fort Wayne, Ind.—Broadcast Bureau granted CP to specify MEOV's on nighttime directional pattern and extend MEOV's on daytime directional pattern. Action May 10.

■ WGRG Pittsfield, Mass.—Broadcast Bureau granted license covering new AM. Action May 10.

■ WCCO Minneapolis—FCC denied petition by Midwest Radio Inc. (WCCO Minneapolis) for reconsideration of commission action placing condition on any grant of its application to change trans. site and install more powerful ant. system. Action May 10.

■ WBUD Trenton, N.J.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to east side of Ewingville Road at Shabakunk Creek, near Trenton. Action May 5.

■ KATU Portland, Ore. and KOMO-TV Seattle—FCC granted Fishers Blend Station (KATU Portland and KOMO-TV Seattle) waiver of prime-time access rule on Sunday, May 7, to permit it to present NBA playoff game between New York and Los Angeles basketball teams from New York City. Action May 5.

■ KMAS Shelton, Wash.—Broadcast Bureau granted CP to change ant.-trans. site to 1.4 miles northeast of Shelton and change main studio location and operate by remote control from 119 East Cota, Shelton. Action May 9.

■ WHA Madison, Wis.—Broadcast Bureau granted CP to change ant.-trans. site to 450 feet south of intersection of Martin Street and Frazier Place in university arboretum and install new ground system, conditions; remote control from Radio Hall, University of Wisconsin Campus, Madison. Action May 7.

Initial decision

■ Hearing Examiner Chester F. Naumowicz Jr., in Jacksonville, Fla., proposed in initial decision grant of application of Belk Broadcasting Co. of Florida Inc. for renewal of license of WPDQ Jacksonville (Doc. 19126). Action May 12.

New FM stations

Applications

■ McPherson, Kan.—McPherson Broadcasting Co. Seeks 96.7 mhz, 3 kw. HAAT 244.9 ft. P.O. address Box 186, McPherson 67460. Estimated construction cost \$26,958; first-year operating cost \$8,620; revenue \$13,620. Principals: K. R. Krehbiel (95%) and Dorothy B. Krehbiel (5%). Mr. Krehbiel is majority stockholder of McPherson Sentinel, newspaper publishing and printing, in McPherson. Mrs. Krehbiel is minority stockholder in McPherson Sentinel. Ann. May 11.

■ Mountain Grove, Mo.—Kickapoo Prairie Broadcasting Co. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address 610 College Street, Springfield, Mo. 65806. Estimated construction cost \$29,937; first-year operating cost \$17,424; revenue \$36,000. Principals: Robert H. Taylor (50%), Mrs. Hanna R. Strauss (36.5%), et al. Mr. Taylor is president and 25% owner of John's Fashions, Glen Isle Center, in Springfield. He is also president of Taylor & Moulder, certified public accountants in Springfield, and he is also president of building supply, lumber and investment companies in Springfield and Forsythe, both Missouri. Mrs. Strauss is major stockholder in Ozark Paper & Janitor Supply company in Springfield. Ann. May 5.

■ *Auburn, N.Y.—Board of Trustees of Auburn Community College. Seeks 88.9 mhz, 14.2 w.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242
West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164



Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
(202) 783-0111
Washington, D. C. 20004
Member AFCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCE

KEAR & KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

**ROSNER TELEVISION
SYSTEMS**
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

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.

HAAT 102 ft. P.O. address Franklin Street, Auburn 13021. Estimated construction cost \$22,150; first-year operating cost \$6,115; revenue none. Principals: Dr. G. B. Atwater, Dr. Thomas Stapleton, et al. Dr. Atwater is chairman of board of trustees. He is also dentist. Dr. Stapleton is vice chairman, board of trustees. He is also an ophthalmologist. Ann. May 10.

■ Garden City, N.Y.—A. M. S. Radio. Seeks 92.7 mhz, 3 kw. HAAT 300 ft. P.O. address Room 411, 250 Fulton Avenue, Hempstead, N.Y. 11550. Estimated construction cost \$137,000; first-year operating cost \$300,000; revenue \$125,000. Principals: Franklin M. Wolfe (20%), Robert A. Allen (20%), Edward J. Hart (20%), Ruth R. Ennis (20%) and Raymond J. Heatherton (20%). Mr. Wolfe is president and major stockholder of Franklin M. Wolfe Service Corps., insurance agents and brokers in Hempstead, N.Y. Mr. Allen is public information officer for town of Hempstead. Mr. Hart is partner in law firm in Merrick, N.Y. Miss Ennis is personnel administrator for Helena Rubinstein cosmetics and toiletries in Greenvale, N.Y. Mr. Heatherton is vice president of Franklin National Bank in Westbury, N.Y. Ann. May 5.

■ Hilton Head Island, S.C.—John J. Henry and Delyle B. Medlin. Seek 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address 5 North Sea Pines Drive, Hilton Head Island 29928. Estimated construction cost \$74,034; first-year operating cost \$21,708.96; revenue \$40,000. Principals: John J. Henry (78.6%) and Delyle B. Medlin (21.4%). Mr. Henry is sole owner of John J. Henry & Associates, public relations firm in Alexandria, Va. He is also vice president and 55% owner of Business Productions Inc., motion picture production firm in Washington. Mr. Medlin was formerly chief budget officer for Department of Navy, Pentagon, Washington. Ann. May 10.

Rulemaking actions

■ Anamosa and Iowa City, Iowa—FCC amended FM table of assignments with assignment of ch. 232A to Anamosa, 228A to Iowa City, and deletion of ch. 230C at Iowa City (Doc. 19161). Action May 10.

■ Ballston Spa, N.Y.—FCC proposed assignment of ch. 244A to Ballston Spa in rulemaking notice. Action May 10.

■ Bloomsburg, Pa.—FCC denied request by Columbia Montour Broadcasting Inc. to assign FM ch. 240A to Bloomsburg, Pa., as second FM allocation. Action May 10.

■ New Castle, Pa.—FCC denied petition by Lawrence County Broadcasting Corp. for reconsideration of commission refusal to assign FM ch. 240A to New Castle (Doc. 18873). Action May 10.

■ Nansemond, Va.—FCC proposed amendment of FM table of assignments by reassignment of ch. 295 from Elizabeth City, N.C., to Nansemond (Doc. 18883). Action May 10.

Actions on motions

■ Hearing Examiner Isadore A. Honig in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, certified to commission request for conditional grant pursuant to rules filed by South Jones Broadcasters Inc. and responsive pleadings filed by other parties (Docs. 19415-6). Action May 4.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, granted request of Auburn and extended to May 18 time to file replies to proposed findings of fact and conclusions of law (Docs. 18674-76). Action May 3.

■ Hearing Examiner David I. Kraushaar in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, set

certain procedural dates and rescheduled hearing for July 6 (Docs. 19468-69, 19471). Action May 3.

■ Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.), FM proceeding, rescheduled hearing for June 26 (Docs. 19349-50). Action May 4.

Existing FM stations

Final actions

■ WZAT(FM) Savannah, Ga.—Broadcast Bureau granted license covering new FM broadcast station; trans. location redescribed; Georgia Road 204, WJCL-TV building. Action May 10.

■ *WFUI(FM) Bloomington, Ind.—Broadcast Bureau granted license covering changes; studio location and remote control redescribed as Radio-TV building, Indiana University. Action May 10.

■ WSTM(FM) St. Matthews, Ky.—Broadcast Bureau granted license covering changes; ERP 2.95 kw; ant. height 135 feet. Action May 9.

■ WVBF(FM) Framingham, Mass.—Broadcast Bureau granted license covering use of former main trans. and ant. at former site, with remote control, for aux. purposes only; ERP 50 kw; ant. height 290 ft. Action May 9.

■ WAAF(FM) Worcester, Mass.—Broadcast Bureau granted license covering changes; ERP 16.5 kw; ant. height 780 ft. Action May 9.

■ KFMZ(FM) Columbia, Mo.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action May 5.

■ WVWB-FM Bridgeton, N.C.—FCC waived provisions of rules, prohibiting applications creating new short-spacing and application of V.W.B. Inc. to move its trans. site 3.6 miles to site of WCIT-TV to mount its FM ant. on vacated WCIT tower, and to increase ant. height to 727 ft., has been accepted. Action May 10.

■ WRFY-FM Reading, Pa.—Broadcast Bureau granted license covering changes; ERP 42 kw; ant. height 540 ft. Action May 9.

■ *WUTS(FM) Sewanee, Tenn.—Broadcast Bureau granted license covering new educational FM. Action May 9.

■ KTON-FM Belton, Tex.—Broadcast Bureau granted license covering changes; ERP 950 w; ant. height 490 ft. Action May 9.

■ KVMV-FM McAllen, Tex.—Broadcast Bureau granted license covering new FM; studio location same as trans. location; delete remote control; ERP 76 kw; ant. height 235 ft. Action May 5.

■ *KCDR-FM Cedar City, Utah—Broadcast Bureau granted CP to change frequency to ch. 211 (90.1 mhz); install new trans.; ERP 265 w; ant. height minus 890 ft. Action May 4.

