



NEWSPAPER

36112114R4A4R51R4VAK<D>H C//14
A N T I L I B R A R Y
S H R I A L A C H S E C T I O N
M I N I S T R Y A L 36112

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New Hampshire behind, Florida ahead, candidates square off for '72
\$69-million Time, McGraw-Hill transfer approved over minority protests
Pathfinding in progressive FM: Case history of the ABC approach
Black Caucus hearings on news media find fault, failure and frustration

NEWSPAPER

NEVER
BEFORE
SHOWN ON
TELEVISION

Ten of the 26 features contained in our new Volume VI are totally new to television . . . prime time movies such as **CASTLE KEEP** ("★★★★" Daily News), **LOVING** ("One of the 10 best pictures of the year!" Look), **BEFORE WINTER COMES** ("A film of great beauty! Beautifully played!" Redbook), **THE MIND OF MR. SOAMES** ("Top-grade science fiction" Judith Crist), **THE MAD ROOM**, **THE PURSUIT**

OF HAPPINESS and **FRAGMENT OF FEAR**. Added to this group are such proven, first-run, off-network hits as **THE CARDINAL**, **CASINO ROYALE**, **ANZIO**, **DIVORCE AMERICAN STYLE** and **HEROES OF TELEMAR**.



Screen Gems & Volume VI

The prime-time features.

Viacom biggest in the

GOMER PYLE-USMC



HOGAN'S HEROES



THE ANDY GRIFFITH SHOW



gets the laughs business.

COAT JUNCTION



THE DICK VAN DYKE SHOW



I LOVE LUCY



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

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

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

Viacom

If there's one thing future generations of black Americans need, it's a past.

From the time they first set foot on American soil, black Americans have been cut off from their roots.

To bring their lost cultural heritage to light, Group W is presenting a four-part documentary, "Black African Heritage."

The series, filmed in Africa, was produced for Group W by Eliot Elison, artist, writer, and filmmaker.

"Black African Heritage" will be shown in prime time on our five stations and in other major markets throughout the country starting this month.

Each of the four one-hour programs focuses on a different region of the African continent.

But all of them reveal the remarkable culture of the African people: their music, art, rituals and dance. A culture which much of white America has adopted.

"Black African Heritage" reveals how much of a past black Americans really have.

And helps put them back in touch with it.



WESTINGHOUSE BROADCASTING COMPANY



Broadcast spending may not guarantee results at the polls, but presidential hopefuls are planning to do plenty of it. A look at how much is being spent on what by whom as the political year takes shape. See . . .

Off and running for Election '72 . . . 21

NAB President Vincent Wasilewski joins the attack on the FTC's counteradvertising proposal, calling it 'insanity.' Others agree: Washington lawyer W. Theodore Pierson, NAB's James Hulbert, Humble Oil's L. G. Rawl. See . . .

More assaults on counterads . . . 24

There were more network-TV advertisers (432) and more newcomers to the medium (48) in 1971 than in 1970, according to a TVB report. The leading newcomer was the U.S. Armed Forces, which spent \$3.7 million. See . . .

Network TV's 432 customers . . . 30

The \$69.3-million transfer of Time-Life Broadcast's five television stations to McGraw-Hill Inc. cleared the FCC last week, but the race isn't over yet. Challenging groups vow to continue fight sale. See . . .

Time's \$69-million sale clears FCC . . . 32

Television stations in Moline, Ill. and Las Vegas have reached agreements that would remove challenges to their licenses. However, Las Vegas situation is complicated by fire that destroyed the station. See . . .

Challenged TV's near settlement . . . 34

Nick Johnson watchers will have to wait a little longer to learn if the FCC commissioner will leave prematurely to run for Senate from home state of Iowa. Announcement due in two weeks, he says. See . . .

Is Nick Johnson ready for Iowa? . . . 40

Congressional Black Caucus finds the mass media pervaded by racism and a conspiracy—conscious or unconscious—to conceal advertising's exploitation of the black and poor. Caucus outlines its plan of action. See . . .

Blacks rap the media . . . 44

U.S. Court of Appeals in Washington may not be judicial ogre in fairness matters as some broadcasters have thought. Court lays burden of proof on appellant in upholding FCC dismissal of KTTV(TV) complaint. See . . .

Some help with fairness problem . . . 46

ABC's owned FM stations are trying to fill a void in radio programming through ratings-conscious format-switching. Based on recent favorable public response, they look to be about halfway home. See . . .

Switch hitting at ABC's FM's . . . 50

The magic kingdom put together by the late brothers Disney is more than a fantasy to an impressed Wall Street. And Donn B. Tatum, now at the reins of Walt Disney Productions, plans to keep it that way. See . . .

Week's profile: Donn B. Tatum . . . 73

Departments

AT DEADLINE	8	WEEK'S HEADLINERS	10
BROADCAST ADVERTISING	24	WEEK'S PROFILE	73
BROADCAST JOURNALISM	44		
CHANGING HANDS	35		
CLOSED CIRCUIT	7		
DATEBOOK	14		
EDITORIALS	74		
EQUIPMENT & ENGINEERING	55		
FATES & FORTUNES	60		
FOCUS ON FINANCE	57		
FOR THE RECORD	63		
INTERNATIONAL	56		
LEAD STORY	21		
THE MEDIA	32		
MONDAY MEMO	18		
MUSIC	50		
OPEN MIKE	14		
PROGRAMING	52		



Broadcasting

March 13, 1972; Vol. 82 No. 11

Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices.

Subscription prices: *one year \$14, two years \$27, three years \$35. Add \$52 a year for special delivery, \$65 a year for air mail. Add \$4 a year for Canada, \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$14.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.*

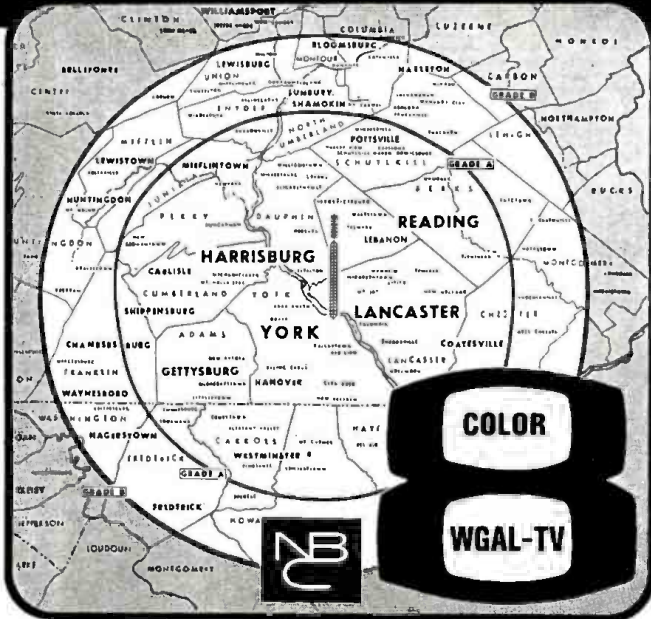
Subscription orders and address changes: *Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.*



Famous Landmarks in the Channel 8 market



PENNSYLVANIA FARM MUSEUM
Highly popular tourist attraction located north of Lancaster, Pa. This fascinating museum consists of a group of buildings housing exhibits of early rural living.



WGAL-TV, a pioneer in its market, is one of the country's first television stations. Today, its highly-respected call letters are the best-known in its coverage area. Such recognition is the result of 22 years of balanced programming and dedication to inform, entertain, and serve the diverse interests and concerns of its varied audiences.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

Outlook from inside

Here's likely make-up of FCC from now until November elections and immediately thereafter: Republicans, good for duration (and after elections): Robert E. Lee, whose term runs until 1974 and is disposed to shoot for reappointment; Charlotte Reid, fixture whose term runs until 1978; Richard E. Wiley, former general counsel, now serving unexpired portion of Robert Wells's term (until 1977) whose nomination awaits Senate confirmation, and is likely successor to chairmanship assuming President Nixon is re-elected.

Only other Republican—Chairman Dean Burch—is expected to be first to break barrier after election, to enter private law practice in Washington and Tucson, Ariz., his home; to run for Senate from Arizona, or to accept executive communications post. He is remaining at specific behest of administration to keep lid on political-broadcasting conflicts. Among Democrats, here's inside outlook: Robert T. Bartley winds up June 30, with successor to be one of three hard-running black candidates (see BROADCASTING, March 6). Nick Johnson out in next few weeks to run for Senate from Iowa, or out when term expires June 30, next year. H. Rex Lee to stick like glue until his term ends in 1975, unless his doctors decide otherwise. He has been recuperating from heart attack.

A veteran retires

General Electric Co. and Harris Inter-type Corp. (which owns Gates Radio Co.) are negotiating for latter to take over most of GE's broadcast-equipment manufacturing and distribution. Exactly what lines are involved could not be learned. GE will keep its closed-circuit television-equipment division.

Rigged quiz?

Witness scheduling at forthcoming Senate Communications Subcommittee hearings on violence and TV will sandwich broadcasters between hostile arrays. Leading off on March 21 will be Representative John Murphy (D-N.Y.), who has made personal crusade of vilifying recent report of surgeon general's committee. Then surgeon general and his committee will be asked to defend report which concluded that TV violence can have adverse effect, but only on children predisposed to violence.

Next day will feature three professional critics of report: Dr. Leonard Berkowitz (who was blackballed from surgeon general's committee because networks thought him biased) and Drs. Robert Liebert and Monroe Lefkowitz. FCC Chairman Dean Burch, critic of TV children's programming, will also appear. Network heads and National As-

sociation of Broadcasters spokesman will get third day. Fourth day will star four others blackballed from committee, Drs. Leo Bogart, Leon Eisenberg, Otto Larsen and Ralph Garry, and spokesmen for United Church of Christ and Action for Children's Television. Last act belongs to John Banzhaf III, anti-smoking crusader.

Surprise, surprise

When new campaign-spending law goes into effect next month, broadcasters will find that *all* legally qualified candidates, including local, are entitled to "lowest unit charge" mentioned in law. Legislation was debated in terms of candidates for federal office, and much in legislation is explicitly directed to them, but section on charges refers to candidates "for any public office," and there is no doubt to those who have studied act and its history that that means exactly what it says.

However, FCC has had so much trouble agreeing on what Congress intended in connection with other matters that it was unable last week to complete primer explaining broadcasters' new obligations under law. One question, in fact, was what Congress meant by lowest unit rate. But commission officials say work will be completed by March 15 deadline set by Congress. Comptroller general's office and officials of both Houses are also publishing regulations, covering nonbroadcast aspects of new law.

Translator revival

Now that CATV rules are promulgated, FCC is exploring anew feasibility of using UHF translators to expand coverage of smaller-market TV stations and thus compete with broadband cable. Such transmitters would not only translate mother stations but also would have origination capability now said to be attainable at moderate cost.

Expanded use of translators had been advocated prior to adoption of CATV rules by independent associations in West which, because of thinly settled areas, holds minimal attraction for cable systems. Ed Craney, retired AM and TV station owner in Montana, now residing at his ranch in Nevada, has been in Washington in behalf of translator advocates.

Next item

Following selection of new FCC commissioner, White House will move quickly on another set of nominations—to board of directors of embattled Corporation for Public Broadcasting—and, for first time, will have opportunity to put Nixon majority on that board. Of

15 board members, five complete their terms this month, and only one appears certain of reappointment: Michael A. Gammino Jr., president of Columbus National Bank, Providence, R.I., who is neighbor of Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and regarded as "Pastore's man" on board.

Almost certain *not* to be reappointed is Joseph W. Beirne, president of Communications Workers of America, who has been openly critical of administration's attacks on public broadcasting. Others whose terms expire are Joseph D. Hughes, vice president, T. Mellon & Sons; Oveta Culp Hobby, chairman of board, *Houston Post* (KPRC-AM-TV); and Zelma George, executive director of Cleveland Job Corps Center for Women. Nominations will probably come early next month; last meeting of board as presently constituted is next Friday (March 17) in Los Angeles.

Washington-bound

Mutual Broadcasting System, which has maintained headquarters in New York since its formation 38 years ago, is slated to shift its main office to Washington soon. MBS will continue to maintain complete sales, advertising, promotion and traffic staffs in New York, but top executives believe that news-oriented network should be based in Washington. Mutual is seeking space in World Center building there.

Sky pilots

FCC is scheduled to dig into domestic communications-satellite issue today, with 160-page proposed report and order that staff has prepared serving as basis of discussion. Indications are that staff is proposing form of limited open entry—more limited, very likely, than Office of Telecommunications Policy, which is pushing for open entry, would like. Policies reportedly are being proposed that might disqualify some current applicants, require others to restructure their proposals. Policies are bound to affect AT&T, whose proposal to operate joint venture with Communications Satellite Corp., took flak.

Life or death

Radio Advertising Bureau is getting into fight against Federal Trade Commission counteradvertising proposals, has asked FCC to let it present witnesses at forthcoming hearings and has arranged for heavy artillery in legal department. RAB will be represented by Washington senior partner of its regular counsel, Coudert Brothers: Sol M. Linowitz, former head of Xerox and former U.S. ambassador to Organization of American States.

Top-flight line-up set for fairness panel

FCC will hear 49 panelists from variety of backgrounds debate four critical aspects of fairness doctrine over three-day period beginning March 27.

Panel members include top television news names, like CBS News's national correspondent, Eric Sevareid, and Bill Monroe, Washington editor of NBC's *Today* show, and two former FCC chairmen, Newton Minow and Paul Porter.

Commission will also hear from Federal Trade Commission's Robert Pitofsky, prime mover behind agency's proposal to FCC that it require broadcasters to make free or paid time available for counteradvertising, and Antonin Scalia, general counsel of Office of Telecommunications Policy, which feels commission should abandon case-by-case application of fairness doctrine in favor of return to review of licensee's performance in terms of fairness.

Other panelists are drawn from ranks of broadcasting industry and community groups, communications law firms and public interest law firms, universities and political parties. They are divided into six panels that will discuss fairness doctrine generally, access to broadcast media resulting from carriage of product commercials, and fairness doctrine's application to political broadcasts.

Panels, and two days of oral argument to follow them, are designed to aid commission to resolve issues raised in its current over-all inquiry into fairness doctrine.

Schedule of panels and their members:

Part II—The Fairness Doctrine Generally.

Panel 1, Monday morning (March 27): David C. Adams, chairman of board, NBC; Hyman Goldin, professor, Boston University; Albert H. Kramer, executive director, Citizens Communications Center; Theodore W. Pierson, Pierson Ball & Dowd, Washington; Eric Sevareid, national correspondent, CBS; Robert Louis Shayon, contributing editor, *Saturday Review* and professor of communications, Annenberg School of Communications, University of Pennsylvania; Vincent T. Wasilewski, president, National Association of Broadcasters; William Wright, national coordinator, Black Efforts for Soul in Television.

Panel 2, Monday afternoon (March 27):

Elie Abel, dean, graduate school of journalism, Columbia University; Stephen R. Barnett, professor of law, Boalt Hall, University of California (Berkeley); Richard C. Block, vice president and general manager, Kaiser Broadcasting Corp.; Jim Bormann, director of community affairs, WCCO (AM), Minneapolis; Kenneth A. Cox, Haley, Bader & Potts, Washington; Richard W. Jencks, vice president, CBS (Washington); Juan Rocha Jr., Herrera, Rocha and Segura Inc., San Antonio, Tex.; Tracy A. Westen, director, Stern Community Law firm.

Panel 3, Wednesday afternoon (March 29):

Whitney Adams, National Organization for Women; Everett H. Erlick, group vice president, ABC; Ben Holman, director of community relations service, Department of Justice; Louis L. Jaffe, Byrne professor of administrative law, Harvard University; Ernest W. Jennes, Covington & Burling, Washington; William Monroe, Washington editor, *Today* show (NBC); Earle K. Moore, Moore, Berson & Bernstein, New York; Donald A. Thurston, president, Berkshire Broadcasting Co., North Adams, Mass.

Part III—Access to the broadcast media as a result of carriage of product commercials.

Panel 1, Tuesday morning (March 28):

Howard H. Bell, president, American Advertis-

ing Federation; Robert Choate, chairman, Council on Children Media and Merchandising; Geoffrey Cowan, Center for Law & Social Policy, Friends of the Earth; Alvin Duskin, Public Communications Inc.; Victor H. Kramer, director, Institute for Public Interest Representation, Georgetown University Law Center; Lee Loevinger, Hogan & Hartson, Washington; Jerome J. Shestack, Schnader, Harrison, Segal & Lewis, Philadelphia; John B. Summers, general counsel, NAB.

Panel 2, Tuesday afternoon (March 28): John F. Banzhaf III, executive director of Action on Smoking & Health, professor of law, George Washington University; Joseph A. Beirne, president, Communications Workers of America; Earl W. Kintner, Arent, Fox, Kintner, Plotkin & Kahn, Washington; Harvey J. Levin, Augusta B. Weller, professor of economics, Hofstra University; James A. McKenna Jr., McKenna, Wilkinson & Kittner, Washington; Richard A. R. Pinkham, senior vice president, Ted Bates & Co.; Robert Pitofsky, director, Bureau of Consumer Protection, FTC; Antonin Scalia, general counsel, Office of Telecommunications Policy; Theodore C. Sorenson, counsel, Television Bureau of Advertising.

Part V—Application of the Fairness Doctrine to Political Broadcasts.

Panel, Wednesday morning (March 29): Roger E. Ailes, president, Roger Ailes & Associates Inc.; Joseph A. Califano Jr., general counsel, Democratic National Committee; James J. Freeman, associate special counsel, Republican National Committee; Reed J. Irvine, chairman of board, Accuracy in Media Inc.; Newton N. Minow, Leibman, Williams, Bennett, Baird & Minow, Chicago; Harry M. Plotkin, counsel, Public Broadcasting Service; Paul A. Porter, Arnold & Porter, Washington; Allen U. Schwartz, counsel, Communications Media Committee, ACLU.

As of last week, eight entities—seven of them broadcasters—had notified commission of intention to participate in oral argument, beginning March 30.

Deadline for filing notices of appearance was last Wednesday (March 8).

Firms filing such notices included: NBC, National Association of Broadcasters, Storer Broadcasting Co., WHNB-TV New Britain, Conn., Forward Communications, ABC, Corinthian and Orion Stations, and Urban Law Institute of Antioch College.

That prime-time rule will continue unchanged

FCC has decided not to tamper with its prime-time access rule, at least for time being. Feeling of majority of commissioners at special meeting last week was that commission should assure program producers, broadcasters, syndicators and

Chiquita in encore

Chiquita bananas—out of TV for past eight months—will be back in April with network-TV splurge. Though details of Chiquita buy were not clear Friday (March 10), parent company, United Brands, has committed for participations on daytime and nighttime on CBS-TV, both starting in early April and continuing into June. Buy on NBC alone reportedly comes to \$500,000. CBS purchase includes 30-second participations in various shows, including its *Late Movie* and *Evening News* with *Roger Mudd*. Chiquita Brands subsidiary of United Brands Co., Boston, recently moved to Young & Rubicam after 46-year association with BBDO.

others that it intends to give rule, as adopted, chance to work. Commission turned down proposal of Commissioner Robert E. Lee that rule be amended to let affiliates schedule 21 hours of prime-time network programming over week's time; rule now limits such programming to three hours a night. Commission also rejected staff suggestion that stations preempting network programming for local special be allowed to make up that network time within 14 days.

Due, however, for consideration this week, when Commissioner H. Rex Lee is expected back after recovering from heart attack suffered during Christmas holiday, are ABC's request for waiver of rule to permit network to continue operating three and half hours on Tuesday night (commission is split, 3-to-3), clarification of kind of off-network programs and movies that will be banned from network-freed time after October, and proposed rulemaking to specify 6 to 11 p.m. as prime time in Mountain Time Zone (stations there now can choose those hours or 7 to 11 p.m.).

Mergers to make cable giants bigger

Two merger agreements involving major cable companies were announced late last week. Television Communications Corp. has agreed in principle to acquire Cable Information Systems Inc. for approximately 110,000 shares of stock in TVC's parent, Warner Communications Inc. And Viacom International Inc. reached similar agreement with Columbia Cable Systems Inc., involving exchange of stock valued at about \$37.5 million.

Agreements are subject to approval by boards of directors and stockholders of each company. Assuming that approval is obtained, following substantial changes in rank of major cable companies would occur:

Viacom would jump from eighth to third place in number of subscribers, with 254,000; it would trail only Teleprompter Corp. (620,000) and American Television and Communications Corp. (264,000).

TVC would move from ninth to fifth place, with 215,000 subscribers; it would trail the three firms listed above and Cox Cable Communications Inc. (230,000). If merger of Telecommunications Inc. and Rust Craft Greeting Cards, announced earlier this month (BROADCASTING, March 6) is approved, TCI would be fifth (225,000) and TVC sixth.

Under terms of Columbia-Viacom agreement, Viacom would issue 1.25 shares of its stock for each share of Columbia's stock. Agreement provides that David M. Strassler, board chairman of Columbia Cable, and Robert M.

REWARD



Since escaping from network television last season, **Hogan's Heroes** have already been seen in 59 markets. By millions of viewers!

If they're still loose in your market, lock 'em up fast. It's a rewarding experience.

Another great sitcom from **VIACOM**

Rosencrans, president, and another officer of that company will join Viacom's board. In addition, Mr. Rosencrans will assume responsibility for all of Viacom's cable operations.

TVC-Cable Information Systems agreement would have estimated market value of \$5,005,000 based on Warner stock's closing price of \$45.50 on New York Stock Exchange when agreement was announced.

TVC presently has more than 175,000 subscribers; Cable Information Systems owns and operates nine systems serving about 37,000 subscribers. Viacom has 47 systems serving about 180,000 subscribers; Columbia Cable operates over 30 systems serving about 71,000.

McClellan ready, but broadcasters aren't

Senator John L. McClellan (D-Ark.), who has a personal interest in pending copyright law revisions and cable TV, told Arkansas broadcasters March 9 that his subcommittee will resume its deliberations on CATV as soon as FCC rules, issued last month, become effective. Rules are to become effective March 31, and that's rub.

For, both NAB and AMST have argued that rules should not become effective until there is agreement on copyright legislation. And if Senator McClellan means what he says—and his aides agree he does—he won't take up CATV and copyright package until FCC rules have become effective.

Already pending before FCC, and in one case in court, are petitions seeking reconsideration and asking for stays on effective date of rules. Therefore, if rules are stayed, Senate Judiciary Subcommittee, which Senator McClellan heads, will not be meeting soon.

As to FCC rules and compromise leading up to them, Senator McClellan allowed as how they seem to be "a reasonable accommodation of the positions of all the principal parties involved." And, he continued, "The imperative now is for the prompt implementation of these new FCC rules and for the enactment of the copyright provisions originally approved by the Senate subcommittee in 1969."

Describing his opposition to harassment of broadcasters, Arkansan announced that he had introduced amendment to S. 2993 (by Senator Frank E. Moss [D-Utah] that provides for license-renewal procedures sought by National Association of Broadcasters) to provide for five-year licenses rather than three years as at present. Senator Moss's bill did not include that element.

And, turning to theme he has stressed before, Senator McClellan expressed hope that broadcasters will take care in showing feature movies that have carried "X" and "R" ratings. "The handling of these and other related problems by broadcasters will require a high degree of discretion and sound judgment," he said, "if additional government regulation is to be avoided."

RCA reports loss of \$155.9 million

RCA's continuing operations showed increases in 1971 of 20% in profit and 6% in sales, but over-all, company reported \$155.9 million loss, resulting from its withdrawal from computer business last year and in its annual report showed extraordinary one-time after-tax charge of \$250 million.

Chairman Robert W. Sarnoff and President Anthony L. Conrad said subsidiary NBC's sales and earnings "declined" in 1971 because of adverse business conditions, including loss of cigarette advertising but that if economy continues to advance, "a rising volume of advertising revenue should enable NBC to resume its growth."

Also in its continuing operations, RCA stated net profit of \$128.6 million, or \$1.66 per share, compared with \$107.4 million or \$1.38 per share in 1970. (RCA's 1970 activities were affected by prolonged strike during year.) Spotlighted, additionally, in RCA's report: 4% increase in sales (from continuing operations) but decrease of \$12.1 million in net profit to \$31.9 million for first quarter.

Biggest single improvement in continuing operations was color TV's recovery (industry set sales rose 30% in 1971, with RCA continuing to hold largest share of market in manufacturing color TV's) and RCA Records total sales increased 7% to all-time high.

Week's Headliners



Mr. Jones

Charles T. Jones Jr., VP of New Mexico Broadcasting Co. (KGGM-AM-TV Albuquerque and KVSF[AM] Santa Fe, both New Mexico), named director, newly created Radio Information Office, of National Association of Broadcasters (see page 41).

James L. Loper, president, noncommercial KCET(TV) Los Angeles, re-elected chairman of board, Public Broadcasting Service; **Jack McBride**, Nebraska Educational Television Commission, elected vice chairman. **James Lehrer**, news director, noncommercial KERA-TV Dallas, named to new position of PBS public affairs coordinator (see page 49).

For other industry developments see "Fates & Fortunes," page 60

According to RCA's report, company's solid-state electronic components operations and manufacture and sale of broadcast and communications equipment continued to be unprofitable in 1971.

Mr. Sarnoff and Mr. Conrad emphasized growth rate of RCA's newer businesses but said company does not intend radical change in its historic commitment to electronics (more than two-thirds of RCA's business volume comes from electronic communications and information, company said).

For year ended Dec. 31:

	1971		1970	
Net profit (loss) per share*	(\$	2.16)	\$	1.16
Sales	3,544,998,000		3,340,271,000	
Profit (continuing operations)	128,646,000		107,381,000	
Loss re: computer operations	34,496,000		16,032,000	
Extraordinary charge re: computer	250,000,000		—	
Net profit (loss)	(155,850,000)		91,349,000	
Average shares outstanding	74,308,000		73,993,000	

* Net profit per share of common stock from continuing operations stated as \$1.66 in 1971 and \$1.38 in 1970; loss related to discontinued computer operations (net of tax) stated as 46 cents in 1971 and 22 cents in 1970 and extraordinary charge (net of tax) stated as \$3.36 in 1971. (Figures for 1970 restated.)

FCC renews McClatchy, makes lateral to EEOC

Renewals for stations licensed to McClatchy Newspapers, held up by FCC because of employment discrimination complaints against company, have been granted by commission.

Agency said last week that it has referred action on two complaints against McClatchy, charging firm with unlawful employment practices, to Equal Employment Opportunity Commission, which has already initiated investigation. One complaint referred to McClatchy's broadcast operations, commission said.

Stations receiving renewals were KOH-(AM) Reno, Nev., and KVOR-TV Stockton, KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto and KMJ-AM-FM-TV Fresno, all California. Commission told McClatchy to keep it informed on further developments in EEOC inquiry.

T-L stay to be asked

Counsel for Mexican-American groups that opposed sale of McGraw-Hill Inc.'s purchase of Time-Life Broadcast Inc.'s five television stations were expected to ask FCC today (Monday) to stay its order approving assignments (see page 32).

Robert Stein, of Citizens Communications Center said on Friday (March 10) that definite decision on next legal move had not yet been made, but that groups would probably appeal commission's action to U.S. Court of Appeals.

Community groups in San Diego and Bakersfield, both California, and Denver, Colo., that opposed renewal of Time-Life stations in those cities, are expected to appeal commission's orders renewing licenses.

We believe in Enthusiasm.
It's the highest paid Quality on earth.
Enthusiasm fosters Drive instead
of inertia.

Showmanship instead of Dullness.

Our company is a place
where you can enjoy a
fresh breath of
enthusiasm.

Every day. It's real.

Enthusiasm does

make a difference.

Our men sell better with

enthusiasm

for the

Radio

Station,

for Spot Radio and

for our company.



ROBERT E. EASTMAN & CO., INC.

Representing America's
Leading Radio Stations.



You're black. With your own Your special pride And your own

It attacks the red blood cells of babies, and collapses them. Black babies.

Sickle cell anemia: inherited, incurable. Every other victim dies before he's twenty.

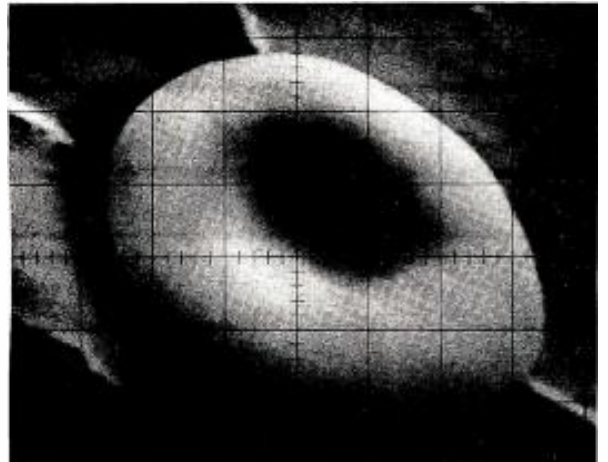
It's called the neglected disease.

It's been around since slavery, and maybe before. Three times more common than cystic fibrosis, ten times more than muscular dystrophy.

Neglected for three hundred years. Until now.

Black awareness ripped away the veil. The same impatience with neglect and insistence on change—rapid change—that has come to a boil in all the major cities of the land. Leading to the election of black mayors, to the building of black businesses, to the ferment of black assertion. To resistance and confrontation and backlash.

And further change. Sudden, alien, frightening change. The kind that comes more often, and more unlooked-for every day. Especially in the big cities, where



A healthy red blood cell, magnified several thousand times through a micro-

everything seems to happen first, change faster, and come harder.

Change is what we cover. The CBS Owned television stations in the big cities where the changes start. New York. Los Angeles. Chicago. Philadelphia. St. Louis. We broadcast more than 800 hours of public affairs programs a year. Programs that dig into change. Open it up. Examine it. Make it a little easier to understand. Or at least cushion the shock of surprise.

Sometimes we can even help move things along a little. We picked up the sickle cell story on our "Eye on New York" program. Then our Los Angeles station

special problems.

special disease.



Normal healthy cells. Sickle cells become elongated and thus clog the arteries.

covered the subject in a special report on "The Neglected Disease," which was broadcast by our station in Chicago. Our St. Louis station also carried the program, along with material pertinent to the local community. In Philadelphia, sickle cell anemia was the subject of a multi-part feature on the 6 PM news.

And in these cities there are now special medical teams working on sickle cell anemia. Clinics. Research. Newspaper

editorials, advertisements and fund-raising campaigns. Even a telethon.

Perhaps not enough, after three hundred years of neglect. But a beginning made possible by growing black awareness.

Like the awareness demonstrated by our Philadelphia station's "Right On" series, which in one typical instance served to focus attention on the plight of an oppressed group that few people even knew existed: black migratory workers in the New Jersey-Pennsylvania area. And our New York, Chicago and St. Louis stations' "Opportunity Line," which over the years has placed thousands of unemployed workers—mostly from minority groups—in real, paying, productive jobs.

Or "The Siesta Is Over," teaching Los Angeles Chicanos a little useful English and a lot about their own history. Or Chicago's "Common Ground," providing a meeting place where blacks and whites can hammer out differences on such issues as intermarriage, harassment of black businessmen, suburban integration.

All helping to absorb the shocks of change. And throwing a little light on too-long-neglected problems.

Change.
You can see it coming on
The Five CBS Stations

CBS Owned television stations: WCBS-TV New York. KNXT Los Angeles.
WBBM-TV Chicago. WCAU-TV Philadelphia. KMOX-TV St. Louis.

Anticlutter comment

EDITOR: I appreciate the great coverage of our efforts to reduce some of the commercial clutter [BROADCASTING, Feb. 28]. It's amazing the number of stations that are now calling and showing some interest in this particular cause.—*John T. Murphy, president, Avco Broadcasting Corp., Cincinnati.*

(BROADCASTING's latest story concerned not only Avco's move to reduce minutes sold by 10%, but also the consequent decision by Foote, Cone & Belding, Chicago, to add 10% to the ratings reach of Avco stations.)

Postscripts on Van Deerlin

EDITOR: You did a great job on the "Week's Profile" of Lionel Van Deerlin. Whoever wrote it has the earthy and genuine style that could give everyone an insight into the character of a congressman who has worked and earned the deep respect of all of us in the community he represents.—*Dan McKinnon, president, KSON San Diego.*

(BROADCASTING's Van Deerlin profile was written by Alan Steele Jarvis, assistant editor, Washington.)

EDITOR: Reference "Week's Profile" in your Feb. 28 issue: That's funny [Mr. Van Deerlin], you don't look democratic.—*Captain William P. Campbell III, directorate of public affairs, North American Defense Command, Colorado.*

EDITOR: It is always pleasant to note recognition accorded to an ex-colleague who has gained distinction, in this case Representative Lionel Van Deerlin (D-Calif.) whom you profiled [BROADCASTING, Feb. 28].

The paragraph related to Van's reminiscence begs amplification. I feel certain that he recounted the "confusion of

Senator McCarthy audio with American beauty-pageant video" anecdote in a choked voice drenched with affection. It could not be otherwise, for Van himself was one of the architects who constructed the Mexican-American operation of XETV.

The reference he made to a "low-budget half-hour news show on XETV" reveals once again that all things are relative. Since Van has been exposed in recent years to voting on billion-dollar budgets, he may thus be forgiven for his failure to recall that the outspoken news program he spearheaded was among the most costly on the station—legal defense fees considered.—*Julian M. Kaufman, vice president, general manager, XETV(TV) Tijuana-San Diego.*

EDITOR: I felt honored to be singled out for attention in a journal that follows such high editorial standards as yours.—*Lionel Van Deerlin, member of Congress, Washington.*

The forest for the trees

EDITOR: A great deal of coverage has been devoted recently to children's television programming, especially in the areas of violence. In my opinion there is an additional danger to be looked into, far more dangerous because it is insidious, and that is pure propaganda.

On Monday night, Feb. 14, CBS-TV broadcast a fantasy by Dr. Seuss entitled *The Lorax*. It followed a Charlie Brown special and undoubtedly retained much of the first audience. *The Lorax* dealt with ecology, a laudable effort in itself. However, this seemingly innocent industry for its beautifully camouflaged

attack. The timber industry was made responsible for *all* pollution. The fish had to leave the water, the birds had to leave the sky and the wildlife trudged mournfully elsewhere to look for sustenance because every single tree had been cut down. In this delightful and colorful depiction of the environmental crisis not one tree was replanted!

Obviously, any adult can see that an industry which must have trees to exist would hardly put itself out of business, but can a child see it? It is a shame that the major timber companies in the United States which have instituted so many wildlife and reforestation programs must be faced with overcoming this type of prejudice.

It is of paramount importance to educate the children on this subject and to make them fully aware of the tremendous problems we must solve in overcoming pollution. Giving them misinformation like this will simply compound the problems.—*Pat Hamilton, public affairs director, WAVA-AM-FM Arlington, Va.*

All is not lost

EDITOR: In your Nov. 29, 1971, issue there was an inquiry [from Mark C. Worley, transmitter supervisor, KAMU-TV, Texas A&M University] called "Can Anyone Help?" We at Hy-Power Electronics believe that the answer can be found on page 3-50 of the "NAB Engineering Handbook." One of our employes, Fred Damm, was shrewd enough to spot the picture of a Standard Electronics 250-watt FM transmitter.—*Richard W. Bullock, marketing engineer, Hy-Power Electronics Co., Dallas.*

Datebook © *A calendar of important meetings and events in communications*

This Week

March 13—Seventh annual awards presentation, *Academy of Country & Western Music*. Knotts Berry Farm, Calif.

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

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

March 16—Annual stockholders meeting, *Cox Broadcasting Corp.* White Columns, 1601 West Peachtree Street, N.E., Atlanta.

March 16—Forum, "The Communications Industry—Tomorrow," sponsored by New York Chapter, *National Academy of Television Arts and Sciences*. Panel will include Barry Zorthian, president, Time-Life Broadcast Inc.; M. Peter Keane, manager, professional products, Cartridge Television Inc.; James Day, president, Educational Broadcasting Corp.; Leslie Harris, VP, Interpublic Group of Companies, and C. Edward Little, president, Mutual. Hotel Pierre, New York, 8 p.m.

March 16—27th annual Western Advertising Art Exposition and Awards Presentation Banquet,

Art Directors Club of Los Angeles. Biltmore hotel, Los Angeles.

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

March 20—Annual business meeting of *Advertising Research Foundation*. Warwick hotel, New York.

March 20-24—Convention, *Southern Educational Communications Association*. Topic of the meeting will be "New Technology and Instructional Television." Palacio del Rio, San Antonio, Tex.

