

Monkey-wrench syndrome in station transfers
New emphasis on summertime programming

Broadcasting May 29

The newsweekly of broadcasting and allied arts

Our 41st Year 1972

Great News!

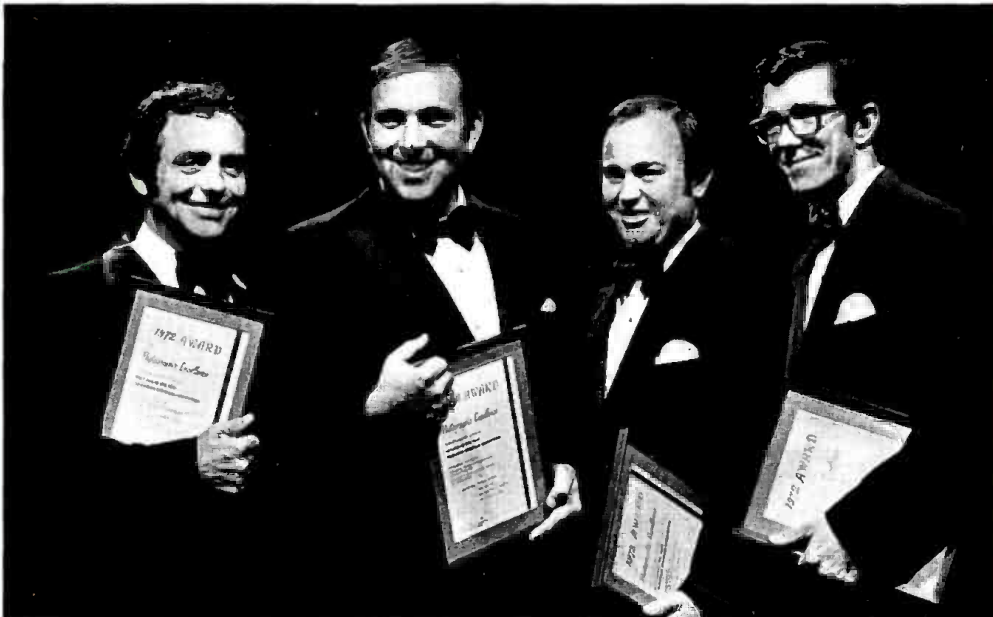
KPRC-TV's news cameramen scooped all other stations in winning NPPA Awards.

In fact, by winning two first places, a third place, and an honorable mention at the 1972 National Press Photographers' Association Awards presentation, we did better than anyone except NBC Television News.

Coming out on top in national competition makes us very proud. But we are not resting on our laurels. We're getting ready for tonight's newscasts.

KPRC-TV  HOUSTON

EDWARD PETRY & CO., NATIONAL REPS. NBC-TV AFFILIATE



The winners, from left to right, are: Jack Long — Honorable Mention, Children's Feature; Bob Brandon — First Place, Spot News-film; Gary James — First Place, Team Filming, and Third Place, Feature; and John Denny — First Place, Team Filming.

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Profile of a winner.

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

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

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

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

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

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

**Miami has
Fabulosa...**

Proclamation City of Miami, Florida

WHEREAS: The City of Miami is the site of one of the most successful radio broadcasting operations in all of South Florida, Station WFAB, with programming totally in Spanish and popularly known as "Fabulosa." (The Fabulous One) for its truly extraordinary prestige, influence and penetration among the listening public, and

WHEREAS WFAB has been serving the people and the government of Miami as well as of all of Dade County for a decade as an important unit of United Broadcasting Corporation, the most extensive Spanish-language radio network in this country, and

WHEREAS on Friday, May 12, 1972, WFAB inaugurates new enlarged and modern facilities on West Flagler Street, from where it will be able to serve even better our community, under the expert guidance of Mr. Richard Eaton, president, and Mr. Tumsa Garcia Fuste, vice-president.

NOW, THEREFORE, I, David T. Kennedy, Mayor of the City of Miami, Florida, do hereby proclaim Friday, May 12, 1972, as

WFAB Fabulosa Day

IN OBSERVANCE THEREOF I urge all the residents of Miami, to rejoice with the popular WFAB Radio station on this important milestone in its history and to continue supporting it as a meritorious public-service institution of which all Miamians can well be proud.

IN WITNESS WHEREOF I hereunto set my hand and cause the seal of the City of Miami to be affixed.

DONE in the office of the Mayor of the City of Miami, Florida

May 12, 1972 

Metropolitan
Dade County
Florida



Commendation

WHEREAS: Radio Station WFAB, celebrating its 10th anniversary, has provided the Spanish speaking community a wide variety of programs in their native language, and

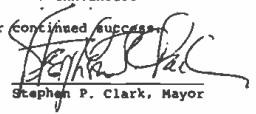
WHEREAS: The popularity and professionalism of all at WFAB, also known as the Fabulous One by its thousands of listeners, have brought this station a top place among all those in this area, and

WHEREAS: It is altogether proper that the services to the community by WFAB as well as its stand opposing communism and striving for the liberation of Cuba be recognized on the happy occasion of the opening of its new facilities;

NOW, THEREFORE: I, STEPHEN P. CLARK, MAYOR OF METROPOLITAN

Radio Station WFAB

DADE COUNTY, FLORIDA, do hereby commend for blending two cultures in South Florida and extend to its officials, announcers and artists best wishes for continued success.


Stephen P. Clark, Mayor

May 12, 1972



Radio Fabulosa . . . Dial 990

WFAB
Miami, Fla.



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

Broadcasting **May 29**

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**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.

Closed Circuit®

Instant nationals

Nielsen plans "instantaneous" network-TV rating service, with CBS and NBC already committed. Target date reportedly is 1973-74 season, January 1974 at latest. New service will be optional, it's understood, with daily and weekly reports at outset covering prime time only (though full-day data will be available). It will also use new type of meter. Though referred to as "instantaneous," ratings are not apt to be quite that: Time need for networks to supply program-clearance data will probably mean daily reports come out day or two after event. Best available estimate put cost of complete present service, including special reports and analyses, at about \$2 million per year and project it, with new service added, to about twice that.

In local-market TV, meanwhile, there's squabble involving both Nielsen and American Research Bureau. Nielsen is offering present instantaneous service, now in New York and Los Angeles, in rest of top-10 markets, but with no takers yet as far as is known (perhaps because of cost, say critics, who put it at \$700,000 to \$800,000 per year per market). And ARB diary service is offering 48 weekly reports per year in top-three markets, and 19 covering 38 weeks of measurement in rest of top 10. Because of cost or belief so many reports are superfluous or for other reasons, many stations are complaining and some, including three Metromedia stations and at least one network O&O canceled or said they intend to. ARB concedes rates in these markets are going up 50%-60% but says sample sizes over year's time will increase 60% on average and that higher frequency will aid buying.

Early starter

Judge Benjamin L. Hooks, FCC commissioner-designate, apparently intends to lose no time digging into his new job, once he takes over, some time after July 1. In Washington for his confirmation hearing last week (see page 28), Memphis preacher-attorney spent much of Thursday at FCC interviewing personnel interested in serving on his personal staff.

Hunt is on

FCC and Department of Justice are establishing liaison in effort to crack down on payola, which is federal offense. FCC's top investigator, William Ray, who is chief of complaints and compliance division, and Charles Lichenstein, special assistant to Chairman Dean Burch, conferred last Thursday at Justice Department with members of its criminal division, including bureau of narcotics and dangerous drugs, and FBI. Purpose was

to set up procedures for sharing leads, exchanging information, avoiding duplication of effort. Commission hopes also that Justice will supply more investigative legwork.

Meeting indicates that Jack Anderson, syndicated columnist, has aroused government's interest in searching out payola, about which he has written recent pieces. Beyond that, he and associate, Les Whitten, have supplied information to FCC and narcotics agents (BROADCASTING, May 22). Mr. Anderson has said some payola has been disbursed in form of drugs.

Hot spot

Spot television is moving so fast that even insiders won't bet where it will go. On basis of 1972's upward trends in business, some think 1972 could easily wind up ahead of 1969, peak year in spot-TV sales. Spot movement is not isolated: In over-all television business, network sales are up and away, and local sales are zooming (estimated gain is 20% in first quarter alone). Spot TV rose 10% or better in first quarter, and April and May have been excellent billing months.

Another network?

Kaiser Broadcasting, which for years has been tinkering with notion of establishing fourth television network composed of UHF's, may be getting spark it needs in deal with Field Communications which will give Kaiser control of WFLD-TV (ch. 32) Chicago (see page 8). Lack of Chicago outlet has kept network plan from coming to life. If Field deal goes through, Kaiser will have majority interest in U's in Boston, Cleveland, Detroit, Philadelphia, San Francisco and Chicago markets. (It is selling its Los Angeles-area U, KBSC-TV Corona.)

Everybody's business

FCC has agreed to cooperate with United Church of Christ in establishing data bank on minority-employment practices of television stations. Dr. Everett Parker, director of UCC's Office of Communication, asked commission for access to television licensee's minority-hiring reports, which all broadcasters are now required to file annually and which are public documents; and Chairman Dean Burch has informally informed him that copies will be made available. UCC will transfer information to punch cards for computerization, thus simplifying task of comparing stations' record from one year to next. UCC will make data available, in form of punch cards or print-outs, to anyone interested in researching minority employment. FCC cooperation was granted at same time it was rejecting UCC's

request for specific inquiry into employment practices of Massachusetts television station (see page 8).

Trouble on the cable

Complication has arisen in selection of TV board chairman of National Association of Broadcasters, with balloting only month away when board meets in Washington June 20-23. So far only candidate is Peter Storer, Storer Broadcasting, considered a shoo-in until it was announced two weeks ago that Storer's Sarasota, Fla., cable system was to be used this fall for test of pay TV by Theatrevision Inc. (BROADCASTING, May 22). Some NAB TV board members were saying last week it might be embarrassing to have chairman connected with pay TV.

Word of this reaction was passed to Mr. Storer who sees no conflict of interest but is sounding out members of board. Informed sources guessed he could still be named chairman.

Action later

Broadcasters who have been talking of organizing to raise funds for friendly political candidates have decided to shelve idea until this year's elections are over. Feeling is that it is too late to be effective this year but that group should be established early in 1973 to prepare for 1974 congressional races. Richard Chapin, Stuart Enterprises, Lincoln, Neb., is principal of what may be called "Association for Preservation of Free Broadcasting."

Group will be independent of National Association of Broadcasters, although many of its prospective founders are NAB officials; Mr. Chapin, for example, is chairman of NAB. Board of NAB last January agreed political activity was worthy, but that it should not be sponsored by or affiliated with association.

Eye on the box office

Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, may take hard legislative look at pay television. Back on part-time schedule after surgery performed in early April, Mr. Macdonald has ordered staff to size up pay-TV situation—including potential of home box-office developments on cable systems as uncovered at convention of National Cable Television Association (BROADCASTING, May 22).

Mr. Macdonald, sports buff, has expressed particular interest in FCC's restrictions on siphoning of sports programming from conventional television to pay TV. He makes no secret of belief that fans ought not to be charged for sports telecasts they have been accustomed to get for nothing.

At Deadline

Kaiser, Field put their U's together

Move will put six TV stations in top-eight markets under one banner

Negotiations to form partnership that would own and operate five Kaiser Broadcasting Corp. UHF TV stations and Field Enterprises Inc.'s UHF WFLD-TV Chicago were announced by Kaiser and Field officials Friday (May 26).

Kaiser would have 77.5% of partnership, Field 22.5%. Officials said no money would change hands, Kaiser's acquisition of majority interest in Field's WFLD-TV being treated as equivalent of Field's acquisition of minority interests in five Kaiser outlets. Kaiser stations involved are WKBG-TV Boston-Cambridge, Mass. (ch. 56); WKBF-TV Cleveland (ch. 61); WKBD-TV Detroit (ch. 50); WKBS-TV Burlington, N.J.-Philadelphia (ch. 48); and WBHK-TV San Francisco (ch. 44). Field's WFLD is on ch. 32.

Deal would be subject to FCC approval. Application is not expected to be filed for another 30-60 days. It would put new partnership in six of top eight markets, and new firm could still acquire one more U under FCC's multiple-ownership rules.

Richard C. Block, vice president and general manager of Kaiser Broadcasting, and James E. Fletcher, president of Field Enterprises, said in announcing negotiations that "we are confident the joining of WFLD with the five Kaiser stations will strengthen UHF television and increase service to the public."

Both Kaiser and Field are pioneers in independent, major-market UHF, Kaiser having started its Philadelphia-area and Detroit stations in 1965 and Field its WFLD following January. Field Communications Corp., wholly owned subsidiary of Field Enterprises, is licensee of WFLD and would be Kaiser Broadcasting's partner in new venture. Kaiser Broadcasting is wholly owned subsidiary of Kaiser Industries Corp.

One other TV and three radio stations owned by Kaiser are to be included in new venture. Kaiser announced earlier it planned to sell them, and spokesmen reported Friday that discussions with prospective buyers, whom they would not identify, were in progress. They are: KBSC-TV Corona, Calif.-Los Angeles (ch. 52), WCAS(AM) Cambridge, Mass., and WJIB(FM) Boston, and KFOG(FM) San Francisco.

Wometco expands its CATV

Wometco Enterprises Inc., Miami-based group broadcaster and multiple-CATV owner, announced Friday (May 26) that its CATV subsidiary, Wometco Com-

munications Inc., has agreed to acquire all stock of Ausable Communications Inc. for undisclosed amount of Wometco class A common stock.

Ausable owns systems in upstate New York (Keeseville, Peru, Cliff Haven, Plattsburgh Air Force Base) serving about 2,000 subscribers. It also holds franchises for Jay and Blackbrook, both New York.

Wometco's cable systems serve East Brunswick, Plainfield, North Plainfield and South Plainfield, all New Jersey. Company also owns majority of system in Freeport, Grand Bahamas, and is buying Lafourche Communications Inc., which operates system in Thibodaux, La., and surrounding communities.

Wometco stations are WTUV(TV) Miami; WLOS-AM-TV Asheville, N.C., and KVOS-TV Bellingham, Wash.

Yorty wants debate blacked out in Calif.

Los Angeles Mayor Sam Yorty, in telegram Friday (May 26) to FCC Chairman Dean Burch, urged that scheduled nationally televised debates between Senators Hubert Humphrey (D-Minn.) and George McGovern (D-S.D.) (see page 43) be blacked out throughout California since it would not include all contenders.

Mayor told Chairman Burch: "The voters of California deserve to hear the entire spectrum of thought with all the other active candidates present and facing each other in the debate." He asked that he and Representative Shirley Chisholm (D-N.Y.) be included in the debate telecasts to be held prior to June 6 California primary.

Roanoke U wins over Lynchburg V again

Fight between competing Virginia VHF and UHF station, both with same network affiliation, has been decided for second time—in favor of U.

FCC review board last week denied application of WLVA-TV (ch. 13) Lynchburg, Va., for improvement of its facilities. Action came four months after U.S. Court of Appeals in Washington ruled against WLVA-TV, in denying station's appeal of FCC grant of application by competing WRFT-TV (ch. 27) Roanoke, Va., for similar technical improvements (BROADCASTING, Jan. 10). Both stations are ABC-TV affiliates.

Review board, as had court last January, ruled that survival of UHF is of primary importance in case. It said grant of WLVA-TV's application would impair ability of WRFT-TV and other potential UHF facilities in Roanoke area to compete in primary market area—which, if WLVA-TV application were granted, would

be penetrated by three network-affiliated VHF's.

Angered Parker to fight turndown of Mass. probe

FCC on Friday (May 26) was threatened with "further legal action" as result of its rejection of request of Office of Communication of United Church of Christ for inquiry into employment practices of Massachusetts' 11 television stations (BROADCASTING, March 27).

Dr. Everett C. Parker, director of office, expressed dismay and outrage at commission's "refusal" to investigate charges of employment discrimination against blacks and women by Massachusetts television stations, and said "further legal action" will be taken "to bring the commission majority to its senses."

A spokesman for Dr. Parker said UCC's lawyers had not yet decided the precise form legal action will take. "We are just not going to let the matter sit."

Commission on Thursday said it would not be justified in instituting investigative proceedings on basis of one year's statistics. UCC had requested inquiry after examining minority employment reports filed in May 1971, first ones issued under rules requiring annual filing of such data. UCC had asked that stations' license renewals be deferred pending results of study.

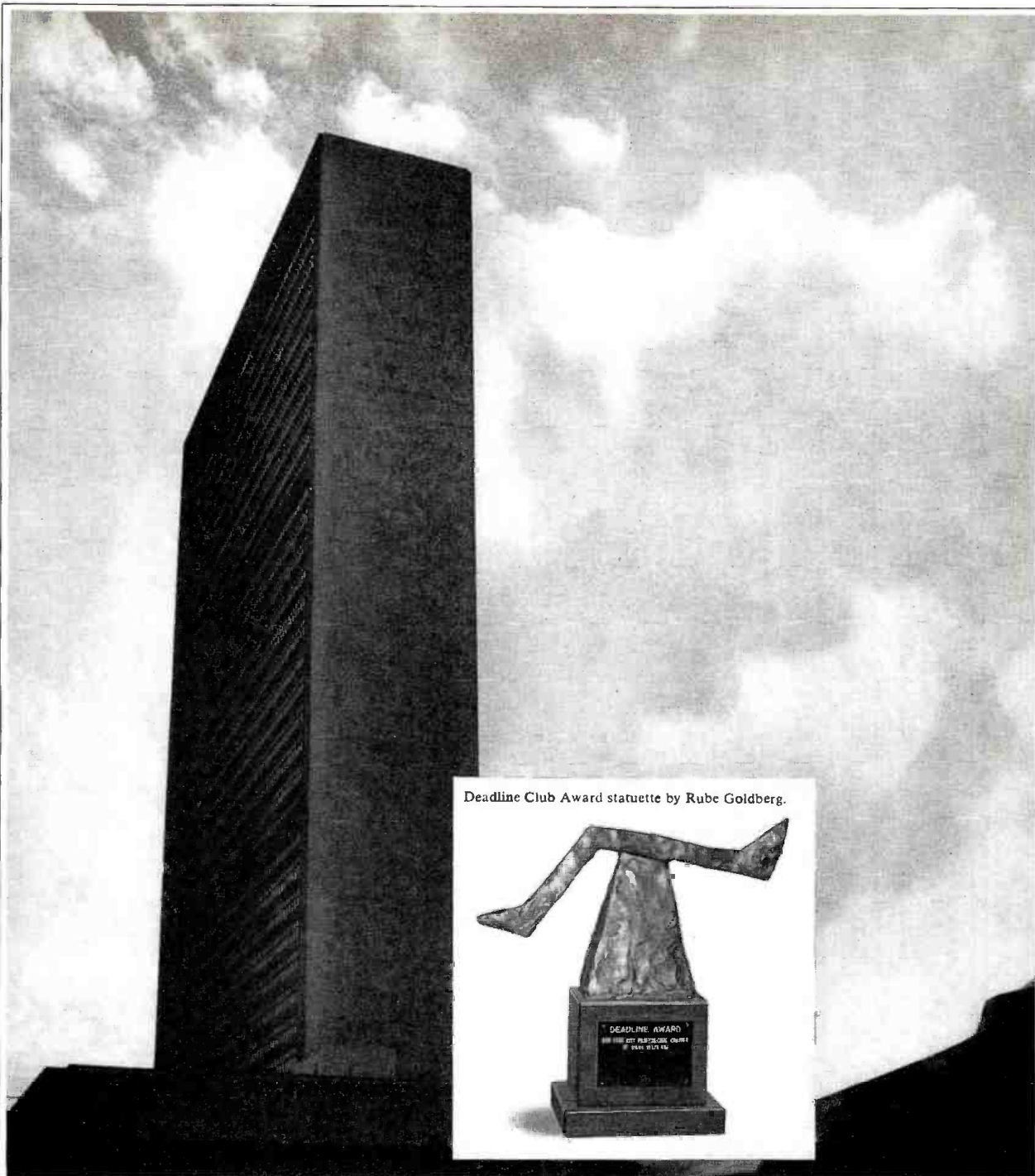
Commission adopted its action by vote of 6-to-1, with Commissioner Robert T. Bartley concurring and Commissioner Nicholas Johnson lone dissenter.

In dissenting opinion, Commissioner Johnson said commission had shirked its responsibility in not undertaking inquiry. "Real travesty of its action," he added, is that it "attempts to give the impression that the commission has some meaningful program to evaluate the employment statistics it now receives. This simply is not the case."

He said one "positive result" of Dr. Parker's complaint is that commission staff has promised to do comparative analysis of Pennsylvania and Delaware stations—next renewal group—"sometime in July." Second year's statistics on employment are currently due. If commission does not do that analysis, Commissioner Johnson said, he will do it himself and release results at same time commission acts on renewal applications for licensees in those states.

UCC's study had concluded that Massachusetts television stations employed insignificant number of minority group members and that there was evidence of industry-wide disregard of commission's rules and policies barring discrimination and requiring licensees to implement affirmative equal-employment programs.

Commission held that 1971 figures do



Deadline Club Award statuette by Rube Goldberg.



To Henry Tanner for distinguished U.N. reporting.

In the world of journalism, few assignments are more complex or more important than the United Nations.

In recognition of distinguished U.N. correspondence, the Deadline Club, New York Professional Chapter of Sigma Delta Chi, annually awards \$500 and the bronze "deadliner" statuette created by Rube Goldberg.

The award is sponsored by International Telephone and Telegraph Corporation.

ITT is again honored to announce this year's winner: Henry Tanner, The New York Times.

To Mr. Tanner—and to all his fellow journalists who keep the world informed on the work of the United Nations—congratulations.

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

not present current summary of levels of minority employment. It also said that one year's statistics would be misleading, in that such figures alone did not "necessarily show" affirmative efforts, or lack of them, that licensees make in order to comply with commission's nondiscrimination rules.

Dr. Parker, however, said that UCC's analysis was "a prima facie showing that the Massachusetts television stations were violating FCC regulations on fair employment practices as well as federal and Massachusetts laws." He said it was enough to require investigation by commission before it renewed stations' licenses.

Legal countermeasures for free press urged

Background paper being released by Twentieth Century Fund task force on government and press asserts that rights provided by First Amendment cannot be considered blanket guarantee of press freedom.

Author of background paper, Fred P. Graham, Supreme Court correspondent of *New York Times* said that threats to press freedom "must be boldly met by legal action." Paper covers four points of friction between press and government—press subpoena, police posing as newsmen, underground press and question of access to news.

Last November fund's independent task force issued its report and urged legislative action to protect newsmen's sources and to preserve freedoms guaranteed by First Amendment (BROADCASTING, Nov. 22, 1971). Mr. Graham's paper and report of task force have been incorporated into paperback book, "Press Freedoms Under Pressure," to be issued by fund this week.

It's TV for GE

General Electric will launch its first television campaign for its radios, stereo components and tape products in 50 spot markets this September. Campaign, created by Grey Advertising and set to run until Christmas, will feature entertainer Sammy Davis Jr. Three commercials, 30- and 60-second versions, were filmed in Mr. Davis's home in Los Angeles and in New York. Spots will have show-business flavor, according to Grey, and close with voice-over saying, "Now playing in homes throughout America, General Electric—the great entertainer."

Moving along ad row

Major account shifts to new advertising agencies last week: Quaker Oats Co., Chicago, has assigned \$2.5-million Quaker Oats and Instant Quaker Oatmeal accounts to Adcom Inc., its house agency. Both products are broadcast users. Former agency, Doyle Dane Bernbach, New York, keeps Quaker's Life, Puffed Wheat, Puffed Rice and Shredded Wheat cereals accounts. ■ Calgon Consumer Products Co., subsidiary of Merck & Co., Pitts-

burgh, has appointed Ted Bates & Co., New York, to handle its Calgon water conditioner and Cling Free, new fabric softener. Conditioner has been a broadcast user, softener is currently using broadcast on test basis in preparation for national distribution this summer. Former agency is Needham, Harper & Steers, New York. ■ Heublein Inc., Hartford, Conn., has reassigned network-TV buying for its products to J. Walter Thompson Co., Chicago, agency for Heublein's Hamm's beer. Network buys were formerly handled by Clifford A. Botway Inc., New York, independent media-buying service.

St. Johns honors Lee

There seems to be run on FCC commissioners as recipients of honorary university law degrees. Commission announced last Friday (May 26) that Commissioner Robert E. Lee will be presented with honorary doctor of laws by St. Johns University, New York, on June 4. Several weeks ago, Chairman Dean Burch received his honorary degree from Trinity University, Dallas, where he had traveled to deliver commencement address (see page 25). Roman Catholic-owned St. Johns said of Mr. Lee, who is active in Washington diocese functions: "He is a man of wide accomplishment and devoted service to the country and the church."

Rodino bill to committee

House Judiciary subcommittee last week reported to full committee bill that would amend federal law to permit broadcasters to carry information and advertising on state-run lotteries. Measure (H.R. 2374) would also allow mailing of newspapers

Week's Headliners



Mr. Fritz

Jack W. Fritz, VP, general manager of broadcasting, Blair Television, named to newly activated title of president and continues as corporate VP and director of John Blair & Co., New York. In new capacity, Mr. Fritz will be responsible for both station and market sales divisions of Blair Television and will spend less time on other corporate duties. Briggs S. Palmer, VP, general manager of Blair Television's station division, named VP and New York sales manager of division's NBC sales group.

For other industry developments see "Fates & Fortunes," page 52

containing lottery advertising and information. It was introduced last January by Representative Peter W. Rodino Jr. (D-N.J.). Similar bill has been introduced in Senate by Senator Richard Schweiker (R-Pa.).

Astrology writer appeals FCC complaint turndown

Alexandra Mark, Brookline, Mass., astrology expert, has turned to U.S. Court of Appeals in Boston in attempt to establish her self-proclaimed right of access to broadcast media to foster public interest in her specialty.

Miss Mark asked court to overturn FCC decision last month denying her complaint against NBC-owned WNBC-TV New York and WTIC(AM) Hartford, Conn. (BROADCASTING, April 3).

Miss Mark accuses NBC of violating her First Amendment rights in refusing to present coverage of her book, "Astrology for the Aquarian Age." And she says WTIC censored in part her appearance on that station. She claims section of NAB TV code barring broadcast of material fostering belief in astrology—which she cites as reason broadcasters censored her—is unconstitutional.

In denying Miss Mark's complaint last month, commission had maintained that licensee—not NAB or anyone else—has responsibility for what he broadcasts.

LVO Cable setting up separate construction unit

LVO Cable Inc., Tulsa, Okla., has announced formation of corporate development division.

According to Gene W. Schneider, LVO president, new division will be charged with construction of all LVO systems and microwave facilities, development and management of company's systems in large cities and continued efforts to seek cable franchises or permits from municipalities. Edward E. Drake, executive vice president of LVO, will head division, Mr. Schneider said.

Also joining division are Bill Roberts, veteran of construction industry, who becomes LVO vice president-construction, and New York attorney and former president of Chromalloy Cablevision Corp. William E. Clancy, who will work in franchise development area.

LVO Cable has interests in systems in 12 states and about 102,000 subscribers.

Miller to CBS

CBS Radio has appointed Frank Miller, formerly director of special events and network operations at Mutual, as director of programming. Post has been vacant following death April 13 of Martin E. Pinsker. Mr. Miller served as assistant to president at MBS from 1957-65, resigned to join D'Antoni/Baer Productions, New York, then producer of network TV specials and documentaries, but rejoined Mutual in 1966.

“Drug traffic is the major cause of robberies and homicides. It is a very common problem in the ghetto and prevalent among black people. I blame the establishment . . . they provide the means for the drugs to enter the country.”
Leroy O. Dyett, Board Member, YMCA; Boy Scouts Executive Board

“Wouldn't it be great if we could all get together in a unified effort to support the police, support the judiciary, really punish the criminal, bang heads, wash dirty linen and, above all, support the country?” **Howard I. Scaggs, Banker**

“I believe that increased violent crime and the decline of religion and morality are the two most pressing issues facing our society today.” **Nicholas C. Mueller, National Past President, Optimists International**

“A real concern is that our problems are so complex, deeply rooted and urgent that 'putting out fires' seems to be the order of the day, and perhaps this is necessary. However, preventive action, which is less easily articulated, should be an urgent part of our problem-solving process.” **Mrs. W. Winston Hunt, Executive Director, YWCA**

“The forgotten society is our aged. We need to do more to help our aged grow old gracefully and build morale among this forgotten generation.”
Joseph Gordon, Baltimore City Health Department

“So-called education today does not naturally materially assist the youngster. Discipline is non-existent. Teachers cannot be expected to instill a virtue that has never been practiced in the home so they fail in their commitment.”
Jack Vale, Past President, Food Service Executives

OPINION POLL:

MARYLAND LEADERS SPEAK

Who ever bothers to answer questionnaires any more? Marylanders do . . . that's who . . . when they're sent by Channel 2 and have to do with the quality of life in our Land of Pleasant Living. They don't just check multiple-choice boxes, either. They want their say . . . and their comments are on-target, explicit and full of punch! Many of these leaders appear on camera to emphasize their comments.

This is a part of an encompassing program which includes eyeball-to-eyeball consultation, surveys by professionals, and personal participation by the WMAR-TV staff to explore and understand and expose the things that wrack our society.

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Represented Nationally by KATZ TELEVISION

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1,000

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Books for Broadcasters



The Technique of Documentary Film Production

Revised Edition
by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.

268 pages, 63 diagrams, glossary, index
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- 107, The Technique of Documentary Film Production, \$10.00
 104, 1972 Broadcasting Yearbook, \$14.50

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This Week

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

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.

Also in June

June 5—Eastern annual conference, *American Association of Advertising Agencies*. Focus will be on "The substantiation of advertising claims." Waldorf-Astoria hotel, New York.

June 8—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. Eberhard Reichtin, assistant secretary of defense for telecommunications. Sheraton Park hotel, Washington.

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

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

June 8-11—Spring meeting, *Missouri Broadcasters Association*. Featured speakers: Vincent T. Wasilewski, president of National Association of Broadcasters; Richard Chaoin (Stuart Enterprises, Lincoln, Neb.), chairman of NAB board; Clint Fornsby (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 Losvinger, 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.

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.

Nov. 28 - Dec. 1—Annual convention, *Radio-Television News Directors Association*. Nassau, Bahamas.

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—Regional seminar for FM broadcasters west of the Rockies, covering FM sales and promotion, quadrasonic sound, FM car radios, all-channel legislation, automation systems, sponsored by *National Association of FM Broadcasters*. Sportsmen's lodge, Los Angeles.

June 23-25—Meeting, *Texas Associated Press Broadcasters Association*. Sheraton-Marina, Corpus Christi.

June 24-28—16th annual *TV Programming Conference*. Happy Dolphin inn, St. Petersburg, Fla.

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

July

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

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

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

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

July 13-15—Annual convention, *Colorado Broadcasters Association*. Wildwood inn, Snowmass-at-Aspen.

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

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

July 23-26—Annual meeting, *Association of Railroad Advertising Managers*. The Lodge, Vail, Colo.

August

Aug. 9-12—Annual convention, *Rocky Mountain Broadcasters Association*. Featured speakers: Dr. Frank Stanton, CBS; Dean Burch, FCC chairman; Vincent T. Wasilewski, National Association of Broadcasters, and Senators Mike Mansfield (D-Mont.), Frank Church (D-Idaho), Gale McGee (D-Wyo.), and Frank E. Moss (D-Utah). Moderating news panel will be Chet Huntley, former NBC newsman. Sun Valley, Idaho.

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Unfinished business

EDITOR: I have read the article in BROADCASTING of May 8, entitled "Programing Power to the People," with a great deal of interest. We here at MIT are all delighted that Ricky Leacock's camera has created enthusiasm outside of MIT and, indeed, outside the academic community. However, there are four statements in the article which are either in error or misleading and which have already caused concern for the only organization with which we have an agreement in this field. This organization is Hamton Engineering Associates, of Norwood, Mass., which is making six equipments to our specifications.

1. There is a statement that MIT has ownership interest in Quadrant Communications. This is not true.

2. It is stated that Quadrant has an exclusive franchise for disposition and sale of the new system. Quadrant has no franchise whatsoever, let alone an exclusive one.

3. The quoted price of \$1,500 is misleading. The price of an entire film-making, editing and playback system is presently about \$6,000.

4. It is stated that Quadrant has set up an interim program for students at five New England universities and names MIT as a participant. I know of no Quadrant-sponsored program at MIT.—*Albert G. Hill, vice president for research, Massachusetts Institute of Technology, Cambridge.*

(Dr. Hill's letter was brought to the attention of Jeremy Gury, former deputy chairman of Ted Bates & Co., now head of Quadrant Communications and source of the disputed statements. Here is Mr. Gury's reply: "We respect Dr. Hill for writing to protect the proud name of MIT if he feels it has been misused. Quadrant, too, would oppose anyone who sullied it. Unhappily, no one informed us that Hamton is making prototypes. Photos and data concerning the equipment were supplied by MIT. A meeting on Feb. 8, 1972, at MIT with Dr. Jerrold Zacharias, Richard Leacock, Dr. A. G. Hill, Maxwell Rabb and myself indicated that there was agreement in broad principle. Details were to be worked out by respective counsel. These will be discussed with MIT in the near future.")

Well-read author

EDITOR: The amount of comment I have received following publication of your "Monday Memo" [BROADCASTING, May 8] makes me appreciate that a lot of other people in the industry are reading your book as well.—*Charles R. Stuart Jr., vice president-marketing services, Bank of America National Trust and Savings Association, San Francisco.*

Home-town news

EDITOR: I read with interest your May 22 story about broadcast coverage of the shooting of Governor Wallace in Laurel, Md., but saw no mention of WLMD. Moments after the bulletin appeared on the wires our switchboard was jammed with requests for audio feeds from stations everywhere—as far away as Melbourne

and Sydney, Australia. Counting those served by regional feeds that we also supplied, we sent reports to several hundred stations.

To my knowledge we fulfilled every request. Once again it has been proved that a small station, with a professional staff, can meet the public's need, even in a grave emergency.—*Alex Sheftell, president, WLMD(AM) Laurel, Md.*

Final fans for format

EDITOR: Just want to take a moment to tell you how much I enjoy the new format of BROADCASTING. Congratulations on a fine job. It makes easier reading and the articles seem crisper and clearer.—*John H. Mitchell, president, Screen Gems, Hollywood.*

EDITOR: Your new format is contemporary, futuristic and sparkling. Best wishes for continued success.—*Arthur L. Topol, vice president-associate director of broadcasting, Ogilvy & Mather, New York.*

EDITOR: The new book is just as slick as it can be. I look forward more than ever to reading my "bible" each Monday morning. Congratulations! —*James C. Richdale Jr., president, television stations division, Corinthian Broadcasting Corp., New York.*



EDITOR: Just a quick note to say that I like the new and really "solid" look of BROADCASTING. I've enjoyed the contents ever since I've seen the magazine, but the new physical appearance makes it a real joy. The strong blacks really do a job.—*Jack Schmidt, cartoonist, Camp Hill, Pa.*

EDITOR: I want to compliment you on the new format that you have given your fine publication. The new look is certainly good and I find it even more pleasing to read than ever before.—*John T. Reynolds, vice president-general manager, KTLA(TV) Los Angeles.*

(The editors are grateful for the many expressions of enthusiasm that greeted BROADCASTING's new format in the weeks subsequent to May 1, and for the patience of others who have indulged our publishing so many of those letters in this column. With some reluctance, we end that recital with this issue—but not, we trust, the continuing dialogue with readers that marks the kind of magazine BROADCASTING hopes always to be.)

**WE'RE SPENDING
THREE HOURS ALERTING
PEOPLE TO THE
PROBLEMS IN EDUCATION.**

**AND A MONTH HELPING
THEM FIND SOLUTIONS.**

There's a crisis in American education. Busing. Day care centers. Integration. Yesterday these were local controversies. Today, they are national campaign issues.

Unfortunately, after you kick a political football around for a while, it becomes muddled. Even distorted. So by now, most people are as confused about the crisis in education as they are concerned.

Because we believe it's a broadcaster's responsibility to explore difficult problems clearly and objectively, Group W and its five TV stations are initiating a month-long effort: The Search For Quality Education.

It will start with three one-hour specials.

BUSING: SOME VOICES FROM THE SOUTH, produced by Group W's award-winning Urban America Unit. It shows exactly how busing works. How it affects white families. How it affects black families. And what happens to a community once a busing law is enforced.

A CHANCE FOR A LIFETIME presents the issue of day care centers in a new light: not in terms of a mother's right to work, but of a child's right to pre-school education. An education, incidentally, which many

authorities feel is more important than the one a youngster will get in college.

The program was produced by Susan Garfield, who won a Dupont-Columbia Award for Group W in 1971.

CLASS...AND THE CLASSROOM explores a controversial new kind of integration. Not based on what color the child is, but on home background, parental education, and family income. It, too, was produced by our Urban America Unit.

Ultimately, the changes in education will come not from the government or from the media, but from the community itself.

To help hasten the problem-solving process, each of the specials will be followed by related local programs.

In addition, during the month, each of our five stations will air special programs, public service spots, mini-documentaries within our news programs, and station editorials. All devoted to The Search For Quality Education.

All of this—the specials plus the local follow-through—is part of the broadcaster's job:

To focus on the communities' problems and encourage their solution.



WESTINGHOUSE BROADCASTING COMPANY

Monday Memo

A programing commentary from Robert J. Palmer, director of marketing services, Kelly, Nason, New York

Why not a compromise for a better version of prime-time access rule?

Today everything has to be black-and-white. Take for instance the FCC's prime-time access rule. The commission says: "You will give a half-hour a night to the affiliates in order to create more diversity of program sources." The networks say: "This is totally wrong." Most affiliates don't like it but some say: "We make more money." The production companies say: "Here's a chance to unload some product that couldn't even make it on Russian television." Everybody's firm. Nobody says: "It won't work that way, but the objective can be accomplished if we do it this way."

Or take the Justice Department plan to file antitrust suits against the networks for monopolizing program selection. Justice says, in effect: "We intend to keep networks from controlling programing." The networks say: "This is totally wrong." Sounds familiar, doesn't it?

Nobody is saying: "It would be good to develop a broader voice in program selection, but (there's that word again) there is a better way to accomplish this objective."

Maybe I have missed something along the line. Maybe there's a new law against compromise. Maybe the new edition of Webster's has dropped the word "but." If so, I'll go away quietly (probably muttering but . . . but . . . but). However, as no one has stopped me yet, I'd like to propose a compromise that would seem to effectively accomplish the stated objectives of the FCC and Justice Department without ruining commercial television and making the networks mere conduits. In the process, the public could actually benefit.

A shortcoming of the FCC rule is that a local or syndicated program that only clears 10 markets cannot justify a production budget sufficient to provide the quality (at least in production values) presumably desired by the public. The result has been (and probably always will be) dozens of repeats and low-budget game and interview programs interspersed with a few serious attempts to entertain and/or enlighten the public.

The value of network has always been that the full line-up allowed the cost of a program to be amortized over 150 to 200 stations. Therefore, producers could budget respectable funds for production. At the same time, these high costs have caused networks to deal with relatively few producers in order to avoid the risks inherent in dealing with unknowns. This is a business fact of life present in every form of commerce. (Would you invest your savings in the stock of an unknown company?) This apparently provides the



Robert J. Palmer started as a page at ABC, moved from there to the media department of Kenyon & Eckhardt, New York, and then to Conklin Mann Co., an agricultural agency. When Conklin Mann was merged into Cunningham & Walsh, New York, some 15 years ago, Mr. Palmer stayed on, rising to the dual post of director of TV programing and manager of new business for C&W. He left about a year and a half ago to join Kelly, Nason, New York, where as director of marketing services he is responsible for media, TV programing and research.

basis for the Justice Department's suit.

What happens if we compromise? For instance, let's return the access time to the networks, but with the following stipulations: One half-hour per evening per network must be utilized for a "triple feed" wherein three different programs will be fed to three different line-ups. Each line-up would consist of an equal proportion of large, medium and small markets so that one-third of the U.S. potentially would be covered by each group. As an example, line-up A could consist of New York, Philadelphia, San Francisco, Dallas, etc., while line-up B would include Los Angeles, Boston, Detroit, St. Louis, etc.

At the same time, each week the cities in each line-up would see a series designed for and telecast only on that line-up. During the course of a week, each net-

work would telecast 21 different programs—a total of 63 series—almost the same number of series to be telecast by all three networks this fall.

Each series would have the advantage of a production budget made possible by a line-up covering a third of the U.S.

If a series were successful on one line-up, it could be upgraded to the full network or bicycled to the other line-ups.

I believe unions would be willing to restructure their contracts to assist in lowering costs in exchange for the doubling of production that would result from this plan. AT&T could be encouraged by the FCC to provide special rates for these line-ups.

Because of the lower production costs, networks would be more willing to commit themselves to productions from a wide variety of sources. Advertisers would be more willing to finance a series if the cost were substantially reduced. And, speaking of advertisers, this plan would open up the medium for dozens of new advertisers who have been frightened away by the high cost of national network. The opportunity to purchase national split-run television at costs proportionate to the audience potential provides limitless challenges for the small national sponsor as well as the major advertiser who might desire to test different copy approaches on a national basis.