■ WCFR-FM Springfield, Vt.—Broadcast Bureau granted license covering changes in new FM; ERP 3 kw; ant. height 175 ft. Action May 10.

■ WXRA(FM) Woodbridge, Va.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action May 4.

Other actions, all services

■ FCC, in revision of multiple ownership rules for banks holding stocks of broadcast companies in their trust departments, has raised to five percent total amount of stock bank may hold when it has

right to determine how stock shall be voted (Doc. 18751). Action May 9.

■ Review board denied motion by Linda Edwards, the Reverend Eugene Farrell and Steve Suits (petitioners) for addition of ascertainment issue in Alabama educational TV renewal proceedings (Docs. 19422-30). Petitioners had asked for issue to determine extent of efforts undertaken by Alabama Educational Television Commission (AETC) to ascertain educational needs of Alabama's citizens. Action May 9.

Translator actions

■ Fresno, Calif.—Broadcast Bureau granted CP for new UHF translator to serve Fresno, operating on ch. 59 by rebroadcasting programs of KQED(TV), ch. 9 San Francisco. Action May 4.

■ K77AO Quincy, Wash.—Broadcast Bureau granted CP to change type of trans. and increase output power of UHF translator. Action May 11.

■ K12FY Tie Siding, Big Laramie Valley, Laramie and Bosler, all Wyoming—Broadcast Bureau granted CP to delete Tie Siding from principal community and to make changes in ant. system of VHF TV translator station. Action May 9.

■ K03CR and K10CR Tie Siding, Big Laramie Valley, Laramie and Bosler, all Wyoming—Broadcast Bureau granted CP's to delete Tie Siding from principal community, change type trans., increase output power to 10 w and make changes in ant. systems of VHF translators. Action May 9.

■ K03DA Wheatland, Wyo.—Broadcast Bureau granted CP to change input channel to via K07JE Rock River, Wyo., and to make changes in ant. system of VHF translator. Action May 9.

Modification of CP's, all stations

■ WMOB-FM Mobile, Ala.—Broadcast Bureau granted mod. of CP to change trans. location to 826 Dumaine Street, Mobile; change studio location and remote control to 1551 Spring Hill Avenue, Mobile; change type of trans.; change ant.; make changes in ant. system; ERP 100 kw; ant. height 370 ft. Action May 10.

■ WEIC Charleston, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 30. Action May 5.

■ WGNU Granite City, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to July 29. Action May 5.

■ WSUM Parma, Ohio—Broadcast Bureau granted mod. of CP to change ant. trans. and main studio location to 12721 Abbey Road, North Royalton, Ohio, and make changes in ant. system, condition. Action May 9.

■ W78AM Fajardo, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Nov. 9. Action May 9.

■ KILT Houston, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 23. Action May 4.

Ownership changes

Applications

■ KXEW-AM-FM Tucson, Ariz.—Seeks transfer of control from Harry Belafonte, Benjamin Morrell, Bess Olenik, et al. (jointly 100%) to Ernesto V. Portillo (23%), Jerry Blackwell (23%), Robert M. Elias (10%), et al. Consideration: \$220,000. Principals: Mr. Portillo is station manager for Radio Fiesta Inc. in Tucson. Mr. Blackwell is administrator for Palo Verde Foundation for Mental Health, nonprofit corporation for mental health, in Tucson. Mr. Elias is owner and president of Standard Surgical Supply of Tucson Inc. in Tucson. Ann. May 10.

■ WSER(AM) Elkton, Md.—Seeks transfer of control from Roy E. Morgan, Mitchell Jenkins, Mary W. Schwartz, et al. (jointly 100%), to Oscar T. Grann (40%), D. Michael Brandewie (40%) and Daniel J. Hamilton (20%). Consideration: \$150,000. Principals: Messrs. Grann, Brandewie and Hamilton are federal government engineers for Systems Research and Development Service, Federal Aviation Administration, in Washington. Ann. May 10.

■ WJAB(AM) Westbrook, Me.—Seeks transfer of control of Chandler Broadcasting Co. from Chester C. Steadman Jr. and Karen K. Steadman (jointly 90%) to Greater Portland Radio Inc. Consideration: \$5,000. Principal: Bride Broadcasting Inc. (100%). Bride Broadcasting owns WMBA(AM) Ambridge, Pa. Ann. May 10.

■ KORU(AM) Tulsa, Okla.—Seeks assignment of license from Oral Roberts University to Central Broadcast Co. for \$75,000. Sellers: Robert R. Eskridge, vice president, et al. Buyers: Lovell Morris Jack Beasley (33 1/3%), Gene C. Howard (33 1/3%) and M. A. Eichorn (33 1/3%). Mr. Beasley is officer and stockholder of Big Chief Broadcasting Co. (KLPRI(AM)) and KJAK(AM), both Oklahoma City. He is also officer and stockholder of Big Chief Broadcasting of Tulsa (KTOW(AM) Tulsa) and Big Chief Broadcasting of Fayetteville, Arkansas (KFAY(AM)) and KKEG(AM) Fayetteville) and Big Chief of Arkansas (KTCS-AM-FM

Fort Smith, Ark.). Mr. Eichhorn is sole owner of Furniture Fair Inc. in Tulsa. He also has other interests in furniture and investments. Mr. Howard is half-owner of Hoteled Mobile Homes in Tulsa. He also has other interests in mobile homes and real estate in Oklahoma and Texas. Ann. May 10.

CATV

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 12 (stations in parentheses are TV signals proposed for carriage):

- KWR Systems Inc., Vernon, N.Y. (WSYR-TV, WHEN-TV, WNYS-TV, WCNY-TV, all Syracuse, N.Y.; WKTU-TV), WUTR-TV, both Utica, N.Y.; WUTU-TV, Buffalo, N.Y.; WPIX-TV and WOR-TV, New York; CKWS-TV Kingston, Ontario).
- Tioga TV Cable Co., Owego and Tioga, both New York (WOR-TV New York).
- Grand Island Multi-Vue TV Systems Inc., Grand Island and Kearney, both Nebraska (KWGN-TV Denver; KBMA-TV Kansas City, Mo.).
- Fetzer Cablevision, Kalamazoo, Kalamazoo township, Oshtemo, Cooper township, Comstock, Portage and Parchment, all Michigan (WZZM-TV Grand Rapids, Mich.).
- Outer Banks Video Inc., Kill Devil Hills, Nags Head, unincorporated areas of Dare County, all North Carolina (WAVY-TV, WYAH-TV, both Portsmouth, Va.; WVEC-TV Hampton, WTAR-TV Norfolk, both Virginia; *WUND-TV Columbia, N.C.).
- Highland Cable TV Inc., Hillsboro, Ohio (WLWC-TV) and WBNS-TV Columbus, Ohio).
- H. C. Ostertag Cable Television Co., Wrightsville, Pa. (WGAL-TV, WLYH-TV, both Lancaster, WTPA-TV), WHP-TV, both Harrisburg, WBSA-TV, York, *WITF-TV, Hershhey, WCAU-TV, WKBS-TV, WPHL-TV, all Philadelphia, all Pennsylvania; WJZ-TV, WBAL-TV, WMAR-TV, all Baltimore).
- Big Valley Cablevision Inc., unincorporated areas of San Joaquin county, Calif. (KQVR-TV) Stockton, KCRa-TV, KXTV-TV, KTXL-TV, KVIE-TV), KMUV-TV), all Sacramento, KLOC-TV Modesto, *KOED-TV), KBHK-TV, KEMO-TV, all San Francisco, KTVU-TV Oakland, all California.
- Lexington Multi-Vue TV System Inc., Lexington, Neb. (KWGN-TV Denver, KBMA-TV Kansas City, Mo.).
- Colby Multi-Vue TV Systems Inc., Colby, Kan. (KWGN-TV and KLZ-TV, both Denver).
- Sallisaw Cable TV, Sallisaw, Okla. (KTVT-TV Fort Worth).