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

Also in March

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

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

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

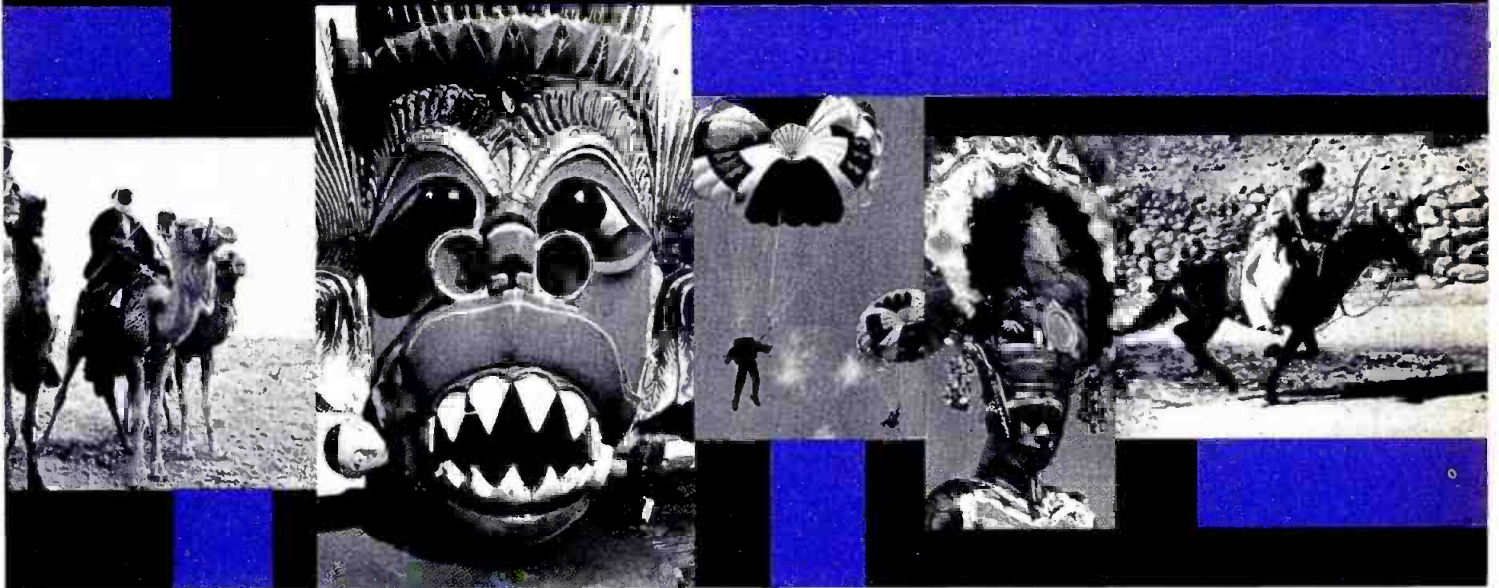
March 23—"The Great Experiment: Syndication '71-'72," sponsored by *The Video Publisher*. Seminar will explore the current market for syndicated programming and analyze its possible future. New York Hilton, New York.

March 23-24—Spring meeting, *Indiana Broadcasters Association*. Stouffer's Indianapolis inn, Indianapolis.

March 23-25—International Symposium on Communication: Technology, Impact and Policy, sponsored by *University of Pennsylvania and Communications Workers of America*. Symposium is designed to explore developing frontiers of knowledge in every aspect of communications. Professor Dennis Gabor, 1971 Nobel Prize winner in physics for his discovery of holography. Annenberg School of Communications, University of Pennsylvania, Philadelphia.

March 23-27—Annual meeting, *Association of Federal Communications Consulting Engineers*. Alvin H. Andrus, chairman, convention committee.

Let Jack Douglas put
adventure
 in your programming



America!

65 color half-hours on film or video tape.

Across the Seven Seas

39 color half-hours on film

The Golden Voyage

78 color half-hours on video tape

Those rock-solid ratings are no accident. You don't just *watch* a Jack Douglas adventure, you *feel* it. That's *you* rafting 1800 miles down the Amazon...whistling through Aspen's deep powder...midnight-pubcrawling in Bangkok, Amsterdam, Berlin. *You* stalking lion with the Masai and ballooning over the Alps.

Today's viewer is increasingly curious about his world — the world *behind* the picture postcard. Because Jack Douglas, Mr. Reality Adventure, takes him there, you

can make curiosity fatten the cat.

The simple yet unduplicated "secret" of Jack Douglas' 17-year, award-winning success is ability to transmit world *experience* through film. A Douglas adventure isn't show-and-tell, it's live-and-breathe. And that's a difference you can measure in your ratings.

Put adventure in your programming. For details, call, wire or write NTA today.

*And in a different kind of adventure series...
 Jack Douglas tells it the way Dear Abby doesn't:*

Man to Woman

260 color five-minutes on video tape.

A man of the world speaks his mind to today's woman. While Jack Douglas lays it on the line, audiences build and mail pours in. A big five minutes. A new show every day, five days a week, for 52 weeks.



Get to know the NEW



NATIONAL TELEFILM ASSOCIATES, 12636 Beatrice St., Los Angeles, Calif. 90066, Phone (213) 655-7701 ■ Chicago: 5725 East River Rd., Chicago, Ill. 60631, Phone (312) 693-3880 ■ New York: 50 East 42nd St., New York, N.Y. 10017, Phone (212) 972-0056.

SEE US AT OUR SUITE
 AT THE BLACKSTONE HOTEL DURING NAB.

M&H

TENTH ANNIVERSARY

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

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

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

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

Martinique Hilton hotel, Fort de France, Martinique, French West Indies.

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

March 26-29—24th western conference of *Association of National Advertisers*. Corrective advertising and its relation to fairness doctrine will be discussed. Del Monte lodge, Pebble Beach, Calif.

March 29—Communications Conversation Day, sponsored by Graham Junior College. Area broadcasters as well as students will participate in the dialogue. Kenmore Square. Boston.

April

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

April 3—Deadline for entries, 24th annual *Alfred P. Sloan Awards for Highway Safety*. Program is open to all radio and TV stations, networks, writers and producers, as well as print media. 10 broadcast awards "based upon excellence, originality and creativeness of the public service contributions to highway safety" will be given. Contact: Sloan Awards, Highway Users Federation, 1776 Massachusetts Avenue, N.W., Washington 20036.

April 3-6—Annual international spring conference *American Marketing Association*, Americana hotel, New York. Speakers include consumer advocate Ralph Nader, management consultant Peter F. Drucker, and Mrs. Virginia H. Knauer, special consumer affairs assistant to President Nixon.

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

April 4-6—*Public Television Conference*. Washington Hilton hotel, Washington.

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

April 7-8—Region 7 conference, *Sigma Delta Chi*. St. Louis.

April 8—Region 10 conference, *Sigma Delta Chi*. Portland, Ore.

April 9—Special board of directors meeting, *Association of Maximum Service Telecasters*. Bel Air room, Conrad Hilton hotel, Chicago.

April 9—Technical committee meeting, *Association of Maximum Service Telecasters*. Sheraton-Blackstone hotel, Chicago.

April 9-12—Annual convention, *Advertising Mar-*

Major meeting dates in 1972

April 4-6—*Public Television Conference*. Washington Hilton hotel, Washington.

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

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

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

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

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

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

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

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.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting TELEVISION

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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

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

EDITORIAL

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

SPECIAL PUBLICATIONS

Art King, *director*; Joseph A. Esser, *associate editor*; Nina Rosoff, *editorial assistant*.

ADVERTISING

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

CIRCULATION

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

PRODUCTION

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

ADMINISTRATION

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

BUREAUS

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

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

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

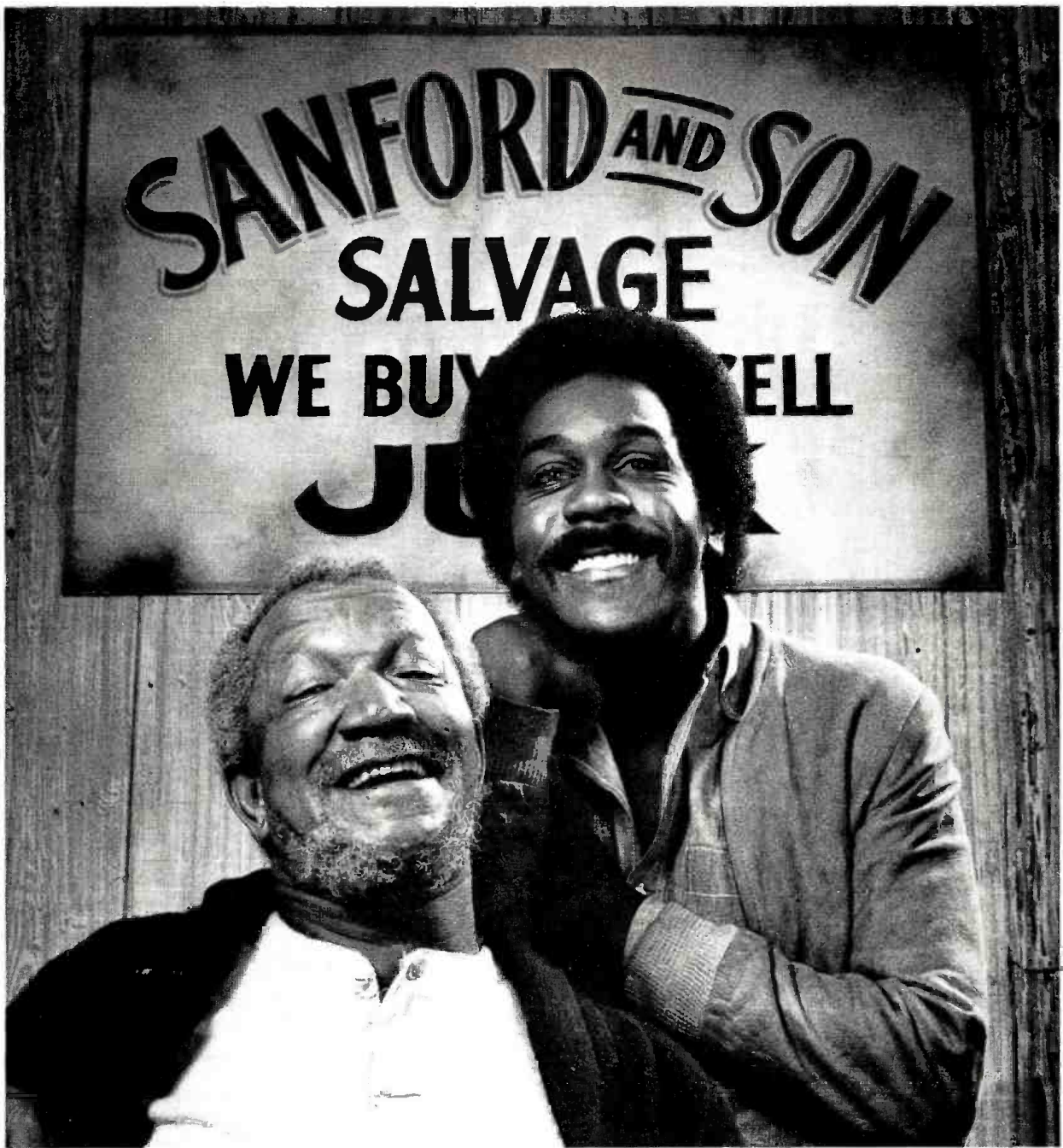
CHICAGO: Midwest advertising sales repre-
sentative, Bailey & Co., David J. Bailey,
president, P.O. Box 562, Barrington, Ill. 60010.
Phone: 312-381-3220

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

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

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

© 1972 by Broadcasting Publications Inc.



You're Looking At "Sanford and Son"

And so is everyone else, every Friday night. Because that's no small business that Redd Foxx and Demond Wilson are running. That's nothing less than TV's biggest new hit.

"Sanford and Son's" first six weeks after opening its doors were:
The most popular first six weeks of any new show in seven years...
The most popular first six weeks ever, for a "second season" debut.

Gentlemen, it's a pleasure to do business with you.

NBC Television Network

SOURCE: NIELSEN TELEVISION INDEX (HOMES-PER-MINUTE) 11-2-2072 SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST

keting International Network. Rio Rico Inn, Nogales, Ariz.

April 9-11—17th annual membership meeting, *Association of Maximum Service Telecasters.* Waldorf room, Conrad Hilton hotel, Chicago.

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

April 10—Deadline for entries, 19th *International Advertising Film Festival.* Commercials in 35 mm for public transmission in theaters or TV network may be entered in competition by agencies or production houses. Entry fee is \$75 per film. Contact: 35 Piccadilly, London, W1V-9PB.

April 11—Annual board of directors meeting,

Association of Maximum Service Telecasters. Bel Air room, Conrad Hilton hotel, Chicago.

April 11—Conference and seminar on "How to cope with consumerism and government regulation in today's business climate," sponsored by region one of the *Association of Industrial Advertisers.* Nassau Inn, Princeton, N.J.

April 11-17—Conference for Journalists on Politics 1972, sponsored by *Washington Journalism Center.* Conference will go behind the scenes to discuss questions such as the demography of the electorate, the motivation of voters, media issues vs. real issues, the influence of TV, the use of campaign polls, the high cost of campaigning, reform efforts within parties and the professional management of campaigns. For further information:

WJC, 2401 Virginia Avenue, Washington 20037.

April 12-14—National meeting, *National Industrial Television Association.* Chicago.

April 14-15—Region 1 conference, *Sigma Delta Chi.* Newark, N.J.

April 14-15—Region 3 conference, *Sigma Delta Chi.* Athens, Ga.

April 14-15—Region 4 conference, *Sigma Delta Chi.* Toledo, Ohio.

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

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

MondayMemo from Gene Bryson, McCann-Erickson Inc., Los Angeles

Radio has as much selling muscle as any other medium

I'd like to outline our philosophy about radio: We think radio is the same as any other medium. It is not a second-class citizen.

We use radio for several accounts and we use it as a primary medium. Every client is different and we change our procedure for every client, but we do have some basic philosophy and basic procedures that we follow. This probably is very little different from most other advertising agencies.

There are two factors that influence the selection of radio as an advertising medium at McCann-Erickson. The first one is obvious. It is the marketing factor—the audience you need to reach, the slide-rule elements of cost, and all the demographics involved. The second factor is creativity.

For Lockheed Aircraft, as an example, we have used radio for recruitment advertising, but not for basic product advertising. Lockheed has many different divisions and companies and many of them are very, very vertical in their marketing areas, such as the field of electronics. Most often the audiences we want to reach—the people we want to talk to—are available to us in some very vertical trade magazines. It would be inefficient to use the mass medium of radio to seek out such specialized targets for Lockheed's product advertising.

On the other hand, as we get broader in our audience appeal, radio then becomes a possibility—the same as television or magazines or outdoor or any other medium you want to name. Again, the two things that primarily concern us are reaching the right people at the most efficient cost and achieving the creative objectives.

It's pretty easy to determine whether a medium will reach the right person. And it's fairly easy to determine the cost and the efficiencies. We certainly do this. Then we apply the creative factor.

At that point we solicit the ideas of the creative department. There are occasions when the creative man might for one reason or another feel that the best opportunity for him to communicate the message that we've assigned

him—the sales point that must be gotten across—is through radio.

We work in close relationship. The creative people will deal directly with the media people. They'll voice their views about use of the media for creative reasons. All things being equal from a slide-rule consideration, the media people will go along with the creative man if they feel the medium of his choice will give him an advantage creatively.

Still, as with the example of Lockheed product advertising, the media people would overrule the creative man if his proposal would not meet the basic objectives of marketing and cost.

The point I'd like to make about radio is that it is occasionally short-changed in the creative process. Too often it is disqualified because of an emphasis on visual identification for products. It seems to me, over the years, everybody seems to want to be able to show the package or the product. When you really get down to think about it there's very often little reason for radio not to be the medium used simply because of product-identification problems.

Consider the Hilton hotels for which we use radio. Product identification is not at all involved. We use radio for Hilton throughout the country in what we call source-city advertising. We divide the country. We take New York, for instance, and trace airline travel into and out of New York City. We know where the traveling businessman

comes from and what cities supply New York with the majority of its traffic. We do this source-city advertising on radio. We also do it in newspapers. But product identification is not a factor. We don't need to identify Hilton hotels visually.

The same thing is true with the Southern California Gas Co.

I think that people tend to overdo the factor of visual identification in media. Radio can be used many times when the visual factor is not really that important.

We use radio for Boraxo powder hand soap. Radio is a prime factor for us in advertising Boraxo in parts of the South. Yet soon we will be confronted by a problem in visual identification. We are going to introduce a new package for Boraxo. The difference here is that we're not going to sell product. We simply want to tell the housewife: "The next time you go to the store look for this package rather than the one you're used to seeing."

For a short time, in this particular situation, we'll augment our Boraxo radio campaign by using visual media. This will be simply for identification purposes because the new package will not look anything like the existing package. Here the need for visual is obvious.

Otherwise, what I'm saying is that we basically look at radio the same as we look at any other medium. There's no big difference.



Gene Bryson began his career in retail advertising for the Broadway department stores in 1949. He entered the agency field in 1954 with Erwin-Wasey Inc. In 1957 he joined McCann-Erickson Inc., Los Angeles, as account executive and was made account director two years later. Elected a vice president in 1962, he assumed the responsibility of senior management officer on several accounts. In 1965 he was appointed director of account service. In 1969 he became senior vice president. Title of regional manager of the Los Angeles office was added in 1970.

The world's most famous clipboard is about to become even more famous.

And many new viewers will be intrigued by what's written on it. Because effective March 13, WNEW-TV Metromedia New York schedules The David Frost Show in its 11:30 late-night time slot.

And on April 16, KCOP-TV Chris Craft Los Angeles will start carrying it. There, it will be on 8:00 to 9:30 p.m.

This year, there'll be more Frost-only news-making interviews: like recent programs with Sheik Mujibur Rahman, Prime Minister of Bangladesh in Dacca; with Protestants and Catholics from Northern Ireland and with key figures at Attica Prison.

And more shows devoted to single guests, like past sessions with Richard Burton and Elizabeth Taylor, David Niven, Sophia Loren, Dick Van Dyke, Sammy Davis. More programs designed around a theme, with experts and prominent personalities exploring such issues as drugs, pollution, kids, or the cast of a Broadway hit show performing. And of course, the multi-guest format.

Whoever David's talking to—and whatever they're talking about—he has the knack of getting deep into the matter. And bringing the most out. Maybe it's his enthusiasm, his intelligence, his quick thinking... perhaps his easy-going manner. Or maybe it's just plain old hard work—the notes, background material, and potential topics jotted and circled on that ever-present clipboard.

It's the David Frost style, and it works. The show has two Emmy Awards to prove it. Find out about it. The world's most famous clipboard—and its owner—come available in 90- and 60-minute versions and fit neatly onto a television screen in virtually any time position—morning to late night.



GROUP
W PRODUCTIONS INC
WESTINGHOUSE BROADCASTING COMPANY

Fifty years ahead of time, WSB started modern radio.



The world was a very different place in 1922.

Yet that's when WSB Atlanta, just starting life as a radio station, began bringing listeners the remarkable series of innovations that today are basic in the medium.

It was first in the South with on-the-spot news.

First with regular weather and market reports.

First with play-by-play baseball. Audience participation. Educational programming.

It was first to play records, presented by what has to be the world's first disc jockey.

Even first to use a musical identification along with its signature.

And more impressive than all this is WSB's innovative commitment to public service. The station has written so definitive a record in public service and community involvement that it has won just about every major national and local award. Many times each.

CBS Radio Spot Sales is proud to represent WSB. And so it's with special pleasure that we salute the station and all the people who make it happen.

Another fifty years of achievement to you all.

CBS Radio Spot Sales
REPRESENTING AMERICA'S MOST INFLUENTIAL RADIO STATIONS

Off and running for Election '72

Candidates pick their people, make their plans for media onslaught as primary pace quickens

For months presidential hopefuls have been pinning their political fates on media-advertising campaigns in selected primary states. In fine-tuning their political machines they've enlisted advertising agencies, consultants and public-relations specialists. They've literally staked fortunes on broadcast and print ads in drives to keep moving and gain strength to carry them to the Democratic and Republican national conventions this summer.

But broadcast-media spending did not guarantee results at the polls, at least in the first primary last Tuesday (March 7) in New Hampshire.

In the Republican race, the front runner was President Nixon, who received 69% of the vote but reportedly spent less on broadcast than the other candidates. (No figures were disclosed by the Nixon camp.) Representative Paul N. McCloskey (R-Calif.) garnered 20%, and spent some \$22,500 on TV and radio. Representative John Ashbrook (R-Ohio) received 10% and spent \$10,000. Comedian Pat Paulsen, who spent less than \$10,000, none of it in broadcast, came out with 1% of the vote.

On the Democratic side, Representative Wilbur Mills (D-Ark.) outspent his opponents—a reported total of \$84,700 in broadcast—but obtained only 4% of the vote in his write-in campaign. The winner, Senator Edmund Muskie (D-Me.) and the runner-up, Senator George McGovern (D-S.D.) each spent approximately \$65,000 on broadcast and wound up with 48% and 37%, respectively. Senator Vance Hartke (D-Ind.) spent \$11,200 on TV and radio and came out with 3%; Los Angeles Mayor Sam Yorty spent \$2,000 on radio and received 6% of the vote.

Four major Democratic candidates did not enter the New Hampshire race, opting to concentrate on the Florida primary this Tuesday (March 14). They are Democratic Senators Hubert Humphrey (Minn.) and Henry M. Jackson (Wash.); New York Mayor John Lindsay, and Alabama Governor George Wallace.

How much is being spent on what by whom as Elections '72 take shape? Here are the results of a special BROADCASTING canvass:



Six Florida television stations joined in a statewide network to provide prime-time half-hour news conferences featuring the nine presidential candidates competing in that state's primary. Four of the candidates are shown above (clockwise from upper left): Senator Hubert H. Humphrey (D-Minn.), Alabama Governor George Wallace, New York's Mayor John Lindsay, and Representative John Ashbrook (R-Ohio). Others are Senators George McGovern (D-S.D.), Edmund Muskie (D-Me.), Vance Hartke (D-Ind.), Henry Jackson (D-Wash.) and Representative Shirley Chisholm (D-N.Y.). They've been seen on a network organized by WJXT(TV) Jacksonville, and also comprising WTVT(TV) Tampa, WDBO-TV Orlando, WINK(TV) Fort Myers and WTVJ(TV) Miami, all Florida, and WKRG(TV) Mobile, Ala. The regular panelists: Ralph Renick, WTVJ; Hugh Smith, WTVT; Dick Weaver, WDBO-TV, and Bill Grove, WJXT.

For Republican candidates:

▪ President Nixon: According to Nixon campaign officials, about \$2 million has been raised for primary spending in New Hampshire, Florida, Indiana, Wisconsin, Tennessee, Nebraska, Maryland, Oregon, North Carolina, New Mexico and South Dakota. (Mr. Nixon will also be on the ballot in California, Ohio, Rhode Island, Maine and the District of Columbia.) John Mitchell, who managed the Nixon campaign in 1968, resigned his post as attorney general, effective March 1, to manage the 1972 campaign. Secretary of Commerce Maurice Stans has resigned to become financial director and chief fund raiser. Media purchases and spot production are being handled by November Group Inc., New York and Washington,

an in-house agency created for the Nixon campaign. The firm is headed by Peter Dailey, president of Dailey & Associates, Los Angeles agency. Mr. Dailey said no TV was used in New Hampshire and "substantially less" radio than other candidates bought. But he would not disclose spending the actual broadcast spending figures.

▪ Representative Paul N. McCloskey Jr. (R-Calif.): Goldberg/Marchesano & Associates Inc., Washington advertising and PR firm, handled the McCloskey campaign. But, Senator McCloskey announced last week that he cannot continue through the primaries — even though he will appear on the ballot in at least 10 states—because he is some \$45,000 in the red. In New Hampshire about \$14,000 was spent on television

and about \$8,500 was spent on radio.

▪ Representative John M. Ashbrook (R-Ohio): The congressman plans to follow New Hampshire with primary entries in Florida and California. Contests in Nebraska, Indiana, Oregon, Wisconsin and New Mexico are other possibilities. Frank Lee, former executive director for research of the Republican National Committee and former head of Frank Lee Associates, Washington PR firm, is handling media buying. A campaign spokesman said about \$150,000 has been raised, of which \$10,000 was spent on radio in New Hampshire. TV time was not purchased because it is too expensive, the spokesman said. In addition, \$10,000 has been spent on production of TV spots for the Florida campaign. But there is no money yet for the air time, which would cost \$50,000-\$100,000, he said.

▪ Pat Paulsen: Publicity for the TV comedian's shoestring campaign is being done by Gershenson & Dingilian Associates, Beverly Hills, Calif. A spokesman for the firm said that less than \$10,000 (most of it Mr. Paulsen's own funds) was spent in New Hampshire, none of it in broadcast. Major expenses were for headquarters, travel posters, flyers and stickers. He also relied on news coverage from print and broadcast media. Mr. Paulsen is also on the ballot in Indiana. Neil Rosen is managing the campaign.

Democratic candidates:

▪ Senator Hubert H. Humphrey (D-Minn.): The Florida primary will be the first area of concentration for the Humphrey campaign. D. J. Leary, media director for the campaign, is handling broadcast buys through a number of agencies and his own Washington firm, Creative Media Consultants. About \$65,000 is being spent on broadcast, of which \$18,000-\$20,000 is allocated to radio. Television is primarily announcements. Print expenditures will run about 10% of broadcast, Mr. Leary said. Senator Humphrey's press secretary for the campaign is Dan Hackel, former editorial director for WMAL-AM-FM-TV Washington and former Washington correspondent for ABC News. Senator Humphrey also will be entering primaries in Wisconsin, Pennsylvania, Ohio, Nebraska, West Virginia, Maryland, Michigan, Rhode Island, Tennes-

see, California, New Jersey, New Mexico and New York. On the tentative list were those in Massachusetts, Oregon and North Carolina.

▪ Senator Edmund S. Muskie (D-Me.): Florida, Illinois and Wisconsin are to follow the senator's successful campaign in New Hampshire. Under the direction of TV consultant Robert Squier, about \$43,600 was spent on TV for New Hampshire and \$20,700 on radio. Ads were placed by Mrs. Ruth Jones of Vitt Media International, New York, media buyer. Mrs. Jones said last week that Florida broadcast spending will amount to \$100,000 in TV and about \$58,000 in radio.

▪ Senator George McGovern (D-S.D.): About \$1.2 million has been raised for the senator's over-all campaign. He will enter all primaries. In addition to New Hampshire, major primary efforts include Florida, Illinois, Wisconsin, Massachusetts, Pennsylvania, Nebraska, Michigan, Oregon, California and New York. Agency for the New Hampshire campaign was Weston Associates, Manchester, which purchased \$65,000 in broadcast, of which one-third was on radio, two-thirds on TV. Various agencies will be used in other primaries but they have not yet been named. The media director for the campaign is Mrs. Elizabeth Stevens, wife of film producer George Stevens. National political director is Frank Mankiewicz, former columnist and TV commentator, who was press secretary to the late Robert Kennedy when he ran for the Democratic presidential nomination in 1968.

▪ Senator Henry M. Jackson (D-Wash.): Jerry Hoeck, media director of the campaign, has purchased \$99,000 in TV and \$18,000 in radio for the Florida primary. Mr. Hoeck was formerly partner in Miller, McKay, Hoeck & Hartung, Seattle agency, which was sold to McCann Erickson in 1964 but managed by Mr. Hoeck until 1970. Senator Jackson will also be entering primaries in Wisconsin, Rhode Island, Massachusetts, Pennsylvania, Ohio, Tennessee, Nebraska, Maryland, Michigan, Oregon, California and New Mexico.

▪ Eugene McCarthy: Media campaign for the former Democratic senator from Minnesota is being handled by Weiner & Co., San Francisco, advertis-

ing and PR agency. It will place about \$200,000 in broadcast (80% of that amount in TV), and another \$300,000-\$400,000 in print. The first McCarthy effort will be made in Illinois, with Wisconsin, Oregon and California to follow (depending on results in Illinois).

▪ George Wallace: The Alabama governor is entering 16 primaries, of which Florida will be the first. Crisp & Harrison, Jacksonville, Fla., is the agency and has a budget of over \$100,000 for Florida (of which \$60,000 will be spent on TV and \$15,000 will go to radio. Campaign organization ads have been purchased in Pennsylvania, Maryland, Indiana and Wisconsin (all radio and print except Pennsylvania, where only TV is being used). Other primary entries include Michigan, Tennessee and California.

▪ Senator Vance Hartke (D-Ind.): Senator Hartke, whose 1970 senatorial election is still subject to a recount (BROADCASTING, Feb. 28), will now take his bid for the Presidency from New Hampshire to Florida, Wisconsin, Indiana and California. Entries in Nebraska, Michigan and Oregon are "highly probable," a spokesman said. Jackson, Jackson & Wagner (Epping, N.H., and Grand Rapids, Mich.), PR and political-consultant firm, had a New Hampshire budget of \$35,000-\$40,000. Of that amount, about \$1,200 was spent on TV; \$10,000 on radio, the remainder in print.

In addition to taking advantage of the free cable-television time offered all candidates in New Hampshire, Senator Hartke also purchased a half-hour CATV program for showing in Concord. Manager of the Hartke campaign is Charles Roche, former assistant to President Johnson.

▪ Sam Yorty: According to Robert Cohen of Cohen-Kelley Associates, Manchester, N.H., which handled media buys for that state, the Los Angeles mayor spent \$2,000 for radio, \$500 for newspapers and \$10,500 for billboards. Mayor Yorty will also be on the ballot in Florida, but is not expected to campaign there. (He lost in a lawsuit to have his name removed from the Florida ballot.) In addition, he will enter primaries in California and possibly in Massachusetts, Nebraska and Illinois.

▪ John Lindsay: First move in this

Back at it

When CBS-TV carried a 10-minute broadcast by Senator Hubert H. Humphrey in support of his candidacy for the Democratic presidential nomination, time was cleared by People for Humphrey Committee. Chairman of that committee is John S. Hayes, former president of Post-Newsweek stations and later ambassador to Switzerland. Mr. Hayes, who worked last year in behalf of candidacy of Senator Birch Bayh (D-Ind.), switched to Humphrey organization as senior adviser after Senator Bayh withdrew from race.

Primary battlegrounds:

Following are the states that are holding presidential primaries, along with the dates for each:

New Hampshire, March 7 (last Tuesday); Florida, March 14; Illinois, March 21; Wisconsin, April 4; Massachusetts and Pennsylvania, April 25.

Alabama, District of Columbia, Indiana, and Ohio, May 2; Tennessee, May 4; North Carolina, May 6; Nebraska and West Virginia, May 9; Maryland and Michigan, May 16; Oregon and Rhode Island, May 23.

California, New Jersey, New Mexico, South Dakota, June 6; New York, June 20.

CBS News writes politics

CBS News is making available to the public two information guides on the 1972 political campaign. They are the "Political Events Calendar" (\$35 per year) and "Special Research Bulletins" (\$25 per year; with "Calendar", \$50), compiled and published for internal use at CBS News for many years. They are now obtainable through Holt Information Systems, a division of Holt, Rinehart and Winston Inc., a wholly owned subsidiary of CBS.

camp will be made in the Florida primary. According to the agency, Garth Associates, New York, the New York mayor expects to spend \$170,000 on TV and radio time (which does not include production costs). Time buys are being placed by Independent Media Services, New York. Mayor Lindsay will also enter the Wisconsin primary and possibly others.

▪ Representative Wilbur Mills (D-Ark.): Spokesman for the agency, Walker & Associates, Memphis, was not immediately available for comment. But, according to a story in the *Washington Post* which appeared on March 1, Mr. Mills spent \$84,700 on TV and radio and \$15,600 on newspaper ads in his New Hampshire write-in campaign. In addition, the story reported he is conducting "what is reported to be a very large computerized direct-mail appeal."

▪ Representative Shirley Chisholm (D-N.Y.): The congresswoman is not buying media time or space due to very limited financial resources. Instead, she is relying on news exposure in primary states and is using Media Services Inc., Washington, as consultants on getting free media exposure. She will be on the ballot in Florida, North Carolina, New York, New Jersey, New Mexico, California, Wisconsin, Nebraska, Massachusetts, Michigan, selected districts of Pennsylvania and possibly Tennessee.

Prior to the New Hampshire primary noncommercial WENH-TV at the University of New Hampshire, Durham, held what was billed as a televised "debate" featuring the Democratic candidates on the New Hampshire ballot (Senators Muskie, Hartke and McGovern; Mayor Yorty, and Edward T. Coll, a 32-year-old poverty worker from Connecticut). The live program was telecast Sunday, March 5, from 6-7:30 p.m. Each candidate had opening and closing statements and fielded questions from four newsmen. According to a station spokesman, the candidates agreed on that format "after a great deal of difficulty." The telecast was also carried live by noncommercial stations WCBB(TV) Augusta, Me.; WGBH-TV Boston, and WNET-TV New York, and was repeated three hours later by the Public Broadcasting Service. WMUR-TV Manchester, N.H., ran a capsule version the following night.

A somewhat similar program prior to the Florida primary has been scheduled by WTVJ(TV) Miami. *Face to Face: The Candidates Meet* will be telecast tonight (March 13) from 9:30 to 11 p.m. The program, during which the candidates will ask one another questions, will feature Senators McGovern, Humphrey, Jackson and Hartke, Congresswoman Chisholm, and Mayor Lindsay.

According to WTVJ, Senator Muskie and Congressman Mills may also participate. Governor Wallace and former Senator McCarthy have said they will not appear, and there has been no response from Mayor Yorty, the station said. Florida stations that will carry the telecast include WDBO-TV Orlando, WTVT Tampa, WCTV Tallahassee and WJXT

Jacksonville. WTVJ said "there is a strong possibility" that PBS will offer it to stations outside the state.

Spending in primary states by five of the Democratic presidential contenders—Senators Jackson, McGovern, Muskie and Humphrey and Mayor Lindsay—is limited under a voluntary agreement signed last year (BROADCASTING, Dec. 6, 1971). It limits spending for broadcast, print and billboard to five cents per registered voter. For each candidate, 5% of the limit, or about \$142,000, is put in a contingency pool from which a candidate could draw, a third at a time, to increase spending in three primaries.

The Democratic National Committee said two weeks ago that the same five Democratic candidates have reached a similar agreement to cover spending in states that select their national convention delegates by state convention or caucus rather than by primary.

The agreement limits spending to three cents per registered voter and applies to broadcast, print, billboards and direct mail. Congressman Mills has indicated he will also sign the compact.



Mr. Ailes

The media man— an election must?

While at one time a political campaign required little more than a journalistically inclined friend to act as liaison between the candidate and local newspapers, today's electronic media require nothing less than a media consultant. Realizing that what is necessary may not be easily affordable, the Kaiser Broadcasting Stations are sponsoring a series of workshops designed with campaigns and pocketbooks of lesser political candidates in mind. Media specialist in charge of the workshops is Roger Ailes, the television expert in Richard Nixon's successful presidential campaign and who now heads his own media consulting firm.

Mr. Ailes and two of his assistants at Roger Ailes & Associates outlined their ideas on campaign organization in general and television's role in particular at the first meeting held Feb. 18 at

WKBG-TV Cambridge, Mass. The day-long session included two hours of actual footage from earlier TV campaigns—taken not only from Mr. Ailes's campaign work, but from other media specialists as well. It was attended by some 50 candidates and their representatives—among them candidates for the Massachusetts state legislature, Boston city government and the state campaign manager of presidential hopeful Senator George McGovern (D-S.D.).

"No candidate can win an election any more without a media consultant to advise how to organize a campaign and raise funds for commercials," Mr. Ailes said. However, he dismissed the idea that media usage alone wins the campaign, and refuted the concept of media "image makers."

But image making was very much on his mind, and TV figured heavily as the vehicle. Mr. Ailes indicated that there would be a change in the use of TV campaign ads for the coming election. "I think there will be a trend toward longer programs—five minutes and 30 minutes," he said. "The 30-second and 60-second spot isn't the most effective." However, he felt there would still be a number of the "quickie" ads because few would be willing to be the first to adopt the longer commercials, and leave the short spots open to competitors.

A second workshop was held at WKBF-TV Cleveland on Feb 24 and another at WKBS-TV Burlington, N.J.-Philadelphia on March 2. Other Kaiser workshops will be held at KBNK-TV San Francisco and KBSC-TV Corona, Calif., in April, and at WKBD-TV Detroit in June.

Let candidates set the limits—Wasilewski

Last month, John W. Gardner, chairman of Common Cause, a people's lobby sort of organization, suggested to Vincent T. Wasilewski, president of the National Association of Broadcasters, that radio and television agree not to sell political advertising that is less than five minutes in length—a proposal that has been around since last year. The theory is that 30-second and 60-second spots are too brief to develop issues.

Mr. Wasilewski has politely said no; this was not something the broadcasters, acting in concert, could do legally or practically. His March 2 response was made public last week.

