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FCC tends toward hands-off policy on fairness

Broadcasting Jun 26

The newsweekly of broadcasting and allied arts

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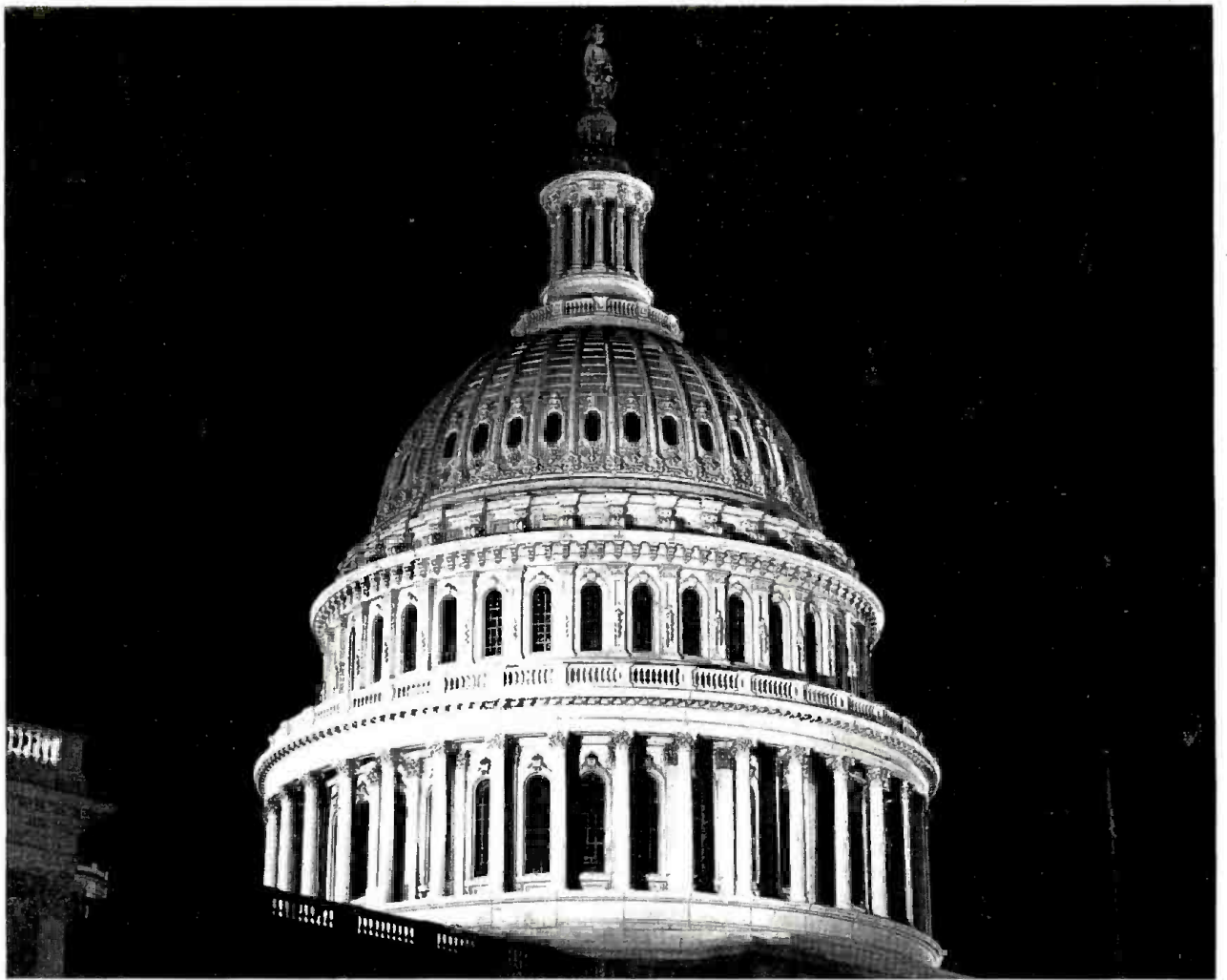
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Time to speak up

Broadcasters who complain about excessive FCC regulation are missing golden opportunity to be heard. Two months ago FCC Commissioner Richard E. Wiley, who heads special study of broadcast de-regulation, invited licensees to let him know informally what bugged them, how things could be improved. So far he and staff have had no more than 50 communications, which they call disappointing. Once informal submissions are in, FCC is expected to proceed to formal rulemaking. After that it'll all be in lawyers' hands.

Sequel

Invitations are out to 110 local on-air news broadcasters and talk-show personalities for full-scale briefing at White House tomorrow (Tuesday, June 27). Following 2-to-5 p.m. indoctrination on events in news, President and Mrs. Nixon will receive group (and their spouses) at White House. Event will follow by less than week presidential "summit" with station owners and executives (see page 16).

Delicate subjects

At unprecedented White House conferences with broadcast-station executives last Thursday there was singular lack of talk about political flavor of television journalism, which has been favorite target of Republicans in and near administration. Oddly, it remained for broadcaster, Charles Crutchfield, Jefferson Standard stations, Charlotte, N.C., to bring it up in meeting with President. Mr. Crutchfield volunteered his long-held opinion that CBS News is tilted to left. Conversation quickly turned to other matters. No network executives were present at White House sessions last week.

Broadcasters who participated in unusual dialogue with President Nixon were given keener insight into administration's reservations about funding noncommercial television. He reportedly said so-called "public television" programming was unattractive and too costly in relation to what public gets. But he said not all his advisers were of same mind.

Back to earth

While everybody's talking about domestic satellites and presumed economies they could bring to program distribution, especially to national TV networks (story page 50), inside word is that AT&T is on verge of filing new tariffs that would "substantially" reduce networks' costs for present terrestrial service. Some sources speculate that three-network bill, currently totaling around \$75 million annually, could drop to \$60 million and conceivably less under new plan. But rates for "occasional" service reportedly

would rise markedly, which virtually guarantees it'll be opposed.

New rate structure has been in work long time ("Closed Circuit," April 10) and, according to some insiders, AT&T's filing it has been delayed primarily by strong opposition put up by Hughes Sports Network, believed to be AT&T's biggest occasional-service client. Hughes officials contend their rates would be doubled under new plan and that they would be forced to curtail production as result. They see proposed cut in "contract" (network) rates as effort to keep networks from switching to satellite distribution—at expense of Hughes and other occasional users—and vow to fight it to last ditch. Even so, they and others are convinced AT&T will file new structure, as one put it, "any day now."

Moving up

Who will succeed Robert J. Rawson, who retires June 30 as deputy chief of FCC's Broadcast Bureau? Choice is up to Broadcast Bureau Chief Wallace E. Johnson, and he's expected to select attorney on merit promotion rather than seek outsider. There's strong support—at staff level as well as topside FCC—for elevation of Joseph F. Zias, chief of renewal and transfer division, to key spot. Mr. Zias, youngish 59, is 10-year veteran of FCC and one of few FCC lawyers who has been in private communications practice. In line to succeed Mr. Zias is Richard J. Shibon, 35, also 10-year veteran on FCC staff, for six months chief of renewal branch.

Price rise

Still more evidence of boom in FM-station values will come with announcement that Metromedia is paying \$2.75 million to buy National Science Network's WDFH (FM) Chicago. Though it's not record—that was set when General Electric committed \$3.6 million to purchase Kaiser's WJIB (FM) Boston (BROADCASTING, June 5)—deal undoubtedly will boost going rate for other major-market facilities. Buy is evidence, too, of importance bidders place on Chicago market. RKO is dickering for entry into Second City FM field, may pay \$2 million-plus for WKFM (FM) there ("Closed Circuit," June 19).

Parting

Mutual's Charles W. Godwin, vice president in charge of affiliate relations, has resigned. Mutual reportedly will reorganize station-relations department after moving its headquarters to Washington soon. Mr. Godwin's association with network started in 1937 when he was announcer and producer. He served as ABC Radio's director of station relations, 1954-58, then rejoined Mutual as vice president for affiliate relations.

Local heat

Stern Concern is setting up "network of grassroots" organizations to request local television stations to carry Stern-produced spots that three networks have refused—one countering advertising for analgesics, other announcing General Motors recall of late-model Chevrolets (BROADCASTING, May 1 et seq.). Network links affiliates of sponsoring organizations, Medical Center for Human Rights and Center for Auto Safety, and other public-interest groups in Washington, Los Angeles, San Francisco, San Diego, New York, Pittsburgh, and Chicago.

There are no reports yet of stations airing spots as public-service announcements. But messages have been carried. In San Francisco Bay area, KTVU (TV), KGO-TV and KPIX (TV) used Chevy spot in newscast coverage of local group's report on number of Chevrolets on used-car lots that have not been recalled; group had shows spot in its news conference. Noncommercial WTTW (TV) Chicago carried both spots in program on consumerism. WTOP-TV Washington carried analgesics counter ad on Saturday night (June 17)—"inadvertently," according to station spokesman. WTOP has yet to decide whether to accept spot.

With the trend

Next major cable company to go public will be Sammons Communications Inc., Dallas-based MSO which ranks sixth among industry's owners and has 51 systems with over 200,000 connections. It's anticipated million shares—representing 25% of company—will be sold at opening price of \$20. Merrill Lynch, Pierce Fenner & Smith, nation's largest brokerage house, will handle offering as its first cable issue.

SCI is wholly owned subsidiary of Sammons Enterprises, holding company for assets of Charles A. Sammons. Current annual revenues—predominantly from string of seven insurance companies headed by Reserve Life—exceed \$300 million.

Man with record

Organizers of political-action, fund-raising "Committee for the Preservation of Free Enterprise Broadcasting" (see page 43) would like to draft Douglas L. Manship, president of WJBO-AM-FM and WBRZ (TV) Baton Rouge, La., and of affiliated *Baton Rouge Advocate* and *States-Times*, as leader. Mr. Manship, as chairman of National Association of Broadcasters' media-structure committee, which is fighting FCC proposal to require newspapers to divest themselves of commonly located TV stations, was instrumental in raising several hundred thousand dollars for that cause.

At Deadline

10-K's must now show ad expenditures

SEC rule, effective next year, requires disclosure of 'all costs related to advertising' in media

All publicly owned companies must now disclose their total media advertising costs in financial statements to Securities and Exchange Commission, agency announced last Friday (June 23).

SEC action, which was taken despite vehement opposition from corporations claiming that agency does not have authority to demand such disclosures; was part of large-scale revision of guidelines for filing of financial statements and related accounting procedures. Rules were proposed in notice last August, with few major changes short of clarifying notices coming out in final action.

Under new requirements, which take effect Dec. 31 and will effect firms filing annual reports (form 10-K) with SEC after that date, companies trading their stock publicly must make full disclosure of total expenditure in media advertising for past fiscal year. SEC emphasized it is looking only for total amount expended, and that firms need not provide further description of individual accounts to which that figure is charged.

Rule applies to "all costs related to advertising the company's name, products or services in newspapers, periodicals or other advertising media." Firms will not have to disclose internal costs related to support of advertising, commission said.

Broadcast planks for Democrat platform

Two television networks and National Association of Broadcasters delivered to Democratic Platform Committee late last week their positions on major broadcast issues, urging especially that committee emphatically affirm freedom of broadcast press.

NBC, in proposed language submitted under letter by President Julian Goodman, asked Democrats to state "the public is informed by speech in broadcasting as it is in newspapers and magazines and that government interference with the broadcast press is as intolerable as with the printed press."

CBS presented to committee its previously stated positions on First Amendment, election reform, license-renewal legislation, counteradvertising and increased federal support for public broadcasting.

On First Amendment, CBS Vice Chairman Frank Stanton said: "Once and for all, it must be established that broadcast journalism, and all journalism, cannot be half free; that freedom of the press is

meaningless without the desire to be right and the right to be wrong; that the role of government in a truly free society is to protect, not to invade, the freedom of the press. . . ."

NAB President Vincent T. Wasilewski appeared before the committee to urge "a sympathetic and cooperative point of view toward broadcasting." Not only should committee adopt plank against intimidation of media, he said, it should take forthright stand against such proposals as counteradvertising and access. Mr. Wasilewski devoted much of his time to counteradvertising, of which he said: "The economic consequences . . . would be fatal to many stations and destructive to the public-service capabilities of all."

ABC had made no presentation as of late last week.

CBS seeks safeguard in political broadcasts

CBS has asked FCC to reverse, or at least clarify, staff ruling that prohibits broadcasters from requiring political candidates to sign indemnification forms before selling them time for political broadcasts.

CBS said that it routinely requires candidates to sign such forms, and that they are used to protect it against variety of potential damages beyond libel.

Staff, in ruling on complaint against CBS-owned KNXT(TV) and KNX(AM) Los Angeles brought by representative of Hubert H. Humphrey (D-Minn.), held that CBS's indemnification-form requirement is "unreasonable burden and restriction on the use of a station" and is "inconsistent" with no-censorship requirement of Section 315 (BROADCASTING, June 5).

Commission staff cited 1959 Supreme Court ruling that broadcast licensee is immune from libel damages resulting from broadcasts by candidates, since licensees are prohibited by law from censoring their remarks.

CBS cited number of other claims it said might arise as result of political broadcast—invasion of right of privacy of third person and copyright infringement, among them.

CBS said it now faces problem against which indemnification form might protect it—charge for payment of union fees as result of 3-minute broadcast by Representative Shirley Chisholm (D-N.Y.) on June 30, CBS was required to give Mrs. Chisholm time as result of court ruling on equal-time complaint she had brought. CBS said moderator of interviewing panel, which was furnished by Mrs. Chisholm, has notified CBS he will file claim with AFTRA for payment for services on that program. Moderator was Nat Hentoff (BROADCASTING, June 12).

Court upholds slight slip of UHF in FCC priorities

U.S. Court of Appeals in Washington, in opinion indicating that UHF cannot expect as much protection from FCC as it once did, has held that commission is not bound to strict adherence to its "UHF impact doctrine" in allocations matters.

Court made that point in decision upholding commission in denying petition for reconsideration of its order granting increase in power to VHF station WSLA-TV Selma, Ala. Commission at time of grant had also approved station's sale to Central Alabama Broadcasters Inc.

Wcov Inc., licensee of wcov-tv (ch. 20) Montgomery, had sought reconsideration, contending station would be adversely affected by expansion of WSLA-TV's service area.

But court noted that commission in recent years has indicated that need to avoid UHF impact is no longer as pressing as it once was. "Although UHF impact will apparently still be considered, it will now be given somewhat less weight when balanced against important competing commission policies," court said.

It added that "UHF impact doctrine" is creation of commission and that commission "is free to give it such weight as it chooses, provided it is not arbitrary or irrational."

Court, like FCC, held that impact resulting from WSLA-TV's increased power would be slight. Power increase is tenfold, but station's effective radiated power had been 2.51 kw, one of lowest in country. Additional power causes "scant three percent increase in WSLA-TV's grade-B contour, court noted.

OTP funds survive House

Legislation containing \$3 million in appropriations for Office of Telecommunications Policy for fiscal 1973 was passed by House late last week.

Vote Thursday night (June 22) on over-all bill (which also includes budgets of Treasury Department, Postal Service, other White House offices and number of agencies) was 321 to 11.

Defeated 188 to 148 was amendment by Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) and Representative Lionel Van Deerlin (D-Calif.) that would have cut OTP budget to \$1 million (see page 43).

Senate is expected to take up measure this week.

Court steers clear of programing issue

Group of Washington area parents has lost again in effort to secure court order barring broadcast of *Wild, Wild West* before 9 p.m. Parents, who directed suit

against WTOP-TV Washington, contended program contained so much violence as to be harmful to children.

But U.S. Court of Appeals, in brief order issued Friday (June 23), upheld district court decision handed down in January 1971 dismissing suit on ground complainants had not exhausted administrative remedies available to them.

Appeals court noted that FCC has procedures for handling complaints about television programing. Commission also is considering petition for rulemaking aimed at curbing television violence that was brought by group with which complainants are associated.

If complainants are dissatisfied with manner in which commission disposes of their complaint, or if commission "unreasonably" delays action on it, court added, they can then seek judicial review.

Wild, Wild West was originally prime-time CBS show. WTOP-TV carried it daily, in late afternoon, after it was put into syndication. It is no longer on station's schedule.

Tax break granted in sale of WSLs-AM-FM

Sale of WSLs-AM-FM Roanoke, Va., from Roy H. Park Broadcasting to Bass Brothers Enterprises Inc. has been approved by FCC. Price was \$1.35 million.

Commission granted tax certificate to Park firm, noting that divestiture of radio properties was condition of grant of Park's acquisition (in order to comply with multiple-ownership rules) of WSLs-AM-FM-TV in 1969. Total consideration in that transaction was \$8.5 million. Commissioner H. Rex Lee dissented "vigorously" to tax break, however, claiming that action would place Park in position of having acquired two radio stations for purpose of sale rather than operation.

Bass Brothers, San Diego, is headed by Percy R. Bass. Firm owns KAUZ-TV Wichita Falls, KNDT-AM-FM Denton, KFDA-TV Amarillo and KCLW(AM) Hamilton, all Texas; KFDO-TV Sayre, Okla.; KFDW-TV Clovis, N.M., and KCST-TV San Diego.

WSLs(AM) operates on 610 khz with 5 kw day and 1 kw night. WSLs-FM is on 99.1 mhz with 200 kw and antenna 1,890 feet above average terrain.

NAB board winds up: It's Las Vegas in '75

Las Vegas is where 1975 convention of National Association of Broadcasters is going to be held—as planned last January.

NAB board on Friday (June 23) reaffirmed decision of board at April meeting in Chicago. Objectors to site on "image" basis at earlier meeting withdrew objections Friday when it became apparent they would be outvoted.

In other actions following week-long meeting (see page 35), joint board approved holding of miniconferences in each of 17 regional districts during coming year; authorized membership drive

Gone fast. Initial public offering of three million shares of common stock of MCI Communications Corp., New York, was sold out at \$10 per share on Thursday (June 22), according to Blyth & Co., New York, chief underwriter. Microwave Communications firm said proceeds from offering (\$30 million less expenses) and from \$64 million bank-credit agreement will be used for construction of microwave communications network and for other corporate purposes.

No more. Special Colgate spot-buying unit, which was set up six years ago at Ted Bates & Co., New York, to handle piggybacks (two 30-second messages combined into 60-second format), is being dropped by Colgate-Palmolive, which last year spent estimated \$3.85 million in spot television. Buying pool bought all broadcast spot for all Colgate brands, whether Bates was agency of record or not. Bates will continue to place Colgate spot business for which it is agency of record with other Colgate agencies: William Esty; Norman, Craig & Kummel; Masius, Wynne-Williams, and D'Arcy-McManus. Move is effective with spot buying for fourth-quarter 1972. Colgate said buying pool is no longer needed since 30-second commercial is now basic unit of sale.

Insider. Judge Ben Hooks, to be sworn in July 5 as FCC commissioner, has named legal assistant. He's Norman B. Blumenthal, presently attorney with enforcement and defense division of commission's Office of General Counsel, and former broadcaster (with WIOD[AM] Carlisle and WCMB[AM] Harrisburg, both Pennsylvania).

under auspices of station-relations department; authorized adoption of standards for audio cassette recorders for broadcast use; commended Vincent T. Wasilewski, president, and Grover C. Cobb, executive vice president for government relations, "for steps taken in implementing a board directive to strengthen the government-relations department," and approved study into possibility of program of libel insurance for broadcasters.

And, on same day, Mr. Wasilewski sent request to FCC Chairman Dean Burch asking commission to adopt policy that would permit broadcasters to count as half actual time devoted to political announcements so their hourly commercial content won't be over acceptable limits.

Zillger dies

William H. Zillger, 55, president of Standard Electronics Corp., Manalapan Township, N.J., died in Riverview hospital, Red Bank, N.J., last Thursday (June 22) following rupture of gastric ulcer abscess. Standard Electronics, manufacturer of broadcast equipment, is in receivership. Mr. Zillger is survived by his wife, Betty, and three children.

BEST and time element

Black Efforts for Soul In Television says license-renewal applicants are giving public incorrect information as to when petitions to deny are to be filed with FCC.

In petition filed with commission, BEST notes that public notice that license-renewal applicants are required to issue, both on air and in newspapers, suggests that public must submit comments on their performance no later than 30 days after renewal application are filed.

BEST points out, however, cutoff rule adopted in May 1969 sets deadline for petitions to deny as "first day of the last full calendar month of the expiring license term"—generally 60 days after filing renewal application.

BEST says that broadcasters can be assumed to know correct cutoff date, since they have not challenged any petitions to deny filed in conformance with cutoff on ground they were filed late. Nevertheless, BEST adds, stations "have persisted in publishing and broadcasting the incorrect cutoff date."

Accordingly, BEST asks commission to adopt rule "correcting" language in sample notice now incorporated in rules to make it clear that public has until 60 days after renewal is filed to submit comments.

BEST also asks commission to require all licensees in Maryland, District of Columbia, Virginia, and West Virginia "who have notified the public incorrectly" that deadline for comment on their performance is Aug. 1, 1972, to publish and broadcast new notices to specify that deadline is not until Sept. 1. Affected stations are due for renewal Oct. 1.

Cable forensics at FCC

FCC will hold oral argument on its proposed rule relating to cable-television carriage of sports events. Commission, which has received voluminous written comments in rulemaking proceeding, says it will hear oral discussion on July 20.

Commission has not yet established format for argument, but it is asking interested parties to let it know of their intention to participate.

Proposed rule would impose blackout restrictions on CATV similar to those broadcasters face in connection with professional sports. Rulemaking was instituted at time commission adopted its new CATV rules, on Feb. 2 (BROADCASTING, Feb. 7).

In another development in connection with CATV rules last week, National Association of Theater Owners said it will appeal rules governing pay-cable operations. Theater owners filed notice of appeal in U.S. Court of Appeals for Seventh Circuit, in Chicago, and are expected to contend commission violated Administrative Procedures Act in adopting rules without affording interested parties opportunity to comment.

Commission has said it will take up petitions for reconsideration of pay-cable cable rules in separate proceeding (BROADCASTING, June 19).

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This Week

June 24-26—16th annual TV Programming Conference. Happy Dolphin Inn, St. Petersburg, Fla.

June 25-26—Convention, National Association of Farm Broadcasters. Walt Disney World, Bay Lake, Fla.

June 26—Comments due on proposed FCC sponsorship identification rules for political broadcasting (Doc. 19513). Replies due July 10.

June 28-29—"Principles of Communication" seminar, sponsored by Television Bureau of Advertising. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Denver.

June 30—Deadline for entries in international category of All Japan Radio and Television Commercial Council's commercial festival. Five categories of commercials broadcast between June 1, 1971, and May 31, 1972, will be judged: live action (45 seconds or less); live action (46 seconds and over); animation (three minutes or under); series of three commercials (totaling nine minutes or less). Single entry fee is \$30, series entry is \$60. Address: ACC, Bunchun building, Kioi-cho, Chiyoda-ku, Tokyo.

Also in 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 12-13—"Principles of Communication" seminar, sponsored by Television Bureau of Advertising. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Minneapolis.

July 13-14—Meeting, California Broadcasters Association. Del Monte Hyatt House, Monterey.

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

July 13-16—Meeting, Concert Music Broadcasters Association. Blossom Music Center, near Cleveland.

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, Mltre Corp.; Les Brown, Variety; Richard Burghelm, Time-Life; Nathaniel Feldman, Rand Corp.; Theodore S. Ledbetter Jr., Urban Communications Group, and Sol Schildhouse, FCC. Cambridge, Mass.

July 14—Comments due on FCC inquiry looking to establish policy on future reimbursement of public-interest groups contesting renewals and transfers following agreements between challengers and licensees. Replies due July 10 (Doc. 19518).

July 16-18—Convention, New York State Broadcasters Association. Otesaga hotel, Cooperstown, N.Y.

July 19-20—"Principles of Communication" seminar, sponsored by Television Bureau of Advertising. Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is \$25. Nashville.

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, Vall, Colo.

July 25-26—Board of directors meeting, National Cable Television Association. Embassy Row hotel, Washington.

July 26-27—Management seminar and retail workshops, sponsored by Television Bureau of Advertising. Plick-Congress hotel, Chicago.

August

Aug. 9-12—Annual convention, Rocky Mountain Broadcasters Association. Featured speakers: Frank Stanton, CBS; Dean Burch, FCC; 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 newsmen. Sun Valley, Idaho.

Aug. 10-11—Semiannual convention, Arkansas Broad-

casters Association. Arlington hotel, Hot Springs.

Aug. 12-27—Third summer film institute, sponsored by American Film Institute. Program will include an examination of film study techniques, film history and criticism and a filmmaking workshop. Fee is \$275. Kent School, Kent, Conn.

Aug. 16-20—Convention, National Association of Television and Radio Announcers. Marriott hotel, Philadelphia.

Aug. 20-23—Fall conference, American Marketing Association. Rice hotel, Houston.

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

Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by Kliegl Bros., at University of Georgia TV studios. Athens. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

September

Sept. 7-9—Fall business meeting, Florida Cable Television Association. Fort Walton Beach.

Sept. 11-12—Eighth annual convention, Nevada Broadcasters Association. Hotel Tropicana, Las Vegas.

Sept. 13-25—Annual convention, Michigan Association of Broadcasters. Hidden Valley.

Sept. 19-21—Video Expo III, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Commodore hotel, New York.

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

October

Oct. 1-3—Meeting, Pacific Northwest CATV Association. Redpath hotel, Spokane, Wash.

Oct. 3-5—Fall convention, Illinois Broadcasters Association. Water Tower Hyatt House, Chicago.

Oct. 4-5—Combined fall convention, Ohio Association of Broadcasters and Kentucky Broadcasters Association. Carousel inn, Cincinnati.

Oct. 9-11—28th annual National Electronics Conference and Exhibition. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

Oct. 11-14—Annual fall convention, Tennessee Association of Broadcasters. Ramada Inn, Jackson.

Oct. 15-17—Third National Symposium on Children and Television, organized by Action for Children's Television and Yale University Child Study Center and School of Art. Theme will be programing and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, American Association of Advertising Agencies. Arizona Biltmore hotel, Phoenix.

Oct. 19-20—All Japan Radio and Television Commercial Council (AAC) commercial festival. Top international commercials in five categories will be honored. Hibiya hall, Tokyo.

Major meeting dates in 1972

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

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

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

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136

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Open Mike®

MOR mail

EDITOR: Michael Shain's sensitive, probing report on radio's "vital center" ["There's still magic in the middle of the radio road," BROADCASTING, June 12] is the best article on modern radio programming I've ever read. He went to the right people for the right facts [although missing] Dick Carr, whom many consider the father of MOR, while at WIP Philadelphia. Mr. Shain treated his experts most fairly, resisting the temptation to draw conclusions and show one man more right than another. Above all, the special report on MOR did not deteriorate into a study on what radio can do to help prevent lagging record sales.—*Bob Oliver, Rochester, N.Y.*

EDITOR: Your special report on MOR radio was most enlightening, and the best I have read on that subject to date. . . . It would be to the benefit of recording artists, A&R men, songwriters, publishers, record salesmen, and those in the business of selling records (be they rack jobbers, one stops or retailers) to pay special attention to stories such as this. A great deal can be obtained by so doing—namely, increases in sales of recorded product through a better understanding of the medium that sells it for them, and the people who listen to that medium and buy the records.—*Chuck Thagard, associate director-national promotion, Columbia Records, Hollywood.*

EDITOR: Congratulations on a very fine article on MOR radio. I found it very informative and factual—you did your homework well.—*Marvin H. Astrin, executive vice president and general manager, WGN(AM) Chicago.*

EDITOR: The picture of so many knowledgeable radio people wrestling with the definition of middle-of-the-road music (BROADCASTING, June 12) seems to pose another question: Does labeling of music serve any useful or real purpose today? Perhaps it would be more helpful to those who make timebuying decisions to have stations labeled in terms of the basic characteristics of the target audience that the music generates rather than the music itself.

When we talk about a middle-of-the-road audience rather than "middle-of-the-road music," we know more precisely what we are defining. A middle-of-the-road audience offers age, income and lifestyle characteristics that are far more useful to the advertiser than a music label on a station. And these characteristics may not necessarily be limited to the 25-49 adults mentioned in the article.—*Rick Sklar, program manager, WABC(AM) New York.*

EDITOR: Your article in the June 12 edition of your great magazine deserves a

big hand. It pretty well covered what MOR radio is today. Congratulations on thoughts well put.

I do, however, have a comment or two on the section devoted to "beautiful music stations." One thing that was not delved into in the article is the type of announcer for a format of this type. I would think that this is a problem suffered by most stations formatted in the beautiful music theme. My own opinion of what the announcer should sound like is that he should complement the music, not detract from it. By this I mean he should not come in boisterous and noisy after a selection. He should be generally a soft-sell type, adult sounding but not necessarily a basso profundo. I have had the experience of having announcers who, previously in MOR personality or some other type format where a personality is "it," try to do their thing with the "classy" format and it comes off as a big nothing, just a loud voice trying to be somebody. I think it boils down to the fact that an announcer for a beautiful music station has to love, not just like, beautiful music. He must believe that beautiful music is the music and is willing to do all in his power to make his individual shift a "beautiful" shift.—*Jim Kelly, program director, KMEQ-AM-FM Phoenix.*

Macdonald's baby

EDITOR: Your good story detailing the recent House passage of public broadcasting funding missed one point: the very effective and unexpected participation of Representative Torbert Macdonald (D-Mass.), chairman of the Communications and Power Subcommittee. It was Representative Macdonald's bill that was being debated, and it was he who had steered it through hearings last January, through the subcommittee and full committee, and then to final passage on the House floor.

It was not known until the very time of the debate whether he had sufficiently recovered from his hospital stay to take on the debate. As the record will show, he did, and he won.—*William G. Harley, president, National Association of Educational Broadcasters, Washington.*

Ulterior motive

EDITOR: I am convinced that the growing number of stations that say they will not accept paid political advertising are doing so because they have been caught with their rate cards down. Many do not wish to make public the off-the-card deals. Since the law requires the lowest unit rate, they must either refuse political business or reveal their rate-cutting practices. This is not true of all, but I am sure it is the motivating factor for many.—*John F. Hurlbut, president, WVMC(AM)-WSAB(FM) Mt. Carmel, Ill.*

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* Reg. U.S. Patent Office.

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Monday Memo

A broadcast advertising commentary from George Simko, senior vice president, Benton & Bowles, New York

Too close for comfort: competing products and how they're scheduled

Suppose you were running a television station or network and I told you that your method of scheduling commercials for competing products could make them each 18% less effective in communicating with consumers. I'm sure that as a responsible broadcaster you would be as concerned as we are at Benton & Bowles about how to prevent such a loss in commercial effectiveness.

Suppose you were an advertiser paying the full bill for only 82% of a commercial. You would also be concerned—and that's the basis of this article.

For the first time we now have data by which we can convincingly demonstrate the negative effect on the consumer's ability to recall commercials when competing products are scheduled in close proximity.

The Gallup & Robinson Co., has been measuring viewer recall of prime-time commercials (network and local) in Philadelphia since 1961. During the 1970-71 television season this research organization produced day-after recall measurements for over 3,000 commercials. From this base G&R isolated 153 commercials broadcast within 30 minutes of an ad for a competing product. The data covered 19 different product categories. G&R compared the recall scores of these 153 products in 19 categories, run in a competitive conflict atmosphere, with category recall norms to determine the negative effect of competitive advertising proximity.

Here are the basic findings:

- Commercials scheduled within 30 minutes of one another achieved 18% lower recall than the norm.

- The closer the competitor, the lower the recall level. When competition ran within 10 minutes, recall was 42% lower.

- When competitors ran within 30 minutes before and after, recall was 56% lower.

The significance of these findings is obvious: To the extent that stations and networks schedule competing commercials within 30 minutes of each other they substantially reduce the effectiveness of this advertising. This is no longer a hypothesis. In our view we have research to prove it.

The availability of the findings comes at a time when standards of competitive protection have reached an all-time low. We can trace the deterioration of competitive protection on both a network and local basis. We can in fact go back to the point where a product in a network show had competitive protection extending to both the preceding and following



George J. Simko is the top executive in media at Benton & Bowles, New York. He began his media career at Kenyon & Eckhardt in February 1953 where he bought time and space for Lincoln-Mercury, Ford Motor, Lever Bros., Equitable Life Insurance and Nabisco. Mr. Simko joined Benton & Bowles in 1960 as a buyer on Post cereals and progressed to associate media director, vice president and group head of General Foods, and in 1968, to vice president and manager of the media department. He was elected senior vice president and member of the board in 1970.

shows. On the local level, there was a point in time when half-hour protection on either side of a spot was the norm, and this included protection from network commercials.

Competitive protection has become a diminishing fact of life. Today the normal guarantee afforded an advertiser with a 30-second commercial is that a competing product will not run in the same commercial break or back-to-back with his commercial. I realize that there are many stations and networks that endeavor to provide wider separation than they guarantee, but the important thing that history tells us is that the broadcaster's interest in providing adequate competitive protection has diminished dramatically.

There have, of course, been basic structural changes in television advertising concepts which have contributed to softening policies toward competitive protection. A key one, which has developed over the years, has been the shift from advertiser sponsorships of television vehicles to 30-second participations. This

has brought about a dramatic increase in commercial units on the air.

When these developments are combined with what has been the absence of hard data as to the negative effect of limited competitive separation, it is not difficult to understand why many broadcasters have become increasingly concerned with competitive separation. The research we now have, however, brings the need for competitive commercial separation into sharper focus than ever before.

My goal in bringing this significant new data to the broadcast community's attention is not to turn the clock back 15 or 20 years in an attempt to re-establish the competitive standards that were in force at that time. I am more concerned about the future and the establishment of standards that will maintain television's selling effectiveness.

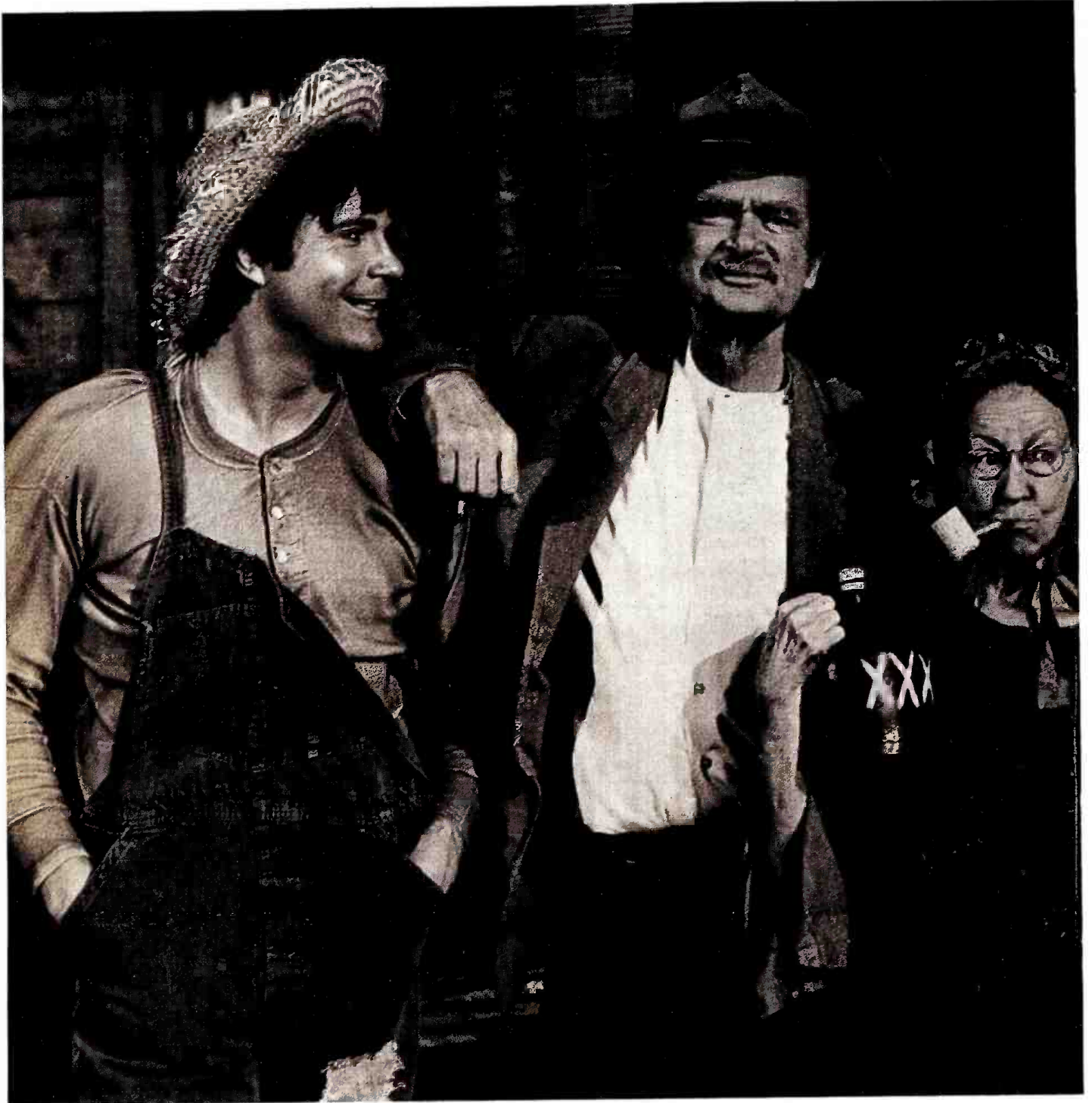
The data we have developed proves to our satisfaction that poor competitive commercial scheduling reduces the impact of each advertising dollar spent on the average of 18%. This has to have meaning to the broadcaster in that the main purpose of television advertising is to achieve maximum communication of the message leading to consumer sales. Accordingly, the extent to which an advertiser's ability to communicate with a viewer is lessened, so also is his potential for sales—and in the final analysis, the television medium is judged on its ability to produce sales for its advertisers.

The results of this study should be of real interest to the management of networks and stations alike. It should tell them that their apparent lack of concern about commercial protection is a mistake. It should tell them that they must pay more attention to how closely they schedule commercials for competing brands, including careful training and supervision of an adequate staff to perform this function. It should tell them that intelligent commercial scheduling practices should be as much a part of their business practice as making their sales goals.

For a start, I challenge the networks to set the pace by establishing a policy of providing 30 minutes as the minimum interval between commercials for competing products. I challenge local stations to strive for these same high broadcast standards. And I challenge networks and stations to build stronger traffic departments to see that these policies are carried out.

Finally, I challenge other agencies and advertisers to do what they can to help make product protection work. An advertiser with two competing products is losing advertising value if he doesn't watch his own scheduling requests. If all of us work together, we'll all share the benefits of the increased effectiveness of television advertising.