- REX-TV, Rexburg, Idaho (KWGN-TV Denver).
- Pine Bluff Video, division of Television Communications Corp., Pine Bluff, Ark. (KTVE-TV) Monroe, La.; KAIT-TV Jonesboro, Ark.; WABG-TV Greenwood, Miss.; WREC-TV, WMTU-TV, WMC-TV, WHBO, all Memphis; KTBS-TV, KRAL-TV, KSLA-TV, all Shreveport, Louisiana; KTVT-TV Fort Worth, KDTV-TV Dallas, KPLR-TV and KDNL-TV, both St. Louis; KARK-TV, *KATV-TV), KTVH-TV), KETS-TV), KMYQ-TV, all Little Rock, Arkansas).
- LVO Cable of Shreveport-Bossier City, Bossier City, La. (KTAL-TV, KSLA-TV, KTBS-TV, all Shreveport, Louisiana; KHTV-TV) Houston, KTVT-TV Fort Worth; *WYES-TV New Orleans; KTXK-TV) Texarkana, Tex.).
- Clear Television Cable Corp., Berkeley township, N.J. (*WNJT-TV) Trenton, N.J.).
- Central Arizona Television Inc., Tempe, Ariz. (KTAR-TV, KOOL-TV, KTVK-TV), KPHO-TV, KPAZ-TV, *KAET-TV), all Phoenix; KHJ-TV and KTTV, both Los Angeles).
- Marcus CATV Corp., Neenah, Wis. (WBAY-TV, WFRV-TV, WLUK-TV, *WPNE-TV), all Green Bay, and KFIZ-TV Fond du Lac, *WMVS-TV), *WMVT-TV), WVTU-TV), all Milwaukee, *WHA-TV Madison, all Wisconsin; WGN-TV Chicago).
- Wolfe Broadcasting Corp., Fremont, Sandusky township and Ballville township, all Ohio (WUAB-TV) Lorain, Ohio; WKBD-TV Detroit).
- Buckeye Cablevision Inc., Toledo, Ohio (expansion area) (WTOL-TV, WSPD-TV, WDHO-TV, WGTE-TV, all Toledo, Ohio; WKBD-TV, WXYZ-TV, WJBK-TV, *WTVS-TV), all Detroit; *WBGU-TV Bowling Green, *WOSU-TV Columbus, WUAB-TV) Lorain, all Ohio; CKLW-TV, Windsor, Ontario).
- TV Cable of Alabama Inc., Boaz, Ala. (WTGG Atlanta).
- Alto Video Corp., Dubois, Falls Creek, Sandy township, Brady township, all Pennsylvania (WNEU-TV New York).
- DuBois Cablevision Inc., Jasper and Huntingburg, both Indiana (WGN-TV Chicago).
- Marcus CATV Corp., Menasha, Wis. (WBAY-TV, *WPNE-TV), WFRV-TV, WLUK-TV, all Green Bay, KFIZ-TV Fond du Lac, *WMVS-TV and WMVT-TV), *WHA-TV Madison, all Wisconsin; WGN-TV and WVTU-TV), both Chicago).
- High Fidelity Cable Television, Lenox, Mass. (WHYN-TV) Springfield, Mass.; *WMHT-TV) Schenectady, N.Y.; WNEU-TV, WOR-TV and WPIX-TV), all New York).
- High Fidelity Cable Television, Stockbridge, Great Barrington and Lee, all Massachusetts (WHYN-TV Springfield, Mass.; WMHT-TV) Schenectady, N.Y.).

- Cable TV of San Marcos Inc., San Marcos, Tex. (KHFI-TV, KTBC-TV, KVUE-TV, all Austin; KTVT-TV) Fort Worth, KENS-TV, KSAT-TV, WOAI-TV, KWEX-TV, all San Antonio; *KLRN-TV San Antonio-Austin, all Texas).
- COMMCO Inc., dba TV Cable of Sulphur, Oklahoma, Davis, Okla. (KTEN-TV) Ada, KXII-TV) Ardmore, KOCO-TV, KWTU-TV), KQWY-TV, KETA-TV) Oklahoma City, all Oklahoma; KTVT-TV) Fort Worth).
- Newchannels Corp., Village of Manlius, N.Y. (WSYR-TV, WNYS-TV, WHEN-TV, *WCNY-TV, all Syracuse; WOR-TV and WPIX-TV) New York, WUTU-TV) Buffalo, all New York).
- Televets of Coronado Inc., Coronado, Calif. (KFMB-TV, KOGO-TV, KCST-TV), *KPBS-TV, all San Diego, California; KETV-TV) and XEWT-TV, both Tijuana, B.C., Mexico; KCOP-TV), KNBC-TV), KTLA-TV), KTTV-TV) and KCET-TV), all Los Angeles).
- Cable TV Service, Princeton, Ill. (WEEK-TV, WRAU-TV), WMBD-TV, all Peoria, WQAD-TV) Moline, WHBF-TV Rock Island, all Illinois; WOC-TV Davenport, Iowa; WGN-TV, WFLD-TV, *WCIU-TV and WTTW-TV), all Chicago).

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through May 16. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- *Redlands, Calif.*—Televets of Martinez, Calif. has been awarded franchise by city council.
- *East Greenbush, N.Y.*—New Channel Corp. of Syracuse and Capitol Systems Cablevision Inc. has applied to town officials for franchise.
- *Jenkins township, Pa.*—Northeast Cable Television Co. has been awarded 12-year franchise by supervisory board.
- *Lower Milford township, Pa.*—Multiple-CATV owner Service Electric Cable TV Inc. and Greater Television Division of multiple-CATV owner National Trans-Video Inc. have applied to supervisory board for franchise.
- *Wheatland, Pa.*—Shenango Cable Television Inc. has been granted franchise by borough council.
- *Kingsville, Tex.*—Multiple-CATV owner Cablecom-General of Corpus Christi has been awarded 15-year franchise by city commissioners.

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

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.

Assistant manager. Midwest medium MOR with heavy sports schedule. Must have a successful local sales record and sincerely enjoy generating local sales. Play-by-play optional. Sharp on detail, sober and stable. Beautiful recreational area near major university. Excellent management future with expanding group. The sales pro we're seeking will receive salary and commission and should make over \$12,000 the first year. Equal opportunity employer. Resume to Box E-273, BROADCASTING.

1972 FM first place winner for "Outstanding Sales Promotion" has opening for outstanding young man to head progressive rock sales team. Contact Tom Jones, General Manager, KFIG, Fresno, Calif. 93721.

Management—Continued

Station manager for small market radio station. Should be sales oriented, young man who can get by on less than a five figure income, but wants to move up with a group operation. Pleasant, resort community, fringe benefits. Send resume to: General Manager, WTCM, Traverse City, Michigan 49684.

Sales

Salesman: Sell small competitive Georgia market . . . announce only if necessary. Idea man with experience only. Write Box E-20, BROADCASTING.

California daytime 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.

Experienced salesman-announcer, emphasis on sales. Afternoon air-shift. Suburban station. Western Illinois. Write Box E-182, BROADCASTING.

Sales—Continued

Experienced for metropolitan station in ideal climate. Excellent opportunity. Box E-228, BROADCASTING.

Florida AM making big splash in competitive market seeks sales pro who can make waves on streets of medium market city. Excellent opportunity for FAST advancement. Box E-249, BROADCASTING.

Asst. Mgr. Midwest medium MOR with heavy sports schedule. Must have a successful local sales record and sincerely enjoy generating local sales. Play-by-play optional. Sharp on detail, sober and stable. Beautiful recreational area near major university. Excellent management future with expanding group. The sales pro we're seeking will receive salary and commission and should make over \$12,000 the first year. Equal opportunity employer. Resume to Box E-283, BROADCASTING.

Excellent Money for hard hitting professional salesman—salary & commission plus incentives. Resume & sales record. Gene Johnson, WNEU, Wheeling, W. Va.

Group ownership looking for creative street salesman, third largest Wisconsin market. Must have management abilities. Send references and resume to Peter A. Barnard, 500 Division Street, Stevens Point, Wisconsin. 54481.

Sales—Continued

Good salesman to assume managers position in small market. AM-FM, modern country station. Good possibilities. In N.H. Lakes region. Starting \$7500.00 a year plus. No interference. Write Eastminster Broadcasting Corp., Box 448, Nashua, N.H. 03060.

Passport radio has an opening for creative salesman with sales manager capabilities. Sell radio's first completely new concept in years. Exciting, highly rewarding challenge. Call Bob Locke at 609-924-3600, Princeton, New Jersey.

National/regional sales manager. . . . A great opportunity for young aggressive salesman to move up to sales management with expanding company. Salary plus incentive commission. Quality station and staff. Send complete resume to: General Sales Manager, WSAF-TV, P.O. Box 2566 Montgomery, Ala. 36105.

Sales-Announcer—Announcing shift, plus some active and some inactive accounts. Good college town, 50 miles west of Atlanta. Contact Bob Thorburn, WL88 Radio, P.O. Box 569, Carrollton, Georgia.

Announcers

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.

Experienced announcer-salesman; emphasis on sales. Afternoon air-shift. Suburban station. Western Illinois. Write Box E-183, BROADCASTING.

Rock or MOR jocks. We haven't found the sound we're looking for among country jocks. Maybe you haven't found what you're looking for in your format. Need one first ticket six to midnight jock. Mature voice, warm and bright delivery. Also newly created position news production man. If you have three to five years experience in any format send resume and tape to Box E-244, BROADCASTING.

Modern country jock major midwest market, C&W has excellent day shift opening for good experienced jock. Send tape and resume to Box E-294, BROADCASTING.

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.

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.

Good voice for large market MOR station. Family man with references and minimum 5 years experience. Resume and air check to: Roy Tobin, WJOB, Hammond, Indiana.

Immediate opening for experienced MOR morning man . . . strong on production . . . top pay, extra benefits, modern facilities. Send tape, resume, picture and salary requirement to WGSB, Box 1310, Ephrata, Pa. 17522, an equal opportunity employer.

Immediate opening—experienced Top 40 announcer for medium market AM-FM station. Opportunity for advancement. Send resume and tape. Glen Murphy, WDAL in Meridian, Miss. 39301.