But, Mr. Wasilewski said, there is no reason political candidates and their parties couldn't agree on that type of restriction. The NAB president also said that he felt the 60-second announcement can provide a message that "can communicate effectively."

Broadcasters, he continued, are the carriers of the messages, and are precluded by law from any form of censorship. "You should direct your remarks to the originator of the abuses that concern you," Mr. Wasilewski said, "rather than doing the easy and convenient—making broadcasters the scapegoat."

More assaults on counterads

Wasilewski calls FTC's proposal 'insanity';
Pierson, Hulbert, Rawl also view with alarm

The counterattack on counteradvertising mounted in intensity last week. Vincent T. Wasilewski, president of the National Association of Broadcasters, said that the proposed counteradvertising recommendations, made last January by the Federal Trade Commission to the FCC, threaten the extinction of broadcasting.

He spoke to the Poor Richard Club of Philadelphia, an organization whose membership is predominantly in the advertising field. But he was only one of a number of speakers last week who lashed the counterad proposal.

The FTC recommendation, submitted to the FCC on the latter agency's current fairness doctrine study (BROADCASTING, Jan. 10), has already been vehemently opposed by broadcasters and advertisers, principally in filings with the FCC last month, as well as by Clay T. Whitehead, director of the Office of Telecommunications Policy. The only significant support it has received came from the Consumer Federation of America.

It was criticized severely just two weeks ago in Washington at a Federal Bar Association-Bureau of National Affairs seminar on advertising and the law (BROADCASTING, March 6).

Among the other speakers last week who blasted counteradvertising as well as other limitations proposed to be imposed on broadcasting:

James H. Hulbert, NAB executive vice president for public relations, to a Cornell University seminar; W. Theodore Pierson Sr., Washington lawyer, to the Texas Association of Broadcasters, and L. G. Rawl, vice president for marketing of Humble Oil Co., also to the Texas broadcast group. And last week, also, the board of American Women in Radio & Television voted to oppose the counteradvertising principle.

Not only is advertising in danger of "being nibbled to death by ducks," Mr. Wasilewski said, but the signs are that "a massive shift in public attitudes may be taking place." The direction is ominous, he said.

He cited the ban on cigarette advertising on the air as the first move, the threatened ban on the advertising of proprietary drugs on TV and radio, plus the petition by Action for Children's Television to ban all advertising on children's TV programs.

"If the advertising of drugs and medicines on radio and television is branded as a contributor to a drug-

oriented society, then all advertising stands convicted," he said.

The ACT petition, he added, is flatly antiadvertising "in the most extreme sense," noting that if advertising to children on TV is found to be harmful and wrong, then "goodbye to *Boy's Life* and *Seventeen* and a large chunk of newspaper advertising and Christmas catalogues, and maybe even goodbye to Santa Clauses in department stores at Christmas time."

As to the FTC's recommendation for counteradvertising, the NAB president termed it an "insanity." "To us," he said, "this proposal seems so obviously destructive that we wonder if it is intentionally malevolent.

"Do those who make such decisions at the FTC so hate the American system of broadcasting and advertising that they are intentionally seeking to destroy it?" he asked.

If the government can force this principle on broadcasters because they are regulated, he said, then it will not be long before it can foist the same restrictions on magazines that use the mails, and ultimately on newspapers.

And, commenting on the warnings of social scientists and economists that continued growth spells big trouble for the peoples of the earth by the year

Intercurricular consumerism?

California Governor Ronald Reagan told that state's department of consumer affairs conference that consumer-education classes are needed for American youths to compensate for the 300,000 television commercials they will have seen by the time they are 18. Speaking in Sacramento, Mr. Reagan said: "We must try to weave into the regular school courses some of the practical things that every young man and woman must know to intelligently handle his or her personal resources." Citing a couple of the more pervasive TV commercials seen in California—one for Granny Goose Foods Inc.'s potato chips, and the other for Procter & Gamble's Folger's coffee, Mr. Reagan said that "Granny Goose is better known than Mother Goose to some of our young people. And Mrs. Olsen—the lady who advises young wives how to make better coffee—is a more familiar figure than the old woman who lived in a shoe."

2,000, he commented that the whole basis of advertising, to sell goods and services, is under challenge as a negative and "evil" force. As an illustration, he noted that the Sierra Club, a conservationist organization, is arguing that advertising by utilities should be disallowed as a business expense, because utilities use up natural resources at an excessive rate by promoting consumption through advertising.

He called for a cooperative effort "among believers."

Mr. Hulbert echoed much of what Mr. Wasilewski said, and added a stout defense of the value of advertising to TV and radio. All the threats to advertising on the air—and he named the same dangers as Mr. Wasilewski had—"constitute a very serious threat to the economic base of broadcasting," he said, and if these proposals are enacted "our broadcasting system would be destroyed."

He noted the "chancy" risks the early broadcasters took in investing in stations and, in rebuttal to the belief that broadcasters are overwhelmed with profits, called attention to the fact that in every large city there are radio and TV stations struggling to stay afloat. And, he added, in radio, particularly in the smaller markets, the profit margins often are very narrow.

The only substitute for advertising revenues for broadcasting, he said, would be government funds through outright grants, a tax on sets, or a subscription tax. Or perhaps, he noted, through pay TV. But governmental intrusion into broadcasting would soon mean slanted programming, and a pay system would mean that the poor would be without the service that now includes news, presidential addresses, moon shots or election returns, all underwritten by the advertising of products and services.

The most democratic form of broadcasting is the present commercial system, Mr. Hulbert said, for in the last analysis the people have the last word; they can switch channels or turn it off.

Mr. Pierson's defense of commercial broadcasting was basically a rebuttal to the stand of Geoffrey Cowan, a Washington lawyer associated with the Ralph Nader-sponsored Center for Law and Social Policy, who spoke in favor of counteradvertising, particularly for those advertisements that take an editorial opinion. Mr. Cowan also told broadcasters that unless they employ staffs competent to screen out deceptive advertising then they must permit counteradvertising in fairness to their public.

"I believe the medium is doomed," Mr. Pierson said, unless it can persuade the powers that be that "it cannot meet all the conflicting demands of every man, woman and child in this country; it is not a devil who causes most of the miseries in our land; nor is it a miracle

worker that can cure all the ills, worries and concerns of our society."

Should the restrictions suggested by various governmental and public bodies be imposed on broadcasting, Mr. Pierson said, those who finance and economically support broadcasting are free to take their money elsewhere "and all but the devoted masochists will do so unless present trends are stopped."

After listing some of the limitations that have been proposed to be saddled on broadcasting, including counteradvertising, Mr. Pierson commented: "If our reaction to counteradvertising seems irrational to Mr. Cowan, then he must forgive us because we are plagued with a severe and chronic case of economic bellyache."

Mr. Pierson continued: "And the point is not that we ought to grit our teeth and enjoy it but, as advertisers and investors, free yet to dispose of as we see fit, we are quite likely to avoid these heavy emetic doses in droves."

That, he added, will "shoot hell out of the scarcity argument" because there will be "vacant TV channels a-begging."

In another comment on the counteradvertising proposal, Mr. Pierson concluded that with restrictions imposed and proposed. "An advertiser who enters the broadcast media, with severe restraints upon the content of his message, does so at the certain peril of being blasted by self-styled protectors of the public upon whom no restraints upon what they say can be constitutionally imposed. An advertiser who would undertake such a foolish venture would be out of his business mind. Any advertiser who would undertake this silly, masochistic venture would be a stupid ass indeed. Which means that future economic support for commercial TV must come only from advertisers who are stupid asses."

Mr. Rawl, whose company spent \$13,678,000 in TV last year and will be spending 90% of its entire ad budget in broadcasting this year, was blunt about his position on the counteradvertising issue: "We'll quit," he said.

He noted that under the counteradvertising principle, an advertiser would be paying double, for his own time and for free time for an opponent.

Commenting on the push for full disclosure in advertising, another move being favored by some FTC officials and others, Mr. Rawl added:

"If someday we're forced to reduce all advertising messages to a 'rational' recitation of the good points and the bad points of every advertised product, the commercials you folks carry for us are going to become dull, dreary and self-defeating. You'd be deprived of ever again telling people of the opportunity to put a tiger in their tank."

At the AWRRT board meeting, Marianne Campbell, national president, said: "It would seem that the FTC is giving up its own responsibilities by attempting to stretch the fairness doctrine beyond its legal limits. . . ." She, urged members to write to the FCC and their congressmen.

At 4A's: two sides to ad regulation

Question at Boca Raton is whether it's to come from inside or outside

An increased concern over governmental regulation in advertising confronts members at the annual meeting of the American Association of Advertising Agencies this week.

The issue will be up front at proceedings Thursday morning (March 16) with the appearances of Miles W. Kirkpatrick, chairman of the Federal Trade Commission Roger A. Purdon, National Advertising Division, Council of Better Business Bureaus, and John Crichton, AAAA president.

At least 650 AAAA members and guests are expected to attend the meeting, which will start Wednesday night (March 15) and continue through Saturday at the Boca Raton hotel in Florida.

The FTC's Mr. Kirkpatrick has selected the topic, "Responsibility, Reformation and Regulation—With or Without Tears," while Mr. Purdon's examination will be on "Advertising Self-Regulation—A New Reality." Mr. Crichton's featured address also will be presented that morning, following an executive session to elect officers and hear reports from Mr. Crichton and from James M. Henderson of Henderson Advertising Agency, Greenville, S.C., AAAA treasurer.

Executives will have a chance to consider "The Business Ethic of Late Capitalism," presented at the Thursday luncheon by Daniel P. Moynihan, former White House adviser and now professor at the Center for Educational Policy Research in Harvard's Graduate School of Education.

A closer look at the nation's economy will be taken Friday morning in an address by Lee A. Iacocca, president of the Ford Motor Co., Dearborn, Mich.: a treatment of "Energy and National Goals" by Thornton F. Bradshaw, president of Atlantic Richfield Co., New York, and "An Economist Views the Future of the U.S. Society" by John R. Meyer, president, National Bureau of Economic Research, New York.

The convention will then hear Mrs. Joan Ganz Cooney, president of the Children's Television Workshop, and Nathan Glazer, also a professor at Harvard's Graduate School of Education and currently on leave at the Center for Advanced Study in the Behavioral Sciences at Stanford, Calif.

AAAA's customary Saturday-morning session on creativity this year will feature David B. McCall of McCaffrey & McCall, Nadeen Peterson of D'Arcy-MacManus-Intermarco, Victor Bloede of Benton & Bowles and Dan Seymour of the J. Walter Thompson Co. AAAA Chairman Edward M. Thiele of Leo Burnett Co. will close the sessions.

BusinessBriefly

Surfine-Central Corp., Northlake, Ill., through Norman, Navan, Moore & Baird, Grand Rapids, Mich., will sponsor *Strollin' With Al Hirt and His Horn of Plenty*, one-hour 20th Century-Fox TV special, in approximately 100 markets during March.

Homelite Division, Textron Inc., Providence, R.I., through Needham, Harper & Steers, New York, will make first use of TV for its lawn and garden equipment with spot-TV campaign in 86 markets during last week of March.

Xerox Corp., Stamford, Conn., through Needham, Harper & Steers, New York, will sponsor 13 one-hour programs in *America* series over NBC-TV on alternate Tuesdays, 10-11 p.m., starting Nov. 14. The series, co-produced by BBC and Time-Life Films, is written-narrated by Alistair Cooke. Xerox is investing more than \$4 million in production and time and has option on repeat performances.

AMF Inc., New York, through Fuller, Smith & Ross there, will sponsor its second *Bob Hope Special* on NBC-TV Monday, April 10 (9-10 p.m. NYT).

Also in Advertising

BBDO fact book ■ New pocket-size *BBDO Audience Coverage and Cost Guide* has been published by BBDO's media department in New York. It has 76 pages of media, audience and cost data. Cost is \$10 per copy, discounts on three or more.

Name change ■ Cooke & Levitt Inc., Los Angeles, has changed its name to Ralph Kent Cooke Inc. Advertising Agency, formerly on Sunset Boulevard in Hollywood, has relocated to 814 South Westgate, Los Angeles 90049.

Accent on radio ■ A. Eicoff & Co., Chicago-based agency, formed a radio division, to create and place radio advertising for many of Eicoff's present TV accounts. Gordon Gredell, formerly associate media director at D'Arcy, McManus-Intermarco, will head division.

RepAppointments

■ KLZ-AM-FM Denver and KLVI(AM) Beaumont, Tex.: McGovern-Guild-PGW Radio, New York.

■ WCKY(AM) Cincinnati: Metro Radio Sales, New York.

■ WWGO(AM)-WCCK(FM) Erie, Pa., and WRNG(AM) Atlanta: Katz Radio, New York.

■ WZZM-FM Grand Rapids, Mich.: The Meeker Co., New York.

■ KPSI(AM) Palm Springs, Calif.: Grant Webb & Co., New York.

■ KITT(FM) San Diego: Alan Torbet Associates Inc., New York.

No wrong number for AT&T's public

\$38 million in savings attributed to TV ads to promote 'direct dial'

AT&T Long Lines says it is coming up with the right numbers—between \$37 million and \$38 million in savings to the company last year—in its use of network-TV to promote distance direct dialing.

Advertising, handled by N. W. Ayer & Son, New York, urges customers to use "DDD" (distance direct dialing). The commercials point out that phone users pay considerably less for station-to-station calls than for person-to-person telephoning.

As explained by Dan E. Hutchins, advertising director of AT&T Long Lines, New York, the company is showing people how they can reduce their phone bills, and, at the same time, the company is realizing considerable savings. Operator handling and maintenance of person-to-person calls run into the millions of dollars.

AT&T spent \$3.2 million for its direct-dial promotion on network TV in 1970 and \$5.4 million in 1971. This year approximately \$5.7 million will be invested in schedules on all three networks.

The advertising is split between support of direct dialing long distance (principally to the business community) and of long-distance for "messages" (principally to home users). In 1972, the two will be equally treated in the budget; \$2.85 million is to be spent on each.

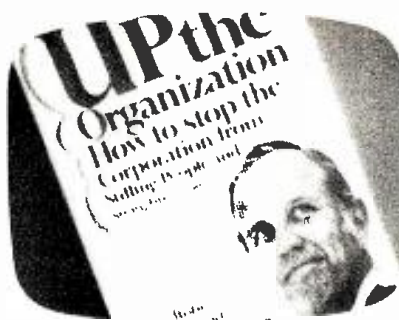
The message from AT&T is spelled out in its television advertising. In one newly produced commercial, a young spokeswoman seated beside an electric typewriter in a business office says, "You don't save on operator-assisted calls. Like coin phone calls—collect, credit-card, or person-to-person calls, or calls charged to another number; nor on calls from hotel or motel phones.

"[But] You do save when you dial interstate calls direct, from your home or office, without operator assistance."

The message may be simple but viewers have responded, and the reaction on the plotted curve at AT&T's New York headquarters has been dramatic.

AT&T says that in interstate volume, a 1% reduction in operator-handled tolls results in \$6 million in operator savings to the Bell System.

In the first year (1970) of AT&T's TV campaign the volume of calls represented by direct dialing moved up from about 60.7% to 64.7%—\$24 million saved. In 1971, the gain was 6.2 percentage points, or over \$37 million saved. That year 70.9% of all interstate calls were dialed direct. In 1966, direct dialing represented only half (50.1%) of total volume.



Robert Townsend: "I wrote a book called 'Up the Organization' . . . Among other things, it says that half of every big organization is waste—people, equipment, money. One way to stop the waste is to stop making other people do what you can do easier and quicker if you dial yourself. That's for a three-minute, station-to-station, out-of-state call . . . all day Saturday . . . and Sunday till 5 p.m."



Burns Roper: "The Roper Organization is in the business of public opinion surveys and marketing research, not the telephone business. But we have some opinions on how to save money when yourself. For instance, I've long believed in dialing my own long-distance calls. For one thing, it gets me 'up' for the dialogue . . ."



Erma Bombeck: "If you've read my column, 'At Wits' End,' you know I sometimes write about saving money. Like on weekends you can now save 43 to 56% on your long distance calls you're telephoning. On long-distance I play the percentages. I find it cheaper to dial direct rather than person-to-person . . . even if the odds are only 50-to-50 that my party will be there when I call . . ."

A tighter hand on toy premiums

All selling to children will be a whole new ball game in the fall

Cereal makers who sell their snap-pop-crackle products primarily with toy premiums directed to children are going to have a slightly tougher time this fall, on TV at least.

New guidelines for premiums and offers in TV advertising directed at children were adopted last week by a subcommittee of the Television Code Review Board of the National Association of Broadcasters. They become effective Oct. 1, and apply to all TV advertising directed at children. Cereals, however, are advertised most heavily with premiums.

Guidelines for toy advertising in general were adopted by the TV code review board and approved by the TV board, in 1970. They were made applicable to nontoy advertising that used toys as premiums, but this was found not feasible.

Last week's action is the result of a special study of this situation by a four-man subcommittee of the review board, headed by Morton S. Cohn, WLOS-TV Asheville, N.C.

The use by cereal makers of toy premiums as inducements in their advertising on children's TV programs was a major subject at the Federal Trade Commission's hearings on general advertising practices last fall (BROADCASTING, Nov. 15, 1971). One of those making the allegation was Robert B. Choate, Washington nutritionist, who has also charged that cereal advertising on TV sells improper nutrition to children (BROADCASTING, March 6).

The new guidelines contain seven distinct requirements or prohibitions. Among the most significant:

The amount of time devoted to a premium or offer shall not exceed 20 seconds or half the commercial, whichever is the lesser; the premium or offer shall, at some time, be displayed in a still visual presentation, so that it is clearly depicted; during the premium or offer segment, the use of stock footage, real-life counterparts, fantasy or animation is forbidden; positive disclosure or price of separate purchase information must be made in audio, and if appropriate in video.

BZ even sounds busy

It's been only six months since Barnett, Zlotnick Inc. opened its doors, yet the New York advertising agency has managed to more than quadruple its billings from less than \$1 million to its present rate of about \$4.2 million. Figures on broadcast's share of billings at the agency are not available, but an agency spokesman said personnel were "all very broadcast-oriented."

WSYR...

the leader again in Central New York's big radio market!

WSYR reaches more listeners 6:00 to 10:00 a.m. than two of the top five stations reach individually in an entire broadcast week.

Look at the October-November 1971 Syracuse ARB.



Don Dauer
5-7 AM



Ed Murphy
7-11 AM

Research derived from October-November 1971 Syracuse, N. Y. ARB. Data quoted or derived from audience surveys are estimates, subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details. Get the full story on Syracuse from Henry I. Christal Co., Inc.

WSYR

Radio in Syracuse
570kc NBC 5000 watts

BALTIMORE WASHINGTON

STATIONS **DO NOT**
BLANKET MARYLAND

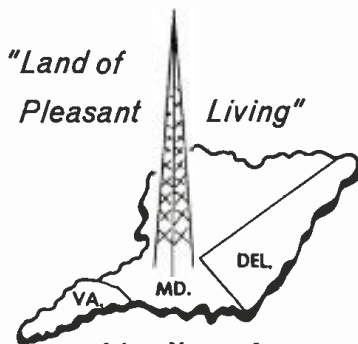


CHECK WBOC

AM - FM - TV
Salisbury, Maryland

"Total Broadcast
Service for Delmarva"

+ PLUS +
100,000
Weekly Population
Swell in Summer
Resort Areas...



Adam Young, Inc.
National TV Rep.
Dome-Messervy
Regional TV and Radio Rep.
The Devney Organization
National Radio Rep.

Pique at network hurts its stations

Angered by CBS News,
Bumble Bee keeps spots
off CBS-TV affiliates

Bumble Bee seafoods has opened a can of worms in broadcast advertising.

The advertiser was said in one report to have directed its agency, Richard K. Manoff Inc. Advertising, New York, to bypass CBS-TV affiliates in ordering a national-spot schedule last January. The action was said to be in retaliation for a claimed distortion in CBS news.

The incident was recounted in a report first published in the Wednesday (March 7) *New York Times*, which included excerpts of memoranda attributed to the Manoff agency, a TV-station representative, the CBS Broadcast Group and CBS News. Most of the principals involved refused comment afterward, though the authenticity of the exchanges was established.

According to the report, the advertiser, through its agency, informed station reps that it would not accept availabilities offered by CBS-TV affiliates. The Bumble Bee "ban" was said to have been effected because of the CBS-TV network's coverage of Senator Philip A. Hart's (D-Mich.) investigation of a fishing-inspection bill in May 1971. A report by Daniel Schorr, CBS News correspondent, featuring critics of the fishing industry was presented on the Walter Cronkite evening news show last May 20 and followed the next evening with another report by Mr. Schorr.

The *Times* story depicted the advertiser as believing the CBS News presentation was distorted. Published were memoranda from:

(1) Television Advertising Representatives, Westinghouse Broadcasting Co.'s TV-station rep, quoting from a Manoff agency directive to the effect that a

"buy" was to be made by the seafood advertiser for the period Jan. 31 through March 6, 1972, but that the current policy of the client was not to advertise on CBS-TV affiliates and thus the agency was not requesting availabilities for specific stations. That memorandum was said to be dated last Jan. 19.

(2) Mr. Manoff, board chairman of the agency, noting that "advertisers select television stations as hospitable vehicles for their messages", that CBS had "destroyed" that hospitality for its affiliates for Bumble Bee advertising and suggesting that the advertiser hoped CBS in the future would "more objectively present both sides of an issue" when presenting news. That memo was said to have been sent to John A. Schneider, president, CBS Broadcast Group, last Aug. 30.

(3) Mr. Schneider, reportedly in a letter dated last Sept. 23, summarizing CBS News's decisions on the fishing report and adding comments of his own. The letter was sent to Mr. Manoff, with a copy to John S. McGowan, president and chief executive officer of Bumble Bee.

In brief, the CBS News view, as offered by Richard Salant, president, was that the defense of the fishing-industry spokesmen (who rebutted charges against fishing and canning industries' practices and contributions to water pollution) was not as clear-cut or persuasive as "a pretty clean bill of health for tuna and swordfish from presumably disinterested and unprejudiced experts."

Mr. Salant also dealt in detail with Mr. Schorr's wrap-up summary of the fish problem on the telecast to emphasize that it was a fair treatment of a complex issue.

The CBS News president said, however, that he did not recall "ever having been faced before with so blunt an attempt by advertisers to influence news handling and punish a news organization."

Mr. Schneider then was reported to have written Mr. Manoff that "an unhappy precedent is being set here and

BAR reports: television-network sales as of Feb. 27

CBS \$105,250,900 (37%); NBC \$95,909,700 (33%); ABC \$86,208,500 (30%)*

Day parts	Total minutes week ended Feb. 27	Total dollars week ended Feb. 27	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	104	\$ 609,600	501	\$ 3,262,800	\$ 3,139,000
Monday-Friday 10 a.m.-6 p.m.	970	7,503,200	7,140	53,776,900	53,103,200
Saturday-Sunday Sign-on-6 p.m.	293	3,612,600	2,402	40,444,900	29,803,300
Monday-Saturday 6 p.m.-7:30 p.m.	83	1,737,100	711	15,167,800	13,062,000
Sunday 6 p.m.-7:30 p.m.	10	157,600	117	3,563,600	5,766,000
Monday-Sunday 7:30 p.m.-11 p.m.	391	20,346,100	3,182	158,346,300	158,255,100
Monday-Sunday 11 p.m.-Sign-off	161	1,929,000	956	12,806,800	8,323,900
Total	2,012	\$35,895,700	15,009	\$287,369,100	\$271,452,900

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

it's one that I think none of us will live with comfortably."

Mr. Salant was in Europe last week. Mr. Schneider could not be reached for comment, but a CBS source said the excerpts published were "substantially correct."

Mr. Manoff and Jack Daly, advertising manager of Bumble Bee in Astoria, Ore., both commented that the *Times* report was "not accurate" in the context of a "ban." They said that five CBS-TV affiliates were carrying the Bumble Bee schedule, identifying them as WNEF-TV Binghamton, N.Y.; WTIC-TV Hartford, Conn.; KBOI-TV Boise, Idaho; KOIN-TV Portland, Ore., and KOOL-TV Phoenix.

The spot buy for Bumble Bee canned tuna fish was national, covered more than 30 markets and was to run eight weeks.

Bumble Bee is a division of Castle & Cooke, a widely diversified company based in Honolulu. Castle & Cooke also owns Dole pineapple and pineapple juice and other Hawaiian foods and has subsidiary interests in sugar, trucking, shipping, land development and computers. It spent \$1.1 million in spot TV in 1971, nearly all of it for Bumble Bee products.

Mr. Daly told BROADCASTING that he believed the terms of the Bumble Bee purchase were a "private matter" between the agency and media.

Mr. Manoff said: "It is no news to anybody inside or outside the business that we carefully appraise every conceivable kind of consideration when we decide to buy advertising time and space. What happened between us and CBS has unfortunately been distorted as such matters are always distorted when they are summarized as news reports. Or how else would you explain the schedule on five CBS stations?"

A rep sales manager familiar with the buy said the answer to Mr. Manoff's question was obvious. He asserted that the agency bought CBS-affiliated stations in those markets where avails on other stations did not suit campaign specifications.

TVAR, however, was blunt in reporting the Bumble Bee policy to its staff. Kenneth MacDonald, president, was quoted in the published excerpt as calling the directive "unfair and discriminatory."

Mr. MacDonald was not in New York, and Westinghouse refused to release his memorandum, but company sources said the published excerpt was accurate.

NHS's Harper calls for clutter control

There is too much advertising on radio and television, Paul C. Harper Jr., chairman and chief executive of Needham, Harper & Steers, said last week. And he thinks it is time the media and the advertising industry "acted more broadly and substantially in concert" to control the matter.

Speaking before a luncheon meeting

of the Hollywood Radio and Television Society, Mr. Harper said: "I firmly believe that increasing clutter is having a devastating effect on public confidence in, and acceptance of, advertising. And unless voluntary measures are taken, it remains a wide-open area for government intervention." He suggested, as a first step, that an agreement be made between media and the ad industry "to limit the number of allowable commercial minutes in any time period."

Mr. Harper said, "there is too much advertising . . . too much for me . . . too much for our industry's good . . . and too much for the public." He said, "It may be that both television and radio have passed the saturation point."

Mr. Harper said that there are six major areas of common concern about advertising: truth in advertising, gross antisocial behavior caused by advertising, clutter, taste, the monopolistic effects of advertising, and advertising's alleged economic wastefulness. According to Mr. Harper, truth, antisocial behavior (if clinically proved to be related to advertising) and clutter are all actionable by government if self-regulation fails.

The other areas of concern—taste, monopolistic effects, economic waste—are not actionable by government, Mr. Harper claimed. Instead, he said, government involvement here "would be tinkering with the free market mechanism with unpredictable but undoubtedly negative results."

Mr. Harper conceded that when consumers suffer "gross, clearly identifiable . . . documented in black and white" abuses, "the government must take protective action." But, he made clear, the time to become alarmed is "when government starts to tinker with the fine tuning of the system."

The basic choice society is coming face to face with, Mr. Harper concluded, "is not between more or less advertising than we have now or something slightly different. The choice," he said, "is between the vitality of a free market and the stagnation of a regulated one."

ARCO's TV tells what's inside the pump

Station attendants at ARCO gasoline pumps across the country will not only fill automobile tanks but will also educate drivers about the contents of its three grades of gasoline. The Atlantic Richfield Co., New York, is introducing the public to its new service via two 60-second spot-TV announcements that broke on the West Coast earlier this month. The campaign, created by Needham, Harper & Steers and backed by a good portion of the oil company's ad budget, will move to the Midwest and East Coast within three months.

The voice-over copy reads: ". . . when you stop by an ARCO station, you'll see a list of our ingredients and what they can do in plain English right on the pump. All pumps show what you pay; at ARCO stations we show what you pay for. We show it, because we've got it."

Claims for polish are toned down

Code authority succeeds for second time this year in getting a voluntary change

"Substantiation" and "documentation" are no longer just words in the lexicon of advertising; they have real meaning these days. Take the Code Authority of the National Association of Broadcasters, for example.

Last month it issued one of its infrequent advisories telling TV subscriber stations that they should not be running commercials for a new furniture polish, Scott's Liquid Gold. Claims in the copy strongly implied that this polish replaced moisture that had been lost in the wood of furniture because of winter heating and summer air conditioning.

The warning of unacceptability was issued by the code authority after several months of unsuccessful correspondence with the firm, and its advertising agency, Advertising Promotions Inc., both of Denver.

Within a week after that Feb. 23 advisory the Scott firm and its agency agreed to make the changes sought by the code authority's Jerome Lansner and Loren Williamson. On March 2, the NAB sent a second advisory telling subscribers the revised Scott commercials would be acceptable.

The Scott's Liquid Gold campaign, which began Feb. 21, is a \$4-million, 13-week national spot-TV and network buy.

The Liquid Gold warning advisory was the code authority's second this year; earlier a warning had been issued about a body-wrap figure control product. Last year three such advisories were put out.

The drive to require substantial documentation of claims is not new for code officials, but there's no question that it received a strong push from the Federal Trade Commission whose 0" substantiation program began June 10, 1971.

By the end of this month, the FTC plans to submit its first report on automobiles, air conditioners, electric razors and TV and radio sets to Senator Frank Moss (D-Utah) and his consumer subcommittee.

An advertising agency

Popofsky Advertising Co. has come up with a new method of attracting clients—advertise on television. The newly formed New York agency is running 60-second announcements in New York aimed at potential customers. The commercials question the relevance of the 15% agency commission, payment for unneeded or unwanted services, exorbitant production costs, intimidation by governmental do's and don'ts, and the practice of holding an advertiser's money rather than paying the client's media bill.

Network TV's 432 customers in '71

Despite falling short of '70 record expenditures, it was a year of more total sponsors and more new blood

There were more network-TV advertisers and more newcomers to the medium in 1971 than in 1970, according to a Television Bureau of Advertising report released last week. TVB had reported advertiser investments in network television in 1971 at \$1.6 billion, 6.1% below the 1970 record \$1.7 billion (BROADCASTING, Feb. 7).

Today's TVB report, based on figures supplied by Broadcast Advertisers Reports (BAR), listed 432 advertisers, including 48 new to the medium, in 1971 vs. 427 clients, 42 of them new, in 1970.

The biggest spending newcomer in 1971 was the U.S. Armed Forces with a \$3.7-million investment, followed by the Great Atlantic & Pacific Tea Co. (\$1.7 million) and Eaton Corp. (\$1.2 million).

Among others new to the medium were Public Broadcasting Service (\$283,100 in promoting its local non-commercial TV programs), Fiat Motor (\$706,600 for its passenger cars). Memorex Corp. (\$1.2 million for recording tape), Amstar (\$1.1 million for Domino sugar, Coca-Cola Bottling Co. of New York (\$629,800 in advertising Mogen David Wines), Transamerica Corp. (\$471,100 for Occidental life insurance), Jeffrey Martin Inc. (\$441,000 for Compoz and Psorex products) and Nicholson File Co. (\$309,900).

The Armed Forces spending was for recruiting, A&P's for the A&P 8 O'Clock coffee brand and Eaton's for Yale padlocks and general advertising.

Only three of the top-10 network-television advertisers in 1971 increased their spending in the medium over 1970.

Though Proctor & Gamble continued its lead as No. 1 network advertiser, its \$120.9 million in 1971 represented a 5.9% cut from its investment level in 1970. Colgate-Palmolive's reduction represented the biggest percentage for any one top-10 advertiser in 1971 (down 25.9%).

The three advertisers of the 10 leaders that showed gains were American Home Products (\$48.7 million, up 19.5% and in second place from eighth in 1970), Sterling Drug (\$46.3 million, up 12.2% and fourth from seventh) and General Motors (\$39.9 million, up 21.3% and seventh from 11th position).

The TV network sponsors, in alphabetical order:

Rank	Parent Co.	1971 Expenditures
310.	Aamco Industries Inc.	\$ 234,200
143.	Abbott Laboratories	1,808,900
233.	Acushnet Co.	658,000
144.	Admiral Corp.	1,806,500
234.	Airwick industries Inc.	645,700
338.	Alkzona Inc.	170,900
411.	Aladdin Industries Inc.	24,700
28.	Alberto-Culver Co.	14,259,500
206.	Allied Van Lines Inc.	868,800
375.	Amerace-Esna Corp.	82,500
258.	American Airlines Inc.	465,900
91.	American Brands Inc.	4,284,000

Rank	Parent Co.	1971 Expenditures
134.	American Can Co.	1,978,300
25.	American Cyanamid Co.	15,492,500
131.	American Dairy Assn.	2,157,400
100.	American Express Co.	3,565,600
339.	American Florists Marketing Council	166,000
103.	American Gas Association Inc.	3,319,000
2.	American Home Products Corp.	48,794,200
232.	American Luggage Works Inc.	662,500
61.	American Motors Corp.	7,154,400
123.	American Petroleum Institute	2,703,100
24.	American Tel. & Tel. Co.	15,645,000
251.	American Trucking Assn. Inc.	522,500
194.	AMF Inc.	986,300
185.	*Amstar Corp.	1,120,100
117.	Anderson Clayton & Co.	2,885,200
75.	Anheuser-Busch Inc.	5,417,400
381.	Argo Industries Corp.	58,000
249.	Armstrong Cork Co.	531,200
321.	Arnold Schwinn & Co.	195,800
383.	Associated Brewing Co.	55,000
322.	Associated Products Inc.	195,600
199.	Association of American Railroads	953,800
281.	Atlantic-Richfield Co.	311,600
319.	Avco Corp.	199,900
99.	Avon Products Inc.	3,604,000
429.	Bahamas Ministry of Tourism	8,200
299.	Ball Corp.	267,200
129.	Bank of American National Trust & Savings	2,338,400
425.	Bankers Life & Casualty Co.	8,800
330.	Bankers Life of Oes Moines	183,600
261.	Bassett Furniture Industries Inc.	446,700
207.	Bath Industries Inc.	855,700
128.	Beatrice Foods Co.	2,413,900
81.	Beecham Group Ltd.	5,168,100
317.	Beltona Electronic Corp.	203,300
283.	Bendix Corp.	308,400
246.	Beneficial Corp.	542,400
238.	Benjamin Moore & Co.	627,100
311.	Bethlehem Steel Corp.	231,100
392.	Beverages International Inc.	41,200
256.	Binney & Smith Inc.	472,800
409.	Bissell Inc.	26,400
140.	Black & Decker Mfg. Co.	1,856,600
351.	*Blistex Inc.	131,000
30.	Block Drug Co. Inc.	13,956,200
120.	Borden Co.	2,775,700
228.	Borg Warner Corp.	688,000
114.	Milton Bradley Co.	2,987,600
345.	Brady Enterprises Inc.	138,500
431.	*Brioschi Inc.	3,200
3.	Bristol-Myers Co.	48,607,000
403.	British Petroleum Ltd. London	29,400
296.	Brown Shoe Co.	277,200
363.	Brown-Forman Distillers Corp.	107,400
353.	Brunswick Corp.	126,300
173.	Bulova Watch Co. Inc.	1,251,300
108.	Burlington industries inc.	3,105,800
423.	*California & Hawaiian Sugar Refining Co.	9,000
342.	California Cannery & Growers	151,800
289.	Callaway Mills Inc.	288,000
23.	Campbell Soup Co.	15,960,400
324.	Cannon Mills Inc.	195,000
51.	Carnation Co.	8,991,800
291.	Carrier Corp.	284,400
27.	Carter-Wallace Inc.	14,463,300
323.	Carter's Ink Co.	195,100
337.	Castle & Cooke Inc.	171,400
340.	Celanese Corp.	162,500
193.	Champion Spark Plug Co.	999,600
220.	Chanel Inc.	732,400
325.	Charms Co.	193,800
65.	Chesebrough Ponds Inc.	6,638,200
267.	Chicago Musical Instrument Co.	397,500
18.	Chrysler Corp.	20,529,400
208.	Church & Dwight Co. Inc.	846,600
274.	Ciba-Geigy Corp.	354,200
401.	*Citizens for Jackson Committee	30,000
382.	Arnold Clark Inc.	56,400
29.	Cirolux Co.	13,969,400
197.	Cluett Peabody & Co. Inc.	969,400
237.	*Coca-Cola Bottling Co., of N.Y.	629,700
31.	Coca-Cola Co.	13,697,500
329.	*Coleco Industries Inc.	185,900
203.	Coleman Co. Inc.	898,500
415.	*Sidney Colien Enterprises	18,200
9.	Colgate-Palmolive Co.	34,455,900
344.	CBS inc.	145,000

Rank	Parent Co.	1971 Expenditures
301.	Columbia Pictures Industries Inc.	262,200
164.	Combe Chemical Inc.	1,456,300
290.	Connecticut General Ins. Corp.	285,600
125.	Consolidated Foods Corp.	2,483,900
159.	Continental Insurance Cos.	1,529,700
365.	Coopers Inc.	102,800
284.	Corning Glass Works Inc.	307,500
89.	C.P.C. International Inc.	4,475,700
388.	Crush International Ltd.	48,300
412.	*Cunard Line Ltd.	21,800
149.	Dart Industries Inc.	1,684,400
294.	Deere & Co.	278,100
235.	Deering Milliken Inc.	636,400
80.	Del Monte Corp.	5,174,300
424.	*Deltona Corp.	8,800
92.	Deluxe Topper Corp.	4,271,300
105.	Walt Disney Productions	3,241,900
163.	Doctor Pepper Co.	1,470,900
216.	Dow Chemical Co.	768,600
260.	Dow Jones Co. Inc.	488,600
41.	E. I. Ou Pont De Nemours & Co. Inc.	10,222,100
393.	E.S.B. Inc.	40,000
407.	*Earl Scheib Auto Paint Stores	26,700
255.	Eastern Air Lines Inc.	479,000
46.	Eastman Kodak Co.	9,404,000
175.	*Eaton Corp.	1,222,900
356.	Economics Lab Inc.	119,000
385.	Elgin National Industries Inc.	52,000
231.	Employers Insurance of Wausau	681,700
147.	Equitable Life Assurance Society	1,766,600
348.	F. & F. Laboratories Inc.	134,300
156.	Faberge Inc.	1,575,200
198.	Max Factor & Co.	956,700
360.	Father Johns Medicine Co. Inc.	110,700
426.	*Faultless Starch Co.	8,800
224.	*Fiat Motor Co. Inc.	706,600
70.	Firestone Tire & Rubber Co.	5,880,600
202.	First National City Corp.	919,300
83.	Florida Citrus Commission	5,022,400
320.	State of Florida	198,700
178.	Florists Transworld Delivery Assn.	1,201,200
10.	Ford Motor Co.	29,660,600
213.	Foremost-Mckesson Inc.	811,800
191.	Foster-Grant Co. Inc.	1,038,100
130.	Foundation for Commercial Banks	2,319,800
268.	Frankley Enterprises Inc.	394,900
165.	R.T. French Co.	1,435,600
201.	GAF Corp.	944,600
419.	General Brewing Co. Inc.	13,600
60.	General Cigar Co. Inc.	7,294,000
55.	General Electric Co.	7,984,100
6.	General Foods Corp.	40,699,600
17.	General Mills Inc.	22,352,300
7.	General Motors Corp.	39,982,100
398.	General Telephone & Electric Corp.	35,100
242.	Georgia Pacific Corp.	573,200
341.	State of Georgia	159,400
205.	Gerber Products Co.	871,700
11.	Gillette Co.	29,198,100
168.	Glass Containers Mfg. Institute	1,379,000
200.	Gold Seal Co.	946,700
372.	Gold Seal Vineyards Inc.	88,000
158.	B.F. Goodrich Co.	1,541,800
67.	Goodyear Tire & Rubber Co.	6,414,400
402.	W.T. Grant Co.	30,000
148.	*Great Atlantic & Pacific Tea Co.	1,734,400
405.	*Great Lakes Manufacturing Co.	28,000
136.	Green Giant Co.	1,939,300
395.	Green Shoe Mfg. Co.	39,400
39.	Greyhound Corp.	10,760,500
84.	Gulf & Western Industries Inc.	4,988,300
50.	Gulf Oil Corp.	9,082,100
295.	Haggar Co.	277,400
94.	Hallmark Cards Inc.	3,725,200
331.	Hanes Corp.	181,800
420.	Hardees Food Systems Inc.	13,000
269.	Hart Schaffner & Marx	394,600
154.	Hartford insurance Group	1,587,000
188.	Hartz Mountain Products Corp.	1,078,400
79.	Hasbro Industries Inc.	5,184,100
297.	*Hastings Mfg. Co.	270,400
85.	H. J. Heinz Co.	4,925,300
229.	Helene Curtis Industries Inc.	685,600
86.	Hershey Foods Corp.	4,896,600
42.	Heublein Inc.	10,177,900
169.	Hoffmann-La Roche Inc.	1,328,300
102.	Holiday Inns of America Inc.	3,337,800
166.	Honda Motor Co. Ltd.	1,434,200
280.	H. P. Hood & Sons Inc.	328,700
186.	Hoover Co.	1,092,600
137.	Geo. A. Hormel & Co.	1,906,400
389.	*Hot Line Charge Card Service Inc.	44,000
226.	Household Finance Corp.	704,900

Time's \$69-million sale clears FCC

But McGraw-Hill, the buyer, still sweats out threats of appeal by protesting blacks, chicanos

McGraw-Hill Inc.'s purchase of five Time-Life Broadcasting Inc. television stations successfully weathered the FCC last week. But the time for McGraw-Hill to celebrate its entry into the broadcasting business is not yet at hand. Community groups, mostly Mexican-American, who opposed the assignment applications are not prepared to quit.