Last, but most important, the public would be served. By providing an outlet for new creativity, by challenging the creative forces in the medium to find new ways to produce affordable programing without quality loss, by attracting new producers to the medium while, at the same time, basing everything on a sound-business platform, everyone will stand to benefit.

I realize that this solution is not perfect. There is the basic problem of finding truly creative sources to provide this new programing. There are technical and political problems to be worked out.

However, if we let these minor difficulties stand in the way of beginning a dialogue that will produce improved television programing, then each of us will have failed in our duty to the public.

I write this not as an advertising man, but rather as a concerned citizen who believes he sees the beginning signs that will lead to the destruction of the many good things that commercial television offers while attempts to correct its deficiencies are being made.

According to Webster, a compromise is an arrangement reached between parties in which each side gives up something and makes concessions in the direction of the other side's opinion, principles, etc.

How about it?—before we ruin the greatest communications and entertainment source yet devised.

¿COMO ESTÁ USTED?



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Our Spanish vocabulary is a little more expansive than simply saying, "San Francisco, San Jose, San Rafael, San Luis Obispo, Santa Cruz, San Mateo and Milpitas."

En Español, we entertain and inform everyone in our coverage area with "Mi Casa, Tu Casa," a bilingual program aimed at children and enjoyed by all.

For our Spanish speaking viewers, we report the news of the week and interview a newsmaker pertinent to the Spanish community on "Revista de la Semana."

KTVU is one of the Nation's leaders in community affairs programming, including programs for people with one language . . . or a desire for two.



A Communications Service of
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2 KTVU

TELEVISION

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Perspective on the News

Any ceiling now in sight on the price of settling sale protests?

McGraw-Hill reaches new elevation on escalator that has been going up since Chicago group's intervention led WGN to give away FM it bought

In an earlier and more innocent era of broadcast-station trading, an application for approval of a transfer rarely involved more than three parties—buyer, seller and the FCC. Today participants can emerge from anywhere. In transfer cases, as in license-renewal procedures, citizen groups have discovered a point of entry to broadcast regulation, and they are exploiting it with increasing sophistication and skill. As matters now stand, a sales contract between principals may be only the jump-off for negotiations with any number of external intervenors who, as many traders have uncomfortably discovered, can force profound changes in the conditions of a sale or, indeed, have the ability to abort it altogether.

The settlement that McGraw-Hill Inc. reached earlier this month with Mexican-American groups and one black organization in five cities where it had contracted to acquire Time Inc. television stations is only the most recent, and most spectacular, case in point. Not only did McGraw-Hill make concessions in programming, employment and citizens participation in the operation of stations, through advisory committees, that rival and may exceed any made previously in the history of the citizen movement in broadcasting, it also agreed to drop one of the top-50-market stations it had proposed to acquire (WOOD-TV Grand Rapids, Mich.) to conform with the groups' idea of how the FCC's top-50-market policy should be enforced (BROADCASTING, May 15).

Before that there was Starr Broadcasting Corp.'s far-reaching agreement with citizen groups in the San Francisco Bay area, under which it promised to permit one of the groups to name three members of a seven-member board of directors that Starr was establishing to run the stations it was acquiring—KABL-AM-FM Oakland-San Francisco (BROAD-

CASTING, April 24). Another landmark was Capital Cities Broadcasting Corp.'s \$1-million programming commitment to groups in three cities where Capcities was buying Triangle Publications Inc. television stations (BROADCASTING, Jan. 11, 1971).

And then there are the half-dozen radio-station sales hung up—or undone by the courts—because of citizen groups' opposition to the proposed buyers' plans for changing formats. Whether it is the abandonment of a classical-music format or one devoted to progressive rock or all-news that is involved, the groups feel a proprietary interest in the programming—and are attempting to exercise that interest, at least to the degree of demanding a financial accounting as to the need for change.

Nor is there any reason to believe that the interest of citizen groups in swinging their weight in transfer procedures is likely to wane. Albert H. Kramer of the Citizens Communications Center, who represented the groups in the McGraw-Hill and Capcities proceedings, says:

"Once a lot of people learn about their rights, it's hard to keep them from exercising them."

The protestors' activity in transfer proceedings grows out of the same feelings and concerns that animate intercession in other broadcast areas—like license renewals and efforts to gain direct access to the media, as well, for that matter, as in the whole sweep of the consumerism movement. "People," Mr. Kramer says, making a point other consumerists have made before him, "want back more control over their lives."

That is speaking generally. More specifically, he says that, in the McGraw-Hill case, the groups felt McGraw-Hill was not proposing "enough" in terms of programming and employment, and were concerned with what they considered the anti-competitive aspects of the sale—the FCC's finding that it was in the public interest notwithstanding its policy in acquisitions in big cities. (Mr. Kramer expresses some bewilderment when asked why any group should be concerned about such relatively abstract matters as

The specialists in intervention

Citizen groups with complaints about broadcast service are finding an increasing number of sources of legal aid to file petitions to deny renewal applications or to protest transfers. The Citizens Communications Center of Washington, which bore the principal legal load for the challengers that won concessions from McGraw-Hill earlier this month (BROADCASTING, May 15), is still providing the most service of that kind.

But among the dozens of groups filing petitions to deny the renewal applications of New York and New Jersey stations this month are some that found other public-interests law firms and still others that engaged local lawyers. A few have Washington counsel; a few others are doing their own legal work.

The New Jersey Coalition for Fair Broadcasting, concerned about what it says is the lack of service being provided northern New Jersey, retained CCC to file petitions against the renewals of WCBS-TV and WNEW-TV New York. So did the Black Citizens for Fair Media, which also filed against WCBS-TV (BROADCASTING, May 8).

(Black Citizens and the New Jersey group reached agreements aimed at heading off petitions to deny with WNBC-TV, and the New Jersey group settled with WOR-TV, WNET-TV and WABC-TV. Black Citizens withdrew its petition against WABC-TV after reaching agreement.)

In addition, Citizens was listed as "of

counsel," along with the Monroe County Legal Assistance Corp., of Rochester, N.Y., on petitions opposing license-renewal applications of 14 stations in that city. The petition was signed for the various groups involved by James McCuller, executive director of Action for Better Community Inc.

Lawyers for the Center for Law and Social Policy, the public-interest law firm that represented the Friends of the Earth in the landmark case in which the U.S. Court of Appeals held that the fairness doctrine applies to gasoline and automobile advertising, are getting the ecologists' business. Geoffrey Cowan and Robert Hallman are representing FOE and Citizens for Clean Air in petitions to deny the renewals of WABC-TV, WCBS-TV, WOR-TV and WNEW-TV. The group later withdrew the WOR-TV petition after the station agreed to carry a specified number of anti-auto-combustion spots (BROADCASTING, May 15).

A public-interest law firm making its first appearance before the FCC in a renewal matter is the Institute for Public Interest Representation (INSPIRE) at Georgetown University Law Center, in Washington. It is representing the Paterson Coalition for Media Change, which is challenging the renewal applications for WPAT-AM-FM Paterson, N.J. Richard Wolfe, deputy director of INSPIRE, last week said the organization, which is funded by the Ford Foundation, "will be

the FCC's "top-50-market policy," which bars a broadcaster from acquiring more than two VHF stations in the 50 biggest markets unless he makes a "compelling public-interest showing."

"People engage in all sorts of exercises that do not affect them in what is customarily regarded as a bread-and-butter way," he says. But he does not contend that such issues are the first on which citizen groups seize.)

Although citizen groups exercising their right to oppose station sales may be motivated by the same concerns of the groups opposing renewal applications, they have one distinct advantage not shared by their colleagues in the citizen movement—the government-approval deadline written into every sales contract. A renewal applicant, if he is stubborn enough, and sufficiently convinced of the rightness of his cause, can fight off a protesting group through years of litigation. Theoretically, parties to a sale can extend the deadline; but as a practical matter the odds are heavily against a lengthy extension.

Conditions favoring a sale when a contract is signed may change after six months or a year, and even if FCC approval is secured before the deadline is reached, the court appeal that is open to the groups can extend the litigation well beyond it. Indeed, the mere threat of a court appeal may be enough to persuade parties to refrain from extending a sale; the U.S. Court of Appeals has yet to affirm a commission order overriding

a citizen-group protest and approving a sale without a hearing. Thus the leverage available to groups in such proceedings is powerful.

The history of citizen involvement in station-sale proceedings goes back at least to 1961. Then it was not merely a group but a state—New Jersey—that opposed the sale of WNET-TV New York (then the commercially operated WNTA-TV [ch. 13]) by National Telefilm Associates to its present owner, Educational Television for the Metropolitan Area, on the ground that New Jersey would be deprived of its only commercial VHF (channel 13 is still assigned to Newark). The commission approved the sale. But after New Jersey went to court, ETMA won a settlement by promising to devote one hour of news coverage daily to matters of interest to New Jersey and to name three residents of the state, including the governor, to its board of trustees.

For the next few years, there was little outside intervention in transfer cases and what there was seems tame by today's standards. In 1963, a citizen group expressed opposition to Metromedia Inc.'s sale of KOVR(TV) Sacramento-Stockton, Calif. to McClatchey Newspapers, contending McClatchey already had "a monopoly of news." But the opposition was registered with the group's congressman, not the FCC, and the commission approved the sale without a hearing. In the next few years, the commission overrode objections of the National Association of Broadcast Engineers and Tech-

nicians to the sale of WROK-AM-FM-TV Rockford, Ill., to WROK Inc., and of a citizen group in Little Rock, Ark., to the sale of KARK-AM-FM-TV to Mullins Broadcasting Co. And the commission's actions ended matters; there were no appeals.

It was not until a Chicago citizen group protested the sale of WFMT(FM) Chicago to the Tribune Co.'s WGN Continental Broadcasting Co., in 1968, that the groups discovered their muscle in such proceedings, as they had two years earlier, in license-renewal matters, in the WLBT(TV) Jackson, Miss., case. It was in the Jackson case that the U.S. Court of Appeals in Washington said members of the public had standing to oppose renewal applications.

In the WFMT proceeding, the same court held that the commission should have given detailed consideration to the group's protest, even though it was filed late and in improper form. The court sent the case back to the commission for further proceedings (BROADCASTING, Aug. 5, 1968).

The group, which switched its attack from one based on concern over losing the FM's classical-music format (after WGN said the station would continue to broadcast such music) to one dealing with the Tribune Co.'s alleged concentration of control of mass media, was so persistent in its litigation that WGN eventually decided to resolve the controversy by giving the station away. WFMT is now licensed to the Chicago Educational Television Association.

While WGN was having its problems with the Citizens Committee to Save WFMT-FM [sic], residents of Atlanta were filing 2,000 letters and petitions urging the FCC to deny the sale of WGKA-AM-FM to Strauss Broadcasting Co. The campaign, stimulated by stories and editorials in the *Atlanta Journal*, registered opposition to Strauss's proposal to drop the stations' classical-music format—the only one in town—in favor of one featuring popular favorites and Broadway show tunes. The Commission rejected the protests, and approved the sale. But the Atlanta citizens organized a committee, hired a local lawyer, went to court and persuaded it to send the case back to the commission for a hearing. In response to Strauss' showing that 73% of those polled in Atlanta favored the proposed format, the court said that the commission's "judgmental function [in deciding station transfers] does not end simply upon a showing that a numerical majority [of the audience] prefer the Beatles to Beethoven, impressive as that fact may be in the eyes of the advertisers." (BROADCASTING, Nov. 2, 1970). The minority, then, had some rights too.

Strauss eventually gave up the battle and sold the stations to GCC Communications of Atlanta Inc., a subsidiary of the Boston-based General Cinema Corp., which promised to maintain the classical-music format. And echoes of the case are heard in every protest filed against a station sale on the ground that the format is to be changed.

The citizen-group activity in transfer matters has become, for broadcasters and their lawyers, a troublesome and at times

doing more" of such representation.

The Office of Communication of the United Church of Christ, like Citizens an old hand at aiding groups, helped a coalition of 13 Syracuse organizations that filed against the renewals of WNYV-TV and WSYR-TV, in that city. But the petition was signed by R. Val Archer, chairman of the coalition.

The New York City chapter of the National Organization for Women, which filed against WABC-TV, charging it with discriminating against women in its programming and employment, was aided by the Center for Constitutional Rights, New York. The Women's Legal Defense Fund was listed as being of counsel.

The Tri-City Coalition of Albany, Troy and Schenectady recruited the Legal Aid Society of Albany Inc., when it sought help in petitioning the commission to deny renewal of WPTR(AM) in that city. The coalition, composed of poor persons and blacks and those seeking to promote the interests of those groups, says the station is denying their interests.

Not all petitioners are getting a free ride. The American Board of Missions to the Jews Inc., which is seeking the denial of WOR-TV's renewal, and the National Association of Broadcast Employees and Technicians, which is opposing renewals for WGR-AM-TV Buffalo, have retained Washington communications firms. A local lawyer was used by some individuals with a private complaint about WHLW(AM) Lakewood, N.J.

One of the citizen groups is using a

private law firm. The Mid-Hudson Valley Broadcasting Group hired a black firm in New York, Covington, Grant, Howard, Hagood & Holland, to prepare its petition to deny the renewal of WSPK-FM Poughkeepsie, N.Y. Kenneth D. Hagood, who signed the petition, said he had been asked to take the case by several members of the group who are his clients.

Anthony R. Martin-Trigona, of Urbana, Ill., a former broadcaster who has filed a number of petitions to deny renewal or transfer applications over the years, turned up with petitions to deny the renewals of three network-owned stations in New York. He based them on the antitrust suits the Justice Department filed against the networks last month (BROADCASTING, April 17) and on petitions to revoke the stations' licenses he had filed three years ago.

A do-it-yourself petition was filed by several residents of Long Island against WLIR-FM Garden City, N.Y. It consists of affidavits alleging that the ownership of the station was illegally transferred and that the station has done an inadequate job of ascertaining and meeting community needs.

Another was filed by "Woman for Socialized Medicine," Julie Reed, who is after the renewals of the classical music stations, WQXR-AM-FM. She says they persist in providing a "fine arts" format and fail to provide discussions of important issues, particularly health care. She says the result is "a form of media and corporate censorship."

Justice questions small-market sale

The Department of Justice has once again entered an FCC proceeding in an effort to block a broadcast-station sale it feels would have serious anticompetitive consequences. In the past it has been concerned with such major matters as the proposed ABC merger into International Telephone & Telegraph Co. This time its target is the \$325,000 sale of KJCF(AM) Festus, Mo., which the commission approved last month (BROADCASTING, April 24).

The department, in a petition for reconsideration of the grant order, noted that the station is the only broadcast outlet in Festus and that one of its two new owners would be Harold L. Wright, principal shareholder in, and editor and publisher of, the town's only daily newspaper, *The Festus News-Democrat*. Mr. Wright would become 50% owner and president of the station.

Under the sale contract between the sellers of United Broadcasting Inc., the licensee corporation, and the buyers, the settlement is scheduled for tomorrow (May 30).

But the department asked the commission to stay its order and to hold a hearing to determine whether the transfer would be in the public interest, "in view of its probable impact on competition in the gathering and dissemination of local news, in the advertising of locally marketed goods and services, and on providing balance and variety of editorial comment on matters of local importance."

The department has been successful in previous efforts to break up station sales it felt had anticompetitive overtones. The ABC-ITT merger proposal fell apart in January 1968 after its consummation was stalled by a department suit. Later that year, the proposed sale of KFDM-TV Beaumont, Tex., to the *Beaumont Enterprise and Journal* was called off after the department petitioned the commission to hold a hearing in the proceeding. (The station was later sold to the Belo Corp., owner of the *Dallas*

Morning News and WFAA-AM-FM-TV Dallas.)

The department has also had a hand in breaking up crossownership holdings in the same market. After Gannett Co. acquired the newspapers in Rockford, Ill., the department in 1968 obtained a consent judgment directing Gannett either to sell them or its television station there, WREX-TV; Gannett sold the station. And the pending sale of Frontier Broadcasting Co.'s four television stations to Lamb Communications Corp. is a result of a department petition requesting the commission to break up a "mass media communications monopoly" in Cheyenne, Wyo., by requiring Frontier to sell KFBC-TV.

In urging the commission to reconsider its approval of the sale of KJCF, the department said that Festus, along with Crystal City, Mo., from which it is separated by a street, constitutes a distinct market, one that is separate from St. Louis, 30 miles north, and from the northeast portion of Jefferson County.

The market is not one that nonlocal media can fully serve or in which they can compete effectively, the department said. And if the sale of KJCF is completed, it said, "the two principal news, editorial, and advertising vehicles" in the market will have become one, in terms of ownership and control, "and the competition for local advertising and the variety of viewpoints they offer will have been eliminated."

The department noted that the commission, in its 1965 policy statement on comparative criteria said that in testing for undesirable media concentration, it considers an applicant's media interests in the context of the area, circulation and audience involved and extent to which outside media meet the local needs. The department added that a hearing is needed to develop that context and to ascertain whether Festus-Crystal City's special communications needs received substantial contribution from St. Louis media.

an infuriating fact of life. It has also jacked up costs of trading, not only in the additional lawyers' fees involved but in the extra care that goes into preparing applications and in the additional expenses agreements represent. (And there are some communications lawyers who predict that, as they are doing now in license-renewal proceedings, citizen groups that challenge transfers will seek reimbursement of their lawyers' costs.)

But communications attorneys see no evidence that the threat of a protest has cooled off anyone's desire to buy or sell a station. Apparently the parties and their lawyers still think a good deal is worth the risk of a protest, with its attendant negotiations with groups making what may seem outrageous demands and with the additional costs that would be involved.

There are even some attorneys who foresee a quieter time ahead for station traders, once the present stormy weather

is spent. The commission, they note, has not demonstrated much warmth for those seeking to block sales. But more important, there is the feeling that citizen groups' arguments may eventually lose some of the appeal they evidently hold for the courts. As support, one communications lawyer notes that the court of appeals is no longer deciding in favor of complainants in every appeal from an FCC fairness-doctrine decision that supports a broadcaster. "In time," he said, "there will be enough cases brought by citizen groups so that the courts will lose some patience, become less sympathetic."

That is speculation. What lawyers say is demonstrable is that the applications for transfer, particularly the major ones, are in the normal course of events becoming "better"—that is, harder to attack. Lawyers learn from the sad history of their compatriots. The McGraw-Hill application, Mr. Kramer says, reflected the lessons learned from the Cap-

cities case; and individuals whose views he respected, he says, predicted it could not be successfully attacked. "It was much tougher to crack," he says. And though he does not say citizen groups will continue to pull off victories of that kind, he does not rule them out.

But whether Mr. Kramer and others in the citizen-group movement continue to score victories, or whether the final, unassailable application is finally designed, the larger fact that emerges from a review of the tension created by the challenges is that the groups have already had an impact on the shape of broadcast service—and regulation. In forcing broadcasters to keep them and their asserted needs in mind, in preparing their applications (for renewal, for that matter, as well as for the purchase of a station), the groups, for better or worse, are helping to define the ephemeral phrase, the public interest.

(*The foregoing "Perspective on the News" was written by Leonard Zeidenberg, senior correspondent, Washington.*)

Broadcast Advertising

TV code board gives a little on product ads

While the 'go' is given for more personal products, and lotteries, board holds firm on consecutive ads

The TV code review board of the National Association of Broadcasters, meeting in Washington last week, relaxed some time standards and strictures on the acceptance of products, but held the line on various other code provisions affecting TV advertising. It also took special note of improvements made by networks and stations in reducing violence in TV programs.

The review board:

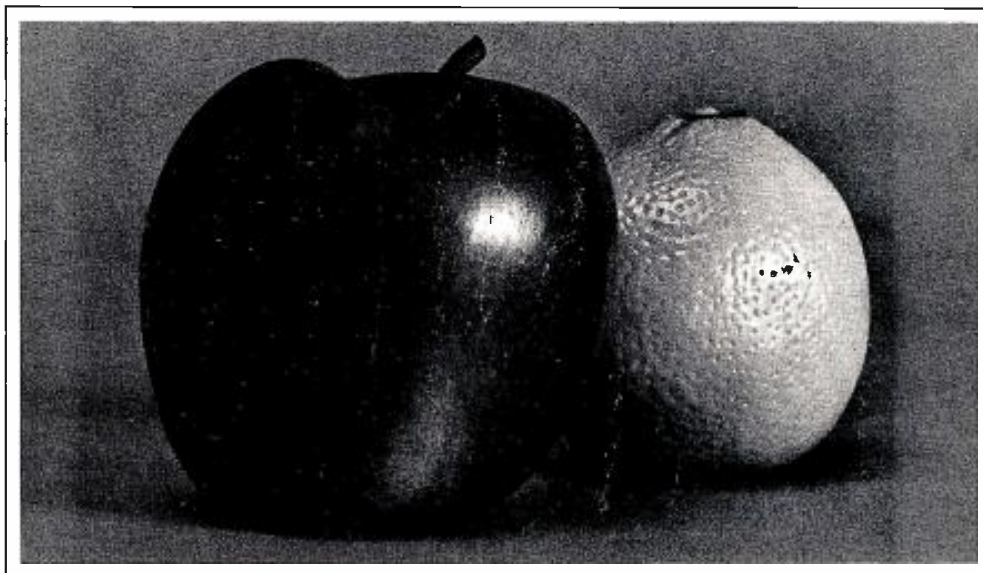
- Called for a new standard in the code that would require broadcasters to take into account the composition of the audience in scheduling advertising of personal products. This is subject to TV board approval.

- Turned down a request from Emko Inc., St. Louis, for permission to advertise a contraceptive foam.

- Approved for a one-year trial, subject to TV board ratification, advertising for off-track betting sponsored by a government or private organization, where the advertising is institutional in nature and does not promote betting. This move already has been taken by the radio code board.

- Agreed to waive the present limit on the number of consecutive announcements where the number of interruptions per program is reduced. This is being done, for example, by the Post-Newsweek stations in children's programs, where all commercials are clustered either at the beginning or at the end of the program. Present code rules prohibit more than four consecutive announcements in any

BIG APPLE... watch out for the BIG ORANGE!



Now . . . we all know that New York, the **BIG APPLE**, has nothing to fear from Tampa-St. Petersburg, the 20th television market in the nation*. But it is a fact that Tampa-St. Petersburg, the **BIG ORANGE**, is a remarkable growth market, up from 26th position last year. And Tampa-St. Petersburg is the 3rd market in the Southeast . . . the 2nd in Florida . . . and fast on the heels of 16th ranked Atlanta and 18th ranked Miami.

Get a slice of the **BIG ORANGE**. Put your advertising dollars to work on WTVT . . . the station that consistently delivers more audience, 9 a.m. to midnight**, than any other TV station in the Tampa-St. Petersburg market. Your Katzman has details and current avails.

ARB estimated TV households in Area of Dominant Influence.
Estimates subject to defects and limitations.

** ARB and NSI, May and November, 1971,
and Feb./March, 1972.
Average quarter-hour audiences.
Estimates subject to source and method limitations.

THE WKY TELEVISION SYSTEM, INC.

WTVT, Tampa/St. Petersburg
WKY-TV & Radio, Oklahoma City
KTVT, Dallas/Ft. Worth
WVTV, Milwaukee
KHTV, Houston



KATZ TELEVISION
TV SOUTH

program, or more than three during the station break.

But other proposals for substantial changes in time standards were referred to the board's time standards subcommittee. Members are Charles A. Batson, Cosmos Broadcasting; Roger Rice, KTVU-TV San Francisco-Oakland; Alfred R. Schneider, ABC; Thomas J. Swafford, CBS, and Herminio Traviesas, NBC.

Among these changes was a recommendation from Charles H. Tower and James C. Richdale Jr., Corinthian Broadcasting, that multiple product advertising in less than 60 seconds be counted as one commercial only when the two products are advertised throughout the commercial, rather than separated, as the practice is now, where one product is promoted in the first half of the spot, and another product in the second half of the commercial. Also included in the topics referred to the subcommittee was a suggestion by Richard C. Block of Kaiser Broadcasting that the new commercial limitations in children's programs be applied to all programs that have a majority of children as viewers instead of just to weekend programs as voted last January; a recommendation by John M. Grubbs, Storer Broadcasting, that even more stringent limits be imposed on the promotion of more than one product in multiple product advertising; a suggestion by D. E. Scantlin, Colonial Stores, Atlanta-based supermarket chain, that the limit on the number of consecutive announcements be reduced radically; a recommendation by Michael T. Membrado of Katz Television, supported by Lawrence H. Rogers II, Taft Broadcasting, for a reduction of 13% in nonprogram time during prime time, and 17% in nonprime time.

Following a discussion of appeals for revision of the current prohibition on the advertising of sanitary napkins, douches, and comparable products—submitted by the makers of Modess, Confidants and Tassaways (and a plea that the ban be continued by the makers of Kotex)—the code board, apparently sympathetic, recommended that the code review board and the code authority be given full responsibility for determining which personal products are suitable for TV advertising. At present, the TV board must ratify each new category. This new procedure must be accepted by the TV board.

In an unprecedented move, the code board passed a resolution calling on all broadcasters to continue and to expand the policing of televised violence. It commended the code authority and code subscribers for what they are doing in this area. The resolution also endorsed the networks' actions in removing violence from program teasers and prologues and from on-air promotions; and ordered the code authority to meet with the Motion Picture Association to get rid of "out-of-context, gratuitous violence in broadcast advertisements for feature films."

In other matters the code board denied a request for the use of the word "cocktail" in advertising of mixes; medical endorsement for a food product used at a medical convention; and a reference to

cholesterol and health in a food product. And it heard a plea by Sanford I. Wolff of the American Federation of Television and Radio Artists for reconsideration of its ruling effective Jan. 1, 1973, that forbids the host of a children's show from delivering commercials within those programs.

The two-day meeting was under the chairmanship of Max Bice, KTNT-TV Tacoma, Wash., the new chairman of the TV code review board. Others present in addition to Messrs. Batson, Rice, Schneider, Swafford and Traviesas: Morton S. Cohn, WLOS-TV Asheville, N.C.; Joseph C. Drilling, KJEO-TV Fresno, Calif., and Wayne Kearl, KENS-TV San Antonio, Tex.

FTC wants tire firms to document claims

It's part of disclosure system that chairman said produces data unintelligible to laymen

The Federal Trade Commission has asked 18 manufacturers and distributors of automobile tires to substantiate some of their advertising claims—including those graphically portrayed on TV, such as a car being driven over steel drill bits without apparent injury to its tires (Goodyear's Custom Power Cushion Polysteel).

This is the seventh industry that has been asked to document some of its advertising claims since the program began last year.

The tire makers and sellers, who account for 75 different passenger-car brands, were given 60 days to supply the information. The FTC plans to make the information public, as it has with others, for use by the public and consumer groups. The agency also reviews the information to determine whether there is any basis for issuing complaints of false or deceptive advertising. Since the program began no complaints have been issued.

In fact, FTC Chairman Miles W. Kirkpatrick only two weeks ago told a Senate subcommittee that most of the documents are too technical for laymen to comprehend and that some are irrelevant (BROADCASTING, May 22).

Other industries that have been ordered to supply substantiation of advertising claims are automobiles, electric shavers, dentifrices, TV sets, air conditioners and cough and cold remedies.

FTC officials said last week that additional industries would be ordered to supply documentation in the next few months.

NOW hopes brighten for Ad Council backing

After a year and a half of campaigning for the broadcast endorsement by The Advertising Council of public-service announcements on the theme of women's rights, the National Organization of Women (NOW) believes the "prospects are good" for approval. The reason for renewed optimism, according to Midge Kovacs, coordinator of NOW's image

committee, is the Ad Council's new chairman, Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co.

Miss Kovacs feels that under Mr. McGannon's leadership the council might loosen its conservative view of the women's rights movement as being radical and see it instead as "a crucial social issue" and "one of the important concerns of the '70's."

Approval of the council has been sought since Nov. 23, 1971, according to Miss Kovacs, but the group was continually discouraged by the prerequisites demanded by the council and "lost interest in the campaign." NOW said it was asked to organize a committee of celebrities, with a charter and bylaws, not using its own organizational name ("NOW is apparently too radical a sponsor," Miss Kovacs said) and produce the campaign at a cost estimated at \$75,000.

Miss Kovacs reviewed the history of the attempted campaign in a letter to Mr. McGannon dated May 3. He has shown interest in the campaign, she said, and a meeting and presentation of the basic campaign aims are planned for Thursday (June 1).

Westinghouse has agreed to produce the commercial, if it receives Ad Council approval, she said.

Meanwhile, the feminist magazine, *Ms.*, has agreed to run an announcement for NOW in its next issue. Copy reads: "Hire him, he's got great legs."

Bic's budget for Bananas: \$3 million of network TV

Regular heavy user of TV wants in on the porous-point action

Bic Pen Corp. is introducing its new fine-line marker pen, Bic Banana, by spending \$3 million in television, virtually all in network.

The advertiser, through Wells, Rich, Greene, previewed four new commercials, two one-minute and two 30-second messages, in New York last week. It is WRG's first effort for Bic Pen since it acquired the TV-oriented account last October.

The introduction of a fine-line marker by Bic represents the company's multimillion-dollar effort to obtain a share of the porous-tip pen market, now dominated by Papermate's Flair. The Flair pen sells for 49 cents; the Bic Banana is priced at 29 cents.

WRG and its client said that the network-TV campaign will break in June. In that month alone, the pen company will spend \$500,000 for introduction, while national distribution builds. And in that month, the advertiser will have 12 weekly announcements on ABC-TV and CBS-TV in daytime and prime and fringe time.

The campaign, off at the end of June, resumes with the 10-week back-to-school period starting Aug. 7 and with \$2.5 million budgeted for network.

Biggest news for TV is the extent of the buy when compared with the usual

spending pattern of Bic and others in the pen industry. Bic, according to David Furman, advertising manager, spends between \$3 million and \$4 million for its ball-point pen advertising. All of this budget is in television, mostly network. This will be continued intact—thus the \$3 million for the fine-line marker is “new budget.” All the money spent in advertising porous-pen products by all companies combined in 1970 was estimated to be about \$2.7 million. With porous-pen and ball-point budgets added, Bic is allocating \$7 million to TV advertising in 1972.

The commercials are humorous and use the voice of Mel Brooks. Of the campaign generally, Charles Moss, WRG's president and creative director, said the schedule is designed to point up that the new product is “fun to write with.”

Political ad study set

NCCB hopes research will lead to NAB code of ethics for paid broadcasts

The National Citizens Committee for Broadcasting announced last week that it is instituting a national study of political advertising on TV and radio this year.

Aim of the research, according to Charles Benton, president of NCCB, is to develop a code of ethics for paid political broadcasts. Mr. Benton and his group, along with Sam Archibald of the Fair Practices Campaign Committee, appeared before the TV code review board of the National Association of Broadcasters last Tuesday (May 23) and asked for help.

Mr. Benton said that citizen groups and other interested parties will monitor broadcast political advertising this election year. He mentioned such organizations as the League of Women Voters, The Aspen (Colo.) Institute and students from law and communicating schools as joining in the monitoring program that will, he estimated, cost between \$50,000 and \$100,000.

In their appearance before the TV review board, the group asked that the NAB code be amended to spell out broadcasters' responsibilities for political advertising. Morton I. Hamburg, New York lawyer, who is general counsel for NCCB, said that the broadcasting industry should provide information for the inquiry, such as the type of political advertising submitted for broadcast, material that is rejected, examples of material broadcast, broadcasters' feelings about political advertising and suggestions for code provisions. Mr. Hamburg suggested a meeting with a broadcasters' committee in January 1973 to work out a code amendment.

At present, the code contains no sections dealing with political advertising. Both Vincent T. Wasilewski, president of the NAB, and John Summers, general counsel of the organization, have pointed to the no-censorship provisions of Section 315 of the Communications Act as barring action by broadcasters and have said that the NCCB's proposals should

More dimension in TV buying reports

New TVB services include spending of larger, local retail sponsors, report on chains and franchisers

Sears, Roebuck spent over \$18 million in television last year on a market-by-market basis. Close to Sears were McDonalds, with over \$15.8 million, and F. W. Woolworth, with more than \$10.5 million.

The spending by these companies, and 62 others, are included in a first-time report issued today (May 29) by the Television Bureau of Advertising that details market-by-market expenditures in TV of chains and franchisers. Another report, issued simultaneously by the bureau, presents estimates of local retail activity in TV in 1971.

The two new reports supplement TVB's spot expenditures reports that have been issued quarterly and yearly since 1955.

The spot-TV reports list company and brand activity for advertisers spending \$20,000 or more in spot.

The new chains and franchisers report lists companies investing \$250,000 or more in television, under the same advertiser name and with activity noted in four or more markets. The 62 companies listed in this report spent \$121 million as a group.

TVB's local/retail report, also new this year, lists clients investing \$250,000 or more in local television and with activity noted in from one to three markets. As a group, the 143 advertisers listed as local/retail invested \$131 million in 1971. For the most part, these are single-market users, with some important exceptions such as Allied Stores and Federated Department Stores and buying offices of

Associated Merchandising Corp.

All estimates in the TVB reports are based on monitoring of 259 stations in 75 leading TV markets by Broadcast Advertisers Reports (BAR).

TVB noted that it avoided duplication of the figures for “market by market” and “local/retail” with those published for national spot and for network TV. (Sears, A&P and McDonalds, for example, are also network advertisers, and while Pillsbury Food Products is listed among national-spot advertisers, only Pillsbury's Burger King is listed in the supplemental report.)

Top-10 local/retail advertisers—(1971)*

1. Interstate Department Stores	\$ 3,574,200
2. Federated Department Stores	2,733,400
3. Borman Food Stores	2,669,900
4. Wrigley Supermarkets	2,328,000
5. Penn Fruit Co.	2,287,500
6. Associated Merchandising Corp.	2,200,600
7. Jewel Companies	2,122,800
8. Allied Stores Corp.	1,988,900
9. National Industries (includes Community Discount Centers)	1,558,200
10. Supermarkets General Corp. (includes Pathmark Food Stores)	1,510,100

Top-10 total \$22,973,600

*Excludes auto dealers and banks, although both groups appear in the complete retail/local television report.

Top-10 chains and franchisers in market-by-market television

1. Sears, Roebuck & Co.	\$18,205,100
2. McDonalds Corp.	15,823,600
3. F. W. Woolworth Co.	10,546,200
4. Heublein Inc. (Kentucky Fried Chicken)	5,891,900
5. Food Fair Stores (Pantry Pride)	4,238,800
6. Levitz Furniture Co.	3,748,900
7. Great Atlantic & Pacific Tea Co.	3,686,700
8. Pillsbury Co. (Burger King)	3,637,500
9. Winn-Dixie Stores	3,632,000
10. Safeway Stores	3,549,700

Top-10 total \$72,960,400

be addressed to the candidates, not the broadcasters.

The request for participation in the survey was referred by the TV code review board to its procedures and finance subcommittee, scheduled to meet in New York on June 19.

This is the third NCCB move to involve the NAB in its political advertising campaign that originally sought a broadcast ban on the sale of any time less than five minutes for political advertising.

In the other corner on lengths of political

Calls for five-minute minimum are insults to viewer's intelligence, says Chicago competitor of WGN-TV

A counterattack on the movement to rule out political commercials shorter than five minutes was mounted last week by Robert W. Lemon, vice president and general manager of NBC-TV's WMAQ-TV Chicago.

Political announcements in shorter lengths do not have to be deceitful or in bad taste, he told a luncheon meeting of

the Rotary Club of Chicago last Tuesday (May 23), and candidates should have the same opportunity to use these lengths that commercial advertisers have.

“I do not want the power to decide for the viewers of my station that they are not intelligent enough to make up their own minds about a 30-second political announcement,” Mr. Lemon said. “If a candidate wants to associate himself with a shallow, offensive advertising campaign . . . if he wants to risk alienating that segment of the voters who find his campaign repulsive . . . then I say let the candidate have the freedom to do this . . . and let him reap the consequences.”

Moreover, he continued, “anyone in this country who casts his vote only on the basis of some brief television spots—whose knowledge goes no further than how the candidate smiles and what his slogan says—most certainly runs the risk of voting for and being stuck with a mistake. But it's a mistake that this voter deserves [because] the short television announcement is only one element of a political candidacy.”

Mr. Lemon said “life would be much easier for me, and for most broadcasters, if there was no political advertising on television,” but that “I'd rather live with

the problems than see them arbitrarily regulated out of existence." There is already too much regulation, he said.

"If it is so important to restrict a candidate from the use of brevity, are we also to regulate the size and word content of billboards, of print ads and campaign buttons?" he asked. "I'm not trying to exaggerate a point here. It's just that regulations scare me sometimes because they breed so damn fast.

"... If political candidates require a special regulation to curb this supposed natural tendency they have toward deceit, then I suggest to you that a proposed five-minute minimum on television announcements is a pitifully weak safeguard against the dangers of such deceit."

Mr. Lemon's position aligned him squarely against one of his local competitors because, as he pointed out, WGN-TV Chicago has adopted a policy of not accepting political spots of less than five minutes. In addition, Ward Quaal, president of WGN Continental Broadcasting, has been one of the most outspoken critics of the shorter political form, along with John O'Toole, president of Foote, Cone & Belding, who although based in New York, has close Chicago ties, and Newton Minow, attorney and former FCC chairman, now based in Chicago.

Another chance seen for easing of controls

Word is that broadcast rates may be allowed to rise with increases in audience

Broadcasters may be getting more relief from price controls than they anticipated two weeks ago when the Cost of Living Council denied a National Association of Broadcasters petition requesting complete exemption of TV ad radio rates from price controls (BROADCASTING, May 22).

The Price Commission and the Internal Revenue Service have reportedly agreed to permit broadcasters to adjust their advertising rates up or down in keeping

with increases or decreases in the size of their audience, as recommended last January by FCC Chairman Dean Burch. This, according to NAB sources, could be authorized late this week or next, if ratified by the Cost of Living Council where approval now pends.

Part of the optimism at NAB comes from a Price Commission decision last March accepting that principle for magazine advertising rates.

In denying the NAB petition for blanket relief, the Cost of Living Council noted that the Price Commission adopted a policy for TV and radio networks that permits individual advertising rates to rise as long as the average of all rates remains stable, and, earlier this month, exempted from price controls all businesses with 60 or fewer employees (BROADCASTING, May 8).

Yost: ad review board busy but a little late

Criticizes clutter on airwaves that risks 'turning off' viewers

The National Advertising Review Board has received and is examining more than 200 cases involving charges of deception in national advertising, and it is still receiving about a dozen complaints a day. This is what Charles W. Yost, chairman of NARB, told the assembly of the Council of Better Business Bureaus in Chicago last week.

Mr. Yost said he thought the advertising industry waited a "little longer than was prudent" to begin critical self-examination.

"It ignored too long," he continued, "complaints that it was prone to making rash claims it could not substantiate, misled viewers and readers by what it left unsaid as well as what it said. . . ."

As to TV and radio, Mr. Yost commented that advertising "was so cluttering up the airwaves with an increasing volume of commercials that it risked turning off viewers altogether."

Ad Council's record speaks for itself—Keim

Hits allegation that business is purely profit-motivated; cites free time given in '71

The Advertising Council is hammering home a message to ad groups that it considers itself "living proof" of the social concern of American business and the advertising and communications communities.

The council has come under direct attack from certain segments of the advertising industry. David B. McCall, president of McCaffrey & McCall, gave it expression in a speech before the American Association of Advertising Agencies meeting in Florida when he questioned the council's relevancy and suggested it might just be time to end it (BROADCASTING, March 27).

Robert P. Keim, president of the council, told the Milwaukee Advertising Club last week that he was opposed to the "attitude that business is purely profit-motivated" and if anything, there is an increased social consciousness of American business. Mr. McCall had emphasized in his appearance before the AAAA—which served to heat up controversy and debate as to the merits of the council's activities—that business had been engaged in misdirected attempts or met with utter failures in voluntary efforts to correct society's ills.

Reviewing last year's Ad Council campaigns (voluntarily supported by advertising agencies, clients and by media), Mr. Keim said that radio in 1971 donated 139 billion listener impressions and TV 47 billion home impressions.

Cash sees havoc from counterads

TVB head says prices could go up for consumer, asks news media for better break on controversy

Television Bureau of Advertising President Norman E. (Pete) Cash directed his remarks at the meeting of The Ohio Broadcasters last week in Toledo to the counterad proposal before the FCC.

Mr. Cash said that the proposal, if carried through, would cost advertisers more money, and "what [then] happens to the number of dollars needed to sell one's products when the public wants to buy it?" The answer, he said, is that the consumer will have to pay more.

He also suggested that news media, particularly television, have seldom carried comments which oppose counterads but that "it's the vocal people—our opponents—who make the news. Even in our own medium."

Mr. Cash said that TVB's position is that competition can be relied upon to improve advertising. "I like the business way of improving things," he said, as contrasted to the critics of modern advertising who "like the government way of improving things."