Announcers—Continued

Unique-NEW M.O.R. in Little Rock, Arkansas needs good, resonant voiced M.O.R. man. Must have experience in M.O.R. Send tape, resume, and picture to: KEWP Radio (att. Jay Stone) Box 1380, Little Rock, Arkansas 72203.

Kentucky powerhouse going rock. AM drive jock needed. First phone. Handsome starting salary. WKYX, Paducah 42001.

Rock jock. Mature, steady, some news, good production for 50 KW afternoon show. Rush air check, resume, photo to Ronnie Gee, WGTO, Cypress Gardens, Florida.

Maine—Bar Harbor area—experienced, professional, mature morning announcer. \$7800. Send audition, resume and photo to George DeFrost. WDEA-AM/FM, Ellsworth, Maine 04605.

Passport Radio has an exciting challenge for an announcer who knows production and who can write. Up to \$650.00 to start. Send tape, resume, and samples of writing to Bob Locke, Box 1350, Princeton, New Jersey 08540.

Great opportunity for air personality with production ability to become PD at key station in an expanding operation. Station has 26 years leadership in market. Many benefits. Send tape & resume. R. M. McKay, Box 113, Columbia, Tenn. 38401.

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.

Directional two antenna station with AM and FM stereo needs an experienced well-rounded engineer. Rush resume and salary requirements. Box E-168, BROADCASTING.

Mid-South. Directional AM has immediate opening. 50,000 population town. \$150-\$175. Box E-256, BROADCASTING.

Chief engineer for aggressive AM-FM in central Illinois. Must be able to work with friendly staff. Good equipment. You'll be in charge of all engineering. Write Box E-275, BROADCASTING.

Chief engineer, major market. Experienced in directional array. Please furnish complete resume. Box E-281, BROADCASTING.

FM RE Audio problem. Spend part of your vacation at \$6.00 an hour and motel. Must be professional and first class license. Beautiful New Mexico area. Box E-292, BROADCASTING.

Chief Engineer—unusual opportunity in AM station for qualified, experienced individual. Send resume and salary requirements to Box E-296, 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 newsman 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.

#1 Northeast rocker needs talents of Black newsman or woman who can dig, write and deliver like big time. Send tape resume to Box E-242, BROADCASTING.

Needed for top-rate news team: Experienced newsman—good writer, good delivery. Excellent working conditions, benefits. Suburban New York. Box E-245, BROADCASTING. No beginners please.

Newsman 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.

Central Indiana . . . Seeks news director to head a three man news team. Excellent salary and professional growth goes with this opportunity. Box E-235, BROADCASTING.

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 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.

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.

Need a pro, experienced in management, sales, positive programing, 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.

Progressive Rock FM means \$\$ if it's done right. I've got the secret and it's been working profitably in major market FM for 3 years. Young business mind, sensitive to 18-34 market, proven sales/management, solid radio and advertising experience. Looking for management/sales with investment opportunity. Box E-238, BROADCASTING.

Formerly general manager of major market Black radio station. Expert Black programing, service to community, bottom line profits. Let's exchange full details. Write to Creative Innovator. Box E-257, BROADCASTING.

Currently Group Director of sales. Creative, heavily sales oriented. Damned good. Box E-258, BROADCASTING.

Attention radio station owners, you need me! Take charge general manager with 15 years of successful broadcasting background—1 am ratings, sales, cost control, and bottom line oriented. My track record shows I can make sick stations well—healthy stations healthier. Master's degree, family man, top industry and character references. Currently earning 19,500 plus—prefer northeast. Box E-261, BROADCASTING.

Radio sales manager. My many years of successful radio selling and sales management at station and as rep can be very useful to you. Want \$22,000 in southern U.S. Box E-277, BROADCASTING.

Manager—SM, Radio-TV, family man, desires challenge. E-284, 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-spots-caster. Prefer small market part ownership opportunity . . . can invest. Box E-154, BROADCASTING.

Successful medium market AM selling sales manager would like to relocate. Box E-199, 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.

Selling manager, experienced all phases. 20 years in radio. Family man seeking opportunity, challenge—and money. Box E-231, BROADCASTING.

Time-Salesman—seeks challenge as General Manager. Single, middle forty's. First phone, and good morals. Box E-232, BROADCASTING.

Station sick? Let seasoned professional put you into the profit picture in a hurry! Will assume chores—management, sales, programming—re-staffing if necessary. Cost is reasonable. We can deal! Box E-240, BROADCASTING.

Broadcast executive ready to invest his proven track record and money in your should-be-doing-better broadcast property. Experienced in all phases of broadcast management. All replies confidential. Box E-252, BROADCASTING.

Increase sales: Seeking position as an account executive in radio and/or television facility. Most recent civilian position, account executive in radio. Married, degree in R/TV, in mid-twenties. Leaving the Army in June. Send for resume. Box E-254, BROADCASTING.

Radio sales rep—experience, knowledge in all phases of agency and direct customer sales. Available June. Box E-265, BROADCASTING.

Radio Salesman—Hire me! Build Sales! Many years' record of success in radio sales, sales management. Want \$17,000 in large southern market. Box E-267, BROADCASTING.

Announcers

Experienced first phone professional. Rock, up tempo mid road, country. Box D-196, 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.

Football play-by-play broadcaster, network level background. Free-lance or full-time, professional or college games, available for 1972 season. Box E-115, 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.

Working professional, over five years experience, you name it—I've done it! Box E-161, 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.

Want a dedicated, stable, rock or uptempo 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.

Announcer—Third-class license, college, married, draft-exempt, major and medium market experience. (317) 545-2909. Box E-187, 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.

Country jock, desire air work. First phone. Experience. Box E-203, BROADCASTING.

Announcers—Continued

Young first-phone announcer with college and broad based professional experience would like to return to live work after stint as programmer-producer for automated group. Creative production, good reference and desire to grow with the guidance of a capable p.d. Willing to relocate. Presently in North-east. Include salary information with inquiry. Box E-227, BROADCASTING.

Resonant Voice 1st phone D.J./sports-caster, seeks small-medium market. 10 years experience, college, married. Box E-243, BROADCASTING.

1st phone, college grad., veteran, currently metropolitan FM, 3 years TV and radio. Seek challenging position. Box E-250, BROADCASTING.

5 year first phone professional. Left top 50 market for PD of medium small market. Much experience. Family man looking for medium or large market station, preferably in Southern homeland but will consider any reasonable offer at good stable operation. Box E-255, BROADCASTING.

Experienced news director/dj. Production, seeks return to radio. Northwest or coast. Two years commercial radio—California & Washington. 24 years old, Christian family man. C&W, rock, MOR. Good references. 3rd endorsed. Currently managing million dollar business and staff of 25. Box E-259, BROADCASTING.

South Florida. Experienced jock available. All formats. C&W preferred. Third ticket. Box E-260, BROADCASTING.

Attention Indiana, Ohio and Kentucky radiol Young, spirited rock jock on the move with 1st. Married, excellent background of top 40 and very good references. 3 years experience. Box E-274, BROADCASTING.

Florida-California: First phone pro. Tight board but with personality—MOR, C&W, rock. Box E-278, BROADCASTING.

Two experienced firsts for two-man show. Dynamic production. Affordable and salable. Would consider two separate shifts at right station. Box E-282, BROADCASTING.

Six months experience female, 3rd endorsed, news/announcer at #1 country/politain in top 25 market. Relocate anywhere. For tape, resume, contact Box E-289, 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.

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 Dystland, 2334 Caracas, La Crescenta, California 91214, (213) 248-6762.

Florida please. 1st phone. 3 years experience. Top 40, contemporary, or up MOR. 412-745-6479. Now!

First phone, 3 years experience. Wayne Erickson, 618-942-2181.

Experienced first phone announcer, dependable, good references, willing to work and learn. William Daemke, 507-375-5344.

1st phone, six months commercial experience, broadcasting school graduate, 1 1/2 years college radio. Need job NOW or forced out of business I love. Tape, resume, references upon request. Relocate anywhere. Lawrence Lefkowitz, 278 Harmony Drive, Massapequa Park, New York 11762. 516-541-3212.

Somewhere a MOR contemporary personality medium or major market station needs an experienced, educated, dynamic personality whose humor, good taste and production has propelled him from a 3 kw to a 50 kw N.Y. metro station in three years time, who would like to settle in an area and raise his family. Capable of production, programming or music director. If you are this station, call (201) 686-0856 or write P.O. Box B62, Union, N.J. 07083.

Talented, versatile, intelligent, creative. Black dj seeking jock-news position. Control board experience; sales. Write or phone: Tim Bing, 361 Wortman Ave., Brooklyn, N.Y. 11207, 649-7720.

Elkins Institute grad, 1st phone, 25, married, stable, anxiously awaiting first break into broadcasting field. Southwest preferred. If you want a hard working man with ambition to become a professional please contact John Parker, 714-639-7117.

First Phone, Sage wit, Great voice and seven years experience. Call 405-794-8456.

First phone announcer, 5 years experience, want to relocate in upper Midwest. MOR or country format. Call Craig Copley, 906-786-5551.

Announcers—Continued

DJ: Male, college (W.Q.C.C.) third class program Black audience, reference (W.W.R.L.). Johnny Allen, 215-38-111 Road, Queen's Village, N.Y. 11429. 212-776-6502.