The commission approved the \$69.3-million sale by a 4-to-2 vote. And in a related action, it approved, by a 5-to-1 vote, Time-Life's applications for license renewals for three of the stations—KOGO-TV San Diego, KERO-TV Bakersfield, Calif., and KLZ-TV Denver. The renewals of all three were opposed by local groups. The other stations involved in the assignment package are WFBM-TV Indianapolis and WOOD-TV Grand Rapids, Mich.

The majority in both actions included Chairman Dean Burch and Commissioners Robert E. Lee, Charlotte Reid and Richard E. Wiley. Commissioner Nicholas Johnson dissented in both, while Commissioner Robert T. Bartley opposed the sale but voted to approve the renewal applications.

Time-Life, which is placing its bets in the electronic media on the future on CATV, has also spun off its eight radio properties. Five of those sales have been approved by the FCC.

Time-Life opted out of television-broadcast ownership, it said, because of the commission rule banning common holdings of television stations and CATV systems in the same market. Existing crossownerships must be broken up by Aug. 10, 1973. And Time-Life has an interest in cable-television systems in each of the markets served by its television stations.

Two petitions to deny the assignments to McGraw-Hill are on file, one by chicanos groups directed against all five applications, the other by a black group in Denver, directed primarily against the sale of KLZ-TV. Both petitions said McGraw-Hill had not made the "compelling public-interest showing" required of applicants seeking to acquire three VHF stations in the top-50 markets; both asserted that the sale would result in a number of anticompetitive effects and that McGraw-Hill would continue what they said was Time-Life's discriminatory policy in employment, and both questioned the adequacy of McGraw-Hill's ascertainment of community needs and proposed programming.

The community groups, directly and

through their attorneys, have been meeting with McGraw-Hill counsel since September in an effort to resolve their differences. However, the groups' insistence on McGraw-Hill restructuring its proposal to meet their concerns about the regulatory issues—the alleged concentration of control of mass media, among them—has provided the major stumbling block.

McGraw-Hill last month presented a new proposal, one dealing with the ascertainment-of-needs issue, employment and programming—other matters of concern to the groups—but not the regulatory issues. McGraw-Hill attorneys submitted it in a meeting in San Francisco with Mario Obledo, of the Mexican-American Defense League, who with Albert Kramer of the Citizens Communications Center, of Washington, are principal counsel on the petitions opposing the assignments. The United Church of Christ is also involved, providing counsel for the groups in Bakersfield and San Diego.

The latest McGraw-Hill proposal apparently failed to satisfy the groups. For Robert Stein, an associate of Mr. Kramer, and Earle K. Moore, the attorney provided by the United Church of Christ, said that relief from the commission's action would be sought, either by a petition for reconsideration to the commission or appeal to the courts.

No one was ruling out further negotiations. Indeed, there were indications that they will go forward. But on the day the commission action was announced, Thursday, there appeared to be no definite plans for additional talks.

The commission, in its order, found the sale, in its present form, to be in the public interest. McGraw-Hill had made the required "compelling public-interest showing," the FCC said. It added that the grants will promote the diversification goals of the crossownership policy and that the new owner not only will bring new viewpoints to the five markets but also can bring valuable experience and resources to bear in providing promised programming. The company's ascertainment of needs in all five communities was found to comply with the commission's requirements and the proposed programming to reflect "a sensitivity to ascertained needs."

The commission rejected as "without factual basis" the allegations that the assignments have serious anticompetitive consequences. McGraw-Hill is a major publisher of books and trade

journals and, through subsidiaries, dispenses investment and financial advice. The commission, citing McGraw-Hill assurances, expressed confidence that the company would not use its resources to gain an advantage over competitors or discriminate against minority groups.

The three petitions to deny the renewal of Time-Life stations principally involved allegations that they had failed to serve the needs and interests of their respective communities, particularly those of minority groups. The commission said that the petitioners had failed to support their allegations.

The approval of the assignment applications was made subject to the outcome of rulemaking proceeding in which the commission is expected to relax its multiple-ownership rule as it applies to banks. The rule now prohibits anyone from owning more than 1% of stations exceeding in number the totals allowed in the rule. Eight banks own 1% or more of McGraw-Hill stock as well as more than 1% of other large broadcast groups and are thus technically in violation of the rule limiting television ownership to seven stations, no more than five of them VHF's.

However, the commission noted that only four of the banks have the power to vote as much as 1% of the stock and that all have given assurances they will not attempt to influence McGraw-Hill's policies. The FCC also said it is apparent that actual control over station management is exercised in every case by the licensee and not the banks. In any event, the commission said, the question of bank ownership "is more appropriately a matter for consideration" in the rulemaking proceeding.

Besides approving the assignments, the commission granted Time-Life's request for tax certificates assuring the transaction's treatment as an involuntary sale for tax purposes.

However, the commission denied Time-Life's requests for a refund of \$5,000 in filing fees and more important for a waiver of the assignment-grant fees, which are expected to total some \$1,300,000. The purchaser is held responsible by the commission for the grant fees, but the sales contract in this deal puts the burden on Time-Life.

Four of the Time-Life stations are NBC-TV affiliates: WFBM-TV (ch. 6), WOOD-TV (ch. 8), KOGO-TV (ch. 10) and KERO-TV (ch. 23). KLZ-TV (ch. 7) is a CBS-TV affiliate.

Can 83,485 New Englanders be wrong?

One month ago, Boston Broadcasters, Inc., ran a newspaper ad asking New Englanders what they want on television. And, more particularly, what they want on Channel 5.

WHDH-TV ran an ad urging the people of New England to answer. Who has the confidence of the community—WHDH-TV or BBI?

The nationally known independent firm, R. L. Polk & Co., has been receiving letters, ballots and petitions and counting the results. On Friday, March 3, they reported:

WHDH-TV 83,485
BBI 400

WHDH-TV is Channel 5.

Challenged TV's near settlement

Way clear in Moline case that could be benchmark, but fire in Las Vegas complicates ending there

Two broadcast licensees faced with challenges by applicants seeking to displace them from their television frequencies have reached agreements designed to end the contests. But one of the agreements may have to be renegotiated; the station involved was destroyed by fire three days after the agreement was signed.

The station that was hit by fire, on Monday (March 6), was Donrey Media Group's KORK-TV (ch. 3) Las Vegas. The competing applicant is the Las Vegas Valley Broadcasting Co., whose vice president is Meyer Gold, 50% owner of KLOM-AM-FM Lompoc, Calif. The agreement involves the creation of a new corporation, Western Valley Television Inc., in which each of the applicants would be 50% owners, and to which the KORK-TV license would be assigned. Of the stations assets, assessed \$2.5 million, KORK-TV would contribute \$625,000, sell a like amount to Las Vegas, and lease the remainder, at an aggregate annual rental of \$150,000 to the new corporation.

Station personnel were working frantically last week in an effort to put the

NBC-TV affiliate back in operation by Saturday (March 11).

The other agreement would leave Moline TV Corp.'s WQAD-TV Moline, Ill., intact as the occupant of channel 8 Moline: it would terminate a court appeal by Community Telecasting Corp. of an FCC order last August denying its application and renewing Moline TV's license (BROADCASTING, Aug. 23, 1971).

The agreement, which would end a contest under way for more than four years, had not been filed with the commission as of Thursday. But it is believed to involve Moline TV Corp.'s reimbursement of Community Telecasting for its expenses in prosecuting its application. Community's application would be dismissed. The applicant company is 70% owned by Sterling (Red) Quinlan, former general manager of ABC's WLS-TV Chicago and now an official of International Digisonics Corp.

Both agreements are subject to FCC approval.

The WQAD-TV case is a significant one, in view of broadcasters' growing concern over challenges by competing applicants at license-renewal time. And if

the commission's decision, issued by a 4-to-2 vote, is not reviewed by the courts, it will stand as a benchmark for hearing examiners presiding over the eight renewal-comparative hearings now under way.

The decision was the first one involving such a contest that the commission issued after the U.S. Court of Appeals in Washington threw out the commission's policy statement that was designed to afford licensees protection against challenges.

In its decision, the court said that a new applicant is entitled to a full hearing. But it also said that a renewal applicant should be given "a plus of major significance" if its past performance warranted it. And the commission, in the Moline case, said WQAD-TV deserved such a "plus."

Community had made a major point of its contention that WQAD-TV's alleged failure to provide programming in accordance with its promises should be held against the licensee. The commission, however, said that only "a slight demerit attaches on the promise vs. performance issue."

Donald W. Reynolds, president of KORK-TV's licensee corporation, and James E. Rogers, president of Las Vegas Valley, announced the merger agreement of their two companies on March 3. On the following Monday, at 4:50 p.m., a fire of undetermined origin broke out in a storage room above the television control room and destroyed the studio and offices, knocking the station off the air and causing damages of several million dollars. No one was injured. KORK-FM, which is located with KORK(AM) in a building a mile away from the television station, was also shut down for 12 hours. General Manager Bob Ordonez reported on Wednesday that arrangements had been made to acquire a surplus transmitter from a station in Missouri and to lease a modular trailer from a company in Los Angeles for use as a transmitter room. The TV tower was not damaged. He said that he was still shopping for a mobile unit to use as a control room and that he was negotiating for space for studios.

Another challenge

A second Connecticut station has been hit by a petition seeking denial of its license renewal.

An umbrella coalition of citizen groups, including the National Association for the Advancement of Colored People, National Organization of Women and Poor People's Federation, told the FCC that WTIC-TV (ch. 3) Hartford does not merit renewal because of alleged deficiencies in programming and minority hiring.

The petitioners accused the station of "window dressing" its programming and employment as its renewal time approached. They alleged WTIC-TV's minority programming was grossly unsubstantial over the first two years of the three-year license term and that the station had only seven black and Spanish-speaking persons on its staff of 137.



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

**HAWAII
FULLTIME AM
\$300,000**

Long established. Serves fast growing county with steady yearly increases in population, construction, industry, and tourism. Good sales revenues. Limited competition. Ideal situation for owner-manager. Liberal terms.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20006 1725 K Street, N.W. (202) 333-9270	CHICAGO 60601 333 N. Michigan Ave. (312) 346-6460	ATLANTA 30309 1655 Peachtree Road, N.E. (404) 873-5626	BEVERLY HILLS 90212 9465 Wilshire Blvd. (213) 274-8151
---	--	--	---

72-11

Announced

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

▪ **WEFM(FM)** Chicago: Sold by Zenith Radio Corp. to G.C.C. Communications for approximately \$750,000 (see page 37).

▪ **KOLE(AM)** Port Arthur, Tex.: Sold by Radio Southwest Inc. to Joseph P. Driscoll and Robert D. Hanna for \$200,000. George Breeding Jr. is president of Radio Southwest. Mr. Driscoll is chairman of Michigan General Corp., a Dallas holding company for 34 firms, including Tyler Pipe Co., manufacturer of pipe fixtures for oil fields and other industries. Mr. Hanna is vice president and general manager of Sovereign Broadcasting Corp., licensee of **KVIL-AM-FM** Dallas and **KRAM(AM)** Las Vegas. **KOLE** is full time on 1340 khz with 250 w. Broker: Sovran Inc., Dallas.

▪ **WVMG-AM-FM** Cochran, Ga.: Sold by John Hulett and John Harris to Mr. and Mrs. Raymond B. Forehand for \$80,000. Mr. Hulett has an interest in **WVOH(AM)** Hazelhurst, Ga. Mr. and Mrs. Forehand are residents of Screven, Ga. Mr. Forehand is a self-employed broadcast engineer. Mrs. Forehand is a hospital worker. **WVMG(AM)** operates on 1440 khz with 1 kw day. **WVMG-FM** is on 96.7 mhz with 3 kw and an antenna 155 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 63).

▪ **WOOD-TV** Grand Rapids, Mich.; **WFBM-TV** Indianapolis; **KLZ-TV** Denver; **KOGO-TV** San Diego, and **KERO-TV** Bakersfield, Calif.: Sold by Time-Life Broadcast Inc., to McGraw-Hill Inc. for \$69.3 million (see page 32).

▪ **KTOB(AM)** Petaluma, Calif.: Sold by Joseph H. and Agnes I. McGillvra to Robert S. Lipman, David F. Devoto, Jack R. Garrison and Irwin B. Lipman for \$210,000. Robert Lipman formerly owned Lipman Walters Public Relations/Advertising in Petaluma. Messrs. Garrison and Devoto are Petaluma businessmen and Irwin Lipman is an attorney in private practice in Washington-Silver Spring, Md. **KTOB** operates on 1490 khz with 1 kw day and 250 w night.

A baseball cap for Mileti

Nick J. Mileti, Cleveland sports figure who with associates has acquired **WKYC-AM-FM** Cleveland from NBC, subject to FCC approval (**BROADCASTING**, Jan. 17), last week headed a group that

bought the Cleveland Indians baseball team, subject to approval of American League club owners. The Mileti group reportedly agreed to pay Vernon Stouffer, owner of the Indians, \$9 million and promised to keep the franchise in Cleveland.

Mr. Mileti and the C. F. Kettering Inc. investment firm of Dayton will pay NBC an estimated \$5.5 million for **WKYC-AM-FM**. He reportedly will own 51%, the Kettering firm 49%. Mr. Mileti is also president of the Cleveland Arena and of the Cleveland Barons of the American Hockey League and the Cleveland Cavaliers of the National Basketball Association.

Five-year licenses in latest renewal bill

Another license-renewal bill aimed at protecting incumbent licensees was introduced in the Senate last Monday (March 6) by Robert P. Griffin (R-Mich.). The bill (S. 3300) would authorize the FCC to grant licenses for periods up to five years. First-time licenses, however, would be limited to a three-year period.

The bill would stress a licensee's past performance in granting renewal. "A broadcaster can be, and often is, involved in a continual struggle just to hold on to his license [under the present

three-year renewal system]. Such a complete diversion of time, energy and resources can have an adverse effect upon a broadcaster's ability to serve his community, particularly when he is a small broadcaster serving a small community," Senator Griffin said in presenting the measure.

As well as stressing past performance, the bill also provides two criteria for judging that performance. First, the licensee would have to establish that he had made a "good faith effort to serve, and demonstrated a responsiveness to, the needs and interests of its area."

The second criterion would require a renewal applicant to show that "the operation of the station has not otherwise been characterized by serious deficiencies."

What's more, the Griffin bill would shift the burden of proof from the licensee to "the petitioner or competing applicant to show that it would not be in the public interest, convenience and necessity to grant the application for renewal."

The senator said the bill is aimed at giving first-time licensees close scrutiny and at expediting the renewal process in general.

Co-sponsors of the Griffin bill include Republican Senators Gordon Allott (Colo.), Norris Cotton (N.H.), James B. Pearson (Kan.) and Marlow W. Cook (Ky.).

25

YEARS
AMERICA'S MOST
EXPERIENCED MEDIA
BROKERS

For sale:—Unusually nice property in the Northeast with excellent dial position. The music format is exclusive in the area. Now has absentee owner. Unusually fine potential for knowledgeable broadcaster. The price is \$400,000, 29% down and attractive payout.

Contact Milton Q. Ford in our Washington office.

Hamilton-Landis & ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456
CHICAGO 1429 Tribune Tower 60611 312/337-2754
DALLAS 1234 Fidelity Union Life Building 75201 214/748-0345
SAN FRANCISCO 111 Sutter Street 94104 415/392-5671

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

Stay sought for cable rules

KVVU(TV) seeks delay of effective date until its court appeal is decided

The licensee of independent KVVU(TV) Henderson, Nev., last week stepped up its fight against the implementation of the FCC's cable TV rules. It filed with the commission a petition for stay of the March 31 effective date of the cable report and order, pending the outcome of an appeal KVVU previously filed with the U.S. Court of Appeals for the District of Columbia (BROADCASTING, Feb. 14).

Nevada Independent Broadcasting Corp. claimed in its FCC pleading that the cable rules as they now stand would cause "irreparable injury" to small-market TV licensees. To this extent, its argument was similar to that of Montana broadcaster Dale Moore, who two weeks ago urged the commission to reconsider allegedly discriminatory portions of the cable package (BROADCASTING, March 6). KVVU went farther, however, in contending that this injury would be extended to small CATV operations and the public itself.

The station is claiming that the commission had violated the Administrative Procedures Act in adopting the rules without inviting comment on them. It feels that the rules in their present form differ significantly from the commission's 1968 rulemaking proposal on cable regulation, for which an inquiry was conducted.

Specifically, KVVU told the FCC that if comments on the present rules had been permitted, three deficiencies would have been brought to the commission's attention.

First, it said, the study conducted for the commission by the American Research Bureau of significantly viewed television stations is in error as it reflects the influence of CATV reception. (The commission has announced that there is an apparent error in some of the

information supplied by ARB, and that a correction will be issued. ARB, however, has denied the mistake. [BROADCASTING, Feb. 28].)

Second, the station argued, the present rules place an "unfair burden" on smaller cable systems since such a system—although it might have only 200 subscribers—must construct a 20-channel two-way system with four origination channels if it falls within 35 miles of a top-100 market.

Third, KVVU claimed that due to the lack of sufficient antileapfrogging protection in the rules, many small-market TV stations, particularly in the West, will be subject to large-scale distant-signal importation of independent stations from major markets. It noted that there are presently a number of applications on file with the commission requesting microwave authorizations that would import the signals of four Los Angeles independents into cable systems in 13 western states. Such importation, KVVU claimed, would lead to the creation of "super stations" with almost limitless reach into small markets. Under such a situation, KVVU argued, the purchase of time by national advertisers on these major-market stations would leave itself, and many other stations like it, "as an isolated 35-mile island."

A grant of these microwave applications by the FCC's Common Carrier Bureau, which seems inevitable under the present rules, KVVU said, "would so affect the economics of television that once done, neither [itself] nor any similar small-market television operator could survive."

Ironically, the question of survival was also put before the commission last week by the firm holding a franchise to construct a CATV system at nearby Las Vegas. Community Cable TV told the commission that the portion of the cable package dealing with small markets would, in the case of Las Vegas, eliminate the possibility of establishing a viable CATV operation there. Under the rules, CATV systems in markets below the top 100 may carry the signals of TV stations in the immediate market as well as enough imported signals to give subscribers full network service. But in Las Vegas, which is ranked 137

in market size, there are already three network affiliates in operation as well as an independent UHF (KVVU), Community said. This, it said, would effectively preclude the importation of further distant signals into the city, which would consequently make cable operations there impossible, since individuals would not be willing to pay for channels they can receive over the air at no cost.

Further, Community argued, the small-market provisions violate the Communications Act in that the FCC is favoring one communications medium over another. And, it said, the rules also violate the First Amendment rights of Las Vegas citizens in withholding from them the right to obtain CATV service. The company also said that the actual size of the Las Vegas market is larger than its ranking due to an estimated influx of 15-million tourists to the area each year.

Community urged the commission to reconsider the small-market provisions of the rules to the extent of broadening the distant signal requirements.

FCC offers its first CATV tally

The first official accounting of CATV was issued by the FCC March 3, but it is a year old.

The commission reported that as of Jan. 1, 1971, there were 5,008,580 subscribers in 4,017 communities being served by cable-TV systems.

The tabulation showed 50 systems serving 10,000 or more subscribers. The largest number in a single community was Teleprompter Manhattan CATV Corp., serving upper Manhattan, with 30,422. California had the largest number of subscribers, 721,445, while Pennsylvania was tops in the number of communities served by CATV, 682.

Cable firms now are required to file annual reports with the FCC. The first was due March 1; the second financial report is due April 1.

Something new added to FCBA's seminar

The fifth annual Federal Communications Bar Association seminar on broadcasting and social issues will be held on April 28-29 at the Boar's Head inn, Charlottesville, Va.

Two themes will be pursued in this year's sessions. On the first day, Friday, the topic will be: "Is the News Credible?" Panelists will include Edith Efron, author of *The News Twisters*; Bill Monroe, Washington editor of NBC-TV's *Today*; Richard A. Moore of the White House staff, and Robert Lewis Shayon, contributing editor for TV-radio, *Saturday Review*, and professor at the Annenberg School of Communications, University of Pennsylvania.

Saturday's session will deal with "Has the Romance Gone Out of Broadcasting?" Included in the panel will be Elie

**A run for your money
in Chattanooga!**

WRCB-TV3

Abel, dean of the Columbia University School of Journalism and former NBC newsman; Eugene Katz, chairman of the Katz Agency; Bob Swezey, pioneer broadcaster and presently a director of MCI-Lockheed Satellite Corp. and president of an MCI regional terrestrial carrier subsidiary, and William Wright of Black Efforts for Soul in Television.

Dick Heffner, communications consultant and professor of communications at Rutgers university, will moderate both panels.

This year's FCBA seminar heralds two changes in the organization's past procedures. The seminar this year shifts from its past locale at Williamsburg, Va., to Charlottesville, and for the first time it will be held in cooperation with the University of Virginia Law School, Charlottesville. Faculty members of the school and interested students will sit in on and participate in the sessions.

Zenith set to sell its only station

The oldest continually operating FM station in the country went on the selling block for the first time last week. Zenith Radio Corp., which has operated WEFM(FM) Chicago since its inception in 1940, announced it has contracted to sell the station to group broadcaster G.C.C. Communications.

Price of the transaction, which is subject to FCC approval, was understood to be in excess of \$750,000.

Zenith is currently applicant to purchase WCFL-TV Chicago, which is still under construction, from the Chicago Federation of Labor. Zenith has requested FCC authorization to turn the station into a pay-TV facility. Zenith is also awaiting FCC approval of its purchase of KWHY-TV Los Angeles from Coast TV Broadcasting Corp., which it also plans to operate on a subscription basis. It owns no other stations.

G.C.C. Communications, which is headed by Alexander M. Tanger, also owns WGKA(AM)-WZGC(FM) Atlanta, WIFJ(FM) Philadelphia, WFCL(FM) Cleveland, KBRE(FM) Houston, and WLKW-AM-FM Providence, R.I.

In explaining the company's reasons for contracting the sale, a Zenith spokesman emphasized that the firm is "not a broadcasting company," and that it is the desire of Zenith management to "redirect our resources" toward its primary business activity, the manufacture and marketing of electrical products. He added that G.C.C.'s decision to retain the current WEFM staff was a consideration in the decision to sell.

Zenith has operated WEFM as a commercial enterprise only since 1965. Prior to that time, the station did not accept advertising and its operations were subsidized by Zenith. The company estimates it expended some \$5 million on WEFM during its first 25 years.

WEFM is on 99.5 mhz with 42 kw horizontal and 35 kw vertical and an antenna height of 590 feet.



NOW...

33 Different Models of Cartridge Tape Equipment

...More Than All Other Companies Combined!

SPOTMASTER, the first name in cartridge tape, is now the last word in comprehensive variety and value. Today there are more different SPOTMASTER cartridge tape models than anyone else makes . . . more than *everyone* else makes. For instance:

8 models of mono single cartridge recorder/players (including 3 delayed programming models)

4 models of mono single cartridge players

3 models of stereo single cartridge recorder/players

3 models of stereo single cartridge players

2 models of multi-cartridge recorder/players

13 models of multi-cartridge players (in units of 3, 5, 6, 9, 10 & 15 decks)

These are *standard* models, augmented by still more units for industrial and specialized applications. We can't begin to describe them all here . . . so query us on your letterhead and get complete information about the best cartridge tape equipment in the world, and the widest range of accessories, supplies and auxiliary products, too!

BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Road, Silver Spring, Maryland 20910 • (301) 588-4983

\$50⁰⁰ SPOTMASTER DISCOUNT CERTIFICATE \$50⁰⁰

Limited time offer—Get any Spotmaster tape cartridge machine or system for \$50.00 off the regular price!

SAVE THIS VALUABLE CERTIFICATE AND SEND WITH ORDER

Offer applies to Spotmaster Ten/70, 500 and 400 series and all multi-cart players including new 300 and 600 Mini-Series, Five-Spot and Ten-Spot. Limit: One Discount Certificate per order.

Can be redeemed through local authorized distributor; or call or write for catalog and price list: BROADCAST ELECTRONICS, INC., 8810 Brookville Road, Silver Spring, Maryland 20910 • (301) 588-4983

Offer expires April 30, 1972

B-3-8



What's the name of this movie?

If you've seen it, you remember it.

Because of the heart-stopping scene on the face of Mt. Rushmore. And the crop-dusting biplane trying to gun Cary down on a deserted road in the prairie.

— And who can forget the movie where a one-armed Spencer Tracy casually demolishes Ernest Borgnine?

Or when Groucho, Chico, and Harpo turn a performance of *Il Trovatore* into a comic disaster?

Scenes like these make movies the most memorable form of entertainment.

And there are hundreds of memorable movies in the MGM Library of Great Films.

Movies. Still the best buy in television. **The MGM Library
of Great Films**



MGM Television

1350 AVENUE OF THE AMERICAS (212) 262-2727



Is Nick Johnson ready for Iowa?

He says he'll announce in two weeks whether to make Democratic bid for Senate

FCC Commissioner Nicholas Johnson faced members of the Washington news corps at the National Press Club last Wednesday, and when the inevitable question was asked—when he would announce his decision on whether to run for the Senate—replied: “Within the next couple of weeks.”

But some in his audience went away with the feeling that his decision to seek the Democratic nomination in his native Iowa has been all but made. When asked why he thinks he can win a race against the incumbent Republican, Senator Jack Miller—an assignment popular Democratic Congressman John Culver chose not to risk—Mr. Johnson said he “will address that question” when he announces his decision.

Some even thought it possible to pin down the date of his announcement. He is scheduled to be in Des Moines on March 18 to keynote a meeting of the Iowa Democratic Conference, a group described in the state as an Iowa version of Americans for Democratic Action. The date would be within the time frame the commissioner has set for his announcement.

Thus far, there is only one candidate for the Democratic nomination for the Senate in Iowa—Richard C. Clark, an aide to Representative Culver in the latter's Cedar Rapids office. Mr. Clark is better known to the party professionals in Iowa than Commissioner Johnson is. But Mr. Johnson, who in his six years as a commissioner has generated a considerable amount of news as an outspoken critic of broadcasting, AT&T, big business generally and the commission itself, may be better known to Iowa voters.

Broadcasters and their attorneys do not hide their glee over the prospect of Commissioner Johnson's possible departure from the FCC more than a year before the June 30, 1973, expiration of his term. He has been a painful experience since his appointment by President Johnson in 1966. His aides say that the question of whether he would be required to resign in order to run for the Senate is “academic.” He would resign, they say.

The imminence of Commissioner Johnson's decision may influence the timing of the White House selection of the first black to be named to the FCC (BROADCASTING, March 6). The White House reportedly would like to announce Mr. Johnson's successor, if one is required, at the same time that it announces its decision among the blacks who are principal contenders to succeed Commissioner Robert T. Bartley, who is to retire on June 30. The blacks are Judge Ben Hooks, of Memphis, who is said to be the present White House favorite; Revius Ortique, a New Orleans attorney, and Theodore S. Ledbetter Jr., a Washington communications consultant.

The question of where Commissioner Johnson would raise the funds necessary for a Senate campaign has been a matter of some speculation, none of it based on hard fact. But Mr. Johnson told his Press Club audience that he would make full disclosure of his financial support, if he runs.

The commissioner's prepared remarks, which were broadcast live over the National Public Radio Network, were directed at what he considers a shortcoming among journalists generally

—their concern with “objectivity” rather than with reporting what they “really know” about politics and government. If they followed his advice, journalists might also give a clue as to the kind of campaign Commissioner Johnson would run if nominated—one with a strong Populist flavor that presented him as a champion of a public now generally unrepresented by the government's decision makers.

“Newsmen who search for objectivity are at best naive; politicians who insist upon it are propagandists,” he said. And, in answer to a question, he said he was, in effect, calling for “advocacy” reporting—“I don't know of any other kind of honest reporting,” he said.

“Most of the economic decisions in Washington that cost taxpayers and consumers billions of dollars are worked out in private sessions between government officials and corporate representatives,” he charged. “There is no public representation, public records, or general media present. The people involved live in a closed circle of professional and personal interaction. . . .” “That is the problem,” he said; “that is the news.”

The commissioner, who entitled his remarks “China, ITT and the Politics of Objectivity,” came close to suggesting that President Nixon took a \$400,000 “bribe” from International Telephone & Telegraph Corp.—a reference to the controversy over columnist Jack Anderson's charge that there was a link between the company's pledge to the Republican national convention, in San Diego, and the settlement of an antitrust case—in describing his vision of the limits of “objective” reporting.

“If you start drawing analogies between a judge taking a bribe and a President taking \$400,000 from a firm whose economic destiny he can control at his whim, you are charged with biased reporting,” he said. “But please note that your reporting is just as biased when you fail to report that ‘fund raising’ from major corporations is a big part of the job of the President and his supporters.”

But he said newsmen faced a dilemma in responding to the President's China trip, which he called “a television campaign spectacular for the re-election of President Nixon.” “If they go along they are clearly being used as media strategists and staff for the republican National Committee,” he said. “If they stay home their is probably a movement among their audience to try them for treason.”

His responses to questions were familiar, Populist Johnson. He would be in favor of a free-enterprise system of broadcasting “if we can ever find it and permit it to work.” Like other businessmen, he said, broadcasters seek governmental support of and protection for their business.

Free broadcast time should be made available to political candidates. America's friends abroad, he said, find it “appalling” that candidates are required to pay for broadcast time. And, he said, there is “no way” the public can be

treated fairly by agencies of a government whose leaders depend on contributions from big business for their political campaigns.

Commissioner Johnson also teased his audience of newsmen. He concluded his speech with the remark: "Why doesn't one of you tell us about those two U.S. firms that have recently been granted rights by the Chinese to set up petroleum plants over there?"

When Press Club President Warren Rogers of the *New York Times* relayed a question from the audience as to the companies involved, Mr. Johnson said he would not answer. "Nor will I tell you the leading financial figure who went to China before [presidential aide Henry] Kissinger. It's your job to find out these things."

Viacom adds two more to growing CATV string

An agreement in principle for the purchase of the cable-TV systems owned by NBC in Seattle and Bellevue, Wash., by Viacom International Inc. was announced last week. Terms were not disclosed.

The systems operate as Community Telecable of Seattle Inc. and Community Telecable of Bellevue Inc. and have approximately 3,300 subscribers. NBC said the company retains CATV systems in Kingston-Woodstock, N.Y.; Saugus-Newhall, Calif., and Valencia, Calif.

Viacom previously had announced an agreement to purchase United Community Antenna System Inc., which owns and operates systems in the Seattle and King County areas (BROADCASTING, March 6). With the acquisition of the NBC systems, Viacom will have more than 38,000 subscribers in the Seattle area and about 170,000 total for its wholly and partially owned systems.

Five-point theme set for IRTS college session

International Radio and Television Society will hold its 10th annual College Conference at the Hotel Commodore in New York April 20-22.

The conference theme will be "Issues in Broadcasting" and will focus on five areas: consumerism-advertising, program control-freedom of broadcast journalism, broadcasting technology, licensing-access, and employment and economics of the industry.

Panel members and experts will be drawn from the industry and related interest groups. Norman Ginsburg, director of information services, CBS Radio, is the conference chairman. He will be assisted by Andrew C. Erish, director of advertising and promotion, ABC Radio stations.

Student registration for the conference is \$37.50 and for the faculty, \$50 (both per person). Included in the prices are three luncheons and a banquet.

The new RIO gets a director

New Mexico broadcaster, Charles Jones, will work under Hulbert's office

First director of the newly formed Radio Information Office is Charles T. Jones Jr., a vice president of New Mexico Broadcasting Co., which owns KGGM-AM-TV Albuquerque and KVSF(AM) Santa Fe, both New Mexico. His appointment to the \$25,000-a-year post is effective April 1, according to James H. Hulbert, National Association of Broadcasters public-relations chief, under whose responsibility the new office will operate, at least initially.

Establishment of the RIO was authorized by the NAB radio board at its meeting in Florida last January. The move was initiated last June by radio-board member Philip Spencer, WCSS(AM) Amsterdam, N.Y., and in part was a step toward giving radio broadcasters an active promoter and defender similar to the Television Information Office. TIO is supported in part by a \$87,500 grant from NAB. The RIO activity will be carried as part of Mr. Hulbert's budget, with \$80,000 earmarked for its activities the first year.