Share



Source: NTI, Oct.-Apr. averages, 1962-71. NSI, Feb.-Mar. 1971/NTI/NAC, Nov. 1971. Audience estimates are subject to qualifications available on request.

the wealth.



The Beverly Hillbillies are rich in friends and oil.

They will share their friends.

Starting this Fall, you can welcome friends of the Clampett family to your station. Here are some indications of the kind of crowds to expect.

As television newcomers in 1962-63, The Beverly Hillbillies attracted 54% of their time-period audience.

Ten years later: still big where it counts most. First in their 1971 daytime period in 6 of the Top 10 markets. New York, Los Angeles, Philadelphia, Detroit, Washington and Pittsburgh. With shares as high as 53%.

In 9 prime-time seasons, The Beverly Hillbillies averaged a 40% share of audience. In 6 daytime seasons, a 39% average share.

During 1971, the series ranked first or second in its time period in 35 of the Top 50 markets.

Also in its 1971 daytime period: 68% of all women viewers were 18-49; 80% of all viewing was in households of 3 or more; 42%, in households of 5 or more.

Ready to claim your share of the wealth?

Call us for another great sitcom from

Viacom

All at once there's light at the summit

President, summoning broadcasters, endorses order in license renewals, decries wild attacks on advertising

President Nixon last week assured a select group of broadcasters that the administration would support legislation to stabilize the license-renewal process.

The President also expressed strong disapproval of the more virulent attacks on advertising and of such extremes in regulation as the enforced broadcasting of counteradvertising, which has been proposed by Federal Trade Commission Chairman Miles W. Kirkpatrick. The President said he saw in recent trends an attack on the business system itself.

Mr. Nixon made his positions clear during a private meeting last Thursday afternoon (June 22) with 30 broadcasters, mostly ranking executives of station groups, who had been invited to the White House. The President spent an hour and 20 minutes with them in what was later characterized as an uninhibited dialogue on regulatory subjects of primary concern to the guests. A tone of informality was said to have been set by the President himself early in the discussion.

At other sessions before and after the one with the President the broadcasters were given high-level briefings on domes-

tic and foreign affairs. At cocktails and dinner at Blair House they were joined by half a dozen cabinet officers and a cluster of senior White House aides. FCC Chairman Dean Burch was also present.

The events were arranged and the guests selected by Herbert G. Klein, director of communications of the executive branch.

The President met with the broadcasters in the cabinet room, where they had been receiving briefings. Upon entering, he went around the large conference table, greeting the guests individually. Once the greetings had been exchanged the talk turned serious.

The President was said to have told the broadcasters he thought it in the public interest that the U.S. broadcast system be assured of stability. He also said broadcasters needed profits to provide the service that the public deserves.

Mr. Nixon endorsed the U.S. system as the best in the world.

A number of the broadcasters told the President that the system's stability and profitability were threatened by the uncertainties all broadcasters now face in the renewal process. They were said to have explained that more than 100 applications for renewal are now tied up by petitions to deny, many of which the broadcasters characterized as capricious or designed to give minorities a disproportionately large part in the programming and operation of a mass medium. (Though the guest list included some who are exclusively in radio, the emphasis throughout the talk was on television.)

One broadcaster was said to have pointed out that tax-free foundations were underwriting many of the cases now

before the FCC. The President turned to an aide with instructions to investigate the foundations' role.

There was also a discussion of the competing applications that have been filed for facilities occupied by renewal applicants and an assertion that such applications had been encouraged by court reversals of FCC attempts to give incumbents reasonable protection against untried claimants. The several basic bills now pending in the Congress to restore the positions of incumbents were described.

Mr. Nixon was reported to have assured the broadcasters that he understood the financial jeopardy created by renewal challenges that can occur as often as every three years.

Indeed, the President suggested that the license term be extended. He was represented as saying that three years were not enough.

In discussing proposed legislation to give deserving incumbents a standing against untested challengers or frivolous petitions to deny, the President urged caution in drafting the standards by which an incumbent's record of performance would be judged. He saw a danger of government censorship in the detailed evaluation of programming. It was, he said, a danger to be avoided.

When the talk turned to the consumer movement and threatened repression of advertising, the President expressed concern about the effects on business, in which he indicated he thought brand advertising was a key ingredient. He was said to have compared the vitality of the American economy to that of the Soviet Union where, speaking of his recent visit,



Hughes group gets its quick answers: no from the FCC, no from the court

Congressional access-seekers are downed twice in three days in attempt to secure network time to discuss Vietnam measures

Fourteen members of the Senate and House appear to have lost their bid to buy time on the networks to express "a congressional viewpoint" on end-the-war proposals now pending in Congress.

However, the question the members of Congress have raised—whether the networks must make time available, either on a free or paid basis, to members of Congress to discuss issues of overriding national importance (BROADCASTING, June 19)—is yet to be resolved.

In rapid-fire fashion, the FCC on Monday and the U.S. Court of Appeals on Wednesday rebuffed the Senate and House members in their effort to obtain either expedited consideration of their complaint alleging that the networks refused to make time available to them or "interim relief," an order simply directing the networks to sell a half-hour to the group by July 1.

The group, led by Senator Harold Hughes (D-Iowa), had argued that expedited action was essential since it wanted to discuss a number of end-the-war resolutions and appropriations-bill amendments that are to be voted on in Congress before the end of June.

But both the commission and the court appeared to feel that the group was demanding too much too soon. Its petition, a 78-page document, was filed on June 13, and it requested commission action by June 21.

The commission said the petition raised complex issues—including the First Amendment's application to the facts in the case and the constitutional role of Congress in relation to the presidency—that require careful attention, and that the networks are entitled to "a reasonable opportunity" to comment.

And in rejecting the request for "interim relief," the commission said the petitioners had not demonstrated that they or the public would be harmed if it were not granted. "There is no showing made" that the public has not been informed on the matters the group wants to discuss, the commission said, and "no warrant for a drastic affirmative order which will give complainants the final relief they request."

However, the commission ordered the networks to respond to the petition by June 27, and promised to give the matter "prompt attention."

Within hours of the issuance of the commission's order, attorneys for the senators and congressmen went into the appeals court in Washington seeking re-

he said the stores had nothing but gray boxes on their shelves.

The President pointed out, however, that his power to restrain advertising regulation is limited. When someone mentioned the counteradvertising proposals of FTC Chairman Kirkpatrick, the President reportedly remarked that he could make appointments to the independent agencies but could not control the appointees once on the job.

A third subject raised by the broadcasters with the President was the fear of some that they will lose major sports events to pay-television distributed by cable. The point was raised with a reference to the President's known enthusiasm for sports.

The President was said to have observed that there would be a political hazard from an outraged public if events that had been broadcast free were transferred to subscription television, but he gave no indication of an intention to assert a White House position on the issue.

The cable-broadcasting conflict had been discussed in more detail at the White House in a smaller meeting preceding the one with the President. Six of the 30 broadcasters met in Mr. Klein's office with Clay T. Whitehead, director of the Office of Telecommunications Policy, and Peter M. Flanigan, assistant to the President. The six broadcasters had originally been recruited by C. Wrede Petersmeyer, of Corinthian Broadcasting, last winter in a proposal to request a White House audience for discussion of their concerns. The meeting, between 3 and 4 p.m. last Thursday, was the result. Those present in addition to Mr. Petersmeyer were Jack Harris, KPRC-AM-TV Houston; Thomas

Murphy, Capital Cities Broadcasting; Arch Madsen, Bonneville Broadcasting; T. Ballard Morton, Orion Broadcasting, and Rex Howell, KREX-AM-FM-TV Grand Junction, Colo. A seventh member of the original group, John Fetzer, of the Fetzer stations, missed the 3 o'clock meeting but was at the rest of Thursday's events.

At the session in Mr. Klein's office the broadcasters asserted their desire that cable television be brought under the copyright laws. They said that the expectation of copyright legislation was part of the compromise signed by broadcasters, cable operators and copyright owners as the preliminary to the FCC's adoption of cable rules that became effective last March. Mr. Whitehead, who was principal mediator in the compromise, was said to have assured the broadcasters that the administration was committed to push for copyright legislation of the kind that is pending in the Senate. He reportedly agreed that it was a part of the understanding the parties signed.

The program for the 30 broadcasters began at 4 p.m. with briefings by Major General Alexander Haig Jr., deputy director of the National Security Agency, and Herbert Stein of the Council of Economic Advisers. The President's meeting was between 5:15 and 6:35.

Attending the dinner afterward were Attorney General Richard Kleindienst; Secretary of the Treasury George P. Shultz; Secretary of Labor James D. Hodgson; Secretary of Health, Education and Welfare Elliot Richardson; Under Secretary of Commerce James T. Lynn; John D. Ehrlichman, assistant to the President; Richard A. Moore, special counsel to the President (and one-time broadcaster), and Messrs. Flanigan, Whitehead, Burch and Klein.

Presidential parley. (Clockwise around cabinet table from lower left) Charles Crutchfield, Jefferson Standard Broadcasting; M. C. Watters, Scripps-Howard Broadcasting; Franklin C. Synder, Hearst Broadcasting; Herb Klein, director of communications for the executive branch; C. Wrede Petersmeyer, Corinthian Stations; Presi-

dent Nixon; John Murphy, Avco Broadcasting; Jack Harris, KPRC-AM-TV Houston; Bill Michaels, Storer Broadcasting; Bill Shaw, Golden West; Arch Madsen, Bonneville International; Richard Chapin, chairman of the joint boards, National Association of Broadcasters and Stuart Stations; T. Ballard Morton, Orion Broadcasting; Reid L. Shaw, General Electric Stations; Ancil Payne, King Broadcasting; Egmont Sonderling, Sonderling Stations; John Poor, RKO General; E. R. Vadeboncoeur, Newhouse Broadcasting; J. Leonard Reinsch, Cox Broadcasting, and John Fetzer, Fetzer Stations.

(Around room from left of flag): Charles Batson, Cosmos Broadcasting; Fred Weber, Rustcraft Broadcasting; Robert Wells, Harris Stations; John Kluge, Metromedia; Tom Murphy, Capital Cities Broadcasting; Ronald Ziegler, presidential press secretary; Al Snyder, Mr. Klein's assistant for radio-TV; Clay T. Whitehead, director of the Office of Telecommunications Policy; Peter Flanigan, presidential assistant; Daniel R. Eaton, United Broadcasting; Robert Slaughter, McGraw-Hill Broadcasting; Charles S. Mechem, Taft Broadcasting; Larry Israel, Post-Newsweek Stations; Rex Howell, KREX-AM-FM-TV Grand Junction, Colo.; Ward Quaal, WGN Continental Broadcasting; James S. Gilmore Jr., Gilmore Stations.



lief, and the next morning the court directed the parties to appear before it that afternoon to present arguments on the petitioners' request.

After hearing from attorneys for the members of Congress, the FCC and the networks (among other things, NBC presented an affidavit from an official asserting that the group had refused an offer that NBC check on the availability of an hour on May 23 and had yet to respond to a firm offer to sell 15 minutes on June 26), the three-judge panel considered the matter overnight, then denied the motion.

In a brief order, it said that the matter is one that should first be considered by the commission and that "in view of the importance—and in some respects the novel character of the questions involved—the court does not feel justified in fixing a rigid time schedule within which the commission must decide the matter" or in granting interim relief. The panel was composed of Chief Judge David L. Bazelon, George Mackinnon and Charles Fahy.

Albert H. Kramer, one of the attorneys for the group, said no attempt would be made to appeal the decision to the Supreme Court. But he left open the possibility of future court action. Senator Hughes has said he is prepared to fight the case to the high court; he also has also said the group might seek to gain its ends through legislation if the commission denies its petition.

CBS and ABC rejected the group's request for time on the ground they have met their fairness-doctrine responsibilities with regard to the issues the group wanted to discuss.

It's radio's turn for Clios, Effies

Creative, marketing excellence honors go to 26 commercials

Creators of radio commercials took their bows at the annual Clio and Effie radio awards ceremonies in New York last Tuesday (June 20). Winners of Clios for creative excellence and Effies for marketing excellence were announced at the luncheon program of a radio workshop co-sponsored by the Association of National Advertisers and the Radio Advertising Bureau (see story this page).

The statuettes were presented to advertiser and agency executives by commercial spokesman Alexander Scourby, who was the recipient of RAB's annual award for "voice imagery," won last year by Orson Welles. The 21 Clio and five Effie winners were chosen from more than 900 radio commercials.

Double Clio honors went to five advertising agencies: McCann-Erickson, New York (both for Coca-Cola, in the beverages and music-with-lyrics categories); Richter & Mracky-Bates, Los Angeles (both for KABC-TV's *Six O'Clock Movie: "The F.B.I. Story,"* in the media promotion, entertainment and use of humor categories); Wyse Advertising, Cleveland

(both for Thank You Snacks, in the packaged goods and regional campaigns categories); Young & Rubicam, New York (both for Eastern Airlines campaigns, in the travel and recreation and use of sound categories), and Della Femina, Travisano & Partners, New York (both for Blue Nun wine, in the national campaigns and copywriting categories).

A special award for outstanding advertising serving a public interest cause went to General Motors Corp.

The Clios and Effies for TV and print advertising were presented earlier this month (BROADCASTING, June 12). In TV, multiple winners were McCann-Erickson (three Clios and one Effie) and BBDO (two Clios, two Effies); N. W. Ayer & Son, Della Femina, Travisano & Partners and Grey Advertising (three Clios each), and Benton & Bowles, Doyle Dane Bernbach, Honig-Cooper & Harrington and Wells, Rich, Greene (two Clios each).

The radio winners:

Automotive: No award.
Beverages: Coca-Cola—"Buy the World a Coke"; agency: McCann-Erickson, New York.

Cosmetics, toiletries and pharmaceuticals: Alka-Seltzer—"Restaurant"; agency: Wells, Rich, Greene, New York.

Media promotion, entertainment: Channel 7 (KABC-TV)—6:00 Movie, "The FBI Story"; agency: Richter & Mracky-Bates, Los Angeles; production: Chuck Blore Creative Services, Hollywood.

Packaged goods: Thank You Snacks—"Richard Took It"; agency: Wyse Advertising, Cleveland; production: Chuck Blore Creative Services, Hollywood.

Personal items: No award.
Public service, corporate, institutional: General Motors Auto Safety—"Convicted Drunk"; agency: N. W. Ayer, New York.

Retail dealers/apparel: Barney's—"Jim Lee"; agency: Jack Byrne Advertising, New York; production: Roger Anderson.

Retail dealers/food: McDonald's—"Wives"; agency: Needham, Harper & Steers; production: Sid Woloshin Inc., New York.

Retail dealers/image: Grodins Youth Market Clothing—"What Ever"; agency: Wyman, San Francisco; production: Imagination, San Francisco.

Services: Mountain Bell Telephone—"Impress"; agency: Henderson, Bucknum; production: Imagination, San Francisco.

Travel and recreation: Eastern Airlines—"Washington III"; agency: Young & Rubicam, New York; production: Audio Directors, New York.

National campaigns: Blue Nun Wine—"Psychiatrist," "Neighbors," "Women's Lib"; agency: Della Femina, Travisano, New York.

Regional campaigns: Thank You Brand Foods—"Richard Took It," "A Hard Day's Play," "I Like Thank You Very Much"; agency: Wyse, Cleveland; production: Chuck Blore Creative Services, Hollywood.

Local large market campaign: Mug Old Fashioned Root Beer—"Gorilla," "Hippo," "Leopard"; agency: Allen & Dorward, San Francisco; production: Wally Heider, Los Angeles.

Local small market campaign: Curtis & Campbell Paint Store—"Where is Max Curtis," "Putty Knife," "Wallpapering the Basement"; agency: Murray, Kraft & Rocky; production: The Strachan Co., Seattle.

Announcer's Presentation: B.O.A.C.—"Morley's London"; agency: Tinker, Dodge & Delano, New York.

Copywriting: Blue Nun Wine—"Women's Lib"; agency: Della Femina, Travisano, New York.

Use of humor: Channel 7, KABC-TV 6:00 Movie—"The FBI Story"; agency: Richter & Mracky-Bates, Los Angeles; production: Chuck Blore Creative Services, Hollywood.

Music with lyrics: Coca-Cola—"Buy the World a Coke"; agency: McCann-Erickson, New York.

Use of sound: Eastern Air Lines campaign—"Houston II," "Charlotte I," "Chicago II"; agency: Young & Rubicam, New York; production: Audio Directors, New York.

Station conceived-single: Highway Safety—"Statistics"; production: KPFL(AM) Lafayette, La.

Station conceived-campaign: The Bathroom—"Party," "Shrink," "Old Philosopher"; production: KITI(AM) Chehalis, Wash.

Five Effies for marketing effectiveness were also presented to:

Automotive: Chrysler Cars—"Along With Goldlocks"; agency: Ross Roy, Detroit; production: Chuck Blore Creative Services, Hollywood.

Media promotion: The Washington Star—"Rumors"; agency: Cargill, Wilson & Acree, Richmond, Va.; production: No Soap Radio, New York.

Retail dealer: Varese Shoes—"Haute Futz"; production: That Commercial Place, Toronto.

Public service: Lions Service Club—"Pakistan"; production: CKNW(AM) New Westminster, B.C.

Services: Bank of America—"Win Or Lose"; agency: Gray, Los Angeles; production: Blore Creative Services, Hollywood.

Subject—radio; accent—positive

Healthy present, glowing future seen at ANA-RAB workshop in New York

Radio advertising is alive and healthy and growing stronger. That optimistic prognosis was delivered Tuesday (June 20) at an all-day radio workshop sponsored in New York by the Association of National Advertisers and the Radio Advertising Bureau.

The agenda gave successful radio advertisers and agencies an opportunity to flex their radio muscle and offered the executives an inside look at campaign strategies. The presentations were enhanced by a generous sampling of some of the better-known radio spots amplified from huge speakers set up around the meeting hall.

Some 900 radio and advertising agency executives were on hand for the event, which included the formal presentation of radio Clio and Effie awards (see story this page).

RAB President Miles David led off with a glowing appraisal of "the state of the radio medium," which he said had a growth rate of zero in 1951 (the year of RAB's founding) but is currently outdistancing all other media. Mr. David also renewed an earlier prediction that 1976 would be a \$2 billion sales year for radio.

The major problem facing radio in 1972, he said, was "the survival of freedom." "Certainly we should be realistic, and recognize and correct the flaws that exist in our industry," he said, "but we shouldn't become so soul-searching that we cave in before our critics. . . . We must resell our function in American society to Washington."

Jerry Della Femina, president of Della Femina, Travisano & Partners, felt that radio, "once advertising's stepchild," had more recently become a more respected medium. Agency creative men enjoy planning radio campaigns because they have the luxury of 60-second spots, as compared to the restrictive nature of television commercials, which are mostly 30-seconds, he said.

"Up to a few years ago," he asserted, "we were living in a world where the sky was the limit as far as ad budgets were concerned, and television was the perfect vehicle." Today, he continued, money is tighter and therefore people are taking a second look at radio.

"Radio will always take the back seat as long as it has a minor role in agency advertising presentations to clients. No matter how brilliant or exciting radio is,

The all-in-one medium.

Okay, so you've just finished airing your documentary on the bicycle boom. A few days later you get a call from the president of a local men's club and he wants to show it at their weekly meeting on Tuesday. "Sure," you say, and send him the film.

Or, after hearing about a contest for documentaries, you immediately pull a film you did on an old house in town which has been converted into a recreation center for teen-agers. Because it's on film, you can enter it as is, something you couldn't do if it had been shot on tape.

Flexibility is one of the many beauties of film. Once a film is in the can, it can go and show practically anywhere. On the screen. At sales meetings. In flight. Off the beaten path.

So you can see that calling film the all-in-one medium is more than just a catchy phrase.



EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/
CHICAGO: Dick Potter 312/654-5300/DALLAS: Frank Reinking 214/351-3221
/HOLLYWOOD: John Woner 213/464-6131/NEW YORK: Bill Reddick 212/262-
7100/SAN FRANCISCO: Joe Semmelmayer 415/776-6055.



Your advertisers want **REACH** and **FREQUENCY** at low cost.

DON'T YOU?

Standard Rate gives you

unrivaled reach

(95% of your buying influences in agencies;
75% of buying influences with advertisers)

and high frequency

(constant, repetitive reference — as often as the need for
media information arises, ranging from "daily" to "only
when we're buying advertising.")

Here's why:

The people of greatest importance to you are in constant need of
accurate, up-to-date media/market information, and

SRDS is their ever-accessible "media file."

They use the information in it (listings and informative ads, alike) to
plan, compare, buy and support their decisions.

They *believe* what they find there because they recognize Standard
Rate's reputation for accuracy and integrity.

There's no single solution to all your objectives, but of one thing you can be sure:

SRDS is the one vehicle where the better part of your universe REACHES
for information about you

with the best possible kind of FREQUENCY, the frequency with which
they engage in the purchase of advertising!

**And you get this near-perfect reach and frequency at
incredibly low cost.**

Dominant Service-Ads in every issue of SRDS cost but a fraction of the
money you'd have to spend to buy comparable REACH and FREQUENCY
in any other way!



In SRDS

you are there
selling by helping people buy

**STANDARD RATE & DATA
SERVICE, INC.**

*the national authority
serving the media-buying function*
5201 Old Orchard Rd., Skokie, Ill. 60076

it's a downer to present—the client has no place to look except at a tape recorder.”

“The Cleffies” was suggested as a more appropriate and meaningful awards nomenclature than the present Clios and Effies by James J. Jordan Jr., executive vice president and creative director, BBDO. Instead of presenting two awards, one on the basis of creativity and the other for marketing effectiveness, Mr. Jordan said commercials should only be eligible if they have proved themselves successful in promoting sales as well as being successful esthetically.

He noted that some Clio award-winning agencies have been dropped by advertisers because the commercials were not effective sales tools.

Far from ineffective, however, were the radio campaigns described by advertising executives in a 90-minute session recapping case histories:

▪ **Ac'cent:** When monosodium-glutamate became a dirty word in the Federal Drug Administration's lexicon, Ac'cent food tenderizer (100% MSG) had a consumer defection rate of 45%, followed by a drastic budget cut. Although the product was later cleared of the charges leveled against it, William M. Tipping, vice president and management supervisor at Campbell-Mithun, Chicago, Ac'cent's agency, credits the use of radio with helping to reverse the downward sales trend. The product uses the theme “A little Ac'cent, like a little love—surely helps.” At its height the campaign included 30 radio spots run in 19 major markets at the rate of about 2,500 spots a week.

▪ **Parks sausages:** “More Parks sausages Mom, please,” made famous through saturation radio campaigns, has been “rather straight,” Neil Bernstein, associate creative director of Park's agency, Leon Shaffer Goldnick, Baltimore, asserted, “but it has helped lead ‘moms’ straight to the meat counter for more Parks sausages.” Park's “most recent sum budget for advertising was \$850,000 and the lion's share went into radio,” Mr. Bernstein said. “Radio can deliver markets of specific consumers within a market. The mix of stations can be adjusted



Mr. Felton

Mr. Tipping

Mr. Boggs

Mr. Bernstein

to match the growth of distribution and sales in a market.”

▪ **Insurance Co. of North America:** “Network radio, specifically network radio news,” is INA's major medium, according to Samuel R. Boggs Jr., vice president. “By the time people see the news on television, it's like watching the late show. They've already heard the facts on radio. When they want an instant report on a special news event, there's often no place to go but the radio.”

INA's NBC news program, *Open Line*, runs more than 3,000 commercial minutes a year, Mr. Boggs said, on 235 stations, with an estimated three-billion adult impressions.

▪ **Avco financial services:** “Radio built my company . . . today radio helps us stay healthy, does a fine job for us by itself, and helps other media perform better,” James P. Felton, vice president and director of advertising for Avco, said. “Radio does so well for us partly because of the nature of the medium. It is important to us because it is flexible, efficient, affordable, as intimate as our business, and adaptable to change.”

W. R. Simmons, president, W. R. Simmons Co., told an afternoon research session that a Simmons study of 15,000 adults showed that 80% of them are reached by radio within an average day, that radio covers all age groups well and its coverage of affluent listeners is higher than average.

He noted that his firm recently added radio to its Simmons study of selective markets, which earlier had covered tele-

vision, magazines and newspapers. Mr. Simmons devoted part of his presentation to relating product and service usage to radio listening by both sexes.

The research session was opened by Richard J. Montesano, RAB vice president, marketing-research, who reported on the progress of the GOALS committee to speed up improvement in radio ratings. He also described various RAB research reports dealing with radio and working women, which point up the value and effectiveness of the medium in reaching this demographic category.

Marjorie Mark, advertising manager of Shoe Town and moderator of a panel on the use of live copy by radio personalities, cautioned the audience not to expect a commercial delivered by a personality to sound the way it had been written. The panel included Don Imus, WNBC(AM), Barry Farber, WOR(AM) and Gene Klavan, WNEW-FM, all in New York. “Each of these personalities has his own distinct way of delivering copy and don't expect the same thing from all of them,” she said.

Business Briefs

Singer to Grey. J. Walter Thompson Co. lost domestic and consumer advertising portions of the Singer Co. account to Grey Advertising, it was reported last week. New York based company bills between \$12 million and \$13 million annually, and allocated some \$7.5 million to broadcast advertising during 1971.

Buick on Blair. Buick Division of General Motors, Detroit, starts estimated \$200,000, 10-week buy on Blair Radio network today (June 26) covering top-100 radio markets in prime drive time. Said to be clean-up campaign (on 1972 models), schedule reportedly came from Buick's network budget.

Rep. appointments. KIEM-TV and KRED(AM) Eureka, Calif.: Avery-Knodel, New York. ▪ KTLK(AM) Denver: Katz Radio, New York. ▪ KBEA(AM) Kansas City, Mo., WISZ-AM-FM Baltimore, WMFM(FM) Madison, Wis., and KGHO-AM-FM Aberdeen-Hoquiam, Wash.: Gert Bunchez & Assoc., St. Louis. ▪ WCBF-TV Charleston, S.C.: H-R Television, New York. ▪ WORC(AM) Worcester, Mass.: Mort Bassett & Co., New York. ▪ WELW-FM Cleveland; KKAM(AM) Pueblo, Colo., and WPBC-AM-FM Minneapolis: AAA Representatives, New York.



No shaking Reed. Joyce Reed, Radio Advertising Bureau director of retail sales, stands dangerously close in front of three “madmen of New York radio” (l to r): Barry Farber, WOR(AM); Don Imus, WNBC(AM), and Gene Klavan, WNEW(AM). Marjorie Marks (seated at left) has nothing to fear—she buys time on their shows for Shoe Town. Panel covered use of live copy by radio personalities.

Agency men offer tips to speed up slow payments

PGW seminars get into ways both buyers and sellers are working on old problem

Few problems in broadcast advertising have consumed the time and money of advertising agencies, TV stations and their representatives as has the issue of aging accounts receivable in spot television.

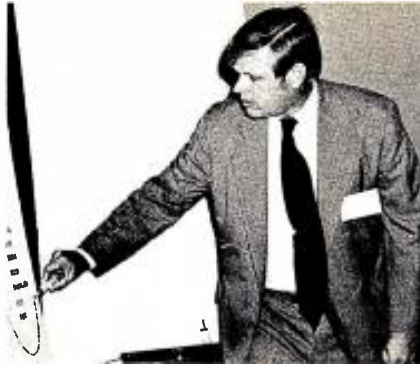
In an attempt to bring financial management of both seller and buyer to a closer understanding—and working relationship—TV-station representative Peters, Griffin, Woodward held seminars on the subject on the East and West coasts.

The Los Angeles seminar, at the Century Plaza, concluded late last week. The East Coast seminar took place June 16 at the Tarrytown (N.Y.) House, an estate in the New York suburbs used for executive meetings.

In Tarrytown, 30 officials from 23 stations repped by PGW attended. A like number gathered in Los Angeles. Host executive (and responsible for the scheduling) was Lawrence P. Loiello, vice president-finance at PGW and former assistant treasurer at Ogilvy & Mather.

Lloyd Griffin, PGW board chairman, in opening the New York session said the TV industry "took our coats off and worked our way out" when it was apparent that the spot business was "mired in the mechanics" of processing an increasing paper load between the buyer and seller. The stations' role, Mr. Griffin said, is to "be on the air at the right time and in the right way, get in the invoice and get it paid." He noted that the numbers of nonnetwork units of advertising have mushroomed with the increasing use of the 30-second commercial as the basic unit. In 1967, he said, the 30-second commercial accounted for 3% of all nonnetwork units, but 61% in 1971 and in the 68% range in April 1972.

Most discrepancies, according to Dennis Gillespie, PGW vice president, general sales manager, pop up in station showings of the length of a spot campaign, in the time schedule and in the confirmation of rates charged for the spots. He indicated that improper rota-



Mr. Gillespie

tion of spots is a persistent station practice that "kicks back" an invoice from agency to station. A spot run just before 11 p.m. or at the break at 11:30—when it was ordered to run in the 11-11:30 period—may be acceptable to agencies but, he said, it "ought to be spelled out by the station for the buyer."

John Harrison, senior vice president and treasurer, Ogilvy & Mather, stressed that "some stations allow their past-due accounts receivable to run on too long before making an issue of them." He said: "We have all too frequently found that when the problem is finally called to our attention, it is a year or more old." His advice: If invoices haven't been paid and there are problems, discrepancies or other hold-ups, seek out the agency—"There are many examples of slightly less extreme situations which would be resolved more quickly and easily if we talked about them when they are three months old rather than a couple of years old." Mr. Harrison explained Ogilvy's newly developed practice of issuing partial payments of station invoices in the form of check and "deduction notice" that details why deductions were made (because of discrepancies).

Benton & Bowles's accelerated improvement in spot invoice payments—"we were among the worst in 1966"—was recounted by Robert Lyman, senior vice president. He said that currently "our average payout [to stations] schedule is 76% in 30 days from the month of service [receipt of invoice], 83% in 45 days and 98% in 60 days." "It is costing us plenty to achieve this record and we must look to you for any improvements," he said. Among the courses suggested: "Run the schedule as ordered



Mr. Lyman

or clear changes or pre-emptions in advance." He said also that at B&B "the standard invoice is put at the top of the heap" to be paid, urging stations to adopt the standard form.

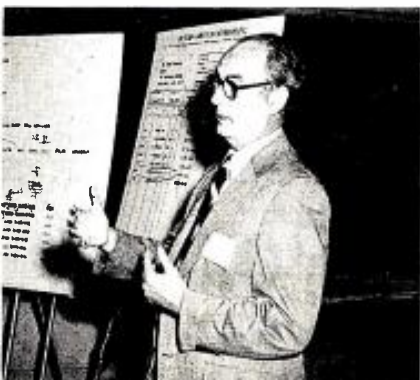
An easel presentation was used by Donald Crossett, controller of J. Walter Thompson Co., to detail the workings of the agency's computer system that is applied to the agency's spot activity. He paid particular attention to JWT's "spot buying computer network" that next week adds San Francisco as a regionalized buying office to those operating in Washington, Detroit, Atlanta, Chicago, Los Angeles and New York. Commented Mr. Crossett: The emphasis on "slow pay" in the TV industry is in "wrong focus" because "slow pay is a symptom and not a cause" of spot problems. JWT, he said, buys 800,000 spots, worth \$90 million-\$100 million, with 42,000 invoices processed in the average year. He said that Thompson found that 25% of station invoices received by the agency contained "some kind of discrepancy" (an average of four spots per invoice in question and representing 2-4% of total dollars involved). In noting improvements in the discrepancy problem, Mr. Crossett said the percentage of station invoices containing discrepancies "used to be 50%."

He said JWT this year owes an average of \$3.7 million to stations "at any point in time, or under 15 billing days" compared with \$3.8 million in 1971; now pays 78% (of dollars bought) 32 days after invoices are received compared with 82% and 37 days in 1971, 98.2% within 60 days as against 98.7% last year. Bills unpaid and six months old declined from \$288,000 last year to \$7,000 currently, he said.

Mr. Griffin



Mr. Harrison



Mr. Crossett



KDFW-TV to Tele-Rep. In a major change in the TV sales representative field, KDFW-TV Dallas-Fort Worth named Tele-Rep Inc., New York, last week as its exclusive national sales representative, effective July 1. KDFW-TV, formerly KRLD-TV, is licensed to the Times Herald Printing Co., publisher of the *Dallas Times-Herald*. It is on channel 4 and affiliated with CBS-TV. The station has been in operation since 1949 and has consistently been a leader in the country's 11th largest market. It was believed to be the largest station-representation account acquisition since Harrington, Righter & Parsons was named to represent channel 5 in Boston after WCVB-TV there won the channel from WHDH-TV. It was reported that at least seven rep firms had made presentations to KDFW-TV including H-R Television which had had the account.

No point seen now in suits against networks

McCann VP says sponsors don't want that kind of involvement with programs

The economic realities of television dictate against the apparent intent of the Justice Department's civil antitrust suits filed against the networks.

According to Herbert D. Maneloveg, executive vice president and director of media service, McCann-Erickson, advertisers are not about to turn the clock back 20 years by assuming the financial risk involved in program selection and control.

He said those advertisers who desire "involvement" with specific TV shows in prime time are doing so through placement of programs in prime access periods (These shows, he said, are generally interesting but "not the most exciting or vital, though safe and inexpensive—around \$50,000 a show") or by following the "two-and-nothing" method of sponsorship, two minutes of commercial time one week and nothing in the show every other week.

"But advertisers," he said, will not proceed further and "go all the way to take over programs."

Mr. Maneloveg, who was luncheon speaker at a June 15 New York chapter meeting of the Academy of Television Arts and Sciences, said that the agency today is concentrating on the development of the "marketing strategy and the most compelling sales message addressed to that strategy." As a consequence, he said, agencies will continue to "husband dollars toward that objective" rather than use them for program development, in today's "highly competitive arena." Mr. Maneloveg observed that the risk of financing prime-time entertainment shows "would be [the sort of] chance-taking that is watched very closely by [client] stockholders."

He suggested that the Justice Department bear in mind that:

▪ "Even if advertisers wanted to take programming back, the result would be a half-dozen major advertisers and a half-dozen major agencies presenting and controlling" shows. (He then asked whether or not it would be "more democratic" to have "three people controlling programming than three people [the TV network chiefs])."

▪ "For all its faults," network-TV structuring permits smaller advertisers to "get into some important programming." The networks are "adroit enough," he said, "to make it possible for small advertisers to come into the 'right program'," i.e., by setting aside at least some time in the higher-rated shows for sale to advertisers with limited budgets.

▪ Networks in reality do not have "out-right" control of programming. The independent producers, he said, still play a large role in network-TV programming.

TV board gives up say on personal products

Code review board, Code Authority to mete out approvals for one year; OTB advertisements turned down

The television board of the National Association of Broadcasters last week deleted a long-time policy of requiring TV board approval for all new personal-product advertising—but only for one year.

By the narrow margin of an 8-to-7 vote, the TV board qualifiedly accepted a recommendation by the TV code review board that it, and the Code Authority, be permitted to determine new personal-product advertising for TV. The TV board specified that this new procedure is only a test and that the code review board must report back next June on how it worked.

The move is seen giving the code review board a little more freedom in dealing with such products as sanitary napkins, tampons, douches and the like.

However, the TV board, by voice vote, turned down a second code review board

recommendation that would have permitted TV code stations to carry a limited type of advertising for off-track betting in states where this is permitted.

Earlier in the week of NAB board meeting in Washington (see page 35), the radio board heard questions raised about the position of the Code Authority in the NAB family, as well as complaints regarding such matters as staffing, expenses and membership ("Closed Cir-

Who listens to radio?

Just about everybody over 12, according to latest RADAR survey

Results of the eighth consecutive RADAR survey, released last Tuesday (June 20), shows that more than 96% of persons 12 years and older, or 153 million persons, listen to or hear radio during the course of a week.

The study reveals that listeners average three hours and 17 minutes per day with radio and approximately 83%, or 131 million persons, listen to or hear radio during a typical individual day.

The study was conducted during a two-week period in April by Statistical Research Inc. (SRI), Westfield, N.J., among a probability sample of 3,740 persons throughout the country. The estimates are based on a series of daily telephone interviews covering seven days of radio behavior from 8 a.m. to 12 midnight. A random half of the sample was interviewed each week.

The RADAR report issued last week provides cumulative and quarter-hour estimates of the audience to all radio stations (AM and FM) and to affiliated stations of each subscribing network individually and combined.

The study is the eighth to be sponsored jointly by the ABC Radio Network, CBS Radio Network, Mutual Broadcasting Co. (June 12). After the TV board agreed, Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the joint NAB board, was authorized to appoint a special committee to look into the subjects.

BAR reports: television-network sales as of June 4

CBS \$276,363,600 (36.9%); NBC \$244,457,300 (32.7%); ABC \$227,920,700 (30.4%)*

Day parts	Total minutes week ended June 4	Total dollars week ended June 4	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	96	\$ 554,400	1,631	\$ 9,870,200	\$ 9,555,700
Monday-Friday 10 a.m.-6 p.m.	977	6,849,100	20,813	150,324,800	139,398,800
Saturday-Sunday Sign-on-6 p.m.	283	2,136,000	7,001	87,621,100	70,520,900
Monday-Saturday 6 p.m.-7:30 p.m.	91	1,481,500	2,023	38,700,800	32,382,800
Sunday 6 p.m.-7:30 p.m.	8	98,000	307	6,986,100	11,294,600
Monday-Sunday 7:30 p.m.-11 p.m.	377	15,490,300	8,698	414,283,300	402,667,500
Monday-Sunday 11 p.m.-Sign-off	162	1,952,900	3,143	40,955,300	28,092,800
Total	1,994	28,562,200	43,616	748,741,600	693,913,100

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

System and the NBC Radio Network. The report and special tabulations are available also on a subscription basis.

The study includes comparisons of listening results by such characteristics as age, income and telephone-list status. The study shows that women 25 to 49, persons in homes with incomes of more than \$10,000, and those with unlisted telephones to be among those reporting heavy listening.

In terms of audience location, SRI found 69% of listening takes place in the home; 16% in automobiles and 15% in locations outside the home and in places other than automobiles.

Network sources said the new study points up the increased radio listening in the past year. They said in the spring of 1971, a similar RADAR survey showed that 93% of persons over 12 (146 million) listened to radio over a week's period; they listened an average of three hours and 13 minutes a day and about 78%, or 122 million persons, listened to radio on a typical day.

Faster spot payments promised by Bates

Agency says new computer is key to more efficiency in spot management process

Ted Bates & Co., New York, is about to start an automated system of TV spot purchasing that will permit computer payments of invoices.

The new system will be in operation next week, according to Richard A. R. Pinkham, senior vice president of media and programs at Bates, which is a leading spot television buyer.