Announcer; responsible and dependable 26 yrs. old; married, first ticket. Ready and willing to join your staff. All replies invited. Jim Orate, 822 S. Harbor, Anaheim, California 92805.

Personable Basso who appreciates easy-listening format. Authoritative sound on news. Assistant advertiser. 3rd endorsed. Bud Markle, 616-946-3632. 1470 N. U.S. 31, Traverse City, Mich. 49684.

1st phone, Versatile. Will combo, 1 yr. guarantee. Bob Tetrick, 1133 Lomita, Glendale, Calif. 91205. (213) 247-3358.

Experienced first phone college grad wanting ROCK or MOR. Will relocate. 601-475-5400.

Local radio—15 years. 1st phone. Prefer combo work with friendly, informal operation. Central to south-east. Mature (40's), versatile, dependable, good references. Moderate salary. Available now. Smith. 305-686-1441.

Technical

1st phone—studio & xmitter engineer—broadcast college student—available immediately—Boston-East. Mass. area. Box E-151, BROADCASTING.

Chief—AM-FM. 20 years experience—attention group stations or stations desiring quality sound. Box E-264, BROADCASTING.

First phone, C.E. 15 years. Audio proofs, AM/FM. No board work, no directionals. Prefer east central. Anthony Ostoppoff, 703-962-3795, Box 114, Covington, Va. 24426.

Excellent chance to employ an experienced production engineer with first phone interested in getting the job done right. Experience in radio, video tape editing, and switching. Relocate anywhere. Lee Erickson, 1011 N. Lincoln Street, Burbank, Calif. 91506.

News

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 sports-caster—college basketball and football play-by-play. Reporting sports news and interviewing. Excellent sports background. Box E-164, BROADCASTING.

I live news and my wife understands. Well educated—experience includes N.D. for well equipped news room—want to move up—can handle all facets of radio news. Box E-226, BROADCASTING.

14 years radio-tv and newspaper. Experienced in news beat, editing and airing. Have first phone. Will work radio or TV. Prefer North Carolina or Florida. Box E-271, BROADCASTING.

Sports Reporter—radio and/or TV, BA degree, medium market. Football, basketball, baseball play-by-play. Also doubles in news or sales. 3 years at present station. 25 years old, midwest preferred. Box E-285, BROADCASTING.

Professional veteran radio newsmen, news director, talk host available. Excellent credentials. Last 3 years in medium market. 217-877-7823.

Programing, Production, Others

Professional morning man, four years, (top 40) seeks program directorship. Box E-169, 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.

Human being experienced in space advertising, PR, on-air, direct mail, special projects, wishes employment with Group W or equally competent organization. Box E-269, BROADCASTING.

Summer relief (N.Y.C. area). Broadcasting masters candidate with first phone. 25 and experienced. Hire through September. (212) 567-4572 or Box E-272, BROADCASTING.

Presently employed program director and morning man of suburban MOR station in major market seeks similar position. Experience includes MOR and top 40. Previously operations manager, news director, music director, talk master. Will consider all offers. Box E-279, BROADCASTING.

Professional advertising-promotion director now located in top 10 eastern market desires west coast. Credentials, awards, references upon request. Box E-288, BROADCASTING.

Programing, Production, Others—Continued

Black programmer 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.

Denver University graduate. BA mass communications. 3.3 GPA. Emphasis on journalism and production. Michael L. Sniegowski, 3166 S. Evelyn Way, Denver, Colo. 80222, (303) 757-2764.

Communication College graduates—trained by industry professionals in radio-TV-film-studio-operation and programming, many with trade experience and FCC licenses. Industrious, responsible students, with good references, graduating in June seeking broadcasting jobs. Will relocate. Call 212/582-8080 Ext. 15, or write Placement, N.Y.I.T., 888 Seventh Ave., N.Y., N.Y. 10019.

Twenty-nine year old pro in top 100 markets. Currently program director, experienced as music director, production and promotion manager. Looking for a station in or near major midwest city that offers professionalism, a future and five figures. Brian Scott (219) 483-0584 weekdays til two P.M.

TELEVISION

Help Wanted Management

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.

South, east to west coasts. Creative broadcaster, 28, married, veteran, B.A. in R/TV, 10 years production and promotion management, news, sales service. Heavy in image development and research; extensive mobile operations experience. Seeks production or promotion management; assistant to major station Program Director or General Manager. Box E-229, BROADCASTING.

Vice President and general manager employed now medium market network affiliate, available to run your station. Box E-247, BROADCASTING.

TV sales manager or national sales manager. Looking for responsibility to put my sales experience and know-how to work building sales. Top references. Take home in twenties. Southeast or Southwest. Box E-287, 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.

TV Salesman—outstanding TV sales record for 15 years. Shining reputation. Can start making sales for you in 2 weeks. Want \$20,000. Central or south. Box E-266, BROADCASTING.

TV Station sales rep—Extensive, successful experience. Prefer St. Louis, Dallas, Atlanta, or Chicago. Box E-286, BROADCASTING.

Technical

Chief engineer. Independent station. Top ten market. Box E-35, BROADCASTING.

First phone highly skilled production engineer, broadcast/CATV. Box E-253, BROADCASTING.

Ten years television maintenance experience, wish to relocate. Best references. Box E-268, BROADCASTING.

Working chief seeks change, experienced in large and small markets, VHF, UHF, and construction. Box E-290, BROADCASTING.

National Teleproductions, midwest based video tape studio and mobile production house is expanding and needs qualified maintenance engineers for Ampex and Norelco equipment. National Teleproduction is a quality production house. These assignments will be for our new Chicago operation. Contact: Terry J. Donohue, 317/257-1581—5261 North Tacoma Avenue—Indianapolis, Ind. 46220.

1st class engineer experienced in switching, maintenance full color studio, VTR, transmitter, etc. Must be good operator as well as good technical ability. Contact Ken Renfrow, Chief Engineer, KOAA-TV, 2226 Television Lane, Pueblo, Colorado 81003.

TV engineers. Summer relief, May to October. FCC 1st class license required. Call collect or write to E. H. Herlihy, WKGB TV, P.O. Box 56, Boston, Mass. 02102, 617/288-3200. An equal opportunity employer m/f.

Technical—Continued

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

Position wanted as producer-director. I'll give you in return experience with a top twenty independent and with the leading production house with heavy responsibilities; professional talent, ideas and education; zealous attitude. Prefer east, south. Box D-255, 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 newsmen, 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.

Programing, Production, Others

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.

Summer relief (N.Y.C. area). See add under radio.

Situations Wanted News

Seven years experience, television news, on air spots. Young, now in large market. Seek anchor/reporter position. Details available. Box E-84, BROADCASTING.

News director's position desired. Excellent experience in all phases of news with well respected NBC TV affiliate. Resume on request. Box E-204, BROADCASTING.

TV Newsmen/film editor/photographer/sports director, seeks change from sandy soil in small southeastern market. College grad in RTV. Two years experience. Reply Box E-241, BROADCASTING.

Award winning, Major market news director can put your third place station on top. Will consider news director/anchorman. Box E-246, BROADCASTING.

Experienced Black, 36, with 3rd endorsement professionally trained looking for radio or T.V. news in market over 400,000 up . . . Presently working #1 station in Los Angeles in news dept. Donovan, Box 44683, Hancock Station, Los Angeles, Calif. 90044. (213) 677-1165.

Situations Wanted

Programing, Production, Others

Directors position wanted. Six years experience production, direction, filming. Box E-197, BROADCASTING.

Operations/Program manager. Efficiency increases prof. its. If you want a manager with proven initiative and imagination here, let me put 16 years in VHF/UHF TV to work for you. Cost-budget conscious, film buyer, all phases operations (includes involvement in putting 3 new stations on air). Box E-221, BROADCASTING.

Talented young writer seeks staff writer/director position with growing TV station. Anxious to leave New York ratrace . . . good references . . . married . . . stable. Box E-233, BROADCASTING.

Director 8 years experience wants to get back into TV. Excellent references, creative, and common sense. Box E-239, BROADCASTING.

Human being experienced in space advertising, PR, on-air, direct mail, special projects, wishes employment with Group W or equally competent organization. Box E-269, BROADCASTING.

Programing, Production, Others—Continued

Aggressive, attractive producer/writer seeks similar or upward move. B.A. broadcasting/experienced all phases production. Box E-270, BROADCASTING.

Producer/director for color public TV station wishes to relocate with public or commercial station. M.S. in TVR. Experience in management. Box E-280, BROADCASTING.

Producer/director or cameraman: Major market "experience. Knowledgeable in various facets of studio production. College degree. Single. Willing to relocate. (312) LU 5-2752.

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need used late model three or four plumbicon color camera in good condition. KSWO-TV, Box 708, Lawton, Okla. 73501, (405) 355-7000.

Used RCA or Ampex video tape playback or PB/record unit with high-band color. WSAV-TV, Savannah, Ga.

For Sale Equipment

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

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.