Mr. Jones, 39, is a 20-year veteran of broadcasting. He worked for KMOX(AM) St. Louis, serving consecutively as public-affairs director, production manager and program director. He joined New Mexico Broadcasting in 1966 as general manager of KGGM(AM). He was named vice president of the company two years later, and was given responsibility for handling all broadcast operations at the Albuquerque and Santa Fe stations. He is a director of the New Mexico Broadcasters Association and is a member of Mutual's affiliates advisory committee.

He is a native of St. Louis and a graduate of Washington University in that city. He is married and has three children.

More facts before any Bay Area hearing—FCC

The FCC has notified a San Francisco citizen group that more specific information is required to support charges the group made in support of a request that the commission hold an open hearing on alleged wrongdoings of all Bay Area broadcast media (BROADCASTING, Jan. 30). The commission told the Community Coalition for Media Change, however, that the submission of further information would not necessarily lead to the granting of the request.

The commission said it has in the past "undertaken public hearings to broaden the base of its knowledge concerning the over-all operation of broadcast stations in a specific community . . . on the basis of specific areas of in-

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



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

HARRIS
INTERTYPE
CORPORATION
GATES
A DIVISION OF HARRIS-INTERTYPE

quiry." In order to justify a hearing into the operation of some 45 stations in the Bay Area, however, it "must be provided with more than mere general and conclusory allegations," the commission said.

The allegations refer to deficiencies by Bay Area media in several areas of minority relations. These include charges that the stations have isolated themselves from minority segments of the area's population, have lied to the commission about their minority-training programs and have done nothing in response to CCMC requests and suggestions.

KEST strikes bargain with citizen groups

The citizen organizations that have for over a year been contesting in court and at the FCC the operating procedures of KEST(AM) San Francisco have agreed to terminate all litigation against the station. Their action follows an agreement with KEST calling for expanded minority programming and a \$15,000 settlement by the licensee with a group of former KEST employees.

The Joint Action and Strategy Committee and the Northern California Council of Churches last week withdrew the petition to deny KEST's license-renewal application they filed at the commission last November (BROADCASTING, Nov. 8, 1971). They also dropped an appeal in the U.S. Court of Appeals in Washington of an FCC action dismissing their previous complaint against KEST's employment and program practices. Simultaneously, several former black announcers at the station who were dismissed last year when KEST changed its format from rhythm-and-blues to middle-of-the-road withdrew a complaint they had filed against the licensee with the U.S. District Court in San Francisco. The \$15,000 settlement is contingent upon the withdrawal of the petition to deny and both court pleadings.

In notifying the commission of the desire to withdraw the petition to deny, JASC said it has been assured by KEST Inc., the KEST licensee, that the station will carry on programming and employment practices that are not discriminatory to the area's minority population. The station reportedly will program five weekly minority oriented, public-affairs programs.

Delay on funding bill

Action on funding legislation for public broadcasting has been delayed by the absence of House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), who has been ill for the past two weeks with what is described as "a severe case of the flu, with complications." Markup of the legislation, originally scheduled for Feb. 29, will not be rescheduled until Mr. Macdonald's return, which is expected sometime this week.

A reclamation of network time

NBC to seek FCC reversal of access rule as part of fight against 'bondage'

NBC will petition the FCC "shortly" for "complete revocation" of the prime-time access rule, President Julian Goodman said Thursday night (March 9).

He made the disclosure in a speech charging that "broadcasting is being nibbled away by regulations and regulators" and calling upon broadcasters to "fight for freedom from government bondage." The occasion was his acceptance of the International Radio and Television Society's Gold Medal award—the society's highest honor—before an audience of close to 1,000 industry leaders at IRTS's 32d anniversary banquet in New York.

Sharing honors with Mr. Goodman was Dr. Frank Stanton, vice chairman of CBS and a former Gold Medal winner, who received a special citation from the IRTS at the dinner. Max E. Buck of NBC, IRTS president, also read a telegram from President Nixon "acknowledging the accomplishments of these two distinguished Americans and of those who will be sharing the day's honors with them."

In his speech, Mr. Goodman said the FCC's access rule "has produced little except confusion and hardship. Overnight it removed \$60-million worth of network television production from the film studios and independent producers. It has reduced the number of sets turned on between 7:30 and 8 p.m. It has been at least partly responsible for an over-all decline in audience for the nightly network news programs.

"We believe that the sum total of all the experience of the public, the stations, the networks and the program producers demonstrates that the theory of the rule

was unrealistic and the results have been absurd. It has caused real damage without creating any benefits."

He said NBC's petition for revocation would be supported by "factual evidence of the rule's harmful results."

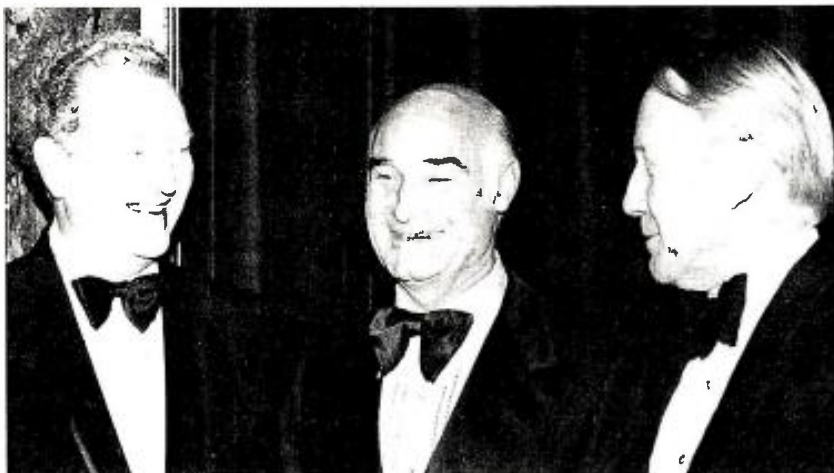
But, he added, "the burdens of the prime-time access rule may seem minor if the FCC's fairness doctrine is allowed to expand as some proponents in and out of government, are now urging. It is no longer a doctrine, but a thicket of conflicting decisions that broadcasters enter at their peril."

Mr. Goodman scored particularly the Federal Trade Commission proposal that FCC require counteradvertising (see also story, page 24). The way to deal with "this wierd scenario," he said, is through Congress, which he said should "make clear that the anticensorship provision [of the Communications Act] means just what it says—that the commission may not require broadcasters to put anything on the air or take anything off the air, subject to existing laws on profanity and obscenity."

Mr. Goodman foresaw an upsurge in the economy in the coming months, paced by national advertising's "highest real growth in five years—especially in television." TV and radio can make a real contribution to economic growth, he said, and added: "To make our full contribution, we must be freer than we have been from the restrictions and shackles of those who want to reshape broadcasting by government action to serve their own theories and concepts.

"The public is our real ally, and we can gain its support by broadcast leadership that does not quake at a threat from those in power. And all broadcasters must recognize that the things which make radio and television truly great can flourish only when we are free.

"I do not speak of freedom from responsibility or freedom from service to the audience. We must fight for freedom from government bondage created by those who seek to impose their own social philosophies on the vast and



IRTS gold medal award winner Julian Goodman (l), president of NBC, joined his competitive colleague, Frank Stanton (r), vice chairman of CBS, at last Thursday's banquet in New York's Waldorf-Astoria. With them is Max Buck, IRTS president. Dr. Stanton received what amounted to an oak-leaf cluster to his earlier gold medal during the banquet ceremonies that night.

growing audience that has a legitimate, long-term interest in a free system of broadcasting."

The citation accompanying Mr. Goodman's Gold Medal honored him as "a faithful reporter, a daring innovator, a tireless and effective champion of freedom [and] a forceful, timely spokesman for the broadcast industry."

The special citation to Dr. Stanton praised "his exemplary leadership and his undaunted perseverance in behalf of the people's right to know and the freedom of all media of communication," referring particularly to his refusal—"in the face of awesome odds and at serious personal as well as professional risk"—to comply with a congressional committee's subpoena for outtakes and other materials involved in preparation of CBS News's *The Selling of the Pentagon*.

Dille, Van Hook named to top two posts at FMI

Federated Media Inc., New York, group station owner, last week announced the election of John F. Dille Jr. as chairman and Paul E. Van Hook as president.

Federated Media was organized last November to acquire the broadcasting business of Television Communications Corp. prior to the merger of TVC with Warner Communications Inc. (formerly Kinney Services Inc.). Alfred R. Stern, chairman-president of TVC, had been serving as president and chairman of Federated Media but resigned on Feb. 22.

Mr. Dille has been a vice president and director of FMI since its founding and previously was vice president of TVC in charge of broadcasting operations. He is a past chairman of the joint board of the National Association of Broadcasters. He is also president of the Communicana group of stations. Mr. Van Hook, a vice president of FMI, has been serving concurrently as vice president of TVC, a position he has relinquished.

Federated Media owns WKJG-TV Fort Wayne, Ind.; WBNB-TV Charlotte Amalie, Virgin Islands, and KNWA(FM) Fayetteville, Ark. The company said it expects to acquire additional radio and television stations and move into newspaper publishing.

NAB joint boards set Chicago session

The joint board of the National Association of Broadcasters is scheduled to meet at the association's annual convention next month in Chicago.

The meeting is to take place April 11, at 2:15 p.m., in the Upper Summit Room of the Conrad Hilton hotel. Newly elected board members will be included, but only as observers.

This is the first time the board is to meet during the convention; it follows a resolution passed by the joint board in Florida last January as a compromise to various suggestions that the joint board meet four times annually (BROADCASTING, Jan. 24).

★ JOHNNY CASH ★ ROGER MILLER ★ HANK SNOW ★

★ GLEN CAMPBELL ★ TAMMY WYNETTE ★ ROY CLARK ★ JUNE CARTER ★



**With
25,000 sq. miles
of reach,
we're a whole lot
of country.**

**Your top two-station buy
for Western Michigan.**

Our 500,000 watt WJFM gives you more coverage than any other FM station in the nation—with city-grade signals in Western Michigan's four key markets: Kalamazoo, Muskegon, Battle Creek and Grand Rapids.

And WJEF-AM gives you more men 25-49 in drive times than any other station in the Grand Rapids market. As a matter of fact, from 10 AM to Sign-off, we're first with men of all ages; and from 7 PM to midnight, with men and women, 18+.*

If you're selling to Michigan's countrywise buyers, we're the perfect combination. WJEF / WJFM, the American country sound.

**Source: ARB April / May 1971*



WJEF-AM-TV-FM

The Folger Stations

RADIO
WJEF - KALAMAZOO-BATTLE CREEK
WJEP - GRAND RAPIDS
WJFM - GRAND RAPIDS-KALAMAZOO
WJAM / WJTV-FM - CHILLICAGO

TELEVISION
WJEF-TV - GRAND RAPIDS-KALAMAZOO
WJTV - CHILLICAGO-TRENTON/ST. CINC.
WJEP-TV - SMALL ISLAND, MICH.
WJAM-TV / WJTV-TV - GRAND ISLAND, NEB.
WJEF-TV - SIOUX CITY, IOWA

WJEF / WJFM

CBS RADIO FOR WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Programatic Broadcasting Services

- Complete Programming Automation**
- Outstanding Adult Music**
- Ovation Music**
- Unlimited Programming Flexibility**
- Significantly Reduced Operating Cost**

**8585 N. Stemmons Freeway
Suite 822
Dallas, Texas 75247
214/638-6525**

Blacks rap the media

Negro House members charge that industry is fraught with racism

The Congressional Black Caucus laid it on the line last week: In its opinion, the mass media are pervaded by racism in employment and news coverage and moreover are engaged in a conspiracy—conscious or unconscious—to prevent the public from learning that blacks and the poor are exploited by media advertisers.

Those were the principal charges made at a news conference last Wednesday (March 8) by Representative Louis Stokes (D-Ohio), chairman of the caucus. Mr. Stokes outlined a tentative plan of action the caucus is recommending to correct the situation. It includes:

- Establishing a national task force of black elected officials and black media specialists to aid local organizations in eliminating media discrimination through license-renewal challenges and litigation.

- Calling on President Nixon to appoint a qualified black to the FCC, and calling on the FCC "to stop excluding service to the [minority] community



Representative William L. Clay presides at last week's Black Caucus hearings.

when it reviews license-renewal applications." The caucus will also "investigate the possibility of legislation requiring the FCC to set up and fund an Office for Community Affairs to receive and process citizen complaints."

- Urging the media to promote more blacks into decision-making positions, and to give black reporters assignments handled almost exclusively by whites.

- Investigating the appointment of a black group to conduct a study of tele-

vision's effects on black children.

The recommendations by the caucus—which comprises the 13 black House Democrats—will be part of a National Black Agenda the caucus is preparing.

The news conference followed two days of an ad hoc caucus hearing, presided over by Representative William Clay (Mo.), on the mass media and the black community.

There was standing room only at those sessions as members of the caucus



Sanford Wolf, of AFTRA, proposed that 1% of stations' net income be used to train minorities. He denies there is discriminatory firing at AFTRA-member stations.



Tony Brown, dean of the school of communications of Howard university in Washington, charged that TV is racist and has brainwashed blacks into thinking like whites.



Representative Louis Stokes announced this verdict: The media are guilty of "widespread, long-standing and deeply entrenched racism," and have ignored black community needs.



LAST WEEK YOUR ENTIRE AUDIENCE LEFT TOWN

... and you were certain the last six program directors and ten salesmen would keep your audience and profits.

Sound familiar? What you've been trying hasn't worked, and probably won't. Maybe now's the time to admit a little outside help would be welcome. Look at it this way ... many professionals ask for the advice of specialists: Golfers, doctors, attorneys, even presidents. Why not you?

Making the right choice is simple. Look for winners with proven track records.

Randal/Sharon is a unique team with more experience in sales, programming and management than any other radio consulting firm. Their Total Concept method

objectively evaluates every facet of radio broadcasting. They know what to look for, and they've got the answers.

Ted Randal has successfully programmed over 125 radio stations. Bob Sharon has been directly responsible for over 36 million dollars in gross billings the last ten years alone. And that's only a part of their prominent radio broadcasting careers.

They're undisputed winners ... specializing in building audiences, profits, and dedicated to the best in broadcasting.



Talk to Randal/Sharon.
They'll make you money.
1606 N. Argyle • Hollywood, Calif. 90028
213/464-8268

and an audience of about 100 heard testimony from 23 witnesses on what they called antiblack bias in broadcast and print journalism, the media's poor record of employing minority members and the lack of black control over mass media. And, again and again, there were calls for a black FCC appointment.

Matthew Robinson, performer on the *Sesame Street* program, stressed that blacks have no final control over programming decisions. Until blacks have this power, he said, "we do not have control over the media and the power to control our own destinies."

Tony Brown, former producer of WNET-TV New York's *Black Journal*, and now dean of the school of communications of Howard University in Washington, charged that blacks are brainwashed by the media and that the present "black journalism" is only white journalism in disguise. Public television uses public funds yet it does not hire blacks, he said.

One of the few white witnesses, Sanford Wolff, national executive secretary of the American Federation of Television and Radio Artists, suggested legislation forcing stations to devote 1% of net income for minority training.

The director of the office of minority affairs of the National Association of Educational Broadcasters, Lionel Monagas, contended that racism pervades the media and noncommercial broadcasting is no exception. There is only one black manager of a noncommercial TV station; only two black managers of noncommercial radio stations, he said. He added that public broadcasting has a responsibility to blacks and other minorities because its funding comes from tax dollars.

The need for "our own minority broadcasting system" was emphasized by Charles V. Moore, director of Third World Media Network, a black news service.

Sam Yette, fired correspondent for *Newsweek* magazine and now with Howard University's school of journalism, charged there is a "systematic exclusion" of black employees in the media. Don Alexander, of WCBS-TV New York, asserted he was fired from WTTG(TV) Washington when he tried to schedule Mr. Yette for a segment of the station's *Black News* program. When white management can make those decisions, he said, then such a show ceases to be a program serving the black community.

White management is insensitive to and ignorant of black needs, charged Lawrence Smith of the Urban Law Institute. He suggested that 5% of the FCC's budget be used to finance legal cases from the public involving claims for broadcast access.

William Wright, of Black Efforts for Soul in Television, was one of several witnesses who called for a black FCC commissioner. He predicted one would be appointed, but said the question is whether the appointee will be the "right one" to represent blacks. Mr. Wright also suggested a \$5-million study of the effects of mass communications on society—from a totally black perspective.

Some help with the fairness problem

Appeals court in KTTV case: Broadcasters' failure must be proved; free debate should not be suppressed

Broadcasters who may have been made a little gun-shy by court opinions in fairness-doctrine cases have been given some words of encouragement by the U.S. Court of Appeals in Washington.

The court—the same one that has handed down the decisions that have left broadcasters more vulnerable to fairness complaints—now has made it clear that members of the public bear a significant burden in demonstrating that a broadcaster has failed to discharge a fairness-doctrine obligation—and that failure to hold complainants to that responsibility would result in controversy being driven off the air.

Judge Malcolm R. Wilkey, writing for a unanimous, three-judge panel, offered the encouragement in an opinion upholding the FCC's rejection of a complaint by avowed Communist Dorothy Healey, of Los Angeles. She had been denied time by KTTV(TV) Los Angeles to respond to a commentary by George Putnam on the station's *News Reports*, on Feb. 17, 1969.

Mr. Putnam had taken issue with an article in the *Los Angeles Times* that said that although Mrs. Healey was "a Marxist, a Communist and an atheist," she might also "be considered an exemplary American and a good member of the bourgeoisie. . . ." Mr. Putnam concluded his commentary with the remark that Mrs. Healey "sure as hell" is not his idea of an exemplary American and trusted she was not his viewers' idea of one, either.

Originally, Mrs. Healey complained under the terms of the fairness doctrine's personal-attack rules, which require a licensee to offer the person attacked an opportunity to respond. But the commission held—and the court agreed—that these rules were not applicable, since they specifically exempt commentary that is part of a bona fide newscast.

Mrs. Healey had also contended that an issue had been raised as to her role as a Communist in her community and society. Subsequently, Mrs. Healey's counsel shifted his position: He first said that the issue was the role of individual Communists in society; later, he contended the issue was one of guilt by association.

Judge Wilkey wrote that the last two could be considered controversial issues of public importance. But, he said, the complainant failed to provide any evidence as to what coverage the licensee had given to those issues, and added: "On a complaint under the fairness doctrine, the burden is not only on the complainant to define the issue, but also to allege and point specifically to an unfairness and imbalance in the programming of the licensee devoted to this particular issue."

Judge Wilkey said this left Mrs. Healey only with the issue of her role

as a Communist in Los Angeles and in society generally. But, he said, while that might be a matter of newsworthiness, KTTV was correct in rejecting it as a controversial issue of public importance.

The court went further in asserting that its decision was based not only on an evaluation of the case but on its concern over what a contrary ruling might do. "To characterize every dispute of this character as calling for rejoinder under the fairness doctrine, would so inhibit television and radio as to destroy a good part of their public usefulness," Judge Wilkey wrote. "It would make what has already been criticized as a bland product disseminated by an uncourageous media even more innocuous. It would discourage any television-radio commentary on newspaper editorials or news items. It would in every way inhibit that 'robust public debate' that the fairness doctrine was born to enhance."

Joining Judge Wilkey in the opinion were Judge Spottswood W. Robinson III and Judge A. Sherman Christensen, U.S. senior district judge for Utah, who was sitting with the panel.

Black politics covered on Teleprompter cables

Teleprompter scheduled comprehensive coverage of the National Black Political Convention in Gary, Ind., on its cable-TV systems throughout the country, starting last Friday (March 10) and continuing through yesterday (March 12).

Teleprompter Manhattan Cable TV in New York and the company's Theta Cable in Los Angeles arranged for coverage of the full proceedings for last Saturday and yesterday. A program of convention highlights was to be carried on other Teleprompter systems in the U.S.

Teleprompter's production of the program was made in cooperation with noncommercial WTTW(TV) Chicago.

A serious Paulsen goes to appeals court

Comedian Pat Paulsen feels that the FCC has been narrow-minded in administering the equal-time provisions of the Communications Act, and he intends to prove it in court.

Mr. Paulsen has filed a notice of appeal in the U.S. Court of Appeals for the Ninth Circuit in San Francisco against the commission's Feb. 16 ruling that Mr. Paulsen is a bona fide candidate for the Presidency and that stations carrying his appearances are subject to Section 315.

Mr. Paulsen told the court that following the announcement of his candi-

dacy, he "began to suffer, almost immediately, severe economic damage." This damage came specifically from an NBC-TV decision to cancel his appearances on two coming specials, *The Special London Bridge Special* and *The Harlem Globetrotters Special*, and from Walt Disney Productions' cancellation of a segment of its *Mouse Factory* program, in which Mr. Paulsen appeared as host (BROADCASTING, Jan. 31). Initially, Mr. Paulsen said, these actions have cost him \$6,000, and he will also lose compensation from re-run rights, in addition to "the incalculable damage by reason of his absence from the television screen."

The injustice in the FCC's decision, Mr. Paulsen complained, is that, as a serious candidate for a public office he is being simultaneously deprived of his principal source of livelihood, namely television appearances, because of an

inflexible interpretation of a congressional decree.

"A serious constitutional issue is here involved," he said, "whether a single class of citizens may be required by the government to abandon their livelihoods in order to offer themselves for public office."

Mr. Paulsen also asked the court to stay the FCC decision pending judicial review.

Paulsen is not alone

Television actor Ed Nelson has quit as a candidate for the city council in San Dimas, a Southern California community, because his TV appearances have provoked equal-time demands. As a result of Mr. Nelson's appearance on NBC-TV's *Night Gallery*, March 1, five other council candidates in San Dimas demanded equal time from KNBC-TV Los Angeles.

NBC sued over local newscast

A \$2-million slander suit against NBC has been filed in Los Angeles Superior Court by a Los Angeles police sergeant and a retired police lieutenant. The suit stems from comments made by KNBC-TV Los Angeles newsmen Tom Brokaw in a newscast last March. The court action was brought against NBC by Sergeant Marshall Gaines and Edgar Brown.

Mr. Brokaw's comments concerned an alleged telephone wiretap of a burglary victim. The suit charges that Mr. Brokaw broadcast his remarks despite the protests of Los Angeles Police Chief Edward M. Davis, who claimed his information was incorrect. Named as defendants in the suit are Mr. Brokaw, NBC President Julian Goodman and KNBC Vice President and General Manager Robert T. Howard.

Basic skills sought in broadcast news

Study shows stations seek writing, reporting talent for jobs in journalism

When broadcast news directors survey the qualifications of a college graduate seeking employment in journalism, they look first for basic reporting and writing skills, backed by a familiarity with current events, libel law and the social sciences. They are least interested in skills connected with the creation and execution of documentaries, commentaries and editorials, and with such academic subjects as the history and theory of communications, the structure of the wire services, and documentary criticism.

These were among the findings of a study conducted by Northwestern University's Medill School of Journalism.

As part of an evaluation of the university's own broadcast curriculum, researchers presented to news directors at nearly 50 radio and television stations a list of skills and academic subjects, and asked them to rate each on a scale ranging from "very important" to "not too important."

The results indicated that hard-news skills, on-air capability, and the basic knowledge needed to use these skills effectively, take clear precedence over other categories.

In a middle area, where the importance of a category might vary according to the kind of station, were such basic technical skills as editing film and audio tape (editing video tape was judged much less significant), and writing for such purposes as film and tape lead-ins, material with still pictures, or rewrites of wire copy.

From a list of 30 broadcast news skills, seven were judged "important" or "very important" by 80% or more of the respondents: write local news, report from scene, write to film, broadcast from scene, report using phone, write

tape lead-ins and outs, and made audio-tape recordings. Nine were judged to be only "somewhat important" or "not too important" by a majority of respondents: handle lighting equipment, direct newscasts, edit video tape, narrate, score or write documentaries, write commentaries or editorials, and man studio cameras.

Of a list of 12 academic subjects, two were regarded as essential: All respondents listed current events as "important" or "very important," and 94% placed libel law in one of those two categories. Other subjects placed in the top categories by two-thirds or more of respondents were social sciences (78%), FCC rules and regulations (72%) and news's role in programing (68%). Four subjects were listed as "somewhat important" or "not too important" by a substantial majority of respondents: broadcast news history (85%), documentary criticism (84%), structure of wire services (67%) and communications theory (65%).

Following are the complete results of the survey, and a list of respondents:

What the hopeful broadcast newsmen should have on his resume: Results of Northwestern's Medill survey of employment essentials

How important is it that your new newsmen have the following knowledge?

Subject	Very important	Important	Somewhat important	Not too important	Number responding
Current events	89%	11%	0%	0%	38
Libel law	68	26	3	3	38
Social sciences	38	40	17	5	37
News' role in programing	36	32	24	8	37
Structure of newsroom	36	25	25	14	39
FCC rules and regulations	28	44	17	11	36
Content analysis	24	39	24	13	38
Current broadcast issues	21	36	38	5	39
Communications theory	10	25	25	40	37
Structure of wire services	3	30	25	42	40
Documentary criticism	0	16	21	63	38
Broadcast news history	0	15	25	60	40

NOTE: Percentages, based on responses to each category, are accurate to plus or minus one percent. Number of responses varies since not all categories apply to all newsrooms.

How important is it that your new newsmen know the following skills?

Skill	Very important	Important	Somewhat important	Not too important	Number responding
Write local news	90%	10%	0%	0%	40
Report from scene	72	20	8	0	40
Write to film	71	13	13	3	31
Broadcast from scene	65	15	5	15	39
Report using phone	62	30	8	0	40
Write film lead-ins & outs	56	20	17	7	30
Shoot silent film	55	17	7	21	29
Make audio-tape recordings	53	29	13	5	39
Select items for newscasts	53	26	16	5	39
Write tape lead-ins & outs	51	29	10	10	39
Edit audio tape	51	26	13	10	39
Edit/splice silent film	49	24	10	17	29
Edit/splice sound-on-film	49	20	11	20	29
Rewrite wire copy	48	36	13	3	39
Interview in studio	41	33	23	3	39
Broadcast newscasts	41	26	18	15	39
Write to still pictures	35	13	26	26	31
Organize wire copy	35	30	30	5	40
Shoot sound-on-film	34	31	4	31	29
Produce newscasts	33	23	23	21	39
Handle lighting equipment	28	20	18	34	29
Edit reporter's copy	18	33	33	16	39
Direct newscasts	14	6	17	63	35
Edit video tape	11	14	24	51	29
Narrate documentary	8	16	31	45	38
Write documentary scripts	8	17	35	40	40
Score documentaries	3	3	20	74	37
Write commentaries	0	5	22	73	36
Write editorials	0	3	11	86	36
Man studio cameras	0	4	0	96	29

How to protect yourself against Broadcasters Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U. S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.

Books for Broadcasters

Color Television

The Business of Colorcasting
edited by
Howard W. Coleman



A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems. 288 pages, color illustrations, diagrams, charts \$8.95

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

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

111. Color Television, \$8.95
 104. 1972 Broadcasting Yearbook, \$14.50

Name _____

Address _____

City _____ State _____ Zip _____

New control points for PBS journalism

Emphasizing intention to stay in public affairs, it names coordinator

The board of directors of the Public Broadcasting Service last week established a new position of "public-affairs coordinator" and named a Dallas newsman, James Lehrer, to it.

The board also approved the creation of a 12-member advisory panel to provide general evaluation of PBS's performance in public affairs. A related proposal—that six of the 12 be ap-

pointed to a special advisory group for regular consultation on special problems—was dropped. Some in public television feared that such a group would diminish the effectiveness of the coordinator and produce a form of "journalism by committee."

The actions, based upon proposals contained in a long report by PBS President Hartford N. Gunn Jr. (BROADCASTING, Feb. 28), are designed to improve the journalistic performance of public television and to ease some of its internal disagreements over controversial programs.

The appointment of a public-affairs coordinator—who Mr. Gunn said is "crucial to the implementation of any new policies in public affairs"—marks the first time that PBS has placed responsibility for maintaining standards of



WBAI's Goodman in, out of jail

Legal maneuvering continued last week in the case of Edwin A. Goodman, general manager of WBAI(FM) New York, who was given a 30-day jail sentence for refusing to turn over to the New York State Supreme Court recordings of tapes broadcast on the station in 1970 (BROADCASTING, March 6). Mr. Goodman served two days of his sentence in Manhattan civil jail but was released in his own recognizance on a writ of habeas corpus signed by Judge Marvin E. Frankel of the U.S. Southern District Court in New York.

Last Tuesday (March 7), the New York district attorney's office asked the U.S. Court of Appeals for the Second District to overturn the lower federal court order, claiming there were "no violations of federal rights" and that Mr. Goodman had failed to exhaust state remedies. Mr. Goodman drew the jail sentence for contempt after he had refused an order of the state's Supreme Court to produce tape recordings of

WBAI broadcasts from the Manhattan House of Detention for Men during a riot in October 1970. The district attorney's office had sought the tapes for use in a case against prisoners charged with kidnaping, illegal use of arms and rioting.

Mr. Goodman has contended that surrender of the tapes would violate constitutional guarantees against abridgment of freedom of the press and unreasonable search and seizure. He said he would relinquish the tapes if the station's license was at stake. The district attorney's position, upheld by the state's Supreme Court, is that all the material sought had been broadcast and thus had lost any claim to confidentiality.

WBAI, a Pacifica Foundation listener-supported station, said last week that a number of newsmen had recorded statements backing its position. It cited as supporters CBS commentator Walter Cronkite; WNBC-TV New York correspondent Gabe Pressman; Arthur Alpert, news director, WRVR(FM) New York; columnist Harriet Van Horne; writer Jimmy Breslin, and columnist Nicholas Von Hoffman.

journalism in the hands of a professional. Mr. Lehrer, who in effect will be the network's senior executive in charge of public-affairs programming, is news director of noncommercial KERA(TV) Dallas and executive producer and anchorman of the station's *Newsroom* program. He is expected to join PBS in about six weeks, and will be paid some \$30,000 a year.

The advisory board's role will be limited to evaluating PBS's public-affairs programming at yearly intervals. Ten of its 12 members are to be experienced journalists from across the country.

In other actions, the board adopted a set of "journalism standards and guidelines," prepared by a committee headed by Elie Abel, dean of the Columbia University Graduate School of Journalism. The standards, a set of general statements about professionalism in broadcast journalism, include an expressed commitment to "objectivity as a goal," balanced programming generally, and the "obligation to reflect views inside and outside society's existing consensus."

The board will also recommend to its membership that its size be increased from 11 to 19. If the proposal is approved, the number of members drawn from station ranks would increase from six to 12; members from the public would increase from two to six. Mr. Gunn would continue to serve.

The board also re-elected as chairman James Loper, president of noncommercial KCET(TV) Los Angeles. Elected vice chairman was Jack McBride, president of the Nebraska Educational Television Network.

Public TV looks at Vietnam atrocities

Public station WNET(TV) Newark, N.J.-New York ran two telecasts last week of a feature-length documentary, *Winter-soldier*, that spotlights Vietnam combatants testifying to atrocities they witnessed or committed.

The film was carried in its entirety for the first time on television last Tuesday (March 7) at 8-8:30 p.m. and Wednesday at 11 p.m.-12:30 a.m. An extensive excerpt from the documentary was telecast on New York City-owned WNYC-TV last month.

Down a well rings a bell

Special coverage provided by KTLA(TV) Los Angeles of the rescue of a 6-year-old boy trapped in a 28-foot construction shaft for some seven hours apparently was worth it in ratings and share of audience.

The station began news cut-ins from the scene in El Monte, east of Los Angeles, at 8:16 p.m., using a remote unit. Regular programming was interrupted for continuous coverage at 9:14. By 10, KTLA reportedly had a 10.7 rating. By 11 its rating was 15.0, building to a peak of 16.2 when the boy was rescued at midnight. This peak rating was said to have given KTLA a 48% share of audience.

More fears over 'TV opinion shapers'

Cogley tells Santa Barbara session that Agnew charges are 'basically right'

Vice President Spiro Agnew, in his criticism of broadcast journalism, has an unlikely, reluctant ally in John Cogley, a senior fellow of the Center for the Study of Democratic Institutions, Santa Barbara, Calif. "I know it is not a good idea for any group to have as much political power as the handful of really powerful TV opinion-shapers have, and to go unchallenged—even when I share their prejudices," Mr. Cogley told the center's convocation on "U.S. Foreign Policy After the Cold War: Alternatives to Isolationism," in Beverly Hills, Calif.

Asserting that television "is having a notable impact" on U.S. foreign policy, Mr. Cogley described himself as "uneasy," despite feeling comfortable "with the generally liberal mindset of men like Walter Cronkite, David Brinkley, Howard K. Smith and Eric Sevareid."

The competitive rivalry between networks, he contended, does not afford a choice of insights but instead a choice of charismas—or which of the newscasters is preferable as a performer.

Mr. Cogley, editor of *The Center* magazine, conceded that painful though it was for him to say it, Mr. Agnew "is basically right in being concerned about television." The problem as Mr. Cogley sees it: "The nation's most powerful force in shaping political opinion is exercised by a few private citizens who are not subject to election, recall, or meaningful competition."

Television, Mr. Cogley believes, suffers from at least two inherent difficulties: It's show-business oriented and must strive for popularity and acceptability; the sponsor system, instead of pressuring for controversy, allows personal acceptability to be the essential value.

Mr. Cogley asked for more time on television for unpopular, off-beat, even

outrageous opinions. He would also like "fewer questions arbitrarily closed or smoothed over by the unspoken liberal premises of the established newscasters, and more questions left open to debate and discussion. In addition, he came out in favor of examination by television of "a much wider range of foreign policy opinions," and more air time for "minorities-of-one."

Former *Today* series host Hugh Downs, speaking at the same meeting, observed that television, in the last 15 years, has been standing up to save "the freedom of the best channel yet devised to let people know what's going on" and allotting more time, at the cost of considerable revenues, to material "that will liberate and enlighten."

BookNotes

"Dollar Politics," 1971, prepared under the direction of Wayne Kelley, research director, Congressional Quarterly, Congressional Quarterly Inc., Washington. 92 pp. \$4 paperbound.

A nine-page section of this book highlights the FCC's June 1971 "Survey of Political Broadcasting" which covered the 1970 elections and indicated that incumbency was more important than TV and radio spending in winning elections. Included are tables on 1970 broadcast spending by senatorial and gubernatorial candidates. Other portions of the book cover fund-raising and campaign costs, a legislative chronology (1945-1970) of campaign-reform proposals and key provisions of the political-spending bill signed into law.

"Dictionary of Pronunciation," second edition, 1971, by Samuel Noory. New York: A.S. Barnes & Co. 525 pp. \$7.95. In the seven years since its initial publication, this reference book has been widely used as a pronouncing guide for broadcast announcers. It gives the phonetic spelling of 58,000 words and names; defines 10,000 words and names that are frequently misused; cross-references and defines homonyms (e.g. *whorl* and *whirl*). It is, of course, useful as either a pronouncing or spelling dictionary.

Better Switching is Vital

Our specialization and terminal equipment can save you money in planning or updating your tv switching needs



VITAL INDUSTRIES, INC.

3614 S.W. ARCHER ROAD, GAINESVILLE, FLA. 32601 • PHONE 904-378-1581

Switch hitting on ABC's FM's

From automated to free-form to progressive format, they're forging, somehow, a new sound in radio

"Middle-of-the-road has almost ceased to exist. Top-40 rock has almost ceased to exist because it's become middle-of-the-road. Underground has ceased to exist because so few people listen to it. Beautiful music is having a lot of problems because people's musical tastes are changing. I think there's a void there and I think people in radio are aware of it and are trying to cope with it. And what we have here, I hope, can fill that void."

The speaker is Bert Klienman. He is 29 years old. For two years, until last fall, he was involved in public affairs and special program production for WABC(AM) New York, a station that often claims to be the most-listened-to in the country. Today he is program director of WPLJ(FM), and on the leading edge of ABC's sometimes touch-and-go, often trial-and-error effort to construct as successful a radio format on the FM side of the spectrum as it has on the AM. Neither he nor they—the seven ABC FM's—are yet home free. Where they are is a matter of signal importance in contemporary radio.

Ever since Hal Neal, president of the ABC-owned radio stations, announced the organizational split between the AM and FM stations in August 1970, the birth pains of the ABC FM group have been observed and pondered over by all segments of the popular-radio industry. Massive turn-overs in programming and on-air personnel, a lot of criticism from the youth-oriented press and three format switches have kept ABC management uncomfortable and at times defensive. Since the last format change in October, when the seven FM stations went to a tighter, more controlled presentation, the controversy and upheaval have subsided somewhat and the time is quickly approaching for the six-months-later rating books that will tell the story of just how well the group is doing. If the three-month books are any indication (see box), management may not be disappointed.