BAR reports: television-network sales as of May 14

CBS \$241,946,400 (36.7%); NBC \$216,303,600 (32.8%); ABC \$201,283,300 (30.5%)*

Day parts	Total minutes week ended May 14	Total dollars week ended May 14	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday					
Sign-on-10 a.m.	77	\$ 419,800	1,340	\$ 8,252,300	\$ 8,209,500
Monday-Friday					
10 a.m.-6 p.m.	969	6,707,600	17,814	129,517,100	120,782,100
Saturday-Sunday					
Sign-on-6 p.m.	332	3,134,800	6,123	80,558,600	63,765,700
Monday-Saturday					
6 p.m.-7:30 p.m.	93	1,514,700	1,743	34,151,300	28,598,800
Sunday					
6 p.m.-7:30 p.m.	16	292,800	277	6,563,700	10,611,500
Monday-Sunday					
7:30 p.m.-11 p.m.	388	16,632,200	7,522	365,267,200	356,133,500
Monday-Sunday					
11 p.m.-Sign-off	167	2,692,400	2,660	35,223,100	24,238,800
Total	2,042	\$31,394,300	37,479	\$659,533,300	\$612,339,900

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

The FCC's commissioners hit the road

Here are the dates, destinations and cost to the American taxpayer

It may come as a surprise to FCC Chairman Dean Burch—and it is not certain to ease the mind of Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee—but FCC commissioners are not traveling much more this year than last.

The national and state broadcasters associations still get FCC commissioners as speakers at their meetings, so do advertising groups, cable associations and special blue-ribbon outfits like the International Radio and Television Society. International meetings draw members—Dean Burch, Nicholas Johnson, for instance—out of the country; and even the Emmy awards ceremony, in Los Angeles, on May 14, had Commissioner Charlotte Reid gracing the schedule.

But all told, between mid-May 1971 and mid-May 1972, these and other events attracted commissioners a total of 65 times, only nine times more than between June 8, 1970, and May 15, 1971 (BROADCASTING, May 31, 1971). The cost to the government, on the basis of trip vouchers (though not all of those for the past year have yet been submitted) is about the same—some \$13,000. And as another basis of comparison it should be noted that commissioners made 148 trips between Jan. 1, 1969, and early June 1970, at a cost to the government of \$21,856.66 (BROADCASTING, June 8, 1970).

Most trips are scheduled to permit commissioners to return to Washington for the agency's regular Wednesday meeting.

(As in past BROADCASTING surveys, information on the latest trips is derived principally from the "calendar of events" that the commission's public information office issues weekly. However, this is not represented as an official, all-inclusive list of unofficial and official travel.

But Chairman Burch has been known to express impatience when commissioners miss meetings to keep out-of-town speaking engagements. And Senator Pastore last week made it clear he feels commissioners do too much traveling, and should decline more invitations to speak than they do. "If they stayed home, they could take care of the commission backlog," he said, during the hearing on the FCC nominations of Commissioner Richard E. Wiley and Judge Benjamin L. Hooks (see page 28).

"Every time broadcasters have a meeting in Chicago or Honolulu you have a commissioner there. . . . I don't think they ought to go." He said he will discuss the matter with Chairman Burch.

With Robert Wells, who resigned Nov.

1, 1971, no longer on the payroll, the distinction as the commission's most traveled commissioner goes to Commissioner Johnson, who made 14 trips and submitted vouchers totaling close to \$2,000. Two of his trips—one to Putney, Vt., where he made a commencement address, and one to Iowa, in March, when he announced his decision not to seek the Democratic nomination for the Senate in that state—were not charged to the government. One trip not yet charged was one to Paris, on April 20, when he participated in a meeting of the European North-American Committee on Television and the 70's.

Last year, Mr. Wells was the leading ground coverer, with 20 trips to his credit. And even though he was with the agency for less than six months of the latest survey period, he made his mark—he was out of Washington eight times between May and the end of October, at a cost of \$1,963.40.

The commissioner who ran up the largest bill (at least pending clearance of the voucher for Commissioner Johnson's trip) and visited the most congenial places was H. Rex Lee. His vouchers added up to \$2,396.10, and his ports of call included Nassau, the Bahamas Islands, where he addressed the Pennsylvania State Broadcasters convention, and Honolulu, where he spoke at a conference on telecommunications for Hawaii.

Chairman Burch made eight trips out of Washington—at a cost of more than \$2,000—though his last one traced a triangular route that took him to Tucson and San Antonio the weekend of May 11 and then to Chicago, for the National Cable Television Association convention, on May 15, before it turned back to Washington. His travels included Geneva, where he attended the World Administrative Radio Conference, last May.

Veteran Commissioners Robert T. Bartley, who is scheduled to retire June 30, and Robert E. Lee, left Washington a total of 12 times. Commissioner Bartley made five trips at a cost of \$1,037.12; Commissioner Lee seven, including one to Ottawa to help prepare for the 1973 meeting of the International Telecommunication Union, at a cost of \$1,158.58.

Besides Mr. Wells, three individuals were members of the commission only during a part of the survey period. Two, Mrs. Reid and Richard E. Wiley, were beginning their careers; the third, Thomas Houser, was ending his. And off his showing thus far, Commissioner Wiley appears likely to be among the leaders in future travel surveys. Between mid-February and mid-May, he made eight trips, at a cost of about \$1,000.

Commissioner Reid is listed as having made only three trips—the last one including a speaking engagement at the Oregon Association of Broadcasters and her Hollywood assignment. So far, vouchers totalling \$357 for the first two trips have been submitted. Thomas Houser, whom she succeeded, in October, made four trips, between June 1971 and late September, at a total cost of \$992.77.

Following are the individual records of travel (in descending order), along with the travel costs where available.



Commissioner Johnson: 5/23/71, Putney, Vt. (no charge to government), to deliver commencement addresses, Windham College; 10/2/71, Ames, Iowa, \$206.25, to give address before Iowa Consumers League, Iowa State University; 10/18/71, Chicago, \$238.50, to speak to symposium on children's television; 10/29/71-11/3/71, St. Louis (on 29th), to address National Electric Cooperative Association's first annual managers' conference, in morning, and to speak before St. Louis chapters of American Federation of Television and Radio Artists, National Academy of Television Arts and Sciences, Missouri Broadcasters Association and members of the Advertising Age seminar, in the evening, and to Davenport, Iowa (on 3d), to address annual conference of Iowa Welfare Association—cost of trip, \$266.75; 11/18/71-11/20/71, New York, \$181.44, to participate in session of International Radio and Television Society Newsmaker Luncheon (on 18th), and to participate in panel discussion at meeting of American Psychiatric Association (on 20th); 12/14/71, Kansas City, Kan., \$204.50, to address public-information meeting of American Farmers Organization; 1/14/72, Miami Beach and Coral Gables, both Florida, \$232.75, to address National Telephone Cooperative Association (at Miami Beach) and to speak at Coral Gables Congregational Church, United Church of Christ; 2/11/72, Cambridge, Mass., \$111, to speak at Harvard Law School forum; 2/18/72-2/21/72, Davenport, Iowa (on 18th), to attend dinner marking 50th anniversary of WOC(AM) Davenport, and Iowa City (on 21st), to speak at University of Iowa's Memorial Union—cost of trip, \$175.25; 3/4/72, New York, \$52 (transportation only), to speak at luncheon of Consumer Assembly of Greater New York; 3/10/72, Columbus, Ohio, \$147.50, to address Ohio Cable Television Association; 3/18/72, Des Moines, Iowa (no charge to government), to deliver keynote address before Iowa Democratic Conference; 3/23/72, Philadelphia (no charge to government), to attend international symposium on communication sponsored jointly by University of Pennsylvania and Communications Workers of America; 4/20/72, Paris (voucher not yet submitted), to participate in meeting held by European North American Committee on Television and the 70's.



Chairman Burch: 5/26/71, Geneva, Switzerland, \$984.60, to attend World Administrative Radio Conference; 8/9/71, Grand Rapids, Mich., \$143.50, to speak at formal dedication of new facilities of WZZM-TV Grand Rapids; 9/14/71, New York, \$75.50, to speak at IRTS Newsmaker Luncheon; 9/27/71, Lincoln, Neb., \$264.50, to address Nebraska Broadcasters Association; 10/18/71-10/19/71, Miami, to address annual convention of National Association of FM Broadcasters (on 18th), and New Orleans, to speak before U.S. Independent Telephone Association (on 19th)—cost of trip, \$321.25; 3/20/72, New York, \$78, to participate in panel discussion on CATV at convention of Institute of Electrical and Electronic Engineers; 3/12/72, Chicago, \$254.30, to address National Association of Broadcasters convention; 5/11/72-5/15/72, Tucson, Ariz., to address Arizona Broadcasters Association (on 11th), San Antonio, Tex., to address Trinity University commencement exercise and receive honorary LL.D. (on 14th), and Chicago, to address National Cable Television Association annual convention (on 15th)—(vouchers not yet submitted).



Commissioner Wiley: 2/17/72, Denver, \$226.15, to address Colorado Broadcasters Association; 2/24/72, Madison, Wis., \$203.50, to participate on panel on broadcast renewals at meeting of Wisconsin Broad-

casters Association; 4/11/72, Chicago, \$214.50, to address NAB convention; 4/17/72, Gainesville, Fla., \$127, to speak at Annual Broadcasting Day at University of Florida; 4/22/72, Kansas City, Mo., \$190.75, to participate in panel discussion on new developments in federal career service, at Eighth Circuit conference of Federal Bar Association; 4/24/72, New Orleans, \$216.25, to attend meeting of Radio Technical Committee for Marine Services; 4/28/72, Charlottesville, Va., \$55.65, participate in a Federal Communications Bar Association seminar; 5/15/72, Tampa, Fla. (voucher not yet submitted), to speak at 50th anniversary of WDAE(AM).



Commissioner Wells: 5/26/71, New York, \$61.10, to address luncheon meeting of Association of National Advertisers; 6/7/71, Long Boat Key, Fla., \$183.75, to participate in panel at Florida Association of Broadcasters convention; 6/18/71, Sioux Falls, S.D., \$250.25, to speak at South Dakota Broadcasters Association convention; 7/9/71-7/22/71, San Francisco, to address luncheon meeting of San Francisco Bay Area Engineers Club (on 9th), Aspen, Colo., to address luncheon meeting of Colorado Broadcasters Association convention (on 10th), and Lake Geneva, Wis., to address convention banquet of Wisconsin Broadcasters Association (on 22d)—cost of trip, \$719.50; 9/16/71, Atlantic City, \$57.90, to address annual convention of National Regulatory Utility Commissioners; 9/23/71-9/24/71, Mankato, Minn., to speak to Minnesota Broadcasters convention (on 23d), and Memphis, to speak to Memphis Advertising Federation (on 24th)—cost of trip, \$284.50; 10/19/71-10/20/71, Chicago, to participate in question and answer session at annual meeting of Inland Daily Press Association (on 19th), and Wichita, Kan., to address Kansas State Federation of Labor, AFL-CIO (on 20th)—cost of trip, \$283.90; 10/22/71, Boston, \$122.50, to participate in regional meeting of National Association of Broadcasters.



Commissioner H. Rex Lee: 5/24/71, Nassau, Bahamas, \$193.50, to address Pennsylvania State Broadcasters annual convention; 9/28/71, Portland, Ore., \$374.80, to address Pacific Northwest Cable Television Association; 10/4/71, Atlantic City, \$116.24, to address meeting of New Jersey Broadcasters Association; 10/22/71, Oklahoma City, \$214.50, to speak at dedication of Oklahoma Higher Educational Instructional System; 11/18/71, Los Angeles, \$420.38, to speak at dedication of noncommercial KECT-TV; 12/3/71, Scottsdale, Ariz., \$317, to address luncheon meeting of Arizona Association of Broadcasters; 4/19/72, Honolulu, \$759.68, to speak at conference on telecommunications for Hawaii.



Commissioner Robert E. Lee: 8/19/71, Chicago, \$170.25, to attend *Billboard* Radio Programming Forum; 9/14/72, New York, \$70, to attend IRTS Newsmaker Luncheon; 12/15/71, Wheeling, W. Va., \$105.00, to speak at Association of Our Lady of Peace church; 2/10/72, Dallas-Fort Worth, \$272.50, to attend Abe Lincoln Awards dinner sponsored by Southern Baptist Radio and Television Commission; 3/23/72, New York, \$88.50, to give speech on prime-time access rule at seminar sponsored by Knowledge Industry Publications Inc.; 4/5/72-4/6/72, Ottawa, Canada, \$240.08, to meet with representatives of Canada and United Kingdom to prepare for 1973 Plenipotentiary Conference of International Telecommunications Union; 4/8/72-4/12/72, Chicago, \$272.25, to attend NAB convention.



Commissioner Bartley: 9/14/71, New York, \$67, to attend Newsmaker Luncheon of IRTS; 9/29/71, Dallas, \$226, to attend meeting of NAFMB; 3/6/72, Houston, \$243.79, to address Texas Association of Broadcasters; 4/9/72, Chicago, \$259.50, to speak at FM Pioneers Breakfast; 4/24/72, New Orleans, \$240.83, to serve as chairman of Radio Technical Committee for Marine Services at its annual meeting.



Commissioner Reid: 3/24/72, Indianapolis, \$149.50, to address meeting of Indiana Broadcasters Association; 4/27/72-4/8/72, Aurora, Ill., to speak at annual dinner of Aurora YWCA (on 27th), and LaSalle, Ill., to address legal secretaries' dinner (on 28th)—cost of trip, \$207.76; 5/11/72-5/14/72, Lincoln City, Ore., to address Oregon Association of Broadcasters (on 11th), and Los Angeles, to participate in Emmy Awards ceremony (voucher not yet submitted).



Commissioner Houser: 6/28/71, Sun Valley, Idaho, \$504.75, to address dinner meeting of Idaho Broadcasters Association; 7/22/71, Chicago, \$146.50, to speak at meeting at convention of Two-Way Service Station Operators; 8/20/71, White Sulphur Springs, W. Va., \$142.02, to participate in panel on fairness doctrine at West Virginia Broadcasters Association; 9/23/71, Lincoln, Neb., \$199.50, to deliver lecture at Wesleyan University.

California PTV network

The Association of California Public Television Stations has been formed by California's nine public television stations as a nonprofit corporation. The new organization will represent the needs and interests of the nine stations, with a primary objective to help plan a statewide interconnected television program service.

According to James L. Loper, president and general manager of KCET(TV) Los Angeles, who was appointed interim chairman of the group, the state of California will be encouraged to provide funds for setting up and maintaining the interconnected system. This would be sought in lieu of requesting financial support for the programming service itself. Mr. Loper also pointed out that cable TV systems that originate programming could conceivably be invited to tie into the proposal statewide public-TV system. Members of the association, in addition to KCET, are: KEET(TV) Eureka, KIXE-TV Redding, KVIE(TV) Sacramento, KVCR-TV San Bernardino, KPBS-TV San Diego, KQED(TV) San Francisco, KTEH-TV San Jose and KCSM-TV San Mateo.

Challenged N.Y. outlets kick back at detractors

Challengers' allegations flatly denied; WSAY's Brown goes step further in questioning backing of one group

New York State broadcasters, faced with mass challenges against their license renewals by citizen groups (BROADCASTING, May 8), have begun to set up their defenses. In pleadings filed at the FCC, several stations attempted to refute what was said against them—and in at least one case, to question the public's acceptance of their foes.

In that one case Gordon Brown, president of Federal Broadcasting Systems, the licensee of WSAY(AM) Rochester, N.Y., responded to a petition by Action for a Better Community Inc. against the renewal of WSAY and 13 other stations in that city.

Mr. Brown denied charges that WSAY failed to air public-affairs programming responsive to minorities, failed to keep abreast of minority needs, and practiced discrimination.

Mr. Brown then countercharged that Action for a Better Community "could not even find unanimity within its own membership." He said that in an appearance on the WOXR-TV Rochester program, *Public Line*, shortly after the filing of the group's petition, Executive Director James McCuller was given an opportunity to explain his group's action. The phones were then opened to viewer response, Mr. Brown recalled, and the feedback was "overwhelmingly against" the group—"so emphatic and so heated that it is hard to describe."

However, the opposition brief filed last week by Flower City Television Corp., the WOXR-TV license, made no mention of the program. It did accuse Action for a Better Community of making allegations against it that were "not based on any facts" and "totally incorrect."

In another filing, W.R.G. Baker Television Corp., licensee of WNYS-TV Syracuse—which is now under attack by a group called Syracuse Coalition for the Free Flow of Information in the Broadcast Media—disputed the claims made by the petitioners and asked the commission to throw out the challenge against it.

In a later pleading, NBC responded to a petition filed against its owned WNBC-TV New York by Anthony R. Martin-Trigona, claiming that the petition did nothing more than "repeat allegations previously made to the commission and ruled on by it." It asserted that Mr. Martin-Trigona's charges against WNBC-TV were the same he made in a petition to deny that station's renewal in 1969—subsequently thrown out by the commission.

WOXR-AM-FM New York contended that petitioner Julie Reed "fails to set forth any reason" why its license should not be renewed or why a request for waiver of the FCC's nonduplication rules for the stations should not be granted. Miss Reed had asked the commission to

force WQXR's management to change the stations' format from classical to "discussion" programming in order to rectify "past deficiencies" in the public-affairs area. She said the waiver WQXR is seeking, which would allow the AM and FM to simulcast much of their classical programming, would disserve the public interest. Responding to that allegation, WQXR claimed its format serves "a most important public need" and should be continued.

Also challenged was a petition filed against WSPK-FM Poughkeepsie, N.Y., by the Mid-Hudson Valley Broadcasting Group. WSPK-FM claimed that the charges made in that petition are "almost totally inapplicable" since Mid-Hudson went under the "erroneous assumption" that WSPK-FM is licensed and therefore has a primary obligation to nearby Beacon, N.Y. The station noted that while its studios are located in Beacon, Poughkeepsie is its city of license and therefore the charges of failure to serve the Beacon community do not apply.

In another pleading, Taft Broadcasting Co. took exception to the petition to deny filed against its WGR-AM-TV Buffalo by the local chapter of the National Association of Broadcast Employees and Technicians. Taft noted that the union had engaged in a seven-month strike against Taft during 1970-71, which "on a number of occasions" had been "violent." The company devoted little space in its pleading to that disagreement, referring to appropriate statements it had made in its renewal application. The bulk of its pleading was dedicated to a rebuttal to NABET charges of deficient programming. Taft said the union's claim that WGR-TV aired off-network programming in time periods cleared for local stations by the prime-time access rule, while true to some extent, was meaningless since the access rule permits the broadcast of such material until October 1972. And in response to NABET's complaint that WGR-TV aired a highly-regarded series on human sexuality at a time when the audience is minimal (1 a.m.), Taft explained that the late airing was necessary due to the adult nature of the program. In addition, Taft admitted that it had discontinued for about a year two locally originated morning newscasts, but noted that they had been replaced with public-affairs offerings relevant to the black community, and that the newscasts had since been reinstated.

CBS told the commission that the petition to deny filed against its WCBS-TV New York by Citizens for Clean Air and Friends of the Earth should be thrown out. It argued that "the license-renewal process should not be used for initial resolution of fairness complaints"—as had been the case with the CCA-FOE petition, which accused WCBS-TV of failing to meet its fairness-doctrine obligation regarding environmental issues. CBS also claimed that the petition was illegal because the network had not been served with a copy, as required by the commission's rules (it claimed that it had been forced to obtain a copy of the petition from the FCC).

Also responding to CCA-FOE was Metromedia Inc., licensee of WNEW-TV New York. The firm claimed that the petition filed against WNEW-TV should not be processed because the petitioners have failed to demonstrate that they are parties of interest. "Nowhere in the petition does there appear any allegation which demonstrates how petitioners would be injured" by a grant of WNEW-TV's renewal application, Metromedia contended.

In further pleadings filed at the commission last week, FOE and CCA claimed that CBS's and Metromedia's alleged failure to respond to the petitions to deny within the specified 10-day time limit "is an admission of all the facts alleged and claims made in such petition." They said that hearings should be set on the two station's renewals immediately.

Buck is back

**IRTS president elected again;
Flip Wilson 'broadcaster of year'**

The re-election of Max E. Buck as president of the International Radio and Television Society for a second one-year term was announced last Thursday (May 25) at IRTS's annual luncheon in New York.

Mr. Buck, who is NBC-TV vice president for national sales, had previously served for two years as vice president and for four years as a member of the board of governors of the society.

Other IRTS officers re-elected were Maurie Webster, first vice president (vice president, division services, CBS Radio); Jerome Feniger, vice president (president, Horizons Communications); and Thomas B. Campbell, treasurer (vice president, sales development, H-R Television).

Harold L. Neal Jr., president of ABC Radio, was elected a vice president, and Jerome Boros, a partner in the law firm of Fly, Shuebruk, Blume & Gaugine, was elected secretary.

During the luncheon, NBC-TV personality Flip Wilson was honored by IRTS as "broadcaster of the year." He was given a plaque bearing a citation calling him "an ingenious comic artist . . . who has brought new styles of humor to television."

Chicanos ask revocation

A Colorado Mexican-American coalition has asked the FCC to revoke the license of KSLV(AM) Monte Vista, Colo., claiming that the station, as a representative of "Anglo-owned" media that dominate the area, has failed to serve the minority population. Petitioner Radio Para La Raza told the commission that although the San Louis valley, the geographic area in which the station is located, is about 50% populated by Mexican-Americans, KSLV refuses to air Spanish-language programming. It also claimed that the station's latest community-needs ascertainment survey failed to reach a substantial portion of its listening area, and that KSLV discriminates against chicanos in employment. The station employs five whites fulltime and two Mexican-Americans parttime.

At NAB: a burn over cable impasse

**Chapin tells executive committee
that copyright hassle is hold-up**

Irate is the word used to describe the feeling of National Association of Broadcasters officials at the delay in bringing CATV copyright legislation to Congress. It was the term used by Richard Chapin (Stuart Enterprises, Lincoln, Neb.), NAB chairman, last week after the NAB's executive committee met in Washington.

Mr. Chapin noted that the consensus agreement, put together with the Office of Telecommunications Policy last November, was now almost six months old but that no progress has been seen on legislation for submission to Senator John McClellan (D-Ark.) and his judiciary subcommittee. The problem, he commented, seems to be an impasse between cable-TV operators and motion-picture copyright holders over fees. This sticking point was also acknowledged by CATV sources at the National Cable Television Association convention in Chicago two weeks ago (BROADCASTING, May 22).

The executive committee by-law changes that were recommended by Harold R. Krelstein of Plough Broadcasting and a special committee. They referred the proposals to Everett C. Revercomb, NAB secretary-treasurer, for drafting for submission to the joint board that meets in Washington June 20-23.

Among these changes is one that would require the president of the association to be elected annually; another that would officially recognize the existence of the executive committee, and a third that would require that members of NAB committees be named by both the president and the chairman of the association (BROADCASTING, May 8).

During the week, which also saw the TV code review board meet for two days (see page 20), the goals and directions committee met with members of the staff of the association. That committee, which is scheduled to submit its recommendations to the board next month, found that many ideas submitted to it by board members and broadcasters have already been acted on by the association's officers or are in the process of being implemented. Other recommendations were referred to NAB committees. Chairman is Richard D. Dudley, Forward Communications, Wausau, Wis.

The committee meetings last week coincided with a May 24 reception given by the association's government relations department for congressional staff people on May 24. Among the 75 present were aides to members and staff personnel of the House Commerce Committee. A similar reception is planned June 7 for Senate staffers.

And announced last week was the establishment of a speech clearing house in the public relations department that will collect and disseminate on request copies of what it considers superior speeches on industry affairs. The department is already doing this with editorials.



Mr. Hooks



Mr. Wiley

Road looks clear for Hooks, Wiley

Harmony prevails at confirmation hearing; Pastore praised for efforts in getting black named to FCC

Judge Benjamin L. Hooks, of Memphis, the first black man named to the FCC, or any other federal regulatory agency, and Commissioner Richard E. Wiley, a recess appointee, appeared assured last week of swift Senate confirmation of their nominations to the commission.

Senator Howard Baker (R-Tenn.), ranking minority member on the Senate Communications Subcommittee, who had suggested Mr. Hooks, a Democrat, to the White House and had worked hard for his nomination, described him as a "distinguished citizen of Tennessee" and a man with the capacity to work with "difficult and sensitive problems."

Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, found no fault with that assessment. It was his insistence that led to President Nixon's decision to name a black to succeed Commissioner Robert T. Bartley, who retires June 30. As for Commissioner Wiley, a former general counsel who has been serving as a commissioner under a recess appointment since Jan. 5, Senator Pastore said: "You will make a fine addition to the commission." And, he told the Republican Mr. Wiley, who has been named to serve out the term of former Commissioner Robert Wells, which ends June 30, 1977, "You have the vote of this Democratic senator." Senator Baker "enthusiastically" concurred in the chairman's estimate of Mr. Wiley.

The compliments and assurances of easy confirmation were not all that were expressed during the Senate Commerce Committee's hearing on the nominations, which was presided over by Senator Pastore. There was, in addition, an expres-

sion of thanks and appreciation for the members of the committee, particularly Senator Pastore, for their work in securing the nomination of a black to the FCC—and an indication of what some blacks, at least, expect of Judge Hooks during his tenure.

Both came from William Wright, national coordinator of Black Efforts for Soul in Television, who along with other members of the black community had been sharply critical of the failure of the present and previous administrations to appoint a black to the FCC, and had vented their anger at Pastore-conducted hearings on earlier nominations to the FCC. Senator Pastore alluded to that activity when he introduced Mr. Wright with the comment, "You have been very helpful . . . The product of what you have told the committee is here this morning."

The committee is expected to report out the nominations on Thursday (June 1): the Senate could act on them to next day.

Mr. Wright had favored the nomination of another black, Theodore S. Ledbetter Jr., a Washington communications consultant. However, both Mr. Wright and Mr. Ledbetter, along with other blacks, later closed ranks behind Mr. Hooks's nomination. And Mr. Wright told the committee: "I am here to support the nomination of the first black person appointed to the FCC."

But he also said having one black on a seven-member commission is not enough. "That minority person must provide a special sensitivity to minority needs in commission matters, and must provide leadership to minorities who are awakening to the impact of communications on their lives," he said. "This is a big assignment and we expect Mr. Hooks will live up to it."

BEST realizes that Mr. Hooks "has a

responsibility to the general public interest, and was not appointed as a representative of the black community," Mr. Wright said. "But at the same time, blacks who have been denied a voice in official circles for so long must look to Mr. Hooks to speak to our needs and aspirations, which no nonminority person can understand."

Judge Hooks—a 47-year-old preacher-lawyer (his title results from two years of service as a Shelby county criminal-court judge) and vice president of a bank—was not asked what role he saw for himself as the commission's first black member. The closest the hearing got to that area was when Senator Baker praised Judge Hooks's work in the civil rights movement in Tennessee. Judge Hooks has been active in the National Association for the Advancement of Colored People and is on the board of the Southern Christian Leadership Conference.

Mr. Wright also predicted that Judge Hooks, as the first black commissioner, will be called away from his duties in Washington frequently to appear on television talk shows and to address broadcasters conventions. And possibly because of concern over the appearance Judge Hooks will make, he expressed the hope that Judge Hooks will "be responsive to sound advice and assistance." The political situation in Washington is different from that in Tennessee, he said. "He will be dealing with the most powerful industry in the country."

Besides using the hearing to make it clear the two nominations will have an easy time clearing the Senate, Senator Pastore took advantage of Commissioner Wiley's familiarity with commission matters to obtain a fill-in on subjects of concern to him.

Commissioner Wiley, in response to questions, said the commission expects to dispose of petitions for reconsideration of the CATV rules "in a month," and to "finalize" its decision in the domestic communications satellite proceeding "within two weeks" and to issue "a document" in a month.

He expressed some sympathy for a proposal—made by the Department of Justice—that AT&T be divorced from ownership of the Communications Satellite Corp., in which it is the principal owner and of which it is the principal customer. However, the commissioner also noted that the matter was one for Congress, which had originally created the structure of Comsat by legislation, to decide.

He also said the commission expects to resolve one aspect of the fairness doctrine inquiry—that dealing with political broadcasting—by mid-June, the remainder in the fall. And as for the prime-time access rule, which went into effect last fall, he said that had not yet been given a fair test, since broadcasters in the past year have been able to fill the half hour of prime time the rule denies to the networks with off-network programming. However, he also said he has "some question" as to whether the rule will "ultimately" be effective.

Senator Pastore, in addition, expressed concern about commission backlogs. And

although Commissioner Wiley said he thought some progress was being made in reducing them, through introduction of new procedures and a reallocation of manpower, the senator offered a suggestion: Cut down on absenteeism on the part of the commissioners.

"Do all the commissioners attend the meetings?" Senator Pastore asked. And although Mr. Wiley answered yes, Senator Pastore said, "If they stayed home, they'd take care of the backlog. A lot of this [traveling] ought to stop. Everybody seems to be traveling." He said he would take up the matter with FCC Chairman Dean Burch.

Commissioner Wiley, who is among the commissioners who respond to invitations from various groups to address them, sought to establish that he does not shirk his duties. "I work 12 to 14 hours a day," he said.

The hearing also took an unusual twist when Mr. Wright used it to question Senators Pastore and Baker. Mr. Wright teaches an informal class in communications matters to a group of teen-agers in Washington, and wants them to study the political process by which appointments to regulatory agencies are made. He said he has information, including "documents" indicating that certain corporations and politicians were backing various individuals for the FCC commissionership, but he wanted input from the two senators on the steps leading up to the appointment of Judge Hooks.

Senator Baker, offering what he said would be a "sketchy" report, said the idea of naming a black originated with Senator Pastore and that the two of them later found a "sympathetic ear" for the proposal at the White House. He said he then looked for a candidate in Tennessee, one who was not a Republican (since the commission already had its full legal complement of four Republicans) and who would not be "a special-interest commissioner." He finally settled on Judge Hooks, whom he had known for a long time, and discussed him with Senator Pastore and then the White House. "At no time," Senator Baker concluded, "was Judge Hooks's name submitted to the television industry or anybody else before it went to the White House."

Senator Pastore, who recalled that he had told Mr. Wright on previous occasions that it would be unfair to reject a white appointee to the commission simply because of his color but that a black should be nominated, said he made no recommendation. Since a Republican administration was in power, he said, "I left it up to the administration, which left it up to Baker. He discussed Hooks with me. My feeling only was that he be a person who was qualified."

One dimension to the story of the Judge Hooks appointment that Mr. Wright will probably leave to his students to research was the wide competition among a number of blacks for the nomination, and the various champions some had. Mr. Ledbetter, for instance, was pushed hard for the post by Senator Edward Brooke (R-Mass.), who had been approached by a number of the candidates seeking his endorsement.

Herald-Traveler loses at the summit

High court refuses plea to review lower-court denial of move designed to reopen Boston ch. 5 proceeding

The Supreme Court last week turned down a request by the Boston Herald-Traveler Corp. for review of a December 1971 ruling by the U.S. Court of Appeals in Washington which, the appellant claimed, usurped the jurisdiction of the FCC. The high-court action came two months after the Herald-Traveler Corp. was forced to abandon operation on Boston channel 5 of its WHDH-TV (BROADCASTING, March 27).

The Herald-Traveler sought to force a further hearing on the qualifications of Boston Broadcasters Inc.—the competing applicant for channel 5 which won out over WHDH-TV and whose WCVB-TV now occupies the channel—to be a licensee. The commission last December had asked the appellate court to remand to it jurisdiction of the channel 5 case in order to look into alleged wrongdoings of Nathan David, BBI stockholder and general counsel.

Mr. David has been charged in a civil suit by the Boston office of the Securities and Exchange Commission with the selling of unregistered securities. Mr. David was acquitted two weeks ago on two counts of violation of Massachusetts' "Blue Sky Law," relating to charges similar to those cited in the SEC suit, and found guilty on one other count (BROADCASTING, May 22).

The commission has yet to consider the charges against Mr. David—and allegations made by the Herald-Traveler Corp. concerning other BBI principals—and has ordered him severed from BBI's operation of WCVB-TV pending the outcome of proceedings against him.

In another postscript to the WHDH case last week, the FCC instructed the staff to renew the licenses of WHDH-AM-FM. The renewal application had been on the deferred list as a result of the commission's January 1969 decision in the comparative hearing proceeding, which held that an unauthorized transfer of de facto control of the WHDH corporation had occurred. However, the commission noted that it had held that the unauthorized transfer was not an absolute disqualification factor.

It's election year for broadcasters, too

Hobby, Milford head for run-offs; Helms wins nomination for Senate

Primary run-off elections this week may put two Texas broadcasters in contention for state and national political offices.

W. P. Hobby Jr., president and executive editor of the *Houston Post*, whose family also owns KPRC-AM-TV there, is in the running for the Democratic nomination for lieutenant governor. In the May 6 primary, he garnered

663,179 votes against 566,951 cast for Wayne Connally, the 48-year-old brother of Treasury Secretary (and former Texas governor) John Connally. A run-off election will be held June 3.

Dale Milford, former weatherman for WFAA-TV Dallas, is still in the running in his bid for the Democratic nomination to the House from Texas's newly formed 24th district. He received 21,533 votes against 25,046 for State Senator Mike McKool, and will also be in a primary run-off June 3.

In North Carolina, Jesse Helms, executive vice president of WRAL-TV Raleigh-Durham, has already won the Republican nomination for the Senate. He received 59% of the vote (91,487) in his race against James Johnson, a member of the state legislature, who received 29%, and William Booe, a member of the board of education for Mecklenburg county, who received 11%.

Mike McKinnon, part owner of KIII-TV Corpus Christi and KXIX-TV Victoria, both Texas, and KSON(AM)-KSEA(FM) San Diego, has won the Democratic nomination for Texas state senator and faces no Republican opposition in November.

FCC says three didn't tell it like it is

Result: two renewals denied, one short-term license issued, one revocation hearing ordered

Misrepresentation has always ranked high on the FCC's list of intolerable offenses. Seldom has this been so clearly demonstrated as in two decisions announced by the commission last week.

In one, the agency denied the license-renewal application of KDOV(AM) Medford, Ore., and renewed that of KCNO(AM) Alturas, Calif., for only a short term. In the other, the renewal of WEBY(AM) Milton, Fla., was denied and the station was ordered to go off the air by July 3.

In a separate action the commission ordered a hearing to determine whether the license of KLSU(AM) White Castle, La., should be revoked on grounds including an alleged unauthorized transfer of control.

The sternly worded decisions involving the first three stations left no doubt that the commission holds in low esteem licensees whose response to FCC inquiries are found to be lacking in candor. The WEBY case is perhaps the most drastic example of that attitude. In denying the station's renewal, the commission overturned a 1970 initial decision of Hearing Examiner Herbert Scharfman, recommending that the license be renewed for a short term. In so doing, the commission stated that Mr. Scharfman's judgment was apparently "colored" in that he placed the burden of proof regarding the qualifications of Clayton W. Mapoles to continue as the WEBY licensee on the

prosecuting Broadcast Bureau, rather than on Mr. Mapoles himself.

The commission found that Mr. Mapoles had displayed "an unpardonable lack of candor and a gross disregard of his responsibilities as a broadcast licensee." The allegations against him stem from a 1966 WEVY editorial critical of John C. Boles, then a candidate for the Florida state senate. Mr. Boles subsequently complained that he had been denied equal time and had been personally attacked on the station. Mr. Mapoles is alleged to have supplied the commission with a document purported to be the editorial broadcast, but later found to be drastically different from and of a more moderate tone than the actual copy. The commission also determined that Mr. Mapoles' claim that his health precluded him from participating in a hearing was "an exaggeration." It noted that while Mr. Mapoles was a victim of diabetes, medical reports included in the hearing record conflicted with his contention that his physical condition necessitated a three-year confinement to bed.

The commission said that while it was reluctant to overrule the findings of one of its hearing examiners, "we would be derelict in our statutory duty to act in the public interest if we were to accept findings which are patently in conflict with what we find to be the facts. . . ."

The KDOV-KCNO proceeding involved both the renewal applications of those stations and an application for the transfer of control of Medford Broadcasters Inc., the KDOV licensee. W. H. Hansen,

who owns 25% of KDOV and sought to acquire another 25%, was found to have been guilty of several violations, including participation in an unauthorized transfer of control of Medford; failure to file certain contracts and agreements regarding the station's ownership with the commission; concealing important information from the commission regarding changes in the corporate structure of Medford, and permitting KDOV to remain off the air for six years without FCC consent.

The allegations against KCNO included charges that Mr. Hansen had, without knowledge or consent of the commission, owned and exercised control over that station although it is actually licensed to his son, Robert. Hearing Examiner David I. Kraushaar, in a 1969 initial decision, had found those charges to be valid. But, in throwing out Mr. Kraushaar's recommendation that KCNO's renewal be denied, the commission found that "the close family relationship which exists here must be accorded considerable decisional weight." While conceding that an arrangement such as the one carried on by Mr. Hansen and his son might be "questionable" if practiced by unrelated persons, the commission said that the immediate relationship is "reasonable and perfectly natural as between a father and son."

But at least one commissioner, Robert T. Bartley, found this assertion to be in "error." In a concurring statement, Mr. Bartley said he agreed with Mr. Kraushaar's finding that the senior Mr. Hansen "is the undisclosed owner of KCNO."

And, in a concurring statement, Chairman Dean Burch warned that "the ultimate degree of care and deliberation" must be exerted when the commission finds it necessary to question the findings of a hearing examiner.

KCNO's license was renewed for only a year because the younger Mr. Hansen's "stewardship" of KCNO was also found to be "marked with serious deficiencies." The commission said Mr. Hansen had neglected his responsibility to the station to "an intolerable degree," but maintained that the public interest would best be served by the continuation of the station.

In the KLSU action, the commission ordered a hearing on the question of whether the station's license should be revoked on issues including an unauthorized transfer of the license, transfer of licensee control and supervision of the station; violation of FCC filing requirements, and technical deficiencies.

Nash won't budge from bench

FCC Hearing Examiner Ernest Nash last week refused to disqualify himself from the proceeding involving the license renewal of KAYE(AM) Puyallup, Wash. Mr. Nash was asked to step down two weeks ago by KAYE attorney Benedict Cottone (BROADCASTING, May 22).

Mr. Cottone, who charged Mr. Nash with bias and prejudice against himself and his client, immediately filed an exception to Mr. Nash's decision to continue on the case. Mr. Cottone said he will take the matter before the full commission.

The commission has ordered further hearings in the KAYE case, following Mr. Nash's recommendation that renewal be denied and Mr. Cottone's subsequent charges against the examiner. Mr. Cottone wants another examiner to preside over the case.

Changing Hands

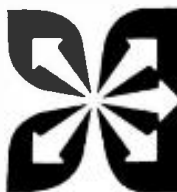
Announced

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

■ WDSU-AM-FM New Orleans: Sold by Royal Street Corp. to Covenant Communications Corp. for \$1.5 million (see page 32).

■ WPKM(FM) Tampa-St. Petersburg, Fla.: Sold by Frederic T. C. Brewer and others to Southern Broadcasting Co. for an estimated \$500,000. Southern, a Winston-Salem, N.C.-based group broadcaster, owns WTOB(AM) Winston-Salem, WGHP-TV Winston-Salem-Greensboro-High Point, and WKIX-AM-FM Raleigh-Durham, all North Carolina; WBMG-TV and WSGN(AM) Birmingham, Ala.; WRVA-AM-FM Richmond, Va.; KULF(AM) Houston, and KOY(AM) Phoenix. WPKM operates on 104.7 mhz with 10.5 kw and an antenna 160 feet above average terrain.

■ WLTO(AM) Miami: Sold by Leonard Walk and others to Herbert S. Dolgoff



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72-27

for \$450,000. Mr. Walk is president of Dynamic Broadcasting Inc., owner of WAMO-AM-FM Pittsburgh, WUFO(AM) Buffalo, N.Y., and WILD(AM) Boston. Mr. Dolgoff was formerly general manager of WWOK(AM) Miami. WLTO operates on 1220 khz daytime with 250 w. Broker: Blackburn & Co.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 54).

▪ **WBIA(AM)** Augusta, Ga.: Sold by W. Roy Ringson and others to William H. Tewell, J. McCorthy Miller, Boris Mitchell and others for \$518,000. Mr. Tewell was formerly sales executive of wowo(AM) Fort Wayne, Ind., and now has interest in WTRL(AM) Bradenton, Fla. Mr. Miller has interest in WCOA(AM) Pensacola, Fla., and WTRL, and owns WIBB(AM) Macon, Ga. Mr. Mitchell has interest in WCOA and WTRL. Following consummation of the sale, Mr. Ringson and his wife will assume a minority interest in the station. WBIA operates full time on 1230 khz with 1 kw day and 250 w night.

Independent V's look to get organized

An association of independent VHF television stations is being planned with an organizational meeting set for June 20 in San Francisco.

The call for the meeting went out by letter from Roger D. Rice, KTVU(tv) (ch. 2) San Francisco-Oakland, on May 22.

Mr. Rice said that it is now imperative that nonnetwork TV stations have a strong voice in matters affecting TV, particularly, he noted, in adequate measurement by the rating services of CATV homes that view independent stations.

He also mentioned the FCC's film-exclusivity inquiry as another significant item for independent stations.

Although the organizing meeting is limited to VHF independents, Mr. Rice said there is no firm feeling against the inclusion of UHF stations if that is what the founding members want. But, he noted, UHF stations already have their own organization, the All-Channel Television Society.

Mr. Rice calculated that there are now 24 nonnetwork-affiliated VHF stations in operation, and that, based on personal conversations with a half-dozen of them, the feeling is strong that they should be formally associated.

Helping to find the class in class-action suits

TV and radio stations have been asked to carry a special type of legal notice—for free. The request was made by Carl H. Imlay, general counsel of the Administrative Office of the United States Courts, in a memorandum that was included in the May packet of information sent to all

4,000-odd members of the National Association of Broadcasters. It asked them to indicate whether they will agree to broadcast notices associated with class-action lawsuits.