6 1/8" Andrews Rigid T/L 775' type 82503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

Isa-coupler 10 KW in mint condition. Will tune to your frequency and pressure test. Reasonably priced at \$650.00. Contact James Mitchell, Chief Engineer, Communications Fund, Inc., 314-961-1320.

For Rent: 1—Spotmaster Model 400A and 2—Spotmaster Model 405A units at \$44.00 per month for short term. Longer term lease also available. Address inquiries to: Channing Leasing Co. Inc., P.O. Box 447, Natick, Mass. 01760. Tel. No. 617-655-5360.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International. Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

LX 40A McMartin mixer, KRS 1 statc, ALC 30 ALTEC condenser MIC, EDCOR Sensamic. Bill Mathis, 6611 Ave. U, Lubbock, Texas 79412.

Color Encoders—We have two spare GE-TV-112. Will trade for equipment or green stuff. WONH. 1618 James, Syracuse, N.Y., 479-7620, 469-7567.

1000 45's, most in excellent condition, \$600 or best offer. Send for complete listing. William C. Griffin, 1060 W. Griffith Rd., Lake Forest, Ill. 60045.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

On air talent, if you qualify, our National Coverage makes your work personally available (via direct phone line) to 2,000 bdcasting execs. Send tale to: Hollywood Audition Showcase, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

Factory-fresh albums suitable for promotions, giveaways. \$65 per 100 prepaid. Naboradio, Box 377, Worthington, Ohio.

\$1,000 a week comedy writer for \$15 a month! Exclusive! One client per market! Rush \$15 to Box B-172, BROADCASTING.

MISCELLANEOUS—Continued

Aircheck analysis by Dick Starr. Free details and special report. Write: Professional Programing, Inc., 4925 S.W. 93rd Court, Miami, Florida 33165.

120 Insults—recorded—versatile, funny, professional. One tape per market. \$15.00. Sample \$2.00. Refundable with order. Funsound, Box 9153, Kansas City, Kansas 66109.

Wanted—Hits of the 40's—must be 40's. Record package to sell on percentage during 25th anniversary. WIMS, Michigan City, Indiana.

Instructions

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscourt.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates June 28 & Oct. 4. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin May 22, June 26 and July 31. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, Rt. 2, Box 448, Calera, Alabama 35040.

Instructions continued

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide. National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212

Attention New England DJ's. 3 week radio license class starting June 5, in Manchester, N.H. For information call or write American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tenn. 37214. 615-889-0469.

Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks \$355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin June 19, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Ron Bailie School of Broadcast. Comprehensive Announcing, Production and Broadcast Sales. Also, First Class F.C.C. Denver, Phoenix, Portland, Salt Lake City, San Diego, San Francisco, San Jose, Seattle, Spokane.

Denver, Ron Bailie School, next First Class F.C.C. License begins June 15. Phone (303) 573-1040.

Phoenix, Ron Bailie School, next First Class F.C.C. License begins June 15. Phone (602) 258-2930.

Portland, Ron Bailie School, next First Class F.C.C. License begins June 15. Phone (503) 222-1400.

Salt Lake City, Ron Bailie School, next First Class F.C.C. License begins June 15. Phone (801) 355-3632.

San Diego, Ron Bailie School, next First Class F.C.C. License begins June 16. Phone (714) 233-1170.

San Francisco, Ron Bailie School, next First Class F.C.C. License begins June 19. Phone (415) 441-0707.

San Jose, Ron Bailie School, next First Class F.C.C. License begins June 16. Phone (408) 292-1070.

Seattle, Ron Bailie School, next First Class F.C.C. License begins June 15. Phone (206) 682-3696.

Spokane, Ron Bailie School, next First Class F.C.C. License begins June 15. Phone (509) 624-6878.

RADIO

Help Wanted

RADIO

COLORADO CORP. (RCC)

KAAT

NEW 50,000 WATTS D, DENVER
NOW STAFFING (Aug. '72)

Send Resume:
(Talent sought, including ethnic oriented programs)

John Gayer, Pres. RCC
2800 First National Bank Bldg.,
Denver, Colo. 80203. Tel.: 303-623-3179

NEW MEXICO IS A GOOD PLACE TO LIVE

Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements.
New Mexico Broadcasters Association, 709 Fruit Av., NW, Albuquerque, N.M., 87102

Help Wanted News

SPORTS/NEWS

Opportunity to join the Dallas Cowboys Crew; play-by-play and color experience. Must double as newsmen with strong writing ability. Send air-check, resume, and original news copy to:

Frank Glieber, KRLD Radio
7901 Carpenter Freeway
Dallas, Texas 75247

Equal Opportunity Employer

Help Wanted, Programing, Production

We need an idea man! The person we're looking for is probably in a small or medium market. Most likely he enjoys working on the air, but wants to expand into programing. He might not see too much promise for a future with his present station. And he's looking for a place to put his ideas on the air. Sound familiar? We'd like to hear what you've done and what you think you could, given the opportunity in a top-ten market. E.O.E. Box E-291 BROADCASTING.

Situations Wanted, Management

84 PERCENT INCREASE IN REVENUE

In just 3 years with major radio station in Miami, Florida. Professional broadcaster with documented track record in management and sales seeks new challenge.

Call: JAMES AUSTIN
(305) 271-6083

Attention Radio Station Owners You Need Me! Take charge general manager with 15 years of successful broadcasting background—I am ratings, sales, cost control, and bottom line oriented. My track record shows I can make sick stations well—healthy stations healthier. Master's degree, family man, top industry and character references. Currently earning \$9,500 plus—prefer northeast.

Box E-262, BROADCASTING

ATTENTION MANAGEMENT

11 years experience, available July 14, in time for summer demographics. Have flexible personality and pipes for any assignment. Have sales ability, over the counter commercial experience, and do heavy production with creativity. Adaptable, but prefer medium market. Continuity, and "air-check" available. Desire interview.

Write Box E-293, BROADCASTING

Announcer

NATIONALLY KNOWN BROADCASTER SEEKS NEW CHALLENGE AT STATION

NOT CONTENT WITH "JUKE BOX" STATUS. I CAN GUARANTEE YOUR LISTENERS OR VIEWERS RAPPORT WITH MANY OF THE TOP NAMES IN ENTERTAINMENT. WILL CONSIDER EITHER EXCITING NON-ROCK OR TELEVISION VARIETY SHOW. I AM PRESENTLY EMPLOYED AND HAVE IMPRESSIVE TRACK RECORDS TO DISPLAY AT FIRST MEETING.
Box E-237, BROADCASTING

SPORTS PLAY-BY-PLAY

Sports—Air personality—News, all in one professional package. Married, college graduate, 6 years play-by-play football, basketball, baseball. Run tight MOR or Country and Western format. Ready and willing to make money for you. Third phone endorsed.

Box E-251, BROADCASTING

TELEVISION

Help Wanted—News

SPORTS DIRECTOR

Leading station, network affiliate, in highly competitive three-station market (within top 60) is looking for a young, attractive, knowledgeable, personable Sports Director who will fit into our news team. Send tape and full details to:

BOX E-218, BROADCASTING

RADIO NEWSMAN

East Coast Major Market Station Needs A-1 Newsmen with Bright, Contemporary Sound and Strong Voice, Consistent "UP" Delivery and Solid Commercial. "Inside/Outside" Ability a Must. Top 5-Figure Salary and Fringes. Excellent Living and Working Conditions. Rush Tape and Resume to

Box E-248, BROADCASTING

Applicants From All Races Desired

Situations Wanted

Programing, Production

PART TIME LUNATIC

Seeks full time opportunity to rant and rave on your station. Anywhere in United States—Any market—Any audience. Bring your station out of the heap! Proved track record: Dashes, Sprints and Distances. Will accept High Hurdies. Paper trained—Needs good home—Loving care. Reply immediately, if not sooner!

Box E-234, BROADCASTING

Miscellaneous

HOTELS, CRUISES, AIRLINE SEATS.

You Name It.

DUE BILLS

**BARTER AND TRADE
ARRANGEMENTS CLEARING HOUSE, INC.**
20054 Pacific Hiway So. Seattle, Wa. 98188
(206) 878-8900

Instructions

BASIC RADIO ADVERTISING SALES SCHOOL

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Bonded. Contact...



THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
918-224-7455

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted To Buy—Stations

WANTED

Small market AM. Prefer Midwest single station market. 300M maximum with terms. Experienced broadcaster wants ownership. All replies confidential.

Box E-102, BROADCASTING

Principals seek

AM-FM or FM with growth potential in the midwest.

All replies in absolute confidence

BOX E-230 BROADCASTING

HAWAII

Financially capable principals from Midwest desire AM property in Hawaii. Negotiations direct. Owners write:

Box E-276, BROADCASTING

WANTED

LARGE RADIO STATION

A leading Mid-western Group Owner desires to purchase an outstanding RADIO station preferably within top 50 markets for cash or terms. Desire to negotiate privately with owner, brokers not precluded, address letter to

Box E-295, BROADCASTING

We will arrange appointment at your convenience.