But more is in question than the rating numbers. FM progressive radio began in the middle sixties from a need that many young people felt about getting what was then a new type of music—rock, as opposed to rock 'n' roll—on the air. Because that music represented and nurtured many of the ideas and sensibilities of what is now called the counterculture, the people who prac-



Mr. Shaw

ticed this type of radio felt that the format into which the music had to go must be different from anything that had gone before. The FM side of the dial was the natural place to find both the people who want to program progressive rock and those who wanted to hear it.

Shel Kagan has followed the growth of progressive rock almost from its inception. He was the founder of *Walrus*, a publication for progressive stations (and most recently produced the *All in the Family* album for Atlantic Records). "There is no true underground any more," he said. "When rock was not on the air to any great extent, news of bands and records got around by word of mouth. That was the true underground, that whole word-of-mouth network that told people about Jimi Hendrix and Janis Joplin long before they made the cover of *Newsweek*.

Today, there's instant recognition of new artists. And it's instant recognition that has killed the underground."

The "underground," exclusively the domain of a limited number of independents, has now been brought above ground by the FM groups of Metromedia, CBS and ABC.

Of the three, Metromedia's five stations remain perhaps the most progressive—the least restrictive in playlists and type of music programed. The first of its stations to go to rock switched right after the FCC's separation of FM from AM in the big markets in 1966. The latest addition was WMMS Cleveland a year ago. CBS has five stations programming "contemporary music that includes rock"—the first stations to go rock after "the young sound," an automated program, was switched off around 1969.

ABC's seven rock FM's have been in operation since August 1970, when they, too, were using an automated service, in their case called "The Love Sound." At that time, Allan Shaw, vice president in charge of ABC FM's, began the process of going live and what is termed "free-form," an unrestricted format under which on-air personnel made the musical selections. Larry Yurdin, one of the innovators of the free-form format at WFMU-FM—a station licensed to Upsala College in East Orange, N.J.—was hired as production director for the group, charged with effecting a gradual move from automated radio to progressive radio for the ABC FM group.

The stations—all with new calls separate from their AM counterparts—include WPLJ New York, WDAI Chicago, WRIF Detroit, KAUM Houston, WDVE Pittsburgh, KSFX San Francisco and KLOS Los Angeles. Some on-air and off-air people from Metromedia stations, as well as from WFMU, were picked up by ABC, and the free-form experiment by one of the largest corporate broadcasters was on its feet and competing with the entrenched progressives in seven of

Half-way home for ABC FM's

The Pulse reports below indicate change in ratings for the seven ABC progressive FM's since that group's latest format change in fall 1971. While most of the portents are positive, the acid test will come with six-months-later books expected soon. The ratings are for metro area total audience, average quarter-hour 6 a.m.-midnight, Monday-Friday.

WPLJ New York	Sept./Oct.	34,900	Nov./Dec.	57,000	+ 63%
WDAI Chicago	Sept./Oct.	10,300	Nov./Dec.	13,300	+ 29%
KLOS Los Angeles	Sept./Oct.	20,900	Nov./Dec.	40,000	+ 91%
WRIF Detroit	July/Sept.	5,600	Oct./Dec.	7,400	+ 32%
KSFX San Francisco	Aug./Sept.	7,200	Oct./Nov.	4,100	- 43%
WDVE Pittsburgh	July/Aug.	8,600	Oct./Dec.	11,500	+ 34%
KAUM Houston	July/Sept.	4,500	Oct./Dec.	16,800*	+273%
TOTAL		92,000		150,000	+ 63%

* Estimated advance shares.

the largest markets in the country. It was not on its feet for long, however. By September, management was not convinced that free-form rock radio was going to perform as well as it wanted, and by October the format had been substantially tightened to include playlists, less talk and careful screening of records.

Personnel who felt committed to making the free-form format work began to leave voluntarily or were released when they would not cooperate with the new directives. By the new year, WPLJ had almost a complete turn-over in air personalities and a new program director; KSFX is still without a full-time program director, and there are new program directors and air people at WRIF, KAUM and WDAI. Larry Yurdin was out as well. Jerry Lubin was part of an exodus of two DJ's and a program director from WRIF last month. He was a former top-40 DJ who had come to progressive radio to break free from the restrictions of a tight format, he said. He admitted to feeling "betrayed" by the format switch, had tried to "stick it out, but found it impossible to operate like that. They wanted to have a creative radio station but did not create an atmosphere conducive to it being effective. I believe free-form can work, but there are people around that have been doing it for a long time—WABX Detroit and WBCN Boston for example—and they're hard to crack. ABC wanted to eliminate the maturing process. We were cut short in Detroit by six months."

Jerry Stevens is the program director of WMMR, Metromedia's FM in Philadelphia. Two years ago, he lost three on-air people and a publicity director to ABC. All three DJ's have since left ABC and only Russ King, director of publicity at WPLJ, remains. In his years at WMMR Mr. Stevens has built up such a large, committed listenership that no one in the Philadelphia market has been able to compete. The control he exercises in programing pre-empts classifying the station as free-form, but it remains, he maintains, "progressive." Of the ABC FM group he now says: "What they're appealing to is a mass audience that has perhaps dabbled in progressive rock radio, but has not really gotten involved in it. [They are] by nature listeners but not hearers. They are traditionally people who were brought up with top-40 radio, but by the same token are fed up with top-40 for all the wrong reasons. Not because they want something more stimulating, satisfying, creative, or imaginative, but because they want something with fewer commercials, something with the *feel* of FM, and something that gives them a little bit more of the music that their AM radio stations were giving them a taste of . . . all [the ABC stations] now are highly controlled, but not artistically encouraged formats. It's nothing more than top-40 radio, but instead of playing the top-40 records, they're playing the top-120 album cuts."

"Radio is back strong after its early losses to television, but in an altogether different form. The radio is now something people listen to while they are doing something else . . . [the kids] are outside, all over the place, tooling around in automobiles, lollygagging around with transistors plugged into their skulls, listening to the radio. Listening is not exactly the word. They use the radio as background, the aural prop for whatever kind of life they want to imagine they're leading. They don't want any messages at all, they want an atmosphere. Half the time, as soon as they get a message—namely a commercial or a news spot—they start turning the dial, looking for the atmosphere they lost. So there are all those kids out there somewhere, roaming all over the dial, looking for something that will hook not the minds, but the psyche."

—TOM WOLFE

"There is no question that there is an audience for free-form radio," Allen Shaw affirms. "The real question is how many of these people are there. We think we know how many people there are who want this kind of radio and statistically there aren't enough to make our stations profitable."

None of the FM stations are in the black yet, according to Martin Percival, vice president of ABC-FM Spot Sales, but several are "on the verge."

"Our decision was plain and simple," Mr. Shaw continued. "We could not continue to operate at great losses by appealing to an audience that just isn't large enough to support a commercial radio station. So we went after another audience that might exist somewhere between the free-form and the traditional top-40 audience."

Last fall, when Bert Klienman moved up one floor from WABC to WPLJ, he was given the responsibility of facilitating the programing switch back from free-form to format. The reasons for going the more restrictive route are very clear to him—radio can no longer "capture" a listening audience's attention as it did 20 years ago. It must serve an audience with one specific product and do it consistently.

"I don't think that most radio stations, that is if the ratings are any good, have a committed listenership," he said. "If you look in ARB, for instance, at the exclusive cume—the number of people who listen to you and only you—you'll find that even with the most popular stations, only a small minority do. It's a fact of life in this business that we have to accept that we will not capture a radio listener. We will provide a service and when the listener wants that service he will tune to us. That's why all-news stations are all news, etc. Whatever you want to call us, hit progressive or pop album, that's what we are, a service."

"The goals for the FM group," Mr. Shaw said, "are not too dissimilar from the goals of WABC, or WLS, or any of our AM stations. Isn't the ultimate goal

of radio to discover the needs of a particular audience and fulfill those needs? We are after an audience that exists, we don't create this audience. They are out there already. We don't want to go on the air and come up with some new exciting thing that no one thought they wanted. We discovered that really doesn't work."

Many of the former employees of ABC have pointed to Mr. Klienman's appointment as a move toward a top-40 format because he came from WABC. Shel Kagan says of all progressive FM rock radio today: "They are playing the same melody as top 40 but with albums instead. I see a flattening out of progressive radio until it becomes just like top 40."

Mr. Klienman is emphatic about the fact that WPLJ and the rest of the ABC FM group are not top-40 programed stations at all. "On top-40 radio," he said, "they play a single and then talk, and then another song and a jingle and commercial, and then another song. On this station we play about three cuts together without interruption and, of course, we cluster our spots, and the on-air people do no more talking than to identify what's played."

No matter what critics or advocates of ABC's tighter format have to say, "the numbers" talk for themselves—and in many ways most persuasively. According to Mr. Percival in FM spot sales, 1971 revenues were up 70% in the fourth quarter over the third (the third quarter free-form, the fourth on restricted format). Preliminary ratings information is telling as well. KAUM has become the "sweetheart" station in the group since the last rating books. Pulse ratings show an increase of 575% over the previous book when comparing figures for the full week in quarter-hour averages (the chart shows Monday-Friday only). WPLJ, in the last rating books, almost quadrupled the number of women who were listening to the station.

Progressive stations, for the most part, have appealed basically to men falling in the 18-24 demographic group. Allen Shaw attributes that jump in the number of women listeners directly to the initiation of repeat and familiarity factors in a tight format.

"I believe—contrary to what progressive people think—that we are beginning to forge new ground," Bert Klienman said. "We're taking the best of the old, we're adding a couple of new ingredients, we're putting it together in a way that no radio station has, to my knowledge, done before. There's something extremely exciting about this. We're putting this station together in a very rational way. And I think the time is right for some new twists."

EPILOGUE

"Hi gang! Scott Lame here. The boss jock with the boss sounds from the boss list of the boss 30 that my boss told me to play."

—GEORGE CARLIN



America: Here to there and back again

The group has not been in this country for five years. Its first success was not in the U.S. but in England. But now America (the country) is buying America's (the group's) single, "Horse with No Name," "faster than we can make them," a spokesman for Warner Brothers (the record company) says.

Coming from families stationed overseas by the armed services, the three members of America met at a high school in London several years ago. They were signed by Warners in England and recorded their premier album there. The State's new discovery has been out in England for eight months.

Warners decided to venture a single after the album's initial release from it, but the A&R (artists and repertoire) people in England weren't really sure which tracks would work. They asked the band for more material and America went back into the studio to record four more songs, one of which was "Horse with No Name." The single was in the top five songs on the British charts by January, and moved up

to number one by the end of the month.

Five weeks ago, America returned home to pursue a club and college concert tour on both coasts. Its single has been climbing the charts since, breaking in at 84 four weeks ago and up to 20 last week.

"Horse with No Name" is basically a fantasy song ("... I've been through the desert on a horse with no name, it felt good to get out of the rain.") without great lyrical message. One of its striking qualities is the resemblance of the voice of Dewey Bunnell—the lead singer and writer of "Horse"—to Neil Young's. Privately, a source at Warner's confessed that "the Neil Young sound, in a subliminal way, had a lot to do with the way the record took off like it did. A lot of people had been waiting for a new Neil Young single for a long time, and I guess you could say that they found it." (Mr. Young has since released a new single, "Heart of Gold"—on the Warner/Reprise label—which out-ranked "Horse" in last week's charts at number two.)

Big names from Motown move over to ASCAP

The signing of the largest single group of songwriters ever to be elected into the American Society of Composers, Authors, and Publishers was announced last week by Jobete Music Inc., the publishing arm of Motown Records, and ASCAP. In all, 97 writers, including Berry Gordy, president and founder of Motown, Smokey Robinson, and Marvin Gaye, have joined the ASCAP ranks under the agreement with Jobete.

Several of the writers in Jobete had been previously signed to ASCAP, including Stevie Wonder, Nicholas Ashford and Valerie Simpson. Representatives of Jobete and ASCAP were not immediately available for comment.

A spokesman for BMI, with whom Jobete had been signed for almost 15 years, said: "We are of course concerned about the loss of a company as important to the popular music field as Jobete. We signed them many years ago, nurtured and encouraged them,

and watched them grow. And this move only helps to prove what we contend in our lawsuit [BMI brought suit against the networks and ASCAP in 1970]: that ASCAP and the networks have conspired to put BMI out of business and fix the price of music licensing."

"They say they pay more," the spokesman continued, "but before they got all that money from the networks they weren't paying more. They always had the ability to pay more because they get more money. They could have paid more since 1941 [the first year of BMI]. But they didn't until recently."

Motown will retain its other publishing companies, Stone-Diamond and tSone-Agate, with BMI.

Label for a hit maker

The Wes Farrell Organization, responsible last year for at least five number-one songs and a successful television series, has announced that they will be starting their own record label, Chelsea. Initial releases for the label are scheduled for mid-March and will be distributed by RCA.

Programming

Freedoms Foundation and its annual honors

NBC and Westinghouse Broadcasting Co. took top television and radio honors, respectively, in the Freedoms Foundation's 23d annual awards.

NBC and Anheuser-Busch Inc., St. Louis, received the Television Principal Award for *Swing Out, Sweet Land*, a musical comedy special depicting great moments in American history.

Group W was presented the Principal Radio Award for its *Gateway to Freedom* series of 20 programs exploring the history of immigrant groups in the U.S.

The following received George Washington Honor Medal Awards for television programs:

ABC for *The American Adventure*; ABC and Lawrence Welk for *Thank You, America*; *Captain Kangaroo* and CBS-TV for *Americana Series*; CBS-TV for *A Conversation with Lord North*; Ford Motor Co. Fund and Future Farmers of America for *The Inheritors*; NBC, Chesebrough-Ponds, Eastman Kodak and Schick Electric for "Elegy for a Pig" on the *Adam-12* series; NBC for *The Besieged Majority*; R.M. Inc. for *The Riot Makers*; and WFLA-TV Tampa, Fla., for *The Holland Years*.

Also, WGN-TV Chicago, and Church Federation of Greater Chicago for *Heritage of Faith*; WJAC-TV Southfield, Mich., for *This Land Was Our Land*; WKY-TV Oklahoma City, for *Patriotic Vignettes*; WKYC-TV Cleveland for *Issues and the Candidate*, campaign series; WLAC-TV Nashville for "What Have you Done for America Today?" spot announcements; WNBC-TV New York for "Due Process of Law" from *Blessings of Liberty*; WRC-TV Washington for "Jefferson's Monticello" from *Perspective*; WTAE-TV Pittsburgh and Pittsburgh National Bank for *Jr. High Quiz and Trip to Washington, D.C.*; and WTNV-TV Columbus, Ohio, for *Fenimore Runs for Mayor*.

Honor certificates in television went to:

KERO-TV Bakerfield, Calif.; KNBC-TV Burbank, Calif.; WRAL-TV Baltimore; WLBT-TV Jackson, Miss.; WQXI-TV Atlanta, and WTTG-TV Washington.

The following received George Washington Honor Medal awards for radio:

KBOA-AM-FM Kennett, Mo., for *he Legacy of Lincoln*; KHSA-AM-FM Heniet, Calif., and McCoy Building Center for *Sound Off for America*; KXL-AM-FM Portland, Ore., for *Some Lessons in History*; Paul Mason for *Independence Hall-Thanksgiving Day, Independence Day and Valley Forge*; NBC Radio for *The Cop: Target of Our Times*; Program Services Division, Bonneville International Corp., Salt Lake City, for *Love America*; Project Alert, Pensacola, Fla., for *Caesar Rodney's Ride*; WCAO-AM-FM Baltimore and Baltimore District American Legion for *The Story of the Four Chaplains*; WCRF-AM-FM Birmingham, Ala., Lynam Insurance Agency and Insurance Company of North America for *Our American Heritage and A Day for Decision*; WDAS-AM-FM Philadelphia for *The Supreme Court*; WDEE-AM) Detroit for *This Man Was Lincoln*; WEEI-AM-FM Boston and Bay State Petroleum Co. for *Voter Registration and The Last Day*; WFLA-AM-FM Tampa, Fla., for *Diary of a Cop*; WGUN-AM-FM Atlanta for *Patriotic Program July 4th*; WHIO-AM-FM Dayton for *The American Indian, The Fourth of July, Veterans Day 1971, The Battle for Iwo Jima and The Majesty of American Common Law*; WMAL-FM Washington and American Airlines for *As American As . . .*; WNHV-AM-FM White River Junction, Vt., Cele Hammonds and Thomas Chellis for *A Memorial Day Tribute*; WOSU(AM) Columbus, Ohio, Dr. John Bonner and Ed Mason for *Builders of a Nation*; and WYZZ-(FM) Wilkes-Barre, Pa., and The American Asphalt Paving Co. for *Heritage Thought for the Day*.

Honor Certificates for radio went to: KszB(AM) Odessa, Tex., and The First National

Bank and The Model Shops there; KDKA-AM-FM Pittsburgh; KLAC(AM) Los Angeles and Los Angeles Area Chamber of Commerce; The Layman's Hour, Monrovia, Calif.; WAKY(AM) Louisville, Ky.; WBAL-AM-FM Baltimore; WBYO-FM Boyertown, Pa., and Gen. Carl Spaatz Squadron 807, and WOHQ-AM-FM Kingston, N.Y., and Charles Ramsey Corp.

Broadcast rounding out baseball '72 coverage

Broadcasting plans of the major leagues for 1972 (BROADCASTING, Feb. 28) moved nearer to completion last week with the release of the following information:

American Motors, Detroit, announced that it would co-sponsor the Milwaukee Brewers on radio and television. Radio coverage will be of 10 exhibitions and the full 162-game regular season. WTMJ Milwaukee will originate for a 50-station regional network.

Eugene L. Raymond, director of advertising and promotion for American Motors, also said that a TV schedule of 33 regular-season games on WTMJ-TV will include 17 prime-time week night games plus 10 Saturday and six Sunday afternoon games.

U.S. radio rights for the Montreal Expos have been granted to Empire Sports Productions of Montreal which has arranged a regional network of WHRL(AM) Albany, WICY(AM) Malone, WMSA(AM) Massena, WPDM(AM) Potsdam and WSLB(AM) Ogdensburg, all New York, and WVMT(AM) Burlington, Vt.

KSD-TV St. Louis has rounded out its TV announcing team for St. Louis Cardinals coverage with the selection of Myron Walden, West Coast sportscaster, to share play-by-play with Jack Buck and the naming of Mike Shannon, former Cardinal player, to do TV color.

In listing the regional TV network of the Detroit Tigers in the Feb. 28 report, WSPD-TV was erroneously reported as the Toledo, Ohio, affiliate. The correct station is WTOL-TV Toledo.

Changing Formats

The following modifications in program schedules and formats have been reported:

▪ KACE-AM-FM Riverside, Calif.—KACE Radio Inc. announced that stations have switched from middle-of-the-road format to country-and-western. KACE is on 1570 khz with 5 kw and directional antenna during daytime hours. KACE-FM operates on 92.7 mhz with 1.7 kw and an antenna minus 88 feet above average terrain.

▪ WGVL(FM) Gainesville, Fla.—Gerler Broadcasting announced that station has modified its block format of mainly country-and-western music to one of 50% country and western (daytime) and 50% progressive rock (evenings). Station operates on 105.5 mhz with 3 kw and an antenna 265 feet above average terrain.

▪ KVOB(AM) Bastrop, La.—Hagan Broadcasting Inc. announced that station has modified its middle-of-the-road format to one of modern country-and-western music. In addition, station's broadcast day has been extended by four hours. KVOB operates on 1340 khz with 1 kw day and 250 w night.

▪ WKOL(AM) Amsterdam, N.Y.—Paul E. Carpenter, licensee, has gone from middle-of-the-road and contemporary music format to country-and-western music. Station operates on 1570 khz and 1 kw day.

▪ WRXO-FM Roxboro, N.C.—Roxboro Broadcasting announced that station has dropped its middle-of-the-road format in favor of country-and-western programming. Station operates on 96.7 mhz with 3 kw horizontal and 1.45 kw vertical and an antenna 265 feet above average terrain.

▪ WQXL(AM) Columbia, S.C.—Statesville Broadcasting Co. announced that station has modified its country-and-western music format to include religious programming. WQXT operates on 1470 khz with 5 kw day.

▪ WKXV(AM) Knoxville, Tenn.—Knoxville Ra-Tel announced that station has changed its format from country-and-western programming to gospel music. Station operates on 900 khz with 1 kw.

\$250,000 pledged so far for King memorial rights

As of last week, 51 stations were scheduled to present the documentary film, "King: A Filmed Record . . . Montgomery to Memphis" during the week of April 2-9 in commemoration of the assassination of Dr. Martin Luther King Jr.

The stations have pledged more than \$250,000 to the Martin Luther King Jr. Special Fund for the right to telecast the film, according to William S. Hart, vice president in charge of syndication for Screen Gems, which is handling TV distribution at no cost to the fund.

Among the stations to carry the film are WPIX(TV) New York, WGN-TV Chicago, KTTV(TV) Los Angeles, KGO-TV San Francisco, WMAL-TV Washington and WSB-TV Atlanta.

Dr. Kildare called again

Another network favorite of yore is being re-created for syndication. MGM Television said last week it is producing *Young Dr. Kildare* as a half-hour weekly series for prime-time sale this fall.

The series is being produced on a trade basis for Bristol-Myers, and already has been cleared on WCBS-TV New York, KNXT(TV) Los Angeles and WBBM-TV Chicago. The syndicated version will star Mark Jenkins as the young physician and Gary Merrill as Dr. Gillespie. MGM Television's *Dr. Kildare* series ran on NBC-TV from 1961 to 1966 with Richard Chamberlain and Raymond Massey in the starring roles.

ProgramNotes

Cinema series ▪ Noncommercial KCET-(TV) Los Angeles has received \$51,000 grant from Corporation for Public Broadcasting to design series documenting growth and impact of American motion pictures. Development of proposed *American Film Experience* series will be in association with American Film Institute's Center for Advanced Film Studies in Los Angeles.


Special in release ▪ Four Star Entertainment Corp., Beverly Hills, has placed *Fastest Man on Earth*, hour color special, in first-run syndication. Program is chronicle of land speed records in century. Robert Vaughn narrates.

Hughes all-star line-up ▪ Some 150 television stations have been signed by Hughes Sports network to carry Saturday, April 1, telecast of 10th annual East-West College All-Star basketball game.

By the sea ▪ Alan Sands Productions is making available 260 45-second radio features entitled *Boating Tips*, on the handling and maintenance of pleasure boats. 565 Fifth Avenue, New York.

Basketball reprise ▪ Series of 13 half-hour weekly specials recapping winning teams and stars of 1971-72 National

WANTED:



Al Petker
(213) 278-4370

Television's Public Enemy
No. 1
Radio's Promotional Pioneer
Since 1945

For complete details write/wire/call:*

Homemakers Market League
OF AMERICAN RADIO STATIONS
8943 Wilshire Blvd., Beverly Hills, CA 90211

***radio stations only**

Basketball Association's season is in production at NBA Films, Hollywood. Series, entitled *Action Highlights—NBA*, is scheduled to start airing May 20. Similar series ran last year on 92 stations. NBA Films will handle distribution.

Future look ■ Wolper Productions, Los Angeles, is planning series of half-hour science and technology shows under title *Here Comes Tomorrow*. John Glenn, U.S.'s first astronaut to orbit Earth, will act as host. Theme will be examination of science and technology of 1980's.

Health vignettes ■ Columnist, author Dr. Walter C. Alvarez stars in medical series, *Conversations with Alvarez*, available in 90-second and 3½-minute formats. First sale to WBBM(AM) Chicago. *Tek Osborn Enterprises, 1945 North Hudson, Chicago 60614.*

For the children ■ MG Films Inc., New York production and distribution firm, has placed *Professor Kitzel*, series of 4½-minute educational-entertainment cartoons into syndication and has completed sales in 32 markets, including WNEW-TV New York, WGN-TV Chicago, KCOP(TV) Los Angeles, WTTG(TV) Washington and WKBD-TV Detroit.

All in All ■ Stephen All, assistant director of National Reading Center, Washington, forms communications consultancy. All Communications offers services to closed-circuit, cable, educational

Shows for children

The Children's Programming Corp., New York, has been formed to develop TV series for youngsters 9 to 12 years old and programs for cable TV, schools and libraries.

The principals are Morton I. Hamburg, president, who has been a communications attorney; Carole Hyatt, executive vice president, who has acted as consultant to CBS on children's programming; Gordon Hyatt, vice president for productions, and Stuart Hample, vice president for programming. Temporary headquarters is at 280 Park Avenue, New York 10017.

and instructional television, and marketing for commercial broadcast. *Design Center, 3611 Fifth Avenue, San Diego.*

Celebrity package ■ Carruthers Co., Hollywood, which just completed 13 TV segments of *Golf For Swingers* with professional golf star Lee Trevino, has signed similar deal with tennis pro Pancho Gonzales for half-hour, weekly taped production.

Cartoon shop ■ Abe Levitow and David Hanson have formed Levitow Hanson Films Inc. to produce and animate commercials, educational shorts and main-titles. Mr. Levitow is animation director. Mr. Hanson, one-time program supervisor for Leo Burnett Co., resigned

as manager of children's programming at ABC-TV to join Mr. Levitow. *6290 Sunset Boulevard, Hollywood.*

TV packaging entry ■ Dick Levine Enterprises Inc. has been formed as TV packaging and management firm with clients including Perry Como's Roncom Productions and producers Barry Sand and Bob Henry. Mr. Levine was with TV packaging department of International Famous Agency Inc. *339 East 72d Street, New York.*

New producer ■ DMK Films, Nashville-based film producer, has contracted to produce *The Bill Anderson Show*, weekly syndicated country and western series. Program is now in 125 U.S. markets. WSRX-TV Nashville formerly handled production of the show, and DMK will continue to use station's facilities. Show is primarily sponsored by Home-Lite chain saws, Coggins Granite Co. and Physicians Mutual Life Insurance Co.

People, possessions and priorities ■ Mennonite Churches, Harrisonburg, Va., are offering television spots on theme "People are More Important than Possessions." Spots, 30 and 60 seconds in length, attempt to help married couples with some of their problems. Public service spots are available through: *Mennonite Media Services, P.O. Box 1018, Harrisonburg, Va. 22801.*

Hughes cash-in. ■ Barrett Films, Beverly Hills, Calif.-based film distributor, has acquired TV rights to *Nina*, half-hour color musical special. Star of program is Nina Van Pallandt, singing baroness in the Clifford Irving-Howard Hughes controversy. Produced in Europe, program is available for immediate placement on domestic stations.

Big Bill syndicated. ■ New weekly hour program starring former basketball great Bill Russell has been placed in 20 markets by Jack Rhodes Productions, Hollywood. Markets where the *Bill Russell Show* has been sold include Atlanta, Dallas, Louisville, Miami, Omaha, Richmond, Spokane, San Diego and Kansas City. Program is a joint venture between Mr. Russell's own company, Felton Productions, and Fraser Productions, both Hollywood.

Hope hopes ■ Bob Hope Productions, newly formed in Burbank, Calif., is developing half-hour series with working title of *O'Shaunessey and Liebowitz*. In all, Mr. Hope's new company plans to develop from six to eight projects, series and specials for TV. Nathaniel Lande, formerly executive producer at CBS Cinema Center, is vice president and creative director for Hope Productions.

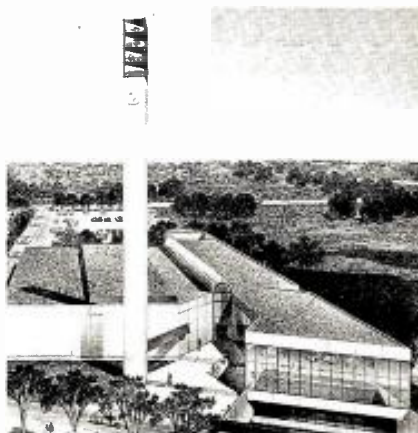
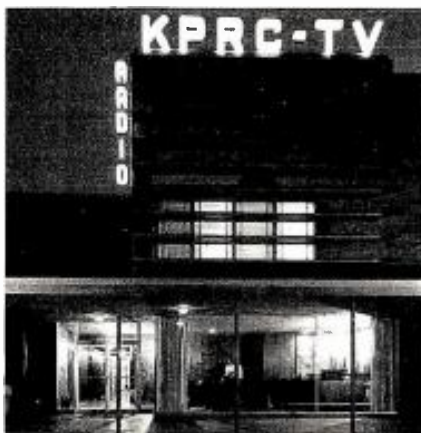
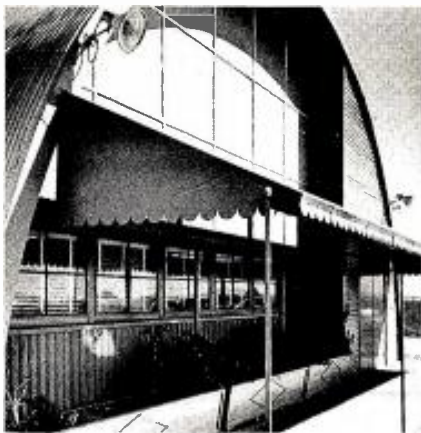
Walsh-Shaffer union ■ Tara Productions Corp., New York, has been formed as television, industrial and documentary film production organization with Richard J. Walsh as president. Mr. Walsh, who co-founded company with Henry J. Shaffer, business consultant, was for 15 years director of Communications for National Council of Catholic Men. *Tara, 155 East 40th Street, New York 10017.*



Ambassadors to the United Nations from five continents—among them the ambassador from mainland China—attended a screening at the U.S. mission in New York of a series of TV specials on Africa's cultural legacy to America. Previewed was an edited version of Black African Heritage, a series of four one-hour programs on the history, traditions, culture and beauty of Africa and its peoples, and their significance to the U.S. The series was put together by Eliot Elisofon for Westinghouse Broadcasting.

The specials, to be carried once a month over the five Group W TV stations—in Boston, Philadelphia, Baltimore, Pittsburgh and San Francisco—starting this week, will be telecast on a trade-out basis. Lever Bros. will take two commercial minutes and Miles Laboratories one minute over the five Group W outlets and on 20 other stations. Stations will sell the remaining three minutes in each hour.

Conversing at the screening are (in foreground, l to r): Ambassador Taylor-Kamara of Sierra Leone, Ambassador Huang Hua of China and Minister-Counselor Engo of Cameroon.



The first facility for KPRC-TV Houston, when it went on the air in 1949 as KLEE-TV, was a quonset hut (now a hay barn) with a 30x40-foot studio (l). In 1953 the station moved 100 yards away to a 36,000-square-foot facility, later expanded

to 41,000 square feet (c). The move next week to a new \$3.2-million broadcast center (r), will more than double that to 83,435 square feet. The plant will also house the facilities of KPRC(AM).

KPRC-TV set for its new and enlarged home

KPRC-TV Houston and its AM affiliate will move to new, ultra-modern quarters next week—the third facility change for the channel 2 NBC-TV affiliate since it went on the air in 1949.

The announcement was made last Tuesday (March 7) by Jack Harris, president and general manager of KPRC-AM-TV, which are owned by the *Houston Post*.

The stations are switching to a \$3.2-million broadcast center, nearly three years in the planning and located on Houston's Southwest Freeway two miles from the present location on Post Oak Road.

The building is divided into three basic units clustered around a high-vaulted gallery. The units house TV production studios and control and en-

gineering space; KPRC-TV's news department, film and tape production facilities, as well as office space and AM facilities.

The news department covers 6,000 square feet and contains production facilities for documentaries and space for network personnel working out of KPRC-TV.

The new building will be dedicated March 21 with an open house and a dinner party.

Hopwood hits holdouts for cassette doldrums

A video-cassette executive last week indicted TV networks, movie producers and publishers for "lack of significant commitment" to his industry. Dr. Stafford L. Hopwood Jr., president of Videorecord Corp. of America, told an international gathering of cassette industry programmers and manufacturers in Cannes, France, that the three major software resource centers, "have stayed away from the battle, waiting for others to set the pace, prove the markets, eliminate the bugs."

Despite this, Dr. Hopwood predicted, the video-cassette market will generate from \$100 million to \$125 million in hardware and software sales during 1972. He based those projections on the following factors, which he said would come to pass during the next 10 months:

(1) Delivery in quantity of at least two reliable video-cassette systems to both institutions and individuals, with possible sales of player units in the 40,000-to-60,000 range and of cassettes

in the range of 500,000 to 750,000.

(2) The entry of video cassettes into the cable pay-television field.

(3) Development of a video-cassette juke box for at least one technology aimed specifically at the CATV field.

(4) Rental income on both hardware equipment and software products.

(5) And a new four-inch-by-5-inch photographic card, which plays 30 minutes of information. Dr. Hopwood said that the Digital Recording Corp., in cooperation with the Battelle Development Corp. of Columbus, Ohio, is currently exploring the video-cassette application of an optical photographic recording and playback system which, he said, "provides the most economic and convenient form of storing audiovisual information."

Theta-Com buys Kaiser's CATV manufacturing arm

Kaiser Aerospace & Electronics Corp., a wholly owned subsidiary of Kaiser Industries Corp., Oakland, has agreed to sell the assets of its CATV division in Phoenix to Theta-Com Corp., Los

Angeles, for \$9 million. The purchase is to be completed by April 1.

The CATV division manufactures distribution equipment, coaxial and house-drop cable and supplies and performs turnkey installations from two plants in Phoenix. Theta-Com, a subsidiary of Hughes Aircraft Co., provides microwave transmitters and receivers for use as CATV signal links.

Another joins ranks of hotel cartridge TV

Sensory Devices, a Hicksville, N.Y.-based firm, is supplying equipment and films for in-hotel use of cartridge TV. It previewed its system in Washington last Friday (March 10).

Sensory Devices has contracted to install 50 cartridge units in the Realty hotels in New York—among them the Barclay, Biltmore, Commodore and Roosevelt—and negotiations are under way with several other major chains.

The system uses 70mm film. Each cassette holds a 150-minute feature film. A library of a dozen current films from

which hotel guests may draw is available—each film costing \$4.50 per showing. Among the titles are "Little Big Man," "A Man Called Horse" and "The Reivers."

Hotels contract to accept the cartridge-TV units on a participating basis, keeping 15% of the gross take. The remaining 85% reverts to Sensory Devices which in turn pays the film producers and packagers. In some instances the producers and packagers are paid outright for film packages, in others, they receive a percentage of each showing.

At present, Sensory Devices' cartridge TV system is in use on board TWA Ambassador airliners. It is also being installed in Amtrak railroad clubcars on the line's New York-to-Chicago and New York-to-Miami runs.

Sensory Devices is a division of Precision Sound Centers of Miami, which specializes in hi-fidelity equipment.

CATV rules change asked

A revision in the FCC's cable rules for microwave-relay stations has been asked by a Los Angeles equipment manufacturer.

Theta Com, presently the sole manufacturer of microwave local distribution service (LDS) equipment, requested modification of the present microwave-channel assignment plan for LDS to add

an alternate set of frequency assignments. The series requested is the same spectrum band currently allocated to the community antenna relay service (CARS).

LDS is a multichannel service that enables CATV systems to cross made or natural barriers or simplifies operations in other instances where the laying of coaxial cables is not practical.

Theta-Com President R. W. Behringer said an alternate frequency assignment plan will improve performance and reduce costs to cable systems by precluding unnecessary frequency conversions.

FCC wants closer look

A Puerto Rican VHF's petition to improve its transmitting facilities has prompted the FCC to order a hearing. Among the issues to be determined are the effect that such changes would have on UHF competition and whether the licensee moved its studio to another city without authorization.

Ponce Television Corp., licensee of WRIK-TV (ch. 7) Ponce, is seeking to slightly decrease its visual power, increase its antenna height and move its transmitting site closer to the heavily populated San Juan area. The commission is questioning whether or not the change would impair the ability of existing UHF stations in the area to compete with WRIK-TV, and would hamper

the development of new UHF facilities.

Ponce Television Corp. is also accused of moving its main studio from Ponce to San Juan without prior FCC authorization. If found guilty of this, Ponce could be fined up to \$10,000.

Technical Topics

More on BIAS ■ Data Communications Corp., Memphis, has announced addition of three TV stations as clients for its Broadcast Industry Automation System (BIAS). WQXI-TV Atlanta began conversion late last month; WKCT-TV Miami and KHOU-TV Houston are scheduled to join next month. BIAS computerizes time sales and billings.

Long-playing tape ■ Soundsciber Corp., West Haven, Conn., has placed on market two solid-state recorders said to offer 16 or 24 hours of uninterrupted recording on single reel of tape. Two models have applications, company said, where unattended records of communications must be kept and can be beneficial to broadcasters and others.

Goldmark in Stamford ■ Goldmark Communications Corp. has moved headquarters from Norwalk, Conn., to 1 Communication Plaza, Stamford, Conn. 06904, where it is also establishing laboratory operations. New phone number: (203) 327-7270.