Mr. Imlay said that in most class-action litigation only a small number of eligible citizens are ever found to participate in rebates ordered by the courts. As an example, Mr. Imlay noted one case, involving a pharmaceutical house and its pricing practices on an antibiotic drug, that resulted in an \$80-million settlement. Only 38,000 claimants were unearthed in 43 states after "an extensive and costly program of nationwide newspaper notice, paid for by the settlement fund." A far larger number actually used the drug and are entitled to rebates, Mr. Imlay said. His office reported that the newspaper campaign cost \$130,000.

A class-action suit may be brought by one or more customers in such legal fields as antitrust, securities regulation and consumer protection, Mr. Imlay pointed out. If damages or rebates are awarded, they are available for distribution to all purchasers of the disputed product.

However, the text of a sample announcement included in the Imlay memorandum had nothing to do with the distribution of damages after a judgment had been reached. It was a notification to interested consumers to join in a class action that had just been filed.

The original memorandum carried no covering letter from the NAB. John Summers, NAB general counsel, said last

week he did not want broadcasters to get the idea that the association was promoting the idea. Mr. Summers made that observation after some broadcasters objected to what they consider a request to help generate class-action lawsuits. This is erroneous, Mr. Summers said; public notices in some form are required to be issued after a class-action suit is instituted.

Mr. Summers also said broadcasters should make their own judgments on whether or not to cooperate and should not consider the request an official command.

Three new directors named to CPB board

Gammino, Hughes reappointed in nominations sent to Senate

A banker, a manager of the Mellon fortune, a newspaper-syndicate executive, a public-relations man and a college professor have been nominated by President Nixon to serve on the board of the Corporation for Public Broadcasting. The nominations are subject to Senate confirmation.

The board, which directs policy for the corporation established in 1967 to facilitate the development of noncommercial radio and television, consists of 15 members serving six-year terms. Five terms expire every two years.

Two of the nominees announced last

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week—Michael A. Gammino Jr., of Providence, R.I., and Joseph D. Hughes, of Pittsburgh—are being reappointed to the board. Mr. Gammino is chairman of the board and president of the Columbus National Bank of Rhode Island. Mr. Hughes is trustee of the Richard King Mellon Foundation and vice president of Richard K. Mellon and Sons, of Philadelphia.

The other nominees are Neal Blackwell Freeman, of New York, vice president of King Features Syndicate Inc.; Theodore W. Braun, of West Los Angeles, chairman of Braun and Co. of Los Angeles, management and public-relations consultants, and Gloria L. Anderson, of Atlanta, associate professor and chairman of the chemistry department of Morris Brown College.

They replace Zelma George, of Cleveland, executive director of the Job Corps Center for Women; Joseph A. Beirne, president of the Communications Workers of America, and Oveta Culp Hobby, editor and chairman of the board of the *Houston Post Independent*. Their terms had expired.

A Senate Commerce Committee hearing on the nominations is expected late in June.

Royal Street sells its radio stations

Sterns' last broadcast outlets go to Geismar-Walker group

WDSU-AM-FM New Orleans, for some 25 years the radio voices of the Stern family's Royal Street Corp., have been sold to Covenant Broadcasting Corp. for \$1.5 million.

Announcement of the transaction, issued jointly last week by Edgar B. Stern Jr., president of Royal Street, and Richard L. Geismar, chairman of Broad Street Communications Corp. (parent of Covenant), came a month after it was disclosed that Royal Street intends to leave the broadcasting business. It is also selling WDSU-TV New Orleans to Cosmos Broadcasting Corp., for \$16 million (BROADCASTING, April 10). All transactions are subject to final approval by the FCC.

Royal Street, which has moved its corporate headquarters from New Orleans to Aspen, Colo., is undertaking large-scale real-estate development. Mr. Stern and his family own 75% of Royal Street. A. Louis Read, president of WDSU-AM-FM-TV, will stay on at the television station under Cosmos ownership.

Covenant, which is based in Riverside, Conn., is the licensee of WELI(AM) New Haven, Conn. It also owns CATV systems in Millville, N.J., and Greensburg, Pa. Fred E. Walker is the president of Covenant.

WDSU-AM-FM General Manager Harold M. Wheelahan will continue at the stations under the new ownership.

WDSU(AM) operates on 1280 khz with 5 kw. WDSU-FM is on 93.3 mhz with 100 kw and an antenna 850 feet above average terrain.

Broadcasting's a bargain

That's message for Washington aimed by NAB in newspaper ads promoting TV, radio

The first advertisement in the National Association of Broadcasters' \$25,000 advertising campaign to reach Washington opinion leaders in and out of the federal government appeared on May 23 in the *Washington Evening Star*.

The same ad is due to appear Wednesday (May 31) in the *Washington Post*. Another advertisement is expected to appear in both newspapers next month, following which there will be a hiatus until after the political conventions this summer. The campaign is to resume next fall.

Last week's advertisement, occupying about a third of the page opposite the editorial page, asserted that "Broadcast advertising buys you the best seats in the house, for just a nickel a day."

The copy noted that a repertory of events is brought to viewers by TV and radio stations—football, symphony concerts, the World Series, rock concerts, the summer Olympics, etc. These, it said, would cost the average viewer more than \$100 weekly to attend. Additionally, the advertisement continued, broadcasting also brings "some things you can't buy tickets for at any price. A trip to the moon. An inaugural ball. The Rose Bowl parade. The Democratic and Republican conventions." And, it added, weather and traffic reports, school closings, community information, local and national news, as well as regular commercial programs like the Rolling Stones, Roberta Flack, Blood, Sweat and Tears, "and of course, Archie, and Marcus and Flip."

The total amount of money spent for broadcast advertising in a year comes to about five cents per person per day, the advertisement continued. This was calculated, NAB sources said, on the basis of 1970 advertising expenditures in TV and radio of \$4.5 billion divided into the

220-million population of the U.S. The 1970 figures are the latest available from the FCC, which issues the official financial reports each year.

The advertisement concluded: "They say a nickel doesn't buy much any more . . . but that seems like a small price to pay for the best seats in the house."

And the final words were: "Broadcast advertising pays for a lot of your pleasure."

The NAB advertising campaign, authorized by the board last January, is under the supervision of James H. Hulbert, executive vice president for public relations. The advertisement was prepared by Earle Palmer Brown & Associates, Washington.

Hyde would cut a Gordian knot

Says FCC could ease renewal problems by revising 1965 criteria for comparative hearings

A former FCC chairman has proposed a way out of the commission's current dilemma on license renewals.

Rosel H. Hyde, now in private law practice in Washington, said that the FCC should change its 1965 statement on comparative hearing criteria to judge an incumbent licensee primarily on his record of performance in a full comparative hearing where a competing application has been filed for his facilities.

This, Mr. Hyde said, would virtually obviate the need for seeking congressional legislation to establish license stability. Broadcasters have been lobbying Congress in behalf of a number of bills that would favor incumbents who have measured up to their service promises.

The move for legislation followed a federal court ruling last year that overturned a 1970 FCC policy on renewals that, in essence, favored a licensee in a contested renewal proceeding. The court held that the commission could not deny without a full comparative hearing any applicant who was seeking a facility already licensed.

Where the commission went wrong, Mr. Hyde said in a speech prepared for delivery to the New Jersey Broadcasters Association last Thursday (May 25) in New Brunswick is that it is applying the criteria set out in the 1965 standards (diffusion of mass media, local ownership, integration of ownership and management, among others), to renewal cases. This was not so intended, he emphasized, noting that a footnote to the 1965 policy announcement specifically said it was not to be applied to renewal cases.

"It appears," he continued, "that the tendency to apply the so-called criteria in a mechanical, across-the-board manner is also a major cause of concern. Where there is a record of actual operation and conduct, it is not necessary, desirable, nor realistic to rely on presumptions arising from such matters as local ownership, integration of ownership and management, or association with other media in

order to judge probable future conduct in the same manner that may be appropriate to judge the probable future conduct of a new applicant."

Although there have been no FCC decisions in challenged renewal cases since the 1971 court order, the commission has included comparative issues in pending hearings where competing applications are involved. Interestingly, Mr. Hyde abstained in the 1969 WNDH case when a majority of the FCC voted to give that channel 5 facility to Boston Broadcasters Inc., in part because of WNDH's newspaper ownership (see page 29).

Mr. Hyde said that the original concept of broadcasting as a non-regulated service operating in a free market "has become lost in a maze of regulation . . ." He added: "The cumulative effect of adding regulations upon regulation has been to change substantive policy. . . ."

House to take up CPB funding measure

Macdonald bill allotted two hours for debate Wednesday; opposition expected from the White House

The two-year funding bill for the Corp. for Public Broadcasting is scheduled for House consideration this week.

According to a spokesman for Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), principal sponsor of the legislation, there will be two hours of debate on the measure on Wednesday (May 31), with a vote scheduled for the following day.

The bill (H.R. 13918), which cleared the Commerce Committee last March (BROADCASTING, March 27), would provide authorizations of \$65 million in 1973 and \$90 million in 1974. Distribution of the money would be handled through a Public Broadcasting Fund in the Treasury and CPB would have to distribute at least 30% of the funds to local stations. Other provisions increase facilities grants from \$15 million to \$25 million; require that five positions on CPB's 15-member board be filled by representatives of local stations, and limit CPB salaries to \$60,000.

The measure is likely to run up against opposition by the Nixon administration, a House source said last week. He said the administration prefers a one-year, \$45-million plan.

Straus offers radio formula

Specialization is the future of radio, and will be practiced more and more—in the form of news stations, call-in stations, various forms of music stations and the like—in all communities with more than a handful of radio outlets, R. Peter Straus, president of WMCA(AM) New York, said Thursday (May 25). He told the New Jersey Broadcasters Association's spring managers' meeting specifically about his station's brand of specialization, telephone conversation, and said it had lifted WMCA's ratings from about 25th in the market to within the top 10.

'Troika' management plan labeled success by Miller

Advantages of the new "troika" management system in effect at five CBS-owned television stations since last August were outlined May 19 by D. Thomas Miller, president, CBS Television Stations Division.

Mr. Miller said in a report prepared for a meeting on modern management in radio and television of European Broadcasting Union in Brussels that a study conducted by McKinsey & Co., New York, business consultant, showed that general managers of stations were "spread too thin" and were dealing with problems that should have been resolved without their involvement. The solution, which was implemented last August, was to create "a second tier of management" at each station. Mr. Miller said.

In the change-over, he said, three super department heads—"a troika"—were put immediately below the general manager, through which virtually all departments and personnel answer. Created were posts of director of broadcasting (in charge of all production, except news); director of planning and administration (in charge of accounting, purchasing, building operations, personnel, payroll) and director of sales (in charge of sales and sales promotion).

Mr. Miller reported that under the new system the general manager has been freed to become more intimately involved with programming of the station and with personnel, and to carry on closer liaison with civic and community leaders.

He said the stations were able to effect savings in costs which equalled or exceeded the approximate \$150,000 per year required to operate the new management system at each station.

Hearing will go on

FCC refuses to rescind renewal probe against Eaton's WJMO(AM)-WLYT(FM)

The FCC has denied a motion by Friendly Broadcasting Co. for reconsideration of a January hearing order directed against the license renewal of its WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio (BROADCASTING, Jan. 31).

Friendly, a subsidiary of group-station owner Richard Eaton's United Broadcasting Co., had asked the commission to rescind the January order, claiming that issues included in the proceeding's bill of particulars do not relate to WLYT, and that the statute of limitations on many of the alleged violations of WJMO has expired (BROADCASTING, March 6).

The bill of particulars includes issues relating to the alleged failure of Friendly to file certain time-brokerage contracts with the commission; violation of Section 315 of the Communications Act and the fairness doctrine; misrepresentation on the stations' renewal application, and logging violations.

Regarding Friendly's contention that WLYT should be removed from the hear-

ing order, the commission noted that its staff intends to present evidence in hearing concerning the FM's operation under issues already set forth, and that the licensee's argument is therefore "unfounded." And, in response to the argument that certain offenses attributed to WJMO "must be considered to have expired," the commission said "we have never considered ourselves bound by such a time limitation and we believe that to do so would be neither consonant with reason nor with the commission's statutory responsibilities."

All together now

WNET(TV) and NET tie the knot with Iselin in the top spot

The appointment of John Jay Iselin to the newly created post of managing director of WNET(TV) New York last week marked the final step in the merger of the national and local outlets for public broadcasting in that city.

In addition to his current responsibility as vice president and general manager of the local outlet, Mr. Iselin will assume over-all direction of the planning and production of programs by WNET for national distribution over the Public Broadcasting System.

Sources at the station said that Mr. Iselin would choose his staff from among National Educational Television people and WNET(TV) people and that there would be some cutbacks, which would reduce the overlapping of functions that still exists between the separate production facilities. Jack Willis, the head of programming for the local outlet, was named program director of the merged set-up, and Robert Kotlowitz, an executive editor on the local side, was named the new editorial director.

Some sources estimated that as many as 100 people could be laid off in the next few weeks, including the staffs of *This Week* with Bill D. Moyers and *Vibrations*, the music series, neither of which has been renewed for next season. *Black Journal*, *Soul!* and *Special of the Week* are the New York-produced shows slated to return in the fall, along with a new \$1.5-million magazine-type program.

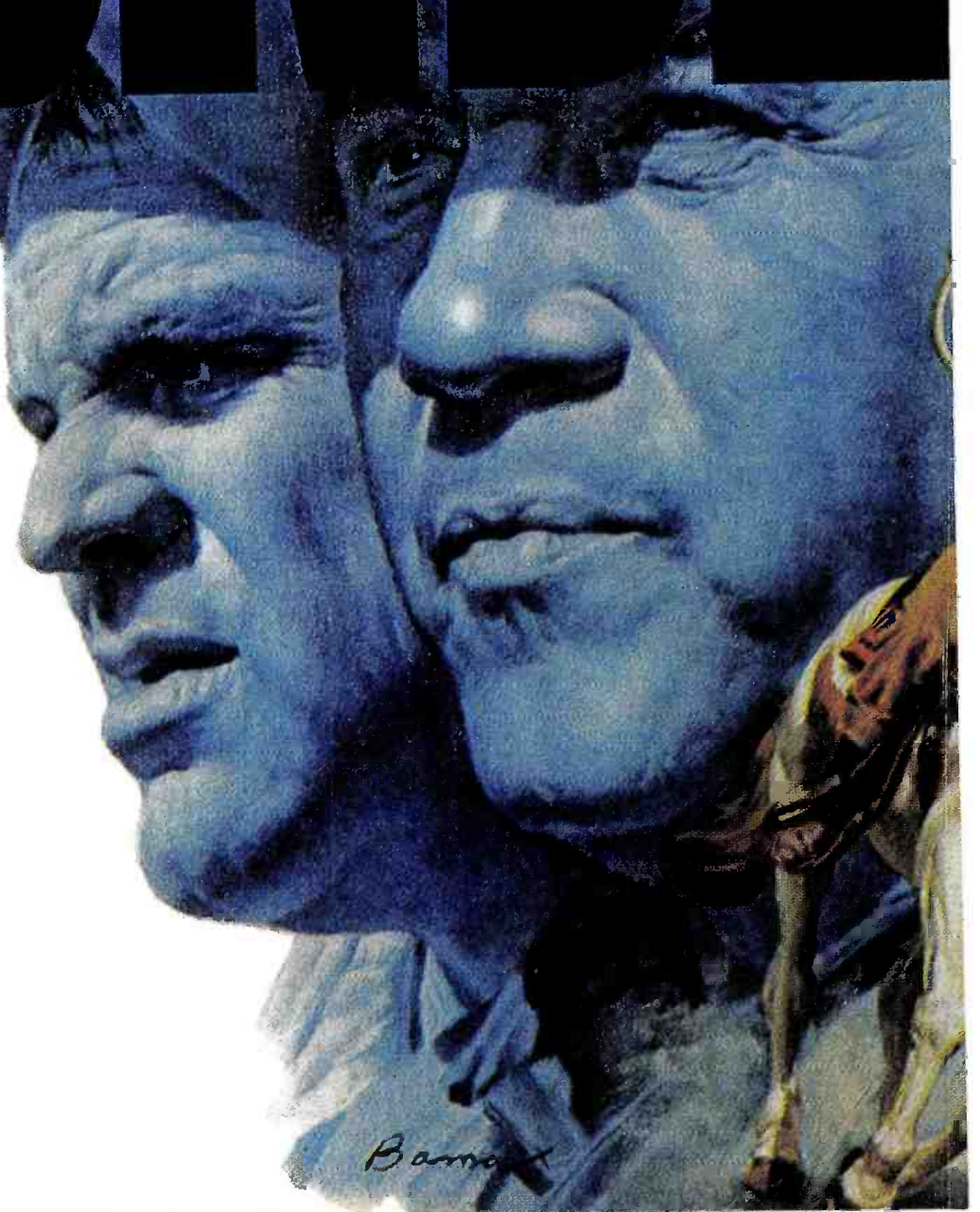
CPB wants share-timers for noncommercial radio

The Corporation for Public Broadcasting has asked for FCC rule changes that would permit more extensive service on noncommercial radio stations.

With the support of National Public Radio and the radio division of the National Association of Educational Broadcasters, CPB petitioned for sharing of noncommercial frequencies in cities where small, limited-time educational stations are operating on the only channels assigned to public radio.

If adopted, the proposal would permit a school system to broadcast during classroom hours and then turn the service over to a public radio broadcaster who

POWDER

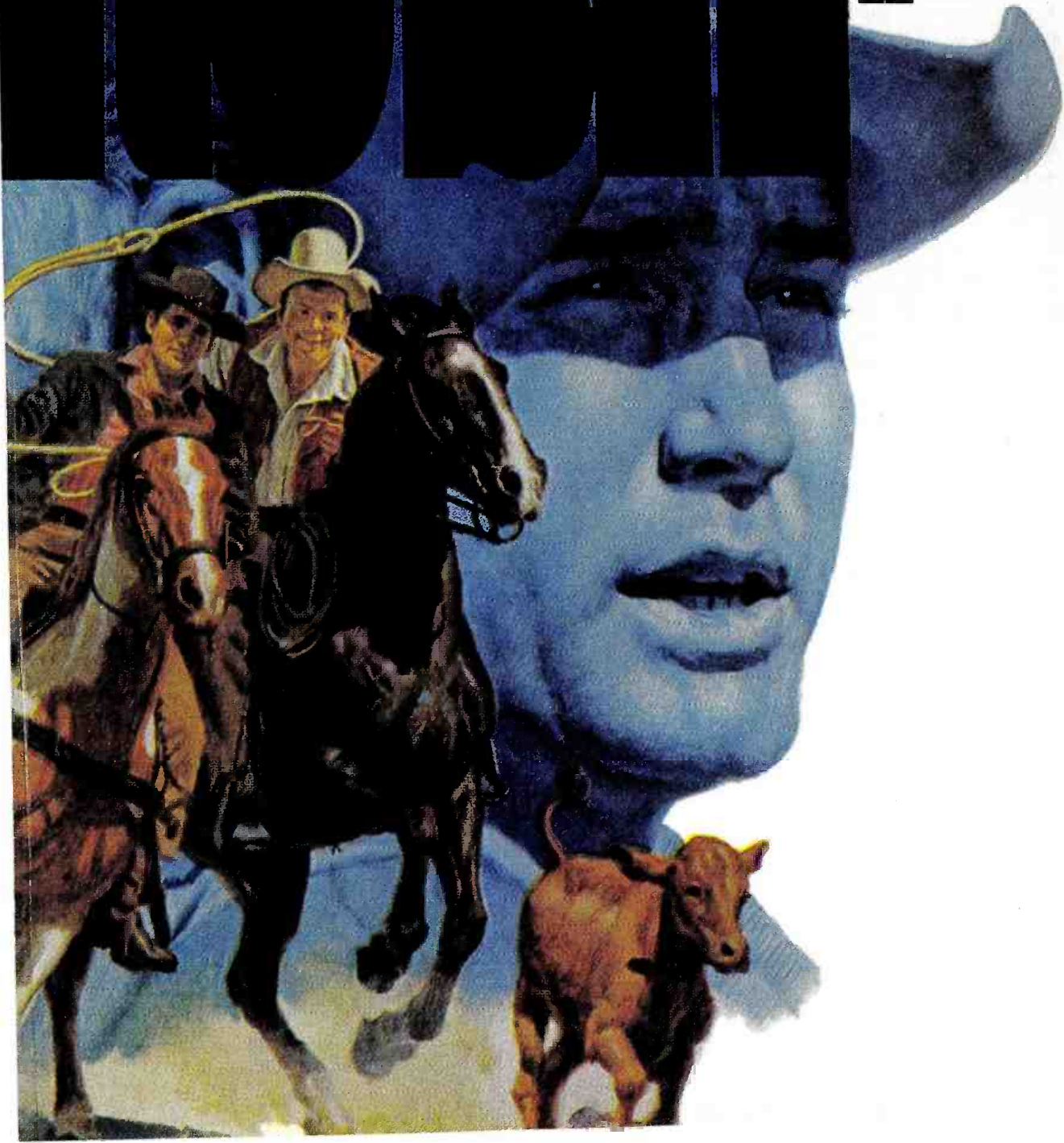


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would provide a broader community service.

CPB President John W. Macy Jr. told the May 16-18 Public Radio Conference in Washington: "We believe, quite simply, that there are frequencies which are being under-utilized, with communities deprived of real public radio."

Among other CPB requests: a new channel, at 87.9 mhz, to be granted on a noninterference basis with TV channel 6; increased interference criteria in the determination of channel availability; some protection to existing stations that don't presently operate at full transmission capacity, to permit future expansion without the danger of interference.

Sloan awards to stations

Eleven broadcasters to be honored for promoting cause of traffic safety

Nine radio and television stations and two broadcasters have been named recipients of the 1972 Alfred P. Sloan Highway Safety Awards for distinguished public service in promoting highway safety.

In radio the large-market award went to WEEL-AM-FM Boston; medium-market to KRMG-AM-FM Tulsa, Okla., and small-market to WJAG-AM-FM Norfolk, Neb. The radio network award was presented to NBC, New York.

On the television side: WSB-TV Atlanta won the large-market-area award; KTWO-TV Casper, Wyo., took the award for small market areas, and the Mississippi Authority for Educational Television won in the educational category.

KGW-TV Portland, Ore., and WCKT-TV Miami received honorable mentions.

A special Sloan creative award was made to Kimball C. Cummings Jr., KNXR-FM Rochester, Minn., for his work on behalf of highway safety.

A special posthumous citation was announced for Irv Hayden, Chicago police officer and traffic reporter for WGN(AM) there, who was killed in a helicopter crash last summer.

The awards will be presented at a luncheon in Washington on June 28.

Media Briefs

Nine to ABC. ABC Radio has signed six new affiliates for its Entertainment network and three for its Information network. For Entertainment, all AM's: KGMT Fairbury, Neb.; KSTV Breckinridge, Tex.; WBTX Broadway, Va.; WGLX Galion, Ohio; WKTQ South Paris, Me., and WMLR Hohenwald, Tenn. For Information: KEDD(AM) Dodge City, and KSCB(AM) Liberal, both Kansas, and WKTQ(AM) Garyville-WCKW(FM) LaPlace, both Louisiana.

One for CBS. KCNW(AM) Tulsa, Okla., joins CBS Radio June 7.

Doubling up. WHN(AM) New York has signed as affiliate of ABC's American Entertainment network, effective July 1. WVNJ(AM) Newark, N.J., will continue as affiliate of Entertainment network.

Programing

Networks vow to wow this summer

All say era of warm-weather fillers is thing of past, and appear to offer some proof of their cases

Summer programing is undergoing a facelift on network television. Maybe it isn't as startling as Phyllis Diller's, but at ABC-TV and CBS-TV, at least, it's noticeable and could be memorable.

Edwin Vane, ABC-TV vice president for nighttime programs, promised as much to network affiliates at that group's convention in Los Angeles last month. "The summer of '72," Mr. Vane declared, "will be a summer to remember." He promised that from this season on ABC is committed to "first-class programing" in the summer.

Similarly, Fred Silverman, CBS-TV vice president, programs, has asserted that this is the year of CBS's "most ambitious schedule of summer programing," particularly aimed at the development of new talent.

"Summer programing is no longer minor league," affirms David Steinberg, CBS-TV's prize young talent who will be the host of one of the more innovative summer programs this season.

Among the shows that are being heralded as "bright new programs" to be presented on the networks this summer are *The Super*, *The Corner Bar* and *The Ken Berry Show*, on ABC-TV; *The David Steinberg Show*, *The John Byner Show*, *The Melba Moore-Clifton Davis Show* and *The Jerry Reed When You're Hot You're Hot Hour* on CBS-TV; and *The Dean Martin Presents the Bobby Darin Amusement Co.* on NBC-TV.

Possibly most indicative of what's happening in summer programing is the CBS-TV hour that stars David Steinberg, actor-humorist and frequent late-night guest performer.

Is this just a little more of the familiar preseason promotional rhetoric? Is it an echo of starry-eyed aspirations that somehow never get translated into achievements? Past history would suggest that this summer season's promise should be taken with a liberal dose of cynicism. Yet network intentions for more quality in what used to be tacitly dismissed as summer throw-away time seem sincere.

Under Mr. Steinberg's own creative control, this video-taped variety program will be structured as if it were a live, late-night talk show. The hour program will be taped in a maximum of 75 minutes, with no prerecording planned and little editing. Mr. Steinberg will try out his comedy material before each program in a suburban nightspot in front of an audience that will not be told in advance of his appearance.

But there will be no stand-up opening

monologues or big-name guests who come out merely to promote a self-serving enterprise or cause. Instead, in the words of Mr. Steinberg, the show will be "very, very real and very absurd."

Essentially the innovation that is planned for the show is to remove the gloss and veneer and, mostly, the technology of television and reach for a simple, unpretentious evening with a young fellow, David Steinberg, who has a penchant for Marx Brothers style irreverence and nonsense, and some of his interesting and talented friends.

In keeping with such an aim, cue cards for *The David Steinberg Show* are out. All performers will have to know their lines from memory. The studio audience is in. Cameras and cables will be made as unobtrusive as possible—the stage will be on three levels—so as to involve the live audience in the proceedings.

"We're going to look different, simple and flowing," Mr. Steinberg predicts. He makes clear that CBS is allowing him to use the summer schedule as a tryout for his specialized material and specialized concepts. He's being allowed to be true to what he is and believes, without having to accommodate himself to being all things to all people in the mass audience.

The return to the summer-tryout concept of the early days of television is what really characterizes the 1972 prime-time network TV summer schedule. The impetus stems from *The Sonny & Cher Comedy Hour* which soared to popularity and a fall renewal after its August debut last summer. Now beyond David Steinberg, CBS-TV is trying out the audience potential of singer-actress Melba Moore, musical performer Clifton Davis, singer-composer Jerry Reed and comedian-impressionist John Byner.

ABC-TV, with its two new taped comedy series, *The Super* and *The Corner Bar*, also is hoping to develop product for the fall schedule. Why else would the network, as it claims, make creative and financial commitments to those shows "at least equal" to those made for regular season counterpart shows.

"I don't know why the networks ever dropped the summer tryout," Jerry Isenberg, who is producing *The Super*, is on record as saying. "We're always testing the product with pickup audiences off the street. What better test is there than to put it on the summer air?"

ABC-TV actually started its summer season on April 12 with presentation of two half-hour comedy series, *The Marty Feldman Comedy Machine* and the returning *The Smith Family*. The latter series, which was temporarily halted in January, resumed with new episodes. Both shows replaced *The ABC Comedy Hour* on Wednesday nights. All of ABC-TV's summer changes are limited to Wednesday and Saturday program line-ups.

The Super and *The Corner Bar* both debut on Wednesday, June 21. Originating from the West Coast and produced by Metromedia Producers Corp., *The Super* stars fat man Richard Castellano in a comedy about a superintendent in a lower-middle-income apartment building;

produced in New York by Alan King Productions, *The Corner Bar* will reflect life, comic style, as seen in a New York City neighborhood tavern. *The Ken Berry Show*, full of fast-paced, high-styled visual effects, curiously had its pilot showing as a special called *WOW* on NBC-TV. Produced in Hollywood by the hot writing-production team of Allan Blye and Chris Bear (they also do *Sonny & Cher*), *Ken Berry* starts on ABC-TV Saturday, July 15.

CBS-TV has stacked its summer fortunes on four series each to be broadcast for five consecutive weeks. *The Jerry Reed When You're Hot You're Hot Hour* replaces *The Glen Campbell Show* on Tuesday, June 20, and will run for five weeks through July 25. Then *The John Byner Show* will occupy the same 7:30-8:30 slot from Aug. 1 through Sept. 5.

In a similar way *The Carol Burnett Show* will be replaced on Wednesday, 8-9 p.m. by *The Melba Moore-Clifton Davis Show* from June 7 through July 5, and by *The David Steinberg Show* from July 19 through Sept. 16.

In addition to these new shows, CBS-TV is bringing back two distinguished audience failures of the past, *The Governor and J.J.* and *My World and Welcome to It*, for encore engagements. Both start the first week in June. *Governor and J.J.*, canceled in 1970 despite critical acclaim after a two-season run, replaces *The Don Rickles Show* on Fridays, 10:30-11. *My World, and Welcome to It*, which originally played NBC-TV to great notices but diminishing audiences, replaces *Me and the Chimp* on Thursdays, 8-8:30 p.m.

NBC-TV is just not dealing new cards this summer. Virtually the entire network line-up will consist of repeats or reruns under new titles of such shows as *Bonanza* (being shown on Tuesdays as *Ponderosa*). Dean Martin's summer replacement starting Thursday, July 20, 10-11 p.m., however, holds some promise. *Dean Martin Presents the Bobby Darin Amusement Co.*, the hour variety series, will be produced by Saul Ilson and Ernest Chambers and in addition to singer Bobby Darin will feature guest stars each week.

On Friday nights, *Sanford and Son* will run repeats except for a four-week period toward the end of summer when four episodes in the short-lived 1971-72 series, *The Partners*, starring Don Adams, will be shown. These will be episodes that never received an airing before the series was canceled.

Also, as a breath of fresh summer air, NBC-TV has scheduled 10 prime-time telecasts of major league baseball.

Tolstoy in king-sized bites

There will be seven-and-one-half prime-time hours of *War and Peace* on ABC-TV this summer, spread over four nights. The film—produced in Russian and released by the Soviet Union in 1967, in the U.S. in 1968 and dubbed into English—will be shown over four consecutive nights starting Aug. 12 (Saturday), time periods to be determined.

IRS price edict fans some flames

ABC Films disclaims connection with ruling; Avco counsel sees application to all syndicators

A disagreement over the meaning of Internal Revenue Service rulings relating to price hikes for syndicated TV programs arose in two camps last week—from ABC Films Inc. and Avco Broadcasting.

The dispute was over a report in the May 22 BROADCASTING that the IRS had ruled that (1) TV programs sold in one market cannot be treated as new products under the Price Commission's regulations if the programs have been sold in any other market by a syndicator in the past year (new programs may be priced comparably to similar programs) and (2) the copyright exemption cannot be applied to the sale of syndicated product to stations if the rights for the program are restricted.

The rulings were requested by Avco, but were reported, erroneously, by BROADCASTING to have been issued in connection with an IRS investigation of alleged violations of price regulations by ABC Films Inc. in Los Angeles.

Kevin O'Sullivan, president of ABC Films, said last week that the company was not involved in the IRS rulings, of which he claimed to have no knowledge.

According to William S. Reyner Jr. of the Washington law firm of Hogan & Hartson, which represents Avco, the rulings were an IRS response, on April 24, to a Feb. 2 request made by Avco Broadcasting for its syndication division. Avco requested that either renewal of syndication contracts be exempt from price controls under the law that exempts royalties and other payments for copyrighted material or, in the alternative, that it be determined that the renewal be held to be a new product.

"We regret that we cannot give either of the rulings you request," Lee H. Henkel Jr., acting chief counsel of IRS, said in a letter to Mr. Reyner dated April 24.

Mr. O'Sullivan last week expressed doubt that, if such rules have been issued, they would involve the entire syndication industry. But, according to Mr. Reyner,

the IRS ruling has "the force of law" on all syndicators. A spokesman for IRS in Washington said he believed the rules would affect all syndicators under circumstances similar to the Avco case.

On March 28, Storer Broadcasting's WJW-TV Cleveland filed a complaint with IRS against ABC Films, charging that the syndicator raised the per-episode price of *Let's Make a Deal* from \$900 to \$2,400 for renewal of 52 episodes ("Closed Circuit," May 8). WJW-TV requested "an expedited investigation."

An IRS spokesman said the complaint was filed with IRS's Cleveland office and referred to the Los Angeles office. The investigation, which involves Hatos-Hall Productions, producer of the program, is continuing, the spokesman said.

Meanwhile, according to Mr. O'Sullivan, ABC Films is continuing to negotiate on contract renewals in the belief that it should receive prices commensurate with the revenues generated by the programs. Mr. O'Sullivan said there is no reason to believe at this time that ABC Films cannot charge higher prices for its product.

Rambling with Grambling

BASE to seek better clearances for black college's football; may add basketball, band series

Black Associated Sports Enterprises, Beverly Hills, Calif., which will be distributing televised highlights of Grambling College football games in the fall for the third consecutive season, has started a drive to upgrade station clearances for the weekly hour syndicated program.

Last season *Grambling College Football Highlights*, which includes 48½ minutes of play-by-play edited from game coverage, was carried by 106 stations. But Black Associated Sports' contract with the Oldsmobile Division of General Motors and Anheuser-Busch (Budweiser beer), sponsors of the program, calls for clearances in the top six markets in the U.S. as well as in 75 of the top-100 black markets. Reportedly, the advertisers were not satisfied with clearances provided last season. As a result, BASE has engaged former CBS station relations executive Eddie Hall as a consultant to acquire better clearances. Mr. Hall spent 37

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years with CBS, the last 10 years as western manager of station relations, before retiring last year.

The Grambling College TV football schedule gets under way this year on Sept. 9 with coverage of a game against Morgan State from Yankee Stadium in New York. Highlights from each game are available for telecasting the next afternoon, usually Sunday. BASE will distribute 13 programs of highlights, ending Dec. 3. Last year 33 ABC-TV affiliates carried the highlights program, mostly slotting them against professional football on CBS-TV and NBC-TV stations.

Grambling College is essentially a black school, with an exceptional athletic tradition, located in Grambling, La. BASE is believed to be now giving thought to distributing highlights of Grambling College basketball as well as a separate program featuring performances of the school's marching band.

TV and the deaf

Study pinpoints progress, problems in serving handicapped; captions may be used for ethnic groups

There has been increased interest in production of TV programming for the deaf, but television has not yet achieved its potential in this area, according to a report released by New York University's Deafness Research and Training Center.

The report, "Television for Deaf Audiences: A Summary of the Current Status," revealed that 47 TV stations have had, or are showing, regularly scheduled programs designed with deaf viewers in mind. And, the report said, there are special programs, such as NBC's *Quiet Language for a Noisy World*, *Say It With Hands* and *Watch Your Child/The Me-Too Show*.

"Taken together," the report said, "these programs illustrate a rapidly growing desire on the part of the television industry to serve the deaf and hearing-impaired audiences."

The report also outlined the problems involved in providing captions for television and in producing special programs for the deaf.

It pointed out that a technically and economically feasible method for optional captioning has been developed by the National Bureau of Standards. Captions are broadcast on a portion of the video signal—the vertical trace interval—and appear only on TV sets with a decoding device. "A favorable ruling" by the FCC on using the vertical trace interval for captioning "would open the way for television captions," the report said.

Writing and producing TV captions pose a special problem in terms of content and added cost, the report said, and "broadcasters must be provided some incentives (or subsidies)" to produce them. "Ways to meet or reduce the costs of captioning must be found. Or broadcasters must be encouraged to bear the added cost."

The report noted that captions may also be used for English training for ethnic groups and children.

"The principal stumbling block to producing for deaf audiences is money," the report said. The cost for producing a half-hour program in black and white runs from \$10,000 to \$50,000, it pointed out, and color doubles the price. It proposed creation of a National Television Cooperative for Deaf Viewers.

Stations belonging to the cooperative would each produce and circulate a one-hour program for the deaf. "In return . . . each cooperating member would receive many times that number of hours of public-service material," the report pointed out.

Folio One opens up wider

Motion picture producer makes move into TV commercials and 2 programs

Folio One Productions, New York, is stepping up its activities in television with the formation of a TV commercial division and plans to produce two half-hour series for 1973-74.

Al Brodax, Folio One president, said last week the company has been concentrating on motion picture production since its formation 18 months ago, although it has produced animated segments of ABC-TV's children's series, *Make a Wish*, for the past year. Mr. Brodax, who produced the film "Yellow Submarine" and also *The Beatles* series on ABC-TV while he was associated with King Features Syndicate's entertainment division, reported that Folio's TV commercials division will be headed by Fred Mogubgub. The latter has been active in that area for more than a decade.

Mr. Brodax said that Folio now is in development on a half-hour series starring singer Screamin' Jay Hawkins, aimed for youngsters from six to 18 and combining entertainment and education through animation and live action. A second project, for which a pilot has been produced, is an animated version of a pop hit parade, according to Mr. Brodax.

Song and dance on PBS

The General Electric Co. has granted \$500,000 to the Corporation for Public Broadcasting for the production of 12 international music and dance programs.

The programs, which will be carried over the Public Broadcasting Service, starting in October, will present 14 hours of well-known performers in music and dance selections. Included in the programs will be opera, ballet and concerts originally produced for France's national television network and made available to the CPB in the U.S.

NBC bolsters line-up of prime-time specials

NBC-TV President Don Durgin has announced nine new theater-oriented prime-time specials to be shown during the 1972-73 season.

They are: a two-hour adaptation of John Steinbeck's "The Red Pony"; a 90-

minute adaptation of the Broadway production, "You're a Good Man Charlie Brown"; an hour Cole Porter program; a reunion of the comedy team of Mike Nichols and Elaine May for an hour show; a 90-minute drama, *The Hands of Cormac Joyce*, starring Stephen Boyd and Colleen Dewhurst; a 90-minute tour of the Vatican, *Upon This Rock*, with Orson Wells and Sir Ralph Richardson, among others; an hour drama by Paul Gallico, *Small Miracle*; an hour program, *The Trouble with People*, written by and about playwright Neil Simon, and an hour show, *A Lion Called Christian*, starring Bill Travers and Virginia McKenna.

Among major feature films to be shown next season, according to Mr. Durgin's presentation in Los Angeles to NBC-TV affiliates (BROADCASTING, May 8): "In the Heat of the Night"; "The Anderson Tapes"; "Marooned"; "The Thomas Crown Affair"; "The Green Berets"; "The Andromeda Strain", and "Cactus Flower."

Mr. Durgin, without breaking out NBC-TV's share of business, said that as of May 3 nearly \$400 million has been placed on the three network regular nighttime schedules, exclusive of specials, in an "unprecedented rush" of selling of the 1972-73 season.

He added that affiliates "need have no doubt about how good business will be for the fourth quarter of 1972 and the first quarter of 1973."

All N.Y. TV's to help put focus on area's problems

Private research-planning group will spend \$650,000 to produce six one-hour shows that will avoid 'dull' panel concept

The seven VHF and five UHF stations in the New York Metropolitan area have agreed to devote a total of 72 hours next spring to a series of programs advocating possible solutions to major problems in six broad areas: poverty, housing, transportation, the environment, urban growth and government.

The Regional Plan Association, a private, voluntary research and planning agency, will put up approximately \$650,000 for the six one-hour shows and hire independent producers with experience in documentary work to film them. RPA said all 12 stations had agreed to carry the six programs and will schedule them at different times to reach the widest possible audience for each.

"We're going to try to get away from the dull concept of having a panel of experts sitting around a table discussing the issues," said Michael McManus, the association's executive director who negotiated with the TV stations. "Instead, we'll put together some animated sequences, we'll have a lot of on-site filming, and we hope to get a big name like Henry Fonda or George Segal to narrate the shows."

According to the association, a list of alternate solutions discussed during each show will be printed up in the form of ballots, which will be distributed to view-



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ers in the New York, New Jersey and Connecticut areas for their vote.

Concurrent with this vote will be a series of local town meetings, composed of 10-member panels organized around churches, schools, unions and civic organizations, which will debate the questions posed by the television programs.

Blocker role deleted in 'Bonanza' revamping

Co-star's death will be worked into storyline; Canary to return

NBC made its first move last week toward restructuring its long-running *Bonanza* series following the death of Dan Blocker, who co-starred as Hoss Cartwright (BROADCASTING, May 22).

David Canary, who co-starred as a ranch hand in the series for two years starting with the 1968-69 season, will return—again as a co-star, again as a ranch hand named Candy. In addition, NBC said, "another major character will be introduced very soon after the start of the season."

Officials said no attempt would be made to cast another actor as Hoss Cartwright. In fact, they said, the new season's first episode, on Sept. 12, will make it clear that Hoss Cartwright has died.

The announcement reported that Mr. Canary would be in "several episodes." The other stars are Lorne Greene, Michael Landon and Mitch Vogel. Shooting for the new season, delayed temporarily by Mr. Blocker's death, is due to start shortly. The series will be seen Tuesdays at 8-9 p.m. NYT.