Mr. Pinkham said the computer program, researched and developed over a six-year period, promises "quicker, more accurate and better targeted buying, and most thorough reporting for clients, plus faster payments for stations." He said "everything is automated except the buyers' judgment" and "does everything but lick the envelopes."

Bates initiated automated support for spot buying in 1966 by forming Cybics, a computer subsidiary. Last year Bates merged the Cybics system into an on-line console technology developed by Donovan Data Systems. An integrated computer system now starts with pre-buy goals for the buyers, proceeds through a post-buy analysis (via affidavit) and ends with automated checkpaying to stations.

Agency buys are transmitted from electronic consoles at Bates's offices at 1515 Broadway to the computer at Donovan Data Systems facilities at 666 Fifth Avenue as the purchases are negotiated. The information is stored, updated to include changes in the buy and readied for retrieval to check station invoices.

Bates said that for the past 12 years it has paid most stations 80% of each invoice in advance to offset delays in resolving final details. That procedure should no longer be necessary, the agency said, with the speed-up in invoice processing and rate of payment.

Programing

That telethon for Democrats: a huge gamble to repay a huger debt

With \$1.4 million budgeted for TV time and production, the party will go to the public for desperately needed help

One of network television's biggest crapsheets is scheduled to take place the second weekend in July. That's when the Democratic National Committee, at a cost of \$663,000 for broadcast time and \$750,000 for production, will present a fund-raising telethon over ABC-TV.

The telethon, which will be on the air for 18½ hours during a 23-hour period covering two days, is intended to raise enough money to pay off the Democratic party's 1968 campaign deficit of \$9.3 million. But before old debts can be paid enough funds must be raised to cover the telethon's more than \$1.4 million time-and-production nut (actually the total cost of organizing and mounting the marathon program may be close to \$2 million).

There's no precedent for a political fund-raising telethon on network television. Says William F. Suessbrick Jr., executive director of the Democratic National Telethon Committee: "We know that the television audience will respond to an emotional appeal for muscular dystrophy. We don't know how they'll respond to an appeal by a political party."

The multimillion-dollar gamble is set for Saturday and Sunday, July 8 and 9, on the eve of the Democratic party national convention in Miami Beach. It will be presented live (with pre-taped segments inserted) starting at 10 p.m., EDT, from the Deauville hotel in Miami Beach and then switching to the Hollywood Palace in Los Angeles.

The network schedule calls for the telethon to air from 10 to 11 p.m., EDT on Saturday. At 11-11:30 the telethon will be interrupted for network and local news telecasts. It will then be resumed and broadcast from 11:30 Saturday until 1 the next afternoon (with some local affiliates cutting away Sunday morning for an hour of religious programing). From 1 to 2 p.m., EDT Sunday there will be a break for a half-hour *Issues and Answers* program (pertaining to the Democratic convention) and a half-hour of local programing. The telethon will be resumed from 2 to 5 that afternoon. At 8 p.m. Sunday *The FBI* series will be pre-empted for an hour program that will wrap up the telethon proceeding.

As of June 21, 151 ABC-TV affiliates were reported to have cleared time for

the telethon. According to Mr. Suessbrick, who is on leave from Klemtner Advertising, New York, where he is executive vice president and a partner in the agency, the aim is to get at least 165 stations, covering some 80% of the U.S., to carry the telethon.

What they'll be carrying, if creative ideas are executed as planned, is more an event than a fund-raising appeal. More than 100 entertainment and sports personalities will appear on the telethon, some as masters of ceremony, others as performers. A number will be involved with appeals for funds.

"We have broken up our 18½ hours of air time into 37 half-hours," says Mr. Suessbrick. "Twenty-four out of each 27 minutes in each half-hour segment will be devoted to entertainment." The remaining three minutes, he said, will include a 63-second station break, lead-ins and outs, billboards and theme music.

The logistics for the telethon are monumental. The Democratic National Committee has established 32 regional tele-

Telethon waiver. The FCC last week waived the prime-time access rule for ABC network affiliates, principally in the Pacific and Mountain time zones, to permit them to carry the national Democratic party's fund-raising telethon that will start at 7 p.m. local daylight time on July 8 on the West Coast.

The Democratic National Telethon Committee had requested waiver of the rule, which prohibits top-50-market stations from taking more than three hours of network prime time in an evening, for ABC stations in six West Coast cities and in Phoenix, which is in the Mountain time zone but does not observe daylight time. FCC also waived the rule for other ABC stations in the Mountain zone, as well as in Detroit and Grand Rapids, both Michigan, which are in the Eastern zone but not on daylight time, to permit them to carry other ABC programing in addition to the telethon.

phone centers across the country, to be manned by some 10,000 volunteer telephone operators using a minimum of 6,600 telephones. In Hollywood, 50 telephones (one for each state) will be manned by celebrities. Pledges of donations will be tabulated at each regional telephone center, fed to a statistical center in Los Angeles, finally relayed to a tote board at the Hollywood Palace theater, site of the live Los Angeles origination. There will be a similar tote board at the other live origination point, Miami Beach's Deauville hotel where some 1,400 Democrat faithfuls are expected to attend a \$500-a-plate dinner party (slogan: "the people's party party").

In addition to the live proceedings, there will be video-taped entertainment segments. Frank Peppiatt and John Aylesworth, producers of the syndicated *Hee Haw* series, on June 15 completed taping of about 45 minutes of cut and usable footage in Nashville with country-

Will the real Raymond Burr please stand up.



You probably know him better as Perry Mason.
The defense attorney who has starred in television's most successful
syndicated series over the last 6 years.

Notice *how* he stands up.

After 3 or more years in such major markets as Atlanta, Boston,
Charleston-Huntington, New Orleans, Salt Lake City and
Tampa-St. Petersburg, Perry Mason is first in his time period *today*.

And, in the same markets, is reaching an average 18% more
homes and 15% more women viewers *now* than he did 3 years ago.

He has achieved similar *long-term* successes in many other
markets throughout the country. And the world.

Perry Mason stands up for you.

Viacom

music personalities. On June 27 another taping session is scheduled at CBS Television City, Hollywood (ABC-TV's facilities will not be available), for entertainers who will be unavailable on the July 8-9 dates for the telethon. Two other taping sessions are scheduled for July 2 and 3 at Caesar's Palace with Las Vegas talent.

The Democratic National Telethon Committee has contracted for 10 videotape machines, at rate-card prices, with ABC Television Center, Hollywood, to handle all of this taped material. The committee also is paying for three 32-piece orchestras, two in Los Angeles and one in Miami Beach. A 40-piece orchestra will be hired for Las Vegas and a 28-piece orchestra was used in Nashville.

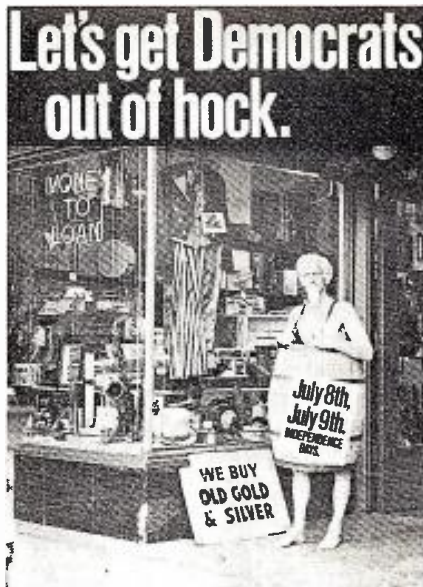
A film crew is being employed to film man-on-the-street, candid-camera style interviews all over the country. People are being asked to comment on different issues of concern to the country. Excerpts from these interviews will be interspersed throughout the telethon air time.

Second-line talent for the telethon is being paid full scale for performing. Below-the-line production people and such above-the-line people as writers also are being paid. Top-line talent, reportedly, will be paid minimum scale for performing but then will contribute their earnings to the Democratic party cause.

Among the star performers scheduled to appear are Steve Allen, Paul Anka, Burt Bacharach, Warren Beatty, Harry Belafonte, Milton Berle, Red Buttons, Henry Fonda, Lorne Greene, Burt Lancaster, Shirley MacLaine, Paul Newman, Gregory Peck, Tony Randall, Carl Reiner, Debbie Reynolds, Marlo Thomas and Andy Williams. Comedian Alan King probably will be first on camera, opening the telethon as master of ceremonies from Miami Beach. Late-night host Johnny Carson has been announced by ABC-TV as a probable participant.

Bob Banner, whose live and video taped productions include the *Candid Camera* series, is executive producer for the telethon. Carolyn Raskin, who helped bring *Rowan and Martin's Laugh-In* series to popular life, is producer.

But the telethon is not the creation of a television creator. It's the brainchild of a 38-year-old businessman and ardent Democrat, John Y. Brown Jr., chairman of the board of Kentucky Fried Chicken Corp., Louisville, who has underwritten \$1 million of the project's cost. Mr. Brown, convinced that the average citizen should support the political system in the country and believing that support for a political party could be sold on television, took the idea for the telethon last December to Lawrence F. O'Brien, chairman of the Democratic National Committee. After gaining approval, Mr. Brown went to the three commercial television networks in March and asked to buy time for the program. According to Mr. Suesbrick (whose agency handles the account of Lums Restaurant Corp., Miami, one of Mr. Brown's current business ventures), this proposal was first turned down by CBS-TV and NBC-TV. "They said it was against network policy to do telethons," reports Mr. Suesbrick.



The country you save may be your own. See how and why.
WATCH THE DEMOCRATIC NATIONAL TELETHON
7:30-11:00 P.M. Monday, July 8th; 7:00-11:00 P.M. Tuesday, July 9th

Hucksters. Poster being circulated to promote the Democratic telethon.

Still, submissions for the telethon were requested of the three networks, and all ultimately came back with bids. ABC-TV, which was most receptive to the proposal from the start, was selected (if the network hadn't responded, the Hughes Sports Network might have been used as an alternative). First formal announcement of the telethon was made at the ABC-TV affiliates convention in Los Angeles last spring (BROADCASTING, May 8). Robert K. King, chairman of the board of governors of the ABC-TV Network Affiliates Association, appearing at a news conference at the conclusion of the convention, said affiliates would be compensated for the time, most of which is in class B and class C periods.

"We have to give 18½ hours of equal time to the Republican party if they want it," Mr. King further explained. "We have offered them the time." The Republican party declined the offer.

Still troublesome to the network is the possibility that partisanship may get out of hand. The network, hoping to keep the telethon from becoming a "dump Nixon" appeal among other possibilities, reportedly has assigned four people from its broadcast standards and practices department to cover the telethon in Los Angeles and three more people to oversee it in Miami Beach. Charles Allen, vice president, sales administration, is the project's chief network troubleshooter.

The youthful and personable John Brown, who is likely to appear on camera during the telethon from both Miami Beach and Los Angeles (flying from one site to the other), says that the telethon, if successful, may set a trend for the future, putting campaign funding for the first time directly into the hands of the people. His key move was arranging for Mastercharge and BankAmericard cardholders (estimated at 51 million people) to charge contributions by revealing their card numbers to telephone operators.

Almost everyone for status quo on exclusivity

In comments to FCC, all but NCTA favor run-of-contract time limits; none finds evidence of 'warehousing'

If the FCC's decision-making processes were governed solely by the consensus of those filing comments in a particular inquiry, the commission would have little trouble making a swift judgment on the issue of time exclusivity for nonnetwork programming. That was the area in which the commission sought comments last week, and the response from the 30 broadcasters and program suppliers answering the call was unanimous. Specifically, the commission was soliciting opinions on two questions: Whether the "outer limits" of time exclusivity now found in the industry are appropriate or unduly extended, and whether syndicated programs are being "warehoused," or bought up by stations not for broadcast but to prevent competitors from gaining access to them. While the industry representatives filing last week differed occasionally in their approach to these questions, the gist of their comments was identical: Exclusivity for the run of the contract on syndicated fare is both necessary and appropriate to survive in a competitive market, and warehousing would be a nasty practice indeed if it existed—but it doesn't.

The commission's present inquiry is an extension of one initiated in 1968, at which time the agency expressed an intention to determine whether the exclusive rights granted by syndicators to the purchasers of their material worked to the disadvantage of UHF stations and CATV systems. Two types of exclusivity were at issue—the territorial variety, in which sole broadcast privileges are granted for a certain geographic area, and time exclusivity, concerning the duration of an exclusive contract. Regarding territorial exclusivity, the commission has already proposed to limit a station's sole broadcast right to the city of license. No action has been taken on that proposal as yet. As far as the present inquiry is concerned, the commission has proposed no regulatory means of dealing with time exclusivity. Rather, in announcing the inquiry last April (BROADCASTING, April 10), the commission said it wanted to determine whether any new rules, major or minor, should be adopted.

In the opinions of the broadcasters and program distributors filing last week, the answer to that question must be negative. As the National Association of Broadcasters put it: "If the commission were to establish some regulatory yardstick as to what constitutes unrealistically long exclusivity protection, not only would the price structure and return on investment guarantee necessary to production distribution and purchase of programming be destroyed, but in addition the commission would be achieving this unhappy result

in what is a highly unrealistic way."

Storer Broadcasting amplified on this theme: "The question of 'how much' exclusivity is reasonable is so complex and so dependent on varying fact statistics as to be incapable of precise definition by rule."

ABC went a step further in defending the amount of exclusivity protection generally available to broadcasters. (ABC defined the average length of exclusivity provided for a given syndicated program as one to five years, seven to 10 years for feature films; other parties filing gave a somewhat varied interpretation). This protection, ABC asserted, "generally reflects the legitimate business interests of both the copyright owners and the stations, and [is] generally consistent with national copyright policy." While the network said it does not exclude the possibility of the commission implementing some kind of time-exclusivity limitations designed to help UHF stations while at the same time conforming to general copyright standards, it maintained that it could not see any reason or justification for such a rule at present.

NBC agreed with ABC's opposition to time limitations on syndication contracts. (CBS did not file last week, but asked for an extension of time to present its comments.) The commission, NBC claimed, should propose no limitation of time exclusivity for two reasons: First, it claimed, there is no evidence that the present amount of protection afforded broadcasters is unreasonable (a position taken by virtually every industry representative filing), and second, such a limitation would "tend to deter syndication" and is likely to prove unworkable anyway.

Absent the assurance that their programming would not enjoy a long-term run on the station to which it is sold, NBC claimed, syndicators would be hesitant to make a monetary commitment to any new productions. Additionally, a mandatory short-term contract would prevent syndicators from commanding a higher sum for their product, NBC argued.

Metromedia cast a note of finality on this argument by claiming that, regardless of the lack of justification for imposing any limitations on exclusivity protection, the commission is precluded by law from doing so. "Nowhere," Metromedia said, "is the commission given by Congress the specific authority to regulate nonlicensees [syndicators] and their contractual relationship with licensees."

The majority of the broadcasters filing last week alluded to the argument that, while the commission initiated the current inquiry principally in order to strengthen the bargaining power of UHF stations in their markets, a forced limitation in the amount of exclusivity permitted licensees would have the over-all effect of hurting UHF economically.

Kaiser Broadcasting, with six major-market UHF outlets, stressed this issue. If the FCC limits time exclusivity, Kaiser claimed, "it is likely that independent UHF stations would be deprived of any realistic possibility of gaining access to the kind of programming they need to become effective competitors" with network-affiliated VHF's in their markets. In

a separate statement, Kaiser's vice president for programming, Barry H. Thurston, claimed that, rather than limiting exclusivity for all stations, UHF stations and independent VHF's should be given longer periods of protection; he suggested an eight-year minimum.

The UHF problem was also examined by a group of program suppliers (Columbia, MGM, Metromedia Producers Corp., Paramount, Twentieth Century-Fox, United Artists and Warner Bros.) filing jointly. The competitive dilemma of UHF today, the group claimed, is caused not by unreasonable exclusivity protection but by such factors as competition with network affiliates, CATV impact, lack of comparable UHF receiving equipment and tuning devices and smaller contours of UHF stations. The program suppliers also argued that reduced exclusivity protection would hike costs to distributors because of the increase of legal fees and sales commissions if distributors were forced to secure more contracts.

The group, whose position was backed up in separate filings by MCA Inc. and Viacom International Inc., documented its argument for a hands-off policy on exclusivity with a lengthy survey of market trends compiled last year by Statistics Research Inc. Among the study's findings, the group said, is a showing purporting to negate the assumption that exclusivity agreements between VHF stations and syndicators tend to exclude UHF stations in the market from desirable nonnetwork programming. SRI reached this conclusion from the abundance of unsold syndicated material in each market surveyed.

The group asserted that warehousing program material would be illogical due to cost limitations, and that such a practice could not achieve its goal because it would be impossible for a single station to acquire rights to the many programs currently offered by syndicators.

The sole dissenter to a laissez-faire approach to exclusivity was the National Cable Television Association, which claimed that the degree of protection broadcasters are getting for syndicated programming is unreasonable and that time

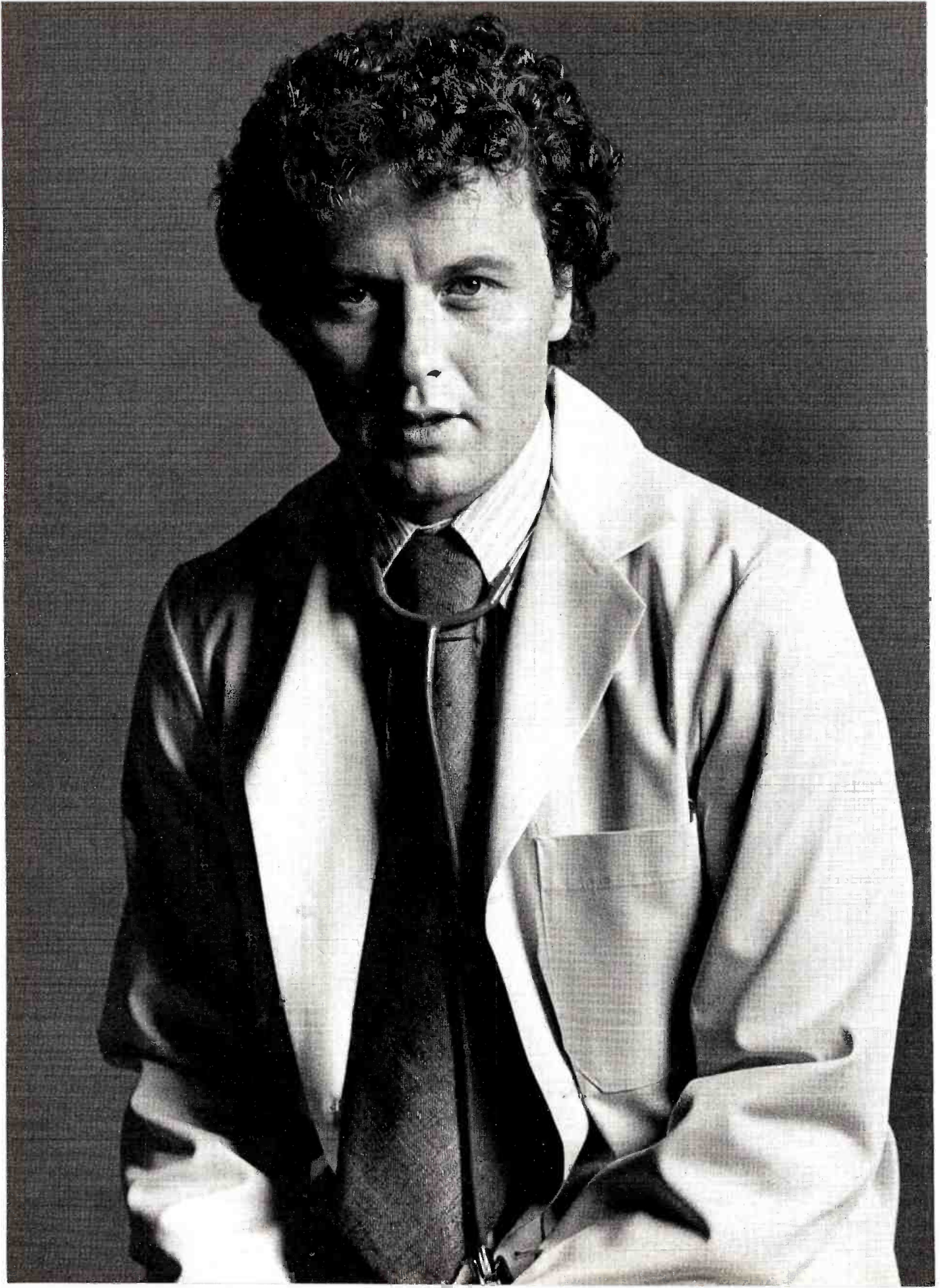
exclusivity is "intended to buttress the monopoly position of the broadcaster."

NCTA claimed that a 1948 Supreme Court decision involving an antitrust suit against Paramount Pictures should be taken into account in determining whether a cable system can rightfully be denied access to a syndicated program because a neighboring broadcaster holds the rights to it. Although the Paramount decision related to the theatrical exhibition of feature films, NCTA claimed that it can also be applied to the broadcast-cable dispute over syndicated fare because in that case the court ruled that one entity cannot be granted exclusivity against another unless the two are in "substantial competition" with each other. Since cable does not compete with broadcast for advertising dollars, NCTA claimed, it cannot be construed to be a serious competitor of that medium. "No broadcaster," NCTA argued, "should be permitted to prevent carriage or local origination of a copyrighted program by a CATV system that local broadcasters do not put on the air within a reasonable period." To this extent, NCTA was the only party filing last week to suggest that warehousing is prevalent in the industry today. It claimed that stations that purchase a certain film package and subsequently use only the best features are engaging in warehousing in that they are denying other entities access to the films they do not air.

To combat the problem, NCTA suggested that while the commission should place no limit on time exclusivity, cable systems should be permitted to carry a syndicated series 60 days after the entire series completes its first run on the neighboring television station or one year after the date of availability to the broadcaster, in the case of syndicated series, and two years in the case of films—whichever is later. As an alternative, the cable association proposed that the broadcaster be given one week of exclusivity against the cable system for each episode in a syndicated series, or one year for the entire series—whichever is greater. Under this standard, if a broadcaster purchases a syndicated series with 100 episodes, he would be given 100 weeks of exclusivity; if the series contained only 10 episodes, he would be given a year of protection against cable carriage.

The most direct opposition to the NCTA stance last week came from the Association of Maximum Service Telecasters. In the absence of exclusivity protection, AMST asserted, stations in the same market would "tend to play follow the leader," buying up the same packages and series, to the detriment of program diversity. This "applies with particular force" to cable, AMST said. When the commission implemented its requirements for local origination by cable systems, the association claimed, it did so with the express purpose of preventing cable from duplicating programs already receivable over the air. "It would be ironic," AMST argued, "if the commission curtailed exclusivity . . . just as the commission is 'getting cable moving' by drastic steps taken at the expense of broadcasting, and doubly ironic if it did so in the name of program diversity."

Expert witness. The *Washington Daily News* said his hair was "slicked down as though he had just come from the Bela Lugosi prom," his eyes had the "nervous twitch of a con man" and his voice infiltrated the Senate hearing room with "street-corner nasality." It was describing ABC sportscaster Howard Cosell, who testified before the Senate Commerce Committee last week on legislation to create a Federal Sports Commission. Mr. Cosell said he agreed with the proposal of Senator Marlow Cook (R-Ky.) to establish an agency providing guidelines for professional sports. He said the sports commission should be concerned with the transfer of franchises and with television blackouts. But he opposed any intervention by the commission into contract negotiations between players and management.



Hello. I'm Dr. Kildare. I'd like to speak to you about your medical coverage.

On behalf of Bristol-Myers, my new series has been traded in 43 markets. So far.

Starting this Fall, American Television Viewers will have the opportunity to hear my counsel, listen to my advice, and watch me perform minor miracles in modern medicine in prime time.

Dr. Gillespie and I are very happy about this.

Listed below are the 43 markets. That's 55.8% of the available television audience. If yours isn't there, it's not too late to do something about it.

As a doctor, this is my advice.

Young Dr. Kildare

24 half-hours starring Mark Jenkins and Gary Merrill.

New York WCBS-TV (CBS)
Los Angeles KNXT (CBS)
Chicago WBBM-TV (CBS)
Philadelphia KYW-TV (Group W)
Boston WBZ-TV (Group W)
San Francisco KPIX (Group W)
Cleveland WEWS (Scripps Howard)
Washington WTOP-TV (Post NSWK)
Pittsburgh KDKA-TV (Group W)
St. Louis KTVI (Newhouse)
Atlanta WSB-TV (Cox)
Indianapolis WLWI (Avco)

Miami WCKT
Tampa WLCY-TV
Cincinnati WLWT (Avco)
Milwaukee WTMJ-TV
Portland, Ore. KOIN-TV (Newhouse)
Providence WTEV
Columbus WLWC (Avco)
Birmingham WAPI-TV (Newhouse)
Charleston/Hunt. WCHS-TV
Greenville/Sprt./Ash. WSPA-TV
Louisville WAVE-TV
Dayton WLWD (Avco)

Norfolk WAVY-TV
Flint WKNX-TV
Syracuse WSYR-TV (Newhouse)
Shreveport KTAL-TV
Rochester WHEC-TV
Cedar Rapids WMT-TV
Chattanooga WTVC
Evansville WFIE-TV
West Palm Beach WEAT-TV
Duluth WDIO-TV
Lexington WBLG-TV
Lafayette, Ind. WLFI-TV

Bakersfield KBAK-TV
Hartford WTIC-TV
Baltimore WJZ-TV (Group W)
Kansas City KMBC-TV (Metromedia)
Oklahoma City KWTU
Knoxville WATE-TV
Seattle KIRO-TV



MGM-TV

1350 AVENUE OF THE AMERICAS, NEW YORK, 10019

More Jersey bounce in N.Y. TV programing

Four of six outlets under fire for ignoring Garden State interests agree to mend their ways

Four New York television stations have reached agreement with a New Jersey citizen group that threatened to challenge their license renewals at the FCC—but never did.

In separate agreements on file at the commission, the New Jersey Coalition For Fair Broadcasting came to terms with RKO General's WOR-TV, NBC-owned WNBC-TV, ABC's WABC-TV and noncommercial WNET-TV. The group, which had claimed that the stations did not have sufficient programing for New Jersey viewers (BROADCASTING, May 8), had originally asked the commission for extensions of time to file petitions to deny, so that negotiations with the licensees might continue unimpeded by litigation. At the same time, it did file against two New York stations, CBS-owned WCBS-TV and Metromedia's WNEW-TV. Negotiations with those stations have reportedly continued.

In all four cases that were settled, the agreements called for increased program service to New Jersey residents. New Jersey has no commercial VHF and relies on either New York or Philadelphia stations for television news and public affairs programing. Accordingly, the four agreements concentrated on those areas.

In each case, the stations agreed to the establishment of a committee of New Jersey residents to meet with station officials to analyze programing. The stations also agreed to increase news coverage of New Jersey affairs and to establish liaison with public and civic leaders in that state.

WNBC-TV promised to maintain a full-time staff newsmen in New Jersey and to bill him as "New Jersey correspondent." The station said it would establish phone lines in Newark, the state's largest city, and Trenton, the state capital, and is endeavoring to procure office space in the Trenton state house. WNBC-TV also agreed to concentrate on issues affecting its New Jersey viewers in public affairs programs such as *New Jersey Illustrated* (an occasional supplement to its *New York Illustrated* series), *Newsight*, *Direct Line* and *Man in Office*.

WABC-TV agreed to establish a New Jersey state wire in its news room, and to initiate a New Jersey desk, through which a designated assignment editor will collaborate with state sources on news events and will suggest specific reporter assignments. The station said it is also seeking an additional mobile unit for non-New York City use. In the area of public affairs, WABC-TV promised to dedicate every fourth program of its weekly *Eye-witness News Conference* to a New Jersey guest.

The WNET-TV agreement stated that it will "establish a more obvious presence in Newark," where it presently maintains studios, by originating more programing from those facilities. WNET-TV said it will

open a Newark office for the processing of complaints, to house the advisory committee it is establishing for New Jersey programing, and to conduct fund-raising drives for the station. WNET-TV also promised to "intensify efforts" to cover news in the state through its *51st State* program (BROADCASTING, June 19). To this end, the station said, it will maintain one part-time and two full-time reporters in New Jersey, and will seek an additional \$35,000 in viewer contributions for this purpose.

An agreement submitted by WOR-TV emphasized that the licensee has the "ultimate decision and discretion" over programing matters, and that this is understood by all parties. The station agreed to institute a full time news correspondent on a New Jersey beat, and it was estimated that this reporter would dedicate no less than 85% of his time to the coverage of stories in that state. WOR-TV also noted that it will make public affairs programs such as *Straight Talk* available to representatives of New Jersey organizations and that it will "re-examine" its *New Jersey Reports*, rescheduling the program "to a time when . . . it could be expected to be more effective. NJCFB has agreed to work initially with WOR-TV to aid it in obtaining guest-lists and to make other recommendations.

Fast entry from W-R

Winters-Rosen's 'George Kirby' moves quickly into 11 markets

Winters-Rosen Productions, New York and Beverly Hills, Calif., has sold its new prime-time syndicated series, *Half the George Kirby Comedy Hour*, to 11 stations for a fall start.

Brad Marks, vice president in charge of sales, said the half-hour comedy-variety program achieved the 11-station mark after fewer than three weeks of selling. Buyers include the five Group W stations; four ABC-owned stations (excluding KGO-TV San Francisco), WEWS-TV Cincinnati and WFBN-TV Indianapolis.

Winters-Rosen also has released for syndication 12 one-hour musical specials it produced during the past three years and has made sales to WNBC-TV New York and KTLA-TV Los Angeles. W-R will be represented this fall with a second year of *Rollin' On The River*, sponsored by Noxell Corp. on a bartered basis and cleared to date in 65 markets.

In production and/or development for a January 1973 or fall 1973 start are the half-hour *George Kirby* series and several daytime game and children's series.

New network. Jack Parr and ABC-TV are "close to a final deal" for a series of hour-long specials that would be somewhat similar" to those he's been doing on NBC-TV in recent years, James Duffy, president of ABC, said last week. The projected contract between Mr. Parr and ABC would run for five years, with options, according to ABC sources.

Captioning test on PBS

Eight special 'French Chef' programs aimed at determining effectiveness of TV aids for hard-of-hearing

An eight-week experiment in television for the hearing-impaired will be conducted later this summer on public TV's *French Chef*.

Under a grant from the Office of Education, eight programs prepared for broadcast next fall and winter on the Public Broadcasting Service will be presented in a special eight-week series, beginning in August, with special captioning designed for the deaf and hard of hearing.

The Office of Education hopes the experiment will answer several questions about television aids for the hearing-impaired. For example: Do they learn as much from this kind of program as the hearing audience learns from uncaptioned programs? What are the best ways to present captions (size and style of type, rate of presentation, amount of information)? Does captioning impair the viewing enjoyment of the hearing audience?

The producers of *French Chef* will experiment with different type faces, placements and ways of timing the captions—not only to answer the general questions raised by OE, but also "to capture the spirit" of Julia Child, the exuberant chef of the program's title.

The FCC late last year encouraged broadcasters to develop plans for assisting those with hearing problems, and the National Bureau of Standards has made progress in developing a system that would permit viewers with special decoders to receive captioning, while leaving normal reception undisturbed. (BROADCASTING, Dec. 20, 1971).

The PBS experiment involves only on-air captioning, but it drew praise from one FCC member as a step in the right direction. "I am pleased to note," said Commissioner Robert E. Lee, "that the Public Broadcasting Service is attempting to implement the commission's recent request. . . . Public broadcasting earns high marks for public service in my book."

Countdown to Olympics

ABC-TV blocks out 61½ hours it will telecast from Munich

ABC-TV announced last week its schedule for coverage, totaling 61½ hours of the Summer Olympic games via satellite from Munich, Germany, in August and September. If FCC hadn't refused ABC's bid for waiver of the prime-access rule during the games, the total would have come to 66½ hours, but even at 61½ ABC officials said it was by far the most extensive TV coverage ever accorded a sports event.

All prime time, 8:11 p.m. NYT, on 10 weeknights (Aug. 28 - Sept. 1 and Sept. 4-8), will be devoted to the Olympics, and one of those nights—Aug. 29, Tuesday, for which ABC has a waiver for the

current season—coverage will run from 7:30 to 11.

Coverage will start with a two-hour preview Friday, Aug. 25 (8-10) and end with a three-hour closing-ceremonies report and summary on Sunday, Sept. 10 (12:30-3:30). In between, there will be the primetime coverage on weeknights, and a mixed pattern on weekends:

Opening ceremonies on Saturday, Aug. 26, will be covered at 10 a.m./noon, with another hour at 8-9 p.m. There will be two telecasts Sunday, Aug. 27 (4-6 p.m. and 8-9 p.m.). Saturday, Sept. 2, will have reports at 1:30-3:30, 5-7 and 8-10 p.m. Sunday, Sept. 3, will have three more two-hour reports, starting at noon, 4 p.m. and 9 p.m. On Labor Day, Sept. 4, there will be a two-hour report (4-6 p.m.). The final, Saturday, Sept. 9, will carry three reports (10:30 a.m. to noon and 4-5 and 8-10 p.m.).

CCTV bill languishing

Aspin renews efforts on measure that would ban closed-circuiting of major sporting events

Bills designed to put the brakes on closed-circuit television carriage of sporting events have been on the back burner in Congress ever since the exclusive CCTV showing of the Joe Frazier-Muhammad Ali heavyweight championship fight last year. Why should spectators have to pay for what they should be able to see free on over-the-air TV? the argument went.

Representative Les Aspin (D-Wis.) last week urged prompt consideration of his plan to keep sports fans from being shut out of a possible second Frazier-Ali bout.

The Aspin measure (H.R. 7679), which has 33 co-sponsors, was introduced early last year (BROADCASTING, March 24, 1971). It would place a flat ban on closed-circuit showing of championship fights, the Super Bowl, the World Series and other major sports events and would place CCTV under the jurisdiction of the FCC's Broadcast Bureau. Promoters would be required to accept the highest bid by a network or station for rights.

In a House speech on Tuesday (June 20) Mr. Aspin said he was concerned that the CCTV ticket price for a second Ali-Frazier match could be as high as \$25. "Increased demands by the two fighters—Ali is reportedly asking for \$6 million and Frazier is asking for \$3.5 million—increased costs and a desire by the promoters for even greater profits on the second Ali-Frazier fight could cause the average price of tickets for this fight to almost double over the cost of tickets for the first Ali-Frazier fight," he said.

"But there is still time for Congress to act so that the average sports fan does not get completely shut out of the next Ali-Frazier fight," he said.

But Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) said there are no hearings planned on the bill and expressed doubt Congress could enact the legislation. "I don't think we have jurisdiction over a private entrepreneur putting out private money for private profit," he said.

To the NBC side

Six TV's enlist in network's fight to have the lost half-hour restored

NBC's petition to have the prime-time access rule rescinded has picked up support from a group of six television stations.

In a brief statement filed with the FCC, the six stations, all represented by the Washington communications law firm of Pierson, Ball & Dowd, claimed that the NBC petition, filed with the commission last month, "discloses sufficient reasons for rescission of the network prime-time access rule to justify the institution" of a rulemaking proceeding aimed at striking the measure from the commission's rules.

The stations represented in the filing were KOCO-TV Oklahoma City and KARK-TV Little Rock, Ark. (Combined Communications Corp.); WWJ-TV Detroit (The Evening News Association); WOKR-TV Rochester, N.Y. (Flower City Television Corp.), and KOLD-TV Tucson, Ariz., and WALA-TV Mobile, Ala. (Universal Communications Corp.).

Two weeks ago, ABC and Westinghouse Broadcasting Corp. argued against the NBC petition (BROADCASTING, June 19).

Program Briefs

Sports shorts. Total Communication Systems, Pittsburgh, is offering in syndication to radio stations, one-minute shows featuring stories and commentary on sports world. *The Sound of Sports* features sportscaster Ray Scott, Penn State football coach Joe Paterno, and Los Angeles Laker's Jerry West. Thus far, 260 segments are available. *Total Communication Systems, 16M Gateway Towers, Pittsburgh 10222.*

Army line-up. Black and Gold Productions Inc., in cooperation with Army Athletic Association, will make available 10-week video-taped highlights package of upcoming football season. Hour-long package will be offered stations on reciprocal basis beginning week of Sept. 23. Black and Gold Productions will again set up 37-station Army radio network and has also completed arrangements for one-hour season's wrap-up, sponsored by Castrol Oils Inc., New York. For details: *Army Athletic Association, West Point, N.Y.*

Dolphin coach on MBS. Mutual Broadcasting System will carry weekly 15-minute football program, *The Don Shula Show*, to its affiliates beginning Monday, Sept. 18. Program, with Miami Dolphin coach as host, will feature behind-the-scenes wrap-ups of games played during week and will be fed to network at 5:05-5:20 p.m. NYT.

Universal assets. Trans-America Films Corp., New York and Los Angeles, TV distributor, has acquired assets of film division of Universal Container Corp., New York, for about \$1.5 million in cash notes and convertible notes. Assets consist of rights to RKO film library in most

of world (excluding U.S. and Canada), including about 800 feature films and 900 short subjects produced between 1930 and 1955.

Sales report. Wolper Television Sales, Los Angeles, recently formed TV syndication arm of Wolper Organization, reported aggregate of 52½ hours of TV product available for distribution domestically, in foreign markets or in combination of domestic and foreign. Catalog of product includes series and specials together with 11 feature films also available for distribution. Entire Wolper syndication inventory is said to represent more than \$15 million in original production investment.

Bullish "Bozo". Larry Harmon Pictures Corp., Los Angeles, reports initial sales on new *Bozo's Place* children's TV series in 27 markets for fall start. Among markets sold, according to Harmon, are New York, Los Angeles, Chicago, Philadelphia, Boston and Washington, and 15 other markets are said to be close to signing stage.

Service to hotels. Trans-World Communications has signed agreement with Loew's Hotels to provide closed-circuit services to Loew's Hotel in New York and two others in Bal Harbour, Fla., and in Washington. Trans-World will provide Tele/Theatre (motion pictures), Tele/Ad (sponsored films on local attractions) and Televention (proceedings of conventions) to hotels.

Grant help. *Sesame Street* and *The Electric Company* will continue on WNET(TV) New York each weekday morning from 9 to 10 through September, thanks to \$30,000 grant from Bistol-Myers Co., coupled with earlier matching grant from Nestle Co. Grants will also keep seven-and-a-half hours of children's programming on WNET each Saturday throughout summer. More than 5,000 individual contributors, responding to station's plea, have added \$25,000 to corporate amounts, WNET reported.