LPB

*is not the
new car of
the future...*

LPB is a manufacturer and distributor of Studio and Broadcast equipment at low, low prices. It's worth your time to find out more, so call Dick Crompton or Ted Davey or write



LPB Inc.
520 Lincoln Highway
Frazer, Pa. 19355
(215) 644-1123

See us at NAB, Booth 412

International

NABET strikes cramp CBC's hockey style

The lingering wildcat strike action by the National Association of Broadcast Employees and Technicians against the Canadian Broadcasting Corp. now threatens that network with loss of the Toronto Maple Leafs hockey telecasts. Angered at the technicians' walkout—which twice have cut short Toronto National Hockey League games minutes after their start—Maple Leafs owner Harold Ballard ordered CBC last Tuesday (March 7) to guarantee broadcast of future games or "get out of Maple Leafs Gardens." Mr. Ballard stated that if CBC cannot effect broadcasting of league hockey without interruption, any other network or group which can do so will be given the franchise.

The Canadian Television Network (CTV) made an immediate offer to produce the games through its Toronto affiliate, CFTO-TV, controlled by John Bassett, a major shareholder in the gardens.

Campus stations preserved

Five radio stations operated by Canadian universities have been given a two-year reprieve by the Canadian Radio-Television Commission as the regulatory

body moved to relax its 1971 edict against renewals of licenses of such stations. On the air at least until March 31, 1974, are CFCR-AM-FM Queens University, Kingston, Ont.; CJUS(FM) University of Saskatchewan at Saskatoon; CKUA-AM-FM University of Alberta, Edmonton, and CJRT(FM) Ryerson Polytechnical Institute, Toronto. The CRTC had indicated previously that Canadian broadcasting law prohibiting ownership of broadcast stations by provinces would be invoked to withhold license renewal of the five outlets.

AM purchase rejected

The Canadian Radio-Television Commission has turned down an application by Maclean-Hunter Ltd., Toronto, to purchase CJOE(AM) London, Ont., on the grounds that "a dangerous concentration of ownership" would result. The refusal follows a recent pattern interpreted as CRTC's opposition to large Canadian media holdings, although no set rule yet exists for the number of stations that can be held. In Maclean-Hunter's case, the acquisition would have made the company considerably stronger in southern Ontario, where it holds a patchwork of major and minor shares in AM stations as well as extensive CATV holdings.

Fourth quarter up, year off for ABC

Company is bullish in wake of bad news; debentures to be redeemed

A record fourth quarter was the good news from ABC Inc. last week. The bad news: 1971, over-all, was off from the year before.

"We expect earnings to improve strongly in 1972," said Leonard H. Goldenson, chairman. He attributed 1971's poor showing to a soft economy, the loss of cigarette advertising and the disappointing performance of ABC's motion-picture division.

Revenues for the broadcast division in 1971 were \$528,020,000 (compared with \$523,221,000 in 1970). Revenues for the television network were about equal to 1970 levels, whereas revenues and earnings of the network-owned TV stations were lower. The ABC radio network increased its revenues and operated at close to break-even for the first time in years. Network-owned AM stations posted record revenues and earnings but network-owned FM stations incurred additional costs.

Theater revenues of \$95,887,000 were somewhat lower than the previous year's \$99,938,000, although theater earnings were about equal to 1970's due to a reduction in operating costs. Revenues for other activities were \$132,588,000 (compared with \$125,123,000 in 1970). The records division, farm publications and amusement centers reported improved results. In theatrical motion-picture production, 1971's loss exceeded the previous year's.

(The good-news: fourth quarter produced earnings of \$5.8 million, or 80 cents a share, up from 1970's \$2.9 million, or 41 cents a share. The net was \$3.6 million [51 cents] vs. \$2.6 million [37 cents].)

For the year ending Dec. 31, 1971:

	1971	1970
Earnings per share	\$ 1.72	\$ 2.18
Revenues	756,495,000	748,262,000
Net earnings	13,200,000	16,797,000

In another financial development last week, ABC's board of directors authorized the call for redemption of all its outstanding 5% convertible subordinated debentures due July 1, 1993. In announcing that move, Mr. Goldenson said the price will be 104¼% of the principal amount plus accrued interest from Jan. 1, 1972, to April 11, 1972, the date fixed for redemption. The debentures are convertible into ABC common stock of \$43.33 per share or 2.3079 shares of common stock for each \$100 principal amount of debentures converted.

The conversion privilege expires at the close of business on March 27, 1972—15 days prior to the date fixed for redemption. In order to convert, holders must surrender their debentures on or before that date to Manufacturers Hanover Trust Co., New York. Mr. Goldenson said that based on the closing price of \$63.375 per share on the New York Stock Exchange last Monday (March 6), the market value of shares of ABC common stock into which the debentures are convertible "is significantly greater than the redemption price, plus accrued interest of the debentures."

In a separate announcement, ABC said the private placement of \$50 million of 20-year 7% subordinated notes has been completed. The notes carry 10-year warrants to purchase 416,666 shares of ABC common. The placement was negotiated by Lehman Bros. with a group of 10 institutional investors. ABC said \$40 million of the placement already has been taken down, with the balance scheduled for August. ABC said it has used parts of the proceeds to pay \$32.5 million of outstanding bank loans and the remainder has been added to general corporate funds.

Storer revenues steady, profits off in '71

Storer Broadcasting Co., Miami Beach, reported its 1971 profits down almost \$900,000 from those of 1970, although revenues were virtually constant. For the first two months of 1972, the company said, the broadcast-revenue part of its financial picture is showing a "significant improvement" over the same 1971 period.

Broadcast-related earnings for 1971 were \$17,176,000 (pre-tax), off \$2,211,000 from the \$19,387,000 in 1970. The company continued to lose money on operations of Northeast Airlines—accounting for a \$13,922,000 pre-tax loss in 1971 against \$10,021,000 in 1970.

National, a competitor in the East Coast-Florida market, operated a full schedule of service in 1971 but was on strike from January to June 1970, a factor said to have diverted much business to the competing Northeast Airlines.

Storer's extraordinary items were a gain of \$1,980,000 in 1971 from the sale of FM radio stations and from real-estate condemnation procedures.

	1971	1970
Income per share	\$ 0.69	\$ 0.90
Revenues	64,584,000	64,553,000
Net income	2,896,000	3,793,000

WHDH parent reports net loss in 1971

Boston Herald-Traveler Corp. reported that preliminary results for the year ended Dec. 26, 1971, indicate a consolidated net loss of approximately \$300,000, or \$0.53 a share, on net revenues of about \$45,900,000, as compared with a net profit of \$2,031,580, or \$3.46 a share, on net revenues of \$48,530,979 in 1970. The per-share profit figure reflected adjustment for a 2% stock dividend declared in 1971.

The announcement noted that WHDH-TV Boston, a wholly owned subsidiary, had been ordered to cease operations as of March 19, at which time WCVB(TV) Boston has been authorized to commence operations on the channel, but that the FCC ruling was being appealed.

However, "due to current uncertainties in the license proceedings and pending appeals," the company said it "deems it advisable to postpone its annual stockholders meeting originally scheduled for April 12." The company said stockholders would be notified of the new meeting date as soon as possible.

The Herald-Traveler Corp. also owns WHDH-AM-FM and publishes the *Boston Herald Traveler* newspapers.

Top drawers at Cox

J. Leonard Reinsch, president of Cox Broadcasting Corp., Atlanta, was paid

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

\$130,000 in 1971, highest salary in the company, according to a company proxy statement. Mr. Reinsch also had estimated annual retirement benefits of \$52,000. Other officers listed in the statement were Marcus Bartlett and Frank Gaither, executive vice presidents, each with remuneration of \$70,000 and entitled to \$28,000 a year in retirement.

Cox has acquired substantially all assets of Dallas Auction Inc., Dallas, for approximately \$1.1 million in cash and notes. Cox now owns 11 outo auctions.

CPI, Telesystems chiefs augment stock holdings

The presidents of Communications Properties Inc. and Telesystems Corp. will purchase from a Cleveland company the equivalent of 600,000 shares of common stock in Communications Properties, under an agreement announced last week.

Citizens Financial Corp. of Cleveland agreed to sell its 100,000 shares of unregistered \$2 cumulative convertible preferred stock in Communications Properties for about \$5,400,000. Citizens Financial said the stock is convertible into 600,000 shares of CPI common stock, which is traded over the counter.

The buyers are Jack Crosby, president of CPI, and Fred Lieberman, president

of Telesystems. Both are multi-CATV owners. CPI announced late last year its proposed acquisition of Telesystems, and early this year said it intends to merge into Vikoa Inc., New York.

Citizens Financial is a diversified company operating primarily in financial services, real estate and communications. It will continue to hold over one million shares of CPI common stock.

Company Reports

■ Gulf & Western Corp., parent company of Paramount Pictures, reported that sales and earnings rose during the six-month period ended Jan. 31:

	1972	1971
Earned per share	\$ 1.60	\$ 1.32
Sales	763,430,000	759,393,000
Net earnings	33,681,000	27,862,000

■ MCA Inc., North Hollywood, reported that a \$3.3-million investment tax credit contributed to a sharp rise in profits for 1971, despite slightly decreased sales.

For the year ended Dec. 31, 1971:

	1971	1970
Earned per share	\$ 2.04	\$ 1.62
Revenues	333,725,000	334,482,000
Net earnings	16,680,000	13,272,000

■ ASI Communications Inc., New York, reported increases in sales, operating income and net income for the year 1971.

	1971	1970
Earned per share	\$ 0.20	—
Gross sales and commissions	9,631,532	\$8,945,430
Net income	366,048	8,112

■ Collins Radio, Dallas, reported that a net operating loss of \$17.2 million for the six-month period ended Jan. 28, combined with a \$36 million write-down of inventory, resulted in a net loss of \$53.2 million for the period.

	1972	1971 ¹
Loss per common share ²	\$ 18.16	\$ 5.23
Net loss	53,161,000	15,511,000
Sales	107,787,000	146,728,000

¹ For comparative purposes, the financial statements of Jan. 29, 1971, and for the six months then ended, have been restated to reflect the effect of the change in accounting for company-sponsored new product design to recognize such costs as a current period expense.

² Common share date for the six months ended Jan. 28, 1972, is after provision for preferred stock dividend requirement of \$740,000.

■ Cowles Communications Inc. reported a profitable year in 1971 compared to a loss from operations in 1970 (although extraordinary items made 1970 a slightly profitable year). This turn-about resulted from Cowles's transfer of most of its principal operating properties, including WREC-TV Memphis, to The New York Times Co. for 2,600,000 shares of class A common stock of The Times.

	1971	1970
Earned per share	\$ 0.91	\$ 0.16
Revenues	11,589,000	11,301,000
Net income	3,612,000	647,000

■ Gross Telecasting Inc., Lansing, Mich., reported increase in gross income and earnings for year ended Dec. 31, 1971.

	1971	1970
Earned per share	\$ 1.33	\$ 1.18
Net income	947,287	1,062,717
Revenues	5,310,306	5,081,674

Broadcasting Stock Index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

Stock symbol	Exch.	Closing March 8	Closing March 1	Net change In week	% change In week	1971-72		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N 66 5/8	68	- 1 3/8	- 2.02	68	25	7,095	472,704
ASI COMMUNICATIONS	ASIC	O 2 1/2	2 1/2		.00	4 1/8	2 1/8	1,815	4,537
CAPITAL CITIES	CCB	N 63 3/4	57 1/4	+ 6 1/2	+ 11.35	63 3/4	17 3/4	6,236	397,545
CBS	CBS	N 55 1/4	54	+ 1 1/4	+ 2.31	55 1/4	30 1/8	27,829	1,537,552
COX	COX	N 41 3/4	42 1/4	- 1/2	- 1.18	42 1/2	17 3/4	5,805	242,358
GROSS TELECASTING	GGG	A 19 1/8	18 1/4	+ 7/8	+ 4.79	19 1/8	10 5/8	800	15,300
LIN	LINB	O 21 3/4	20 5/8	+ 1 1/8	+ 5.45	21 3/4	6 1/8	2,294	49,894
MOONEY	MODN	O 9 5/8	9 3/4	- 1/8	- 1.28	10 1/4	4	250	2,406
PACIFIC & SOUTHERN	PSQU	O 17 1/2	13 3/8	+ 4 1/8	+ 30.84	17 1/2	8	1,930	33,775
RAHALL COMMUNICATIONS	RAHL	O 13 1/2	13 1/4	+ 1/4	+ 1.88	29	8 3/8	1,037	13,999
SCRIPPS-HOWARD	SCRP	O 23 1/2	23	+ 1/2	+ 2.17	25	18	2,589	60,841
SONDERLING	SDB	A 26 3/4	27	- 1/4	- .92	34	17	997	26,669
STARR	SBG	M 26 1/4	26 3/4	- 1/2	- 1.86	26 3/4	8 7/8	732	19,215
TAFT	TFB	N 55 1/8	51 3/4	+ 3 3/8	+ 6.52	55 1/8	23 5/8	3,707	204,348
TOTAL								63,116	3,081,143
Broadcasting with other major interests									
AVCO	AV	N 19 1/8	19 1/2	- 3/8	- 1.92	19 1/2	12 1/8	11,479	219,535
BARTELL MEDIA	BMC	A 6 5/8	6 1/8	+ 1/2	+ 8.16	8	2 7/8	2,254	14,932
BOSTON HERALD-TRAVELER	8HLD	O 15	15		.00	28	15	589	8,835
CHRIS-CRAFT	CCN	N 6 3/8	6 5/8	- 1/4	- 3.77	9 7/8	5	3,980	25,372
COMBINED COMMUNICATIONS	CCA	A 42	38	+ 4	+ 10.52	42	10 1/2	2,528	106,176
COWLES COMMUNICATIONS	CWL	N 11 1/4	11 7/8	- 5/8	- 5.26	13 1/2	8	3,969	44,651
DUN & BRADSTREET	DNB	N 74 7/8	72 5/8	+ 2 1/4	+ 3.09	74 7/8	52 1/8	12,867	963,416
FUQUA	FOA	N 23 1/4	24 5/8	- 1 3/8	- 5.58	26 1/2	13 1/4	8,377	194,765
GABLE INDUSTRIES	GBI	N 26 3/4	29 3/4	- 3	- 10.08	31 1/2	9 1/2	1,872	50,076
GENERAL TIRE & RUBBER	GY	N 27 7/8	26 3/4	+ 1 1/2	+ 5.68	28 1/4	21 1/8	19,092	532,189
ISC INDUSTRIES	ISC	A 7 7/8	7 3/4	+ 1/8	+ 1.61	9 1/8	4 5/8	1,646	12,962
KANSAS STATE NETWORK	KSN	O 6 3/4	6 3/4		.00	7 1/2	6 1/2	1,621	10,941
LAMB COMMUNICATIONS	L	O 4 5/8	4 3/4	- 1/8	- 2.63	4 7/8	2	475	2,196
LEE ENTERPRISES	LNT	A 24 1/2	23 1/8	+ 1 3/8	+ 5.94	24 1/2	16	3,289	80,580
LIBERTY CORP.	LC	N 19	18 1/2	+ 1/2	+ 2.70	24	16 1/8	6,744	128,136
MEREDITH CORP.	MDP	N 30 3/4	28 3/4	+ 2	+ 6.95	30 3/4	19 3/4	2,772	85,239
METROMEDIA	MET	N 36 7/8	34 5/8	+ 2 1/4	+ 6.49	36 7/8	17 3/8	5,995	221,065
MULTIMEDIA INC.	M	O 40	39 3/4	+ 1/4	+ .62	40	25	2,408	96,320
OUTLET CO.	OTU	N 18 3/4	19	- 1/4	- 1.31	22	13 3/8	1,334	25,012
POST CORP.	POST	O 27 1/4	25 1/2	+ 1 3/4	+ 6.86	27 1/4	9 1/4	909	24,770

Broadcast Advertising

Bruce E. Crawford and **E. E. Norris**, senior VP's BBDO, New York, elected executive VP's. Mr. Crawford is president of BBDO's international division, director and member of executive committee and responsible for media and TV programming operations. Mr. Norris is management supervisor, chairman of agency's strategy review board and member of plans review board. **Clayton Huff**, BBDO treasurer, director and member of executive committee, and **Robert A. Wachslar**, director of research and marketing information services and board member, named senior VP's.

Edward Papazian, media director, and **Karl M. Fischer**, in charge of TV-radio production, both BBDO VP's in New York, elected to board. **F. Glenn Verrill**, president and chief operating officer, Burke Dowling Adams division of BBDO, Atlanta, also elected to board.

William B. Hinman, in charge of media negotiations, and **Arnold Chase**, broadcast supervisor, J. Walter Thompson, New York, elected VP's. Also elected VP's: **Robert J. Dunn**, account supervisor, and **Philip W. May**, associate creative supervisor.

Kevin W. Ahern, former research analyst, TV division, Edward Petry Co., New York, joins CBS-TV Stations National Sales there as manager, marketing services.

Thomas W. Hizar and **Patrick J. Morris**, account supervisor, Gardner Advertising, St. Louis, elected VP's.

John Drake, account supervisor, and **Ray Seide**, creative group executive art director, Foote, Cone & Belding, New York, named VP's.

Bill Oswald, account executive, Lennen & Newell, New York, named VP, Kenyon & Eckhardt there.

Dick Barker, assistant director of international division, Doyle Dane Bernbach, New York, named VP and director of international division, newly created post at Van Brunt & Co., New York. He also was appointed management supervisor on Westinghouse Electric international account.

Richard P. Levy, with sales staff, CBS Television Spot Sales, New York, joins television division of Westinghouse Broadcasting there as Eastern sales manager.

Daniel P. De Palma, account supervisor, Rumrill-Hoyt, New York, named VP.

Christopher Parker, former Eastern sales manager, DMS Inc., division of McGraw-Hill, Greenwich, Conn., joins Broadcast Marketing Consultants, San Francisco-based firm, as VP for Eastern

division. **William Sudbrook**, former manager of HR Television, sales representative, Des Moines, Iowa, joins BMC, as sales VP for Midwestern division. **Donald Arlett**, advertising manager, Shaklee Products, Hayward, Calif.-based household products manufacturer, appointed retail sales development manager of BMC. **William R. Funnell**, former production manager, KBHK-TV San Francisco, appointed creative services manager.

Robert Jaeckel, VP and general manager, Marsteller, New York, appointed VP and assistant to president, Gaynor & Co., New York, which operates Gaynor & Ducas agency, PR Associates, Triad Marketing Communications.

William A. Foxen, former senior VP, Ketchum, MacLeod & Grove, New York, appointed executive VP, John Zeigler, agency there.

Joel Lewis, director of New York office, Albert Jay Rosenthal & Co., named VP of advertising firm which also has offices in Chicago.

Glenn T. Potter, national sales manager, WTTG(TV) Washington, named VP and general sales manager. He is succeeded by **Michael W. Colen**, with sales staff, Metro TV Sales, Chicago.

Christopher A. Barbieri, sales manager WJCL(TV) Savannah, Ga., named VP and general sales manager.

Michael E. G. Kirby, VP, account supervisor, Young & Rubicam, New York,

joins Needham, Harper & Steers there as VP, management representative. **George Vladick**, manager of office services, Lennen & Newell, New York, joins NH&S as supervisor of office services.

William W. Thomas, VP in charge of media; **Michael Devlin**, VP and account supervisor; **Max Rembold**, VP-art and **George W. Stokes**, VP and account supervisor, elected to board of directors, Earle Ludgin & Co., Chicago. **William Wold**, production manager, appointed VP and co-manager, production department.

Ernest R. (Scott) Schanzenbach, formerly on corporate research staff, Westinghouse Broadcasting Corp., New York, appointed director of marketing and research, CBS Radio Spot Sales there. **Arthur Adler**, retail sales manager, WCBS(AM) New York, also appointed national retail sales manager for spot sales.

Sandra Tucker, sales representative, Savalli/Gates, New York, appointed sales manager for New York office of Gert Bunche & Associates, St. Louis, station representative. New York office has moved to 685 Fifth Avenue, 10022.

Marian W. Lockett, associate media director, Lewis & Gilman, Philadelphia advertising and PR agency, joins Scott Paper Co. there as associate advertising media manager.

Carter S. Jones, general manager of Atlanta office of Bernard Howard & Co., radio-station representative, appointed VP and manager of Southeast and Southwest operations.

John McAvity, director of network operations, Adforce, New York, in-house agency for media planning and executive of Pfizer's pharmaceutical consumer products divisions, named VP.

George P. Moore, former VP, WRCB-TV Chattanooga, named VP in charge of marketing, Lindsey, Bradley & Johnston Advertising there.

Robert Watson, assistant media director, Benton & Bowles, New York, joins ABC Radio network there as manager of sales development.

Thomas Wallace, account executive, Kelly, Nason, New York, joins Cunningham & Walsh there in same capacity.

Patricia Martin, media estimator, Eisaman, Johns & Laws, Chicago, appointed media buyer.

Robert M. Ross, product manager, U.S.V. Pharmaceutical Co., New York, joins Sudler & Hennessey, agency there, as account supervisor. **Barry Siegel**, marketing manager, basic projects, S&H, appointed account executive.



Golden West Broadcast board chairman, Gene Autry (r) and KTLA(TV) Los Angeles VP-general manager, John T. Reynolds, receive a county of Los Angeles commendation in recognition of the station's silver anniversary. KTLA, a Golden West Broadcasters-owned station, claims to be the West's first commercial TV facility, licensed on Jan. 22, 1947, after nine years as experimental station w6xy2.

Gene Bell, local sales manager, WAND-TV Decatur, Ill., appointed general sales manager. **Calvin E. Coleman**, with Katz Television Representatives, Chicago office, joins WAND as national sales manager.

Gerald J. McGavick, former VP and Eastern sales manager of Metro TV Sales, appointed general sales manager of WCVB-TV Boston, reporting to **Thomas G. Maney**, VP, assistant general manager and director of sales for station, which is scheduled to commence operations next Sunday (March 19) on channel 5, now occupied by WHDH-TV Boston. **Michael Volpe**, former national sales manager of KTLA-TV Los Angeles, appointed sales manager of WCVB.

Lawrence E. Feeney, account executive, WCBS-TV New York, appointed national sales manager.

Alvyn A. Cohen, president of May Advertising, Las Vegas, appointed general sales manager of KLAS-TV there.

J. B. Chase, general manager, KOCO-TV Oklahoma City, joins WCPO-TV Cincinnati, as local sales manager.

Thoren Schroeck, general sales manager, KMOX-TV St. Louis, appointed to newly created position of director of sales.

Carl Flickinger, general sales manager, WKRC-TV Cincinnati, appointed to similar position, WDAF-TV Kansas City, Mo. Both are Taft Broadcasting stations.

The Media



Jack McGrew, VP and station manager, KPRC-TV Houston, named executive VP and manager.

Terrence A. Elkcs, VP, general counsel and secretary of Parson & Whittemore Inc., New York, builder of

pulp and paper mills, named VP, general counsel and secretary of Viacom International Inc., New York. CATV systems owner and producer-distributor of TV programming.

John Cosgrove, sales manager, CBS-owned WCAU-TV Philadelphia, appointed district manager of affiliate relations, CBS-TV, New York.

James Hall, general manager, Eastern region, Storer CATV, Sarasota, Fla., named to additional duties as VP there.

Tony Lupo, general manager, WJDM-AM Elizabeth, N.J., named VP and general manager. **Ken Holmberg**, sales manager, WJDM, appointed assistant general manager and general sales manager.

Len Hensel, commercial manager, WSM-AM-FM Nashville, named VP and general manager of stations.

Richard J. Quigley, with KDNL-TV St. Louis, appointed general manager of KGRV-FM there.

Rick Murphy, formerly with KFWJ-AM Lake Havasu City, Ariz., appointed general manager, KCYN-AM Williams, Ariz.

Michael J. Felice, sales manager, WKS-AM-WHUG-FM Jamestown, N.Y., appointed to additional duties as station manager.

Philip Garnish, divisional controller of International Industries, Los Angeles, named controller of Cypress Communications Corp. there.

Richard McCauley, general manager, WERE-AM Cleveland, joins special projects department, ASI Communications. New York-based group owner. He is succeeded at WERE by **Paul Neuhoff**, sales manager.

Lee Wahl KGVO-AM Missoula, named president of Montana Broadcasters Association, succeeding **Ed Peiss**, KXLF-AM-TV Butte, who resigns for health reasons. Mr. Wahl, who was association's VP, will fill unexpired portion of Mr. Peiss's term, as well as new term that ends December 1973.

Richard L. Beesmyer, affiliate relations VP, ABC-TV, elected president of New York State Broadcasters Association, succeeding **Robert E. Klose**, WBNF-AM-FM Binghamton. **William F. O'Shaughnessy**, WVOX-AM-FM New Rochelle, elected VP, and **John E. McArdle**, WNYS-TV Syracuse, elected secretary. **Philip Spencer**, WCSS-AM Amsterdam, re-elected treasurer.

Donald L. Spurdle, business manager of Time-Life Broadcast Inc., named general manager with responsibility for over-all operations, reporting to Barry Zorthian, president. **James O. Heyworth**, assistant business manager, succeeds Mr. Spurdle as business manager of company, which is currently selling its broadcast stations but plans to expand its cable-TV and other audio-visual interests.

CBS sales revamping

William M. Materne, VP, Eastern sales, CBS-TV Sales, New York, named to newly created post of VP, national sales, and **Lee Curlin**, VP, special projects, named to new post of VP, sales administration. Mr. Materne will be in charge of line (salesmen) and Mr. Curlin in charge of staff (administrative and other support services). Also, **James H. Rosenfield**, director of Eastern sales, succeeds Mr. Materne. **Joseph J. Sullivan, Jr.**, director of daytime sales, appointed director of special projects, taking over duties formerly handled by Mr. Curlin. **Herbert Gross**, account executive, succeeds Mr. Sullivan as director of daytime sales; **Paul Isacsson** account executive, appointed to the new post of director of nighttime sales, and **John O'Connor**, director of market development, appointed to the new post of director of national sales.

Programming

Paul Huhndorff, chief engineer, KPRC-TV Houston, named VP and operations manager.

John A. Edgerton, director of news and information, WBT-TV Charlotte, N.C., appointed program operations manager.

Frank Nardi, former advertising, promotion and publicity director of WNBC-AM New York, appointed director of creative services, Independent Television Corp., New York.

Jack Meyers, with operations staff, KABC-AM Los Angeles, appointed operations manager with expanded responsibilities to include supervision of daily station operations. **Bob Walsh**, production manager, appointed to additional duties as program manager.

Johnny Grant, with KTLA-TV Los Angeles, appointed director of public affairs.

Howard Kennedy, director of public affairs and promotion, KGLO-AM-TV Mason City, Iowa, appointed program director.

Jim Pride, sales manager, Columbia School of Broadcasting, Philadelphia, joins WRCP-AM-FM there as program director.

Joe McCusker, former newscaster, KTVW-TV Seattle-Tacoma, Wash., appointed program director, KCYN-AM Williams, Ariz.

Fred Keshner, assistant controller of Screen Gems Inc., New York, appointed director of budgets of parent company, Columbia Pictures Industries Inc. **Neville Thomson** named VP in charge of Australian and Far Eastern sales for Screen Gems International from post of managing director of Screen Gems Pty., Australian distribution and producing organization of Screen Gems.

Micky Roth, formerly with WPVI-TV Philadelphia, joins WDAF-TV Kansas City, Mo., as program director.

Alfred J. Matter, with production and operations staff, WPVI-TV Philadelphia, joins WSTV-TV Wheeling, W. Va.-Steubenville, Ohio, as operations manager.

Roger Baer, former general manager, Motor Racing Network, Daytona Beach, Fla., appointed executive producer. Motor Racing Network, division of International Speedway Corp. (which controls both Daytona International Speedway and Alabama International Motor Speedway) will broadcast some 22 events to nearly 800 stations.

Chris Canali, with WHWH-AM Princeton, N.J., appointed production director.

Len Anthony, on staff of WRFD-FM Columbus, Ohio, appointed program director.

Herbert F. Young, program director, WIBA-FM Madison, Wis., appointed to newly created position of operations director.

Dave Armstrong, program director, WKS-AM - WHUG-FM Jamestown,

N.Y., appointed operations manager. **Lawrence Weiss**, with WCTO(FM) Long Island City, New York, appointed assistant operations manager.

Broadcast Journalism

Ray Miller, news director, KPRC-TV Houston, named VP in charge of news and public affairs.

Robert A. Skedgell, weekend news manager of TV news, CBS News, New York, appointed director of broadcast research. Mr. Skedgell will be responsible for research activities connected with all CBS News broadcasts.

Arthur Holch, producer, National Educational Television, New York, joins ABC News as producer of television documentary specials.

Anthony Prisorndorf, former Washington bureau chief of *New York Post*, and **Mary Brown**, writer and associate producer, Tomorrow Entertainment, New York, join news staff of WNBC-TV New York.

Eric Engberg, news director and public affairs director, WMAL-AM-FM Washington, appointed Washington news correspondent for Westinghouse Broadcasting.

Bill Jay, with news staff, WINS(AM) New York, joins KAIT-TV Jonesboro, Ark., as news director, managing editor and anchorman. **Stephen J. Cohen**, student at University of Michigan, Ann Arbor, joins KAIT-TV as general assignment reporter.

David R. Durian, with news staff, WOAM-FM-TV Ames, Iowa, joins KMBC-TV Kansas City, Mo., as general assignment reporter.

Ed Tobias, with news staff, WFAS(AM)-WWYD(FM) White Plains, N.Y., appointed news director.

Al Wiman, news reporter and political and environmental editor for KABC-TV Los Angeles, joins KNXT(TV) Los Angeles, as general assignment reporter.

Mike Stein, news director, WNEW-TV New York, joins WNBC-TV there as news writer.

Leo McElroy, day news editor for KFWB(AM) Los Angeles, appointed

news director, KABC(AM) Los Angeles. **Dan Greene**, former sports director, WDOL-AM-FM Athens, Ga., appointed to similar position with WTVM(TV) Columbus, Ga.

William Schirmann, former on-air reporter, WHWH(AM) Princeton, N.J., appointed news director. **Jack Reilly**, newsman, WBCB(AM) Levittown-Fairless Hills, Pa., joins WHWH as news editor.

Bill Mitchell, with KUTE(FM) Glendale, Calif., joins KTEW(TV) Tulsa, Okla., as meteorologist. **Dean Holmes**, former news director, KLPR(AM) Oklahoma City, joins news staff of KTEW.

Lary Crews, newscaster, KTRH(AM) Houston, joins WVPO-AM-FM Stroudsburg, Pa., as assistant news director and special convention news reporter.

Raymond Gomez-Bravo, in recreational vehicle field, Willamette Valley, Ore., joins KVX(AM) Portland, Ore., as reporter.

Robert R. Houck, news director, non-commercial WRTI-FM Philadelphia, joins WIOQ-FM there as newsman.

Robert N. Eastman, executive producer and former assistant news director, WBBM-AM-FM Chicago, joins noncommercial KWMU(FM) St. Louis, as manager of news and public affairs.

Art Sarnoski, newsman, WOBN(FM) Toms River, N.J., appointed news director.

Stan Savron, program director, KLAW(FM) Lawton, Okla., joins WRFD(FM) Columbus, Ohio, as news and sports director.

Music

W. Mallory Rintoul, general attorney of Records/Columbia section, CBS law department, appointed to newly created position of general attorney, litigation. Succeeding Mr. Rintoul in Records/Columbia post is **Donald E. Biederman**, attorney with firm of Roe, Carman, Clerke, Berkman & Berkman, New York.

James A. Smith, assistant director, CBS/FM syndicated programing serv-

ices, Chicago, joins CBS-owned WBBM-FM there as music director.

Jim McInnes, with WIBA-FM Madison, Wis., appointed music director.

Jack Bartley, with WRFD(AM) Columbus, Ohio, appointed music director.

Promotion

Gail Love, assistant to John T. Murphy, president of Avco Broadcasting, Cincinnati, appointed director of information services for syndication division of Avco, Dayton, Ohio. Miss Love will handle publicity and sales promotion for syndicated properties, including *Phil Donahue Show*.

James J. Ferris, promotion manager, CBS Radio Spot Sales, New York, joins WOR(AM) there as director of information services.

Equipment & Engineering

Theodore J. Swanson, technical director for Cypress Communications Corp., Los Angeles, named VP-engineering.

Tom Ferrara, manager of Eastern office, Linden, N.J., **Joe Green**, order manager, Anaheim, Calif., both LTV Ling Altec, **Barry Wolfson**, district manager, Ampeg Co., Linden, N.J., and **V. Frank Jones**, former sales manager of University Sound, Anaheim, Calif., appointed regional managers of LTV Ling Altec. Mr. Ferrara will be in Boston; Mr. Green in Phoenix; Mr. Wolfson in Roselle, N.J.; Mr. Jones in Anaheim.

Allied Fields

Jack Franchetti, former director and general manager, TV center, St. John's university, New York, and **Frank Frost**, film instructor and doctoral candidate, University of Southern California, named associate directors of creative services division of United States Catholic Conference's communications department, Washington.

Marvin Baiman, VP of R. H. Bruskin Associates, market-research firm, New Brunswick, N.J., elected president succeeding **Richard Bruskin**, who becomes chairman and chief executive officer. **Dr. Melvin Gold**, VP, named executive VP to assist Mr. Bruskin in development of new services and companies as well as client-service work.

Dr. Dave Berkman, associate professor of radio-TV communications, American University, Washington, joins National Center for Educational Technology, U.S. Office of Education there as program specialist.

Winston L. Kirby, former director of office of radio and TV, Columbia University, New York, appointed director of instructional TV for St. John's university, New York, where he is also ad-

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ©

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

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

SUBSCRIBER SERVICE

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

1972-1973 CATV Sourcebook \$8.50 (If payment with order: \$7.50)
 1972 Yearbook \$14.50 (If payment with order: \$13.)
 Payment enclosed
 Bill me

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

junct associate professor of communication arts.

Deaths



Mr. Galusha

Merl Galusha, 56, operations manager of General Electric Cablevision, was killed March 6 in crash of Mohawk airliner near Albany, N.Y. Mr. Galusha, a 23-year veteran of broadcast and cable industries, had headed GE's cable op-

erations since 1969. He is survived by his wife, Bernice, and two sons.

Arthur Westlund, 65, who through Central California Broadcasters Inc., once owned and operated KRE(AM) Berkeley, Calif. (now KPAT), from 1937 to 1963, died Jan. 25 of heart attack at his home in Sun City, Ariz. Mr. Westlund, former president of California Broadcasters Association and director of National Association of Broadcasters, was president and general manager of Berkeley station and its subsequent FM affiliate. He is survived by his wife, Dorothy, and one daughter.

Louis Saiff Jr., 65, retired executive of The Brockway Co., died Feb. 26 at House of Good Samaritan hospital in

Watertown, N.Y. Mr. Saiff was chief administrative executive to president of firm owning *Watertown Daily Times*, WWNY-AM-TV Watertown, and WMSA(AM) Massena, all New York. He is survived by his wife and daughter.

William A. Backus, 55, at one time with engineering consulting firm, Jansky & Bailey, division of Atlantic Research Corp., Alexandria, Va., died Feb. 22 of heart attack. He is survived by his wife, Florence, and two sons.

Joseph Elgart, 47, executive VP, Elkman Advertising, Bala Cynwyd, Pa., died Feb. 29 at Philadelphia hospital after lengthy illness. He was one of agency's founders in 1954. His wife, Arlync, and one daughter survive.

ForTheRecord™

As compiled by BROADCASTING, Feb. 29 through March 7, and based on filings, authorization 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

Start authorized

■ **KDSD-TV** Aberdeen, S.D.—Authorized program operation on ch. 16, ERP 380 kw vis., 56.2 kw aur. Action Feb. 28.

Action on motion

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, on motion of Orange Empire Broadcasting Co., scheduled further hearing for March 1 (Docs. 18295, 18297, 18298, 18300). Action Feb. 24.

Existing TV stations

Final actions

■ **WJBF(TV)** Augusta, Ga.—Broadcast Bureau granted CP to change type of trans. Action Feb. 29.

■ **KMTC(TV)** Springfield, Mo.—Broadcast Bureau granted CP to change ERP to vis. 436 kw., aur. 81.3 kw.; change type trans. Action Feb. 29.

■ **WFMY-TV** Greensboro, N.C.—FCC denied joint petition for approval of agreement filed by WFMY Television Corp., applicant for renewal of license of WFMY-TV ch. 2, Greensboro, and Greensboro Television Co., (Greensboro TV), applicant for new facility on ch. 2. Action Jan. 26.

■ **KSL-TV** Salt Lake City—FCC granted request by KSL Inc. (KSL-TV Salt Lake City) for waiver of prime-time access rule in order to present up to three and one-half hours of CBS programs on March 2. Action March 1.