All about religious shows

Broadcast Institute of North America has compiled and issued a directory on syndicated religious TV programs available in the U.S.

The brochure-style directory lists 178 such programs that are produced or released by 63 agencies. The directory is the first project of BINA, which was chartered several years ago but has been active only since last fall, according to a spokesman. BINA is a research organization that develops and disseminates information on how radio and television broadcasters serve the public interest.

BINA is supported by a grant from Cowan Foundation. The president of BINA is Louis G. Cowan, former president of CBS-TV, now with Columbia University. *BINA headquarters, 147 81st Street, New York 10026.*

SAG backs Justice on network suit

The Screen Actors Guild has endorsed the Justice Department antitrust suit against the three commercial television networks.

In the latest issue of *Screen Actor Newsletter*, published by the guild's national board of directors, SAG said that

it was responding to numerous queries from members about the implications of the government's suit, among which were questions that implied fear that the whole broadcasting system may topple. SAG said that "television is simply too valuable a medium for advertisers for it to go dark." Instead, the guild suggested, the opening "of a real market place for TV product and services" could result in substantial improvements in the industry and for actors. SAG said that it "has advocated this government action for years and pressed this view with the Justice Department in Washington on numerous occasions."

FCC bows out of Indian attack on WSBK(TV)

A complaint by a Massachusetts Indian organization against WSBK(TV) (ch. 38) Boston's showing of the syndicated *Daniel*

Release of the week. From WCIU-TV Chicago. "Correction for Sunday, May 28, 9 p.m. Kill: chinchilla ranching. Add: Chicago Bible students."

Boone series has been headed off at the pass by the FCC's staff.

Joseph Zias, chief of the commission's renewal and transfer division, said in a letter to the New England Coastal Schaghticoke Indian Association that the commission was powerless under the Communications Act to take action against the station. He told the group that the commission would be violating Section 326 of the act—prohibiting the agency to censor programming—if it were to force WSBK to take the series off the air.

The group had complained that the program contained material that was "offensive, depicting savagery, deceit, liars and the phrase: 'Find an Indian, find a thief'."

Program Briefs

Prologue to Munich. Time-Life Films is in production in Asia and Africa on one-hour television film, *The New Olympians*, which depicts efforts of emerging nations to compete in 1972 Summer Olympics. Program, which will be narrated by Rafer Johnson, former U.S. Olympic gold medalist, will be available for telecast by July 1, prior to opening of games in Munich on Aug. 26. Camera crews are filming athletes, trainers and organizers in such countries as Kenya, Tunisia, Thailand and Philippines.

Basketball with fun. CBS-TV and Viacom Enterprises have signed agreement to develop weekly, half-hour series, tentatively titled *Junior Harlem Globetrotters*, aimed for 1973-74 season. Situation comedy series relates adventures of five black youngsters and their basketball coach and his wife.

New to commercials scene. Nabar Communications has formed in New York as consultant in creation and implementation of cost-improvement methods in duplicating and distributing TV commercials. Principals are Al Bialek, president, and Stuart G. Herman, executive vice president and treasurer. Address: 252 West 85 Street, New York 10024.

Five specials. Wolper Productions Inc., Los Angeles, and National Geographic Society, Washington, collaborators since jointly doing *Americans on Everest* as TV special in 1965, will co-produce five new specials. At least three are slated for presentation on CBS-TV. Preproduction has started on *Strange Creatures of the Night*, about animals who live in darkness; *Unexplained Mysteries of the Earth*, about expedition into live volcano in Eastern Congo; *The Haunted West*, about American frontier of today in West; *Sand Sailing the Sahara*, about expedition across desert; *Bushmen of the Kalahari*, about primitive African tribe.

Realignment of contracts. ABC-TV has

realigned its contracts department along geographic lines, with separate East Coast and West Coast sections. Raymond D. Weisbond continues as director of television contracts, with headquarters in New York. Associate director Jeffrey P. Kuklin moves from New York to Los Angeles to head West Coast section. Associate director Bertrand M. Fainberg remains in New York in charge of East Coast section. Change is to make it easier for network to negotiate with program suppliers on West Coast, particularly film companies.

ABC, MBS at Open. Second, third and final rounds of U.S. Open golf tournament will be broadcast on ABC-TV Friday, June 16 (10:30-11 p.m. EDT), Saturday, June 17 (5:30-7:30 p.m. EDT) and Sunday, June 18 (5-8 p.m. EDT) from Pebble Beach, Calif. Announcing team for \$200,000 tourney will be Chris Schenkel, Jim McKay, Bill Flemming, Bud Palmer, Henry Longhurst and Frank Gifford with analysis and color provided by Byron Nelson and Dave Marr. In addition, Mutual Broadcasting System has obtained exclusive worldwide radio rights to event. Sportscaster Ray Scott will broadcast series of 32 live five-minute progress reports beginning Thursday, June 15, and extending through Sunday, June 18.

Magazine's TV version. Ralph Edwards Productions, Hollywood, and *Good Housekeeping* magazine have joined to produce pilot for projected TV series. Entitled *Television's Good Housekeeping*, it is designed to be video extension of most popular features found in that magazine, blended with timely vignettes. Plans call for half-hour daily strip aimed at late fall, 1972, or early winter, 1973, starting date. Distributor and sales agent for program: James W. Packer, president, *Mission Argyle Productions Inc., 1800 North Argyle, Hollywood 90028.*

Kotler with 'Outdoor Life'. Kotler Productions Inc., New York, is producing 13-half hour programs, *The Outdoor Life*, which will be available in syndication for

Another blast by Brown

Black media executive aims charges of racism at TV: Bunker is bullseye

"Television is committing a genocide on black people . . . it's teaching each white person to become a Nazi and each black person to hate himself." This appraisal of television programming as a destructive social force was voiced by Tony Brown, executive producer of National Educational Television's *Black Journal* and dean of the School of Communications, Howard University, Washington. Mr. Brown attacked television at a panel discussion of "The Black Influence" sponsored by the New York chapter of American Women in Radio and Television last Tuesday (May 23).

Singled out by Mr. Brown were CBS-TV's award-winning *All in the Family*, which he felt "institutionalized bigotry 52

weeks a year." "A fat-bellied middle-American (Archie Bunker) has come to own America," subordinating young people, women, black people and all ethnic groups, and teaching impressionable youngsters words like coon, polack and kike, Mr. Brown charged.

Also attacked by Mr. Brown were three NBC-TV programs: the defunct *Julia* series ("Her life was terribly and totally irrelevant to black people"), *Ironside* ("To be a good nigger is to push a white man around in a wheelchair"), and *Laugh-In* ("I don't think bigotry is funny").

These programs, he said, perpetuate white racist attitudes and function only to amuse whites and subordinate black people and make them "1972 Amos 'n Andy's."

The solution depends on "the oppressed to change their own condition," he said, "and to stop begging the white man to do it."

November start. Series is being produced in association with *Outdoor Life* Magazine and will focus on participant sports, such as fishing, hunting, boating, water and snow skiing. Former astronaut Walter M. Schirra Jr. has been signed as host editor of series, which also will use regional editors for updating of developments in outdoor recreation. Programs will be produced in various parts of the country, and, according to executive producer Joseph Kotler, crews from local TV stations will film and tape segments in their geographical areas.

Who's knocking New York? WOR(AM) New York will devote its entire days of programming tomorrow (May 30) to positive aspects of life in New York City. Twenty-four hour salute will focus on city's cultural, recreational and entertainment activities.

'Face The Nation' book. Transcripts of all *Face The Nation* TV-radio interview programs on CBS from 1954 through 1970 have been collected into volume of 14 books published by Holt Information Systems, division of Holt, Rinehart and Winston Inc., subsidiary of CBS Inc. Set, priced at \$395, will be available as historical reference to schools, libraries and individuals.

Archie for President. The Wolper Organization, Los Angeles, has acquired rights to George S. Kaufman-Morrie Ryskind Pulitzer-Prize winning play of 1931, "Of Thee I Sing," and will turn it into 90-minute television special for CBS-TV. Carroll O'Connor, who portrays Archie Bunker in CBS-TV's *All In The Family*, has been signed to star in musical adaptation as presidential candidate John P. Wintergreen. Special is set for Oct. 24.

TV movie data. Broadcast Information Bureau, New York, has issued "1972-73 TV Feature Film Source Book," containing more than 17,000 listings of movie titles available to TV stations. Each listing contains information about cast, storyline, running time, dollar ratings, awards, network data and distributor.

U.S. distributor. BBC-TV production of Oliver Goldsmith's *She Stoops to Conquer*, starring Sir Ralph Richardson, Juliet Mills and Tom Courtenay, will be distributed in U.S. by Time-Life Films. Directed by Michael Elliot and produced by Cedric Messina, comedy first appeared on BBC in late 1971.

Mel Allen back. Echo Productions, Miami, has signed Mel Allen for new radio sports series *Wake Up the Echoes in Sports*. Mr. Allen, voice of New York Yankees for 18 years, will work with Bob Cooke, former sports editor of *New York Herald Tribune*, writer of series. Series will deal with human-interest, humorous and poignant sides of sports.

Diahann in development. Actress-singer Diahann Carroll, who last starred in NBC-TV's *Julia* series, may be in another regular series in 1973-74 season. Metro-media Producers Corp., Hollywood, is developing series for Miss Carroll through Halcyon Productions and in conjunction with star's production company, Hann-carr Inc. Format may involve husband-and-wife detective team.

Changing formats—The following modifications in program schedules and formats have been reported: KTAO(FM) Los Gatos, Calif.—Tomentose Broadcasting Co. announced the station has added seven hours of gospel music daily to its format of ethnic, blues, folk, jazz, classical and talk programming. KTAO broadcasts in stereo on 95.3 mhz with 250 w and an antenna 860 feet above average terrain. ■ WKYX(AM) Paducah, Ky.—WKYX Inc. announced the station has changed its format from modern country and western to a contemporary music format. ■ KMPX(FM) San Francisco—National Science Network announced the station changes its format from underground rock to middle-of-the-road programming. This corrects earlier listing (BROADCASTING, May 1). Station broadcasts in stereo on 106.9 mhz with 40 kw and an antenna 1,120 feet above average terrain.

Cable

Home-grown cable

The partial or complete ownership of cable television systems has been suggested as an advantageous move for California cities, particularly larger ones that currently operate public utilities, such as Burbank, Glendale and Pasadena. The suggestion was one of four made by the San Gabriel Valley Public Cable Council.

Speaking to the women's division of the Los Angeles Chamber of Commerce, Dr. Louis C. Riess, a Pasadena City College educator and coordinator of the San Gabriel Cable Council, recommended that cities postpone franchise negotiations with cable companies to allow time for the League of California Cities to complete work on a model cable ordinance. He also said that cities should reach agreement on basic procedures for soliciting and analyzing cable bids. Consider joining together to negotiate a single franchise agreement.

He said larger cities operating public utilities "should explore the advantages of partial or complete ownership of the system."

Cypress deals for more

Cypress Communications Corp., Los Angeles, has signed a letter of intent to purchase a cable-TV system serving Canton, Ohio, from Downe Communications Inc., New York, publisher of *Ladies Home Journal*, among other periodicals. The acquisition of the Canton system, which serves 15,300 subscribers and passes some 40,000 homes in the franchise area, would be for \$5.6 million in cash. The transaction is subject to approval of both companies. Downe Communications controls Bartell Media Corp., operator of five radio stations, and publisher and distributor of consumer magazines and books. Cypress currently serves more than 150,000 cable subscribers in more than 100 communities in 17 states.

Cable Briefs

TAI formed. Formation of new production and consulting company to serve TV stations and advertising agencies and cable systems, has been announced. President of new company—Television Arts Inc.—is Michael A. Fields. Mr. Fields was formerly producer for WAGA-TV Atlanta, KDKA-TV Pittsburgh and ABC-TV Chicago.

Product releases. International Video Corp., Sunnyvale, Calif., has introduced two products, broadcast color-TV camera and color film-chain camera, both for cable-TV applications among other uses. IVC-500A broadcast camera is refinement of IVC-500 and also can be used for studio and remote work. IVC-240 film chain camera, engineered for integration with IVC-4000 image multiplexer, also has broadcast closed-circuit application.

Staggers wants to pass the buck on news staging to the FCC

He says commission should oblige photographers in quest of rules

As the House Investigations Subcommittee concluded its hearing on news staging last week, it was apparent that the course of action uppermost in the mind of Chairman Harley O. Staggers (D-W. Va.) is to convince the FCC that it should fill what he called "a regulatory vacuum" with rules telling broadcasters how they are to film events for their news presentations.

During the hearing last Tuesday (May 23), Mr. Staggers stated: "We [the subcommittee] could write guidelines [on handling news staging] but I don't think we are qualified to do it." Shouldn't the FCC be charged with that task? he asked two witnesses. Gerald K. Smith and Harvey Genkins, representatives of International Photographers locals of the International Alliance of Theatrical Stage Employees, answered affirmatively.

Mr. Smith told the subcommittee that members of the photographers union, which includes newsreel cameramen at the networks and individual stations, lack guidelines to deal with problems of staging. "I feel the government is not giving the proper guidance," he said.

Mr. Smith, of local 659 in Hollywood, said that in October and November of 1970 he had issued memorandums to union members, warning them against staging news and advising them to notify news managers if they found themselves involved in staging incidents.

Then, on July 1, 1971, "after a frustrating spring" of trying to obtain firm guidelines from the FCC office in Los Angeles, Mr. Smith said he wrote to FCC Chairman Dean Burch. He said he received a form letter from William B. Ray, chief of the Broadcast Bureau's complaints and compliance division, along with some material that included memorandums to networks about specific cases of news staging.

It was not the material he needed, Mr. Smith said. "It didn't spell out the do's and don't's." The principal question not answered by the FCC was whether soft news can be treated differently from hard news as far as staging is concerned.

The subcommittee's acting chief counsel, Daniel J. Manelli, asked whether a documentary is considered soft news.

Mr. Smith indicated that only subjects of national importance should be considered hard news. But he noted that "it's practically impossible to film hard or soft news without staging some part of it." Asking someone to repeat something at a news conference is staging, but it is sometimes necessary, he said.

Mr. Genkins, of local 644 in New

York, seemed to agree. The problem, he said, is when "something is restaged for sensationalism."

Messrs. Genkins and Smith recommended that the FCC establish definitive guidelines on news staging after consulting with news production personnel.

The hearing, which began two weeks ago (BROADCASTING, May 22), has produced testimony from TV cameramen and soundmen about alleged staging of news presentations. Mr. Staggers said last week that it is "very possible" that further sessions will be scheduled.

Mr. Staggers announced two weeks ago that he has instructed the subcommittee staff to contact individuals mentioned during the hearing and invite them to submit a statement or be interviewed.

That announcement prompted a statement last week from Bruce Cohn, former producer for ABC News in Los Angeles who is now with the National Public Affairs Center for Television.

Mr. Cohn charged that "the subcommittee does a disservice to television journalism when it chooses to ignore" the distinction between hard news and feature news coverage. By its very nature, he said, a feature story may be nothing but "staging." But, he said, "it can, and should, be honest staging—not altering any facts or circumstances."

Mr. Cohn noted he had been accused at the hearing of staging parts of a feature story he did on gambling in Nevada. But he pointed out that Las Vegas casinos refuse to allow film to be made of their customers. They will close a gaming table and provide a croupier for film crews, he said, "but they insist that the producer provide his own 'gamblers'."

Mr. Cohn contended that there was no distortion of the facts when he put stands around the gambling table.

He also noted that he had been accused of staging part of a feature story on the Seattle police department by arranging to film a speeding police car to illustrate the danger involved in police work. "I refuse to agree that it is dishonest journalism to illustrate a concept in a way that does not change any meaning or fact."

"Hearings such as this have caused television executives more and more to put the same restraints on the coverage of feature stories as they rightfully do on hard news coverage," Mr. Cohn said. "This often causes feature stories to become less effective than they should be. . . ." He said it would serve both TV journalists and viewers if the subcommittee would make these distinctions clear "rather than making a blanket condemnation of both long-accepted feature story techniques that are honestly applied, and some examples of what is obviously irresponsible coverage of hard news events."

Film clips of *Say Goodbye*, a documentary on vanishing wildlife produced for NBC by the Wolper Organization, were shown at the hearing last week. After viewing the film, parts of which were allegedly staged, Mr. Staggers expressed concern that the FCC is not considering the problem of deception in news programming and indicated that he may call the commission before the subcommittee.

Cronkite for president. CBS newsman Walter Cronkite may well be the most trusted public figure in America, to judge by the opinion polling of Oliver Quayle & Co., Bronxville, N.Y. That organization has released results of a "trust index" for the 12 months prior to May 1972 showing Mr. Cronkite with a 73% score. President Nixon scored 57%.

The trust index was developed from 8,780 personal interviews in 18 states. Each respondent was given six options for characterizing public personalities, ranging from "trust wholeheartedly" to "don't trust at all." Mr. Cronkite's name was inserted into the Quayle research as a "media benchmark" after Vice President Agnew (who scored 50%) began his attacks on news media. No other newsmen have been used.

The trust index results (in declining order of scores): Mr. Cronkite, 73%; average senator, 67%; Edmund Muskie, 61%; average governor, 59%; Richard Nixon, 57%; Hubert Humphrey, 57%; George McGovern, 56%; Henry Jackson, 55%; Edward Kennedy, 54%; John Lindsay, 54%; Eugene McCarthy, 51%; Spiro Agnew, 50%; Wilbur Mills, 50%; Shirley Chisholm, 47%; George Wallace, 36%, and Sam Yorty, 35%.

Houser, MacGregor pan the news media

'Advocacy' journalism said to be the sin; CBS's Hart has criticism of another kind

Two members of President Nixon's team, one of them until recently a familiar figure at the FCC, criticized the news media for practicing "advocacy journalism."

Thomas J. Houser, a member of the FCC from January 1971 until last October and who is now chairman of the Illinois Committee to Re-elect President Nixon, said that Washington press corps members have been "ideologized into the part of the liberal establishment" and, in their reports, advocate its views.

The result, he said, "is a gap of widening proportions between the national journalist and the mass of Americans, paralleling a gap between liberal politicians and the masses, specifically the white workingman."

Mr. Houser, who is now practicing law in Chicago, spoke on Saturday (May 20) to the Midwest Regional Workshop of the Radio Television News Directors Association, at the WBBM-TV Chicago studios.

Speaking on the same day in Green Bay, Wis., Clark MacGregor, who is legislative liaison for the White House, noted the trend of "advocacy journalism" in asserting that the media's advance coverage of the Moscow summit meeting "tended to advocate a result which would be harmful to the United States." He spoke to 1,000 delegates at a state Jaycee convention.

Mr. Houser, in Chicago, shared the

platform with a member of his law firm—former FCC Chairman Newton N. Minow, who also had a downbeat report for the broadcast newsmen. Mr. Minow, who conducts a class at Northwestern's Medill School of Journalism, said that "the kids have lost confidence in judgments made in the news business," and that in conflicts between the media and government, they tend to side with government.

The newsmen even heard critical remarks from one of their number, John Hart, CBS *Morning News* anchorman. But he did not suggest that the fault lay in newsmen advocating a point of view, particularly one critical of the government. In his view, broadcast newsmen do not exercise enough skepticism in evaluating the information they are fed. He cited specifically "the unbelievable estimates of enemy bodies in Vietnam" that are aired.

Milwaukee's mayor upset

Thinks Journal stations were unfair to him; goes door-knocking at FCC

If you are the mayor of a major city and are in the midst of a dispute with a local broadcaster, whom do you see about advice in proceeding with a complaint to the FCC? If you are Mayor Henry Maier, of Milwaukee, and you are in Washington, you see the chairman of the FCC, Dean Burch.

Mayor Maier's relations with the Journal Co., publisher of the *Milwaukee Journal* and *Sentinel* and licensee of WTMJ-AM-FM-TV Milwaukee, have long been strained, but they reached the breaking point in the last mayoralty campaign. Although he won that election in April, and is now in his fourth four-year term, the mayor feels the Journal properties were biased in favor of his opponent in their coverage.

Early this month he announced at a news conference in Milwaukee that he would file a complaint against the stations as a result of their campaign coverage. And on May 8, while in Washington to address a meeting of the National Association of State Universities and Land Grant Colleges, he visited Chairman Burch to talk about how such things are done. The visit lasted for about 45 minutes.

However, the mayor apparently has not yet reached a final decision. An aide last week said the matter was still "just in the talking stages." Besides Chairman Burch, the mayor has discussed the matter with members of his official family and his private attorney, who served as his campaign manager.

Meanwhile, the Journal Co. indicated it was preparing for a complaint. George Comte, vice president and general manager of radio and television for the company, said: "We will be interested in replying to such a complaint on the ground that the stations feel they have covered the campaign in compliance not only with their own journalistic standards but the legal obligations of the fairness doctrine as well."

An issue all by itself

ABC's Sunday interview program gets tangled up when black guests refuse to appear without black questioner

An ABC *Issues and Answers* program was canceled when two black political leaders demanded that one of the correspondents who would interview them be black.

Peggy Whedon, producer of the radio-TV show, said that Representative Louis Stokes (D-Ohio) and Mayor Richard Hatcher of Gary, Ind., had agreed two weeks before the May 21 broadcast to appear, but the Friday before the show they made their demand. The network refused, their show was canceled and Senator Birch Bayh (D-Ind.) was substituted.

"We don't think we should be dictated to," Mrs. Whedon said. "We don't let guests choose the interviewers any more than we let them pick the questions."

Representative Stokes, chairman of the congressional Black Caucus—which has recently criticized minority treatment by the media (BROADCASTING, March 13)—said: "Had we appeared on the show we would have been a party to racism. When men in the types of positions we are in are on the show, there should be a black there." Mayor Hatcher is co-chairman of the National Black Convention.

In response to the Stokes-Hatcher request, Mrs. Whedon said that if ABC had given in to the demands, the network would have set an unfortunate precedent. "We have black newsmen," she said, "but if we'd agreed to make changes, other guests could just as easily demand certain correspondents be on the show, or not be on."

According to an ABC spokesman in New York, selection of interviewers for *Issues and Answers* is determined solely by the correspondents' expertise in and involvement with the person or issue to be highlighted. "We don't discriminate for anybody," the spokesman said.

Spokesmen for CBS (*Face the Nation*) and NBC (*Meet the Press*) said a similar policy was followed in choosing interviewers for their Sunday interview programs.

According to ABC and spokesman for Congressman Stokes, an agreement to reschedule the Hatcher-Stokes interview was being discussed.

550 for NBC News

That's total personnel planned for Miami Beach conventions

NBC News is assigning approximately 550 staffers to the 1972 political conventions in Miami Beach, Fla., in July and August.

The group consists of 450 reporters, editors, writers and technical personnel. It will be supplemented by about 100 temporary workers (secretaries, messengers, copy boys, nurses, porters and others).

NBC News has designated David Brinkley and John Chancellor as anchor

men for television, while Peter Hackes and Russ Ward will share those duties for NBC Radio's coverage.

Four evening sessions (7-11 p.m.) have been scheduled for the Democratic National Convention, beginning July 10. Sessions of the Republican National Convention will be held on Aug. 21 and Aug. 22 from 1 p.m. until at least 4 p.m. and from 8 p.m. until at least 4 a.m., and on Aug. 23 from 8 p.m. until at least 11 p.m.

Live and face to face

Humphrey and McGovern will meet on network news interview programs

Senators Hubert Humphrey and George McGovern, two leading contenders for the Democratic presidential nomination, have agreed to appear in joint hour-long interviews on the three TV networks prior to the June 6 California primary. Their appearance on CBS-TV, on a special edition of *Face the Nation*, was to be telecast live from California yesterday (May 28) at 6 p.m. (NYT). NBC's interview session will be on a *Meet the Press* special and will be aired, also live from California, at 9:30 p.m. (NYT) tomorrow (May 30). ABC's will be on a special version of *Issues and Answers* on Sunday (June 4) at a time to be announced. The networks are using their existing news shows because these shows are exempt from equal-time restrictions.

Journalism Briefs

Subbing for Alsop. Nick Thimmesch, columnist for *Los Angeles Times* syndicate, has become temporary replacement for Stewart Alsop on CBS Radio's opinion series, *Spectrum*. Mr. Thimmesch, like Mr. Alsop, is of moderate political views, and joins other moderates, liberals and conservatives on daily series.

Anderson on MBS. Syndicated columnist Jack Anderson has been signed for series of six-times-a-week, five-minute broadcasts on Mutual Broadcasting System, starting sometime before July 1. Programs will originate from the network's Washington studios and will follow reporting pattern of Mr. Anderson's daily newspaper column. Program will be taped each day for broadcast by stations within certain time periods.

"The New Style in Election Campaigns," Robert Agranoff, ed., 1972. Holbrook Press, Boston. 392 pp. \$4.95.

The book is designed to introduce important technical, organizational and communications changes in the U.S. electoral process over the past two decades. It is structured in anthology form to give a wide scope of opinion. Two topics of particular interest are treated: image making through paid television commercials and candidate exposure in uncontrolled media (news programs, specials and documentaries). Essays show the swing away from partisan electioneering to the wooing of a fluid electorate created by the broadcast media.

Moscow summit less high for TV

President's trip to Soviet Union comes in for major play by networks, but suffers by comparison to China

Moscow certainly was not Peking, but millions of viewers and listeners were supplied last week with coverage of President Nixon's visit to the Soviet Union. What was lacking in detail was made up in analysis.

One benchmark pointing to the comparative low visibility of the Soviet coverage was an estimate by network news sources that their costs would probably be \$700,000-\$800,000 each. By contrast, networks reported that they would spend at least \$1 million each on TV-radio for the President's trip to China (BROADCASTING, Feb. 28).

Network news authorities conceded that, in advance planning, they had decided to allot less time to the Moscow mission. They cited these contributing circumstances: electronic coverage was supplied by the Russians (in contrast with the Chinese, who permitted the use of U.S. technicians); the Soviet on-air broadcasts coincided with the start of 7 p.m. newscasts in the U.S.; the paucity of special events (banquets, trips to points of interest and to the provinces) in contrast to those available for China coverage, and the prior exposure of the Soviet Union to American audiences. "China had a certain aura of mystery that doesn't exist in Russia," one top network newsman observed. "We've had a number of documentaries on life in the Soviet Union, whereas we were almost totally uninformed about China."

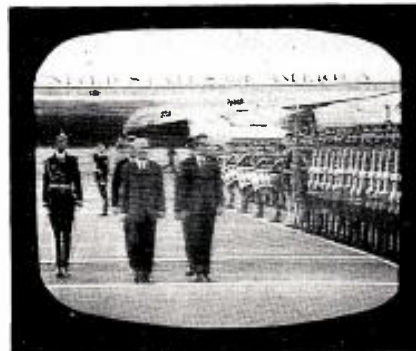
A considerable portion of the television story of Mr. Nixon's trip was carried on regular network newscasts in early morning, early evening and late evening. The material included filmed reports shot by American cameramen.

Although the volume of programing that would be transmitted to the U.S. for use outside of regular news programs was not known definitely by the end of last week, preliminary estimates put the total at less than 19 hours. ABC-TV indicated its special coverage could amount to 9½ hours; NBC-TV, to 5 hours, and CBS-TV, to 4½ hours. (ABC-TV has no regularly scheduled morning news show, so its coverage in those hours counted as "special" programing whereas CBS-TV's and NBC-TV's went largely into *CBS Morning News with John Hart* and *Today*. China coverage totaled more than 41 hours in addition to regular newscasts.

Last week's TV-radio coverage focused on Mr. Nixon's arrival in Moscow, the signing of agreements by the President and Soviet leaders and filmed reports on life in Moscow, including coverage of Mrs. Nixon's activities. A highlight of the visit was expected to be Mr. Nixon's message to the Russian people, scheduled for broadcast yesterday (May 28), starting at 1:30 p.m. (EDT) on TV-radio net-



NBC News Photo



CBS News Photo

works and stations here. Additional coverage slated for this week includes reports on the President's final day in Moscow today (May 29), his arrival in Warsaw Wednesday and his return to Washington Thursday.

NBC-TV reported that Shell Oil and Nestle had bought its special coverage of the trip, starting last Tuesday (May 23) and ending Thursday. The buy encompassed all coverage except regular newscasts.

Hardware side of last week's news: How Moscow pictures got back to N.Y.

Transmission from the Soviet Union to the United States was far more complex than the China coverage, which entered the international satellite system virtually at the point of origin through a

transportable antenna with pictures taken by U.S. camera crews using the U.S. 525-line, 60-frame-per-second standard. Those from the USSR, however, were relayed over more than 2,000 miles of microwave and land lines—from Moscow to Finland, to Sweden, to Denmark and finally to the earth station at Raisting, West Germany. The Soviet transmission (using the 625-line, 50-frame sequential color memory [Secam] color signal) had to be transcoded twice—first at Helsinki (to the 625-line, 50-frame phase alteration line [PAL] system widely used in Europe), and then at Raisting (to the U.S. 525-line, 50-frame standard for transmission to the Atlantic Intelsat 4 satellite). That signal was received at the Etam, W. Va., earth station and relayed by land to the networks in New York.

You do as the Russians do in Moscow

Unlike the smooth-as-silk China summit, when the U.S. owned the equipment and the White House appeared to call the coverage shots, the Soviets were in complete control in Moscow. Their technicians tried to play ball but they did not understand U.S. methods and were sensitive to criticism. The result was a series of frustrations and foul-ups. Yet despite the first-day nightmare, most network people gave the Soviets good marks. Both sides seemed aware that they were part of a historic mission whose importance to world peace and harmony transcended technical difficulties.

The extent to which the Soviet State Committee on Television can cooperate when it desires was evident at its television center in Moscow, which feeds the four Soviet networks. One complete three-story section of this modern building—which looks like CBS Television City in Los Angeles—was turned over to the U.S. network pool several weeks ago. A 50,000-square-foot studio was provided with sets for each of the three major network anchor-men: NBC's David Brinkley, CBS's Walter Cronkite and ABC's Howard K. Smith. NBC's Frank McGee, for *Today*, shared the set with Mr. Brinkley.

Of the 120 network personnel in Moscow, 71 were located at the television center under electronic pool director Ray Lockhart, senior NBC producer from New York, who had been in Moscow for nearly a month. Their Soviet "landlords"

physically segregated regular operations from those of the pool but Soviet personnel manned the equipment feeds to the network. They had their own studio engineers and directors but the networks backed them up with staff directors to be on the safe side. After the first day, when troubles developed over jurisdiction of the various Soviet committees, Mr. Lockhart insisted that representatives of each attending group be present in the studios to settle issues on the spot. Mr. Lockhart, whose troubles seemed to be endless, also was successful in getting USSR officials to allow AP and UPI news tickers into the television center for both the pool and each network's newsroom. The tickers were encased in gleaming, walnut-veneer cabinets. Another innovation was a snack shop, with service from the television-antenna restaurant. Newsmen could get a superb four-course luncheon or dinner for one ruble (equivalent to \$1.20 American). It was by far the best deal in town but a special network pool pass was needed to get into the building.

Indicative of the difficulties was an incident last Tuesday morning (May 23). The deputy chief of the television committee accosted both network pool directors—Frank Jordan of NBC and Mr. Lockhart—to express amazement and even horror over the content of news programing. He quoted a Monday-night report stating there were no dogs in the Soviet Union immediately after World

Summit record. Faye Gillis Wells, Storer Broadcasting's Washington bureau chief, was one of two women reporters to cover both China and Soviet summits, and the only woman broadcaster. (Helen Thomas made both trips for UPI.) Of the six station groups represented on the Russian trip, two had women correspondents—Mrs. Wells and Malvyn Johnson of Cox's Washington news bureau. The other group newsmen: Clifford Evans, RKO General; Lawrence Rogers, president of Taft Broadcasting; Alan Lidow, Golden West, and Jim McManus, Westinghouse. J. Leonard Reinsch, president of Cox, joined the President's party from Japan for the Moscow portion of the tour.

War II because they had been used as a source of food in the war-ravaged city; he said he was speaking personally but it was evident he wondered why such broadcasts were "allowed." The comment was made by Walter Cronkite over CBS. Mr. Cronkite said the city had not changed materially since he had lived there from 1946 to 1948.

U.S. broadcasters, from the time the Spirit of '76 touched down with the President, did the best they could with what they had. Network newsmen hunted out every opportunity to tape and interview, as did the correspondents for the groups accredited for the trip—including those from Cox, Storer, Taft, RKO General and Westinghouse. The Soviet live pickups of the President's arrival went off faultlessly in full Secam 625-line color for the unannounced number of color sets installed in the USSR. Mr. Cronkite said he thought the 21-minute presentation was highly professional with color quality superior to the 525-line U.S. picture. (The networks used their own voice-overs in English but the radio feeds were reported inferior or poor.) David Brinkley also was among those who thought the Soviets deserved "a lot of credit" for the manner in which they had handled the complex broadcasting arrangements. It was a taxing experience for them, he observed, particularly since they had little or no experience in this area.

The broadcast was limited to arrival of the presidential plane and the formalities of Vnukovo 11 airport. Mr. Cronkite said it was his understanding that it was no more nor less than that accorded any other chief of state. Others, however, thought it was bob-tailed. They lamented there was no warm-up and no explanation of the event. The coverage began as the plane was about to land, virtually breaking into a piano recital on the local channel. Alexander Druzenian, political observer, and Valentin Dzorin, U.S. expert on Moscow television, supplied the running commentary.

Camera work, one network observer said, might have been a little shaky, but in light of past experience with the Russians the fact that the pick-up materialized at all was regarded as significant. They thought Mr. Nixon had been given the breaks over the Soviet brass. "When,"

asked an American, "have you seen so many American flags in the Soviet or heard the Star Spangled Banner in its entirety?"

Perhaps the biggest sigh came from the man with the biggest headache until they got to Moscow—Frank Jordan, director of the NBC news bureau in Washington, who was in charge of White House pool liaison. That it came off at all may have surprised some, but not Mr. Jordan. He continued to exude the nervous optimism he had expressed before he left Washington. The networks breathed easier, too, when a 24-hour audio line was established with New York. They found it cheaper than line sharing.

(The preceding dispatch was filed by Sol Taishoff, editor of BROADCASTING, from Moscow last Tuesday (May 23). Mr. Taishoff is a member of the presidential press corps accompanying Mr. Nixon on the Russian trip.)

NBN sets Midwest bureau

WVON to provide at least one daily newscast to black network service slated to commence June 15; Wood named national news VP

Officials of the National Black Network, which is slated to commence operations June 15, announced last week that they had reached an affiliation agreement with WVON(AM) Cicero, Ill. (Chicago) and that WVON would also serve as Midwest news bureau for NBN.

They also reported that Roy Wood, WVON news director since 1963, is joining NBN as its national news vice president. Mr. Wood was said to be the first black to serve on the board of the Radio Television News Directors Association. He also is professor of journalism and broadcasting speech at Malcolm X College in Chicago.

NBN said that as its Midwest news bureau WVON would provide the network with a daily newscast along with other informational programming of interest to the national black community.

Officials said their line-up of affiliates would be announced shortly.

NBN is due to be the second black radio network service to start operations this spring. The Mutual Broadcasting System's Mutual Black Network commenced operations May 1, feeding 100 five-minute news and sports programs weekly to a line-up of approximately 40 stations (BROADCASTING, May 8).

Radio-TV first again

A one-market telephone survey following the May 15 shooting of Alabama Governor George Wallace seems again to confirm that most people receive news first by television or radio. Results of the survey, conducted May 16-17 in Dayton by Cox Broadcasting Corp.'s WHIO-AM-FM-TV there, revealed that 33% of 451 respondents first heard about the shooting on radio, 39% on TV, 21% by personal message and 4% by telephone. Newspapers did not show in the study.

'Rolling Stone' on radio

Music magazine to start syndicating one-hour series to FM rockers

Rolling Stone magazine, with a circulation of 300,000 the largest consumer music magazine in the country, will begin distribution next month of a *Rolling Stone-of-the-Air* radio program to FM progressive rock stations. The syndicated programs mark a diversification effort that has been burgeoning in the consumer music press for some months now.

Ben Fong-Torres, an editor of *Rolling Stone* and executive producer of the programs, elaborated on the purpose of the project by saying, "*Rolling Stone* has talked about radio for a long time, not just covering it, but we've talked about it at length, observing radio, especially FM, and we've always made some sort of comments about what radio can do. And part of [the idea of the programs] would be to show what we can do."

Rolling Stone hopes to place the one-hour weekly program on one station, probably FM's that program rock, in each of the top 50 markets. The program will be bartered to stations, *Rolling Stone* keeping four one-minute spots and four going to the station.

The program will include selections from features in the magazine, new music from different sources (live tapes, unreleased records, etc.), record reviews, inside music business news from its "Random Notes" sections, and commentaries from Scoop Nisker, newsman at KSAN(FM) San Francisco. Robert Simmons, former producer at KSJO-FM San Jose, Calif., KSFX-FM San Francisco and KSAN, is producing the series. Porter Bib, publisher of *Rolling Stone*, is handling the business aspects of the project.

The syndication idea began, Mr. Fong-Torres said, after an interview *Rolling Stone* conducted with John Lennon, and printed about a year ago, was edited into a 15-minute presentation and sent to about 50 stations as a promotional item. *Rolling Stone* has conducted many such interviews with major artists and has "quite a library now," he said.

"There has always been a very good connection between *Rolling Stone* and FM radio through young people around the country," Mr. Fong-Torres said. "There has been that kind of a connection and then the confidence that *Rolling Stone's* success with this younger, active market has established. Therefore, we thought there was a good chance to establish [this type of program] on a regular basis."

Other consumer-music publications have been getting involved in the business they cover. *Rock Magazine* has been producing a series of rock-and-roll revival shows for two years. Another major music magazine, which did not want itself identified, is formulating plans to start its own record company.

Crawdaddy magazine has been involved in a radio project similar to *Roll-*

ing Stone's. Called the "Crawdoodah Gazette," it is a half-hour bi-weekly show that has been distributed to over 300 college stations free of charge.

Record companies are also getting into the act. The Kinney group of labels (Atlantic, Warner Bros. and Elektra) is backing a new magazine called *Words and Music*, and United Artists Records has been publishing *The Phonograph Record Magazine* for almost a year. Both publications take advertising and are aimed at consumers.

Breaking the country mold

Politically, socially minded Tom Hall makes it record-wise in Nashville

Tom T. Hall is in the vanguard of a new Nashville. Along with artists like Kris Kristofferson, Otis Williams and the Midnight Cowboys, and Mickey Newberry, he has stepped out of what might be called "the Nashville establishment" (e.g., Lorretta Lynn, Tex Ritter, Porter Wagoner) and gained acceptability for his narrative songs among country audiences. He has a new single gaining on the country charts, "Me and Jesus," and a new album, *We All Got Together* . . .

Tom Hall is rooted traditionally enough in the style and heritage of the folk balladeer, a country-music staple fast disappearing among larger, slicker Nashville productions. His songs are stories based on love (although relatively few

for a country artist), politics, social convention and the introspective life of colorful characters. His first breakthrough, as a songwriter, was the Jeannie C. Riley hit "Harper Valley PTA" in 1969.

Tom Hall's achievements are as sociological as they are musical. As far back as three years ago, he was writing anti-Vietnam songs for an audience that had, by reputation at least, been staunchly in favor of the war. On top of that, "Girls in Saigon City," "Hello, Vietnam" and "America the Ugly" were airplay hits. His songs about army life, drunks ("I have a friend in Nashville, Tenn., who is a semi-professional wino," he says before one song on the new album), and both hard and prosperous times are authentic and mature. "Harper Valley" was taken from a real experience, he claims, as was "The Ballad of Forty Dollars," about a man who laments over the grave of a friend who left owing him money.

His biggest success as a performer to date has been "The Night Clayton DeLaney Died," number one on the country charts for a month last fall. "Me and Jesus," his new single, was number eight on the *Billboard* country chart. "Me and Jesus" may even attain one of Nashville's most coveted and sought-after honors, a pop crossover hit. It has broken onto the hot-100 chart at 98. His new album is at 14 on the country charts.

Although an accepted artist in the country field for all his maverick tendencies, the 36-year-old Mr. Hall has not enjoyed the success in the pop market that have Kris Kristofferson or Mickey Newberry. His anti-war sentiments and other flatly political songs have been praised in the rock press but basically ignored at record stores and radio stations in the North. The spare, economic production by Jerry Kennedy, which exposes the sentiments of Tom Hall's songs, may have turned off the younger, urban audiences. But Mercury hasn't given up on the pop audience, and has plans to push him on the coffeehouse circuit.

This time, it's quantity

Joe South walks off with top award as 'most-played songs' are honored

Two ex-Beatles and two country song writers walked away with the top awards in Broadcast Music Inc.'s citation of achievement presentation for the most-performed songs of 1971. At the awards dinner held last Thursday (May 25) in New York, Joe South won the special award for the most-performed song of the year, "I Never Promised You a Rose Garden," while Paul McCartney, George Harrison and Kris Kristofferson received four awards each for their songs.

In all, 118 writers, 75 publishers and 107 songs were cited. Leading winners among the music publishing companies were Screen Gems-Columbia Music Inc. with 11 awards, and ATV/Kirshner Group and Stone Agate Music Division with six awards each.

Other leading songwriter winners were John Lennon, Paul Simon, David Gates, as well as Joe South with three each.