Changing formats. Following modifications in program schedules and formats have been reported: ■ KOIT(FM) San Francisco — Avco Broadcasting has changed station's format from country-and-western music to contemporary programming. Station broadcasts on 93.3 mhz with 25 kw and antenna 660 feet above average terrain. ■ WKAK(FM) Kankakee, Ill.—WKAK Inc. has changed station's format from popular music (60%), standards (25%) and country-and-western (5%) to country-and-western (90%). Station broadcasts in stereo on 99.9 mhz with 6.6 kw and antenna 210 feet above average terrain. ■ KYLE-FM Temple, Tex.—Texas Radio Corp. has changed station's format from basic music to easy listening, middle-of-the-road emphasis. Station broadcasts in stereo on 104.9 mhz with 1.8 kw and antenna 345 feet above average terrain. ■ WWOC(AM) Norfolk, Va.—Baron Communications has changed station's format from rhythm and blues (60%) and jazz (10%) to contemporary music (60%), rhythm and blues (10%) and jazz (10%). Station broadcasts on 1400 khz with 1 kw day.



“Wild Wild West”

Increase in homes over year-ago programming:

up 47% Atlanta
up 86% Burlington-Plattsburgh
up 15% Colorado Springs-Pueblo
up 53% Columbus, Ga.
up 19% Dallas-Ft. Worth
up 7% Winston-Salem
up 84% Hartford-New Haven

up 51% Honolulu
up 10% Houston
up 62% Joplin-Pittsburg
up 63% Knoxville
up 4% Lafayette, La.
up 18% Las Vegas
up 25% Lebanon-Lancaster-Harrisburg-York
up 54% Los Angeles
up 79% Memphis
up 11% Milwaukee
up 40% New York
up 10% Norfolk



Not-so-secret agents.

They're much too flamboyant to operate undercover for very long.

Last Fall, "Wild Wild West" was already reaching more homes than year-ago programming in 23 markets. Now the figure has jumped to 28.

And the average increase in homes over year-ago programming of almost every conceivable format is a healthy 25%.

Who watches? Prime prospects! More than two-thirds of all adult "Wild Wild West" viewers are 18 to 49.

Let our popular agents take over a key hour in your schedule. They'll probably blow their cover the first week.

Viacom

up 150% Phoenix
up 35% Philadelphia
up 4% Providence
up 45% Roanoke-Lynchburg
up 13% Sacramento-Stockton
up 2% San Diego
up 9% Syracuse
up 8% Tampa-St. Petersburg
up 16% Wilkes-Barre-Scranton

Source: ARB, Feb.-Mar. 1972 and 1971, Nov. 1971 and 1970.
ARB Syndicated Program Analysis, Nov. 1971. Audience estimates are subject to qualifications available on request.

Bartley looks back at his 20 years from FCC doorway

Retiring dean of commissioners thinks agency has done good job, but he has some reservations when he discusses UHF, cable, domestic satellites

FCC Commissioner Robert T. Bartley is one of those deceptively quiet men who hold strong views but express them with a minimum of fervor. As a result, when discussing his 20 years as a member of the FCC, he leaves a listener with the image of the headman whose victims don't realize they've been struck until they shake their heads.

Commissioner Bartley, who will retire from the commission on June 30, looks back with good human and warm feeling on an association with the agency that reaches to 1934, the year it was established—when he joined it as director of what was then the telegraph division. "It's done a reasonably good job," he says. And he displays with some pride the specially posed, handsome, color photograph of the commission taken in the last couple of weeks, that each of his colleagues signed with an affectionate note and that he will be taking with him into retirement at his home on Chesapeake Bay.

But somehow, it is what he regards as the commission's errors of judgment and missed opportunities that seem to stand out in his memory of those 20 years—the commission's sixth report and order, issued in 1952, ending the freeze on television applications, for instance. It established the basic allocations system, in which UHF and VHF stations are "intermixed" in the same markets, with frequencies of the same bandwidth. The result has been that while VHF has generally thrived, UHF has been a sickly member of the communications industry, a matter, consequently not only for the commission's concern but also its conscience. ("UHF broadcasters," FCC members will say privately, "invested their money because we urged it.")

Commissioner Bartley feels that UHF should have been allocated wider bandwidth—up to 8 or even 12 mhz—which would have made it the appropriate television service for color. And with UHF the color medium, he says, all television would have eventually moved into that band; the VHF portion of the spectrum could have been put to other uses. There were, he points out, only 10 VHF stations at the time.

Commissioner Bartley did not participate in the vote on the sixth report and order; it was issued in April 1952, only about a month after he joined the commission, as President Truman's choice to fill out the unexpired term of Wayne Coy. But one action in which he did participate—and on the winning side—that he is not entirely happy about is the report

and order adopted two weeks ago establishing national policy in the domestic communications-satellite field (BROADCASTING, June 19).

He would have liked to see the commission establish a "chosen instrument"—though not one associated with any existing carrier. But the chance for that kind of system, he feels, has long since passed; he would have opted for it five years ago, when the commission was approaching its moment of truth on domestic satellites the first time. Commissioner Bartley noted that the commission, which he says has been ahead of everybody else on the satellite question (he says it is the "only" area in which the commission has been ahead), was stalled twice in its effort to establish national policy—once by President Johnson, when he ordered a review of national telecommunications policy; a second time by President Nixon, when he set up a special committee to look into the satellite question.

In between the sixth report and the June 16 order establishing a "multiple-entry" domestic communications-satellite system, he and the commission, Commissioner Bartley indicates in his soft Texas accent, frequently have followed different drummers. The commission persistently refused to heed his arguments against concentration of control of media, and



Commissioner Bartley

continually approved station sales to multiple owners. But in what is bound to come as a surprise to many who have followed him over the years, he now says his concern has not been bigness, as such; rather, that it is easier for government to control a broadcasting industry whose parts are concentrated in few rather than many hands. Is government attempting to control broadcasting? "I feel it is," he says. "I feel it more all the time." But he does not cite any evidence.

In that connection, he points to what he appears to regard as another lost opportunity. "At one time," he says, "I would have approved a flat ban on newspaper ownership of broadcast stations."

But while some crossownerships should be broken up, he now feels, others, in which the station and the newspaper do a demonstrably good job, should not. Thus, oddly, it appears that in the departure of the original one-to-a-customer commissioner, the newspaper and broadcasting industries are losing what would have been a sure vote whenever the commission comes to grips with its proposal to break up newspaper-broadcast holdings in the same markets.

The commission was similarly stubborn in rejecting his advice on cable television. He had held that the commission lacked authority to regulate CATV, and that it needed guidance from Congress. He also felt that the rules the commission did adopt were overly restrictive, and stunted the growth of an industry he regarded as essential to meeting the nation's communications needs. He now seems ready to concede that the commission has the authority it claims, but not that the rules are not too restrictive.

"I don't believe in protectionism for broadcast stations, as such," he says. "And while broadcasters try to claim that they are competitive and operate in a free-enterprise situation, they don't." Cable operators, he says, "have an uphill fight."

That sharpness of tone regarding broadcasters crops up in other contexts. While the climate of the times may have something to do with the citizen-group movement that is now plaguing broadcasters—and the commission—he says, a large factor is today's broadcaster himself—one of a new breed the commissioner feels is more interested in business than in broadcast service. "The old timers," the 63-year-old commissioner says, "knew what was going on in their communities and served the needs." The new ones, he says, lack that awareness.

He suggests, though, that one path to protection may lie in the primer the commission has adopted to aid broadcasters in ascertaining community needs. The primer was drafted largely under his guidance, to aid broadcasters in responding to a license-application question whose importance he has always stressed. "If broadcasters had had a Bartley primer and paid attention to it 15 years ago," he says, "there wouldn't have been a WLBT case." WLBT(TV) Jackson, Miss., in the benchmark citizen-group case movement, lost its license as a result of charges by local blacks that it ignored their interests and discriminated against them.

But some of the commission's problems are beyond its powers, and broadcasters' too, apparently. Their source is the courts. In many decisions overruling the commission, nonlawyer Bartley says, "they are overstepping their authority." The U.S. Court of Appeals in Washington, which has widened the public's right of access to the media, is a particularly sore point. And the Supreme Court, in upholding the FCC's fairness doctrine, he says, "went further than the commission" did in asserting the commission's right to regulate broadcast content. Regulation of content is something he feels the commission must avoid.

Like his colleague of two years, former

Commissioner Robert Wells, Mr. Bartley is able to say: "I used to be a broadcaster myself." From 1939 to 1943, he had been vice president of the old Yankee Network, and from 1943 until 1948, he was an official of the National Association of Broadcasters.

But his route to the FCC ran not through the offices of the Yankee Network or the NAB so much as through those of a man who had been one of the most powerful political figures in the country—the late Representative Sam Rayburn (D-Tex.), his uncle.

In 1931, Mr. Bartley left his native Ladonia, Tex., at age 22 to take a job as executive secretary of the investigation staff of the House Commerce Committee, then headed by Representative Rayburn. The young Texan joined the staff of the Interstate Commerce Commission in 1934, then switched to the FCC after it was created. Three years later he moved to the Securities and Exchange Commission where he served for two years as securities analyst before joining the Yankee Network.

Not only are the three agencies under the supervision of the House Commerce Committee, but in 1948, after leaving the NAB, Mr. Bartley rejoined his uncle—by now the Speaker of the House—as his administrative assistant.

Now, some 20 years after he was sworn in as a member of the FCC, Commissioner Bartley is still looking to the future—to retirement on the bay, and to developing a hobby in which he acquired an interest through his years on the FCC—ham radio. The ham operators he has met, he says, "are a great bunch of people." And many ex-FCC colleagues who preceded him into retirement have become ham freaks. Mr. Bartley does not yet have his FCC ham license, but when he gets it, and begins chatting with former colleagues scattered about the country, one can imagine the conversation will be about old times. "Remember that Trans-continent sale back in '64, when I tried to turn the commission around and have them deny the sale," the ex-commissioner will probably say. "Those fellows just wouldn't listen."

A tauter ship at the NAB

Board votes to initiate bylaw changes giving Chapin more power, and pats government relations on the back

The board of the National Association of Broadcasters adopted without objection a series of recommendations which were aimed at tightening up the association's administration and bringing the NAB chairman closer to the decision-making processes.

The changes are being made in two steps: a series of amendments and revisions to the bylaws, and acceptance of a number of recommendations submitted by a special ad hoc committee. The executive committee of the association was told to implement the latter suggestions.



Shoed in. Richard W. Chapin, Stuart Enterprises, Lincoln, Neb. (above), was re-elected chairman of the joint board of the National Association of Broadcasters last week during the week-long board meeting in Washington. Elected by acclamation was Peter Storer, Storer Broadcasting Co., Miami Beach, as chairman of the TV board, with Robert F. Wright, WTOK-TV Meridian, Miss., chosen as vice chairman. Mr. Wright won a three-cornered race, defeating in secret ballot Leslie H. Arries Jr., WBen-TV Buffalo, N.Y., and Dale G. Moore, KGVO-TV Missoula, Mont. Re-elected to lead the radio board were Andrew M. Ockershausen, Evening Star Stations, Washington, as chairman, and Wendell Mayes Jr., KNOW(AM) Austin, Tex., as vice chairman.

The five-day meeting in Washington last week saw the NAB directors express satisfaction with the changes that have been made in the NAB's activities and organization, particularly, many directors noted, in the increased effectiveness of the government-relations department. During the winter board meeting last January in Florida discontent with the government-relations department was particularly evident.

In addition to a number of steps taken with respect to code matters (see page 23), as well as approval of a political fund-raising group outside the association (see page 43), the board took these actions:

- Voted to ask the FCC to permit broadcasters to count political commercials as half a spot in adding the number of minutes stations use for commercials per hour. Although the FCC has no rules on commercial time, broadcasters whose applications show more than 18 minutes of commercial time per hour (the code maximum for radio stations) can be sure of receiving a request from the commission for justification.

The move was not without vigorous opposition; some broadcasters felt that it was, in effect, an invitation to the FCC to regulate commercial time, something it tried to do in 1964, but on which it backed down after strong congressional opposition. The plea for such action was initiated by the NAB's small-market radio committee which originally sought to have all political spots counted as public-service announcements. The NAB staff, however, persuaded the board to seek the discounted time version because of fear

One rose for Dimling. The National Association of Broadcasters goals and direction committee, whose seven-page report was almost unanimous in its criticism of NAB activities (see page 38), singled out one NAB executive for praise: John A. Dimling, vice president for research. In its comments, the committee noted that the research department has done "an exemplary job" and that "John Dimling is doing a professional job."

that a flat exemption for political commercials might lead to abuses.

- Called on all broadcasters to refuse payments to so-called "consultants," where the consultants are in fact the same group that files, or threatens to file, challenges at renewal time. The term "blackmail" was used more than once in a discussion of this subject.

A touchy question that never had to be answered involved a request from the Rocky Mountain Broadcasters Association for financial help in that association's campaign to persuade the FCC to revise the cable-TV rules. The NAB executive committee had recommended denial.

Two board members, Peter Storer of Storer Broadcasting, and Robert F. Wright of WTOK-TV Meridian, Miss., offered to raise the \$2,500 requested from their own corporate funds. Both incidentally were elected chairman and vice chairman of the TV board last Thursday (June 22).

Actually, the commission did give the Mountain stations better nonduplication protection than the original rules called for in its order two weeks ago (BROADCASTING, June 19).

In accepting all the recommendations of the bylaws committee, the NAB joint board agreed to these changes:

- That the president and secretary-treasurer be elected by a majority vote, not by the three-quarters vote that the present bylaws require. No change is made in the provision stating that these officers "may" be elected at the first board meeting following the NAB's annual convention.

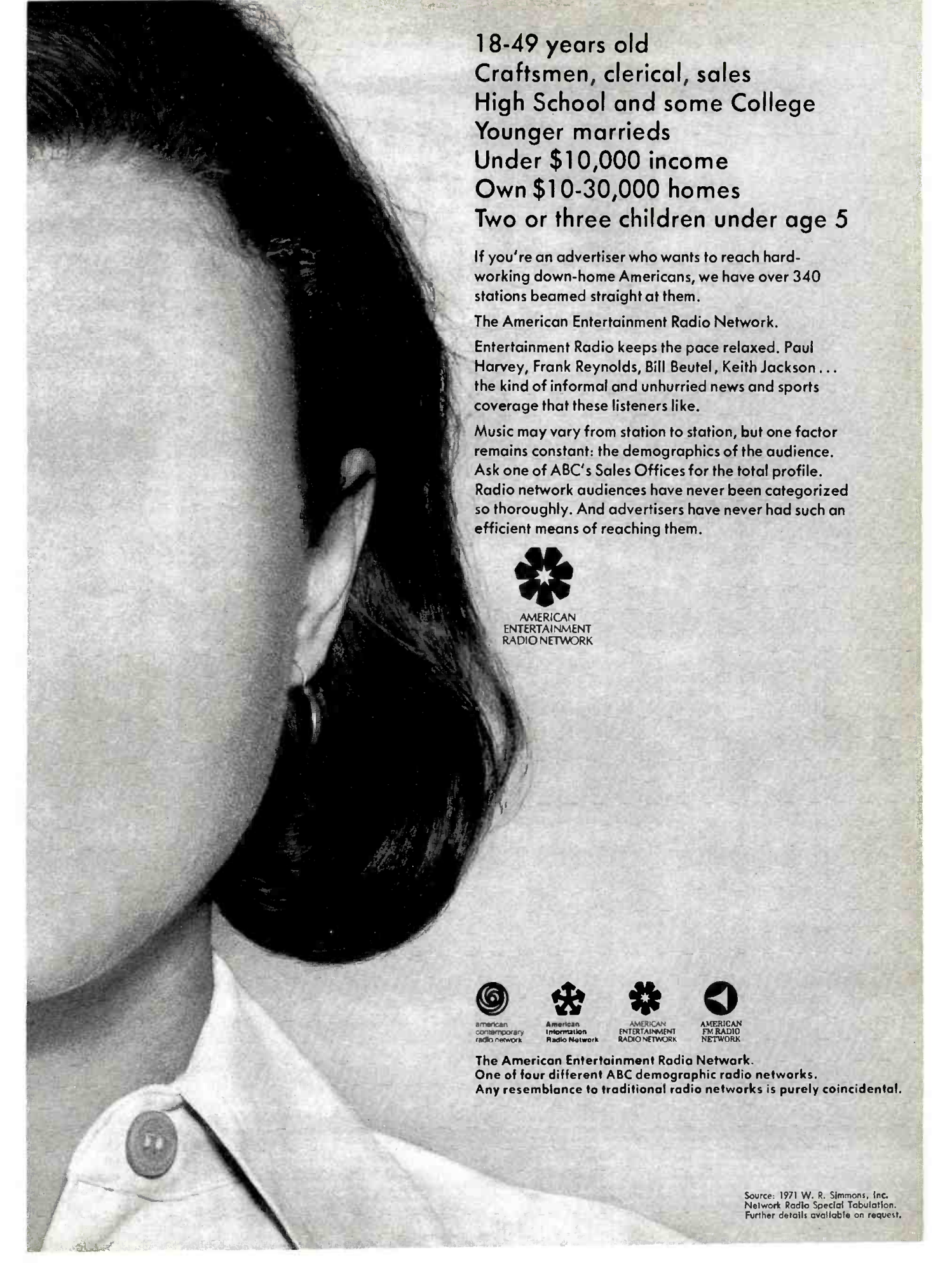
- That committees be appointed jointly by the president and the chairman. Up to now this has been the prerogative of the president alone.

- That the joint-board chairman be elected by a simple majority vote and that he be limited to two, one-year consecutive terms, that he be a present or former member of the board, and that, upon assuming the chairmanship, he will become a member of the combined board. The present bylaws require the chairman to be elected by a 75% vote of the combined board, make no mention of limitations on his eligibility, or his place as a member of the board.

- That the immediate past chairman serve as a member of the board with the right to vote and as a member of the executive committee, also with a right to vote. The current bylaws contain no provision for the immediate past chairman to be a member of the board with a

**ABC'S DEMOGRAPHIC
ENTERTAINMENT
RADIO NETWORK.
WE KNOW EVERYTHING
ABOUT OUR LISTENERS
BUT THEIR FACES.**





18-49 years old
Craftsmen, clerical, sales
High School and some College
Younger marrieds
Under \$10,000 income
Own \$10-30,000 homes
Two or three children under age 5

If you're an advertiser who wants to reach hard-working down-home Americans, we have over 340 stations beamed straight at them.

The American Entertainment Radio Network.

Entertainment Radio keeps the pace relaxed. Paul Harvey, Frank Reynolds, Bill Beutel, Keith Jackson... the kind of informal and unhurried news and sports coverage that these listeners like.

Music may vary from station to station, but one factor remains constant: the demographics of the audience. Ask one of ABC's Sales Offices for the total profile. Radio network audiences have never been categorized so thoroughly. And advertisers have never had such an efficient means of reaching them.



AMERICAN
ENTERTAINMENT
RADIO NETWORK



american
contemporary
radio network



American
Information
Radio Network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK

The American Entertainment Radio Network.
One of four different ABC demographic radio networks.
Any resemblance to traditional radio networks is purely coincidental.

Source: 1971 W. R. Simmons, Inc.
Network Radio Special Tabulation.
Further details available on request.



Time out. The National Association of Broadcasters board of directors met for five days in Washington last week. At the luncheon break during the first meeting of the combined TV and radio boards on June 20: To the left, Vincent T. Wasilewski, president of NAB (l), John A. Hardin, president, Mutual Broadcasting (c), and Mark Evans, Metromedia (r). In the center picture, Eugene S. Cowen, ABC Washington vice president (l); Robert F. Wright,

WTOK-TV Meridian, Miss., who was chosen vice chairman of the TV board (c), and Wilson Wearn, Multimedia Broadcasting Co., Greenville, S.C. (r). And in the right picture (l to r), Sherril Taylor, CBS, New York; Leslie H. Arries Jr., WBEN-TV Buffalo, N.Y.; Peter Storer, Storer Broadcasting, Miami Beach, who was unanimously elected chairman of the TV board, and William D. Shaw, Golden West Broadcasters, San Francisco.

right to vote, although he has been a member of the executive committee with voting rights.

That the executive committee be established as a formal entity, with membership consisting of the joint board chairman, the chairmen and vice chairmen of the TV and the radio boards, the immediate past chairman of the joint board and the president.

These changes must now be submitted to the membership for acceptance. Upon majority acceptance, they become effective.

Harold R. Krelstein, Plough Stations, Memphis, was chairman of the bylaws committee.

Recommendations made by the goals and directions committee, also accepted in total by the joint board, were:

That the president maintain a closer and more regular relationship with key legislators; that job descriptions be written up for all NAB employees and that their work be evaluated periodically with reports submitted to the board; that the executive committee act in concert with the president on personnel matters; that the association's government-relations and legal departments more critically judge causes in which NAB becomes involved, with the implication that too frequently the association has backed lost causes or those that are obviously hopeless.

And that during the annual convention there be a one-hour question-and-answer period with the president and executive staff members present; that the mini-conferences that were begun on a test basis two years ago be made permanent and that they include both TV and radio broadcasters; that each committee be assigned a board member for liaison and a staff member for administrative coordination; that a government-relations staff member be assigned to the principal meetings of state associations, as well as to regional meetings with congressmen and senators.

And that an expert on advertising be hired by the association; that there be no separation of TV and radio within the

association; that the association poll its members directly to determine priorities on problems and solutions desired; that an incentive compensation plan for station-relations field men be explored; that a special staff member be designated to serve secondary-market stations, one for TV and one for radio.

And that broadcast issues be publicized on the air and over the networks, with better utilization of the broadcast media as a tool of public relations; that a study be made of satellite communications and the possibility of satellite-to-home transmissions.

Chairman of the goals and directions committee was Richard D. Dudley, Forward Communications Corp., Wausau, Wis.

Metromedia gets its fifth VHF

FCC waives top-50-market and three-year rules in granting sale of WTCN-TV Minneapolis

By a single-vote majority, the FCC last week approved the \$18-million transfer of WTCN-TV (ch. 11) Minneapolis from Chris Craft Industries to group owner Metromedia Inc.

The commission's vote was 3 to 2, with Commissioner Robert T. Bartley, a consistent foe of broadcast acquisitions by multiple owners, dissenting and Commissioner Nicholas Johnson dissenting and issuing a statement. Chairman Dean Burch and fellow Republicans Charlotte Reid and Robert E. Lee provided the leverage; Commissioner Richard Wiley did not participate and Commissioner H. Rex Lee was absent.

In approving the WTCN-TV sale, the commission majority dealt with several extraordinary conditions. One was the agency's top-50 market policy, by which companies already owning three television stations (or two VHF's) in the nation's 50 largest markets must make a "com-

selling public-interest showing" before they may purchase another TV property in those markets. The commission found that Metromedia had satisfied this requirement. Noting that the firm already owns four major-market outlets (WNEU-TV New York, KTTV[TV] Los Angeles, WTTG[TV] Washington, and KMBC-TV Kansas City, Mo.), all of them V's, the commission said that the firm's record as the operator of successful independent stations, coupled with its ambitious programming plans for WTCN-TV promised increased diversity of media in Minneapolis.

The commission also noted that the sale was subject to the three-year holding rule because Metromedia's sale application was filed less than three years after WTCN-TV received a construction permit for a major facilities change. Under the three-year rule, holders of construction permits for major changes in existing stations must retain ownership of the affected facility for three years, or until program test authority is granted. Noting that Metromedia had claimed that test authority would have been granted prior to the filing of the sale application had WTCN-TV's antenna tower not collapsed in September 1971 (BROADCASTING, Sept. 13, 1971), the commission waived the technical requirements of the three-year rule in this case.

In a related but separate action, the commission also instructed two mutual funds, Keystone Custodian Funds Inc., Boston, and College Retirement Equities Fund, New York—both of which hold an undisclosed amount of Metromedia stock—to make necessary divestitures in their broadcast holdings in order to comply with a provision of the FCC's 1968 multiple ownership rules limiting mutual funds to a 3% benchmark in ownership of broadcast licensees.

In his dissenting statement, Commissioner Johnson charged the majority with "rushing through" the WTCN-TV case in order to appease private parties complaining that the commission has taken too long in acting on Metromedia's sale ap-

plication. (The application was filed 10 months ago.) Noting that with the WTCN-TV purchase, Metromedia will increase its potential coverage to 27% of the nation's TV homes, Mr. Johnson claimed that, although the commission "has always been able in the past to find the 'compelling showing' that the public interest would be served in the 'top-50' market situation, never have the grounds for accepting such a showing been so weak." Pointing out that, in response to threats of court challenge by citizen groups, McGraw-Hill was recently prompted to drop its plans to acquire wood-TV Grand Rapids, Mich., along with the other four Time Inc. TV stations it did buy (BROADCASTING, May 15), the commissioner commented: "Here there are no community groups spurring the commission and the parties, and there is no enforcement [of the top-50 policy]."

Metromedia also has on file at the commission an application to purchase WXIX-TV Cincinnati (Newport, Ky.) from U.S. Communications Corp. It would pay \$3 million for that channel-19 facility. The firm also owns KLAC(AM) Los Angeles, KNEW(AM) Oakland, WCBM(AM) Baltimore, WHK(AM) Cleveland, WIP(AM) Philadelphia, and WNEW(AM) New York, as well as FM stations KMET Los Angeles, KSNR San Francisco, WASH Washington, WMMR Philadelphia, WNEW-FM New York and WMMS Cleveland. The firm is selling the Cleveland stations to Malrite Broadcasting Co. for \$3.5 million, and is purchasing WOMC(FM) Detroit from Sparks Broadcasting Co. for \$1.5 million.

John W. Kluge is Metromedia's chief executive officer and largest stockholder, with 7.83% of the firm's stock. Metromedia, a diversified communications firm, is publicly owned and traded on the New York Stock Exchange.

Chris Craft retains KCOP-TV Los Angeles and KPTV-TV Portland, Ore.

Senate clears propaganda funds

RFE, Radio Liberty money OK'd, House bill on same due soon

The Senate has approved the administration's legislation authorizing \$38.5-million for Radio Free Europe and Radio Liberty through fiscal 1973.

The bill cleared the Senate Foreign Relations Committee several weeks ago over the objections of Chairman J. W. Fulbright (D-Ark.) and Senators Mike Mansfield (D-Mont.) and Stuart Symington (D-Mo.) (BROADCASTING, June 12).

The vote on the Senate floor, on June 16, was 59-to-2 with Senators Mansfield and Symington voting against continued funding. Senator Fulbright did not vote.

An identical bill is pending in the House Foreign Affairs Committee and Chairman Thomas E. Morgan (D-Pa.), sponsor of the measure, has promised to report it out "as expeditiously as possible," a spokesman said.

Funding for the stations has been continued at its current \$35-million-a-year level until June 30.

FCC opts for looser rein on political fairness

Policy statement indicates desire to leave more to broadcasters' discretion; it's the first phase of the commission's over-all evaluation of fairness doctrine

In its first effort at unraveling the tangled skein of rulings that is the fairness doctrine, the FCC has indicated a reluctance to add to the detailed regulations that now make it up, a willingness to let broadcasters exercise their journalistic discretion—and a feeling that if basic changes are to be made, Congress must make them.

"We believe that increasingly detailed commission regulation militates against robust, wide-open debate," the commission said at one point in a policy statement issued last week. "The genius of the fairness doctrine has been precisely the leeway and discretion it affords the licensee to discharge his obligation to contribute to an informed electorate."

Because the so-called Zapple ruling "reflects simply a common-sense distillation of the public interest in certain political broadcast situations," the statement says at another point, "there is no need to try to codify it or engraft new corollaries onto it. On the contrary, we have concluded that, generally, traditional fairness works better by setting out broad principles and permitting the licensee to exercise good faith reasonable discretion in applying those broad principles."

The statement constitutes the commission's first report on the massive, detailed inquiry it has undertaken into the fairness doctrine, and deals with the doctrine's application to political broadcasts. Other—and more complicated and controversial—issues to be resolved deal with access to the media in response to product commercials, access for the discussion of public issues and the fairness doctrine generally. The commission hopes to dispose of these in a single report by fall; it broke out the political broadcast issue because the political season has arrived, and because of a commitment to the U.S. Court of Appeals in Washington to finish it by early summer.

The commission initiated the inquiry—its first "overview" of the doctrine since it was adopted in 1949—because of its concern over the way it was being shaped by ad hoc commission actions and, particularly, court decisions that were having the effect of extending the reach of the doctrine and limiting broadcaster discretion. Chairman Dean Burch has said the commission faced "a chaotic mess" in the fairness issue.

In disposing of the political broadcast aspect of the question, the commission,

as expected, left the doctrine where it found it ("Closed Circuit," June 19). It acted on a vote of 6 to 1, with Commissioner Nicholas Johnson dissenting and Commissioner H. Rex Lee concurring in the result.

In a preliminary matter, the commission denied the Democratic National Committee's request that Chairman Burch be disqualified from participating in the first phase of the inquiry. Joseph A. Califano Jr., the committee's general counsel, had said that the chairman's past service as chairman of the Republican National Committee (1964 to 1965) would impair his objectivity. But the commission—in a 5-to-0 vote, with the chairman abstaining and Commissioner Johnson absent—held that it knew of no requirement that past political activity of a commissioner be considered disqualifying in proceedings in which his and other political parties may participate.

A key issue in the commission's deliberations—and the factor that triggered the DNC's request—was the DNC proposal that the party out of power be given an automatic right of response whenever the President makes a broadcast appearance—a right of response that would include the kind of control over format, time and content that the President exercises. Without such a rule, the DNC contends, the President has an advantage over his opponents in the discussion of controversial issues.

The commission rejected this argument last year, when it was made in a specific complaint, and was upheld by the U.S. Court of Appeals in Washington (although the DNC is now seeking Supreme Court review of that decision). So its position in the policy statement was no surprise. But the language employed serves to emphasize what has been evident in commission rejection of fairness doctrine complaints by both major parties, as well as others—a determination not to be pushed into transforming of the fairness doctrine into an access doctrine.

In rejecting the proposal advanced by the DNC as well as a similar one put forward by the American Civil Liberties Union, the commission makes some mechanistic arguments regarding its relationship to Congress in regulating in the area of the equal-time law. "There is a substantial question" whether it is not Congress's responsibility to take the presidential discussion of public issues out of the fairness area and place it within the equal-time requirement, just as it was Congress's responsibility in 1960 to suspend the equal-time law for appearances by presidential and vice presidential candidates and place them under the fairness doctrine.

Similarly, the commission asked how it could adopt a special fairness rule for presidential reports but then hold that a report by a Governor Reagan or a Mayor Lindsay need only be dealt with under fairness. Such distinctions, the commission said, are more appropriately made by Congress.

But the commission also moved beyond mechanical arguments to state the view that "increasingly detailed regula-

tion militates against robust, wide-open debate." It made the statement in noting that it has been pressed since the adoption of the fairness doctrine "to adopt ever more precise rules—always in the cause of robust debate," then added that it has been persuaded by the arguments for flexibility, rather than for rigid, inflexible rules.

"Applying those principles, we do not believe it appropriate to adopt equal-time policies that might well inhibit reports to the electorate by elected officials," the commission said. "Rather, the general fairness approach of facilitating such reports and at the same time insuring that the public is reasonably informed concerning the contrasting viewpoints best serves the public interest."

The same attitude was evident in disposing of proposals for modifying, extending or otherwise supplementing with "procedural trappings" the Zapple ruling—so-called after Nicholas Zapple, the Senate Commerce Committee communications expert to whom the commission addressed a letter embodying its position on campaign presentations that do not involve a candidate's appearance. The ruling, which is based on the principles embodied in the equal-time law and which enunciates "a quasi-equal opportunities" corollary to the fairness doctrine, requires broadcasters who sell time to supporters of one candidate to afford comparable time to the supporters of an opponent.

But before declaring that it was not extending the ruling, the commission spent three pages explaining what it really meant in issuing it—more specifically, what it did not mean—for the ruling has generated considerable misunderstanding.

Time and again, the commission said it was taking "a common-sense approach" in adopting Zapple. For instance, the ruling does not mean that a broadcaster who sells time to one party must give it to the opposition if that is the only way the public could be informed of a contrasting viewpoint (as would be true in a fairness case). Treatment of "rough comparability" is what would be required.

Nor does it mean that the new quasi-equal opportunities approach is applicable to all parties and candidates, including those on the fringe. Such an interpretation, the commission said, would "undermine any future suspension or repeal of the 'equal-opportunities' requirement," since it would mean that, despite such suspension or repeal, the fairness doctrine would require that fringe party candidates be treated on a par with major-party candidates.

It was in the area of "encouraging the widest possible coverage of political campaigns" that the commission deferred entirely to Congress. Reform is needed, it said, but it must come from Congress: "that is the only way it can be effectively accomplished."

But the commission offered some suggestions—that Congress consider the Voters Time concept, for instance. Under the concept, advanced by the Twentieth Century Fund, blocs of free prime time on all radio and television stations would be

made available to major party presidential candidates. (Chairman Burch was a member of the fund's study group that drafted the proposal, in 1969, before he joined the commission.)

The commission also restated its support for a revision of the equal-time law, that would make it applicable only to major party candidates—though with "major" defined in a way to cover any candidate with significant public support. As a less desirable alternative, it suggested an additional exemption to the equal-time law that would cover joint or back-to-back appearances of candidates.

Nor was that the extent of the commission's proposals. It said Congress might consider an exemption to the law that would apply to news-type programs in which content and format are determined by the broadcaster and which explore conflicting views on current issues of importance. The commission first made the suggestion in a ruling in 1970 in connection with public broadcasting's *The Advocates* show, which would fit that exemption.

The commission cited its own difficulty earlier this month in affording broadcasters greater flexibility in covering the political process. It had, it noted, given "a reasonable construction" to the exemptions written into Section 315 in denying the complaint of Representative Shirley Chisholm (D-N.Y.) that she was entitled to equal time as a result of the appearances of Senators George McGovern (D-S.D.) and Hubert H. Humphrey (D-Minn.) on network news interview programs in advance of the California Democratic primary. Mrs. Chisholm held that since the programs had been expanded in length and moved to time periods other than those they normally occupy they were no longer the kind of news-interview program that is exempt. And the appeals court, while not endorsing her arguments, directed the networks to afford her "interim relief," in the form of equal time.

"Until the matter is definitely settled, licensees cannot plan with any certainty, and the area remains confused." The commission also said that unless its view prevails on appeal—or is in any case affirmed by congressional revisions of the law—it cannot "in good conscience urge licensees to act in this area as if there were no 'equal opportunities' pitfalls. There clearly are."

The commission also used the statement to remind broadcasters of their responsibilities under the sponsorship-identification rules in using material supplied by candidates they cover. News handouts and advance copies of speeches are one thing; but when a station uses tapes or film supplied by the candidates, the commission said, that fact must be disclosed.

In its conclusion, the commission urged broadcasters "to make the maximum possible contribution to the nation's political process." And it was on that point that Commissioner Johnson, in "a preliminary dissenting opinion"—he plans to issue a fuller one later—seized. His primary concern focused on the question raised by the DNC's proposal requesting an auto-

matic right of response to the President.

The commission, he said, "has rushed into print with that portion of its [fairness-inquiry] findings having to do with political use of radio and television by the President. And what does it offer? A punt on first down." He said broadcasters have neither been told what their contribution to the political process might be, nor required to do anything.

Given the realities of the presidency—the natural advantages the chief executive has over his opponents in commanding public attention—"what should the fairness doctrine require when the President speaks?" the commissioner asked. "An automatic right of reply? By whom? When? If the President goes on all three networks, in prime time, for free, can something less than that constitute an adequate right of reply—by someone who is decidedly disadvantaged anyway going into a verbal contest with the President of the United States?"

The commissioner said the commission has "dodged" those questions—and in doing so, has resolved them "in favor of the incumbent President."

CPB gets blessing, but has to sweat out its money

Senate OK's two-year extension; however, it may be squeaker for appropriation to get through before June 30 adjournment

The Senate last week passed and sent to the President a bill to extend for two years the life of the Corporation for Public Broadcasting, at funding levels of up to \$65 million in 1973 and \$90 million in 1974.

Now CPB faces a week-long legislative race with time. Its actual funding for 1973 is in the hands of the appropriations committees, which must complete their work this week if the corporation is to nail down its federal money for the coming year.

The Senate Appropriations Committee last week approved the full \$65 million for CPB and \$12 million in facilities money, as parts of a much larger appropriations bill that includes all funds for the Departments of Labor and HEW. That bill is expected to come before the Senate tomorrow (June 27). After that, it will go to conference with the House, and Hill sources hope for final approval within "a day or two."

The House bill contained no money at all for CPB, because Congress had not passed a bill authorizing funds for the corporation. With final approval of the bill last week, appropriations for CPB can now be considered with the stipulation that they are subject to presidential approval of the authorization bill. And although the administration did not get the legislation it wanted, there is no indication that President Nixon will veto the bill he received last week.

But Congress adjourns for the political

conventions on June 30—the same day that CPB's current authorization expires. If no funds have been finally appropriated by that time, Congress will have to pass a "continuing resolution" which will extend CPB's life at its current funding levels until new money is approved. Congress cannot clear the appropriation bill by the end of this week, new CPB funding levels may be delayed for months.

However, Hill sources were confident last week that the appropriations bill could clear Congress before the summer adjournment.

The bill approved and sent to the White House last week was identical to one passed early this month by the House (BROADCASTING, June 5). CPB and its allies were so anxious to secure quick approval of the new, larger authorization that they accepted without vigorous opposition two restrictive amendments that were shoehorned into the bill on the House floor.

One will prohibit CPB-supported organizations from conducting any political polls, as had been done this year on some public-affairs programs. The other limits all CPB salaries to \$42,500 or less, and will lead to a one-third reduction in the \$65,000 salary of CPB President John W. Macy Jr. It will also probably lead to cuts for other executives in the national system.

On the Senate floor last week, Senator Howard Baker (R-Tenn.) lost 58-to-26 in an attempt to have CPB's authorization reduced to one year. Senator Glenn Beall (R-Md.) lost 54-to-30 in his attempt to limit interconnection funds to \$10 million.

Senator Strom Thurmond (R-S.C.) introduced an amendment to insure that CPB funds will be distributed to stations on an "equitable and geographical basis," then withdrew it when he was assured of meetings with public-broadcasting officials and Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) on the question.

The final vote was 82-to-1. Ironically, the lone "no" vote came from Senator James Buckley (R-N.Y.), whose brother, editor William F. Buckley Jr., appears weekly on public television as moderator of *Firing Line*.

WIFE competitor hit with influence charge

Star claims counsel-stockholder made job offer to FCC attorney

An attorney and 5% stockholder in a competitor for the facilities of Don Burden's WIFE(AM) Indianapolis has been charged with attempting to gain preferential treatment from an FCC attorney on the case by offering the latter a position.