FOR SALE Stations

STATIONS FOR SALE

1. NORTHEAST. Major market. AM-FM. \$315,000. Terms.
2. MIDWEST. AM-FM. Profitable. Exclusive to market. \$437,500. Terms.
3. SOUTHEAST. AM-FM. Includes valuable real estate. \$435,000.
4. ARIZONA. AM-FM. Excellent cash flow. \$325,000. Terms.

**Jack L. Stoll
and ASSOCIATES**

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—464-7279

MW	Small	FM	\$ 75M	29%	SE	Small	Day	\$ 75M	29%
Fla.	Small	Day	80M	Cash	MW	Metro	FM	150M	Cash
MW	CATV	1700 Pass.	140M	\$35M	Fla.	Metro	Day	350M	Cash
E	Metro	Day	525M	Nego	E	Metro	Fulltime	200M	Sold
W	Metro	FM	65M	Cash	E	Major	UHF	8,000M	\$4,000M



CHAPMAN ASSOCIATES®

business brokerage service

• ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK •
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

FOR SALE Stations—Continued

LaBue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.

(212) 265-3430

NCTA Hospitality: Continental Plaza

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90087

1001 Ave. of the Stars

Century City, Suite 501

213/277-1587

Wash., D.C. 20006

1725 Eye St., N.W.

Suite 714

202/223-1533



BROKERS & CONSULTANTS

PARK CITIES BANK BLDG.
DALLAS, TEXAS 75205 (214) 526-8427

**FOR SALE BY SEALED BID
RADIO STATION WNAD (640 KC)**

Including all assets and facilities. 1000 Watt daytime, located in Norman, Oklahoma, 15 miles south of Oklahoma City. Assets include 22.3 acres of land, 1380 sq. ft. building, and transmitting and studio equipment. All bids must be submitted by 2:00 p.m., June 23, 1972. Bid specifications can be obtained from: Mr. Jack Cochran, University Relations, University of Oklahoma, 900 Asp Avenue, Norman, Oklahoma 73069 or call (405) 325-4115.

SOLICITATION FOR OFFERS TO BUY

Pursuant to order of the Milwaukee Country Court, Judge Michael T. Sullivan presiding, the Marshall & Ilsley Bank, duly appointed Personal Representative of the Estate of Hugo C. Koeth, Jr., hereby solicits offers to buy the stock or principal assets of Koeth Broadcasting Corporation, a Wisconsin corporation, owner of Radio Station WQFM(FM). Inquiry as to details and documents respecting said matter may be obtained from Robert Schultz Trust Administrator, Marshall & Ilsley Bank, 780 North Water Street, Milwaukee, Wisconsin. 53202. Telephone (414) 276-7700.

Offers will be received until 4:30 P.M. on May 26, 1972, at the above address (Attn.: Robert Schultz), and must be in writing and contain all terms proposed and proof of financial responsibility acceptable to the Personal Representative.

The Personal Representative will then select, present, and recommend that offer it deems to be in the best interests of the heirs of the Estate of Hugo C. Koeth, Jr., and recommended to same to the court for approval at 10:00 A.M. on June 5, 1972 in the Courtroom of the Honorable Judge Michael T. Sullivan, prior to submission of the offer and an application for transfer of the Station to the Federal Communications Commission whose ultimate approval is required, and all of whose requirements for transfer must be met.

Profile

A 17-year veteran at Y&R operates at low key to produce top results

Joe Ostrow is a contrast to the stereotype of a fast-talking, flamboyant agency man in charcoal grey. Mr. Ostrow is quiet, affable and restrained.

It has always been that way with Mr. Ostrow who has become one of the young veterans of the advertising business. He has spent 17 years at one agency, Young & Rubicam, which by any measure is a top-billing advertising concern, servicing such elite advertisers as Procter & Gamble, General Foods, Bristol-Myers, Johnson & Johnson, among others. Y&R is in the heartland of advertising: its offices are on Madison Avenue; its role in broadcast is historic and current; its media department and buyers are well-versed and highly tuned. The agency can boast that its technology—its computerization and other media planning and buying tools—is second to none in the advertising business. Joe Ostrow is one of a small team charged with the responsibility of making that machinery work.

Officially he is senior vice president and director of media relations and planning and a member of the strategy review board. In practice, Mr. Ostrow is in charge of all media planning and of all media purchases at Young & Rubicam with the exception of the purchase of network.

Mr. Ostrow is professorial in demeanor and known for his hard work and devotion to the advertising business. He would seem to be more at home at the Cornell School of Business—where he has lectured from time to time on advertising—than in the emotionally charged ad world.

A New Yorker (born in Brooklyn), Mr. Ostrow prepared for other things than advertising in his youth. He moved from the study of pre-law to an interest in geology, hardly prerequisites for a career on Madison Avenue.

That advertising career was well on the way, however, in the mid-1950's when Joe Ostrow vaulted to a top rung in Y&R's research department. From manager of radio and TV research, Mr. Ostrow became a senior buyer on P&G and Bristol-Myers.

A little more than one decade later, Mr. Ostrow had won additional spurs in media purchasing and planning, until in 1970 he assumed his present post. He is known for the professional caliber of his work. As one colleague (not at Y&R) attests: "Clients have a respect for Joe. He has sound thinking and understands marketing. He operates at low key. In contrast to others who may be bombastic, Joe has a studied casualness. He is very bright. And I have never heard him raise his voice or get angry."



Joseph W Ostrow, senior VP and director of media relations and planning, member of strategy review board, Young & Rubicam, New York. b. Feb. 22, 1933, in Brooklyn, N.Y. Spent one year at Cornell University, Ithaca, N.Y., was graduated from New York University, 1955, with BS in marketing. (Worked freelance for W. R. Simmons (research), New York, for short term in 1955, then joined Young & Rubicam, New York, as research assistant, 1955, moved into broadcast research, becoming manager of radio and TV research in 1958; senior buyer within media department on Procter & Gamble and Bristol-Myers accounts, 1959; media supervisor on multi-accounts, 1959; associate media director, 1962; VP, director of media planning, 1964, to present position in 1970. m. Francine Goldberg in 1955. Three children: Elizabeth, 10; Peter, 8, and William, 5. Hobbies, interests: Surf casting, paint in ign oils, fund-raising for Cornell, NYU and American Cancer Society.

Mr. Ostrow starts his day at 7:30 or 8 in the morning, time that he uses as a "catch-up period when I get work done before the rush of business, the phone calls, the meetings, lunches."

He tries to leave the office promptly at 5 p.m. to allow an early evening with his family. But he keeps a dictaphone handy at home for night work.

The work, he says, is a "mix between two existences. In one, I consult with people in the media department, on schedules and campaigns and on problems. In the other, there is a constant round of meetings on client situations, strategies and plans. And during the day, there has to be time for talks with media sales representatives."

As a top media man, Mr. Ostrow passes on plans involving millions of dollars. It is mandatory that he be a man of decision—which he is.

However, that decisiveness doesn't necessarily carry over to all things, according to a close associate, who tells a humorous anecdote about Mr. Ostrow:

"Though not a drinker, he occasionally has had to hold his own at a business session. At one, in the three rounds ordered, I don't think I ever experienced such confusion. Joe never ordered the same drink twice. And all client names. First he specified Old Grand Dad, then a Puerto Rican rum and finally a Rhein-gold beer.

"Joe has to be different. Nothing static about him. We welcomed the day when the agency acquired the Windsor brand [Canadian rye whiskey] and Joe had another alternative."

He also pokes a little tongue-in-cheek at himself, as in supplying the date of his birth [Feb. 22, 1933] at a recent interview: "I was distressed with the government's action in taking away my birthday." And, in reference to his full name: "My middle name? I don't have one. The 'W' sounds right, so I have used it for years." But behind the light comments is a serious, astute media executive whose attitude toward television is revealing.

Television, he says, is a "fantastic" medium, "abused by many and, for a lot of people, the whipping boy." Different from any other medium, television, as compared with magazines, is an "intangible—and people tend to down-grade it. They seem to enjoy, in the McLuhan sense, maligning the medium."

Mr. Ostrow says the more exciting area in television now is in "the local application of the medium. I am of the opinion that the biggest national account has a 'pay-off' at the local level."

Y & R, he indicates, is being nudged that way. Local impact is what the advertiser and agency seek today.

The agency, for example, is using the advertiser-syndicated show (barter) as a means of reaching the local community. Among the barter shows associated with Y & R are *The Galloping Gourmet* (sponsors have included American Can, Johnson & Johnson and Hunt Wesson) and *Wally's Workshop* (U.S. Plywood).

Local, in Mr. Ostrow's thinking, must include retail—and here, he says, broadcasters might well take a second look. Retailers, he notes, "have a fear of broadcast. They are not sure how they should buy it, how they should create a broadcast message nor what they should say in that message."

"At the agency, we are aware that radio broadcasters are paying attention to local business, that is to retailers. But what about TV stations? What are they doing?"

In a sense, this is perhaps where Joe Ostrow proves most effective. He does not pretend to know all the answers—but he does keep asking the right questions.

Editorials

Fair trial

At the annual convention of the National Cable Television Association last week it became apparent that the home box office is expected to be a key feature of the expanding cable plant. There may be disputes about the nature and potential of the services to be supplied and about the practicality of the hardware now available to deliver them, but there is little dissent to the view that a subscription system is inevitable.