Crystal-ball time again

Experts try 1985 on for size, find 300% growth, innovation in prospect

Leaders of the electronics industry met for a two-day forecasting conference in Chicago two weeks ago. Their consensus was that although the total electronics industry was going to continue to grow for the next dozen years, more and more is going to come from Asia and Europe.

For consumer products, these were some of the estimates: The consumer electronics market will reach \$34.6 billion in 1985, up 300% from the present volume; television sets will become movie-screen in size, with perhaps the wall screen finally arriving; color TV set sales will grow by an average of 5% annually; there will be heavy growth in video playback equipment, that will in turn bolster the sale of console TV sets.

In radio, console controls will permit the placing of four or even eight speakers throughout the house, with four-channel sound viable in a few years.

For cable, the forecasters saw 35 million wired homes by 1985, with nationwide broadband communications facilities beginning to burgeon in the 1990's.

These and other predictions were made at the "Electronics 1985" meeting sponsored by the Electronic Industries Association, with the future of consumer electronics the special concern of William E. Boss, GTE-Sylvania; Dr. Robert Adler, Zenith; Leo C. Beebe, Philco-Ford, and Donald E. Perry, GE.

The VCR is on the way

Philips will make the Norelco product and Videorecord will distribute it here

The North American Philips Corp. announced last week that it would begin mass-producing the Norelco video cassette recorder and that Videorecord Corp. of America would be its U.S. distributor.

An initial delivery of 23,000 Norelco VCR units will be put on the market by Videorecord beginning next January at a suggested list price of \$1,425 each. The 33-pound Norelco VCR records and plays back programs in both color and black and white. It operates through conventional television receivers—sound and pictures are carried on ½-inch magnetic video tape encased in video cassettes about the size of a paperback book, with a maximum playing time of 50 minutes.

During a news conference in New York, John S. Auld, president of Philips Broadcast, commented on the agreement with Videorecord: "This action is being taken after our careful study of all the potential approaches for introducing the Norelco VCR in the United States. We believe that our agreement with Videorecord represents the most effective and efficient means for making the Norelco VCR available quickly for an extraordinarily wide variety of applications."

Spotmaster

Degaussers

• Bulk Tape • Tape Head

BULK TAPE ERASERS assure clean, noiseless tape . . . on cartridges, reels or cassettes. Our new Model 300C is a heavy-duty table-top unit with spindle that even erases 10½" dia., 1" wide




300C

200C/220C

video tape reels (and everything smaller), costs just \$44.95. Model 200C is hand-held, pushbutton-operated eraser, \$22.60. Similar Model 220C for 230 VAC/50 Hz use is \$24.60.

HEAD DEMAGNETIZER is indispensable for proper tape head maintenance, maximum frequency response, low tape noise. Pole piece will not damage head. Only \$8.00.

Order direct or write for details.

BROADCAST ELECTRONICS, INC.

— A Filmways Company —

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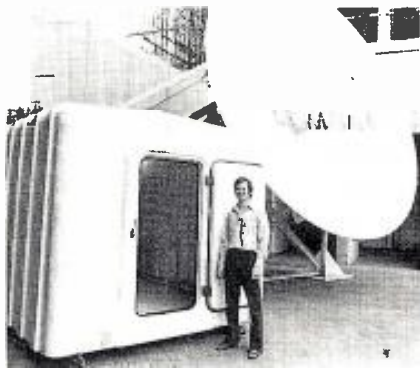
USOE help to 21

The U.S. Office of Education has announced its latest batch of facilities grants—\$4.9 million to 21 public television and radio stations.

Of \$13 million appropriated for the grants program under the Educational Broadcasting Facilities Act, just under \$9 million has now been distributed to 36 noncommercial stations during this fiscal year. The remaining Office of Education money will be awarded by June 30.

The new grants:

KUAT-TV Tucson, Ariz. (\$114,518); KQED(TV) and KQEC(TV) San Francisco (\$316,334); KCET(TV) Los Angeles (\$300,340); KTEH(TV) San Jose, Calif. (\$153,828); Coast Community College District,



Experimental relay. A joint Alaska-Communications Satellite Corp. test on using satellites to reach remote communities with TV and voice circuits has started and will continue until early July. The test programs, produced by the Alaska Educational Broadcasting Commission, originate from KENI-TV Anchorage, are transmitted via land lines to Comsat's earth station near Talkeetna, where they are beamed to the Intelsat IV satellite over the Pacific. The signals are then returned to transportable earth stations in isolated areas of the state. The portable earth stations—like the one above—weigh only 6,700 pounds and have a 16-foot antenna. So far successful tests have been conducted for the Juneau area, with more due in Kodiak, Bethel, Nome, Barrow and Fort Yukon.

Huntington Beach, Calif., for a station on channel 50 (\$282,591).

WTTW(TV) and WXXW(TV), both Chicago (\$490,747); Michiana Public Broadcasting Corp., for a station in South Bend, Ind., on channel 34 (\$364,183); WOI-FM Ames, Iowa (\$54,521); KANU-FM Lawrence, Kansas (\$81,007); WEKU-FM Richmond, Ky. (\$20,918).

WCMU-FM Mt. Pleasant, Mich. (\$46,315); Nebraska Educational Television Network (\$456,612); WENH(TV) Durham, N.H. (\$159,000); New Jersey Public Broadcasting Authority, for a station in Camden on channel 23 (\$367,000); Regents of New Mexico State University, for a station in Las Cruces on channel 22 (\$467,513); WLW(TV) Garden City, N.Y. (\$138,900).

Ohio Educational Television Network, for stations in Alliance on channel 45 (\$358,370) and in Cambridge on channel 44 (\$141,520); Northern Pennsylvania Educational Television Association, for an FM on channel 210 (\$105,000); KUED(TV) Salt Lake City (\$343,163); WETK(TV) Burlington, Vt. (\$152,840).

Imports of receivers up

Color-TV receiver imports zoomed up 77.9% in March compared to the same month last year, with dollar volume up 110.5%, the Electronic Industries Association reported last week. For the first quarter of the year, color-set imports rose 18.8% to 295,786 units, valued at \$53,051,666.

During March, imports of black-and-white TV sets were up 61%, of home radio sets by 43.9%—but auto radios were down by 13%. For the first three months, monochrome-TV set imports rose 39.4% to 1,188,548 units valued at \$61,297,218; home radios 30.6% to 8,473,571, valued at \$87,977,938, and auto radios down 5.7% to 708,799 units valued at \$12,647,968.

Not our ball—FCC

The FCC has rejected a request by an Illinois citizen group that it assume jurisdiction over the 1,450-foot Sears Tower building now under construction in Chicago. The commission claimed it had no jurisdiction to comply with the request, filed last February by the Illinois Citizens Committee for Broadcasting (BROADCASTING, Feb. 28). The committee had argued that the Sears building, which when completed will be the world's tallest, will cause serious distortion to Chicago broadcast signals (most of the area's stations now transmit from the 100-story John Hancock building). Claiming that ICCB had pointed out no provision which would give the FCC authority to usurp jurisdiction over the structure, the commission said that to assume that it has authority over any building that could potentially interfere with broadcast reception would be "a leap beyond logic." ICCB, claiming to be a "third-party beneficiary" of Chicago stations, argued that the tower would "hinder" a viewer's right to receive acceptable signals.

Technical Briefs

British customer. RCA has announced that Westward TV, independent television program contractor in Plymouth, England, has ordered approximately \$300,000 in RCA color TV cameras and other equipment. Principal items in contract are four units of RCA's most advanced color camera for studio and outside broadcast work, RCA said.

Contract award. Teleprompter Corp., New York, has awarded International Video Corp., Sunnyvale, Calif., contract estimated to be worth \$763,000 for color video-tape recording equipment. Effect of contract is to permit present and future Teleprompter cable-TV systems to operate on IVC one-inch format for local origination color recording. Reportedly, 80 Teleprompter systems currently originating programs will add new IVC recorders.

Rundown of FM. FM records of existing stations, applications, unused allocations and rulemaking proposals, all on computer printouts, are being made available to subscribers by Silliman, Moffet & Kowalski, Washington consulting engineers, which reportedly spent over \$10,000 in amassing information and computerizing it. Subscriptions are at rate of \$50 a month, or one separate month may be purchased for \$150. *711 Fourteenth St., N.W., Washington 20005.*

Ampex Corp., Redwood City, Calif., has received overseas order for 28 units of recording and playback equipment amounting to some \$3 million. Order was placed with Ampex International by Belgium's government-operated network, Radiodiffusion Television Belge, Brussels.

Finance

Set for more shares

Teleprompter files with the SEC for issue of nearly two million

Teleprompter Corp., New York, filed a registration last week with the Securities and Exchange Commission covering 1,870,000 shares of its common stock, of which 170,000 shares may be sold to the underwriters to cover over-allotments.

All of the shares will be newly issued and will be offered for the account of the company. The offering price will be set after the registration becomes effective. Based on the closing price of Teleprompter on the New York Exchange last Tuesday (May 23), the proceeds would amount to approximately \$63 million.

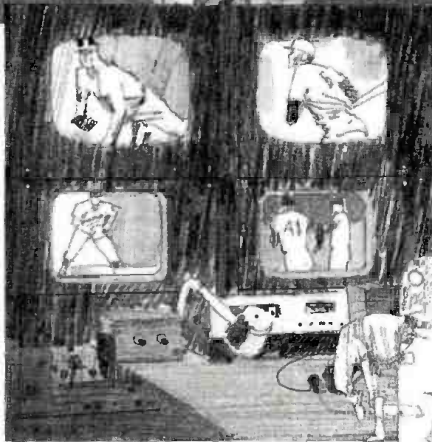
Allen & Co. Inc. and Merrill Lynch, Pierce, Fenner & Smith Inc., both New York, are the managing underwriters.

Teleprompter said \$12.5 million of the proceeds will be used to repay a note due June 30, 1972, and the balance would go for cable TV construction, program origination plans and additional working capital.

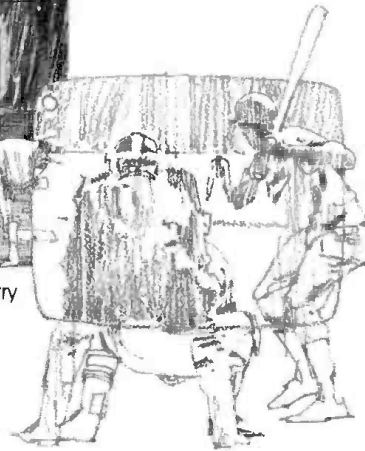
The prospectus states that Teleprompter is in discussion with bankers to extend its long-term loan to \$100 million to ac-



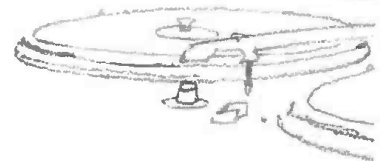
The First has provided term loans and revolving credits to both production companies and film distributors.



We've helped the television industry with term loans, revolving credits and lease financing.



We've helped radio broadcasters arrange term financing for expansion of facilities, and mergers and acquisitions.



THE FIRST LENDERS FROM CHICAGO.

James Douglass and Charles Calderini. They come up with the money that keeps people entertained.

The entertainment industry is a lot of things and a lot of people. Sound stages. Cable TV. Cameras. Locations. Broadcasters. Film producers. Sports complexes. And they all require a lot of money.

That's where we come in. Our specialists can offer full financing for everything from equipment to production to distribution. They can help you with term loans for facility expansion, revolving lines of credit for production financing. They can arrange lease financing. They can help you decide when a merger or an acquisition is a good idea. And when it isn't.

It's our business to keep up to date with your industry's problems and credit needs. When you need financial help, talk to the First Lenders from Chicago.



The First National Bank of Chicago

Benjamin Lenhardt and Louis Kuppenheimer are deeply involved in CATV. Currently The First provides financing to several MSOs, plus a number of unit systems.



commodate an expansion in company activities.

Six figures at Bartell

The proxy statement of Bartell Media Corp., New York, publishing-broadcasting company, places the 1971 salary of Albert S. Traina, president and chief executive officer, at \$75,000. On Dec. 21, 1971, Bartell signed a five-year employment contract with Mr. Traina providing for an annual salary of \$100,000, the proxy revealed.

Other top paid officers of Bartell in 1971, according to the proxy, were Edward R. Downe Jr., \$50,000, and Peter J. Callahan, vice president, \$30,384. The company's annual meeting will be held in New York on May 25.

Financial Briefs

Mooney Broadcasting Corp., Nashville, reported 28% increase in revenues and 167% increase in net income for first quarter of 1972, compared to same period last year. Mooney also announced that "purchase of WBRC-AM-FM Birmingham,

Ala., from Taft Broadcasting Corp. is still pending before FCC and approval is anticipated within next few weeks." For three months ended March 31:

	1972	1971
Earned per share	\$ 0.07	\$ (0.11)
Revenues	829,392	645,888
Net income	18,457	(27,378)

Turner Communications Corp., Atlanta, reported gain in revenues and decline in income for first quarter of 1972, compared to same period last year. \$230,000 gain on sale of properties in first quarter of 1972 arose from sale of WMBR(AM) Jacksonville, Fla. For three months ended March 31:

	1972	1971
Earned per share	\$ 0.22	\$ 0.25
Revenues	1,960,000	1,762,000
Net income	322,000	411,000

Collins Radio Co., Dallas, manufacturer of electronic communication equipment, reported decrease in sales and net loss of \$59.8 million in first nine months of current fiscal year. Spokesman said loss included extraordinary charge of \$36 million in second quarter, representing a write-down in its inventory. For first nine months ended April 28:

	1972	1971
Earned (loss) per share	\$ (20.54)	\$ (6.71)
Sales	174,338,000	211,663,000
Net income (loss)	(59,790,000)	(19,919,000)

Taft Broadcasting Co., Cincinnati, re-

ported "record" revenues and increased earnings for fiscal year ended March 31, 1972. Taft said its performance "benefitted from an upturn in broadcasting in last fiscal quarter, a condition which is continuing into the first quarter of the new fiscal year."

For fiscal year ended March 31, 1972:

	1972	1971
Earned per share	\$ 1.95	\$ 1.80
Revenues	53,421,128	48,798,644
Net income	7,484,316	6,675,219

Admiral Corp., Chicago, announced that operating income reached \$2,304,000 for 14-week quarter ended April 2, compared with loss of \$568,000 for corresponding 13-week quarter of 1971. Company also announced a new line of TV and audio products, which include Admiral color TV with cartrivision and new super-solarcolor picture tube in several models. For 14 weeks ended April 2 (13 weeks in 1971):

	1972	1971
Earned per share	\$ 0.65	\$ (0.11)
Net sales	118,142,000	91,040,000
Net income	3,336,000	(568,000)

Formation vote. Pacific Southwest Airlines, San Diego, parent company of PSA Broadcasting Inc., has formed PSA Inc. as holding company. Action was approved by vote of stockholders.

Broadcasting Stock Index

Weekly market summary of 116 stocks allied with broadcasting

Stock symbol	Exch.	Closing May 24	Closing May 17	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	N	73 1/2	70 3/8	+ 3 1/8	+ 4.44	76 1/4	51 1/4	7,146	525,231
ASI COMMUNICATIONS	O	2 1/8	2	+ 1/8	+ 6.25	5	2	1,815	3,856
CAPITAL CITIES	N	62 1/4	60	+ 2 1/4	+ 3.75	64 1/4	48	6,446	401,263
CBS	N	54 1/2	50 1/2	+ 4	+ 7.92	57 7/8	45 1/2	27,654	1,507,143
CDX	N	39 3/4	40 1/8	- 3/8	- .93	49 3/4	36 1/4	5,827	231,623
FEDERATED MEDIA	O	3	3 1/4	- 1/4	- 7.69	3 7/8	2 7/8	820	2,460
GRDSS TELECASTING	GGG	A 19 1/4	19 7/8	- 5/8	- 3.14	23 7/8	12 1/4	800	15,400
LN	LNBN	O 18 1/2	18 3/8	+ 1/8	+ .68	22 3/8	15 1/2	2,296	42,476
MOONEY	O	10 5/8	9 1/2	+ 1 1/8	+ 11.84	10 5/8	4	250	2,656
PACIFIC & SOUTHERN	PSQU	O 16 1/4	15 1/2	+ 3/4	+ 4.83	18 1/4	10 3/8	1,930	31,362
RAHALL COMMUNICATIONS	RAHL	O 14 1/4	14	+ 1/4	+ 1.78	29	8	1,037	14,777
SCRIPPS-HOWARD	SCRP	O 22	22 1/4	- 1/4	- 1.12	27	18	2,853	62,766
SONDERLING	SDR	A 18 1/8	18	+ 1/8	+ .69	30 3/4	18	1,005	18,215
STARR	SBG	M 26 1/4	25 3/4	+ 1/2	+ 1.94	28 1/4	15 1/2	732	19,215
TAFT	TFB	N 55 5/8	53 3/8	+ 2 1/4	+ 4.21	57 1/4	41 3/4	3,707	206,201
TOTAL								64,318	3,084,644
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 5	5 1/8	- 1/8	- 2.43	8 3/4	4 7/8	1,250	6,250
AVCO	AV	N 16	15 1/4	+ 3/4	+ 4.91	20 7/8	15 1/8	11,489	183,824
BARTELL MEDIA	BMC	A 4 5/8	4 3/4	- 1/8	- 2.63	7 1/8	4 1/8	2,254	10,424
BOSTON HERALD-TRAVELER	BHLD	O 14	13	+ 1	+ 7.69	30	11	589	8,246
CHRIS-CRAFT	CCN	N 7 1/4	7 1/2	- 1/4	- 3.33	8 3/4	5 5/8	3,980	28,855
COMBINED COMMUNICATIONS	CCA	A 34	33 3/8	+ 5/8	+ 1.87	42 1/2	29 5/8	2,884	98,056
COWLES COMMUNICATIONS	CWL	N 10 3/8	9 5/8	+ 3/4	+ 7.79	12 1/2	9 1/2	3,969	41,178
DUN & BROADSTREET	DNB	N 77 1/8	78	- 7/8	- 1.12	80 1/4	63	12,867	992,367
FUQUA	FQA	N 24 1/2	23 1/4	+ 1 1/4	+ 5.37	27 7/8	20 7/8	8,120	198,940
GABLE INDUSTRIES	GBI	N 30	29 3/8	+ 5/8	+ 2.12	32 1/4	24	1,872	56,160
GENERAL TIRE & RUBBER	GY	N 28 3/4	28 5/8	+ 1/8	+ .43	32 5/8	24 5/8	19,483	560,136
GLOBETROTTER COMMUNICATION INC	GL8TA	O 17 1/2	17 1/4	+ 1/4	+ 1.44	20 1/2	9 1/4	2,820	49,350
ISC INDUSTRIES	ISC	A 7 7/8	7 3/4	+ 1/8	+ 1.61	9 1/8	6	1,646	12,962
KANSAS STATE NETWORK	KSN	O	6 3/4			7 1/2	6 1/2	1,621	10,941
KINGSTIP INC.	KTTP	O 16	16 1/4	- 1/4	- 1.53	22	14 1/2	1,154	18,464
LAMB COMMUNICATIONS		O 3 1/4	3	+ 1/4	+ 8.33	4 7/8	2	475	1,543
LEE ENTERPRISES	LNT	A 27 3/8	27 3/8		.00	30	17 1/2	3,289	90,036
LIBERTY CORP.	LC	N 19 1/8	19 1/4	- 1/8	- .64	21 5/8	17 1/2	6,753	129,151
MEREDITH CORP.	MDP	N 23 3/4	23 1/8	+ 5/8	+ 2.70	30 3/4	23	2,772	65,835
METROMEDIA	MET	N 37 3/8	36	+ 1 3/8	+ 3.81	38 7/8	27 1/4	5,956	222,605
MULTIMEDIA INC.		O 42 1/4	41 3/4	+ 1/2	+ 1.19	44	14	2,408	101,738
OUTLET CO.	OTU	N 16 1/8	16 7/8	- 3/4	- 4.44	19 3/8	14 3/4	1,335	21,526
POST CORP.	POST	O 23 3/4	25 1/4	- 1 1/2	- 5.94	30	9	942	22,372
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 1/2	3 3/8	+ 1/8	+ 3.70	4 1/4	2 3/8	2,292	8,022
RIDDER PUBLICATIONS	RPI	N 33	32 3/8	+ 5/8	+ 1.93	34 1/2	26	8,324	274,692
ROLLINS	ROL	N 38 3/8	35 1/2	+ 2 7/8	+ 8.09	38 3/8	33	12,131	465,527
RUST CRAFT	RUS	A 34	33 3/4	+ 1/4	+ .74	36 3/4	24	2,318	78,812
SCHERING-PLOUGH	SGP	N 114	104	+ 10	+ 9.61	114	82 5/8	25,471	2,903,694
STORER	SBK	N 44	40 3/8	+ 3 5/8	+ 8.97	44	31	4,223	185,812

	Stock symbol	Exch.	Closing May 24	Closing May 17	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capitalization (000)	
TIME INC.	TL	N	53 3/8	56	- 2 5/8	- 4.68	64 3/4	53 3/8	7,278	388,463	
TURNER COMMUNICATIONS	D	O	5 7/8	5 1/4	+ 5/8	+ 11.90	5 7/8	2	1,328	7,802	
WASHINGTON PDST CO.	WPO	A	34 3/8	32 3/4	+ 1 5/8	+ 4.96	35	23 1/2	4,789	164,621	
WOMETCO	WOM	N	21 5/8	23 1/2	- 1 7/8	- 7.97	25 7/8	18 1/2	5,789	125,187	
CATV									TOTAL	174,790	7,535,658
AMECO	ACO	O	2 7/8	3 1/4	- 3/8	- 11.53	12 3/4	1 1/2	1,200	3,450	
AMERICAN ELECTRONIC LABS	AELBA	O	7	7 1/8	- 1/8	- 1.75	9 3/4	3	1,670	11,690	
AMERICAN TV & COMMUNICATIONS	AMTV	O	40	39 1/4	+ 3/4	+ 1.91	43 1/2	17 1/4	2,462	98,480	
BURNUP & SIMS	BSIM	O	42 5/8	39	+ 3 5/8	+ 9.29	44	11 1/2	3,061	130,475	
CABLECOM-GENERAL	CCG	A	13 3/4	13 1/4	+ 1/2	+ 3.77	18 1/4	13	2,395	32,931	
CABLE INFORMATION SYSTEMS	O	A	4 1/2	3 3/4	+ 3/4	+ 20.00	4 3/4	1 3/4	955	4,297	
CITIZENS FINANCIAL CORP.	CPN	A	11 1/8	11 1/4	- 1/8	- 1.11	15 1/4	10 5/8	2,355	26,199	
COLUMBIA CABLE	CCAB	O	18 1/2	18 3/4	- 1/4	- 1.33	29	18 1/2	900	16,650	
COMMUNICATIONS PROPERTIES	COMU	O	14 1/2	14 1/4	+ 1/4	+ 1.75	27 3/8	11 1/8	1,917	27,796	
COX CABLE COMMUNICATIONS	CXC	A	33 3/4	30	+ 3 3/4	+ 12.50	33 7/8	23 1/4	3,555	119,981	
CYPRESS COMMUNICATIONS	CYPR	O	20	19 3/8	+ 5/8	+ 3.22	20	7	2,707	54,140	
ENTRON	ENT	A	5	5 1/4	- 1/4	- 4.76	9 1/4	3 5/8	1,320	6,600	
GENERAL INSTRUMENT CORP.	GRL	N	27 1/4	24 1/2	+ 2 3/4	+ 11.22	29 1/4	20 3/4	6,498	177,070	
LVD CABLE INC.	LVDC	O	13 3/4	13 3/4			16 1/2	6 3/4	1,466	20,157	
STERLING COMMUNICATIONS	STER	O	5 1/2	6	- 1/2	- 8.33	7 3/4	3 1/2	2,162	11,891	
TELE-COMMUNICATIONS	TCOM	O	27 7/8	29	- 1 1/8	- 3.87	30 3/8	15 1/2	2,856	79,611	
TELEPROMPTER	TP	A	37	35	+ 2	+ 5.71	39 3/8	28 1/8	13,472	498,464	
VIACOM	VIA	N	23 3/8	23 1/4	+ 1/8	+ .53	28 1/2	15 1/2	3,771	88,147	
VIKDA	VIK	A	12 5/8	12 7/8	- 1/4	- 1.94	19 3/4	8	2,344	29,593	
Programing									TOTAL	57,066	1,437,622
COLUMBIA PICTURES	CPS	N	11 3/8	12 3/8	- 1	- 8.08	14 7/8	9 1/8	6,342	72,140	
DISNEY	DIS	N	188	178 7/8	+ 9 1/8	+ 5.10	188	132 3/4	13,223	2,485,924	
FILMWAYS	FWY	A	6 7/8	5 1/8	+ 1 3/4	+ 34.14	8	4 7/8	1,849	12,711	
GULF & WESTERN	GW	N	40 3/4	40 3/4			44 3/4	28	15,816	644,502	
MCA	MCA	N	28 3/4	29 1/2	- 3/4	- 2.54	35 7/8	25 5/8	8,182	235,232	
MGM	MGM	N	18 5/8	19 5/8	- 1	- 5.09	21 1/2	17 1/4	5,895	109,794	
MUSIC MAKERS	MUSC	O	2 3/4	3	- 1/4	- 8.33	3 3/4	1 1/8	534	1,468	
TELE-TAPE PRODUCTIONS	D	O	1	1 1/8	- 1/8	- 11.11	2 7/8	1	2,190	2,190	
TRANSAMERICA	TA	N	18 5/8	20 3/8	- 1 3/4	- 8.58	23 1/2	18 1/8	64,571	1,202,634	
20TH CENTURY-FUX	TF	N	12 1/4	12 5/8	- 3/8	- 2.97	17	11 3/8	8,562	104,884	
WALTER READE ORGANIZATION	WALT	O	2 1/4	2 1/4			4 1/8	1 3/8	2,414	5,431	
WARNER COMMUNICATIONS INC.	WCI	N	46 1/2	46 1/4	+ 1/4	+ .54	47 5/8	31 1/4	16,221	754,276	
WRATHER CORP.	WCO	A	13 1/4	12 1/2	+ 3/4	+ 6.00	17 7/8	9 7/8	2,164	28,673	
Service									TOTAL	147,963	5,659,859
JOHN BLAIR	BJ	N	22	20	+ 2	+ 10.00	22	16 3/4	2,600	57,200	
COMSAT	CQ	N	68 1/2	64 1/2	+ 4	+ 6.20	75 3/8	56 5/8	10,000	685,000	
CREATIVE MANAGEMENT	CMA	A	14 1/2	14	+ 1/2	+ 3.57	15 1/2	9 3/8	969	14,050	
DOYLE DANE BERNBACH	DDYL	O	30 3/8	29	+ 1 3/8	+ 4.74	30 3/8	24	1,872	56,862	
ELKINS INSTITUTE	ELKN	O	3 1/4	3 1/4			16 3/8	3	1,664	5,408	
FOOTE, CONE & BELDING	FCB	N	13 7/8	11 3/4	+ 2 1/8	+ 18.08	14	10 5/8	2,176	30,192	
GREY ADVERTISING	GREY	D	17 5/8	15 3/4	+ 1 7/8	+ 11.90	18	9 1/4	1,209	21,308	
INTERPUBLIC GROUP	IPG	N	31 3/4	29	+ 2 3/4	+ 9.48	31 7/8	22 3/4	1,843	58,515	
MARVIN JOSEPHSON ASSOCS.	MVRN	D	15 7/8	15 7/8			17 3/4	5 7/8	825	13,096	
MCCAFFREY & MCCALL	D	O	12	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	
MPD VIDEOTECHNICS	MPD	A	5 3/8	5 1/2	- 1/8	- 2.27	7 1/8	4	547	2,940	
A. C. NIELSEN	NIELB	O	48 7/8	46	+ 2 7/8	+ 6.25	50	37 5/8	5,299	258,988	
DGILVY & MATHER	DGIL	O	68 1/4	61 1/4	+ 7	+ 11.42	68 1/4	24	1,096	74,802	
PKL CO.	PKL	O	1	3/4			9 1/2	1 3/4	778	1,361	
J. WALTER THOMPSON	JWT	N	47 3/8	46 1/8	+ 1 1/4	+ 2.71	47 3/8	40 1/4	2,711	128,433	
WELLS, RICH, GREENE	WRG	N	23 7/8	23 1/4	+ 5/8	+ 2.68	27 7/8	19 5/8	1,618	38,629	
Manufacturing									TOTAL	37,199	1,456,793
ADMIRAL	ADL	N	21 3/4	21 7/8	- 1/8	- .57	27	17 1/8	5,163	112,295	
AMPEX	APX	N	7 1/2	8	- 1/2	- 6.25	15 1/8	7	10,873	81,547	
CARTRIDGE TELEVISION INC.	O	D	32 7/8	33 3/4	- 7/8	- 2.59	43 1/2	16 1/2	2,083	68,478	
CCA ELECTRONICS	CCAE	O	5	5			6 1/4	2 1/4	881	4,405	
COLLINS RADIO	CRI	N	16 3/4	17 1/2	- 3/4	- 4.28	19 7/8	13 3/8	2,968	49,714	
COMPUTER EQUIPMENT	CEC	A	3 1/2	3 1/8	+ 3/8	+ 12.00	4 5/8	3	2,421	8,473	
CONRAC	CAX	N	36 1/4	34 3/4	+ 1 1/2	+ 4.31	39 3/8	27 1/8	1,259	45,638	
GENERAL ELECTRIC	GE	N	69 3/8	67 3/8	+ 2	+ 2.96	70 7/8	58 1/4	182,123	2,634,783	
HARRIS-INTERTYPE	HI	N	54 1/4	55 1/2	- 1 1/4	- 2.25	59	48 1/4	6,344	344,162	
MAGNAVOX	MAG	N	40	38 5/8	+ 1 3/8	+ 3.55	52 1/4	36 1/4	17,476	699,040	
3M	MMM	N	158	147 7/8	+ 10 1/8	+ 6.84	158	129 1/4	56,300	8,895,400	
MOTROLA	MOT	N	110 1/2	106	+ 4 1/2	+ 4.24	110 1/2	80	13,522	1,494,181	
RCA	RCA	N	38 7/8	36	+ 2 7/8	+ 7.98	45	35 7/8	74,352	2,890,434	
RSC INDUSTRIES	RSC	A	3 1/4	3 1/4			4 3/8	2 7/8	3,458	11,238	
TEKTRONIX	TEK	N	52 1/4	48 1/8	+ 4 1/8	+ 8.57	52 1/4	32 3/4	8,128	424,688	
TELEPHATON	TIMT	O	7	7 3/4			13 3/4	6	1,050	8,137	
WESTINGHOUSE	WX	N	52 1/8	51	+ 1 1/8	+ 2.20	54 7/8	43	86,927	4,531,069	
ZENITH	ZE	N	47 1/4	46 1/2	+ 3/4	+ 1.61	50 1/2	41 3/8	19,031	899,214	
GRAND TOTAL									975,695	22,377,472	
Standard & Poor's Industrial Average			123.41	119.27	+4.14						

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

John H. A. Cross and **Paul C. La Stayo**, VP's and management supervisors, SSC&B, New York, elected senior VP's.

Richard N. Confer, VP and general director of advertising, Reynolds Metals Co., Richmond, Va., joins Interpublic Group of Companies, New York, as president of Communications Counselors Network, local market advertising and promotion facility serving Coca-Cola bottlers. He succeeds **Larry Cugini Jr.**, who moves to Interpublic's McCann-Erickson as senior VP.

Mary Grace Hannon, VP and director of marketing and media research, and **Peter Hahan**, VP and account supervisor, McCaffrey & McCall, New York, named senior VP's. **Zelda Levine**, marketing analyst, McCaffrey & McCall, appointed associate director of marketing.

Eddie Barker, news director and anchorman, KDFW-TV Dallas, and past president of Radio-Television News Directors Association, joins Van Cronkite & Maloy, PR counseling firm there, as executive VP.

Bruce Nicolaysen, co-creative director, Carson/Roberts, Los Angeles, division of Ogilvy & Mather, New York, appointed creative director of Carson/Roberts and elected VP of O&M.



Mr. Ofner in similar capacity.

Jack Yopp, executive VP, Sandler Film and Tape Commercials, Los Angeles, named president. **Rick Splaver**, producer with Pegasus Film Productions, Hollywood, joins Sandler as executive producer. **Pat Shields**, director for Sandler/Burns/Marmer, Hollywood, appointed producer-director for Sandler Films.

Ira Lassman, producer, Grey Advertising, New York, elected VP.

Albert A. Haas, marketing consultant, Oxtoby-Smith, New York, joins Needham, Harper & Steers there as Eastern regional account supervisor. **William F. Heimann Jr.**, assistant media supervisor, NH&S, Chicago, appointed associate media director.

Rena Bartos, VP-director of communications research department, J. Walter

Thompson, New York, appointed director of communications development, new position of liaison between creative and research departments.

George Lenz, freelance research consultant, joins Kenyon & Eckhardt, New York, as manager of information management group.

John C. Shedden, commercial manager, KCOH(AM) Houston, assumes additional duties as VP-sales.

Richard Westman, executive VP and director of retail sales, Media Corp. of America, New York, named VP and media director, Jack Byrne Advertising there.

Thomas Smith, media supervisor, Clinton E. Frank, Chicago, appointed account executive.

Don Wiese, account executive, Robert E. Eastman & Co., Los Angeles office, appointed office manager, St. Louis. Mr. Wiese is succeeded by **Jim Freeman**, account executive, KBKB-FM San Diego, Eastman-represented station.

Thomas W. Carroll, account executive, Harrington, Righter & Parsons, Los Angeles, appointed office manager.

Michael J. DeLiér, local account executive, KWTv(TV) Oklahoma City, appointed national sales manager.

W. Randall Odil, local sales manager, Wbko(TV) Bowling Green, Ky., appointed regional sales manager.

George Bunder, executive VP, WSAU-AM-TV and WIFC(FM) Wausau, Wis., named VP of broadcast affairs. All are Forward Communications stations.

Robert Janeczek, assistant general sales manager, KSBW-TV Salinas-Monterey, Calif., joins KLTv(TV) Tyler, Tex., as sales manager.

Richard Merritt, VP, creative director, Clinton E. Frank West Coast, Los Angeles, leaves to form Dick Merritt Creative Services there, advertising and promotion firm.

Guna A. Munters, director of advertising, sales promotion and PR, Kleinert's Inc., New York, manufacturer of children's and infants' apparel, appointed account executive, Bozell & Jacobs there.

Thomas T. Hackett, assistant product manager, Menley & James Laboratories Ltd., Philadelphia, joins Lewis & Gilman, PR and advertising firm there, as advertising account executive. **Gail DeVerna**, media buyer, E. H. Weiss & Co., Chicago, appointed to similar position at Lewis & Gilman.

Philip C. Sievers, assistant VP for advertising and marketing, First National City Bank, New York, joins Doremus & Co. there, as account executive.

Lew Hunter, general sales manager, WCLR(FM) Skokie, Ill., appointed VP-sales.

Irene Fulrath, account executive, WABC(AM) New York, appointed retail sales director, newly created position.

Larry Norjean, promotion director, Broadway Recording Studios, New York, joins Metro Radio Sales there as promotion director.

Raymond A. Lindstrom, with sales staff, KTAR-TV Phoenix, leaves to form The Ray Lindstrom Co., full-service agency, there.

Rick Kapnick, former Midwest manager of now defunct Adam Young Radio, Chicago, appointed to similar position with All-Canada Radio and Television, Ltd., in newly opened Chicago office. **Tom Corlett**, station representative, Detroit, will handle All-Canada's new Detroit office.

Tom Reynolds, executive producer for Peterson Co., Hollywood, commercial production house, joins Jennings & Thompson Advertising, Phoenix, as broadcast supervisor.

Ralph Selden, principal in Zakin Selden Comerford, New York, named VP and account supervisor, Ries Cappiello Colwell, agency there.

Marianne Elias, media supervisor, Crestwood Advertising, New York, to media director, Helitzer Advertising there.

Nancy Thomsen, media director, Jay M. Kohlos Advertising, Los Angeles, joins Los Angeles branch of Jack Wodell Associates, San Francisco, in similar position.

Paul L. Raikes, president and board chairman, Indiana Association of Manufacturers and Representatives, Indianapolis food broker and representatives group, and **Stephen L. Coppock**, manager of shows and exhibits, RCA Consumer Electronics, Indianapolis, join Caldwell-Van Riper there as account executives.

Michael Sherman, former manager of J. Walter Thompson's Cincinnati office, joins Bishopric & Fielden, Miami, as account executive.

George Pappas, account executive, Needham, Harper & Steers, New York, named VP, director of marketing and media, John Paul Itta Inc., New York agency.

Media

Daniel Serpico, account representative, WOCB-AM-FM West Yarmouth, Mass., appointed local sales manager. **John L. Kuhn**, account representative, there, appointed regional sales manager.

Alan H. Andrews Jr., manager, WJAR-

(AM) Providence, R.I., elected as VP.

James G. Babb Jr., manager, WWBT-TV Richmond, Va., named VP for TV, Jefferson Standard Broadcasting, station's licensee, with additional duties as general manager of Jefferson Standard's WBTB-TV Charlotte, N.C. **Robert L. McRaney Jr.**, general manager, WLBT-TV Jackson, Miss., succeeds Mr. Babb as VP and managing director of WWBT.



Mr. Babb



Mr. Blackwell



Mr. Shay

Noble V. Blackwell, VP and general manager, WVOL (AM) Berry Hill, Tenn. (Nashville), appointed director of broadcasting of CBS-owned WCAU-TV Philadelphia, and **Robert E. Shay**, VP and program manager, WNEW-TV New York, appointed director of broadcasting, CBS's WCBS-TV New York. Each will be responsible for supervision of programing, broadcast operations, community services, promotion and public information for respective stations. Mr. Blackwell had been general manager of WVOL since 1968. Mr. Shay had been WNEW-TV program manager since 1968.

Robert E. Krueger, executive VP and general manager, KTVB-TV Boise, Idaho, elected president. He succeeds **Georgia M. Davidson**, who becomes board chairman and chief executive officer.

Dorothy G. Meeker, wife of late Robert M. Meeker, owner and general manager of KCOH (AM) Houston, who died May 11 (see page 54), named president of station. **Mike Petrizzo**, accountant and assistant to general manager, named VP-general manager.

Chester S. Miller, VP, WOCB-AM-FM West Yarmouth, Mass., elected president. He will continue as stations' general manager and treasurer. **G. Wesley Stidstone**, operations manager, appointed assistant general manager.

William R. Hohmann, assistant general manager, WWYD (FM) White Plains, N.Y., joins WMCF (FM) Stuart, Fla., as VP and general manager.

Julian M. Brownstein, former general sales manager, WCCC-AM-FM Hartford, Conn., appointed general manager, WORC (AM) Worcester, Mass.

Ad honors. Three major figures in advertising's history were elected posthumously to the Advertising Hall of Fame at the annual convention of the American Advertising Federation in Washington May 14-17—**Leo Burnett**, founder of Leo Burnett Inc. and a founder of The Advertising Council; **Ralph Butler**, marketing pioneer and executive of the predecessor of General Foods, and **Philip L. Thomson**, Western Electric executive. The awards were accepted by members of their families at a presentation May 15.

James A. Speck, general manager, KOL-FM Seattle, joins KBFW (AM) Bellingham, Wash., in similar capacity.

Bob Young, with KEED (AM) Eugene, Ore., appointed general manager, KEDO (AM) Longview, Wash.

Billy Bass, program director, WMMS (FM) Cleveland, appointed general manager. He succeeds **L. David Moorehead**, who assumes similar position with KMET (FM) Los Angeles.

Neal T. Bedford, acting manager, non-commercial WUOM (FM) Grand Rapids, Mich., and noncommercial WVGR (FM) Ann Arbor, Mich., appointed manager. Both are University of Michigan stations.

Howard Wallene, sales manager, KWLL-FM Waterloo-Cedar Rapids, Iowa, assumes additional duties as station manager.

Programing

Richard H. Colbert, executive VP in charge of domestic sales for Four Star Entertainment Corp., Beverly Hills, Calif., sales arm of Four Star International Inc., elected president. **Al Sussman**, VP of operations for Westinghouse Broadcasting Co., joins Four Star Entertainment as VP, sales, with headquarters in New York. **Al Adolph**, formerly sales executive with Warner Bros.-Seven Arts, appointed Western division sales manager for Four Star Entertainment.



Mr. Self

program operations, West Coast.

Rinaldo S. Brutoco, partner in law firm of Ivener & Brutoco, Los Angeles, named VP and general counsel for Optical Systems Corp., hardware and programing supplier for cable and pay TV, Los Angeles.

Travis O. Gardner, operations manager, KCOH (AM) Houston, named VP-operations.

George Le Maire, president of Chamber-

lain-Le Maire Ltd., Hollywood production firm, joins Paramount Television there, as senior executive for special projects development, with responsibility for film company's long-term projects.

David Salzman, program manager, KDKA-TV Pittsburgh, joins KYW-TV Philadelphia in similar position. Both are Westinghouse Broadcasting stations.

Bob Kerr, formerly with WISN-TV Milwaukee, joins WTMJ-TV there as productions manager.