The Star Stations of Indiana, of which Mr. Burden owns 92%, last week asked the commission to enlarge the hearing issues against Indianapolis Broadcasting Inc., the WIFE competing applicant, to determine whether, as a result of the

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**National Radio Research. Three-County Survey (Wexford, Missaukee, Osceola), October, 1971.



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attorney's alleged action, Indianapolis is disqualified from being a licensee.

Star accuses Murray Feiwell, Indianapolis counsel, of approaching Joseph Chachkin, a Broadcast Bureau attorney, during a recess at a June 5 inquiry in Indianapolis. According to Star, Mr. Feiwell informed Mr. Chachkin that his firm is looking for a good trial attorney and inquired as to whether Mr. Chachkin would be interested in the job. Mr. Chachkin allegedly replied that he would have to think about it.

The accusation was supported by documents from Mr. Burden and Star Stations President and General Manager Robert D. Kiley, who were present in the room at the time.

Star said that Mr. Chachkin was scheduled to take depositions from Mr. Feiwell later that afternoon about certain character issues against Indianapolis. The Star brief emphasized that "we are not leveling any charges of impropriety against Mr. Chachkin," expressing the belief that the FCC attorney had neither solicited or encouraged Mr. Feiwell's action.

Mr. Chachkin stated in an affidavit that, based on his recollection of his conversation with Mr. Feiwell and a subsequent discussion between the two men, "I did not regard Mr. Feiwell's statements as constituting an offer of employment." Mr. Chachkin maintained that he considered Mr. Feiwell's remarks as merely "an indication of his respect for me as a trial counsel." Mr. Chachkin said that he has no desire of working in Indianapolis

for Mr. Feiwell or for any other law firm.

Star, nevertheless, claimed that Mr. Feiwell's action should be considered grounds for Indianapolis's dismissal from the comparative proceeding. It also asserted that the action was a violation of title 18 of the U.S. Code, which bars individuals from making offers of value to public officials to achieve personal gain. The offense is punishable by a fine of up to \$10,000 and/or imprisonment of up to two years.

Mr. Burden's five stations (WIFE-AM-FM, KOIL-AM-FM Omaha, and KISN(AM) Vancouver, Wash.) were designated for renewal hearing by the commission last year on some 22 issues, including an accusation that Burden stations illegally made gifts to two senators.

Changing Hands

Announced

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

■ WCAR-FM Detroit: Sold by H. Y. Levinson to group owner RKO General Inc. for \$625,000 ("Closed Circuit," June 19). Mr. Levinson retains WCAR(AM) Detroit and WSUN(AM) St. Petersburg, Fla. RKO, a subsidiary of General Tire and Rubber Co. operates WOR-AM-TV New York, WRKO(AM)-WROR(FM)-WNAC-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC(AM)-KFMS(FM) San Francisco, WHBQ-AM-FM-TV Memphis (FM is being

sold to Southern Broadcasting Co.), WGMS-AM-FM Washington-Bethesda, Md., and WHCT(TV) Hartford, Conn. (which it is proposing to donate to Faith Center, a California religious organization). The firm is also buying WAXY(FM) Fort Lauderdale, Fla., from Broward County Broadcasting for \$500,000. WCAR-FM operates on 92.3 mhz with 10 kw and an antenna 480 feet above average terrain. Broker: Blackburn & Co.

■ WOPI(AM) Bristol, Tenn.: Sold by E. O. Roden, Zane D. Roden, James E. Reese and others to Thomas Ray Tolar Sr. for \$142,000. Mr. Tolar also acquired a lease/option to purchase \$85,000 in real estate from the sellers. Mr. Tolar formerly had an interest in WVIX(AM) Pensacola, Fla.; he is presently under a management contract with that station. WOPI operates full time on 1490 khz with 1 kw day and 250 w night.

■ WRNA(FM) Charlotte, N.C.: Sold by Belk Broadcasting Co. to Sis Radio Inc. for \$310,000. Buying firm is principally owned by Stanley N. Kaplan, president, and his family. It operates WAYS(AM) Charlotte and WAPE(AM) Jacksonville, Fla. WRNA operates on 95.1 mhz with 100 kw and an antenna 404 feet above average terrain.

■ WACI(FM) Freeport, Ill.: Sold by Francis X. Mahoney to Bill James, Robert Duersler and P. J. Broderick for \$130,693. Mr. James is operations manager of WOKY(AM) Milwaukee. Mr. Duersler is an air personality on WOKY, using the air name Bob Barry. Mr. Broderick is a real-estate developer in Northwest Illinois. WACI operates on 92.1 mhz with 3 kw and an antenna 300 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ KNTQ(FM) Wichita Falls, Tex.: Sold by Joe Edd Sweatt and Ralph C. Parker to Max M. Leon for \$110,000. Mr. Leon owns WDAS-AM-FM Philadelphia. KNTQ is on 95.1 mhz with 3.75 kw and an antenna 430 feet above average terrain. Broker: Sovran Inc., Dallas.


■ KOKY(AM) Little Rock, Ark.: Sold by Mid-West Broadcasting Corp., a wholly owned subsidiary of Keymaster Corp., Pine Bluff, Ark., to Cleve J. Brian for \$175,000. Mr. Brian owns WNVY(AM) Pensacola, Fla. (This corrects item in BROADCASTING, June 12, which incorrectly stated that A. J. Lindsey was the seller. Mr. Lindsey, former president of Mid-West, had no ownership interest in the firm and is no longer associated with KOKY.)

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 58).

■ WTCN-TV (ch. 11) Minneapolis: Sold by Chris-Craft Industries Inc. to Metro-media Inc. for \$18 million (see page 38).

■ WSWO-TV Springfield, Ohio: Sold by Thomas T. Taggart, trustee in bankruptcy, to Lester W. White for \$452,184. Mr. White is president of Mid-American Teleproductions, Springfield-based remote TV broadcasting firm. WSWO-TV, off the air since June 1970, is allocated channel 26,



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72-32

Nash stays. The FCC has refused to disqualify Hearing Examiner Ernest Nash from the renewal proceeding of KAYE(AM) Puyallup, Wash. The commission, in a 6-to-0 decision, rejected a plea by KAYE attorney Benedict Cottone that Mr. Nash be removed as presiding examiner in the case due to alleged "bias and prejudice" against the station and Mr. Cottone (BROADCASTING, May 22).

with 692 kw visual and 69.2 kw aural and an antenna 490 feet above average terrain. It has no network affiliation.

▪ **KGMO-AM-FM** Cape Girardeau, Mo.: Sold by William M. Bryan to James K. Withers and family for \$275,000. Mr. Withers is sales manager of KGMO stations. KGMO(AM) operates on 1550 khz with 5 kw day. KGMO-FM is on 100.7 mhz with 28.5 kw and an antenna 170 feet above average terrain.

▪ **KCAB-AM-FM** Dardanelle, Ark.: 86% sold by Parker Parker to G. Ronald Rye for \$180,000. Mr. Rye is president of a Dardanelle investment and management firm, and was formerly general manager of the KCAB stations. KCAB(AM) is a daytimer on 980 khz with 1 kw. KCAB-FM operates on 102.3 mhz with 3 kw and an antenna 260 feet above average terrain.

▪ **WNOF(AM)** Newport, Ky.: Sold by James G. Land and others to Albert Willi Vontz for \$150,000. Mr. Vontz owns three Ohio beer and wine distributors and a real estate firm in Dayton, Ohio. WNOF is a daytimer on 740 khz with 1 kw.

NAB gets moving on experiment in dollar politics

Spurred by cablemen's example, broadcasters plan new committee to help friendly candidates

Opportunity to put their money where it might do some good in the coming election and a report on what cable TV contributions did to help a friendly congressman win a touch-and-go primary battle caused broadcasters last week to revive the movement to form a broadcast lobbying effort to raise funds for friendly candidates.

The movement was rejuvenated unanimously by the joint board of the National Association of Broadcasters, meeting last week in Washington. The board said the effort should get under way immediately, although it still holds—as it did last January—that it should be established outside the aegis of the NAB itself.

There had been agreement last month that formation of a fund-raising group should be instituted after the elections on the ground that it was too late to be effective this year ("Closed Circuit," May 29).

The consensus to go now came after Grover C. Cobb, NAB executive vice president for government relations, told the board members of some of the tight

paces facing candidates considered friendly to broadcasting—such as Representative Peter W. Rodino (D-N.J.), who is likely to be the new chairman of the House Judiciary Committee now that incumbent long-time Representative Emanuel Celler (D-N.Y.) was defeated in the primaries.

The House Judiciary Committee is likely to play a key role in any copyright legislation that may be enacted covering CATV. (Chairman Celler, the 84-year-old dean of the House, has demanded a recount of the close vote in which he was defeated last Tuesday by Elizabeth Holtzman, a 30-year-old lawyer. Whatever the outcome, he could run in the general election as a Liberal Party candidate.)

The TV and radio directors also heard that cable-TV funds were poured into the primary battle in Arkansas where veteran Senator John L. McClellan (D-Ark.) narrowly won the Democratic nomination from Representative David Pryor (D-Ark.). Senator McClellan, considered a friend of CATV, is chairman of the Subcommittee on Patents, Trademarks and Copyrights of the Senate Judiciary Committee, and has promised to resume deliberations on CATV copyright legislation next year.

And, according to Mr. Cobb, the NAB has been inundated with requests to attend \$100-a-plate dinners that are standard fund-raising devices for politicians seeking campaign funds. The association, however, is forbidden by law from making such contributions.

The consensus was that it is necessary to start now, even though the effort may only be taken this year. There were indications that perhaps as much as \$25,000 might be raised for use this year.

Mr. Cobb was authorized to find a chairman and a board of about a dozen broadcasters to serve initially for the organization, to be called the "Committee for the Preservation of Free-Enterprise Broadcasting."

Ax is waved over OTP funds

Macdonald says big cut is in order to stop administration inroads into province of Congress, agencies

The frequently criticized Office of Telecommunications Policy has been threatened with a fiscal 1973 budget reduction that, in the words of an OTP spokesman, would "virtually eliminate the office."

The threat came from House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), who last week announced his intention to offer an amendment to slash by two-thirds OTP's proposed budget of \$3 million when the legislation comes up on the House floor.

OTP had requested \$3,084,000 for next year—\$2,059,000 of it for total personnel compensation and related expenses, and \$1,025,000 for research con-

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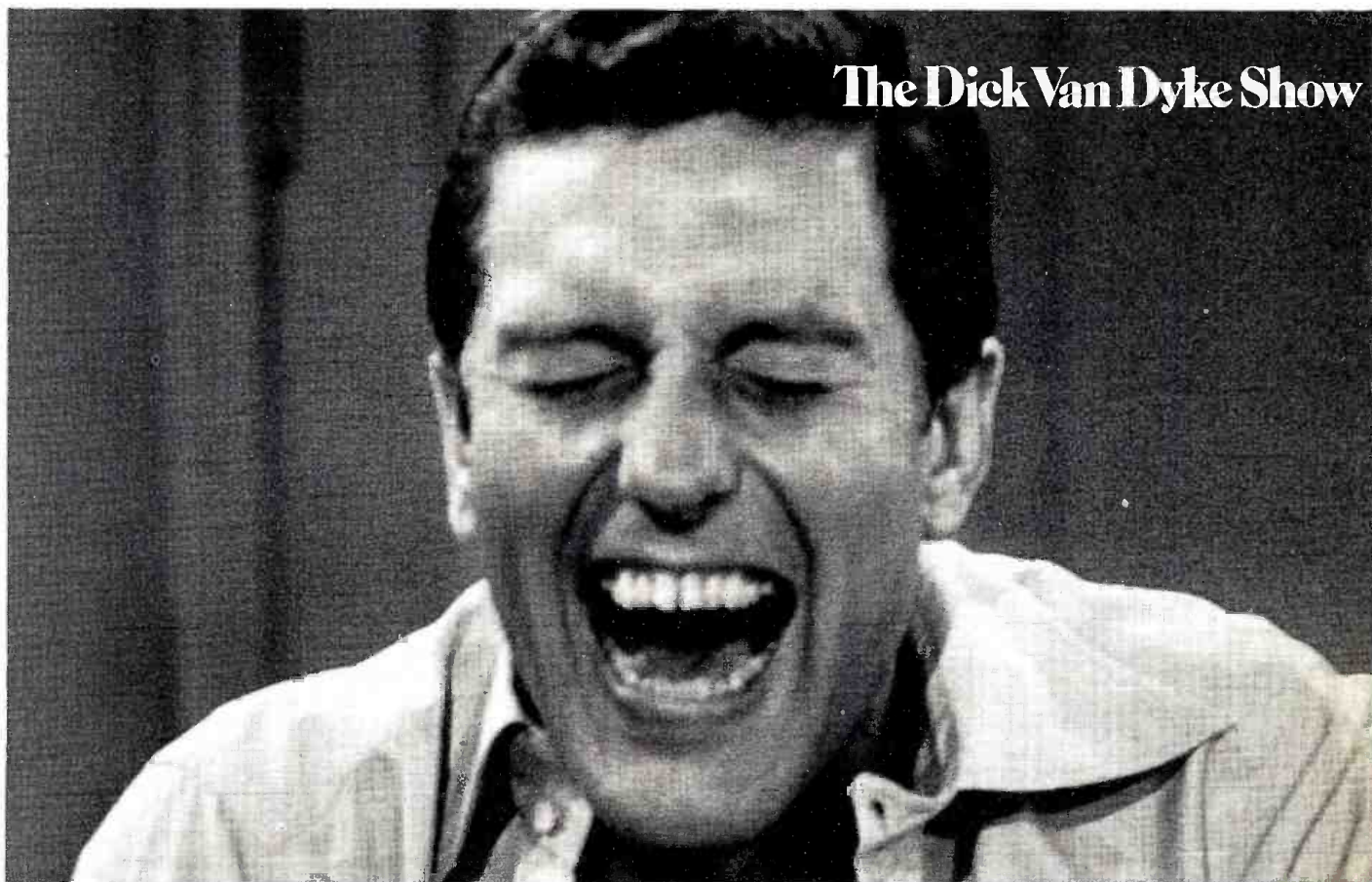
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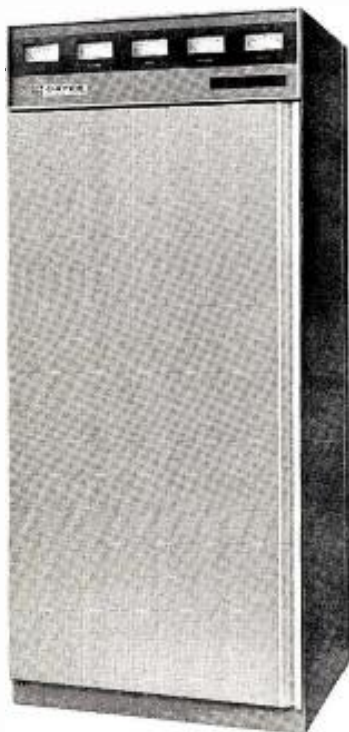
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tracts. The House Appropriations Committee cut the over-all amount to \$3 million, of which \$1,025,000 could be spent for research contracts.

Under the Macdonald amendment, co-sponsored by Representative Lionel Van Deerlin (D-Calif.), OTP would receive only \$1 million, of which \$500,000 would be for research contracts.

In a statement on the House floor last Tuesday (June 20), Mr. Macdonald said the amendment would be offered in an effort "to curb the appetite of the administration to add affiliated offices to the White House staff and to encourage those offices to go far beyond the powers originally conferred on them."

The office, headed by Clay T. Whitehead, is now "swollen" with 65 employees "and innumerable consultants and groups doing esoteric research studies," Mr. Macdonald said. "In addition," he said, "there has been created [under OTP] in the Commerce Department an even more bloated bureaucracy of nearly 250 people and a budget that goes to \$7.5 million in fiscal 1973. That means more than 300 bodies and more than \$10 million, doing work which the Congress assigned to the [FCC] nearly 40 years ago."

Mr. Macdonald said he is "gravely disturbed at the proliferation of these anonymous, unaccountable agencies and their incursions on the prerogative of Congress, and the arms of the Congress which have been legally set up."

United Church upbraids FCC over minorities

The Office of Communication of the United Church of Christ has charged the FCC with failing to discharge its responsibility to move against discrimination in broadcasting and by ignoring material that the church says supports its contention of discrimination in employment practices at Massachusetts TV outlets.

The church made the charge last week in a petition for reconsideration of the commission's action May 24 denying the petition of the church and seven others for an inquiry into the employment practices of the 11 stations.

The commission contended that it would not be justified in instituting a proceeding on the basis of one year's statistics. It said UCC had requested the inquiry after examining the minority employment reports the stations had filed in May 1971, the first they were required to submit (BROADCASTING, May 29).

But the church said the commission issued its decision only seven days before the 1972 figures were to be filed, and these, it said, would have provided the basis for comparison the commission indicated was necessary.

The Office of Communication's researchers did their own analysis of the 1972 figures, and it shows, the petition says, that there has been "no significant improvement in the status of minority or women employees" at most stations; improvements were noted at WBZ-TV and WCVB-TV, which replaced WHDH-TV in March.

Cable

McClellan moves to prolong life of copyright law

Anticipating hard going next year on new bill, he offers resolution to keep existing copyrights in force

Senator John L. McClellan (D-Ark.) introduced a joint resolution last week that would extend the duration of existing copyright protection and give his Subcommittee on Patents, Trademarks and Copyrights time to act on the copyright revision bill (S. 644) next year.

In offering the resolution (S. J. Res. 247) last Tuesday (June 20), the senator said the legislation would "continue until Dec. 31, 1974, the renewal term of any copyright subsisting on the date of approval of the joint resolution, or the term as extended by previously enacted public laws, where such term would otherwise expire prior to Dec. 31, 1974."

He noted that the FCC's cable-television rules became effective March 31 and it was only on June 16 that the commission completed action on petitions for reconsideration of the rules (BROADCASTING, June 19). Completion of the FCC proceedings "now paves the way for real progress in the Congress on the copyright bill," he said.

Since there is not enough time remaining to deal with such "complex legislation" this year he said, "it shall be my intention to bring that bill to the floor at the earliest feasible date" in the 93d Congress. He added that no further hearings on the measure should be necessary.

At the same time, Senator McClellan made it clear he was not necessarily talking about a 1973 target date for enactment of the copyright bill.

"Because certain provisions of the bill are highly controversial it is uncertain if it can be enacted into law during the first session of the 93d Congress," he said. "It will also be necessary to allow the Copyright Office a period of time to prepare for the administration of the new law and consequently the effective date of the legislation will have to be several months after its enactment." Thus, he said, "it appears advisable" to provide for a temporary extension of copyright protection.

On the CATV section of the copyright bill, Senator McClellan said the FCC's rules "are generally consistent" with the subcommittee's recommendations "and it is anticipated that the regulatory provisions . . . will be eliminated." He noted the bill would impose copyright liability on all CATV systems, would grant systems a compulsory license (subject to limitations relating to program exclusivity and sporting events), and establish a royalty schedule to be periodically reviewed and adjusted by a copyright tribunal.

The federal district court's decision, in the CBS-Teleprompter case, that copyright liability does not apply to secondary



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transmissions of a cable system (BROADCASTING, May 8), "does not change my opinion that cable systems should be under the provisions of the copyright law," the senator asserted.

Indicating he disagreed with the Supreme Court's decision upholding the FCC's right to require certain systems to originate programming (BROADCASTING, June 12), the senator said: "I have long felt that the action of the commission was a dubious extension of its jurisdiction under the Communications Act and even if authorized [by the act] was not sound policy under existing conditions."

The senator suggested that "it may be appropriate for the question of mandatory origination to be further reviewed in conjunction with the resolution by the Congress of the remaining cable television issues."

Midwest makes countermove

Loser in cable origination case asks Supreme Court stay, 60 days more to petition for rehearing

Midwest Video Corp., which came within a vote of persuading the Supreme Court that the FCC rule requiring large CATV systems to originate programming is illegal, is going to renew that effort.

Midwest's attorneys last week asked the court for a 60-day extension of the July 3 deadline for filing a petition for rehearing. The petition also asked the court to stay its mandate declaring the rule valid, until it rules on the petition for rehearing.

Justice Harry A. Blackmun, acting for the court as justice for the eighth circuit, on Thursday denied the request for stay of mandate, but granted Midwest about half of the time it sought for petitioning for rehearing—until Aug. 1.

The solicitor general's office, which

represents the government before the Supreme Court, took no position on an extension of the filing deadline but opposed the request for a stay of the court's mandate.

The Supreme Court three weeks ago overruled the U.S. Court of Appeals for the Eighth Circuit, in St. Louis, and held that the commission was within its jurisdiction in ordering CATV systems with at least 3,500 subscribers to originate programming (BROADCASTING, June 12).

The high court rarely grants petitions for rehearing. However, in the Midwest case, it upheld the commission by a vote of only 5-to-4, with Chief Justice Warren E. Burger concurring in the result.

In requesting the 60-day extension of the filing deadline, Midwest's attorneys noted that a grant would not adversely affect the commission, since the high court would not be expected to rule on the petition for rehearing before the fall term.

The commission stayed its program origination rule after the appeals court in May 1971 ruled it illegal, and the commission appears to be in no hurry to lift the stay. Two weeks ago in denying petitions for reconsideration of its new CATV rules package, the commission indicated it will give that rule a fresh look in light of the new cable rules adopted in February.

Have distant signals been overestimated?

Rand study questions their value in big-city cable development

The exclusivity provisions of the FCC's cable rules need not inhibit the industry's growth in larger markets, as some have feared, because the rules severely restrict distant-signal carriage where distant signals are not very important anyway," a new Rand Corp. study says.

The report found that about half of all distant programming would have to be blacked out in the largest markets because of the exclusivity rules. However, it said that these markets normally have two or more independent stations, and "are already well enough served so that even full-time distant signals will not sell many subscriptions."

In smaller top-50 markets, the Rand study concludes, distant signals will be "a small but significant plus" for cable because the exclusivity rules may affect as little as 15% of their programming. In the second 50 markets, the rules affect only about 5% of programs and "do very little either to reduce the attractiveness of distant signals on the cable or to protect local broadcasters from the competition of these signals," the report said.

The complete Rand report, by Rolla Edward Park, is expected to be issued shortly. In an eight-page summary of his findings, Dr. Park said that he could obtain information from only four stations on the programs they had under contract, but was able to "build up" estimates on other stations and markets from this information. He left a complete description of the "rather complicated" methodology for the full report.

The exclusivity rules for nonnetwork programs prohibit cable systems in the top-50 markets from carrying any syndicated program from one year after its first appearance in any market and then for the life of the contract under which it is sold to a local station. In markets 51 to 100, different kinds of nonnetwork material would be protected for varying periods up to two years. There are no restrictions in markets below the top 100.

Cable operators and broadcasters found this portion of the rules to be about the biggest stumbling block to agreement in the months before the CATV package was adopted. Broadcasters worried about the loss of protection for their programs; cable operators feared that harsh exclusivity rules would take the teeth out of their new right to enter the major markets.

Kahn appeal denied

Judge Constance Baker Motley of the U.S. Southern District Court in New York last week denied a motion for a new trial by the Teleprompter Corp. and its former chairman, Irving B. Kahn. They were convicted last year of conspiracy and bribery in the award of a cable-TV franchise in Johnstown, Pa., to Teleprompter.

In their appeal, Teleprompter and Mr. Kahn said new evidence had developed after their trial that might have affected its outcome. After their plea was denied, Teleprompter said it planned to begin proceedings at the U.S. Court of Appeals level "fairly immediately."

Teleprompter faces a \$10,000 fine, and Mr. Kahn, who also was convicted of perjury, faces a five-year prison term, if the convictions are upheld.

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Pressures on TV news cited by journalism panel

Frank says same strictures on press would be immediately thrown out; Wiley questions trend toward access

Reuven Frank, president of NBC News, underlined last week the growing restrictions placed by government on television news by drawing an analogy to the comparative status of the newspaper.

As a conference on electronic journalism held near Washington in Warrenton, Va., Mr. Frank noted that regulations governing television reporting "are approaching the dozens, and individual suggestions for news regulations are into the hundreds and rising," then added:

"The least of these, were it applied to a newspaper, would be thrown out of any American court as a violation of the Constitution, as a direct contravention of the Bill of Rights."

Mr. Frank told the conference that it was his understanding that the purpose of the First Amendment was not to achieve freedom to print but "to keep all government out of all news."

"If I am right," Mr. Frank continued, "then the purpose of the First Amendment, the first clause of the American Bill of Rights, is being violated thousands of times a day, including today. We who are employed in television justify and defend and explain what we do to people who either have no right to ask or ought to have no right to ask."

To dramatize his point, Mr. Frank raised the question of a change in the First Amendment to include newspapers, obliging them to be "fair," "wise" and "impartial."

After referring to some of the common arguments for and against regulation of broadcasting, he cited a point—"rarely, if ever brought up"—that he found more significant:

"Print still exists. However finite is the number of broadcasting channels, they are additional to the theoretically infinite number of vehicles of access through print. Infinity plus seven thousand should be sufficient for anyone to speak out and try to make himself heard. It is not a condition of access that all access be identical, only that he seeking access is not stifled."

He cited the impact of television, particularly in the field of politics, as a factor excluding television from the First Amendment, and added:

"The biggest difference between newspapers and television is that newspapers existed at a time when adventurous men with faith in their fellow-citizens laid down principles for a new society to live by. Television exists in a frightened time when this faith is honored either by lip-service or by a frantic determination that freedom must be enforced. I think if Benjamin Franklin had invented television, its informing functions would have been included in the First Amendment."

At the same conference (sponsored by

the Herbert Hoover Presidential Library Association), FCC Commissioner Richard Wiley restated his doubts about the trend toward access, beginning with court decisions requiring some paid access; continuing with the Federal Trade Commission's proposal to require "counteradvertising"; and—in his view—possibly leading to required free access, not only for advertising but for programing as well.

And Joseph DeFranco, CBS attorney in Washington, said that counteradvertising raises the question of whether the broadcast press will remain free in fact—even assuming that it remains free in principle. Television cannot survive as an effective news medium if its economic base is eroded by regulation, he said.

A homey touch to news

KABC-TV promotion puts news team into a living room, but logistics involved were anything but simple

KABC-TV Los Angeles presented its regular 11 p.m. *Eyewitness News* from the living room of a viewing household on June 13. Billed as the first complete TV newscast ever broadcast from a home, the event was the culmination of a two-month promotion contest in which viewers were asked to tell the station what hearing the news from a friend means to them. Mr. and Mrs. Joseph Jensen of the Sepulveda section of the San Fernando Valley, won the right to KABC-TV's house call and they were inundated by the following:

- Remote truck at the site, powered by its own generator (putting out approximately 200 amps as compared with ordinary house circuit of 20 amps) for running equipment and audio gear.

- Inside the truck monitors, switching equipment and studio staff.

- Another power unit at the site for lighting, with the telecast in the home using a dozen lights, each 500 to 1000 watts.

- Cables from cameras to power units, with cable running through doorways of the home.

- Plywood laid to protect carpeting and floors. Various other protection used for walls and furniture.

- Direct telephone lines from the home into studio B at KABC-TV Hollywood for news updates.

- A news teletype wire at the site.

- A Telco (telephone company) truck at the site, which transmitted the sound and picture via microwave signal to a Telco transmitter on Mt. Wilson, the highest point in Southern California.

Personnel at the newscast in the home included: a director, a producer (a second producer was located back at the station), associate director, stage manager, technical director, lighting director, video control engineer, audio man, two cameramen, two utility men (to handle microphones, set up equipment), engineering maintenance man, three electricians, two prop men and set designer. News personnel included the on-air news team of Joe Benti, John Schubeck, Stu Nahan, Alan Sloane and Ralph Story.



Members of the KABC-TV news production staff confer with (seated, l-r): Joseph Jensen, co-anchor John Schubeck and Joe Benti, and Marlene Jensen in the Jensen's dining room.



Three mobile units, microwave dishes aimed at Mount Wilson, parked behind the Jensen home providing power and transmission for the telecast.

Also on hand were a show coordinator and several newswriters.

On the newscast, the Jensen family was introduced on-air (the Jensen's 17-year-old daughter, Linda, actually sent in the winning entry). But the delivery of the news, for the most part, was presented in the normal fashion of the regular KABC-TV newscast.

Demythologizing TV and politics

The medium's effect on campaigns and elections isn't what it's cracked up to be, says Mickelson

Sig Mickelson, former president of CBS News, last week said that television's role in political campaigns has been "grossly exaggerated."

Mr. Mickelson, now vice president for international and television affairs of the Encyclopaedia Britannica Educational Corp., acknowledged that the electronic medium has "caused many profound changes in the form of the shape of the political campaign," but he maintained that the impact on the voter "is an entirely different matter."

He told a workshop on Public Communications and Public Education sponsored by Western Illinois University at Macomb that during the 1950's there were "five myths" regarding the effect that television was expected to have on the electorate.

He outlined the "myths" as follows: the public in the television era would take a "greatly increased interest in poli-

tics," the voter would be better informed, the electorate would better understand the political processes, the voter would be "mesmerized by skillful commercial announcements" and would be responsible to appeals based on image and charisma.

"The odds are heavy," Mr. Mickelson said, "that the average citizen will continue to vote his prejudices rather than his intellect, just as he always did. "The greatly increased output of information may just as likely lead to confusion as to enlightenment. And as to charisma and commercials, there is just as much evidence that they don't influence voter behavior as that they do."

Miami Beach coverage hit by inflated costs

CBS News says three-network total will be held to \$21 million, possible only by streamlining procedures

The spiraling costs of coverage rather than the complexity of coverage itself appears to have network-TV news people worried about Miami Beach.

In an overview of the national political conventions and attendant problems, CBS News officials in New York last week said that there'll be fewer pieces of gear and more pooling by the networks in an effort to keep costs in hand.

As it is, according to Bill Leonard, CBS News senior vice president, public

affairs, and executive in charge of convention and election coverage, the conventions will run up a total three-network bill of \$21 million. "But," he said, "there is no pull-back on the amount of money" CBS News can spend on coverage.

With Mr. Leonard at the meeting were CBS News correspondent Walter Cronkite and Gordon Manning, CBS News senior vice president and director of news.

Mr. Leonard said that without the economies from streamlining procedures, the networks today would pay some \$40 million for what they got for an estimated \$20 million in their 1968 convention coverage. CBS, Mr. Leonard said, has reduced the number of cameras it will take to the conventions from the more than 50 in 1968 to about 30, will rely more on mobile equipment (thus cutting back on stationary positions outside convention hall) and will pool with the other networks in originations from points such as airports and hotels. He said, however, CBS's "firepower" will not be cut—"We will have the same number of correspondents and cameras on the floor of the hall." Outside the hall, the network will send in a mobile unit should something "real exciting" develop there.

The CBS News executives also said they did not believe there would be a repetition at Miami Beach of the accidental or "otherwise," restrictive attempts on TV coverage by the convention city as happened at the Democratic Convention four years ago in Chicago.

Now it's when, not whether, for networks' satellite system

Money remains the key reason to consider going aloft; back-up capability a big question

"Surely before the end of this decade we'll be on a satellite system."

That remark by one network executive last week seemed to typify network reactions to the satellite policy announced by the FCC the week before. It did not mean that he or others were predicting it would be close to 1980 before the networks would be using domestic satellites to distribute programs to their affiliates. It merely meant they felt a lot of thorny questions remain to be answered and nobody was willing to speculate on when a transition from AT&T's terrestrial system to somebody else's satellite system might occur.

Whenever satellites do become operational for TV—if they do—they will open the door for both new programmers and new programming in other network forms in the opinion of many other authorities.

Cable-TV operators, of course, see satellites as vehicles for the creation of "instant networks" to carry special-interest as well as conventional programs to regional, national and even ethnically selected lineups of CATV systems across the country.

Organizations like the Hughes Sports Network, with its array of special events, General Electric's Tomorrow Entertainment Inc. with the Canadian pro-football schedule it is offering now and hopes to add later, and other "occasional" broadcast clients of AT&T look to satellites to reduce their costs and expand their markets. Some are convinced that many sports and other events not significant enough to sustain AT&T's rates for live transmission could be profitably networked under the lower rates universally envisioned for satellite delivery—and that those same rates would permit entry into the field by would-be entrepreneurs who can't afford to venture at current cost levels.

Some syndicators even talk of distributing their film and tape shows by satellite, but this is generally discounted except perhaps in the case of a program that for sponsor or other reasons must be shown promptly and virtually simultaneously on a large number of stations. "Satellite prices, however, they turn out, just ain't going to get that low," said one syndicator—and there are many who feel the same may be said for some of the other new ventures and applications being envisioned for the satellite age.

As for the three commercial TV networks, sources there indicated they were

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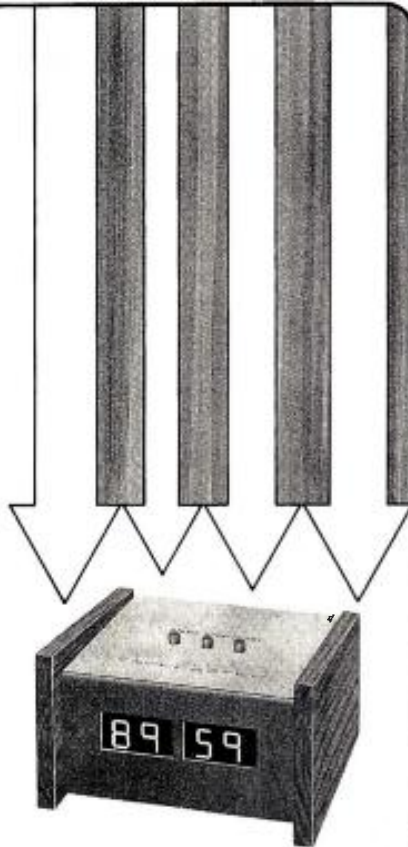
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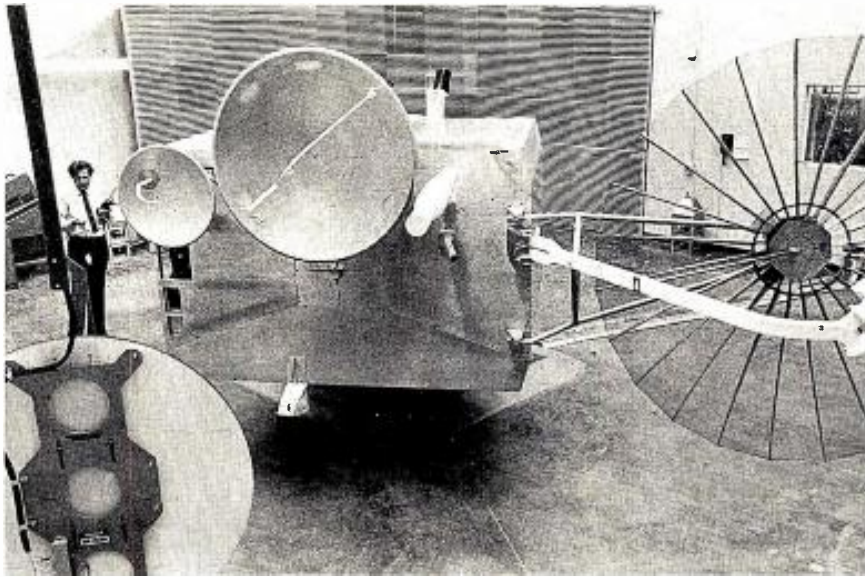
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Still earthbound. This is MCI Lockheed's developmental satellite now being tested in Sunnyvale, Calif. That company, a joint venture of MCI Communications Corp. and Lockheed Aircraft, is one of eight prospective applicants whose hopes to participate in the domestic satellite field were buoyed by the FCC's decision to adopt a "multiple-entry" policy (BROADCASTING, June 19). MCI Lockheed's system would park two non-spinning satellites, a primary and a backup, in position to serve all 50 states. Each would provide 48 active and 48 redundant (or spare) transponder channels working initially with 20 earth stations and 29 ground links. Under present plans, the system would be expanded to 155 earth stations (29 receive-and-send, 126 receive-only) to meet television network requirements. Each "bird" (a third would be maintained at a launch site) would be powered by solar cells on "wings" extending from the sides to a combined distance of 106 feet. The satellites are designed for an in-orbit life of 10 years.

glad the FCC had finally acted and especially glad it had favored open entry, because they favored open entry too.

For months, representatives of the three commercial TV networks have been discussing their needs and accommodation possibilities with six different satellite applicants, hoping eventually to settle on one and, in time, cut by close to half the \$75 million a year they currently pay for program distribution by AT&T. One of the more immediate effects of the FCC announcement, some feel, may be to require still further talks. The FCC gave all pending applicants until July 25 to say whether they intend to pursue their present applications or modify them. Significant modifications could call for further negotiations, conceivably elaborate and protracted, between the network representatives and the system applicants involved.

Another delay may stem from what one source called "the complication caused by the insistence of Bernie Strassburg [chief of the FCC Common Carrier Bureau] that we involve PBS [Public Broadcasting Service] as our partner." He said the commercial networks received a "tart letter" from Mr. Strassburg in April saying PBS had complained that they were not giving consideration to its needs. In fact, he contended, the commercial networks had invited PBS to participate but, at that time, PBS seemed disposed to go its own way.

"The PBS's needs are different from those hammered out by the commercial networks through compromise," this source continued. "Now we have to waste

time, so to speak, by reaching agreement with the PBS."

What the networks' ultimate question gets down to, however, is money: Will they or won't they save the millions they think they can by switching to a satellite system—and how can they be sure that, once they have made the leap into space, changing circumstances won't shoot their costs up again, conceivably beyond what they are now?

They deny reports, which circulate sporadically, that (1) they are not really pushing for distribution via satellite or (2) they are dragging their feet. "Everyone always has trepidation over a totally new thing, especially when it's of this magnitude," one network officer asserted. "It's a cumbersome and time-consuming thing," said another, "when three competitors who are absolutely not used to working together try to sit down and coordinate everything." "The savings have to be there and we have to be sure they're going to be there," said another, adding that "a lot of questions have to be answered before we can be sure."

Technology does not seem to be considered a major problem. Nor do the network sources accept the speculation in some quarters that what they really want is an operational terrestrial system to which they could switch quickly if anything happened to their birds in flight. "Ridiculous," said one network executive, adding that the proposals they are considering contemplate having at least one back-up satellite in space and another on the launch pad on the ground. But other sources did feel that the FCC had

made it plain that existing common carriers would be expected to work with satellite systems and that some ground facilities would be available for network use in case of emergency though not without interruption of program service.

The applicants the networks have been working with are RCA Global Communications, Western Union, Communications Satellite Corp., Fairchild Industries, Western TCI/North American Rockwell and MCI-Lockheed. The two other applicants—AT&T and Hughes Aircraft—did not submit proposals.