It is a prospect to dismay broadcasters and theater owners and perhaps others. Still, the possible disruption of an existing business is inadequate justification to impose artificial restraints on the development of a new one. If the cables can find services that the public will buy and can develop the means of economical delivery, it is in the public interest that the new competition be permitted a trial.

The government's mission is to prevent the competition from becoming unfair. At this point a new obligation is imposed on the Congress in the drafting of a copyright law. Pressure will be applied by a cable industry seeking special leniencies. Whatever the pressure, the new bill must be written to favor no one method of exposition over another in the acquisition and performance of copyrighted works. Broadcasters must be alert to protect their own interests in the proceedings before the Senate Copyright Subcommittee where the legislation currently languishes while the chairman, John McClellan (D-Ark.), is preoccupied with a re-election campaign.

Update

A respected, liberal Democratic congressman warns broadcasters they are being threatened by "massacre" from "the whipsawing forces of partisan politics."

"Victorious" minority spokesmen, fighting among themselves for the spoils, indulge in name calling (i.e., "the whites and the Jews control the media").

The FCC is humiliated by arrogant minority spokesmen, one of whom gloats that the top-50-market policy "has now become a reality in spite of the FCC."

Another government agency—the Federal Trade Commission—defies law and economic realities by fostering counteradvertising, no matter whether it destroys commercial broadcasting.

The tempo swells as if orchestrated. It is a calculated attack on all media in this election year's sweep toward consumerism, with the broadcast media most vulnerable because they have proved easy prey.

The need is for swift relief. All roads lead to Congress. The National Association of Broadcasters, on the firing line in as close to a united front as broadcasters have been able to muster in recent years, is concentrating on the essential first step—a simple bill to deliver broadcasters from the license-renewal jungle planted by the FCC and nurtured by the courts.

Because simple justice and equity demand action to save broadcasting from utter chaos, a legislative remedy should come early next session, no matter what the complexion of Congress.

Then the business sector must mount an offensive to prevent collapse in the path of unbridled counteradvertising schemes.

The "public interest" law firms are subsidized by tax-exempt foundations which, paradoxically, derived their multimillion-dollar funding from the very commercial enterprises that could never have survived had the counteradvertising philosophy been invoked during the years of their development.

Consider the broadcaster. He pays income taxes. He alone also pays license and filing fees to defray the cost of his strict

regulation by the FCC. He donates public-service time, in the aggregate worth billions. And because of the harassments of the tax-exempted and others, he is forced to pay lawyers and consultants extra fees. He must hire extra people too, leaving less for quality programing and talent.

The strike applicant or "public interest" complainant assumes virtually no obligations. A strong case could be made to impose upon these tax-free foundations and their offspring the placement of bonds to defray costs of unsuccessful or frivolous ventures that in other circumstances could be construed as commercial shakedowns or bribery.

We began this dissertation with a quotation from a congressman. Morris K. Udall (D-Ariz.) has a plan to help broadcasters restore cordial relations with Congress, members of which in recent years may have talked congenially when meeting broadcasters face to face but have knifed them at every legislative opportunity.

Mr. Udall suggests that broadcasters establish their own allocation of time, both paid and free, to political candidates under the new campaign-spending law. If the emphasis in this suggestion is to be put on the setting of guidelines by the broadcasters themselves, fair enough. That process has been going on for years among responsible broadcasters.

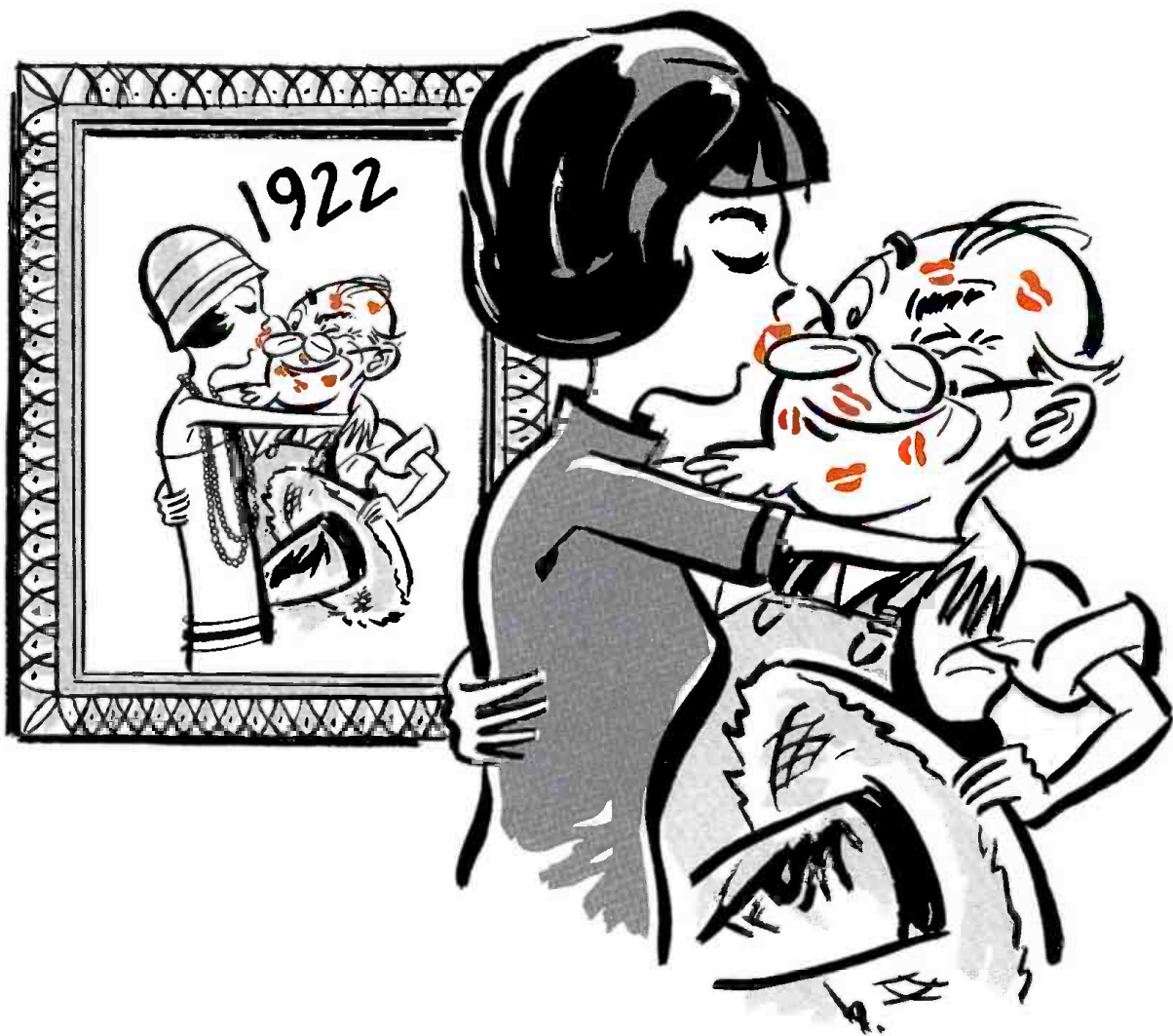
At the same meeting of Arizona broadcasters that Mr. Udall addressed, Senator Paul Fannin (R-Ariz.) urged an elevation of professionalism in broadcast journalism. The senator wants vigorous and objective pursuit of the news.

These two speeches, taken at face value, give useful clues to a rapprochement between broadcasting and the Congress: an open, businesslike arrangement of access for political candidates during campaigns and a wholly unrelated practice of broadcast journalism the year around, covering politics for true news value whether campaigns are formally in progress or not.

This combination of roles is not easy to bring off. Yet broadcasters must continually attempt it. It is to their political advantage to cultivate congressional good will. The trick is to achieve that purpose without coincidentally corrupting the independence of their news departments.



Drawn for BROADCASTING by Sidney Harris
"Comrades, a laboratory in Odessa has come up with a fine, mild, fragrant soap, better than any ever devised by man. As you know, we are not allowed to identify this product by name for you, but if you happen to buy it, you will love it."



Nothin' has changed in 50 years, we jist keep on makin' friends!

WE'RE jist catchin' our second wind — so don't think we ain't capable of handlin' the hordes of humans who go mad over us in the loam-rich Red River Valley!

Yup, they chased us like mad in 1922, and they're still hot on our wave length in 1972.

We ain't sure what we got that keeps 'em

clinging to our kilocycles. We don't ask too many questions, either . . . we jist give 'em what they want. Wouldn't you if you were in our same position?

If you would like to benefit from the results of this half-century love affair, call the MG boys.

1922-1972
50th
ANNIVERSARY

Since May 22, 1922
WDAY
5000 WATTS • 970 KILOCYCLES • NBC
FARGO, N. D.

1922-1972
50th
ANNIVERSARY



McGAVREN GUILD, INC., *Exclusive National Representatives*

If you lived in San Francisco...



Air University Library
...you'd be sold on KRON-TV

MAY 30 1972

Maxwell AFB, Ala. 36111