Bill King, operations manager, WCLB (FM) Skokie, Ill., appointed VP-operations.

Ed Platt, first VP and board member of Screen Actors Guild, Hollywood, and TV actor who co-starred in *Get Smart* series, leaves SAG post to enter independent production.

Mark Blinoff, assistant program director, KMPC (AM) Los Angeles, appointed program director.

Robert A. Green, former program director, WKNR-AM-FM Dearborn, Mich., joins KULF (AM) Houston in similar capacity.

Robert Davis, with WOCB-AM-FM West Yarmouth, Mass., appointed program director.

Denny Sanders, music director, WMMS (FM) Cleveland, appointed program director.

Broadcast Journalism



Mr. Primo

Chicago, KGO-TV San Francisco and KABC-TV Los Angeles.

Joe Royster, head of Washington unit, U.S. Information Agency, joins WMAL-AM-FM-TV there as news operation director. **Lincoln Harner**, news reporter, WMAL, appointed news assignment editor.

Christopher Lindsey, news director, WICC (AM) Bridgeport, Conn., elected president, Connecticut Associated Press Broadcasters Association. **Ron Gleissner**, news director, WINE-AM-FM Brookfield, elected VP. **James Carrier**, broadcast editor, AP, Hartford, elected secretary. New board members include: **Joseph Barabette**, news director, WPOP (AM) Hartford; **Bob Douglas**, news director, WHNB-TV New Britain, and **Dick Williams**, news director, WTNH-TV New Haven.

George Rogers, news director, WMAR-TV Baltimore, elected president, Chesapeake Associated Press Broadcasters Association. **Chad Riley**, news director, WTBO (AM) Cumberland, Md., elected first VP; **Tom Houghton**, news director, WRC-TV Washington, elected second VP. **Jim Snyder**, news director, WTOP-TV Washington,

succeeds Mr. Houghton on association's executive committee to represent District of Columbia.

Donald Cameron, producer, CTV Television Network, Toronto, appointed executive producer of all news and public affairs programs. **Jerry Lawton**, assistant director of programs for CTV, appointed executive producer of network documentary programming.

John Korbel, managing editor, WDSU-TV New Orleans, appointed news director.

Kenneth Tiven, news producer, WTOP-TV Washington, appointed managing editor of WPLG-TV Miami. Both are Post-Newsweek Stations.

Martha Bateman, former news writer, WCBS-TV New York, joins WTOP-TV Washington as news correspondent.

James J. Kilpatrick, commentator on WTOP-AM-FM-TV Washington, columnist for *Washington Evening Star* and conservative contributor to "Point-Counterpoint" feature on CBS-TV's *60 Minutes*, becomes conservative commentator on CBS Radio's *Spectrum* series.

Cable

William F. Ryder, real-estate manager, Sterling Manhattan Cable Television (which operates cable-TV system in

southern Manhattan), New York, named VP and director of operations, Sterling Television Presentations Inc., New York, which markets Sterling's alphanumeric news service and character generators to CATV systems throughout the U.S.

James A. Monroe, manager of Cablecom-General's Total Television of Santa Rosa, Calif., appointed manager of Cablevision Properties, Waco, Tex., system.

Deaths

Guy Cunningham, 59, VP and director of special projects, Television Bureau of Advertising, died May 23 of cancer at his home in Chatham, N.J. Mr. Cunningham had been with CBS in promotion and sales and also worked for Motion Pictures for Television before he joined TVB in 1958 as creative director. He is survived by his wife, Lee, and five children.

George C. Whipple Jr., 42, partner in PR firm of Whipple & Carlson Inc., New York and previously senior VP and director of PR of SSC&B-Lintas Inc., worldwide advertising agency, died in Lenox Hill hospital, New York, May 18 after brief illness. He is survived by his wife, JoeAnn, and three children.

Lon E. Nelles, 44, VP, West Coast sales manager in charge of San Francisco and Los Angeles offices of Harrington, Right-

er & Parsons, died of heart attack May 12. Mr. Nelles had first been associated with HR&P in Chicago office, moved to San Francisco in 1964 and to Los Angeles in 1970. He is survived by his wife, Marla, and two sons.

Robert C. Meeker, 70, owner and general manager, KCOH(AM) Houston, for 19 years, died May 11 after suffering heart attack. He is survived by his wife, Dorothy.

Van C. Hutto, 44, special projects supervisor and traffic manager, CBS Radio, died May 18 at Roosevelt hospital, New York, of acute arterial inflammation. Mr. Hutto joined network in 1957. He is survived by his mother, Effie.

Raymond W. Saxon, 67, who retired in 1969 as VP, Consumer Products Services, RCA Corp., died May 22 in Winona Memorial hospital, Indianapolis, after long illness. He joined RCA in 1940 as home instruments sales representative. He is survived by his wife, Elizabeth, and one son.

John O'Dea, 63, TV and movie script writer, died May 5 in Playas de Tijuana, Mexico. Mr. O'Dea, member of Writers Guild of America, West for 26 years, wrote for such TV series as *The Big Valley* and *The Wackiest Ship in the Army*. He is survived by his wife, Needra.

For the Record®

As compiled by BROADCASTING, May 17 through May 23, and based on filings, authorizations and other FCC actions.

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

terrain. CARS—community antenna relay station.

New TV stations

Final actions

■ FCC assigned ch. 26 to Naples, Fla., as first television channel for that community (Doc. 19391). Action May 17.

■ FCC, in notice of proposed rulemaking, proposed assignment of ch. *12 to Booneville, Miss. Commission pointed out that even though there is an available UHF frequency in Booneville (ch. *20), because of allegations of rugged terrain in area and low ratio of all-channel receivers to total receivers, "we have decided to give the petitioner and other parties the opportunity to explore, in a rulemaking

proceeding, the proposed assignment." Rulemaking was requested by Mississippi Authority for Educational Television, which is responsible for coordinating all educational broadcast activities in state. Comments are due by July 5, with replies due by July 25, 1972. Action May 17.

■ FCC Commissioner Robert E. Lee granted petition by Wells-Gardner Electronics Corp. for waiver of TV comparable-tuning provisions (± 3 mhz tuning accuracy requirement) of rules. On April 26 commission granted similar waivers to Philco-Ford Corp. and GTE Sylvania Inc., and authorized Commissioner Lee to act on future requests for waiver of the comparable-tuning provisions. On April 28, waiver was granted to Admiral Corp. Rule provides that tuning for UHF channels on new model TV sets shall be made comparable to tuning for VHF channels on sets manufactured after Jan. 1, 1972. Sliding scale of compliance dates requires comparability on 40% of all TV models manufactured after July 1, 1972. Rules further provide for use of non-memory, 70-position UHF detent tuning system. Action May 15.

Other actions

■ Review board in Anaheim, Calif., TV proceeding, granted Orange Empire Broadcasting Co. extension of time through May 30 to file responsive pleadings to petition by Golden Orange Broadcasting Co. to enlarge issues. Proceeding involves application of Orange Empire, Orange County Broadcasting Co., The Voice of The Orange Empire Inc., and Golden Orange for CP's for ch. 56 at Anaheim. (Docs. 18295, 18297-8, 18300). Action May 18.

■ Review board in High Point, N.C., TV proceeding, denied appeal by Furniture City Television Co. Inc. from hearing examiner's order denying Furniture City's motion for production of documents (Docs. 18906-7). Action May 8.

Existing TV stations

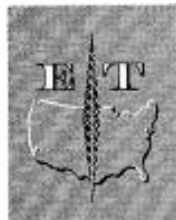
Final actions

■ FCC granted request by Capital Cities Broad-

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



casting Corp. for tax certificate covering the license assignment of WTEN(TV) Albany, N.Y., and satellite WCDC(TV) Adams, Mass., from Capital to Albany Television Inc. Action May 17.

■ FCC granted application by Tele San Juan Inc. for changes in facilities of WTSJ(TV) San Juan, Puerto Rico. Tele San Juan asked for authority to operate WTSJ with maximum power of 1000 kw, from ant. height of 270 feet, with changes in its ant. system. Commission made grant subject to approval of trans., and any action it might take on the license/renewal application of WTSJ (Doc. 19353). Action May 17.

■ FCC affirmed Broadcast Bureau ruling denying equal-time complaint against WRC-TV Washington. Complainant Robert L. Chambers, Oxon Hill, Md., candidate in Democratic primary for representative for the fourth congressional district, alleged that number of his opponents had appeared on WRC-TV news broadcasts on May 2, and that while his name and candidacy were mentioned, he did not have chance to appear on air. He said that station also denied his request for equal time and asked that commission rule on his rights. Complaints and compliance division of Broadcast Bureau pointed out that bona fide newscasts are exempt from the provisions of Section 315 of Communications Act (equal time). Mr. Chambers then petitioned commission for reconsideration of staff action. Petition was denied. Action May 15.

■ KFMB-TV, San Diego—Broadcast Bureau granted CP to change ERP to vis. 316 kw. aur. 63.1 kw; change type trans. and ant.: ant height 740 ft. Action May 16.

■ *WEDH(TV) Hartford, Conn.—Broadcast Bureau granted CP to change ERP to vis. 617 kw; aur. to 61.7 kw; change type trans. and type ant.; make changes in ant. structure; ant. height 898 ft. Action May 15.

■ *WVUT(TV) Vincennes, Ind.—Broadcast Bureau granted CP to change ERP to vis. 1,150 kw; aur. to 115 kw; change type trans. and type ant.; ant. height 570 ft. Action May 15.

■ KHMA(TV) Houmas, La.—Broadcast Bureau granted request for authority to operate remote control from Highway 90, four miles west of Houma. Action May 12.

■ *KCPT(TV) Kansas City, Mo.—Broadcast Bureau granted CP to change ERP to vis. 871 kw; aur. 170 kw; trans. location to 21st Street and Stark Avenue; Village of Blue Summit, Mo.; change studio location to same as trans. location; change type trans. and type ant.; ant. height 1,170 ft. Action May 15.

■ WBJA-TV Binghamton, N.Y.—FCC denied application by WBJA-TV Inc. for remission or mitigation of \$3,000 forfeiture imposed by FCC for repeated rule violations. Action May 17.

■ WREC-TV Memphis—Broadcast Bureau granted mod. of license covering change in name to The New York Times Broadcasting Service Inc. Action May 12.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [WTSJ(TV), WMGZ(TV), WPS(TV)], TV proceeding, scheduled prehearing conference for May 22 (Docs. 19353-5). Action May 8.

■ Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFPW Broadcasting Company [KFPW(TV)] and George T. Herrreich [KAIT(TV)], TV proceeding, granted motion by George T. Herrreich and extended to May 8, time to respond to interrogatories (Docs. 19291-2). Action May 5.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WTOG-TV St. Petersburg, Fla. (Hubbard Broadcasting Inc.)—Agreement dated April 4 effective Nov. 14, 1971, through Sept. 1. Programs delivered to nearest point. Network rate \$310; compensation paid at 30% prime time.

■ WBFF(TV) Baltimore (Chesapeake Engineering Placement Service Inc.)—Agreement dated May 15, effective Nov. 14, 1971, through Sept. 1. Programs delivered to nearest convenient point. Network rate \$170; compensation paid at 30% prime time.

■ WBOC-TV Salisbury, Md. (WBOC Inc.)—Agreement dated Jan. 7 to replace one dated May 22, effective Jan. 1 through Jan. 1, 1973. Programs delivered to nearest ABC point. Network rate \$292; compensation paid at 30% prime time.

■ WUTV(TV) Buffalo, N.Y. (Ultravision Broadcasting Co.)—Agreement dated April 9, effective Nov. 14, 1971, through Sept. 1. Programs delivered

to nearest point. Network rate \$360; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KBAK-TV Bakersfield, Calif. (Harriscope Broadcasting Corp.)—Agreement dated April 3, effective April 14 through April 13, 1974. Network rate \$266; compensation paid at 30% prime time.

■ WHBQ-TV Memphis (RKO General Inc.)—Agreement dated April 14, effective April 17 through Aug. 31. Network rate \$1,200; compensation paid at 30% prime time.

New AM stations

Actions on motions

■ Chief, Office of Opinions and Review, in Baton Rouge. (Capital City Communications Inc.), AM proceeding, granted request by Broadcast Bureau and extended through May 19 time to file pleading in response to waiver of hearing filed by receiver for bankrupt estate of Capital City Communications Inc. (Doc. 19067). Action May 11.

■ Hearing Examiner Lenore G. Ehrig in Jacksonville, Ala. (Jacksonville Broadcasting Co. and University Broadcasting Co.), AM proceeding, scheduled prehearing conference for May 25 (Docs. 18899-900). Action May 12.

■ Hearing Examiner Lenore G. Ehrig in Salem and West Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted petition by New Hampshire Broadcasting Corp. for leave to amend its application and by separate action granted request by Salem and extended to May 19 time to reply to Broadcast Bureau's comments on Salem's April 25 petition for leave to file amendment and to Spacetown's objections to such petition; and by separate action granted motion by Spacetown for continuance; continued hearing now scheduled for June 6 without date and canceled all interim procedural dates (Docs. 19434-6). Action May 10.

■ Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex., Colorado Springs and Boulder, both Colorado (A. V. Bamford and Brocade Broadcasting Co.), AM proceeding, received into evidence Bamford exhibits 20, 21 and 22; concluded phase of this proceeding having to do with special Bamford issues and set certain procedural dates (Docs. 19089, 19158-9). Action May 10.

■ Hearing Examiner Lenore G. Ehrig in Corpus Christi, Tex., Colorado Springs and Boulder, both Colorado (A. V. Bamford and Brocade Broadcasting Co.), FM and AM proceeding, granted petition by Mr. Bamford for leave to amend his application to add engineering statement (Docs. 19089, 19158-59). Action May 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Clare, Mich. (Bi-County Broadcasting Corp.), AM and FM proceeding, on motion by Broadcast Bureau transferred hearing from Washington to Bay City, Mich., at time and place to be designated (Doc. 19492). Action May 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Grenco Inc. and Radio Greenwood Inc.), AM and FM proceeding, granted motion by Radio Greenwood Inc. to waive time limitation within which to file motion to correct transcript and granted motion to correct transcript (Docs. 19176-7). Action May 12.

■ Chief Hearing Examiner Arthur A. Gladstone in Clifton Forge, Va. (Clifton Forge Radio and Alleghany-Highlands Radio Inc.), AM proceeding, assigned Hearing Examiner Chester F. Naumowicz Jr. to preside in lieu of Examiner James F. Tierney and further ordered that scheduled dates of prehearing conference and hearing remain unchanged

but subject to further order as new presiding officer may require (Docs. 19489-90). Action May 8.

■ Hearing Examiner Isadore A. Honig in Cleveland, Ohio (Friendly Broadcasting Co.) AM and FM proceeding, denied motion by Friendly Broadcasting Co. and ordered that interrogatories 2, 3 and 4 should not be answered; and by separate action denied motion by Friendly for leave to appeal memorandum opinion and order released May 2 by hearing examiner insofar as it denied discovery under Friendly's motion for production of documents and items for inspection and copying (Doc. 19412). Actions May 8.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, and Frederiksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos A. Lopez-Lay), AM proceeding, on examiner's own motion corrected record of prehearing conference in numerous respects (Docs. 19386-7). Action May 11.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), AM proceeding, scheduled hearing for Aug. 2 at Seattle (Doc. 18929). Action May 11.

Other actions

■ Review board in Alexander City, Ala., denied application of Martin Lake Broadcasting Co. for new daytime AM at Alexander City to operate on 1590 khz with 1 kw (Doc. 18782). Action May 15.

■ Review board in Jacksonville, Ala., AM proceeding, granted petition by Broadcast Bureau to reopen record and enlarge issues in hearing case involving mutually exclusive applications of Jacksonville Broadcasting Co. and University Broadcasting Co. for new AM at Jacksonville, and proceeding remanded to examiner for further hearing and preparation of supplemental initial decision (Docs. 18899-900). Action May 9.

■ Review board in Greenwood, S.C., AM proceeding, scheduled oral argument for June 8 before review board on exceptions and briefs to initial decision in proceeding on application of United Community Enterprises Inc. for authority to construct new AM at Greenwood (Doc. 15803). Action May 19.

Existing AM stations

Final actions

■ KIKO Miami, Ariz.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 1.3 mile east of city limits of Miami on U.S. highway 60 and 7, Miami; conditions. Action May 15.

■ KENA, Mena, Ark.—Broadcast Bureau granted mod. of license covering change from specified hours to unlimited-time operation. Action May 15.

■ KNX Los Angeles—Broadcast Bureau granted CP to change to nondirectional ant. day and night. Action May 15.

■ WWJB Brooksville, Fla.—Broadcast Bureau granted mod. of license covering change in hours of operation to unlimited. Action May 12.

■ WNDB Daytona Beach, Fla.—Broadcast Bureau granted CP to add maximum tolerance values for nighttime pattern. Action May 15.

■ KCRG Cedar Rapids, Iowa—Broadcast Bureau granted CP to specify MEOV's on nighttime radiation pattern, and change main studio and remote control point to 500 Third Avenue, S.E., Cedar Rapids. Action May 4.

■ WBBX Portsmouth, N.H.—Broadcast Bureau granted license covering aux. trans. Action May 10.

■ WLBR Lebanon, Pa.—Broadcast Bureau granted CP to change daytime MEOV's. Action May 4.

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Summary of broadcasting

Compiled by FCC May 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,343	3	19	4,365	56	4,421 ¹
Commercial FM	2,286	1	48	2,325 ²	15	2,442
Commercial TV-VHF	503	2	6	511 ³	15	526 ²
Commercial TV-UHF	184	0	6	190 ³	62	252 ³
Total commercial TV	687	2	12	701	77	778
Educational FM	488	1	9	508	72	580
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	117	0	7	124	12	136
Total educational TV	203	3	9	213	14	227

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

Action on motion

■ Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM and FM proceeding, dismissed as untimely Broadcast Bureau's motion for protective order; on examiner's own motion, ordered that Friendly not inquire by way of deposition, about nature of any statements given by deponents to representatives of FCC or nature of any cartridges, tapes, scripts, contracts, or other papers or things from or pertaining to operation of WJMO which deponents provided to commission's representatives; and that deponents shall not produce these items either (Doc. 19412). Action May 9.

Other action

■ Review board in Cleveland Heights, Ohio, AM and FM proceeding, granted petition by Broadcast Bureau to enlarge issues again Friendly Broadcasting Co., applicant for renewal of license of WJMO and WLYT(FM) Cleveland Heights (Doc. 19412). Action May 7.

Initial decision

■ Hearing Examiner Forest L. McClenning proposed in Jacksonville, N.C., initial decision grant of applications of Seaboard Broadcasting Corp. for renewal of license of WLAS Jacksonville for term ending Dec. 1. Examiner McClenning fined Seaboard Broadcasting \$10,000 for fraudulent billing practices (Doc. 18814). Action May 11.

Fines

■ WMGW Meadville, Pa.—FCC ordered Regional Broadcasters Inc. to forfeit \$200 for repeated violation of rules; by failing to make equipment performance measurements at least once each calendar year and to provide data from June 16, 1970, until Jan. 20, 1971. Action May 17.

■ FCC ordered Fourche Broadcasting Co., licensee of KBFS Belle Fourche, S.D., to pay forfeiture of \$500 for repeated violation of rules by failing to keep maintenance log during four-month period in 1970. Action May 17.

New FM stations

Applications

■ Kingman, Ariz.—Sun Mountain Broadcasting. Seeks 92.7 mhz, 2.89 kw. HAAT minus 79 ft. P.O. address Box 549, Kingman 86401. Estimated construction cost \$3,700; first-year operating cost \$500; revenue \$4,000. Principals: Charles D. Langerveld (70%) and Robert S. Hamilton (30%). Mr. Hamilton is radio time salesman for KAAA(AM) Kingman, Ariz. Ann. May 3.

■ Blackstone, Va.—Blackstone Broadcasting Corp. Seeks 93.5 mhz, 3 kw. HAAT 300 ft. P.O. address Drawer 192, Blackstone 23824. Estimated construction cost \$24,528; first-year operating cost \$10,000; revenue \$20,000. Principals: Harris L. Umstead (58¼%), Nancy L. Umstead (6¾%) and David L. Umstead (35%). Harris Umstead is vice president and 26% owner of Umstead Chevrolet Oldsmobile Inc., auto sales and service, in Blackstone. Nancy Umstead is sole owner of Blackstone Floral & Gift Shoppe in Blackstone. David Umstead is president and 74% owner of Umstead Chevrolet Oldsmobile. Ann. May 3.

■ Olympia, Wash.—The Evergreen State College. Seeks 89.3 mhz, 17.8 w. HAAT 203.3 ft. P.O. address Library Building, Room 3216, Olympia 98505. Estimated construction cost \$3,270; first-year operating cost \$1,400; revenue none. Principals: Janet P. Tourtellott, Herbert D. Hadley, et al. Mrs. Tourtellott is chairman, board of trustees. Mr. Hadley is member, board of trustees. Ann. May 17.

Final actions

■ Hampden-Sydney, Va.—President and Trustees of Hampden-Sydney College. Broadcast Bureau granted 91.7 mhz, 10 w. HAAT 140 ft. P.O. address Hampden-Sydney 23943. Estimated construction cost \$3,357; first-year operating cost \$2,000; revenue none. Principals: Fleicher D. Fosque, Ronald G. Lawhorne, et al. Mr. Fosque is chairman, Sydney College Radio Committee. Mr. Lawhorne is assistant secretary of corporation. Action May 4.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, granted motion of Lorain Community and ordered Lake Erie to produce any existing documents of nature described in motion; and by separate action on examiner's own motion scheduled further hearing for May 18 (Docs. 19213-4). Action May 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, granted motion by Lorain Community Broadcasting Co. and rescheduled further hearing for June 12 (Docs. 19213-4). Action May 11.

■ Hearing Examiner David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, on petition by Key Broadcasting extended to May 18 time to exchange exhibits by parties (Docs. 19410-1). Action May 11.

■ Hearing Examiner David I. Kraushaar in Galion, Ohio (The Tuscarawas Broadcasting Co. and Radio Galio Inc.), FM proceeding, granted request by Radio Galion to extent that further prehearing conference is scheduled for June 16 and dates prescribed in hearing after prehearing conference released April 26 shall remain in effect pending further order in premises (Docs. 19461-2). Action May 10.

■ Hearing Examiner James F. Tierney in Harriman, Tenn. (Folkways Broadcasting Co. Inc. and Harriman Broadcasting Co.), FM proceeding, granted petition by Folkways for leave to amend its application to reflect information concerning shares of its common stock held as security by two banks in Tennessee (Docs. 18912-3). Action May 10.

Rulemaking actions

■ FCC proposed assignment of FM ch. 249A to ch. 257A to Santa Rosa, Calif.; ch. 225 in place of ch. 268 at Duluth, Minn.; ch. 265A in place of ch. 228A at Croquet, Minn. and ch. 279 in place of ch. 225 at Ladysmith, Wis. (Doc. 19317). Commission also modified outstanding CP of Stewards of Sound Radio Co. for WWIB Ladysmith, to specify operation on ch. 279 instead of ch. 225. Action May 17.

■ FCC proposed assignment of FM ch. 249A to Winchendon, Mass., 237A to Adrian, Mich., and 280A to West Lafayette, Ind., as amended to FM table of assignments. Action May 17.

Existing FM stations

Final actions

■ KDIG(FM) San Diego, Calif.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 7924 Ivanhoe Road, LaJolla, Calif. (second remote control point). Action May 12.

■ KLIR(FM) Denver—Broadcast Bureau granted CP to change ant.; make change in ant. system; ERP 100 kw; ant. height 330 ft.; remote control permitted; condition. Action May 12.

■ KCWR(FM) Oakdale, La.—Broadcast Bureau granted license covering new FM; ERP 1.5 kw; height 230 ft. Action May 4.

■ KVSC(FM) St. Cloud, Minn.—Broadcast Bureau granted CP to change frequency to 88.9 mhz; change trans. location to one mile east of south edge of Sartell and one mile north Sartell, Minn.; change studio location to Room 140, Stewart Hall, St. Cloud State College, St. Cloud; operate by remote control from proposed studio site; install new trans. and ant.; ERP 40 kw; ant. height 235 ft. Action May 15.

■ KMSM(FM) Rolla, Mo.—Broadcast Bureau granted CP to change trans. location to 1.5 miles north of Lecoma, Mo.; change studio location to Library Building, University of Missouri, Rolla, and operate trans. by remote control from main studio location; install new trans.; change ant. and make changes in ant. system; ERP 100 kw; ant. height 480 ft. Action May 15.

■ KUFM(FM) Missoula, Mont.—Broadcast Bureau granted CP to change frequency to 89.1 mhz; change trans. location; change trans. and ant.; make change in ant. system; ERP 4.3 kw; ant. height 1,000 ft.; remote control permitted. Action May 15.

■ WRLB(FM) Long Branch, N.J.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 107.1 mhz, ch. 296A; ERP 3 kw; ant. height 130 ft. for aux. purposes only. Action May 12.

■ WBOE(FM) Cleveland—Broadcast Bureau granted CP to change trans. location to Dentzler and State Roads, Parma, Ohio; operate trans. by remote control from main studio location; install trans. and ant.; make change in ant. system; ERP 30 kw; ant. height 500 ft.; conditions. Action May 15.

■ KHIB(FM) Durant, Okla.—Broadcast Bureau granted license covering new educational FM. Action May 4.

■ KRAV(FM) Tulsa, Okla.—Broadcast Bureau granted CP to change transmission line of FM. Action May 12.

■ WUSV(FM) Scranton, Pa.—Broadcast Bureau granted CP to change trans. location to Penobscot Knot, 2.5 miles south of Wilkes-Barre, Pa.; change studio location to 2300 Adams Avenue, Scranton; install new trans. and new ant.; make changes in ant. system; ERP 5 kw; ant. height 1,250 ft. Action May 4.

■ WIVA-FM Aguadilla, Puerto Rico—Broadcast Bureau granted CP to change trans. location to Pico Atalaya, one mile north to Hacienda Eugenia, Atalaya Barrio, Puerto Rico; make change in ant. system; ERP 15 kw; ant. height 1,000 ft.; remote control permitted. Action May 15.

■ KESD(FM) Brookings, S.D.—Broadcast Bureau granted CP to change trans. location to 3 miles south of Hetland, S.D.; install trans. and ant.; make change in ant. system; ERP 38 kw horiz.; 12 kw vert.; ant. height 610 ft. Action May 15.

■ WHA-FM Madison, Wis.—Broadcast Bureau granted CP to change trans. location (same site); change ant.; make changes in ant. system; ERP 25 kw; ant. height 990 ft. Action May 12.

■ WROE(FM) Neenah-Menasha, Wis.—Broadcast Bureau accepted data filed April 17 in accordance with commission's second report and order adopted Jan. 5 and released Jan. 7, in Doc. 19161, to change frequency to 94.3 mhz, (ch. 232A) (Doc. 19161). Action May 8.

■ WCWM(FM) Williamsburg, Va.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 32 w; ant. height 125 ft. Action May 15.

Other action

■ Review board in Hartford and Berlin, both Connecticut, FM proceeding, granted petition by Broadcast Bureau for extension of time to May 31 to file responsive pleadings to petition to enlarge issues, filed by WHCN Inc., for renewal of license of WHCN(FM) Hartford, and Communicom Media Inc. Berlin, for new station to operate on same channel. (Docs. 18805-6). Action May 19.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA where appropriate: KRFD(FM) Marysville, Calif.; KWOC(AM) Poplar Bluff, Mo.; WACE(AM) Chicopee, Mass.; WAOK(AM) Atlanta; WBBX(AM) Portsmouth, N.H.; WMLO(AM) Beverly, WMNB-AM-FM North Adams, and WSBS Great Barrington, all Massachusetts. Action May 10.

Other actions, all services

■ FCC denied request by ABC for waiver of prime-time access rule in order to present 3½ hours of Olympics coverage on 10 week nights, Aug. 28-Sept. 1, and Sept. 4-Sept. 8. Action May 17.

Translator actions

■ Gunnison, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Gunnison, operat-

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ing on ch. 6 by rebroadcasting programs of KTSC-TV) ch. 8 Pueblo, Colo. Action May 11.

■ **Waunita Hot Springs, Colo.**—Broadcast Bureau granted CP for new UHF translator to serve Waunita Hot Springs, operating on ch. 75 by rebroadcasting programs of KTSC-TV) ch. 8, Pueblo, Colo. Action May 11.

Modification of CP's, all stations

■ **KBKB(FM) San Diego**—Broadcast Bureau granted mod. of CP to change transmission line. Action May 12.

■ **WWPT(FM) Westport, Conn.**—Broadcast Bureau granted mod. of CP to change trans. location to: former Nike site, Bayberry Lane, Westport, operate by remote control from studio site: 70 North Avenue, Westport, change trans. and ant.; ERP 330 w; ant. height 145 ft.; make changes in ant. system. Action May 12.

■ **WSHE(FM) Fort Lauderdale, Fla.**—Broadcast Bureau granted mod. of CP to change ant. Action May 12.

■ **WDAT Ormond Beach, Fla.**—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 10. Action May 15.

■ **WCSR-FM Hillsdale, Mich.**—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 28. Action May 4.

■ **KPIA Ironton, Mo.**—Broadcast Bureau granted mod. of CP to change ant.-trans. and main studio location to 0.15 mile west on Route 21 bypass, Pilot Knob, Mo. Action May 4.

■ **KAUB(FM) Auburn, Neb.**—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 26. Action May 4.

■ **KOMS(FM) Lebanon, Ore.**—Broadcast Bureau granted mod. of CP to change trans. location. Action May 12.

■ **KSYS(TV) Medford, Ore.**—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 9. Action May 12.

■ **KEYS Corpus Christi, Tex.**—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 6. Action May 15.

■ **KBUC-FM San Antonio, Tex.**—Broadcast Bureau granted mod. of CP to change trans. and ant. Action May 12.

■ **KANU(FM) Lawrence, Kan.**—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 6. Action May 4.

Ownership changes

Actions

■ **KRSA-AM-FM Salinas, Calif.**—Broadcast Bureau granted assignment of license from KRSA Broadcasters Inc. to Mt. Toro Broadcasting Corp. for \$215,000. Sellers: Stanley C. Lichtenstein, president, et al. Buyer: David A. Rodgers (100%). Mr. Rodgers was formerly salesman for Nassau Broadcasting Co. in Princeton, N.J. Action April 28.

■ **WPAP-FM Panama City, Fla.**—Broadcast Bureau granted assignment of license from Dixie Radio Inc. to Denver T. Brannen Sr. for \$8,875. Sellers: Joel T. Brannen, et al. Buyer: Denver T. Brannen (100%). Mr. Brannen is president and 85% owner of KCLL Inc. (KJIN and KCLL(FM)) Houma, La.). He is also president and 81.25% owner of Dixie Radio Inc. (WDLP and WPAP-FM Panama City) and president and 45% owner of St. Anthony's Television Corp. (KHMA-TV, ch. 11 Houma, La.) Action April 28.

■ **WBIA(AM) Augusta, Ga.**—Broadcast Bureau granted assignment of license from Augusta Broadcasting Co. to WBIA Radio Inc. for \$518,000. Sellers: W. Ray Ringson, president, et al. Buyers: William H. Tewell (20%), J. McCarthy Miller (30%), Boris Mitchell (30%), et al. Mr. Tewell is vice president, secretary and 10% owner of WTRL Inc., Bradenton, Fla. Mr. Miller is officer and 64.8% owner of WCOA Radio Pensacola, Fla. He is also president and 46% owner of Pensacola Omnivision CATV firm in Pensacola, president and 40% owner of WTRL(AM) Bradenton, Fla. and officer of WIBB Macon, Ga. Mr. Mitchell is vice president and 21.5% owner of WCOA Radio. He is also officer and 40% owner of WTRL. Action May 5.

■ **WXOK(AM) Baton Rouge**—Broadcast Bureau granted assignment of license from WXOK Inc. to Security Broadcasting of Baton Rouge Inc. for \$485,000. Sellers: Jules J. Paglin, president, et al. Buyers: Edmond J. Muniz (30%), Ben Daly Bridgeman (30%). Action May 5.

■ **KWRG(AM) New Roads, La.**—Broadcast Bureau granted assignment of license from Avoelles Broadcasting Corp. to Louis Broadcasters & Co. for \$30,000. Sellers: Chester J. Coco, executive vice president, et al. Buyers: Louis B. Coco (50%) and Louis B. Coco Jr. (50%). Mr. Coco Sr. is sole owner of insurance agency in Moreauville, Pa. He is also 50% owner of Moreauville Gin Co. cotton

ginning firm in Moreauville and 50% owner of Louis Broadcasters & Co. Mr. Coco Jr. is 50% owner of Louis Broadcasters & Co. Action May 5.

■ **WEDO(AM) McKeesport, Pa.**—Broadcast Bureau granted assignment of license from Tri-City Broadcasting Co. to 810 Inc. for \$350,000. Sellers: Spencer D. Hirschberg, secretary treasurer, et al. Buyers: Thomas C. Feldman (25%), Ralph J. Baron (25%), et al. Mr. Feldman is president and 25% owner of WCUM-AM-FM Cumberland, Md. He is also 10% owner of Sports Media Inc., producers of radio and TV sports programs in Baltimore. Mr. Baron is president and 45% owner of WENZ(AM) Highland Springs, Va. He is also vice president and 25% owner of WCUM, president and 45% owner of WWOC(AM) Portsmouth, Va. and 20% owner of Sports Media Inc. Action April 28.

■ **WVSC-AM-FM Somerset, Pa.**—Broadcast Bureau granted assignment of license from Radio Station WVSC Inc. to Ridge Communications Inc. for \$450,000. Seller: T. H. Oppgaard, president. Buyers: Ira Richard Adams (25%), George Russell Shafer (25%), Robert B. Keim (25%) and Dean M. Hottle (25%). Mr. Adams is commercial manager of WVSC. Mr. Shafer is sole owner of Shafer's Pharmacy in Somerset. He also has real estate interests in Somerset. Mr. Keim is attorney. Mr. Hottle is 33 1/3% owner of certified public accounting firm in Somerset. Action April 28.

■ **KBBB(AM) Borger, Tex.**—Broadcast Bureau granted assignment of license from KBBB Inc. to Orville M. Rippy for \$201,125. Sellers: Gayle Price, president, et al. Buyer: Orville M. Rippy. Dr. Rippy is physician in Stillwater, Okla. He is also owner of RX Enterprises Inc. property leasing firm in Stillwater. Action April 28.

■ **KTXO(AM) Sherman, Tex.**—Broadcast Bureau granted transfer of control from Floyd D. Shelton (100% before, none after) to Larry L. Henderson (none before, 100% after). Consideration: \$100,950. Principal: Mr. Henderson is general manager of KTXO. He also is owner of ranching operations in Houston County, Tex. Action April 28.

■ **KOVE(AM) Lander, Wyo.**—Broadcast Bureau granted transfer of negative control of Fremont Broadcasting Inc. from Dorothy D. Petzoldt (16 shares before, none after) to Michael B. Goodrich (none before, 16 shares after). Consideration: \$107,500. Principal: Mr. Goodrich is general manager of KOVE. Action May 5.

CATV

Final actions

■ **WCG-22 Birmingham, Ala.**—CATV Bureau granted license covering permit for new CARS. Action May 2.

■ **WJX-20 Redding, Calif.**—CATV Bureau granted license covering permit for new CARS. Action May 2.

■ **WGY-62 Makaha Valley, Oahu, Hawaii**—CATV Bureau granted mod. of CP to extend completion of CARS to Oct. 1. Action May 2.

■ **WHE-31 Santa Cruz, Calif.**—CATV Bureau granted mod. of license covering change in name to Teleprompter Cable Systems Inc. Action May 2.

■ **WGI-23/24 Linton, Sullivan and Bloomfield, all Indiana**—CATV Bureau granted mod. of license covering extension of completion date to Oct. 31. Action May 2.

■ **KYR-75 West Monroe and Monroe, both Louisiana**—CATV Bureau granted assignment of license of CARS to American Television and Communications Corp. Action May 2.

■ **WII-56 Battle Creek, Mich.**—CATV Bureau granted license covering permit for new CARS. Action May 2.

■ **KQQ-25 Winona, Minn., and Lacrosse, Wis.**—CATV Bureau, granted mod. of license covering change in corporate name to Teleprompter Cable Services Inc. Action May 2.

■ **WJC-47 North Bergen, N.J.**—CATV Bureau license covering permit for new CARS.

■ **WGY-59/60 Kearney and Hastings, both Nebraska**—CATV Bureau granted mod. of license covering extension of completion date of CARS to Oct. 31. Action May 2.

■ **WHW-60 New York**—CATV Bureau granted license covering permit for a new CARS, Action on May 2.

■ **WJC-48 Peekskill, N.Y.**—CATV Bureau granted license covering permit for new CARS. Action May 12.

■ **WJI-36 El Paso**—CATV Bureau granted license covering permit for new CARS. Action May 2.

■ **WLC-24 Myrtle Beach and Conway, both South Carolina**—CATV Bureau granted CP for new studio-to-head-end link station to be used with CATV systems in Myrtle Beach and Conway. Action May 2.

■ **KGT-34 Ozona, Tex.**—CATV Bureau granted renewal of license for CARS. Action May 2.

■ **KGT-64 Ozona, Tex.**—CATV Bureau granted renewal of license for CARS. Action May 2.

■ **KQQ-26 LaCrosse, Wis.**—CATV Bureau granted mod. of license covering change in corporate name to Teleprompter Cable Services Inc. Action May 2.

Action on motion

■ **Chief, Broadcast Bureau, on request of National Cable Television Association and Time-Life Broadcast Inc.,** extended through June 8 time to file oppositions to petition for reconsideration in matter of amendment of rules pertaining to showing of sports events on over-the-air subscription television or by cablecasting (Doc. 18893). Action May 16.

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 17 (stations in parentheses are TV signals proposed for carriage):

■ **Lincoln Cable Television, Kemmerer, Frontier, and Diamondville, all Wyoming (KTWO-TV, Casper, Wyo.).**

■ **Tuolumne Cablevision Inc., Riverbank, Calif. (KTVU(TV) Oakland, KCRA-TV, KVIE(TV), KTXL(TV), KXTV(TV), all Sacramento, KBHK-TV San Francisco, KOVR(TV) Stockton, KNTV(TV) San Jose, KLOC-TV Modesto, all California).**

■ **Ceres Cable Co., Ceres, Stanislaus county, and Tuolumne Cablevision Inc., Stanislaus county, both California (KTVU(TV) Oakland, KCRA-TV, *KVIE(TV), KXTV(TV), KXTV(TV) all Sacramento, KBHK-TV San Francisco, KOVR(TV) Stockton, KNTV(TV) San Jose, KLOC-TV Modesto, all California).**

■ **Saltillo TV Cable Co., Saltillo, Miss. (WTWV-TV) Tupelo, WMAB(TV) State College, both Mississippi; WREC-TV and WHBO-TV, both Memphis).**

■ **Continental Cablevision of Ohio Inc., Athens, The Plains, both Ohio (WKBF-TV Cleveland).**

■ **Cable TV Inc., Linton, Bloomfield, Dugger, all Indiana (WGN-TV, Chicago).**

■ **Cablecom-General Inc., Mangum, Hobart, Altus, all Oklahoma (*KETA(TV) Oklahoma City).**

■ **Midwest Cable Television Inc., Wray, Colo. (KWGN-TV, KOA-TV, KBTV Denver, KTVS(TV) Sterling, both Colorado; KHPL-TV Hayes Center, KOMC(TV) McCook, KPNE-TV North Platte, all Nebraska; KLOE-TV Goodland, Kan.).**

■ **Midwest Cable Television Inc., Haxton, Colo. (KWGN-TV Denver).**

■ **Wolverine Cablevision Inc., Battle Creek, Albion, Springfield, Bedford township, Pennfield township, Emmett township, Sheridan township, Battle Creek township, all Michigan (WZZM-TV Grand Rapids, Mich.).**

■ **See-More, Inc., Hollis, Okla. (*KETA(TV) Oklahoma City).**

■ **Lebanon Valley Cable TV Co., West Lebanon township, Pa. (WHP-TV, WTPA(TV) Harrisburg, WLYH-TV, WGAL-TV Lancaster, WITF-TV Hershey, WCAU-TV, KYW-TV, WPTV-TV, WPHL-TV, WKBS-TV Philadelphia, WSBA-TV York, all Pennsylvania).**

■ **Mustang Cable TV Inc., Andrews, Tex. (KTVT-TV) Fort Worth, KERA-TV Dallas).**

■ **Midwest Cable Television Inc., Holyoke, Colo. (KWGN-TV Denver).**

■ **Taos Cable TV Co., Taos, N.M. (KOB-TV, *KNME-TV, KOAT-TV, KGGM-TV, all Albuquerque, N.M.; KHJ-TV, KCOP(TV), KTTV(TV), KTLA(TV), all Los Angeles).**

■ **TV Cable of Alabama Inc., Hartselle, Ala. (WTCG-TV) Atlanta).**

■ **Santa Anna Cable TV, Santa Anna, Tex. (KTVT-TV) Fort Worth, KDFW-TV Dallas).**

■ **Universal Cable Vision (division of Television Communications Corp), Winter Haven, Lake Alfred, Auburndale, Eagle Lake, all Florida (WBBH-TV, WINK-TV, both Fort Myers, WCIX-TV, *WPBT-TV, WLTV(TV), WKCT(TV), WPLG-TV, WTVJ-TV), all Miami. *WMFE-TV and WSWB-TV, both Orlando, WSVN-TV St. Petersburg, WXLTV Sarasota and WLLC-TV Leesburg, all Florida).**

■ **Main Cable Television Inc., Bangor, Brewer, Old Town, Orono, Milford, Veazie, Dexter, Lincoln, all Maine (WSBK-TV Boston).**

■ **Sapulpa Cable Television, Sapulpa, Okla. (KTEW-TV), KOTV(TV), KTUL-TV, KOED-TV, all Tulsa, Okla.; KTVT Fort Worth; KBMA-TV Kansas City, Mo.).**

■ **Community Video Inc., Wisconsin Rapids, Wis. (*WMVS(TV) Milwaukee).**

■ **Wyoming Televents Inc., Gillette, Wyo. (KULR-TV Billings, Mont.).**

■ **Aroostook Community TV Co., Madawaska, Me. (WLBZ-TV, WEMT-TV), both Bangor, Me.**

■ **Buffalo Televents Inc., Buffalo, Wyo. (KULR-TV Billings, Mont.; KRSD-TV Ripley Crty, S.D.).**

■ **Vaudalia Cable TV Co., Vaudalia, Ill. (WGN-TV and WFLD-TV, both Chicago).**

■ **Redwood Cablevision Inc., Fortuna, Rio Dell, both California (KIEM-TV, KVIO-TV, KEET(TV),**

all Eureka, KRCR-TV Redding, KGO-TV and KRON-TV San Francisco, KTVU(TV) Oakland, all California).