Earlier, the networks underwrote an extensive study of the feasibility of jointly putting up a satellite system of their own. They concluded they could save money by doing so, and reserved the right to apply for their own, but said they would prefer to buy facilities on some other company's system if they could get adequate, economical service.

"Our only compulsion is economy," one source reiterated last week. "If you forget the cost, the service we're getting from AT&T is excellent." Another put it this way: "I don't worry about whether we can do the job by satellite—after all, we handle satellite transmissions all the time. What counts is the money: If the savings aren't there, it isn't worth a damn."

Revising short-wave rules

FCC's proposals for international broadcasters are designed to deal with increasing frequency congestion

The FCC has undertaken a rulemaking proceeding that would radically change the standards for international broadcasters—radio stations beaming short-wave signals to foreign countries—originating their signals in the United States.

The commission said the changes are necessary in order to combat the large-scale congestion that has developed on the international frequencies during the past decade. It noted that its present rules for U.S. international broadcasters do not comply with Article 10 of the radio regulations negotiated at the 1965 International Telecommunications Convention, which states that all nations signing the agreement must submit to the International Frequency Registration Board (IFRB) the scheduled operation of each international unit under its jurisdiction four months prior to the start of a new season. Under the present FCC rules, U.S. international broadcasters must inform the commission of their scheduled frequencies and hours of operation for each target no less than 15 days before the start of the new season.

Accordingly, the commission proposed that such licensees be required to file schedules six months in advance, and to confirm those schedules two months before the season starts. It also proposed the abandonment of the standard frequency availability table, which presently designates the number of hours each licensee is permitted to operate on a given day. In its place, the commission proposed the adoption of a rule that would

set a limit of 100 frequency hours per day for the entire country. This would mean that all international transmitters licensed by the FCC would in total be allowed to operate only 100 hours daily. The commission said it would guarantee that each transmitter would receive a minimum of 10 daily frequency hours, and consequently mandated that no more than 10 transmitters would be authorized.

The current problem with the international spectrum is the product of several facts, the commission said. For one thing, international broadcasters around the world are never authorized a set frequency; they must change their frequencies each season and notify the proper regulatory authority in advance. In this country, the problem is increased by the fact that within the seven bands authorized for international use—between 5950 khz and 26100 khz—operations are conducted by both private interests, which are regulated by the FCC, and the Voice of America, which isn't. Frequency use by the private American entities is usually governed by VOA's hours of operation. (VOA would not be affected by the proposed change.) In addition, the commission said, the number of short-wave transmitters now in service around the world has drastically increased within the past two decades. There were 385 such units in operation in 1950; today there are 1,335 with an additional 158 either under construction or expected to be in use within the next few years.

Three private international broadcasting services are now in use in the United States. The Far East Broadcasting Co., Belmont, Calif., broadcasts in English and Spanish to Latin American nations via 250-kw KGEL. WNYW, licensed to Radio New York Worldwide Inc., utilizes four transmitters (two 100 kw and two 50 kw) at Scituate, Mass., to broadcast in English to Europe, Africa and the Americas, and in Spanish to Central and South America. World International Broadcasters Inc.'s WINB Red Lion, Pa., sends its signal to areas bordering the Mediterranean Sea.

Sears tower plan approved

FAA permits 350-foot addition for two TV antennas; competitors still concerned about interference

Several Chicago television stations are pondering their next move now that the Federal Aviation Administration has upheld the right of Sears, Roebuck & Co. to proceed with construction of the world's tallest building in that city.

The FAA permitted Sears to add 350 feet to its planned 110-story tower, to accommodate television antennas. Two stations that supported the application—WLS-TV and WCIU(TV)—plan to move to the top of the Sears tower when it's completed.

There are seven other TV stations in Chicago, however, and they are now situated atop the city's John Hancock building, with 20-year leases that help dis-



A winner. The design of new studios under construction for WMCB-FM Michigan City, Ind., has been recognized with a national architectural award. The award, presented by *Automation in Housing Magazine*, credits the architectural firm of Ronald Goodfellow with innovative contributions to the state of building arts in manufactured buildings. The new building will house three broadcast studios, a newsroom, engineering, sales and management offices for WMCB-FM, a contemporary-format station. The three structurally independent modules, completely finished inside and out, make up the complex which will be constructed by joining the modules at the site on a prepared foundation.

courage any plans they might have to relocate. What they will do to combat the possibility of interference from the taller Sears building remains uncertain.

Sears has already decided to add special reinforcement to its building, and to coat the upper floors with a special material, in an attempt to minimize interference (BROADCASTING, May 1). But the remaining stations say they need more data before they can be satisfied that the building will not hinder reception.

A spokesman for one of the stations said last week that no further action will be taken until the administrative remedies are exhausted at the FAA, which has a month to consider requests for reconsideration of its decision.

The FAA had to approve the proposed Sears alterations because the building had already reached the legal height. FAA found that the added height would pose no threat to aviation.

Oil, gas interests see use for UHF

Offshore drilling would be helped and stations wouldn't be hurt by common-carrier service, FCC told

A new use has been proposed for the lower UHF channels—to provide a home for "a totally new common carrier service designed to meet the unique needs" of firms drilling for oil and gas on the outer continental shelf.

The Offshore Telephone Co. has proposed the new service in a petition for rulemaking filed with the FCC. OTC says

that the need for establishing a vast communications system is critical to the development of the outer continental shelf.

It says it has laid some \$10 million in submarine cable across 350 miles of the Louisiana coastline, at distances from shore ranging from 50 to 75 miles. Yet, it says, its ability to provide for telephone service fulfills only a small portion of its subscribers' needs.

Accordingly, it suggests the creation of a new service in which channels 14-20 would be used—and without harm, it adds, to UHF television development.

OTC notes that the commission two years ago "froze the table of allocations with respect" to those channels to permit sharing on them by land mobile users in the top 10 urbanized areas.

The stabilization, it says, permits the use of the lower seven UHF frequencies "beyond the three-mile limit" of the coast "in a manner so as to have no possible adverse impact on the development of UHF television, while concomitantly permitting the establishment of a totally new radio service."

The services for which off-shore carriers could use the channels, OTC says, include marine mobile and temporary fixed service, private line radio transmission, repeater stations, vessel or aircraft to fixed platform location, private line simplex, telemetry and remote control and emergency services.

Government to explain Mexican FM plan

San Diego broadcasters, fearing Tijuana intrusions, will get Washington word

The FCC and the State Department, reacting to outcries from affected broadcasters, particularly in the San Diego area ("Closed Circuit," June 19), have scheduled a briefing for today (Monday) on a proposed executive agreement between the U.S. and Mexico on allocations.

The agreement has been the subject of negotiations for three years, and work on the technical aspects has been completed.

But in recent weeks San Diego broadcasters have been concerned over reports that the agreement, which provides for allocations for commercial and noncommercial FM channels for a distance of 200 miles on each side of the border, will lead to the establishment of additional American-run, San Diego-oriented stations in Tijuana; there are now two.

For their part, U.S. government officials resent the implication that American interests are not being protected and contend that "incorrect" information is being disseminated about the agreement. The briefing session—to be conducted by State Department and commission officials at the commission offices—is the result of their concern.

Commission officials have noted that the treaty involves technical matters and that programing was not at issue. However, they also indicate that San Diego's complaint will be taken up with their Mexican counterpart.

Fast tape copier shown by Ampex

The Ampex Corp. last week demonstrated a high-speed color video-tape duplicator with an assorted capacity to run off three one-hour copies in about six minutes.

The demonstration was held at the New York studios of the Hughes Sports Network, which has the first commercial version of the duplicator—the Ampex ADR-150, dubbed by Hughes the “super-duper”—and has begun using it in dis-



tributing programs such as a pre-moon-shot special, *Space and the Age of Aquarius*, and promos for the upcoming Hughes telecast of the Miss America Pageant parade.

“This system could cut down on our need to rely on AT&T’s high rates for transmission lines,” said Richard Bailey Sr., president of Hughes Sports Network. Another Hughes official gave as an example the *NFL Game of The Week* series, video tapes of which, he said, would be struck off on the duplicator and then bicycled to the 115 or so stations on the syndication line-up, thus bypassing AT&T.

Technical Briefs

Low-dropout tape. Memorex Corp., Santa Clara, Calif., is offering new Vidichrome video tape said to provide “substantial” noise-resistance and low dropout rate for one-inch Ampex helical recordings. Dropout rate is reported at less than 10 per minute on Ampex VR-5100. Vidichrome is available in half-hour and hour lengths.

Six overseas buys from RCA. Broadcasters in Australia, England, Mexico and Venezuela have placed first orders from abroad for RCA’s new TCR-100, automated system for reproducing short TV program segments from video-tape cartridges. Purchases were made by Aystarama TV in Australia; Color Television Consultants, Yorkshire TV and London Weekend in England; TV Independiente de Mexico S.A., and Corporacion Venezolana de Television S.A. Venevision in Venezuela. RCA said that 19 of \$155,000 color systems are in regular use by TV

stations in this country and 80 others are on order from RCA’s Camden, N.J., plant.

An Ampex first. Ampex Corp., Redwood City, Calif., has initiated deliveries of firm’s first ½-inch reel-to-reel video-tape recorder. New VR-420, announced earlier in year, is designed to complement Ampex’s line of one-inch video tape recording equipment. Price of VR-420 recorder is \$1,250.

Compact video switcher. Cohu Inc., electronics division, San Diego, has introduced solid-state production video switcher. All electronics in switcher is housed in less than one cubic foot of space under 19-inch by 10.5-inch panel.

Sound off. Audible VU meter, AVU-11, is now available from BPH Recordings Inc. Device, designed as precision audio program level VU meter for blind, permits calibration at various levels with tone being sounded when volume is between two ranges, with no tone or special tone when levels are above or below scheduled ranges. Price is \$600. Box 9975, Chevy Chase, Md. 20015.

Video cartridge advance. International Video Corp., Sunnyvale, Calif., says it will introduce new series of high-performance compact video cartridge recorders later this year. New VCR-100 series is said to be smaller and lighter than recently introduced ¾-inch equipment. According to Michael A. Moscarello, IVC president, new recorders offer “extreme ease of operation and broadcast quality color pictures far superior to any available VCR.” First showing of VCR-100 is scheduled for October, with deliveries to begin March 1973.

Customers in Brazil. Approximately \$4.6 million in RCA studio and transmitting equipment has been ordered by TV stations in Brazil, RCA announced last week. Sixteen stations in country already have installed RCA color cameras, video-tape machines and other items of company equipment and more than half already have begun color programming, RCA said. Equipment, which is designed to operate on foreign standards, includes live color-TV studio cameras, color-TV film originating systems, TV tape recorders, transmitters and TV microwave-relay equipment.

Finance

Another major agency to be offered public

BBDO will be ninth when common stock becomes available in fall

BBDO, one of the largest broadcast-billing agencies, confirmed reports that it plans to go public and, in effect, pointed up what has become a marked trend over the past few years.

Of the top 20 TV-radio agencies, eight have gone public. BBDO would become the ninth. The eight agencies, all major, are J. Walter Thompson; McCann-Erickson (its parent, Interpublic, trades publicly); Doyle Dane Bernbach; Ogilvy & Mather; Grey Advertising; Needham, Harper & Steers; Foote, Cone & Belding, and Wells, Rich, Greene.

BBDO in billings ranks fourth state-wide, sixth worldwide. As a broadcast billing agency it is fourth (estimated \$167.6 million, domestically, in 1971).

The agency said that it is taking preliminary steps toward a public offering of common stock in the fall of 1972.

Wometco has high hopes for its broadcast arm

Wometco Enterprises Inc.’s broadcasting division has been one of the most profitable operations this year and prospects for late 1972 are “fantastic,” according to the company’s management.

At a presentation before a meeting of security analysts in Boston, officials of the Miami-based diversified company predicted that the broadcasting division’s pre-tax income in the second quarter will be 32% ahead of 1971 period and, for first half ended June 17, 33% above the first six months of 1971.

Wometco expects to have “one of the most fantastic fourth quarters in its history,” officials said. “All indications are that we’re going to enjoy such a surge of business that we may literally have difficulty accommodating it.”

For the company as a whole management projected 21% increase in earnings

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per share and 20% increase in net income for first half. Over-all profits for 1972 should show a 20%-or-better gain, they added.

Looking ahead to the next five years, they said the field of communications, including CATV, closed-circuit TV and VHF TV acquisitions is "high on our priority list."

Wometex spokesmen at the meeting included Mitchell Wolfson, president; Richard F. Wolfson, senior VP and general counsel, and Arthur H. Hertz, senior VP in charge of profit planning.

Company's broadcast holdings are WTVJ(TV) Miami; WLOS-AM-TV Asheville, N.C., and kvos-TV Bellingham, Wash. It is also multiple owner of CATV systems, and has interests in bottling, vending and movie theaters. Last month the company announced agreement to acquire Ausable Communications Inc., owner of several New York systems and franchises (BROADCASTING, May 29).

CMA to buy Henry firm

Creative Management Associates Inc., New York, has agreed in principle to acquire Management Television System Inc., New York. The deal is for 145,000

shares of CMA stock currently valued at about \$2 million. Plans call for merger of MTS into CMA as a wholly owned subsidiary. MTS produces large-screen, closed-circuit TV shows. Former FCC Chairman E. William Henry is chairman of the firm. CMA is a talent agency with financial involvements in pay and cartilage television. Merger of the two companies is subject to approval by CMA's board and MTS's shareholders on or before Jan. 5, 1973.

Financial Briefs

Taft's top salaries. Proxy statement sent with notice of annual meeting of Taft Broadcasting Co. in Kings Mills, Ohio, on July 11 lists board chairman Charles S. Mechem Jr. as having received highest remuneration (\$85,505) for fiscal year ended last March 31. Other top-salaried officers for period were Lawrence H. Rogers III, president, \$75,871; John L. McClay, executive vice president, \$60,714, and Dorothy S. Murphy, treasurer and assistant secretary, \$46,813.

Metromedia adds. Metromedia Inc. has reached agreement with Middleton Inc., subsidiary of Cullum Companies Inc., to buy Middleton's poster-panel and paint-

ed-bulletin plant in Dallas-Fort Worth market for \$12.5 million. John W. Kluge, president of Metromedia, said transaction was "subject to the execution of a definitive agreement and the approval of the boards of directors of both parties."

KSN diversification. Kansas State Network, Wichita, whose ownership interests include four TV stations, has acquired Kansas Cold Storage Co., owner of refrigerated warehouse in Wichita and other facilities in Hutchinson, Kan., for 118,800 shares of KSN stock and assumption of certain liabilities. At price of KSN stock in recent trading in over-the-counter market, shares in deal would have value of about \$920,000.

Extra. Transamerica Corp., San Francisco, parent of United Artists Corp., declared 4% common stock dividend in addition to regular quarterly cash dividend of 13 3/4 cents. Action was taken by board of directors, which, in addition, said it will maintain existing dividend rate on increased number of common shares for subsequent dividends. This, in effect, creates 4% increase in company's annual dividend payout. Regular quarterly cash dividend of \$1.20 was also declared on Transamerica's \$4.80 convertible preferred stock.

Broadcasting Stock Index

Weekly market summary of 118 stocks allied with broadcasting

Stock symbol	Exch.	Closing June 21	Closing June 14	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N 74 3/4	74 3/8	+ 3/8	+ .50	76 1/4	51 1/4	7,146	534,163	
ASI COMMUNICATIONS	ASIC	D 2 1/8	2	+ 1/8	+ 6.25	5	2	1,815	3,856	
CAPITAL CITIES	CCB	N 59 1/2	59 3/4	- 1/4	- .41	64 1/4	48	6,446	383,537	
CBS	CBS	N 54	52 1/4	+ 1 3/4	+ 3.34	57 7/8	45 1/2	28,096	1,517,184	
COX	COX	N 41 5/8	42 3/4	- 1 1/8	- 2.63	49 3/4	36 1/4	5,827	242,548	
FEDERATED MEDIA	D	2 7/8	3 1/4	- 3/8	- 11.53	3 7/8	2 7/8	820	2,357	
GROSS TELECASTING	GGG	A 17 1/2	17 7/8	- 3/8	- 2.09	23 7/8	12 1/4	800	14,000	
LIN	LINB	O 17	17			22 3/8	15 1/2	2,296	39,032	
MOONEY	MOON	O 11 1/8	10 5/8	+ 1/2	+ 4.70	11 1/8	4	250	2,781	
PACIFIC & SOUTHERN	PSDU	O 14 3/4	14 1/2	+ 1/4	+ 1.72	18 1/4	10 3/8	1,929	28,452	
RAHALL COMMUNICATIONS	RAHL	O 15 1/2	17 7/8	- 2 3/8	- 13.28	29	8	1,037	16,073	
SCRIPPS-HOWARD	SCRP	O 22 3/4	22 3/4			27	18	2,589	58,899	
STARR	SBG	M 25 3/8	24 5/8	+ 3/4	+ 3.04	28 1/4	15 1/2	1,182	29,993	
TAFT	TFB	N 48	49 1/4	- 1 1/4	- 2.53	57 1/4	41 3/4	3,845	184,560	
Broadcasting with other major interests								TOTAL	64,078	3,057,435
ADAMS-RUSSELL	AAR	A 4 7/8	5	- 1/8	- 2.50	8 3/4	4 3/4	1,250	6,093	
AVCO	AV	N 14 1/2	15	- 1/2	- 3.33	20 7/8	14 1/4	11,489	166,590	
BARTELL MEDIA	BMC	A 4 3/8	4 1/4	+ 1/8	+ 2.94	7 1/8	4 1/8	2,257	9,874	
BOSTON HERALD-TRAVELER	BHLD	O 15	16	- 1	- 6.25	30	11	589	8,835	
CHRIS-CRAFT	CCN	N 7 1/8	7	+ 1/8	+ 1.78	8 3/4	5 5/8	3,980	28,357	
COMBINED COMMUNICATIONS	CCA	A 31 3/4	33 1/8	- 1 3/8	- 4.15	42 1/2	29 5/8	3,148	99,949	
COWLES COMMUNICATIONS	CWL	N 10 3/4	10 7/8	- 1/8	- 1.14	12 1/2	9 1/2	3,969	42,666	
DUN & BRADSTREET	DNB	N 76 3/8	74 1/4	+ 2 1/8	+ 2.86	80 1/4	63	1,287	98,294	
FUQUA	FQA	N 23 3/8	23 7/8	- 1/2	- 2.09	27 7/8	20 7/8	8,120	189,805	
GABLE INDUSTRIES	GBI	N 30	30 1/4	- 1/4	- .82	32 1/4	24	1,872	56,160	
GENERAL TIRE & RUBBER	GY	N 26 5/8	27 1/4	- 5/8	- 2.29	32 5/8	24 5/8	19,483	518,734	
GLOBETROTTER COMMUNICATION INC	GLBTA	O 13 3/4	13 1/4	+ 1/2	+ 3.77	20 1/2	9 1/4	2,820	38,775	
ISC INDUSTRIES	ISC	A 7 7/8	8	- 1/8	- 1.56	9 1/8	6	1,646	12,962	
KANSAS STATE NETWORK	KSN	O 7 3/4	7 3/4			7 7/8	6 1/2	1,621	12,562	
KINGSTIP INC.	KTTP	O 15 1/2	15 1/2			22	14 1/2	1,154	17,887	
LAMB COMMUNICATIONS	L	O 3 1/8	3 1/8			4 7/8	2	475	1,484	
LEE ENTERPRISES	LNT	A 28 3/4	28 3/8	+ 3/8	+ 1.32	30	17 1/2	3,289	94,558	
LIBERTY CORP.	LC	N 21	19	+ 2	+ 10.52	21 5/8	17 1/2	6,753	141,813	
MCGRAW HILL	MHP	N 17 1/8	18 3/8	- 1 1/4	- 6.80	20 7/8	16 1/8	23,327	399,474	
MEREDITH CORP.	MDP	N 20 1/2	21 1/8	- 5/8	- 2.95	30 3/4	19 1/4	2,772	56,826	
METROMEDIA	MET	N 36	36 1/2	- 1/2	- 1.36	39	27 1/4	5,956	214,416	
MULTIMEDIA INC.	M	O 43 1/2	43 1/2			44	14	2,408	104,748	
OUTLET CO.	OTU	N 14	14			19 3/8	13 7/8	1,335	18,690	
POST CORP.	POST	O 25 1/2	26 1/4	- 3/4	- 2.85	30	9	942	24,021	
PUBLISHERS BROADCASTING CORP.	PUBB	O 2 3/4	2 7/8	- 1/8	- 4.34	4 7/8	1 5/8	919	2,527	
REEVES TELECOM	RRT	A 3 1/8	3 1/4	- 1/8	- 3.84	4 1/4	2 3/8	2,292	7,162	
RIDDER PUBLICATIONS	RPI	N 31 7/8	33 1/8	- 1 1/4	- 3.77	34 1/2	26	8,324	265,327	
ROLLINS	ROL	N 38 1/2	36 3/4	+ 1 3/4	+ 4.76	38 5/8	33	12,131	467,043	
RUST CRAFT	RUS	A 34 1/4	34 1/4			36 3/4	24	2,318	79,391	
SCHERING-PLOUGH	SGP	N 115 1/2	115 1/4	+ 1/4	+ .21	116	82 5/8	25,471	2,941,900	

	Stock symbol	Exch.	Closing June 21	Closing June 14	Net change in week	% change in week	High	1972 Low	Approx. shares out (000)	Total market capitali- zation (000)	
SONDERLING	SDB	A	14	15 1/4	- 1 1/4	- 8.19	30 3/4	14	1,005	14,070	
STORER	SBK	N	44 3/4	44 1/4	+ 1/2	+ 1.12	47 1/2	31	4,223	188,979	
TURNER COMMUNICATIONS	O		6	7	- 1	- 14.28	7	2	1,328	7,968	
WASHINGTON POST CO.	WPD	A	33 3/8	33 5/8	- 1/4	- .74	35 1/2	23 1/2	4,789	159,832	
WOMETCO	WDM	N	23	24	- 1	- 4.16	25 7/8	18 1/2	5,789	133,147	
CATV									TOTAL	180,531	6,630,919
AMECO	ACO	D	3	2 7/8	+ 1/8	+ 4.34	12 3/4	1 1/2	1,200	3,600	
AMERICAN ELECTRONIC LABS	AELBA	O	6 1/4	6 1/2	- 1/4	- 3.84	9 3/4	3	1,670	10,437	
AMERICAN TV & COMMUNICATIONS	AMTV	O	41 3/4	40 1/2	+ 1 1/4	+ 3.08	43 1/2	17 1/4	2,462	102,788	
BURNUP & SIMS	BSIM	O	21 1/8	22	- 7/8	- 3.97	22 1/2	6 3/4	6,572	138,833	
CABLECOM-GENERAL	CCG	A	13 3/8	12 5/8	+ 3/4	+ 5.94	18 1/4	12 5/8	2,395	32,033	
CABLE INFORMATION SYSTEMS	O		3	3 1/2	- 1/2	- 14.28	4 3/4	1 3/4	955	2,865	
CITIZENS FINANCIAL CORP.	CPN	A	10 5/8	10 5/8			15 1/4	10 1/4	2,355	25,021	
COLUMBIA CABLE	CCAB	O	18 3/4	19	- 1/4	- 1.31	29	17 1/4	900	16,875	
COMMUNICATIONS PROPERTIES	COMU	O	13	12 1/8	+ 7/8	+ 7.21	27 3/8	11 1/8	1,917	24,921	
COX CABLE COMMUNICATIONS	CXC	A	33 1/8	32 1/8	+ 1	+ 3.11	34 5/8	23 1/4	3,555	117,759	
CYPRESS COMMUNICATIONS	CYPR	O	23	20	+ 3	+ 15.00	23	7	2,707	62,261	
ENTRON	ENT	A	4 7/8	4 3/8	+ 1/2	+ 11.42	9 1/4	3 5/8	1,320	6,435	
GENERAL INSTRUMENT CORP.	GRIL	N	26 7/8	25 1/2	+ 1 3/8	+ 5.39	29 1/4	20 3/4	6,501	174,714	
LVO CABLE INC.	LVOC	O	13	13 7/8	- 7/8	- 6.30	16 1/2	6 3/4	1,466	19,058	
STERLING COMMUNICATIONS	STER	O	4 3/4	5	- 1/4	- 5.00	7 3/4	3 1/2	2,162	10,269	
TELE-COMMUNICATIONS	TCOM	O	28	26 3/8	+ 1 5/8	+ 6.16	30 3/8	15 1/2	3,856	107,968	
TELEPROMPTER	TP	A	39 5/8	37	+ 2 5/8	+ 7.09	40 5/8	28 1/8	13,472	533,828	
TIME INC.	TL	N	48 1/2	49 3/4	- 1 1/4	- 2.51	64 3/4	47 5/8	7,278	352,983	
VIACOM	VIA	N	20	20 1/4	- 1/4	- 1.23	28 1/2	15 1/2	3,771	75,420	
VIKOA	VIK	A	10 3/4	10 7/8	- 1/8	- 1.14	19 3/4	8	2,344	25,198	
Programming									TOTAL	68,858	1,843,266
COLUMBIA PICTURES	CPS	N	11 1/2	12	- 1/2	- 4.16	14 7/8	9 1/8	6,342	72,933	
DISNEY	DIS	N	189	184 3/4	+ 4 1/4	+ 2.30	196	132 3/4	13,223	2,499,147	
FILMWAYS	FWY	A	6 1/4	6 1/4			8	4 7/8	1,849	11,556	
GULF & WESTERN	GW	N	39 5/8	40	- 3/8	- .93	44 3/4	28	15,816	626,709	
MCA	MCA	N	28 7/8	28 3/4	+ 1/8	+ .43	35 7/8	25 5/8	8,182	236,255	
MGM	MGM	N	18	18 1/2	- 1/2	- 2.70	21 1/2	16 3/4	5,895	106,110	
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4			3 3/4	1 1/8	534	1,201	
TELE-TAPE PRODUCTIONS	O		1 7/8	1	+ 7/8	+ 87.50	2 7/8	1	2,190	4,106	
TRANSAMERICA	TA	N	19 1/2	19 1/4	+ 1/4	+ 1.29	23 1/2	18 1/8	64,571	1,259,134	
20TH CENTURY-FOX	TF	N	10 1/8	10 7/8	- 3/4	- 6.89	17	10	8,562	86,690	
WALTER READE ORGANIZATION	WALT	O	2 1/8	2 1/8			4 1/8	1 3/8	2,414	5,129	
WARNER COMMUNICATIONS INC.	WCI	N	49 3/8	47 1/8	+ 2 1/4	+ 4.77	50	31 3/4	16,221	800,911	
WRATHER CORP.	WCO	A	13 5/8	13	+ 5/8	+ 4.80	17 7/8	9 7/8	2,164	29,484	
Service									TOTAL	147,963	5,739,365
JOHN BLAIR	BJ	N	21 3/8	20 1/2	+ 7/8	+ 4.26	22 3/8	16 3/4	2,600	55,575	
COMSAT	CQ	N	61 3/4	69 1/4	- 7 1/2	- 10.83	75 3/8	56 5/8	10,000	617,500	
CREATIVE MANAGEMENT	CMA	A	13 5/8	13 5/8			15 1/2	9 3/8	1,056	14,388	
DOYLE DANE BERNBACH	DOYL	O	34 3/4	33 1/2	+ 1 1/4	+ 3.73	34 3/4	24	1,872	65,052	
ELKINS INSTITUTE	ELKN	O	2 3/4	3	- 1/4	- 8.33	16 3/8	2 3/4	1,664	4,576	
FOOTE, CONE & BELDING	FCB	N	13 1/4	13 1/8	+ 1/8	+ .95	14	10 5/8	2,176	28,832	
GREY ADVERTISING	GREY	O	17 1/4	16 3/4	+ 1/2	+ 2.98	18	9 1/4	1,209	20,855	
INTERPUBLIC GROUP	IPG	N	33 7/8	33 5/8	+ 1/4	+ .74	34	22 3/4	2,239	75,846	
MARVIN JOSEPHSON ASSOCS.	MRVN	O		15 1/2			17 3/4	5 7/8	825	12,787	
MCCAFFREY & MCCALL	O						16 1/2	7	585	7,020	
MOVIELAB	MOV	A	2	2			3 1/8	1 5/8	1,407	2,814	
MPO VIDEOTELEVISIONS	MPO	A	4 1/2	4 7/8	- 3/8	- 7.69	7 1/8	4	547	2,461	
A. C. NIELSEN	NIELB	O	47 1/4	47 1/2	- 1/4	- .52	50	37 5/8	5,299	250,377	
OGILVY & MATHER	OGIL	O	43	44 1/2	- 1 1/2	- 3.37	45 1/2	16	1,716	73,788	
PKL CO.	PKL	O		1 3/4			9 1/2	1 3/4	778	1,361	
J. WALTER THOMPSON	JWT	N	44 1/8	45 7/8	- 1 3/4	- 3.81	49 1/4	40 1/4	2,711	119,622	
WELLS, RICH, GREENE	WRG	N	23 1/8	23 1/2	- 3/8	- 1.59	27 7/8	19 5/8	1,618	37,416	
Manufacturing									TOTAL	38,302	1,390,270
ADMIRAL	ADL	N	19 1/2	19 7/8	- 3/8	- 1.88	27	17 1/8	5,163	100,678	
AMPEX	APX	N	7	7 5/8	- 5/8	- 8.19	15 1/8	7	10,875	76,125	
CARTRIDGE TELEVISION INC.	O		31 3/4	32 3/4	- 1	- 3.05	43 1/2	16 1/2	7,557	239,934	
CCA ELECTRONICS	CCAE	O	4 1/4	4 1/2	- 1/4	- 5.55	6 1/4	2 1/4	881	3,744	
COLLINS RADIO	CRI	N	14 3/8	15 1/8	- 3/4	- 4.95	19 7/8	13 3/8	2,968	42,665	
COMPUTER EQUIPMENT	CEC	A	3 3/8	3 1/8	+ 1/4	+ 8.00	4 5/8	3	2,421	8,170	
CONRAC	CAX	N	33 7/8	32 1/8	+ 1 3/4	+ 5.44	39 3/8	27 1/8	1,259	42,648	
GENERAL ELECTRIC	GE	N	68	66 1/8	+ 1 7/8	+ 2.83	70 7/8	58 1/4	182,123	2,384,364	
HARRIS-INTERTYPE	HI	N	55 1/2	55 1/4	+ 1/4	+ .45	59	48 1/4	6,365	353,257	
MAGNAVOX	MAG	N	33 7/8	33 5/8	+ 1/4	+ .74	52 1/4	33 3/8	17,476	591,999	
3M	MMM	N	78 3/8	75 5/8	+ 2 3/4	+ 3.63	79 3/8	64 5/8	112,600	8,825,025	
MOTOROLA	MOT	N	115 1/8	116 5/8	- 1 1/2	- 1.28	117 3/4	80	13,522	1,556,720	
OAK INDUSTRIES	OEN	N	14 3/4	15 1/4	- 1/2	- 3.27	17 1/2	9 5/8	1,638	24,160	
RCA	RCA	N	35 3/8	37 1/4	- 1 7/8	- 5.03	45	34 1/4	74,352	2,630,202	
RSC INDUSTRIES	RSC	A	3	3			4 3/8	2 7/8	3,458	10,374	
TEKTRONIX	TEK	N	54 3/4	56	- 1 1/4	- 2.23	58	32 3/4	8,128	445,008	
TELEMATION	TIHT	O		7 3/4			13 3/4	6	1,050	8,137	
WESTINGHOUSE	WX	N	50 3/4	49 1/2	+ 1 1/4	+ 2.52	54 7/8	43	86,927	4,411,545	
ZENITH	ZE	N	45 1/2	44 3/4	+ 3/4	+ 1.67	50 1/2	41 3/8	19,031	865,910	
GRAND TOTAL									557,794	2,620,665	
Prices for 3M reflect 2-for-1 stock split											
Standard & Poor's Industrial Average									121.83	121.33	+ .50
GRAND TOTAL									057,526	21,281,920	

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

Robert H. Westerfield, VP-management supervisor, J. Walter Thompson, New York, joins Foote, Cone & Belding there in same capacity.

Robert Minicus, principal and executive VP-creative director, Kracht, Ryder, Minicus, New York agency, joins Cunningham & Walsh there as VP and group creative director.

Alan Kay, executive director, Needham, Harper & Steers, New York, elected VP.

Richard Trea, associate media director, D'Arcy-MacManus, New York, named VP. **Robert A. K. Smith Jr.**, with D'Arcy, MacManus, St. Louis, appointed account supervisor.

David A. Stickles, art-TV group head, McCaffrey & McCall, New York, named VP.

L. Roy Wilson, general manager, Ketchum, MacLeod & Grove's Washington office, elected senior VP.

Randy Cantrell, general sales manager, KOCO-TV Oklahoma City, joins KTAR-TV Phoenix, as VP and general sales manager. Both are Combined Communications stations.

Edward H. Forester, Eastern sales manager, RKO Radio Representatives, New York, appointed director of sales development. **John Tormey**, account executive, RRR, appointed manager of sales development.

Al Westermann, account executive, Metro TV Sales, New York, appointed group sales manager.

Marty Mills, manager of special services, Metro TV Sales, New York, joins Telerep there as research director.

Fred T. Pielert, VP and media director, Caldwell-Van Riper, Indianapolis agency, joins Knox Reeves Advertising there as associate media director. **Diane Mignone**, senior media buyer, Knox Reeves, appointed media supervisor. **Roger Stevens**, media buyer and special projects director, Knox Reeves, appointed account executive.

Vic Diehm, retired president, Mutual Broadcasting System, New York, has formed Media Advertising Counselors, Hazleton, Pa.-based PR and advertising firm. In addition, Mr. Diehm is president of WAZL(AM)-WVCD(FM) Hazleton, Pa.

Richard A. Green, with sales staff, WKBD-TV Detroit, moves to KBCS-TV Los Angeles, as sales manager. Both are Kaiser Broadcasting stations.

Nate Rind, media supervisor, S. J. Reiner Co., New York timebuying service, joins Gallagher Group, agency there, as VP and head of media-marketing services.

Robert W. Kutsche, assistant media di-

rector, Dreher Advertising Agency, New York, appointed associate media director, Gaynor & Ducas there.

James Healy, manager of retail sales development, Bureau of Advertising, American Newspaper Publishers Association, New York, joins WLS(AM) Chicago, as retail sales director.

Donald Gies, with sales staff, WAAC(AM) Terre Haute, Ind., appointed sales manager.

Chet Wilke, account executive for H-R/Stone Inc., station representative, Hollywood, appointed general sales manager, KFIG(FM) Fresno, Calif.

Terry Smith, with KIOI(FM) San Francisco, appointed merchandising manager.

John J. Abele, financial news reporter, *New York Times*, New York, joins Doremus & Co., PR and advertising firm there, as VP in PR department.

Media

Ben R. Morris, board chairman, State Telecasting, Columbia, S.C.-based group owner, elected president of parent State-Record Co. there.

Ken Dowe, national director of operations, McLendon Corp., Dallas-based diversified company with broadcast interests, named executive VP.

Jack Linn, former VP, Storer Broadcasting, and general manager of its WSPD(AM) Toledo, Ohio, named VP, Reams Broadcasting, and general manager of its WCWA-AM-FM there.

Arthur R. Hook, general manager, WKBF-TV Cleveland, moves to WKBG-TV Boston, as VP and general manager. He succeeds **Jay O. Berkson**, whose future plans have not yet been announced. Mr. Hook is succeeded at WKBF-TV by **Melvin A. Harris**, program director. Both are Kaiser Broadcasting stations.

John E. Campbell, VP, marketing/productions of Sea World Inc., San Diego, appointed to new post of president of ABC Scenic Attractions, with responsibility for company's Weeki-Wachee Spring and Silver Springs scenic attractions in Florida. From 1955 until 1970, Mr. Campbell had been executive with ABC, leaving as president of ABC-owned television stations.

Jon T. (Jack) Reynolds, general manager of WWTC(AM) Minneapolis, appointed general manager of KOL-AM-FM Seattle.

Clement leaving NAB. National Association of Broadcasters is losing one of its assistant general counsels this fall. Louise Knight Clement is resigning then to join her husband Daniel in private law practice in Sunbury, Pa.

Lee Zanin, sales manager for WWTC, succeeds Mr. Reynolds as general manager. **David Palecek**, with WWTC sales staff, appointed sales manager. All are Buckley Broadcasting stations.

Robert L. Nelson, promotion and information director for KNXT(TV) Los Angeles, named station manager of KNX-FM Los Angeles. Both are CBS-owned stations.



Mr. Mason

Richard H. Mason, president and general manager, Durham Life Broadcasting Service, licensee of WPTF-AM-FM Raleigh, N.C., retires after more than 30 years with group. Mr. Mason became general manager of stations in 1934, president in 1953. He has served as first president of North Carolina Association of Broadcasters, and is former director of National Association of Broadcasters and member of its radio code board.

Carl E. Hirsch, VP and general manager, WCUE-AM-FM Akron, Ohio, joins WRCP-AM-FM Philadelphia as general manager.

Dick Maynard, with national sales staff, WCCO-TV Minneapolis, appointed station manager, KREX-AM-FM Grand Junction, Colo.

Stanley A. Lyons, former assistant to president, Community Broadcasting Service, licensee of WABI-AM-FM Bangor, Me., and WAGM-AM-TV Presque Isle, Me., joins WSME(AM) Sanford, Me., as general manager.

Clara M. Biondi, staff writer, BROADCASTING magazine, Washington, joins code authority, National Association of Broadcasters there, as editor of its *Code News*.

Jeff Woodruff, director of research for ABC-owned WLS(AM) Chicago, appointed director of research and development, ABC-Owned Radio Stations Division, New York.

Diane Perry, city editor, *New Pittsburgh Courier*, joins KQV(AM) Pittsburgh as public affairs director.

Programing

Thomas W. Sarnoff, staff executive VP, West Coast, NBC, elected board chairman of National Academy of Television Arts and Sciences for two-year term. He succeeds **Sonny Fox**. Other new officers of academy, also serving two-year terms: **John Cannon**, TV performer-announcer-writer-producer, vice chairman and also president of New York chapter; **Alfred L. Plant**, VP, advertising, Block Drug Co. of New Jersey, Jersey City, secretary; **Joseph E. Bluth**, president, Technicolor,

Vidtronics division, Hollywood, treasurer. New trustees: **Jack N. Armstrong**, production manager, KCTS-TV Seattle; **Elinor Bunin**, graphic designer, Elinor Bunin Productions, New York; **John Charles Ford**, audio visual training coordinator, Merrill Lynch, Pierce, Fenner & Smith Inc., New York; **Lee Polk**, director of children's programming, NET, New York; **A. Burton Rosen**, president, Winters/Rosen Productions, Los Angeles; **Howard R. Schwartz**, director of photography for Paramount Television, Hollywood; **Grant A. Tinker**, president, MTM Entertainment Inc., Hollywood.