■ Martinsville Cable Vision Inc., Martinsville, Fieldale, Collinsville, and Bassett, all Virginia (WRDU-TV Durham, N.C.).

■ Communicable of Texas Inc., Monahans and Kermit, both Texas (KMID-TV Midland, KOSA-TV Odessa, KMOM-TV Monahans, KTVT(TV) Fort Worth, and KERA-TV Dallas, all Texas).

■ Grosso CATV Inc., Bristol, Farmington, Plainville, New Britain, Berlin, all Connecticut (WEDH(TV), WHCT(TV), WTIC-TV, WUHF(TV), all Hartford, WHNB-TV New Britain, WNHC-TV and WTVU(TV) New Haven, WATR-TV Waterbury, WFTT(TV) Bridgeport, all Connecticut; WWLP(TV), WHYN-TV, both Springfield, WSBK-TV Boston, both Massachusetts; WOR-TV New York).

■ Central Kentucky Cable-Vision Inc., Versailles, Ky. (WAVE-TV and WHAS-TV, both Louisville, Ky.).

■ Central Kentucky Cable-Vision Inc., Nicholasville, Ky. (WLEX-TV, WKYT-TV, WBLG-TV, *WKLE-TV), all Lexington, all Kentucky; *WKPC-TV and WDRB-TV Louisville).

■ Telesystems Corporation, Philadelphia. (WOR-TV and WPIX, both New York).

■ Teleprompter Cable Communications Corp., Reno and Sparks, both Nevada (KTLA(TV), KHJ-TV, KTTV(TV), KCOP(TV), all Los Angeles).

■ Johnson All Channels Inc., Franklin, Ind. (WTTV(TV), *WTIU(TV), both Bloomington, WISH-TV, WLW(TV), WURD(TV), *WFYI-TV) all Indianapolis, all Indiana; WGN-TV Chicago; WXIX-TV Cincinnati).

■ Morgan County Tele-Cable Inc., Martinsville, Ind. (WISH-TV, WFBM-TV, WLWI(TV), *WFYI-TV), and WURD(TV), all Indianapolis; WTTV(TV), *WTIU(TV), both Bloomington, Ind.; WGN-TV Chicago; WXIX-TV Cincinnati).

■ Spectrum Cable Systems Inc., Agawam, Mass. (WWLP(TV), WHYN-TV, WGBY-TV, all Springfield, WSBK-TV Boston, and WKBG-TV Cambridge, all Massachusetts; WTIC-TV, WHCT(TV) Hartford, WHNB-TV New Britain, WTNH-TV New Haven, all Connecticut).

■ Redwood Cablevision Inc., Humboldt county, Calif. (KIEM-TV, KVIQ-TV, KEET(TV), all Eureka, Calif.; KRCR-TV Redding, KGO-TV and KRON-TV, both San Francisco, and KTVU(TV) Oakland, all California).

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through May 23. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Sanford, Me.—York Cable Corp. and Multiple-CATV owners Cablevision Inc., LVO Cable, Tele-Communications Inc. have applied to city council for franchise.

■ South Berwick, N.H.—Multiple-CATV owner Continental Cablevision has applied to town council for franchise.

■ Stuttgart, Ark.—Southern Cables Inc. of Charlotte, N.C. has been awarded franchise by city council.

■ Shrewsbury, Pa.—Regional Cable Corp. has been awarded 10-year non-exclusive franchise by borough council.

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.

Wanted #1½ man for western Arkansas small market money maker. Can become #1 after proving yourself. Owner/manager wants to loaf. Good clean operation. Must know small market radio. Will have to do some of everything, except engineering. Good record required. Hard work, good compensation. If not knowledgeable and willing to "hustle and bustle", forget it. Box E-309, BROADCASTING.

"Your dream a reality". Ownership without any cash investment to person selected as "selling manager" for station. Part of growing N.E. chain. Box E-327, BROADCASTING.

Manager for exclusive small market radio station in New England. Must have many years radio management experience. Ninety percent of time devoted to sales. Twenty thousand per year plus commission. Send photo, complete resume, plus references first letter. Chance of a lifetime for right man. Write Box E-335, BROADCASTING.

General sales manager for major market 50 kw modern C&W station. C&W sales experience is not a requisite but a proven record of developing and directing a sales staff for creative retail selling is a must. Station is top rated so major agency selling and research know-how is also required. Our demands are great but so is the remuneration and future with our firm. Replies held in complete confidence. Box E-343, BROADCASTING.

Sales

Salesman: Sell small competitive Georgia market . . . announce only if necessary. Idea man with experience only. Write Box E-20, BROADCASTING.

California daytimer seeking experienced, creative salesman, and/or RAB trained. Salary, bonuses, incentives. Box E-117, BROADCASTING.

Experienced salesman-announcer; emphasis on sales. Afternoon air-shift. Suburban station. Western Illinois. Write Box E-182, BROADCASTING.

Sales manager for upper Midwest AM-FM. Should have ability to elevate billings in competitive market of 80,000. Station well accepted. Ideal community for families . . . no social problems. Box E-356, BROADCASTING.

Sales continued

An opening in the sales department is now available with a reputable station. A permanent position with many benefits, including excellent weather. A great opportunity for an ambitious salesman. Box E-375, BROADCASTING.

WFAV is top-50 country, stereo, FM, and proud of all three. We need a full-time salesman. Good salary and exceptionally good commission agreement. Our own AM your only competition. Contact Bill Goodson, WFAV, Cordele, Georgia.

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, WSFA-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, WLBB Radio, P.O. Box 569, Carrollton, Georgia.

I'm looking for aggressive sales manager to direct local sales full-time AM, regional-national sales, 4-station group. Must be experienced small market broadcaster. Excellent compensation program. Send complete resume to: Donald A. Thurston, President, Berkshire Broadcasting Co., Box 707, North Adams, Mass. 01247.

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 ¼ 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.

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.

Announcers continued

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.

New Orleans, Louisiana, opening for experienced, sharp, quick, bright DJ. If you're good, plenty of experience, you're matured, honest, send tape, resume, and references soonest to Box E-321, BROADCASTING.

Major midwest market C&W has an excellent day-shift opening for good experienced jock. Send tape, resume to Box E-328, BROADCASTING.

Oldie format, mature delivery announcer, first phone preferred. Send non-returnable tape, picture, resume, to Box E-351, BROADCASTING.

Established update New York station needs contemporary MOR announcer. Talent and energy more important than experience. Extra money for first phone. Box E-361, BROADCASTING.

Strong contemp. Needs experienced first phone, heavy jock. Box E-374, BROADCASTING.

Mature sounding voice on contemporary format. #1 in major Indiana market. Send air check, resume to WJPS, Evansville, Indiana. Must be first ticket. Equal Opportunity Employer.

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—top 40; not scream top 40 but a warm moving blend in between. Call Tom Bell, 703-534-9625.

Immediate opening for experienced MOR morning man . . . strong on production . . . top pay, extra benefits, modern facilities. Send tape, resume, picture and salary requirement to WGSA, Box 1310, Ephrata, Pa. 17522, an equal opportunity employer.

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.

Maine—Bar Harbor area—experienced, professional, mature morning announcer. \$7800. Send audition, resume and photo to George DeFrost. WDEA-AM/FM, Ellsworth, Maine 04605.

Announcers continued

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, major market. Experienced in directional array. Program furnish complete resume. Box E-281, BROADCASTING.

Chief Engineer—unusual opportunity in AM station for qualified, experienced individual. Send resume and salary requirements to Box E-296, BROADCASTING.

Wisconsin AM-Stereo FM needs maintenance engineer-announcer combo. First phone. Good pay, hospitalization, profit-sharing, newer facilities. Settle in sportsman's paradise. Write Box E-315, BROADCASTING.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 703-538-6937.

News

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.

Needed for top-rate news team: Experienced newsmen—good writer, good delivery. Excellent working conditions, benefits. Suburban New York. Box E-245, BROADCASTING. No beginners please.

Nose for news needed: Northern New York fulltime building news department. Grow with us! Experience preferred—will talk with newcomers with talent and ambition. Box E-362, BROADCASTING.

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.

Experienced newsmen to round out news staff in Eastern Georgia medium market. The man who joins us will have a good delivery, hard working, minimum two years experience in news. J. Grad. preferred. Send tape, resume, and sound reel required to Martin Farrell, News Director, WBIA Radio, P.O. Box 929, Augusta, Georgia 30903.

News director wanted at WGHQ, Kingston, New York. Must have experience. Must have car. Personal interview and references required. Salary negotiable. Apply 82 John Street, Kingston, New York 12401, H. M. Thayer.

Programing, Production, Others

Program director, creative, willing to assume responsibility and work hard, able to effectuate his own ideas in front of microphone. Box E-313, BROADCASTING.

Music Director—immediate opening. Modern country station is expanding its staff. Our plan calls for the addition of a music director who knows country music. We are the dominant station in a large southeastern market. Top pay, new modern building, new equipment. Send resume and air check to Box E-364, 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, WBBO, Post Office Box 1833, Orlando, Florida 32802.

Situations Wanted, Management

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.

Situations Wanted, Management

Continued

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.

Station sick? Let seasoned professional put you into the profit picture in a hurry! Will assume chores—management, sales, programing—re-staffing if necessary. Cost is reasonable. We can deal! Box E-240, BROADCASTING.

Manager—SM, Radio-TV, family man, desires challenge. E-284, BROADCASTING.

Need an excellent manager? Have 30 years in both radio and television. Experienced in every phase. Excel in play-by-play. Interested in small to medium market. Can make you money . . . Have record to prove it. Want salary . . . Override and interest in property. Prefer southwest. Available July 15th. Box E-314, BROADCASTING.

Experienced, presently employed VP and general manager seeks position in similar capacity in southwest or Southern California. Box E-316, BROADCASTING.

Eager, aggressive, motivated professional. Impressive management, sales, programing, engineering background. Mature, responsible family man. Box E-337, BROADCASTING.

Don't overlook twenty years of broadcast experience. Ad Agency VP Radio/TV director looking to move into challenging radio-TV-cable management position. Dedicated, loyal. Performance builds from there. Box E-338, BROADCASTING.

Northwest general manager, 30, seeks opportunity in small market to develop station and establish roots in community. Box E-342, BROADCASTING.

Guarantee to put your station in black quickly as selling manager. No gimmicks. Just lots of hard work and know-how. Presently successful station manager—emphasis, sales. Top references—ability, ethics, morals. Box E-353, BROADCASTING.

Attention absentee owners . . . Experienced broadcaster-administrator can invest, manage and eventually buy your small market station. Box E-357, BROADCASTING.

Owners: Improve your sound. Cut your overhead. Competent manager/chief engineer. Major market experience, references. Bonus! Creative audio production with proven sales results, plus pilot's license. If you have property(s) in West or Southwest, I'm for you. Box E-359, BROADCASTING.

Successful, aggressive, experienced, sales oriented manager looking for opportunity. Either station management or sales management—prefer southeast. Employed, great references. Now earning mid 20's. Write today—solve both our problems. Box E-366, BROADCASTING.

Here today with tomorrow's success. General Manager—strong sales background with fresh programing ideas. Thoroughly qualified. Call or write Bob Larsen, 1053 W. Ogden Avenue, Naperville, Illinois 60540. 312-357-3716.

Young, mature family man seeking to relocate in home state of West Virginia in management position. Marshall University alumnus; nine years radio experience in announcing, sales, and management. Write Box 412, Woodbury, TN 37190, G. Williams.

Controller-engineering director. 30 years AM-FM-TV, degree. \$300 week. Karl Stiel, 301-270-8037.

Sales

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.

Time salesman. Seeks challenge as general manager. No gimmick resumes—just a producer. Single, forties, first phone. Box E-308, BROADCASTING.

Attention upper midwest.. Announcer—4 years experience . . . 1st phone. Talked his way into sales . . . station sent him to boondocks. He came up with 50 new accounts in first three weeks in areas our management never heard of. About to launch power play for in-town accounts on protected lists. If conservative manager balks—I'm available. My sales theory . . . ideas sell, and I have the know-how to back it up. Box E-323, BROADCASTING.

Experienced salesman/announcer/DJ looking for stable market on East Coast. Creative, mature, married, 24, vet, third ticket, tight board. Box E-339, BROADCASTING.

Sales continued

Account executive. Exceptional candidate. Eight years broadcasting sales experience. Every qualification. Interested in managerial or sales promotion & development assignment. Attractive income imperative. Will relocate. P.O. Box 37, New Britain, Conn. 06050.

Announcers

Experienced first phone professional. Rock, up tempo mid road, country. Box D-196, 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.

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.

Announcer—Third-class license, college, married, draft-exempt, major and medium market experience. (317) 545-2909. Box E-187, BROADCASTING.

Country jock, desire air work. First phone. Experience. Box E-203, BROADCASTING.

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 Northeast. Include salary information with inquiry. Box E-227, BROADCASTING.

Florida-California: First phone pro. Tight board but with personality—MOR, C&W, rock. Box E-278, BROADCASTING.

First phone, announcer/DJ. Talented, stable, responsible. Looking for start in radio and/or TV. Box E-299, BROADCASTING.

NYC 50 kw. news announcer and DJ, and free-lance national commercial announcer, both for the past twelve years, seeks MOR DJ job in warm climate, excluding Florida, at decent salary. Box E-310, BROADCASTING.

Solid big ten sports experience. Need chance to advance, in radio or TV sports. Box E-312, BROADCASTING.

Experienced . . . first ticket . . . looking for top 40 or MOR with chance to do news and sports. Box E-317, BROADCASTING.

Young, energetic, single, first phone broadcasting graduate. Military complete, will relocate. Best references! Box E-319, BROADCASTING.

Help! I'm a beginner looking for experience. Broadcast school graduate, 3rd phone, married, 24, veteran, will relocate. Ray White, Box E-324, BROADCASTING.

Young PR man with announcing experience seeks return to radio with MOR station. B.A. degree and writing experience. Prefer southeast. Reply Box E-336, BROADCASTING.

Young man, twenty-six years of age, married, no children, will relocate anywhere. Looking for new start in small market radio. Now working for small FM. Have learned all mechanics of a boardshift, announcing, and production. Looking for radio station manager with facility and big ideas . . . Box E-340, BROADCASTING.

Leaving Minneapolis-St. Paul with super ratings. Top 40, contemporary, or progressive MOR. First phone. Prefer midwest, but will consider any market, any size. Box E-345, BROADCASTING.

Big voiced P.D./MOR D.J., PBP sports, 10 years experience. Box E-348, BROADCASTING.

I'm looking for you; maybe you're looking for me? Small-to-medium market where I can become involved with your station. One year experience; BA in Communications; first ticket. Reply Box E-350, BROADCASTING.

Heavy personality! Ten year pro. Number one in market. Major market only. Box E-358, BROADCASTING.

Med. Market first phone seeking small to medium MOR "West". Box E-363, BROADCASTING.

Looking for station (radio and/or TV) offering diversity and opportunity to be creative. My background: actor, producer/director, theater management. In this field: MOR DJ, TV booth announcer, film critic, comedy writer, TV weather. Ideally in Canada. Reply Box E-365, BROADCASTING.

Announcers continued

Air personality in NW seeks morning show in medium market. Over four years experience including sales, management. Box E-370, BROADCASTING.

1st. Seasoned pro wants air, sales, contract only, will relocate. Box E-372, BROADCASTING.

First class license, limited experience, prefer country-western. Don Bach, 3325 Hubbell, Lot 98 Des Moines, Iowa 50317, Phone 515-262-8065.

Florida please. 1st phone. 3 years experience. Top 40, contemporary, or up MOR. 412-745-6479. Now!

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.

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 Tetric, 1133 Lomita, Glendale, Calif. 91205. (213) 247-3358.

Combine extremely good engineer technician hi-power multi-tower AM/FM with very good jock—medium to metro, throw in good programmer, 8 years radio. 28 years maturity. For the winning combination call 1-803-532-5422 after 7 p.m. Rt. 3, Box 30A, Leesville, S.C. 29005.

Batcha by golly wow top forty DJ. First phone. Production experience. Will relocate. Call 515-424-5403.

SOS, college student, six years commercial experience, excellent voice. Available for summer. Help!!! Pete Hons, 614 Main Street, Portage, Pa. 15946. (814) 736-4421.

1st phone . . . authority of top 40 hits since 1956 . . . light on experience, heavy on voice, production, tight board. Prefer top 40, oldies, progressive, or MOR. Desire N. Calif., Pacific Northwest or Rocky Mountain area. 24, married, dependable. Will answer all inquiries. Contact John Hart, 134 Via Alameda, Redondo Beach, Calif. 90277.

Knowledgeable County DJ—available mid-July—2 1/2 years experience—3rd endorsed—prefer South, but will consider all. Clyde Bass, 446 Behney, Mishawaka, Indiana. (219) 259-8115.

Capable top 40 announcer. 2 years experience at #1 "rocker" in Honolulu. Military recently completed. Will relocate immediately. Call Donn Kaplan, 1-402-556-1632, mornings.

First phone—announcer with MOR, contemporary and country experience. Seven years in broadcasting. Call 405-794-8456.

Responsible first phone, three years radio/TV. Tight rock, MOR, country, production. Strong news, sports. Write any copy. Veteran, single, 26. Small, medium market. Tapes, copy, resume, references. August. Don Pike, Box 101, Nome, Alaska 99762.

News-caster-Sports-caster-Disc-Jockey-Experienced-Creative-Tightboard-Versatile-Dependable-Announcer. M. Stanley, 233 Stuyvesant Ave., Apt. #3A, Brooklyn, New York 11221.

1st phone trained on the air for one year desires a position where there is room to grow. Will work any format anywhere. Tape and resume upon request. Sam Huffman, 9525 Mina Avenue, Whittier, California 90605. (213) 698-2878.

Tampa, St. Petersburg, Florida area. Don Ray, WPTH, Fort Wayne, Indiana, is seeking an announcing or news position. You may call my current employer. 7 years experience. 219-493-1476.

Handyman: news, play-by-play. MOR, or rock, production, sales. College grad with 3rd. If you desire a man of many talents, I can help. CDK, 704 Hickory Street, Liverpool, New York 13088.

Announcer, engineer: 16 years local radio. Want opportunity with happy, successful, independent station. Prefer permanent with chance of advancement. 40's but versatile, dependable, good references. Moderate salary. No sales. Box 343, Ocheyedan, Iowa.

Articulate, musically aware DJ with third endorsed wants any spot progressive/rock, free form or classical station. Somewhat eccentric though eminently sane. Charles Weir, 1084 Lincoln Street, Boulder, Colo. 80302.

Creative one-to-one communicator. 3 1/2 years experience. Telephone experience. Medium/large markets only. Prefer stereo rock. Pat O'Brien, 219-426-7712.

Columbia School of Broadcasting graduate. Interested in play-by-play and sales. Able and willing to work any format. Will relocate. Michael Forkal, 9630 McGee, Kansas City, Missouri 64114. 816-942-6071.

Technical

Chief—AM-FM. 20 years experience—attention group stations or stations desiring quality sound. Box E-264, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-304, BROADCASTING.

Chief engineer, 16 years AM-FM-DA. City under 40,000 population. Box E-318, BROADCASTING.

Chief Engineer experienced FM Stereo, audio, new construction, AB degree. Desires new position in NYC area, with good salary, in broadcasting or related field—would welcome AM or TV experience. Married, references, presently employed, available June or July. Box E-373, 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.

Chief—directional/non directional. Heavy on studio, xmitter, remotes, construction, and design. East coast. Marlin Moss, 301-475-8511, or General Delivery, Lexington Park, Maryland 20653.

1st ticket with Navy experience, desire Eastern location. Contact John DeWitt, 51 Longview Dr., Schuylkill Haven, Pennsylvania, (717) 385-3133.

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 sportscaster—college basketball and football play-by-play. Reporting sports news and interviewing. Excellent sports background. Box E-164, 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.

TV anchorman-extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box E-322, BROADCASTING.

I won't take "no comment" for an answer. What's your comment? Box E-355, BROADCASTING.

Young sports announcer with charisma and audience rapport. 3 years radio, no TV experience. Looking for good radio, TV markets to expand talents in. Box E-369, BROADCASTING.

Digger, who gets the news . . . first. Proven record. Strong on writing with original, ear-catching style. Good voice, authoritative delivery. 5 years experience. 914-331-0905, weekdays after one p.m.

Let's play ball! Play-by-play announcer. 10 1/2 years in radio. 3rd, degree. Will relocate. (513) 561-7898.

College grad: former news director and sports director, with play-by-play and interviewing experience. CDK, 704 Hickory Street, Liverpool, New York 13088.

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.

Denver area rocker/alive-MOR . . . if your professional operation invests in better people to create and present your product, you'll appreciate this articulate, educated, humorous PD/morning man. Midwesterner who's done it all. Box E-303, BROADCASTING.

Program director. 10 years experience all phases public affairs/fine arts programing. Producer/performer with strong classical music background. BA degree plus. Prefer midwest location and opportunity to complete MA. Box E-306, BROADCASTING.

Women's show . . . 4-minute daily program covers anything and everything. Sometimes witty, sometimes serious, but always well written and personally delivered. Tape and resume on request. Reply Box E-307, BROADCASTING.

Programing, Production, Others

Continued

Seeking any position, any place, any medium. Experienced first, degree, 23, married. Call 618-254-4115 week of May 29 only, or Box E-352, BROADCASTING.

Black programmer looking. 919-483-6530.

Communication College graduates—trained by industry professionals in radio-TV-film-studio-operation and programing, 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.

TELEVISION

Help Wanted Management

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 Station sales rep—Extensive, successful experience. Prefer St. Louis, Dallas, Atlanta, or Chicago. Box E-286, BROADCASTING.

Announcing

Southeast medium market network station looking for attractive co-hostess/assoc. producer for top rated daytime talk show. Send film, VTR or audio tape if available and salary requirements first letter. Box E-377, BROADCASTING.

Technical

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.

Licensed engineer for tape operations and video control. Call 305-965-5500.

News

Group-owned, middle market net-affiliated VHF, desires experienced news director/anchorman. Resume plus VTR to Box E-305, BROADCASTING.

Young college grad. with radio news experience. Will relocate. Box E-334, 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.

Weatherman-announcer—Opening for professional to perform nightly weather and general announcing. Send tape, resume. WSAV-TV, Savannah, Georgia.

S.F. VHF assistant sports director. Must have at least two years on-air experience. Send air check and resume to P.O. Box 252, San Francisco.

Situations Wanted, Management

South, east and 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.

General manager, sales-oriented, profit conscious, thoroughly experienced all facets, available for your television property. Presently successful vice president and general manager, group-owned medium market network affiliate. Sound reason for desiring change. Best industry references, including present owner. Box E-344, BROADCASTING.

Situations Wanted Sales

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.

Situations Wanted Announcing

Black super star presently employed available now, hurry will go fast, send today for free tape, picture and resume. Working now at small northeastern MOR. Can be excellent TV booth announcer, weatherman, game show host or MOR radio personality + more. Box E-354, BROADCASTING.

Looking for radio or TV sports job or combination jock/sports. Willing to work, eager to improve. Personable, 23, excellent pipes, 3rd, 2 years experience including AFVN-TV Saigon and tight board Top 40 jock stateside, plus some news. Bob Mays, 23-B Hilltop Drive, West Lafayette, Indiana 47906. 317-463-6910 after 5 P.M.

5 years experience. Last 2 years in Washington-Baltimore TV market. Talk show/personality, children shows/producer and writer, staff announcer, news, weather, and sports. Tony Alexi, 2310 Viers Mill Road, Rockville, Md. 20851. (301) 424-7698.

Situations Wanted Technical

Ten Years television maintenance experience, wish to relocate. Best references. Box E-268, BROADCASTING.

Engineering manager with 15 years experience desires change. Box E-330, BROADCASTING.

Conscientious first phone broadcast production engineer, striving perfectionist. Box E-332, BROADCASTING.

First phone, switching, VTR, projection, transmitter watch, four years experience, market size unimportant, married. Box E-346, BROADCASTING.

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 Newsman/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.

Sports director of small market TV station. I'm doing good job, but want to move on and up. Excellent journalism background; experience in reporting, interviewing, filming, writing—all aspects of the television product, plus three years of radio play-by-play. I am married, stable, industrious, and ready to expand my opportunities. VTR and resume ready when you are. Box E-298, BROADCASTING.

Network TV news executive, weary of NY rat race, wants to again run award-winning local news operation. Top experience and performance. Prefer coastal location, congenial life style, elsewhere in U.S. or overseas. Box E-311, BROADCASTING.

Producer/Director top rated news show in top fifty market. All phases, including film, of news and public affairs production and direction. Seeking similar position. Box E-360, BROADCASTING.

Situations Wanted

Programing, Production, Others

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.

TV traffic manager major market network affiliate seeks return to production-programing, medium to small market. Prefer northeast. 26, family. Box E-333, BROADCASTING.

Director wants to relocate, needs action. Excellent experience and references. Talented, creative. Let's talk. Box E-325, BROADCASTING.

Director/assistant director, associate director seeking same. Ample sports, remote, studio experience; 4 years #5 and #1 markets. Veteran—officer. Top Professional—dependable. BA-TV. Box E-341, BROADCASTING.

Program/Production management; ITV/PTV; B years TV; color; Masters; award-winning. Box E-368, BROADCASTING.

Programing, Production, Others

Continued

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

Ampex MK X Headwheels: Will pay top dollar for used MK X Headwheels. Please contact Box E-329, BROADCASTING.

Stereo tape electronic. Ampex preferred. 351, 354, PR10, or 600 series for stereo conversion. KLC Radio, Lewis and Clark College, Portland, Oregon 97219.

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.

Wanted: Used cartridge machine that records and plays back. Write Bill Hoy, 7129 Edmund St., Philadelphia, Pa. 19135.

For Sale Equipment

10 KW G.E. FM Transmitter—was replaced by higher power when we went to dual polarization. Was in operation well within FCC specs. First \$3,000 takes transmitter and 8 bay Jampco. F.O.B. transmitter site. Box E-326, BROADCASTING.

Heliac-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.

6 1/2" Andrews Rigid T/L 775' type B2503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

iso-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, Min. View, Calif. 94040. (408) 739-9740.

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.

Gates RDC-10C transmitter remote control system. Studio/transmitter units, mint condition, manual, \$575.00. Engineer, KIKK, Pasadena, Texas. 713-473-4433.

MISCELLANEOUS

I, William D. Mitchell (remember me, I write innovative letters!) take this opportunity to thank everyone in television who gave of themselves, wrote encouraging replies, or took their time to help me! Special thanks to Sol Taishoff, Jerry Birdwell, Hal Dasdac, Tom Reddin, Phil Bauth, Bob King, and especially Scripps-Howard Broadcasting, KTEW-TV, where I'm announcer/weatherman. If I left out anyone, I'm sorry, but this ad costs!

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"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.

\$1,000 a week comedy writer for \$15 a month! Exclusive! One client per market! Rush \$15 to Box B-172, BROADCASTING.

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.

Commercials with humor sell. Order our book of 101 of them, 32 client categories for \$19.95. Brain Bag, Box 875, Lubbock, Texas 79408.

MISCELLANEOUS Continued

Computerized FM frequency search. \$300.00. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383. Telephone: 606-873-8311.

New! Fifty personalized novelty inserts, \$10. Twenty heavy jock announcements, \$10. Twenty "Sounds of Summer" jock drops, \$10.00. Package deal . . . \$25. Columbus Radio Productions, Box 187, Bradley, Illinois 60915.

Democratic Convention coverage! Exclusive radio news pool. \$200 covers all costs. Details—contact: Dick Starr, Professional Programming, Inc., 4925 S.W. 93rd Court, Miami, Florida 33165.

We are a Mickey Mouse company. We have hotels, accommodations, motorhome rentals, houseboat rentals, etc. near Disneyworld available on a trade-out basis for printing, advertising or ? International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Fort Lauderdale, Florida 33311.

Instructions

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco***, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis**, 1362 Union Ave.

Elkins in Nashville**, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates 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.

Instructions continued

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.

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

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.

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.

Instructions continued

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.

See our display ad under instruction on page 64, Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO. 2-3281.

Situations Wanted, Management

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

Situations Wanted News

28 YEAR OLD NBC NEWSMAN

in New York wishes to move to new location. Sunny climes preferred. Network editorial and air experience. Former reporter Life Magazine. Married, family man. Salary negotiable.

Box E-320 Broadcasting

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER

Top-rated Network Affiliate in Major Market. \$35,000 Salary, Plus Percentage on Increase of Sales. Ownership has Plans to Acquire Third Station, Making this an Extremely Desirable Opportunity for Career Advancement. Age 30 to 40. Potential More Important Than Experience.

Box E-367, Broadcasting

Help Wanted Programing, Production,

Others

PROGRAMING PLANNER

For major broadcast company. TV background required with working knowledge of audience measurement, ratings, formating and buying programs. Must know how to sell your ideas. Opportunity knocks; answer with resume, salary to

Box E-371, Broadcasting

Situations Wanted Programing, Production

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Broadcasting

The newswEEKly of broadcasting and allied arts

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Miscellaneous

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Box E-301, BROADCASTING

Broadcaster interested in acquiring an AM/FM station in North or South Carolina.

Box E-300, BROADCASTING

FOR SALE Stations

**FOR SALE BY SEALED BID
RADIO STATION WNAD (840 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.

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Rochester, Minn. 55901

FOR SALE

One AM & FM, full time radio station.

Box E-302, BROADCASTING

Profile

The world of Peter Robeck is an unending search for quality programing

Peter M. Robeck, president and managing director of Time-Life Films, is slightly discomfited by the suggestion that his organization is an adjunct of the BBC. But he is the first to acknowledge that the alliance has been satisfying and successful.

Earlier this month the National Academy of Television Arts and Sciences presented eight Emmy awards for BBC-TV productions in various categories covering *The Six Wives of Henry VIII*, *The Search for the Nile* and *Elizabeth R*. Time-Life Films was co-producer and distributor of *Nile* and distributor of the two other series.

"But we have produced a number of series and specials under the Time-Life Films banner exclusively," Mr. Robeck pointed out, "and we intend to intensify our efforts in this area. Of course, our association with the BBC has enabled us to make a solid impact both on commercial and public TV, and I'm very pleased with the relationship I've had personally with the BBC for many years."

Mr. Robeck cuts an imposing figure at 6 feet 6 inches, with a solid frame. He is low-keyed and prefers to stay out of the limelight, but in face-to-face conversation, he is persuasive with a quiet sense of humor.

He puts long hours into reading scripts for proposed series and is intimately involved in both sales and production. He acquired the work ethic as a child, and at 17 he delayed college for two years, shipping out as a sailor to save for his further education.

After two years at the University of California at Los Angeles, he began his career in broadcasting in 1938. Through a mutual friend, he met Frances Wilder Stevens, who was in charge of personnel and public relations for CBS on the West Coast.

"Frances, who is still a dear friend of mine, persuaded me to join CBS, saying I didn't need a sheepskin," Mr. Robeck recalled. "She was probably right."

He worked at low-level jobs at CBS over the next three years—in the mail room, on the guide staff and in the transcription department—and enlisted in the Air Force in 1941. He served as a bombardier in North Africa and later in the Pacific. He was released in late 1945 as a first lieutenant.

Mr. Robeck's career moved into high gear after the war as he accumulated experience as a farm news reporter, sales promotion director and salesman for CBS and KTTV (TV) Los Angeles.

Midwestern-born and Los Angeles-bred, he was lured to New York in 1953



Peter Martin Robeck, president and managing director, Time-Life Films, New York, division of Time Inc.; b. May 18, 1917, in Marinette, Wis.; attended University of California at Los Angeles, 1936-38; with CBS Hollywood in mail room, guide staff and transcription department, 1938-41; U.S. Air Force, 1941-45, released as first lieutenant; farm reporter KNX(AM) Los Angeles, 1946-47; Los Angeles, 1946-47; sales promotion director, CBS Pacific Network, 1947-49; salesman, assistant sales manager, KTTV (TV) Los Angeles, 1949-52; general executive, Consolidated Television Productions, Los Angeles 1952-53; general manager, later president, Teleradio Film Division, New York, 1953-58; president, Peter M. Robeck & Co., New York, 1958-69; president and managing director, Time-Life Films since 1969; m. Gertrude Mann of Pasadena, Calif., 1944; children—Victoria, 26; Stephen, 23. Hobbies: Sailing and collecting nautical relics.

to direct the burgeoning TV film division of RKO Teleradio.

In 1958, he formed his own TV distribution organization, Peter M. Robeck & Co., New York, which at the outset syndicated the half-hour *Roy Rogers Show* and reruns of *Death Valley Days*.

In 1960 Robeck began its association with the BBC as U.S. distributor for *An Age of Kings* series, which was sold to commercial TV in New York and Washington and on public television in the remainder of the country.

The Robeck organization continued to represent an expanding amount of BBC products in the ensuing years and now handles Latin-American distribution too. Mr. Robeck's firm grew modestly and had a staff of about 15 when it was acquired by Time Inc. in December 1969.

"I always realized we were sorely undercapitalized," he remarked. "And a merger with an organization with the vast resources of Time Inc. offered a splendid opportunity."

From that staff of 15 in 1969, Time-Life Films has grown to approximately 85 with offices in New York, Chicago, Los Angeles and London.

Mr. Robeck is on a whirlwind schedule this spring with Time-Life Films co-producing with the BBC 13 one-hours of the *America* series set to begin on NBC-TV this fall, and 13 one-hours of *Ascent of Man*, a science series.

To insure a continuity of this programing arrangement, Mr. Robeck said, Time-Life and the BBC are developing co-productions for 1973-74. These include 13 hours of *The Explorers*, tracing the major discoveries of the world from Marco Polo to the astronauts, and 13 hours of *Europe Since 1900*.

"Perhaps only a few years ago, the market for the sale of programing such as the BBC has provided would not have been substantial in the U.S.," Mr. Robeck ventured. "But we have found there is a market for significant cultural programs if they are well produced. One other factor may be the decline of public affairs programs on U.S. TV networks."

Mr. Robeck also stressed that Time-Life has produced prestigious TV programs on its own (*Life Around Us*, *Life Adventure Specials*, *The World of Sports Illustrated* and *The Alcoa Hour*) and has in development an ambitious program schedule.

"Time Inc. has enormous amounts of raw material available to us for TV adaptation," Mr. Robeck explained. "From the Time-Life Book series, 'The American Wilderness,' we already have treatments for several programs. Also under development is a TV series based on 'The Old West' books; we're producing 'The Making of the President' as a TV special, and working on putting together a series based on 'The American Revolution' books."

Mr. Robeck called 1971 "a great year" for Time-Life, "putting us well in the black." He is even more sanguine over prospects for 1972.

His favorite hobby is sailing which he feels probably best reflects his Norwegian heritage. His commodious office in Time Inc.'s building in Rockefeller Plaza abounds in nautical artifacts, including a binnacle, an old cannon and a replica of an engine room.

"But unfortunately I have little time for sailing these days," he observed with a what-can-I-do-about-it smile. "My work requires me to read extensively. Recently, I've read all about gorillas and scientists and eight of the first 10 drafts of *The American Revolution* series!"

Editorials

No return

The Republican aversion to some of the country's most influential organs of journalism is becoming institutionalized. Within the month this publication has reported the following:

The Republican National Committee's weekly tract, *Monday*, accused NBC and UPI of spreading Communist propaganda and CBS of distorting news to favor negative reports.

Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, accused unnamed newspapers and television commentators of attempting to "sabotage" national policy.

Patrick J. Buchanan, who prepares the daily news digests for the President, alleged a liberal bias in network news which he said excludes the presentation of conservative balance. He urged antitrust prosecution of the liberal "monopoly" in network journalism.

California Governor Ronald Reagan, invited to address a Los Angeles convention of NBC-TV affiliates, arrived with a prepared speech belaboring "irresponsible" broadcasters who "pander to the drug culture, allow obscenity on the air and turn over their facilities to those who shout 'revolution.'"

It was still going on last week. Clark MacGregor, the President's congressional-liaison aide, deplored "advocacy journalism" which he said could wreck the Moscow summit.

And out of obscurity emerged Thomas Houser, a Republican member of the FCC for 10 months in 1971, now a Chicago lawyer and chairman of the Illinois Committee to Re-Elect President Nixon, to amplify the indictment of advocacy journalism. The press corps, said Mr. Houser, "has been ideologized into a part of the liberal establishment."

Since the orchestration of this criticism into the next thing to a party platform, the worry of broadcast journalists has been a loss of credibility. Would the incessant carping by figures in or near power erode public confidence in broadcast news?

It isn't happening, or if so, it isn't being measured. As reported elsewhere in this issue a newly released survey by Oliver Quayle finds a far larger percentage of the public trusting Walter Cronkite than any politician on the national scene. The Republicans ought to look for new targets.

A little light

While Senator John O. Pastore (D-R.I.) persists in demanding that violence on television be somehow monitored, indexed and rigidly controlled, new evidence comes to light to demonstrate—again—the flimsiness of assumptions underlying his concern.

Senator Pastore believes that violence viewed is violence imitated, and that therefore—but need we go on? As chairman of the Senate Communications Subcommittee, he has the experts at the Department of Health, Education and Welfare hoping around trying to develop a violence index, which they have promised to report on by June 30. They also have laid out another \$100,000 for yet another piece of research.

That last may be a bargain, at that. The first government study in this field cost \$1 million. It was conducted by the surgeon general and found scant evidence that TV violence triggers aggression in children not already predisposed to aggression. Some social scientists who were predisposed to a contrary belief claim to detect hidden horrors in the findings.

These fixed minds may be expected to ignore or attempt to discredit the latest study to come into view. As reported in these pages a week ago, Dr. Stanley Milgram, a respected social psychologist, has described a set of experiments that he devised and conducted, including real-life experiments involving, with-

out their knowledge, viewers of a prime-time television show. The tests, he told his audience at the New York Academy of Sciences, were "very strongly oriented" toward finding imitative effects among viewers of violence. No such effects were found.

The experiments were underwritten by CBS but completely controlled by Dr. Milgram (who has not yet, in fact, given CBS his report on them). They were elaborate, ingenious—and expensive, reportedly costing close to half as much as the surgeon general's million-dollar study. The findings do not relieve broadcasters of their obligation to supervise violence, like all other elements, in the programs they present. The findings should, however, help relieve television of some of the pressures stemming from the increasingly disproved belief that violence on the tube is a prime cause of real-life violence.

Regrets only

The Administrative Office of the United States Courts is asking broadcasters to provide free dissemination of legal notices that newspapers are being paid to publish. Not only that, the notices openly recruit public participation in class-action suits, whatever their merit or prospect of success.

The proposal is a brash attempt to pervert radio and television into instrumentalities of government. It also raises a serious question about the purpose of the courts. Here the judicial branch is acting to encourage litigation and to assist one side. Have the courts abandoned their historic role of disinterested arbiter?

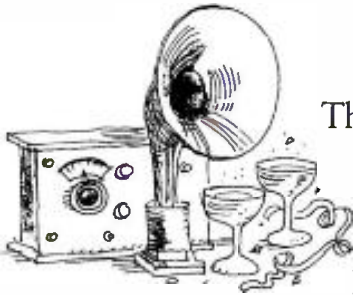
For reasons that are unexplained, the National Association of Broadcasters is acting as an accomplice in this escapade. It has distributed to all members a memorandum from Carl H. Imlay, general counsel of the courts' administrative office, soliciting agreements to carry announcements "prepared by the courts." With such cooperation by networks and stations, Mr. Imlay unabashedly explains, "the effectiveness of class actions would be enhanced."

Mr. Imlay has also provided a questionnaire for NAB members to return, indicating whether they will make themselves available on call. If broadcasters wish to engage in the courtesy of a reply, they will decline the invitation.



Drawn for BROADCASTING by Sid Hix
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