Art Stolnitz, VP in production division of Metromedia Producers Corp., Hollywood, elected senior VP.

Sheldon Pinchuk, talent executive, William Morris Agency, Los Angeles, appointed director, talent and program administration, NBC-TV, there. He will negotiate and administer talent and production contracts for NBC series and specials on West Coast.

Bob Precht, executive VP, Sullivan Productions Inc., New York, elected president and chief executive officer. **Ed Sullivan** moves up from president to chairman of board. **Jack McGeehan** named VP in charge of Sullivan's CATV operations.

Robert Elliott, supervisor of special promotions and publicity for ABC-TV, New York, appointed director of publicity for New York office of Screen Gems, TV division arm of Columbia Pictures.

Mel Sawelson, VP with Consolidated Film Industries, Los Angeles, division of Republic Corp., named executive VP. Mr. Sawelson was president of Acme Videotape Laboratory which merged into CFI in 1971.

Robert D. Lloyd, sales manager, Wolper Television Sales, Hollywood, appointed Midwest division manager, Independent Television Corp., New York-based program distributor.

Jordan P. Davis, VP in charge of business affairs, Warner Bros. Television, Burbank, Calif., leaves to join production staff of "The Delphi Bureau," Warner production, in executive capacity. Program is one of three segments on *The Men*, beginning on ABC-TV this fall.

Joseph B. Irwin, business affairs director of Viacom International Inc., New York, TV program syndicator and cable-TV systems operator, joins law and business affairs department of Children's Television Workshop, New York.

John Goldhammer, executive producer, KPX(TV) San Francisco, joins KDKA-TV Pittsburgh as program manager. He succeeds **David Salzman**, who moves to KYW-TV Philadelphia, in similar capacity. All are Westinghouse Broadcasting stations.

Arthur L. Freeman, assistant program manager, WKBD-TV Detroit, moves to WKBF-TV Cleveland, in similar capacity. Both are Kaiser Broadcasting stations.

Leo F. O'Farrell, production manager, WTOP-TV Washington, joins WJXT(TV) Jacksonville, Fla., as program director. Both are Post-Newsweek stations.

Gary Brandt, formerly with KIIS(AM) Los Angeles, joins KRLD(AM) Dallas as program director.

Eric Norberg, program director, KWBY(AM) Monterey, Calif., appointed assistant program director for KMPC(AM) Los Angeles.

Craig Kallio, head of music programming, wvmo(FM) Monroe, Mich., appointed to additional duties of program director.

Broadcast Journalism



Mr. Willett

by-play man for *Game of the Week* on NBC-TV.

Ben Avery, supervisor of national broadcast wire of AP, New York, and **Dick Shafer**, news editor in AP's Baltimore bureau, appointed regional membership executives for AP. Mr. Avery, based in Charlotte, N.C., will be responsible for station relations with 330 broadcast outlets in North and South Carolina. He succeeds **Jay Bowles**, who will coordinate AP relations with group broadcasters from his office in Charlotte. Mr. Shafer, based in Seattle, will work with 117 radio and TV stations in Idaho, Oregon and Washington. He succeeds **John Bennett**, now broadcast executive in AP's New York headquarters.

Susan Jean Gibson, graduate of University of Oklahoma, Norman, joins KOCO-TV Oklahoma City as on-air reporter.

Kenneth Gale, Midwest correspondent, ABC News, Chicago, joins KDKA-TV Pittsburgh, as reporter.

Robert A. Harris, producer of local morning program for KABC-TV Los Angeles, appointed executive producer of station's *Eyewitness News* programs.

Al Ittleson, executive producer, WABC-TV New York's *Eyewitness News*, appointed director of news and public affairs. **Don Dunphy Jr.**, assistant news director, WABC-TV, succeeds Mr. Ittleson.

Mary R. Brown, with KETV(TV) Omaha, joins news staff, WNBC-TV New York, as writer.

Kim Marriner, producer and co-anchorman, KMIR-TV Palm Springs, Calif., joins KIRO-TV Seattle as anchorman.

Rita Sands, reporter-anchorwoman, WHN(AM) New York, joins WCBS(AM) New York as reporter.

Howard Loeb, reporter, WHLI-AM-FM Hempstead, N.Y., appointed news director.

Ray Reeve, sports director, WRAL-FM-TV Raleigh, N.C., retires after 33 years with stations.

Don Hickman, with news staff, WICS(TV)

Springfield, Ill., appointed news director. **Wes Lynch**, public affairs director, KGW(AM) Portland, Ore., joins KREM-AM-FM-TV Spokane, Wash., in similar capacity.

Ron Weber, with news staff, WCAU-AM-FM Philadelphia, appointed sports director.

Curtis O. Peters, director for university relations, Johnson C. Smith University, Charlotte, N.C., joins wsoc-TV there as news reporter.

Martin Tallberg, newsman for KFWB(AM) Los Angeles, joins news staff, KTAR-AM-FM Phoenix.

Bob Robertson, first baseman of Pittsburgh Pirates baseball club, assumes additional duties as sports commentator, WEDO(AM) McKeesport, Pa.

William S. Buckmaster, executive producer, KGEI(AM) Belmont, Calif., joins KHFH(AM) Sierra Vista, Ariz., as news director.

John Rhodes, news director, K TSA(AM) San Antonio, Tex., appointed to similar position, KITE(AM) Terrell Hills, Tex.

Wayne Welk, sports information director, University of California, Irvine campus, joins KVEC(AM) San Luis Obispo, Calif., as sports director.

Cable

James W. Cantor, assistant to executive VP, Warner Communications, New York, appointed assistant to president, Television Communications Corp., wholly owned subsidiary of Warner that operates over 80 CATV systems serving about 190,000 subscribers in 26 states.

Marshall Henderson, manager of Hoosier Telecable, Wabash and Peru, both Indiana, appointed to additional duties as Midwest regional manager, parent Cox Cable Communications. **Robert L. Black**, chief technician, Cox Cablevision Corp., Robinson, Ill., appointed system manager.

Stephen Gold, Washington attorney, joins National Cable Television Association there as assistant general counsel. **Anne Hanley**, freelance writer, and **Edgar Kaufman**, with sales staff, WGMS(AM) Washington, joins NCTA's PR staff.

Music

Dick LaPalm, advertising and sales promotion manager for GRT Music Tapes, Los Angeles, named VP and general manager for The Village Recorder, Los Angeles-based music studio.

Dick Sainte, with WLS(AM) Chicago, appointed to additional duties as music director.

Equipment & Engineering

Richard D. Hanson, president, Soladyne Corp., San Diego-based division of Rohr Inc., manufacturer of aerospace vehicles, components and communications equipment, rejoins Collins Canada, Toronto, as president. He had earlier held marketing administration positions for Collins. **Colin D. Neblett**, manager of business development, Fairchild Camera, Moun-

tain View, Calif., appointed director of development, Collins Radio, Dallas.

Edward C. Hippié, director of engineering, WLS-TV Chicago, joins WMAL-TV Washington, as director of engineering.

Dr. Eugene F. O'Neill, Bell Laboratories, Holmdel, N.J., named recipient of Institute of Electrical and Electronics Engineers' 1971 award in international communication for his contributions in development of Telstar, first operational communications satellite, and other international communications advances.

Deaths



Mr. Hoehn

Mr. Hoehn joined CBS in 1951 as senior tax attorney. He became director of taxes in 1956, and was elected treasurer in 1964 and VP and treasurer in May 1971. The couple is survived by

Kenneth W. Hoehn, 54, VP and treasurer of CBS, and his wife, Jean, were among 118 persons killed in crash of British European Airways jet near London June 18. Mr. Hoehn joined CBS in 1951 as senior tax attorney. He became director of taxes in 1956, and was elected treasurer in 1964 and VP and treasurer in May 1971. The couple is survived by

Second generation. Firm of Kear & Kennedy, Washington consulting engineers, becomes Robert E. L. Kennedy Consulting Engineers, July 1, with withdrawal of Frank G. Kear from 27-year-old firm on June 30. Dr. Kear, after vacation period, will engage in limited consulting practice in Washington area.

one daughter and one son, W. Michael Hoehn, who is director of engineering, WHAG-TV Hagerstown, Md.

Kenneth H. Sparnon, 76, retired Eastern regional director, Broadcast Music Inc., New York, died June 16 at Doctor's hospital, Sarasota, Fla., of stroke. Prior to joining BMI in 1947, Mr. Sparnon served as music director for WSYR(AM) Syracuse and WHEC(AM) Rochester, New York. He is survived by his wife, Arabella.

Donald D. Jackson, 20, field technician, KILT-AM-FM Houston, accidentally electrocuted June 17 at station transmitter there. Mr. Jackson was son of Andrew Jackson, corporate engineer for stations' licensee, LIN Broadcasting, Louisville, Ky. In addition to his father, he is survived by his mother, Shirley, one sister and his grandparents.



Mr. Mortensen

W. Ayer & Son, New York. Mr. Mortensen is survived by his wife, Caroline, and one brother.

Wallace R. Martin, chief of frequency management for Voice of America, Washington, died June 18 at DeWitt Army hospital, Fort Belvoir, Va., of heart attack. Lieutenant Colonel Martin joined VOA in 1961 as electronics consultant. He is survived by his wife, Betty, one daughter and one son.

Robert Condon, 51, writer for TV and radio, died June 13 at St. Luke's hospital, New York, of heart failure. Mr. Condon had written for Walter Winchell TV show and for Jim Backus and Dave Garraway radio programs. Mr. Condon is survived by his wife, Dee, and one son.

For the Record®

As compiled by BROADCASTING, June 14 through June 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Call letter application

- Michiana Public Broadcasting Corp., South Bend,

Ind.—Seeks *WNIT(TV).

Existing TV stations

Final actions

- WCKT(TV) Miami—Broadcast Bureau granted CP to install an aux. ant. at main trans. and ant. location. Action June 14.
- WMPB(TV) Baltimore—Broadcast Bureau granted CP to install frequency control unit. Action June 12.
- WNAC-TV Boston—Broadcast Bureau granted request to operate trans. by remote control from RKO General Building, government center, Boston. Action June 12.
- WPRI-TV Providence, R.I.—Broadcast Bureau granted mod. of license covering change of studio location to Catamore Boulevard (Westminster Industrial Park), East Providence. Action June 12.
- KHFI-TV Austin, Tex.—Broadcast Bureau granted request to operate trans. by remote control from

908 West 19th Street, Austin. Action June 12.

- WRFT-TV Roanoke, Va.—Broadcast Bureau granted authority to operate trans. by remote control from On Little Brushy Mountain, 2 miles northwest of Salem, Va. Action June 14.

Actions on motions

- Hearing Examiner Isadore A. Honig in Ponce, Puerto Rico (Ponce Television Corp. [WRIK-TV]), TV proceeding, granted request by Ponce Television Corp. entitled *Dismissal of Application and Petition for Reconsideration*; dismissed its application, with prejudice, upon condition that parties file affidavits of no consideration within 20 days; retained proceeding in hearing status with respect to issue 6; dismissed as moot motion by Ponce to delete publication requirement; postponed hearing indefinitely pending commission action on petition for reconsideration; ordered, on examiner's own motion, that first motion for production of documents filed by WAPA Broadcasting Corp. is dismissed in accordance with withdrawal thereof by its counsel at further prehearing conference (Doc. 19459). Action June 14.
- Hearing Examiner David I. Kraushaar in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] Hampton Roads Television Corp.), TV proceeding, granted amendment by Hampton Roads Television for leave to amend its application to specify different trans. site (Docs. 18791-2). Action June 15.
- Hearing Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, on consideration of letter from counsel for Cowles, cancelled hearing scheduled for June 21 and ordered hearing to resume on July 31, in Daytona Beach (Docs. 19168-9-70). Action June 12.

Call letter actions

- WHCT(TV) Hartford, Conn.—Granted WHCT-TV.
- WKNX-TV Saginaw, Mich.—Granted WEYI-TV.
- WKTR-TV Kettering, Ohio—Granted WOET-TV.

Network affiliations

ABC

- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation

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Summary of broadcasting

Compiled by FCC June 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,347	4	17	4,368	54	4,422 ¹
Commercial FM	2,295	1	45	2,341 ²	112	2,442
Commercial TV-VHF	503	2	6	511 ³	14	525 ²
Commercial TV-UHF	184	0	6	190 ³	59	249 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	492	1	25	518	73	591
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	117	0	8	125	11	136
Total educational TV	203	3	10	214	13	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.

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.

■ **KMBA-TV Kansas City, Mo.** (Westport TV Inc.)—Agreement dated May 15, effective Nov. 14, 1971, through Sept. 1. Network rate: \$180; compensation paid at 30% prime time.

■ **KOLO-TV Reno (Nevada Radio-Television Inc.)**—Agreement dated April 27, effective May 10 through May 10, 1974. First call right. Network rate: \$242; compensation paid at 30% prime time.

New AM stations

Final action

■ Review board in Lebanon, Pa., Catonsville, Md., denied mutually exclusive applications of Lebanon Valley Radio Inc., and Radio Catonsville Inc., for CP's for new class II AM to operate on 940 khz with 1 kw-D at Lebanon and Catonsville, respectively (Docs. 15835, 15839). Action June 7.

Action on motion

■ Hearing Examiner Millard F. French in Amarillo, Tex. (North Texas Enterprises Inc., et al.), AM proceeding, granted motion by Las Cruces Broadcasting Co., and dismissed with prejudice application of Desert Radio (Docs. 19453-8). Action June 14.

Call letter application

■ Stanley M. Boyd, Pulaski, Va.—Seeks WCUZ.

Call letter actions

■ **Risner Broadcasting Inc., Lebanon, Mo.**—Granted KJEL.
 ■ **Communications Associates Inc., Humboldt, Tenn.**—Granted WHMT.

Designated for hearing

■ FCC designated for hearing mutually exclusive applications of St. Cross Broadcasting Inc., Santa Cruz, Milo Communications Corp. (KMPG), Hollister, Lloyd M. Marks, Seaside, and Progressive Broadcasting Co., Aptos-Capitola, all California, for new AM facilities on 1540 khz. All four applicants request 5 kw-D. Milo Communications is authorized to operate KMPG on 1520 khz and requested change in facilities. Action May 17.

■ FCC in Elmhurst and Wheaton, both Illinois, AM proceeding, scheduled oral argument for Sept. 7, on supplemental initial decision released Sept. 17, proposing grant of application of Howard L. Enstrom and Stanley G. Enstrom (Central DuPage County Broadcasting Co.) for new class II AM at Wheaton, and denial of competing application of DuPage County Broadcasting Inc. for same facilities (1530 khz, 500 w, DA-D) at Elmhurst (Docs. 16965-6). Action June 14.

Existing AM stations

Final actions

■ **KFOD Anchorage**—Broadcast Bureau granted license covering new aux. trans.; trans-studio loca-

tion redesign to 9200 Lake Otis Parkway. Action June 14.

■ **WDAT Ormond Beach, Fla.**—Broadcast Bureau granted mod. of licenses covering change of corporate name to National Communications Industries Inc. Action June 12.

■ **KKUA Honolulu**—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location. Action June 12.

■ **WLAM Lewiston, Me.**—Broadcast Bureau granted CP to replace present aux. trans. with new aux. trans. Action June 12.

■ **KWYK Farmington, N.M.**—Broadcast Bureau granted CP to install new aux. trans. Action June 12.

■ **WOSC Fulton, N.Y.**—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 14.

■ **WATH Athens, Ohio**—Broadcast Bureau granted CP to change ant. trans. site to Armitag Road, (township road 404) Athens, and studio and remote control site to route 33, north, Athens. Action June 12.

■ **KIXX Provo, Utah**—Broadcast Bureau granted license covering changes; trans. Action June 14.

■ **WSYB Rutland, Vt.**—Broadcast Bureau granted license covering alt.-main night and aux. day trans. Action June 15.

Other action

■ Review board in matter of **WJMO and WLYT (FM) Cleveland Heights, Ohio**, license renewal proceeding, granted petition by Friendly Broadcasting Co., seeking addition of meritorious programming issue and acceptance of late petition to enlarge issues (Doc. 19412). Action June 16.

Call letter application

■ **KBBQ Burbank, Calif.**—Seeks KREV.

Call letter actions

■ **KPAT Berkeley, Calif.**—Granted KRE.
 ■ **WTBY Waterbury, Conn.**—Granted WQQW.
 ■ **WPAC Patchogue, N.Y.**—Granted WSUF.

New FM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, granted motion by Penobscot Broadcasting Corp. for order to compel Melvin L. Stone and others to respond to interrogatories previously served by Penobscot to extent outlined therein, insofar as it directs Bangor to obtain prior rate cards and certain data on distribution of information relating to network, and denied in all other respects; further modified hearing examiner's ruling made at prehearing conference held May 19, denying Penobscot permission to appeal ruling of hearing examiner to review board to extent that both Penobscot and chief, Broadcast Bureau, are granted permission of hearing examiner to appeal provisions of memorandum opinion and order to review board (Docs. 19165-6). Action June 9.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, granted petition by Live Oak Broadcasting Co. for leave to amend its applica-

tion to eliminate from affiliation C. W. Robert Harrell, one-third owner of stock and secretary-treasurer and director, subject to condition that no comparative advantage will accrue to Live Oak Broadcasting Co. from increase in ownership interests of Mr. Hughes and Mr. Kent and increase in participation in daily operations by Mr. Kent (Docs. 18975-6). Action June 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in Troy, Ala. (Troy Radio Inc., Pike Broadcasting Inc.), FM proceeding, on request of Broadcast Bureau, continued hearing from July 14 to July 19 (Docs. 19407-8). Action June 15.

Other action

■ Review board in New Albany, Ind. and Louisville, Ky., FM proceeding, granted request by Radio 900 Inc., for extension of time through July 2, to file exceptions and supporting briefs to initial decision in New Albany, Ind.-Louisville, Ky., FM ch. 280A proceeding (Docs. 18637-8). Action June 7.

Rulemaking actions

■ Broadcast Bureau amended FM table of assignments in first report and order (Doc. 19316). Amendments are as follows: Steamboat Springs, Colo., 244A; Dubuque, Iowa, 225, 272A, 287; Fulton, Ky., 257A; Ocean City, Md., 260, 284; Cabo Rojo, Puerto Rico, 221A; Lobelville, Tenn., 232A; Dodgeville, Wis., 257A; Piatteville and Wisconsin Dells, both Wisconsin, 296A. Action June 14.

■ FCC proposed assignment of new FM ch.'s to Jesup, Ga., Orleans, Mass., and Midland, Mich. and reassignment of vacant FM channel from Kilgore to Gladewater, both Texas. Action June 14.

■ FCC amended FM table of assignments with assignment of class A ch.'s to communities in Iowa, California, Virginia, Puerto Rico, and Nebraska. Amendment provides for assignment of ch. 292A to Clarinda, Iowa, 232A to Jackson, Calif., 252A to Clarksville, Va., 221A to Luquillo, Puerto Rico, 285A to Wayne, Neb. and 292A to Mammoth Lakes, Calif. Action June 14.

■ Augusta, Me.—FCC amended FM table of assignments by substituting ch. 282 for ch. 294 at Augusta (Doc. 19116). Amendment becomes effective July 28. Action June 14.

■ San Antonio and Terrell Hills, both Texas—FCC recinded order deleting FM ch. 292A from Terrell Hills, suburb of San Antonio, because of Terrell Hills assignment of 292A at Gonzales, Tex. Action June 14.

Call letter applications

■ Edward J. Patrick, Security, Colo.—Seeks KWDY-FM.

■ Central Connecticut State College, New Britain, Conn.—Seeks *WFCS(FM).

■ John O. McPherson, Pineville, Ky.—Seeks WTJM-FM.

■ Louisiana Tech University, Ruston, La.—Seeks *KLPI(FM).

■ Wilbur J. Martin Sr., Waynesboro, Miss.—Seeks WABO-FM.

■ Magieland Broadcasting Co., Anaconda, Mont.—Seeks KGLM-FM.

■ Contoocook Valley Broadcasting Corp., Peterborough, N.H.—Seeks WSLE(FM).

■ KWHW Radio Inc., Altus, Okla.—Seeks KWHW-FM.

■ Lufkin Broadcasting Corp., Lufkin, Tex.—Seeks KLUF-FM.

■ Community Broadcasting Co., Brigham City, Utah—Seeks KBUH-FM.

■ Virginia Cultural Foundation Inc., Norfolk, Va.—Seeks *WTGM(FM).

Call letter actions

■ Daily News Broadcasting Co., Bowling Green, Ky.—Granted WDNS(FM).

■ University of Minnesota, Morris, Minn.—Granted *KUMM(FM).

■ Risner Broadcasting Inc., Lebanon, Mo.—Granted KJEL-FM.

Existing FM stations

Final actions

■ **KJOI(FM) Los Angeles**—Broadcast Bureau granted CP to install new ant.; change transmission line; ERP 75 kw; ant. height 1,180 ft. Action June 12.

■ **KCSM-FM San Mateo, Calif.**—FCC waived rules prohibiting acceptance of application for noncommercial educational FM where proposed operation either causes or receives interference within certain contours, and application of KCSM-FM to change its channel assignment to 216 and its power to 14 kw has been accepted. Action June 14.

■ **KUKI-FM Ukiah, Calif.**—Broadcast Bureau granted request for SCA on sub-carrier frequency

of 67 khz, to transmit remote control telemetry, associated with an authorized STL operation, on a multiplex basis. Action June 15.

■ WHCN(FM) Hartford, Conn.—Broadcast Bureau granted mod. of SCA to make changes in frequency from 67 khz to 57 khz. Action June 15.

■ WDJF(FM) Westport, Conn.—Broadcast Bureau granted CP to change trans. location to Deer Run Road off Millstone Road, Wilton, Conn.; make change in ant. system; ERP 50 kw; ant. height 245 ft.; remote control permitted. Action June 2.

■ WFLA-FM Tampa, Fla.—Broadcast Bureau granted license covering changes; trans., ERP 100 kw horiz. and ver., ant. height 930 ft. Action June 14.

■ WRSE-FM Elmhurst, Ill.—Broadcast Bureau granted CP to change trans. and studio location to College Union Building, Elmhurst, Ill.; install new ant. Action June 16.

■ WTTV-FM Bloomington, Ind.—Broadcast Bureau granted CP to change remote control to 535 South Walnut Street, Bloomington; install new trans.; install new ant.; change TPO; change ERP, 37 kw; ant. height 1,090 ft. Action June 16.

■ WTRE-FM Greensburg, Ind.—Broadcast Bureau granted CP to make changes in transmission line; add condition. Action June 16.

■ *KCFV(FM) Ferguson, Mo.—Broadcast Bureau granted license covering new educational FM station; main studio location, Communications building, 3400 Pershall Road. Action June 14.

■ WJTN-FM Jamestown, N.Y.—Broadcast Bureau granted license covering changes; trans.; ERP 11 kw, ant. height 640 ft. Action June 14.

■ WRVR(FM) New York, N.Y.—Broadcast Bureau granted license covering changes; ERP 5.4 kw horiz., 3.8 kw vert.; ant. height 1220 ft. Action June 15.

■ WBLI(FM) Patchogue, N.Y.—Broadcast Bureau granted license covering aux. trans. by using former main trans. Action June 12.

■ *WCNY-FM Syracuse, N.Y.—Broadcast Bureau granted license covering new educational FM, ERP 18.6 kw; ant. height, 740 ft.; studio-remote control from 506 Old Liverpool Road. Action June 15.

■ WGPL(FM) Winston-Salem, N.C.—Broadcast Bureau granted mod. of SCA to add sub-carrier frequency 41 khz to conduct background music service on multiplex basis using subcarrier frequencies of 41 and 67 khz. Action June 15.

■ WIBO(FM) Waverly, Ohio—Broadcast Bureau granted mod. of SCA to make change in programming, to transmit remote control telemetry, associated with authorized STL operation and to conduct program relay service each on multiplex basis during subcarrier frequency of 67 khz. Action June 15.

■ WKOY-FM Wellston, Ohio—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 100 ft. Action June 15.

■ KWIL-FM Albany, Ore.—Broadcast Bureau granted mod. of SCA to make changes in programming, to transmit remote control telemetry, associated with authorized STL operation and to transmit remote pickup mobile program material each on multiplex basis, using subcarrier frequency of 67 khz. Action June 15.

■ KPAM-FM Portland, Ore.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 33 kw; ant. height 930 ft.; trans. Action June 15.

■ WAGI-FM Gaffney, S.C.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programming, to transmit remote control telemetry, associated with authorized STL operation, and to conduct program relay service, each on multiplex basis using subcarrier frequency of 67 khz. Action June 15.

■ WQUT(FM) Johnson City, Tenn.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1500 ft. Action June 15.

■ KASE(FM) Austin, Tex.—Broadcast Bureau granted license covering changes, ERP 98 kw; ant. height 510 ft. Action June 15.

■ KODA-FM Houston—Broadcast Bureau granted license covering changes, ERP 97 kw-horiz., 100 kw-vert., ant. height 790 ft. Action June 14.

■ *KCMU(FM) Seattle—Broadcast Bureau granted license covering new station; redesigned studio and remote control location: School of Communications, University of Washington, Seattle. Action June 14.

■ WKEE-FM Huntington, W. Va.—Broadcast Bureau granted license covering changes; ERP 53 kw; ant. height 560 ft.; trans.-studio location and remote control from 623 Fourth Avenue, Huntington. Action June 15.

■ WDOR-FM Sturgeon Bay, Wis.—Broadcast Bureau granted mod. of SCA to make changes in equipment and add 41 khz, to conduct background music service and program relay service each on multiplex basis using subcarrier frequencies of 41 and 67 khz. Action June 15.

Call letter applications

■ KYNO-FM Fresno, Calif.—Seeks KPHD(FM).

■ WCOF-FM Bonita Springs, Fla.—Seeks WCEA-FM.

■ *KTCF(FM) Cedar Falls, Iowa—Seeks *KHKE(FM).

■ WCRX(FM) Springfield, Mass.—Seeks WNRX(FM).

■ WTSV-FM Claremont, N.H.—Seeks WECM(FM).

■ WJOY-FM Burlington, Vt.—Seeks WQCR(FM).

Call letter actions

■ WMOB-FM Mobile, Ala.—Granted WABB-FM.

■ WSOQ-FM North Syracuse, N.Y.—Granted WEZG(FM).

Other actions, all services

■ FCC has ruled that affiliates of NBC TV network in top 50 markets which are in mountain time zone may carry to conclusion ten major-league baseball games scheduled for network on Monday nights between June 12 and August 28 without any time counting toward three hours of prime time network programming permitted on those evenings. Action June 7.

■ William B. Ray, chief of FCC complaints and compliance division, has ruled that appearance of legally qualified political candidate, on broadcast not specifically exempt from equal opportunities provision of Section 315 of Communications Act, requires licensee to afford equal opportunities for appearances by opposing candidates, whether or not candidate's appearance is political in nature. Action June 13.

■ FCC Commissioner Robert E. Lee partially granted petition by Telecine Packard Bell for waiver of comparable TV tuning rules. Action June 13.

■ FCC denied request by 14 members of Congress for interim relief or expedited consideration of their complaint against ABC, NBC and CBS for allegedly refusing to sell time or make time available to them to inform public of matters relating to Vietnam war. Action June 16.

Translator actions

■ Broadcast Bureau granted licenses covering following new VHF translators: K02GU Dillingham, Alaska; K11KR Naknek and South Naknek, both Alaska; K04GT, K09KG and K13LA, all Bullhead City, Ariz.; K02GW, K06HI, K07KC, all Nutrioso, Ariz.; K06HF Buena Vista and Salida, both Colorado; K09KL Rico, Colo.; K04AT St. Francis, Kan. K11KW Ainsworth, Neb.; K12HY Beowawe and Crescent Valley, both Nevada; K11KQ Rinconada, Dixon and Embudo, all New Mexico; K09KJ Tierra Amarilla, N.M.; W07BF Sprout Brook-Montgomery county, N.Y.; W07BA Syracuse and Nedrow, both New York; K10HW Belfield, N.D.; K071W Jamestown, N.D.; K04GU Medora, N.D.; K08HB, K10HR and K12ID, all Carter, Wyo.; K09KO Douglas, Wyo., and K07GL Hulett, Carlisle, Oshoto and New Haven, all Wyoming. Action June 12.

■ Broadcast Bureau granted licenses covering changes for following VHF translators: K04DL Gastineau channel, Airport area, Auke Bay and Mendenhall Glacier, all Alaska; W04AR Madawaska, Me.; W05AP Murphy and Brasstown, both North Carolina; K07CY, K09CY, K11DF and K13HF, all Vernal, Redwash and Bonanza, all Utah, and K05DK Cora, Pinedale, Daniel and Green River Beaver Ridge, all Wyoming. Action June 12.

■ K11KU Salida and Buena Vista, both Colorado—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translator to KOA-TV ch. 4, Denver. Action June 13.

■ K07FL, K09FQ and K11FQ, all Thompson Falls and Thompson River area, all Montana—Broadcast Bureau granted licenses covering changes and specify type of transmitters of VHF translators. Action June 9.

■ K80BR Carson City, Nev.—Broadcast Bureau granted license covering changes for VHF translator. Action June 16.

■ K02ER, K07HI and K09HR, all Rolla, N.D.—Broadcast Bureau granted licenses covering operation of present facilities of VHF translators.

Modification of CP's, all stations

■ WYYZ Jasper, Ga.—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 1, 1973. Action June 12.

■ WCTW New Castle, Ind.—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 1. Action June 12.

■ WCCM Lawrence, Mass.—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 2. Action June 12.

■ WKAR-TV East Lansing, Mich.—Broadcast Bu-

reau granted mod. of CP to change type of trans. Action June 12.

■ WDGY Minneapolis—Broadcast Bureau granted mod. of CP for extension of completion date to Dec. 1. Action June 12.

■ WGLX Galion, Ohio—Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 27. Action June 12.

■ WNDH(FM) Napoleon, Ohio—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action June 8.

■ WFRM Coudersport, Pa.—Broadcast Bureau granted mod. of CP for extension of completion date to Oct. 26. Action June 12.

■ KTRM Beaumont, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 1. Action June 12.

■ *WPNE(TV) Green Bay, Wis.—Broadcast Bureau granted mod. of CP to change ERP to 912 kw (vis.), 182 kw (aur.); ant. height 1180 ft.; condition. Action June 12.

Ownership changes

Applications

■ WQXT(AM) Palm Beach, Fla.—Seeks assignment of license from Palm Beach Broadcasting Corp. to G R Group Inc. for \$330,000. Sellers: Norman Knight, president, et al. Buyer: Gerson Reichman (100%). Mr. Reichman is president of G R Group Inc., distributor of textiles in New York. Ann. June 12.

■ KATN(AM) and KBBK-FM, both Boise, Idaho—Seeks assignment of license from Treasure Valley Broadcasting Co. to Magicland Broadcasting Co. for \$221,750. Seller: Ralph F. W. Frazier. Buyers: Burt H. and Peggy S. Oliphant (45% each), et al. Mr. Oliphant was formerly 70% owner of KDBM-(AM) Dillon, Montana. He was also formerly 45% owner of KANA(AM). Mrs. Oliphant was formerly 10% owner of KDBM. She was also formerly 45% owner of KANA. Ann. June 12.

■ KOOK(AM) Billings, Mont.—Seeks assignment of license from The Montana Network to Matco Inc. for \$365,000. Sellers: Joseph S. Sample, et al. Buyers: Russell Howard Matthias (75%) and William Matthias (25%). Russell Matthias is attorney. William Matthias formerly had interest in real estate in Chicago area. Ann. June 12.

■ WRNC(AM) Raleigh, N.C.—Seeks transfer of control of Raleigh Radio Co. from Harry D. Stephenson (26.7%) and Robert E. Stephenson (26.7%) to Norman J. Suttles (14.6%), Derwood H. Godwin (14.6%), Martin L. Street (2.8%) and James C. Davis (14.6%). Consideration: \$220,000. Principals: Mr. Suttles is secretary treasurer and 41.3% owner of WFBS(AM) Spring Lake, N.C. He is also secretary-treasurer and has 30% interest in WSML-(AM) Graham, 25.5% interest in WSMY(AM) Weldon, and 35% interest in WGAI(AM) Elizabeth City, all North Carolina. Mr. Godwin is 15% owner of WSMI. He is also president and 25.5% owner of WSMY and president and 30% owner of WGAI. Mr. Street is 4.4% owner of WISP. He is also 12.25% owner of WSMY. Ann. June 12.

■ KGPC(AM) Grafton, N.D.—Seeks transfer of control of KGPC Co. from Clayton G. Matheson (100%) to Gary L. Hanson (50%) and Gary C. Pearson (50%). Mr. Hanson is agriculture representative and assistant cashier at Grafton National Bank in Grafton. Mr. Pearson is installment loan officer at Grafton National Bank. Ann. June 8.

■ WRDN(AM) Durand, Wis.—Seeks assignment of license from Pepin County Broadcasting Co. to WOJO Broadcasting Co. for \$100,000. Sellers: Melvin Pulley, et al. Buyers: LeRoy Achter (25%), Steven W. Noezel (25%), Russell E. Kent (25%) and Richard H. Darby (25%). Mr. Achter is operations and program director for KOWO(AM) Wascia, Minn. Mr. Kent is station manager of KOWO. Mr. Noezel is salesman and announcer for KOWO. Mr. Darby is attorney in Winona, Minn. He also has interests in construction and recreational equipment. Ann. June 12.

CATV

Final actions

■ FCC generally affirmed CATV rules adopted by FCC on Feb. 2, in response to petitions for reconsideration (Docs. 18397, 18397-A, 18373, 18416, 18892, 18894). Action June 16.

■ Berwick, Pa.—FCC denied application by Cable TV Co., operator of CATV systems at Berwick, Foundryville and Nescopeck, all Pennsylvania, for review of review board decision released Dec. 29, 1971 (Doc. 18986). Action June 14.

Action on motion

■ Chief Office of Opinion and Review in Meadville, Pa. (Meadville Master Antenna Inc.), CATV proceeding, granted request by Lamb Communications Inc., and extended to June 14, time for filing opposition to motion for strike (Doc. 19479). Action June 9.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through June 21. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Sherwood, Ark.*—Sherwood Cablevision Inc. has been awarded 15-year nonexclusive franchise by city council. Company will pay city \$250 per year or 5% of gross receipts, whichever is greater. Sub-

scribers will be charged \$20 for installation and \$5.50 per month.

■ *Apopka, Fla.*—American Television and Communications Corp. (multiple-CATV owner) has been awarded franchise.

■ *Nokomis, Ill.*—Cable Commission Corp. of Jackson, Tenn., has been awarded franchise by city council.

■ *Atlantic, Iowa*—Atlantic Cable System has been awarded 15-year franchise by city council. Company is owned by E. G. Faust, Frank Miller and Bob Einhaus, who also own KJAN-AM-FM Atlantic.

■ *Catskill, N.Y.*—Olive Cablevision of Kingston has applied to town board for franchise. System will offer minimum of seven channels and charge subscribers \$29.50 for installation and \$7 per month.

■ *Yonkers, N.Y.*—The Archdiocese of New York's Instructional Television Center has applied for franchise.

■ *Aberdeen and Pinehurst, both North Carolina*—American Television and Communications Corp. (multiple-CATV owner) has been awarded franchises.

■ *Perrysburg, Ohio*—Buckeye Cablevision Inc. of Toledo has been awarded 20-year franchise by city council.

■ *Sioux Falls, S.D.*—American Television and Communications Corp. (multiple-CATV owner) has been awarded franchise.

■ *Houston*—Time-Life Broadcast Inc. (multiple-CATV owner) has applied to city council for franchise.

Classified Advertising

Payable in advance. Check or money order only. Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcripts, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- 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 per issue.

Rates, classified 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 requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

Assistant manager, midwest medium market. Must be strong local salesman. MOR with heavy sports and news near major university. Excellent potential with expanding chain. Equal opportunity employer. Reply Box F-186, BROADCASTING.

Detroit. Vice-president—account executive. Ground floor opportunity in fast growing radio advertising company. Successful time sales experience with retail and/or religious accounts is essential. Write Box F-203, BROADCASTING.

Small market, strong on sales, announcing and production. Coastal North Carolina, five figures and stock option available. Resume, references and tape. Box 100, Ronceverte, West Virginia 24970.

Sales

Radio time salesman for mid-west suburban market. Earnings unlimited. AM-FM group operation. 312-898-1580. Many benefits. Box F-18, BROADCASTING.

Salesman for long-established small market station, Pacific Northwest outdoor recreation community. Excellent opportunity for aggressive, ambitious idea man. Box F-196, BROADCASTING.

Country combo, sales-announcer early show—hard worker—responsible person. New York State. Box F-202, BROADCASTING.

Announcer-Salesman. Emphasis sales. Promotion within will create opening about August 1st. Good income. Clean Virginia town. A fine opportunity for individual who has a record of stability, ability, and maturity. Successful applicant will be thoroughly checked. Box F-229, BROADCASTING.

Sales Continued

Salesman needed. Great opportunity. Jerry Hennen, KDMA, Montevideo, Minn.

Excellent opportunity. 80 miles south of St. Louis . . . salesman, some announcing. Resume, photo, tape: Jack Gale, KFTW, Box 71, Fredericktown, Mo. 63645.

Salesman or salesman/announcer. Immediately. Excellent opportunity. Contact General Manager, KGEK, Sterling, Colorado.

1,000 watt, full time single market station has opportunity for combination salesman-announcer. Sales ability first, announcing second, but must be professional all the way. We're talking good money for the right man. No telephone calls, please. Send tape, resume, photo to Ken Kilmer, Owner/Manager, KWBG, Boone, Iowa.

Experienced sales manager for growing FM-stereo country-western station in south Florida. Minimum of three years sales experience. WALJ, Naples. Call 1-813-642-9777, or write 947 3rd Avenue North, Naples, Florida 33940.

Aggressive ambitious sales manager and salesman for rapidly growing radio station. Excellent future for persons willing to work. Send resume to WTXL Radio, 34 Sylvan Street, West Springfield, Massachusetts, 01089.

Immediate opening for salesman at Eugene, Oregon contemporary 5000 watt, 24 hour a day station. Excellent account list plus company benefits. Northwest group ownership with advancement possible. Must be hard worker and a pro. Call 503-345-3357 for details. Sales department aware of ad.

Announcers

Maryland #1 in medium market seeks bright sound up-tempo MOR man to fill early morning slot. Excellent facilities. Send tape, salary requirements and full background information. Equal opportunity employer. Box F-153, BROADCASTING.

Morning man. Solid, mature personality who can handle rock format with MOR approach for top rated station near N.Y. City. Send tape, resume, picture. \$200 plus talent fees and commissions. Box F-156, BROADCASTING.

Two top quality rock jocks for suburban New York station. Best rated in area. Up tempo rock 'n' roll approach. Send picture, tape and resume immediately. \$200 plus category. Box F-157, BROADCASTING.

Jack Trainees. Earn while you learn. If you successfully pass your training, you will be placed on the regular air staff of one of the best known Contemporary stations in the country. An average voice, a consuming dedication to become the best jock in radio and a willingness to follow directions can be converted into a successful professional career. Experience helpful but not necessary if other qualities are strong. Minority group applicants given full and equal consideration. Send resume, references, picture to Box F-163, BROADCASTING.

Mature announcer for northern Michigan radio/TV work. Good wages and benefits plus beautiful area. Staff here has cooperative effort attitude. Good commercial delivery is essential. Tape, pix and resume required with response. Box F-194, BROADCASTING.

Announcers Continued

Country combo, sales-announcer early show—hard worker—responsible person. New York state. Box F-202, BROADCASTING.

Interested in moving up? Are you worth more than you are making now? Contemporary chain operation needs experienced jocks! Rush tape, resume. Box F-206, BROADCASTING.

Need contemporary jock; tape and resume. Box F-207, BROADCASTING.

Dynamic duo for New England AM/FM. One to work nights. One to do air shift, production and traffic. Experience required. Send tape, resume and salary requirements. Box F-215, BROADCASTING.

Excellent opportunity . . . growing chain. Need limited experience, willing to learn. Extra money selling . . . 80 miles south of St. Louis. Tape, resume, photo: Jack Gale, KFTW, Box 71, Fredericktown, Mo. 63645.

5 KW AM station needs experienced announcer interested in account sales or servicing. Have opening for either/or combination. Expect FM/CP this summer. Top wages. KOLY, Moberidge, South Dakota.

Announcer-Salesman Colorado 50 kw looking for dedicated man looking to leave a rat race for the good life. Located two hours from Aspen, minutes from hunting, fishing, golf 11 months of the year. You won't get rich, but you won't starve either. Please resume and tape Dick Maynard, KREX-FM-AM, Grand Junction, Colorado.

Need jock from tri-state area who is wizzard in production room. Capable of putting some color on the air. Excellent money. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penn.

Virginia station needs experienced announcer with or without first phone. Position is permanent with all company benefits. Forward tape and resume to J. William Poole, Station Manager, WFLS, Box 597, Fredericksburg, Virginia 22401.

Experienced family man for northwest Indiana MOR/talk station! A good showman with references essential. Tape and resume to: Roy Tobin, WJOB, Hammond, Indiana

Fulltime Middle-of-Road station looking for good staff man, with ability to handle news on the air. Opportunity to sell for added earnings. 25,000 population—70 miles from Atlanta. Ed Mullinax, WLAG AM-FM, LaGrange, Georgia.

Announcer who can do football and basketball play-by-play. Send resume and air-check to J.P. Sweeney, WROI, Rochester, Indiana.

Excellent voice for Philadelphia beautiful music FM. 3rd ticket. 1-215-839-7832.

Technical

Chief engineer for stable directional. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

Chief engineer for long established Great Lakes area 5000 watt directional AM and 3KW FM. Excellent permanent position either for man with chief experience or qualified staff man wanting to move up to chief position. Box F-145, BROADCASTING.

Group needs stable, intelligent First Ticket man to train for top-level job with radio, TV, CATV chain. Send resume, references, picture to Box F-162, BROADCASTING.

Technical Continued

Chief Engineer for Rural Maryland Directional AM. Prior directional experience required. Income, above average. Send resume to Box F-224, BROADCASTING.

Unusual opportunity! A highly reputable mid-western station has an immediate opening for a chief engineer. Come grow with us. Box F-225, BROADCASTING.

A fine AM-FM operation in Missouri has an immediate opening for chief engineer. 3 years experience required. Excellent opportunity and pay. Box F-226, BROADCASTING.

Chief engineer—Directional. Send resume, references, picture and salary requirements to WEAM, Arlington, Virginia.

Chief Engineer. Fulltime local AM and FM Stereo. Must be qualified for full maintenance responsibility. Good place for family living. 70 miles west of Atlanta. Ed. Mullinax, WLAG-AM-FM, LaGrange, Georgia.

News

Somewhere out there is a dedicated young man who will take the job of news director in our young news department. He will work and sweat and work some more and take pride in watching it become the very best. He is not a prima donna who is unwilling to take direction. He does believe that an excellent news department is the frosting on the cake. So do I. If you eat, breathe and sleep news get me a resume, tape and recent pic (if available) in the mail now. Starting salary 150-165. Gas and complete ins. plan furnished. Gulf coast mod country. Equal Opportunity Employer. Box F-10, BROADCASTING.

Programing, Production, Others

Music director for modern country giant on the Florida coast, must be able to pull PM drive shift . . . good fringe benefits . . . pay commensurate with ability . . . Send resume and tape to Thom Smith, General Manager, WNVY, P.O. Box 8098, Pensacola, Florida 32505. Equal Opportunity Employer.

WIRL radio seeks a skilled production manager whose talents equally include creative copywriting, excellence in production and editing techniques and professional, saleable delivery of commercial messages. This position becomes available because our present production manager will be moving into sales. Please send tape, resume and sample copy with business and personal references to WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois 61602.

Promotion director. Wanted a creative individual to originate or research ideas for broadcast promotions. You will be responsible for developing the idea into a complete "packaged promotion" including collateral material, prizes, etc. and assist in selling them to stations on a barter basis. Salary based on results, so if you are not good don't apply. Unlimited potential. Send detailed resume to: International Promotional Consultants, Inc., 915 Sunrise Boulevard, Fort Lauderdale, Florida 33311.

Situations Wanted, Management

Executive with a strong broadcasting background and a good knowledge of FCC rules and regulations seeks a managerial or programing position with a Los Angeles area radio or television station. I am presently employed as an investment manager and I do have complete financial security at the present time so, the main requirement for the position I seek is that it allows for growth within the organization. Complete resume and references on request by calling (216) 831-9720 or by writing Box F-200, BROADCASTING.

General Manager who believes in radio and knows how to return highest dollar on investment. Box F-219, BROADCASTING.

Money making manager, 25 years experience, desires change to small or medium market in the south. Best references . . . good character. Family man. Box F-240, 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.

Sales

Account executive. Exceptional candidate. A top sales producer. Over 400 sales orders per year for the past eight years. Strong new accounts—new sales abilities. P.O. Box 37, New Britain, Conn. 06050.

Announcers

After nearly five years with the same station, I'm ready for a change. Latest Pulse very kind to me in spite of being under the L.A. "umbrella." Good voice, wit, versatile, creative, excellent in production. Prefer AM with TV. Broadcasting is my profession, not hobby. Box F-84, BROADCASTING.

Announcers Continued

Announcer, third class license, college, married, major and medium market experience, draft exempt. 317-545-2909. Box F-115, BROADCASTING.

Hire a beginner? Try it, you'll like it! B.B.A. Marketing, grad studies in broadcasting. Experience—educational TV, PR, advertising, public speaking. Third. Seeking small market, all around radio experience. Prefer Southeast coast. For tape, resume, write Box F-130, BROADCASTING.

Professionally trained. Will go anywhere, do anything for minimum salary to gain experience. Hard worker, friendly. Box F-137, BROADCASTING.

First phone announcer, five years experience, seeks a challenging position at a medium market, progressive minded, contemporary station. No geographical preference. Box F-141, BROADCASTING.

Employed professional—seeks permanent position with stable company. Box F-144, BROADCASTING.

Soul personality and salesman seeks station with future. Box F-146, BROADCASTING.

Sportscaster—Experienced play-by-play all sports. Box F-165, BROADCASTING.

First phone . . . 5 years experience . . . Mature . . . Dependable . . . Stable . . . Presently employed. Prefer Florida, will consider all . . . MOR . . . Good audience responses. Box F-16B, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-304, BROADCASTING.

Country disc jockey. First phone. Have some experience. Box F-191, BROADCASTING.

Disc jockey—control board engineer. Sales time—tight board. Experienced, aggressive, dependable, versatile, creative, top 40. Live in New York City (will relocate). Boss! Resume and tape on request. Box F-197, BROADCASTING.

Attention N.Y. area—Experienced announcer and production man, now in third year, seeks position with MOR station. Background includes news and sales. Box F-199, BROADCASTING.

Hong Kong—based newsman offers spots, features on China news and economy. Box F-201, BROADCASTING.

Experienced black announcer/dj. Sales. 3rd phone. Seeks position with progressive station in Pennsylvania or New York area. Box F-209, BROADCASTING.

Country announcer, 25 years experience in all phases of radio, news, MOR, desires change to southern station that cares about its sound. Best references. Box F-210, BROADCASTING.

Two years radio background, would like to grow into a challenging area with a promising salary growth. Will relocate anywhere. AM 21 with 3rd endorsed. Box F-21B, BROADCASTING.

Experienced announcer, dj, newscaster. Creative tight board. Dependable, third phone. Box F-221, BROADCASTING.

Announcer—novice, trained in all facets of broadcasting—emphasis on copywriting and production. Box F-231, BROADCASTING.

First phone, broadcasting school grad, some college, talented, personality! Seeking start as dj, any style or format. Prefer top 40. Box F-235, BROADCASTING.

Don't miss this opportunity. Creative knowledgeable progressive rock dj with third looking for progressive rock job. Presently with #1 format 23rd market. 3 years college/commercial experience. Will relocate. Tape/resume. Bob 703-838-3499. Box F-242, BROADCASTING.

First phone. Heavy, entertaining. Call 305-373-1894 anytime. Prefer West or South.

Anywhere, U.S.A.—First phone, college and broadcast school grad, can handle any music format with inventiveness and discipline. Will guarantee one year for experience. Carl Dysland, 2334 Caracas, La Crescenta, California 91214. 213-248-6762.

Afternoon drive: Tight board, great news, two years Las Vegas #1 "rocker" experience, third phone, veteran, married, top ratings, energetic. Tape and resume upon request. Bill Schroeder, 3212 Arlene Way #A, Las Vegas, Nev. 89108. 702-648-6694.

Professional. 16 years varied local radio experience. Straight or personality work. Country or MOR. Good news delivery. 1st phone, light maintenance. Mature, creative, dependable. Good references and reputation. Smith. 913-236-8851. 6:00 to 8:00 P.M. CST.

Announcers Continued

This two-man team can up your ratings and entertain your audience; first and third tickets, rock preferred. Call John at 502-447-2779 and Tom at 502-878-4500.

Aggressive announcer-salesman wants station with future. I will fill 2 vacancies—that of your night time DJ—and that of full-time salesman. Can also do sports. \$400 per month for the night job—and \$500 against commission for sales job. Willing to sign 3-year contract to assure longevity . . . with renewal option after 2 years. Call 309-699-7810.

Help! Lonely, talented, and creative top forty jock looking for a home. Third phone, some programming experience, and three years experience in medium markets. Mike Martini, 502-333-5931.

Bill Blatz, 606 Chamblee, St. Louis, Mo. 63141, 314-878-8225. (1st, college, experienced, young).

First phone, six months commercial experience, broadcasting school graduate, 1 1/2 years college radio. Need job now or forced out of the business I love. Tape, resume, references upon request. Lawrence Lefkowitz, 278 Harmony Drive, Massapequa Park, New York 11762.

First phone, tight board, great voice, young and dynamic. Call 405-794-8456.

First phone, broadcast graduate, rock jock, needs break, wants to learn. Gary 301-464-2074.

1st phone. Limited experience. Announcer/dj—production. Ron Shaw, 2780 Washington St., Lemon Grove, California 92045. 714-466-3769.

Country DJ, good on news and commercials. Go anywhere. Call Windy, 817-332-0720.

Announcer. I have first phone, am experienced, and available immediately. Prefer top 40 or up tempo MOR. Will relocate. Call Ronn Berg, 218-857-3320.

Technical

Chief AM-FM stereo, SCA-installations, proofs, automation. 20 years experience. Hard worker seeking medium or major market. Prefer warm climate but will consider all. Box F-151, BROADCASTING.

Technical director wants challenging engineering management position. Prefer small chain. Experienced, AM, FM, DA, CATV, microwave. Family. Resume. Box F-181, BROADCASTING.

Engineer, announcer, sales . . . eight years experience, three in major market, Charlotte. Chief engineer at two stations, presently employed on station full-time and the number 1 station in major market part time. Desire change, will furnish top references. Call 704-624-5704 or write Box F-189, BROADCASTING.

1st ticket; 29; 2 years experience in switching, film slide projection, xmt operator with network affiliate and maintenance. Seeks quality station. Box F-205, BROADCASTING.

Eager first phone board operations engineer striving perfectionist. Box F-213, BROADCASTING.

Directional experienced all powers chief plus combo reasonable mature. Box F-236, BROADCASTING.

Small market AM-FM station seeking experienced engineer-announcer. Please reply to Box F-237, BROADCASTING.

First phone, C.E. 15 years. Audio proofs, AM/FM. No announcing, no directionals. Anthony Ostapoff, 703-962-3795, Box 114, Covington, Va. 24426.

1st phone, broadcasting graduate, any format, 26, married, two children. Knowledgeable of radio procedures. John M. Stangle, 2766 Worden St., San Diego, California 92110.

First phone, Brown grad, AA Degree Mass Communications, 2 1/2 years experience, cable and radio. Will consider any offer. Available now. Bob Krebs, Jackson, Minnesota 56143. 507-847-3471.

News

Solid Big Ten sports experience. Need chance to advance, in radio or TV sports. Box E-312, BROADCASTING.

Award winning sportscaster ready for a new challenge. Extensive play-by-play background, high school, college, and pro. Young family man with degree in broadcasting from major university. Put your sports department in the hands of a proven winner. Box F-198, BROADCASTING.

Major league baseball, basketball, football play-by-play radio/TV man desires relocation. Married with family. All inquiries handled confidentially. 12 years experience. Presently employed. Box F-204, BROADCASTING.

News Continued

Local news specialist seeks small market. Dedicated. Box F-208, BROADCASTING.

College Grad: news director, play-by-play, football, basketball, wrestling, baseball. Seeks medium market news position. Resume, tape upon request. Box F-212, BROADCASTING.

News department builder. Five years radio. First phone. Good knowledge section IV-A, Ascertainment. \$175 week. Young, seek growing company. Box F-217, BROADCASTING.

Current sports director desires position in medium or major market. Play-by-play, some TV, news writing and reporting. Experienced in all phases of both. Box F-228, BROADCASTING.

Sport director . . . A pro desires change. Experienced all major sports. Resume available on request, top references available. Box F-230, BROADCASTING.

Sports Director seeking major college play-by-play. Experience includes major college network football, basketball, and pro hockey. Extensive PD, sales, news, talk show experience. Currently #1 morning man and sports director in 10 station market. Box F-238, BROADCASTING.

Experienced, employed, all-round newsmen seeks to settle in medium, major SE market. Box F-241, BROADCASTING.

Booming voice I'm not. Dedicated radio-TV newsmen, top writer-reporter I am. Correspondent experience: Washington, Chicago, Northwestern Journalism Masters degree. Fred Berns, 1090 Bluff Road, Glenco, Ill. 312-835-3189.

Programing, Production, Others

Programing/operations pro. Produce and/or maintain top sound, solid ratings. Thirteen years steady growth with two companies. Excellent voice. All adult formats. Prefer east. Box F-5, BROADCASTING.

Young, professional engineer, programmer, announcer, desires take charge opportunity of inside operations in mid-Atlantic. Box F-173, BROADCASTING.

I believe in personality radio—Contemporary MOR or rock—PD or production—Midwest. BA in broadcasting—yet—family. Looking for progressive, promotion minded station. Box F-214, BROADCASTING.

Copy-production pro. 20 years experience in small, medium, and large markets. Mature voice. Winner of 3 national awards. Give me copy notes and production studio; I'll give you original, creative spots that sell. Good under pressure . . . and fast. Prefer medium market but town size secondary to job satisfaction. Married, 3 grown children. Wife and I free to relocate. Box F-216, BROADCASTING.

Programing/operations/first phone . . . female seeks challenging position in Southeast . . . knows and enjoys radio . . . hard work and long hours no problem . . . Box F-232, BROADCASTING.

Traffic Manager/billing clerk, experienced major markets and small stations. Operations/sales minded, go anywhere. Box F-239, BROADCASTING.

Mature announcer, deep voice, experienced pro, will tape commercials, ID's, formats. Background music optional. \$4.00 per minute spot. \$2.75 per 30 second. Send copy for one free spot. Barry Ritener, WFOU Radio, Fond du Lac, Wisconsin 54935.

Good audio man, university grad seeks production/announcing position West Coast or Midwest. 1st phone, 4 years radio, 5 years sound recording. Jim Alburger, 5007 Hillard, La Canada, Cal. 91011.

Bill Blatz, college, awards, experienced announcer, would like to be your production director. (314) 878-8225.

Music Programmer extraordinaire. Contemporary good music format. Prefer FM stereo. 914-939-2665.

TELEVISION

Help Wanted Management

Solid VHF station in major southeast market has a top flight staff, needs top flight manager with ability and experience to build sales, plan and produce profits. Immediate opening. Your response and resume held confidential. Write Box F-132, BROADCASTING.

Sales

CATV-Mfg.—needs sales manager and manufacturer's representatives on commission basis. All in-door products, systems and connectors. Box F-180, BROADCASTING.

Technical

Maintenance engineer for Midwest UHF. Must have experience in VTR, color cameras and UHF transmitter. Must state salary requirements first letter. Box F-211, BROADCASTING.

TV news reporter/photographer. Some editing and writing. Southeast Florida VHF. Send picture, resume, reference. Box F-222, BROADCASTING.

Maintenance engineer/supervisor, modern RCA equipment, 3 HB VTR, CAVEK, CDOC, splicer, TK42, TK27, TVM6, TG3, TT25CL, near beach, lake, good climate. Write giving experience and salary to C.E., KIII-TV, P.O. Box 6669, Corpus Christi, Texas 78411.

Enjoy the best weather in U.S.—Atlanta. Require TV engineer, good maintenance background. 1st class FCC license required. Send resume to Chief Engineer, 1018 West Peachtree St., N.W., Atlanta, Ga. 30309.

South Florida VHF needs licensed engineer for video tape and camera control. Call 305-965-5500.

News

CBS Southeast affiliate needs No. 2 anchorman who is good investigative reporter and looks well on air. Send tape, rundown and salary expected. Immediate start. Box F-233 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.

Weatherman-announcer—Opening for professional to perform nightly weather and general announcing. Send tape, resume. WSAV-TV, Savannah, Ga.

Programing, Production, Others

We have an opening for a top notch production manager that has a proven track record in all phases of production. Our man must be able to produce excellent local commercials that sell. He should be an all around man that has done everything from writing good television commercials to lighting sets. We are in a rapidly growing market in the Southeast that is a good place to live. The salary is open. Box F-234, BROADCASTING.

Studio crew member (camera, floor, break-director) for ETV Station. \$7000. Equal opportunity employer. Send resume to John Hutchinson. WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

Situations Wanted, Management

General manager. Will help you grow in profits and image. Personal experience every phase, TV-radio-CATV. Like people. Box F-193, BROADCASTING.

Ready or not here I come. Recent June graduate, B.S., Telecommunication and Film. Seeking employment in Broadcast Management, time selling or programming. Will relocate. Married. Ready to start career. Box F-227, BROADCASTING.

Announcers

Radio/TV talk host with blockbuster ratings in top ten cities seeks new challenge. Background includes all phases news, special events and entertainment. Local involvement with fast track record. Tape and resume on request. Box F-193, BROADCASTING.

Want TV or radio. Nine years—strong talk show and personality DJ. College grad, first phone, family, professional singer and MC, solid work record. Current employer is reference. Paul Pagano, 70 Scott Drive, Torrington, Conn. 06790.

Bob Delaney, major league baseball-football announcer TV commentator (on camera), NFL Game of Week, top commercial announcer, adult format air personality—light hearted telephone host—news skills, coupled together with rather good voice and great sense of humor wants to relocate. 26 Midvale Road, Hartsdale, N.Y.

Technical

Experienced broadcaster. In nearly 20 years a score of AM/FM, a pioneer U and Top-50 V are testimony to my technical management skills and construction expertise. I have hands-on experience in all phases of station operation. Seek permanent position with a future in heads-up professional operation. Prefer Top-50. All reasonable engineering and management offers considered. Call 304-736-8737 after 8 p.m., or write Box F-188, BROADCASTING.

Progressive chief with major construction experience desires new challenge. Box F-223, BROADCASTING.

Experienced production engineer—excellent references—first phone—will relocate. Lee Erickson, 1011 N. Lincoln St., Burbank, California 91506 or 714-327-4646.

News

Young, experienced, literate. Ready to show the way. Considerable top market experience as anchorman, reporter and talk show host: Seek combination of any with news directorship in smaller market or assistant role in larger. Box F-142, BROADCASTING.

Recent UCLA grad—6 months sportswriting/production in Los Angeles. Looking for air work entree. Top pro prospect. Box F-148, BROADCASTING.

News director/anchorman/commentator with 12 years experience in TV news and 12 years experience in radio news. Available July 1st. Box F-159, BROADCASTING.

TV anchorman—extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box F-161, BROADCASTING.

Anchorman, reporter, writer, moderator, top experience in top markets. Box F-195, BROADCASTING.

Young family man, Brown Institute graduate, vet, two years experience. Wants Midwest region and chance to break into television news etc. First class license. Box F-220, BROADCASTING.

TV newsmen. 12 years experience. Worked up from reporter to news director. Four years at major market station as news director. Strong on-air personality. Good administrator. Art Johnson, 5669 62nd Way North, St. Petersburg, Florida. Phone 813-544-8157.

Experienced documentary and newfilm crew available for political conventions, Olympics, Vietnam, or other assignments. Eclair, Nagra, CP-16 equipped. Smith & Friends, 2735-C Tallulah Dr., Atlanta, Ga. 30319.

Anchorman/news director, top background seeks good town/management, object matrimony. P.O. Box 181, Briarcliff Manor, N.Y. 10510 or call, 914-WI 1-9229.

Programing, Production, Others

Puppets—augment your children's programing with our new and different approach to entertainment/education. Box F-187, BROADCASTING.

Producer-Director, cinematographer. 21 years experience, commercial educational. Bob Alshouse, 305-562-6460.

WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Will trade Dynair input x 5 output routing switcher (new 1971) with audio follow for an 8-10 input studio switcher. Prefer switcher with effects if possible and must be in good condition. Write Department of Educational Communications, Washington Sanitarium & Hospital, Takoma Park, Maryland 20012, or call 301-891-7355.

5 kw AM transmitter. Must be good. Call La Vern Garton. 714-885-6555.

150 feet 3/8 inch rigid transmission line 50 or 51 ohms, also isocoil to isolate from AM tower. Transmission line should be located within 300 miles of Glasgow, Ky. Heritage Communications, Inc., PO Box 219, Glasgow, Kentucky 42141. 502-651-2141.

FOR SALE EQUIPMENT

Used Gates FMC-6 Six Bay FM antenna. Excellent condition. Now tuned to 107.9 MHz. Gates Division, 123 Hampshire Street, Quincy, Illinois. Box F-154, BROADCASTING.

Surplus 1,187' TV tower and/or RCA TF12AM antenna, located 6 miles NW Crescent, Oklahoma. Contact Chief Engineer, KOCO-TV, POB 32325, Oklahoma City, 73132. (405) 848-3311.

Heliax-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 82503, 75 OHM 3 yrs. old, hangers, elbows, gas stop, misc. parts. Excellent condition. P.O. Box 188, Menomonee Falls, Wisconsin.

Patch panels-CoAxial, (2), 3 1/2" 50 ohm, 10 X 10 plus dummy load connection. Dielectric Communications Type 3233P. Unused. Complete spec available. Original cost about \$7000 each. S-W Elec., Box 23872, Oakland, California 94623, Telephone (415) 832-3527.

FOR SALE EQUIPMENT Continued

Will trade Dynair 12 input x 5 output routing switcher (new 1971) with audio follow for an 8-10 input studio production switcher. Prefer switcher with effects if possible and must be in good condition. Write Department of Educational Communications, Washington Sanitarium & Hospital, Takoma Park, Maryland 20012, or call 301-891-7355.

RCA BTA-5F 5KW AM Transmitter, excellent condition. Hy-Power Electronics, Dallas, Texas. 214-272-5567.

Sale—closeout. 3 RCA TK41 studio cameras with lenses, tripods, Fearless heads, 300' cable each, package \$6,600 or \$2,650 each. Bell & Howell Jan projector mag/opt on base, \$850. EMI 4 1/2" B&W studio camera lenses and cables, \$1,500. Marconi Mark IV 4 1/2" B&W studio camera lenses, tripod, dolly, cable, \$2,500. RCA TK21B B&W film, Vidicon camera, \$600. All FOB, Las Vegas. Contact Frank Anderson, 702-870-2020, or John Ettlinger, 213-652-8100.

Modified Federal T&R transmitter #191-A. Not FCC type approved. May be suitable for instruction or broadcast outside of U.S.A. Includes two 504R tubes in excellent condition. \$500. KORJ, Orange, California. 714/997-0700.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International. Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Gates FM 10G Stereo transmitter in excellent condition. \$10,000. Available 30 days. Broadcast Automation Associates, Ft. Lauderdale, Florida. Call Collect 305-563-0495.

Houston Fearless-16MM—Colormaster—ME4/EC03. Excellent condition—priced to sell. Phone 414-774-0878.

Tape-Athon background music system. Two tape transports with programmer, rack mounted \$700. Also McMartin TBM 3500 FM modulation monitor, excellent condition \$350. Leon Whitman 918-622-4522.

Complete TUC video kit for cablecasting. Enough for complete studio operation. Used less than 500 hours. 1/2 price. Call or write for details. Heritage Communications, Inc., PO Box 219, Glasgow, Kentucky 42141. 502-651-2141.

Gates FM 1B, 1 KW transmitter with extra tubes—operating when removed from service to install larger transmitter. Priced to sell. Call or write for details. Heritage Communications, Inc., PO Box 219, Glasgow, Kentucky 42141. 502-651-2141.

Ampex AG-600. Very good condition. \$450. Audimax 444—like new. \$450. R. Walter, 229 W. 4th St., New York, N.Y. 10014.

Mike Boom, Mole-Richardson type 103-B with perambulator. Mint condition. Kluge Films, 5350 W. Clinton Avenue, Milwaukee, Wisconsin. 414-354-9490.

MISCELLANEOUS

Team of experts ready to work on your broadcast problems in sales and programming. No obligation. Box F-192, BROADCASTING.

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Compiling information about your stations anniversary? Broadcast Pro-file can help you. Send for free catalogue listing the many profiled stations and ordering details. Airdate, original call, location, etc. Broadcastings most unusual service! Broadcast Profile, Box 982, Hollywood, California 90028.

Owners-managers! Do you have 'slow pay' and 'no pay' accounts? For just five percent of the action, we can show you how to get that money . . . plus, a whole lot more. Call Jolo Productions . . . 304-436-3242.

Whereabouts of Gerald Ray Rhoads sought. Party was missed at 25 year class reunion. Please advise Dave Ayers—2410 So. Union, Bakersfield, Calif. 93307.

Profits and promotion with discount record racks. Naboreadio, Box 377, Worthington, Ohio.

Over 1,000 record manufacturers names and addresses on gummed labels. \$29. Naboreadio, Box 377, Worthington, Ohio.

INSTRUCTION

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 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.

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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.

INSTRUCTION Continued

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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.

Element nine. You're not kiddin' it's different. Complete revised study guide \$15.00. Academy of Radio and TV, 1304 State, Bettendorf, Iowa 52722.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, Rt. 2, Box 448, Calera, Alabama 35040.

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.

Learn recording from studio engineers. Free literature. Write NNA, Box 721-K, Rye, New York 10580.

See our display ad under instruction on page 66, Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO. 2-3281.

RADIO

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PLEASE SUBMIT: Aircheck or Video tape • Resume & References •
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The leading manufacturer of radio broadcast equipment has an established territory open for immediate take over. Prior broadcast equipment sales and technical operations experience are essential. The company is dedicated to broadcasting and has an enviable

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5 YEAR PERSONALITY PRO

I make waves. Tired of straight laced radio. No. 1 in state capitol 2 years ago. No. 1 morning personality until station changed format. I've got the numbers, have you got the money? The Red Baron flies again.

Paul Feinman
201-657-4597

TELEVISION

Help Wanted Technical

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Profile

The man on top of media at JWT: Bucky Buchanan

By noon on the same day Bucky Buchanan first reported for work at the J. Walter Thompson Co. in New York in 1956 he was on a plane to Detroit. JWT had a better idea for Ford—network television.

In December 1971, Mr. Buchanan was visible in Lakeland, Fla. JWT was pitching the Florida Citrus Commission account. Bucky (or Buck) Buchanan was the man with the broadcast story in a JWT management team that included Dan Seymour, now board chairman; Henry Schachte, now president; Bill Siebert, senior vice president-creative, and several account people.

Two months later, in mid-February of this year, JWT, the top broadcast billing agency in the U.S., announced it would integrate its broadcast, media and media research departments into a single unit called, simply, media. Media would be responsible for all planning, buying and placement of all JWT accounts handled through New York. Bucky Buchanan was named to head the new unit as senior vice president in charge of media.

In 1956, Dan Seymour was running JWT's broadcast department. He had been in charge of TV production at Y&R, and Mr. Buchanan had worked with him.

Mr. Seymour says Bucky Buchanan possesses "one of the finest media minds, especially in television."

The Buchanan reputation scores high marks. But most network executives who deal in the daily routine of harsh, haggling negotiation with agencies view Mr. Buchanan as being above the nitty-gritty. "Bucky," says one executive at the networks, "was much in evidence in the Thompson 'monumental' buys, but not when matters were hassled."

Mr. Buchanan is the controlled professional. His grooming and tendency to assume a low profile in the agency business evoke the image of the reliable account man. Yet for years, Bucky Buchanan has been closely associated with the show business side of advertising.

Mr. Buchanan is no longer solely a "television man" or "broadcast expert." He must think and plan in terms of all media for his clients. His career has been mostly in broadcast, though his education was in print.

Robert E. Buchanan, born in Auburn, Ind., recalled how he emptied wastepaper baskets for a penny a basket at the *Auburn Evening Star*, a daily newspaper founded by his grandfather in the 1890's. His father, Verne Buchanan, was editor and publisher.

Mr. Buchanan was to enter the family business and received journalism training, academic honors and his nickname at Northwestern University—there were 11



Robert Edgar (Bucky) Buchanan, senior VP in charge of media, J. Walter Thompson Co., New York; b. March 17, 1919, Auburn, Ind.; BA and MA in journalism, Northwestern University Medill School of Journalism, 1940 and 1941 respectively; journalism instructor, University of Illinois, 1941-42; captain, U.S. Army Air Corps (intelligence officer) in South Pacific, also announcing and acting in Armed Services Radio, stateside, 1942-46; announcer, WEAW-FM Evanston, Ill.; instructor, continuity writing and announcing, University of Illinois, and director and moderator, *The Northwestern Reviewing Stand*, originated on WGN(AM) Chicago and on Mutual Broadcasting, 1946-49; production assistant, broadcast department, Young & Rubicam, Chicago, 1949-50; associate producer, producer, *Schlitz Playhouse of Stars*, Y&R, New York, 1950-51; radio-TV supervisor for Procter & Gamble, General Electric and Borden at Y&R, New York, 1951-53, and also agency executive producer, *The Brighter Day*, daytime dramatic serial on CBS-TV, through 1955; joined J. Walter Thompson Co., New York, in 1956 as TV group head on Ford account and subsequently elected VP and manager of broadcast department and associate director, and to present post in February 1972; m. Lee Haddock, 1961; children—twin girls, Heather and Holly, 8.

Roberts out of 22 in his class who pledged the same fraternity. He was editor of his high school paper and of the *Daily Northwestern*. He taught journalism at the University of Illinois and was introduced to radio at the campus station when he substituted for the regular student newscaster who had failed to show up for the stint.

In the Air Corps he pursued announcing and took a turn at radio acting on Armed Services Radio during World War II, later did basketball and football play-by-play at WEAW-FM Evanston, Ill., after he auditioned at the urging of a student friend who was blind. Mr. Buchanan had recited the action on the field to his friend while they sat in the stands.

A return to the family paper at Auburn

was short-lived. After three months, the younger Mr. Buchanan ("I had wanted to change things, including the typography.") returned to radio at the suggestion of his father—they parted business-wise on the best of terms.

Bucky Buchanan moderated and directed a discussion show, *The Northwestern Review*, fed to WGN(AM) Chicago and to the Mutual network; pushed a dollie for the *Kukla, Fran and Ollie* show in a Chicago TV studio and lost out for a job as director of the *Garroway at Large* show.

His association with Y&R started in 1949 in production in Chicago and two years later he was moved to Y&R's broadcast department in New York. He wrote and directed shows, helped initiate the concept of rotating stars in the *Schlitz Playhouse of Stars* and later became executive producer for Y&R on Procter & Gamble's daytime soap *The Brighter Day* on CBS-TV. He joined JWT as a radio-TV supervisor (was TV group head on Ford) and soon became manager of broadcasting.

At JWT, Bucky Buchanan was closely involved with TV-network for agency clients. He was the catalyst in bringing to TV *Father Knows Best* for Scott paper and *Hazel* for Ford.

Is there still excitement and innovation in broadcast from the adman's viewpoint? Bucky Buchanan says: "There are many ways to be innovative other than in program content." In 1964, he was instrumental in buying three minutes for Ford in two network shows that competed in the same time period with Ford's *Hazel* (NBC-TV). The competing shows were *Jimmy Dean* on ABC-TV and *Perry Mason* on CBS-TV. With this ploy, Ford in advertising Mustang obtained a sizable unduplicated audience, an innovation that has since been imitated.

Two years later, in another forerunner, Thompson purchased for Ford full sponsorship on ABC-TV of "The Bridge Over the River Kwai," a movie never before seen on TV, to play as a special event.

An advertising agency can still play an important role in TV programming, Mr. Buchanan observed. Eaton Yale and Towne, in changing its name to Eaton Corp., sought a new image but had a limited budget. JWT urged news documentaries and Eaton was willing to underwrite such shows as the recent award-winner, *The Child Is Rated X*, on NBC-TV, "because the client believed the subject ought to be discussed."

Said Mr. Buchanan ruefully, it's difficult to convey how an agency man spends a working day in the complex world of advertising: "How do you explain to the kids at home that you negotiated today for a television show they will see next May? They want to know—did I produce the show? Write it?"

Editorials

This is progress?

A statistical analysis taken from the FCC's annual report and published here a week ago showed that in the 37 years between the agency's creation in 1934 and the end of 1971 a total of 55 applications for renewal of broadcast licenses has been denied. The reasons for most of those denials are lost in the mists of bureaucratic history, but it is safe to assume that often than not there were serious violations of law or rules.

It is instructive to compare that record of 55 applications denied over a 34-year span with the backlog of some 100 petitions to deny now pending against radio and television stations, most of the petitions based on minority complaints against the functions of a mass medium. Absent a descent to utter anarchy, most of those 100 challenged stations will prevail, but the incidence of challenge is in itself a mark of the confusion now confronting broadcasters.

A start

The directors of the National Association of Broadcasters decided last week to create a mechanism for political action, to be independent of the NAB and to be called the Committee for the Preservation of Free-Enterprise Broadcasting.

Nobody can blame the broadcasters for making a political effort to survive, since their survival depends so directly on the actions taken by an elected government and its appointees. But neither should anyone underestimate the difficulties that political action will entail. To name one problem: It would probably be a political hazard for any candidate to be discovered taking contributions in meaningful amounts from an organization of broadcasters, as indeed from any other organization of, say, cable operators, or land-mobile interests.

Still, the broadcasters cannot realistically stay away from political affairs when other interests which are occasionally in conflict with them are actively soliciting support in Washington and lesser capitals.

Little casino

Ludicrous as it sounds, a big issue at the board meetings of the National Association of Broadcasters last week in Washington was whether to affirm an earlier decision to hold the association's 1975 national convention in Las Vegas. Some months ago the choice began to be questioned by some influential broadcasters who got to worrying about the image a convocation in "Sin City," as they called it, might create. As reported elsewhere in this issue, the advocates of Las Vegas won retention of the site last week.

It's too bad that this went before the 44-member NAB board at all. With the economic future of broadcasting in jeopardy because of regulatory, judicial and legislative overkill, we never understood why Las Vegas was picked in the first place.

NAB conventions outgrew the fun-and-games stage long ago, perhaps because the first generation of delegates got too old to participate and the second generation found its kicks in more sophisticated ways. The conventions have matured into serious markets for the display and sale of hardware, programing and other services and into forums for the conduct of serious business by the main association and specialized groups. Sites should be chosen for the adequacy and convenience of accommodations and for accessibility to all parts of the country.

NAB boards have larger matters to decide than the selection of convention sites. Aside from energies wasted on this subject

last week it provoked internal discord. When basic conditions of broadcasting are at issue, broadcasters ought not to be playing silly games.

Is it public service?

Broadcasters have been marked as victims in another squeeze play set up by impassioned advocates of a controversial cause. This time, as reported here a week ago, the cause is the cessation of the air war in North Vietnam; the advocates, as recruited by a peace group, Clergy and Laymen Concerned, are some of the most prestigious names in western advertising; the squeeze play is intended to get broadcast exposure for 17 television and eight radio messages. In case the subtleties are lost on any unresponsive broadcaster, the Clergy and Laymen Concerned provides in its literature the reminder that litigation may be instituted if air play is denied.

The merits of this cause are not at issue here. Access to the U.S. broadcasting system is the issue, as it has increasingly become a dominant issue in recent years. And here the broadcasters are confronted not only by the threat of legal reprisal, if they reject these spots, but also by the implication of offending some of their most important customers. The double incentive has already been soundly tested. An earlier version of the Unsell the War campaign, bearing the endorsement of important agency executives in New York, is said to have been given air time by 113 television and 450 radio stations.

Broadcasters should independently decide whether to associate themselves with the new batch of antiwar messages. It is essentially an editorial decision. We find it difficult to believe that legal compulsions are involved, no matter what action the Clergy and Laymen Concerned may darkly threaten.

The spots that we have seen and heard are unreservedly emotional and make no effort to illuminate or discuss the murky intricacies of U.S. involvement in Vietnam. As paid advertising with sponsorship clearly revealed, they would constitute little problem in acceptance. It's too bad they aren't being offered in that form.



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