Actions on motions

■ Chief, Broadcast Bureau on request of Broadcasting-Telesharing Services Inc., extended through March 14, time to file reply comments in matter of amendment of table of assignments, TV stations Naples, Fla. (Doc. 19391). Action March 3.

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, granted petition by American Broadcasting Companies, Inc., for leave to intervene in keeping with rules (Doc. 19339). Action Feb. 29.

■ Hearing Examiner David I. Kraushaar in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, on examiner's own motion scheduled further prehearing conference for April 14 at 10:00 a.m.; and by separate action denied motion of Hampton Roads for order directing FCC to produce and permit inspection, copying or photographing of annual financial reports filed with commission for years 1966-69 (Docs. 18791-2). Action Feb. 28.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV] et al.), TV proceeding, granted petition by The Dudley Station Corp. for leave to amend its application in certain financial respects. Action Feb. 27; by separate action granted petition by Community Broadcasting of Boston Inc. for leave to amend to show changes in business interests, employment, address and civic interests of specified stockholders (Docs. 18759-61). Action Feb. 28.

■ Hearing Examiner Chester F. Naumowicz in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], et al.), denied motion by Central Florida Enterprises and scheduled further conference for March 2, 1972 (Docs. 19168-70). Action Feb. 24.

■ Hearing Examiner James F. Tierney in New York (WPXI Inc. [WPXI(TV)] and Forum Communications Inc.), TV proceeding, on request of applicants scheduled further hearing conference for March 1; and noted that date coincides with scheduled closing of record (Docs. 18711-2). Action Feb. 28.

Call letter action

■ *WOEB-TV Portsmouth, Ohio — Granted *WPBO-TV.

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour

substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WAST-TV** Albany, N.Y.—Sonderling Broadcasting Corp. Agreement dated June 29, 1971, to replace one dated April 21, 1970, effective July 2, 1971, through July 2, 1973. First call right. Programs delivered to station. Network rate \$982.00; compensation paid at 30% prime time.

■ **KTRE-TV** Lufkin, Tex.—Forest Capital Communications Corp. Agreement dated Nov. 5, 1971, to replace one dated Nov. 29, 1969, effective Sept. 1, 1971, through Sept. 1, 1973. Network rate \$187.00; compensation paid at 30% prime time.

New AM stations

Start authorized

■ **WKMB** Sterling, N.J.—Authorized program operation on 1070 khz. 250 w. Action Feb. 22.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Grecco Inc. and Radio Greenwood Inc.), AM and FM proceeding, granted motion by United Community Enterprises Inc. and accepted response to Radio Greenwood's reply pleading (Docs. 19176-7). Action Feb. 28.

■ Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), AM and FM proceeding, granted motion by Western Connecticut and extended to March 20, time to file proposed findings of fact and conclusions and to April 3, time to file replies (Doc. 19043). Action Feb. 28.

■ Hearing Examiner Chester F. Naumowicz in Indianapolis, Omaha and Vancouver, Wash. (Star

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017

212-687-4242
West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164

Summary of broadcasting

Compiled by FCC Feb. 1, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,341	3	14	4,358	59	4,417 ¹
Commercial FM	2,275	1	47	2,323 ²	109	2,432
Commercial TV-VHF	503	2	6	511 ³	15	526 ²
Commercial TV-UHF	178	0	10	188 ³	65	253 ³
Total commercial TV	681	2	16	699	80	792
Educational FM	477	1	16	494	74	568
Educational TV-VHF	86	3	2	89	2	91
Educational TV-UHF	114	0	8	122	10	132
Total educational TV	200	3	10	211	12	223

* 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.

Stations of Indiana Inc., et al.), AM and FM proceeding, granted petition by Star Stations for leave to amend its application; set aside scheduled dates established for filing of proposed findings of fact; scheduled further conference for March 14 (Docs. 19122-5). Action Feb. 25.

Other actions

■ Review board in Eureka, Calif., AM proceeding, denied petitions by W. H. Hansen, one of three mutually exclusive applicants for construction authority for new AM in Eureka, asking that hearing issues be enlarged against opposing applicants Phil D. Jackson and Carroll R. Hauser (Docs. 19294-6). Action Feb. 29.

■ WGMS(AM) Bethesda, Md.—The following letter has been sent to RKO General, Inc., by FCC in response to RKO General Inc.'s proposal to change program format of WGMS(AM) from classical music to popular and contemporary music: "In the first paragraph of page two of your letter you state that you have concluded, after experimentation, that with the 'same classical music format on both stations [WGMS-AM and FM], it is not economically feasible for the licensee either to eliminate the duplication of the AM facility by the FM facility or to duplicate partially the AM signal within the limits of the present nonduplication requirements of the Commission." FCC told RKO that it "will give prompt consideration to any request which you may file for waiver of the non-duplication requirements, based in part upon your operating experience since March 9, 1966, when your request for waiver of the non-duplication rules for Stations WGMS-AM-FM was rejected by the Commission." Action March 1.

Call letter application

■ Radio Colorado Corp., Denver—Seeks KAAT.

Call letter action

■ Ogemaw Broadcasting Co., West Branch, Mich.—Granted WBMB.

Designated for hearing

■ FCC set for hearing applications of North Texas Enterprises Inc., Caprock Radio Inc., Panhandle Broadcasting Inc., Ozona Broadcasting Co., Friend Radio Inc., and Desert Radio for new AM's to operate on 1090 khz in Amarillo, Lubbock, Plainview, and Ozona, all Texas, and Clovis and Las Cruces, both New Mexico. Action March 1.

Existing AM stations

Final action

■ KTMC McAlester, Okla.—Broadcast Bureau granted license covering changes; studio location redesignated as same as trans. Action Feb. 28.

Actions on motions

■ Chief, Office of Opinions and Review in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WECP] and Aaron L. and Gertrude C. Ford dba Ford Broadcasting Co.), AM proceeding, granted motion by Aaron L. and Gertrude C. Ford dba Ford Broadcasting Co. and extended through March 6 time to file application for review of review board's decision released Jan. 27 (Docs. 18487-8). Action Feb. 25.

■ Deputy Chief, Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas) for renewal of license of WHMC, granted motion by Nick J. Chaconas and extended through March 2 time to file comments on Broadcast Bureau's response to his Sept. 9, 1971, reply (Docs. 183913). Action Feb. 24.

Other actions

■ Review board in New York (WNYC) special service authorization proceeding, authorized City of New York Municipal Broadcasting System (WNYC) to withdraw its petition addressed to issues in proceeding involving WNYC's applications for extension of its special services authorization and for CP to increase power and change its facilities. Board ordered petition dismissed (Docs. 11227, 17588 and 19403). Action Feb. 29.

■ Review board in New London, Wis., AM proceeding, granted extension of time to New London Enterprises Inc. through March 20, in which to file response to petition to enlarge issues filed on Feb. 18 by Laird Broadcasting Inc. (licensee of WDUX Waupaca, Wis.) in proceeding involving application of New London Enterprises Inc. for new AM in New London (Doc. 19409). Action March 3.

■ Pittsburgh and New Kensington, both Pennsylvania—FCC directed Gateway Broadcasting Enterprises Inc. (WKPA[AM] New Kensington and WYDD[FM] Pittsburgh) to show cause why its licenses should not be revoked. Action March 1.

Fines

■ WTJK Durham, N.C.—FCC ordered W and W Broadcasting Co., licensee, to forfeit sum of \$2,000 for violation of Communications Act and rules by failing to log certain commercials and for other logging violations resulting from presentation of announcements for state fair. Action March 1.

■ KMOO Mineola, Tex.—FCC denied application by A-C Corp., licensee, for remission or mitigation of \$500 forfeiture. Forfeiture was incurred by KMOO for repeated violation of rules by permitting third class operators, whose licenses were not endorsed for broadcast operation, to operate station. Action March 1.

Call letter application

■ WIII Honeistead, Fla.—Seeks WRSD.

Call letter actions

■ KDXE North Little Rock, Ark.—Granted KEWP.

■ WBFJ Woodbury, Tenn.—Granted WBRY.

Designated for hearing

■ KAYE Puyallup, Wash.—FCC set for oral argument proceeding involving license renewal application of KAYE Broadcasters Inc. for KAYE, before full commission on April 17, on exceptions to hearing examiner's initial decision and pleadings filed by KAYE Broadcasters Inc., Puget Sound Committee for Good Broadcasting, and Chief, Broadcast Bureau (Doc. 18929). Action March 1.

New FM stations

Applications

■ Steamboat Springs, Colo.—Big Country Radio Inc. Seeks 100.9 mhz, 60 w. HAAT 1,882 ft. P.O. address John H. Gayer, president, 815 Reed Street, Lakewood, Colo. 80215. Estimated construction cost \$48,323.06; first-year operating cost \$35,000; revenue \$53,000. Principals: John H. Gayer (20%), Dorothy G. Gayer (20%), Diane E. Gayer (20%) and Dwight H. Gayer (20%). John Gayer is president and 50% owner of Radio Colorado Corp., Denver. He is also president and 40% owner of Skyline Investment Co., Lakewood, and president and 33 1/3% owner of Western Travel Inc., Scottsbluff, Neb. He is also owner of consulting engineering firm in Lakewood. Ann. March 3.

■ Grand Junction, Colo.—Mesa Broadcasting Co. Seeks 93.1 mhz, 25 kw. HAAT 440 ft. P.O. address 421 Glenwood Avenue, Grand Junction 81501. Estimated construction cost \$29,585; first-year operating cost \$3,000; revenue \$36,000. Principals: John W. Hough (100%). Mr. Hough is owner and director of WBEJ Inc. (permittee for ch. 57 Channel). He is also 63% owner of KTHS Inc. (KTHS[AM] Berryville, Ark.), 19.58% owner of KBOA Inc. (KBOA-AM-FM Kennett, Mo.). He is also sole owner of KVWO Inc. (KVWO-FM Cheyenne, Wyo.) and Mesa Broadcasting Co. (KQIL[AM] Grand Junction). He is also partner in law firm in Chicago. Ann. March 3.

■ Duluth, Minn.—KAO Inc. Seeks 94.9 mhz, 25.158 kw. HAAT 383 ft. P.O. address 400 Christie Building, 120 North 4th Avenue, West, Duluth, 55802. Estimated construction cost \$22,200; first-year operating cost \$7,500; revenue \$10,000. Principals: R. Bunker Rogoski (32.3%), Dalton C. Hille (22.6%), Charles and Marion C. Boonstra (jointly 22.6%), et al. Mr. Rogoski is president of Greater Muskegon Broadcasters Inc. (WMUS[AM] Muskegon, Mich.). He is also president of WPLY Inc., Plymouth, Wis. and self-employed lawyer. Mr. Hille is vice president of WPLY Inc. He is also director of Greater Muskegon Broadcasters Inc. Mr. and Mrs. Boonstra each own 30.64% of Greater Muskegon Broadcasters Inc. Mr. and Mrs. Boonstra are assistant treasurer and treasurer respectively of WPLY Inc. Ann. March 3.

■ *New Brunswick, N.J.—Board of Governors of Rutgers. The State University. Seeks 88.7 mhz, 1.365 kw. HAAT 126 ft. P.O. address 126 College Avenue, New Brunswick, N.J. Estimated construction cost \$30,288.04; first-year operating cost \$10,000; revenue none. Principals: Archibald S. Alexander, Charles H. Brower, et al. Mr. Alexander is chairman of board, Mr. Brower is vice chairman of board. Ann. March 2.

■ Oneonta, N.Y.—Franklin Mountain Broadcasting Corp. Seeks 103.1 mhz, 1.9 kw. HAAT 360 ft. P.O. address Box 656, Oneonta, N.Y. 13820. Estimated construction cost \$55,479.40; first-year operating cost \$42,000; revenue \$42,000. Principals: Helen F. Brackett (52.2%), Caleb P. Brackett (15.4%), Anthony LeGrande, et al. Mr. Brackett is president and 75% stockholder of Brackett's Bookstore Inc., Oneonta, Mr. LeGrande is joint owner with wife of LeGrande Electric electrical contracting firm in Oneonta. Ann. March 2.

■ Paul Smiths, N.Y.—Paul Smith's College of Arts and Sciences. Seeks 89.1 mhz, 10 w. HAAT 20 ft. P.O. address c/o Dr. Chester L. Buxton, president, Paul Smiths, N.Y. 12970. Estimated construction cost \$4,073; first-year operating cost \$200; revenue none. Principals: Dr. Chester L. Buxton, Paul Cantwell, et al. Dr. Buxton is president of Paul Smith's College, Mr. Cantwell is treasurer of board of trustees. Ann. March 2.

■ Columbus, Tex.—John L. Labay. Seeks 98.3 mhz, 3 kw. HAAT 194 ft. P.O. address 514 Spring Street, Columbus 78934. Estimated construction cost \$56,891; first-year operating cost \$36,000; revenue \$37,599. Principals: John L. Labay, Mr. Labay is owner of Columbus Auto Parts in Columbus. He also owns cattle ranch in New Ulm, Tex. Ann. Feb. 17.

Final actions

■ *Brunswick, Me.—School Board of Brunswick, Me. Broadcast Bureau granted 90.9 mhz, 10 w. HAAT 70 ft. P.O. address Spring Street, Brunswick 04011. Estimated construction cost \$965; first-year operating cost \$200; revenue none. Principals: Philmore Ross, A. Leroy Greason, et al. Mr. Ross is chairman of school board, Mr. Greason is vice chairman of school board. Action Feb. 18.

■ *Lubbock, Tex.—Lubbock Independent School District Broadcast Bureau granted 91.9 mhz, 10 w. HAAT 200 ft. P.O. address 3223 -47th Street, Lubbock 79413. Estimated construction cost none; first-year operating cost none; revenue none. Principals: Watson Carlock, Bill Tucker, et al. Mr. Carlock is president of school district, Mr. Tucker is vice president of school district. Action Feb. 18.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Lorain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.), FM proceeding, granted motion by Lake Erie Broadcasting Co. for leave to amend its application to show information concerning CATV, newspaper and other activities of its principals, and changes in programming (Docs. 19213-4). Action Feb. 29.

■ Hearing Examiner Charles J. Fiederick in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.), FM proceeding, on request of WVOC Inc. rescheduled hearing for 2:00 p.m., March 3 (Docs. 19272-3). Action Feb. 23.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted request by Three States Broadcasting Co. and rescheduled hearing for March 14 (Docs. 18456-7). Action Feb. 24.

PROFESSIONAL CARDS

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6400 Goldsboro Road
Bethesda, Md. 20034
(301) 229-6600
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
(202) 783-0111
Washington, D. C. 20004
Member AFCCE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCEE

KEAR & KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCEE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2 readers per copy.

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

(Continued from page 64)

■ Chief Hearing Examiner Arthur A. Gladstone in Blairstown, N.J. (Benjamin J. Friedland and Warren Broadcasting Corp.), FM proceeding, designated Hearing Examiner James F. Tierney to serve as presiding officer and scheduled prehearing conference for April 10 and hearing for May 8 (Docs. 19437-8). Action Feb. 25.

■ Hearing Examiner Isadore A. Honig in Laurel and Ellsville, both Mississippi (New Laurel Radio Station Inc., et al.), FM proceeding, on examiner's own motion, ordered that action on petition to dismiss without prejudice filed by New Laurel be withheld pending submission by applicant of requisite affidavit as to consideration for dismissal; and further ordered that each applicant remaining in hearing, as to whom conflict would be removed by proposed dismissal, shall submit for inclusion in record affidavit, in duplicate with service of copies on other parties and hearing examiner, stating whether or not he has directly or indirectly paid or promised consideration in connection with removal of such conflict (Docs. 19414-6). Action Feb. 28.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, granted request of Monroe County Broadcasting Co. to extent that time for filing proposed findings of fact and conclusion is extended to March 31; and on examiner's own motion extended to April 14, time to file replies (Docs. 18674-6). Action Feb. 28.

■ Hearing Examiner David I. Kraushaar in Lexington Park and Leonardtown, both Maryland (Key Broadcasting Corp. and Sound Media Inc.), FM proceeding, granted petition by Sound Media for leave to amend its application in order to reflect issuance of certain shares of stock that had been subscribed for previously and to submit current balance sheet and other specified financial data (Docs. 19410-1). Action Feb. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Troy, Ala. (Troy Radio Inc. and Pike Broadcasting Inc.), FM proceeding, having under consideration motion by Pike Broadcasting Inc., to take depositions, ordered that depositions of Albert H. and Ora M. Goree shall be limited to questions relating to their ability to meet their loan commitments to Troy Radio Inc., and that depositions shall be taken at community of residence at time convenient to all parties (Docs. 19407-8). Action Feb. 29.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, granted petition by Sun City Broadcasting Corp. for leave to amend its application to reflect filing by one of its stockholders for CP for another station (Docs. 19087-8). Action Feb. 29.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, granted joint petition by applicants; approved agreement; dismissed with prejudice application of National Education Foundation and ordered hearing status of Pacifica's application to remain unchanged pending further proceedings (Docs. 18634-5). Action Feb. 25.

Call letter applications

■ Jimmy E. Woodard, Talladega, Ala.—Seeks WHTB(FM).

■ University of Alabama, Tuscaloosa, Ala.—Seeks *WUAL-FM.

■ Washab Valley Junior College, Mt. Carmel, Ill.—Seeks *WVJC-FM.

■ Hutchinson Community Junior College, Hutchinson, Kan.—Seeks *KHCC-FM.

■ School Board of Brunswick, Brunswick, Me.—Seeks *WBHS(FM).

■ Appalachian State University, Boone, N.C.—Seeks *WASU-FM.

■ Maumee Valley Broadcasting Inc., Napoleon, Ohio—Seeks WNDH(FM).

■ Zaba Broadcasting Corp., Ponce, Puerto Rico—Seeks WZBS.

■ Lubbock Independent School District, Lubbock, Tex.—Seeks *KLSD(FM).

■ KXLE Inc., Ellensburg, Wash.—Seeks KXLE-FM.

■ Stewards of Sound Radio Co., Ladysmith, Wis.—Seeks WWIB(FM).

Call letter actions

■ Massanutten Broadcasting Co., Broadway-Timberville, Ga.—Granted WBTX.

■ Airweb Inc., Hammond, Ind.—Granted WFPR-FM.

■ St. Francis College, Biddeford, Me.—Granted *WBSF(FM).

■ Central School District #2, Syosset, N.Y.—Granted *WKWZ(FM).

■ Spokane Public Broadcasting Association, Spokane, Wash.—Granted *KPBX-FM.

■ Multi-Media Associated, Clarksburg, W. Va.—Granted WRGT-FM.

Existing FM stations

Final actions

■ KEZR(FM) Anaheim, Calif.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP .756 kw.; HAAT 326 ft. Action March 3.

■ KWST(FM) Los Angeles—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 65 kw.; HAAT 770 ft. Action Feb. 28.

■ KWAV(FM) Monterey, Calif.—Broadcast Bureau granted request for waiver of rules to identify as Monterey-Salinas, Calif. Action Feb. 28.

■ *KUSP-FM Santa Cruz, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to 518 California Street, Santa Cruz; operate studio location from 1025 Laurel Street, Santa Cruz; operate by remote control from proposed studio location; make changes in ant. system. Action Feb. 27.

■ *KWAR(FM) Waverly, Iowa—Broadcast Bureau granted CP to change ant. type; make changes in ant. system; make changes in transmission line; HAAT 110 ft. Action March 3.

■ WSTM(FM) St. Matthews, Ky.—Broadcast Bureau granted CP to install new ant.; ERP 2.95 kw.; HAAT 135 ft.; remote control permitted.

■ *KHCT(FM) Helena, Mont.—Broadcast Bureau granted CP to change trans. location to and operate remote control from 1115 Roberts, Helena. Action March 3.

■ WBJH(FM) Trenton, N.J.—Broadcast Bureau granted CP to change trans. and studio location to east side of Ewingville Road at Shabakunk Creek, Trenton; install new trans.; install new ant.; make changes in ant. system; ERP 20 kw.; HAAT 120 ft. Action Feb. 29.

■ WNBC-FM New York—Broadcast Bureau granted CP to install new aux. trans.; change ERP to 2.75 kw. Action March 3.

■ WYFM(FM) Charlotte, N.C.—Broadcast Bureau granted CP to change trans. and studio location to Hood Road, 0.6 mile north of Robinson Church Road, near Newell, N.C.; install new trans.; install new ant.; make changes in ant. system; ERP 100 kw.; HAAT 1,230 ft.; condition. Action March 2.

■ *WCBE(FM) Columbus, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 11 kw.; HAAT 530 ft.; remote control permitted. Action March 3.

■ KKNG(FM) Oklahoma City—Broadcast Bureau granted CP to install new trans.; change ERP to 100 kw.; HAAT 235 ft. Action March 3.

■ WTAW-FM College Station, Tex.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; ERP 3 kw.; HAAT 275 ft. Action Feb. 29.

■ KGTN-FM Georgetown, Tex.—Broadcast Bureau granted mod. of CP to change ant. type; change transmission line. Action March 2.

Call letter applications

■ WNDV-FM Daytona Beach, Fla.—Seeks WDNJ(FM).

■ WGEE-FM Indianapolis—Seeks WXTZ(FM).

■ KKIN-FM Aitken, Minn.—Seeks KEZZ(FM).

■ WFMC-FM Goldsboro, N.C.—Seeks WOKN(FM).

■ WBBW-FM Youngstown, Ohio—Seeks WQOF(FM).

■ *WUSV(FM) Scranton, Pa.—Seeks *WVIA-FM.

Call letter actions

■ WAVO-FM Decatur, Ga.—Granted WPCH(FM).

■ WWEL(FM) Chicago—Granted WLAK(FM).

■ WCTC-FM New Brunswick, N.J.—Granted WQMR(FM).

■ WMTW-FM Washington, N. H. — Granted WWMT-FM.

■ WKSJ-FM Jamestown, N.Y.—Granted WHUG(FM).

■ WCNW-FM Fairfield, Ohio—Granted WFOL(FM).

■ KFAD(FM) Arlington, Tex.—Granted KAMC(FM).

■ WOPI-FM Bristol, Tenn.—Granted WKYE-FM.

■ WTRF-FM Wheeling, W. Va.—Granted WTRF(FM).

■ WBCI-FM Williamsburg, Va.—Granted WBCI(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries and SCA's when appropriate: KAIM-AM-FM Honolulu; KBKW(AM) Aberdeen, Wash.; KCHV(AM) and KVM(FM), both Coachella, Calif.; KCOH(AM) Houston; KKHI(AM) San Francisco; KPAM-FM Portland, Ore.; WAKC(AM) Normal, Ill. Actions Feb. 29.

Other actions, all services

■ FCC scheduled panel discussions and oral argument on issues involved in broad-ranging inquiry into fairness doctrine and related public interest policies for week of March 27 (Doc. 19260). There will be three days of panel meetings and two days of oral argument. Action March 2.

■ FCC withdrew further notice of inquiry as result of Supreme Court action granting petitions for review and stay of appeals court reversal of commission ruling on editorial advertising, adopted Feb. 3, requesting comments to assist it in developing guidelines for acceptance by broadcast licensees of editorial advertising. Action March 2.

Translator actions

■ K08FO Oroville, Calif.—Broadcast Bureau granted license covering changes in VHF translator. Action Feb. 28.

■ K11FW Yampa Valley rural area and Phippsburg, both Colorado—Broadcast Bureau granted CP to change principal community to Steamboat Springs and Phippsburg, both Colorado; change trans. location to Storm Mountain, 5 miles east of Steamboat Springs; change type trans.; increase output power to 10 w and make changes in ant. system of VHF translator; specify type trans. Action Feb. 29.

■ Martinsdale, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Checkerboard area, Martinsdale, Mont., operating on ch. 7 by rebroadcasting programs of KRTV(TV) ch. 3 Great Falls, Mont. Action Feb. 29.

■ K07JN residential and resort areas south and north of Seeley Lake, Seely Lake and residential areas on Lake Placid, all Montana—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Aug. 28. Action Feb. 28.

■ W80AK Springville and West Valley, both New York—Broadcast Bureau granted license covering new UHF translator. Action Feb. 29.

■ WAX-21 Yauco, Puerto Rico—Broadcast Bureau granted license covering permit for new TV translator relay station. Action Feb. 25.

Modification of CP's, all stations

■ KTSF-TV San Francisco—Broadcast Bureau granted mod. of CP to change ERP to vis. 245 kw, aur. 46.8 kw; change trans. location to Mt. Sutro, San Francisco; change type trans.; change ant. type; make changes in ant. structure; HAAT 1,580 ft. Action Feb. 29.

■ KTSF-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 29. Action Feb. 29.

■ WMEI Melbourne, Fla.—Broadcast Bureau granted mod. of CP covering change in corporate name to Radio Melbourne Inc. Action Feb. 29.

■ *KWMU(FM) St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action March 3.

■ KKGf Great Falls, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 21. Action March 3.

■ KENO Las Vegas—Broadcast Bureau granted mod. of CP to extend completion date to July 11. Action March 3.

■ KOLO Reno—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action March 3.

■ KFWD(FM) Fort Worth—Broadcast Bureau granted mod. of CP to change ant. Action Feb. 29.

Ownership changes

Actions

■ WFOX(FM) Gainesville, Ga.—Broadcast Bureau granted assignment of license from WLBA Inc. to Radio Athens Inc. for \$140,000. Sellers: Norfleet Johnston, president, et al. Buyer: L. H.

(Continued on page 72)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Deadline for copy: Must be received by Monday for publication next Monday.

Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

Situations Wanted 25¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Add \$1.00 for Box Number and reply service (each ad), per issue.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Sales

Country music—one of the nation's top 10 markets. If you can sell—here is an opportunity for unlimited earnings. Write Sales Manager, Box C-44, BROADCASTING.

Spanish helpful but not essential. All Spanish radio station in southwest needs sober, reliable, hard-working salesman to work into sales manager. Excellent opportunity for the right man. Send complete resume to Box C-67, BROADCASTING.

Sales position—Denver, Colo. Top rated station experienced man at least 5 years. Ability to make \$25,000 yearly. Good list available. Management possibilities in immediate future depending upon right man. References required, must be ready to move. Box C-78, BROADCASTING.

Wanted! Young, aggressive salesman for FM small New England market, powerful signal. Send resume and salary requirements. Box C-88, BROADCASTING.

Number one Michigan station has immediate opening for fulltime aggressive sales person. Preferably from Michigan. Liberal pay and benefits. Send all information including references, experience and availability. Box C-117, BROADCASTING.

National radio representative wants sales manager for San Francisco office. Must be self-starter. College grad. We have just taken on adult stations. About to take on more. We need someone who is interested in growth company. Eventual stock participation. Salary open. Bonus. Send resume to Box C-162, BROADCASTING.

Tired of the big city? Why not bring up family in a vacationland where there are no big city problems. Looking for a salesman who wants to live well while enjoying life. Send photo and resume. Charlie Persons, Manager, Station KV8R, Brainerd, Minnesota 56401.

An outstanding opportunity for the right man that wants to live in a medium sized Wisconsin community of about 40,000 people. Must have outstanding work record with outstanding references which will be checked. This is a career opportunity with a 32 year old station. Quality and prestige are the hallmark of this middle-of-the-road news, local news and sports minded station. Excellent fringe benefits. Top management team with success know how. Please send resume, picture or call Jack R. Genaro, General Manager, Radio Stations WFHR/WWRW, Wisconsin Rapids, Wisconsin. Area code 715-423-7200.

Four more hard working salesmen needed at WGRY Radio Grayling, Michigan. Contact Jim Sylvester, President and General Manager, at 517-348-6181.

Experienced salesman for sales manager position, some production, small station in lucrative market. Good pay and unlimited opportunity. Write WLIS Radio, Box 457, Old Saybrook, Connecticut 06475.

Aggressive ambitious salesman for rapidly growing radio station. Excellent future for person willing to work. Send resume to WTXL Radio, 34 Sylvan Street, West Springfield, Massachusetts 01089.

Super salesman who does everything else reasonably well for MOR suburban Atlanta daytimer. May be next manager for growth group. Include all information, picture when replying. Immediate opening. Box 1483, Atlanta, Ga.

Self-starter salesman for excellent Ohio single-market station. Great staff, top sound, fine facilities. Two colleges in the county, no pollution, safe streets, beautiful school system; large leisure community being developed in the county. Producer you are replacing has been with us for 8 years—leaving for major market. Play-by-play ability beneficial but not necessary. You should be ready and able to earn above \$10,000 first year. Call General Manager 614/393-2111.

Announcers

Rock jock AM. Top 10 markets. East. Strong on music. To \$16,000 start plus bonuses. Send tape, resume, references, current picture to Box B-215, BROADCASTING.

Announcers continued

Progressive midwest MOR station looking for night announcer/production combo. Must have some experience. Equal opportunity employer. Send tape, resume, photo and salary requirement to Box B-218, BROADCASTING.

Need heavy, exciting afternoon drive DJ. Strong production. Major top 15 Black market. Air mail tape, resume to Box C-136, BROADCASTING.

Great opportunity! New York state. Drive time jock—some TV possible. 140.00 week. Tape and resume to Box C-148, BROADCASTING.

Gulf resort city NBC affiliate needs mature-thinking MOR morning man capable of handling on-camera TV duties, too. First ticket necessary; no maintenance. Photo, aircheck, salary requirements first letter. Box C-152, BROADCASTING.

Experienced public affairs producer/classical music announcer for University 50 KW educational FM in upper south. Male or female. Degree desirable. Box C-159, BROADCASTING.

... Radio news announcer and commercial production announcer, both with 1st phone, needed by KARN AM/FM and The Arkansas Radio Network. Phone: 501/376-9292, Little Rock, Arkansas. Ted Snider, President. ...

Morning man, 5 KW, MOR daytime, ABC affiliate. Top wages. Open now. Send resume and tape, KOLY, Box 800, Mobridge, S.D. 57601.

Expanding staff. Need one combination part time announcer and newsmen. Professional sound. Prefer a settled man but young and energetic to get the job done. Permanent. Like new facilities. Number one in market. Immediate opening. Send references, resume and air check tape to Forrest Eddy, President, KXOW AM-FM, P.O. Box 579, Hot Springs, Arkansas 71901.

Morning announcer plus heavy high school play-by-play. Minimum 2-3 years experience. Contact General Manager, WCBY Radio, Sheboygan, Mich.

Middle market stereo—FM wants experienced MOR announcers. News &/or sales helpful. Send resume and tape to P.D., WESM-FM Stereo, P.O. Box 547, Prince Frederick, Md. 20678.

Morning man for #1-rated WHWH, Princeton, N.J., to replace highly professional, talented man moving fulltime into WHWH sales. MOR format, outstanding station midway between NY and Philadelphia. Send tape and resume to Bob Locke, Box 1350, Princeton, N.J. 08540.

Need announcer-producer pros for new 100 KW non-commercial fine arts and human affairs station. Send resume, references and tape of four music intros and tags, newscast and an original human interest piece direct to: Mike H. Mottler, Director of Operations, WJCT-FM, 2037 North Main Street, Jacksonville, Fla. 32206. Phone calls OK (on your dime) 904-354-2806. An equal opportunity employer.

Looking for combo man with first. Heavy maintenance, also, newsmen who can gather and write. Equal opportunity employer. Tapes, resume and references to Gary Lane, P.D., WMID, P.O. Box 1137, Atlantic City, New Jersey 08404.

We're expanding. Need experienced, versatile morning man plus production. Send resume, audition, photo. WSMI, Litchfield, Illinois 62056.

PD-Colorado! Leading contemporary in beautiful medium market. Must be extra sharp on detail and production. Equal opportunity employer. Call Manager 303-243-1230.

Technical

First phone man for transmitter duty. East. No announcing. Excellent pay with bonus plan benefits, equipment and working conditions. Immediate opening. Box B-200, BROADCASTING.

Chief engineer. AM directional. East Coast suburban market. Must be hard worker and able to direct men. Minority group applicants welcomed and given full and equal consideration. Send resume, references, up-to-date picture and salary requirements to Box B-214, BROADCASTING.

Technical continued

Group operator needs chief engineer for newly acquired AM-FM station. Must be experienced in AM-FM stereo and capable of executing a complete rebuilding project. Send complete resume to Box C-26, BROADCASTING.

West coast major market AM/FM combination wants neat, bright, industrious chief engineer. No directional. No board shifts. Just need top notch operation and maintenance efforts in smog-free climate. Box C-28, BROADCASTING.

Chief engineer for mid-Atlantic 5 KW AM. Experience in DA and maintenance. Complete resume and salary to Box C-101, BROADCASTING.

Chief engineer for University 50 KW Educational FM in upper south. Experienced in all phases of technical operation. Microwave experience desirable. Box C-158, BROADCASTING.

Medium market midwest station looking for radio engineer with transmitter experience. 1st ticket needed. Possible combo work. Equal opportunity employer. Send resume, photo and salary requirements to Jim Miller, KFOR, Lincoln, Nebraska 68501.

Chief engineer, AM-FM maintenance. General Manager, KOFO, Ottawa, Ks. 66067.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment. Good spacious lab. Maintenance only—no announcing—no dull routines. Expanding 5KW AM station and CATV system. Contact WCOJ, Coatesville, Pa. 19320. (215) 384-2100.

Chief engineer—Jacksonville, Florida. Immediate opening at a 5 KW full-time station—directional night. Must be experienced in all phases of engineering and strong on maintenance. All new equipment—new studios. Excellent starting salary and many fringe benefits. Send resume to R. T. Oldenburg, P.O. Box 37150 or call area code 904-388-0766.

Audio engineer/technician spanning theater/rock concert work styles. Theater producer of contemporary hit musical seeks audio engineer to tour road company starting July. Knowledge of radio mikes essential plus problems of retuning entire show to differing environments. Will serve as supervisor of IA technicians. Enthusiastic, hard-working sound nut required. High salary. Inquiries handled in confidence. Send resume to Andrew Mihok, New York Shakespeare Festival, 425 Lafayette Street, New York, New York 10003.

Chief engineer needed immediately for AM only, non-directional, North-Central Ohio station. Excellent salary. Experience required. Send resume to P.O. Box 461, Mansfield, Ohio 44901

News

Newsmen. AM rock station. Large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

News director—new AM-FM small community beautiful Virginia location. Some selling helpful, not essential. Write Box C-143, BROADCASTING.

News director for 8-man radio-TV department. Salary open. Contact Jack Paris, KBLZ-KTVO, Ottumwa, Iowa 515-682-4535.

WCIT-WLSR needs experienced News Director. Send resume to R. Riggs, P.O. Box 940, Lima, Ohio.

WOKJ, a 50,000 watt soul station in Jackson, Miss. has opening for experienced newsmen, must be able to gather, edit and report local news. Send resume and tape to Bruce Payne, PD. WOKJ Radio, Jackson, Miss. Salary open.

Need good voice, experienced newsmen to gather-write-deliver in unusual morning format. Stable operation, fine area to work. Top news sound. Get your resume now to Manager, WRRR Radio, Rockford, Illinois 61101.

5,000 watt station, one hour from New York City needs experienced, quality newsmen for expanded department. Contact news director, 201-364-4400.

Radio Help Wanted

Programing, Production, Others

Assistant PD. AM rock format. East. Up to \$22,000 start. Must be mature, reliable with good track record and willing to follow directions. Strong on music. Minimum last 3 years in top 20 markets. Minor group applicants positively given equal consideration. Send tape, resume, references and recent picture. Box B-199, BROADCASTING.

Fifty thousand watt giant seeking exceptionally well qualified contemporary MOR program director. Group operation in major market with cold winters and clean air. Salary tied to station revenue. As sales increase, your salary does too. Operational fringe benefits including pension plan. Several of our own people are after this job. To get it, your qualifications must be better than theirs. Finalist personally interviewed at our expense. Box C-102, BROADCASTING.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WDBO, Post Office Box 1833, Orlando, Florida 32804.

Experienced P.D. (with air shift) for Wash., D.C. #1 free form station. Equal opportunity employer, top dollar for top man. Send tape, photo, resume to: WHFS, Attn: Alvin Jeweler, 4853 Cordelle Avenue, Bethesda, Maryland 20814.

PD-Colorado! Leading contemporary in beautiful medium market. Must be extra sharp on detail and production. Equal opportunity employer. Call Manager 303-243-1230.

Situations Wanted

Management

Successful young station manager looking for major market opportunity. Also interested in learning station acquisition and finance. Track record in 20 station metro market includes programing, sales, management of FM CP to profits in 3 years. References, education, experience. Box C-9, BROADCASTING.

Selling General Manager. Experienced all phases including ownership. Excellent business and personal references. Will invest. East or southeast. Box C-49, BROADCASTING.

Attention beautiful music station owners!!! I'm managing one of America's most successful such stations. We're in the top 40 markets. With a well organized staff I've brought our profits, revenues and ratings to an all-time high but I'm ready for a new challenge to bring me into the \$25,000/\$35,000 range. Contact me and I'll show you what I've done. My owner knows of this ad. Box C-60, BROADCASTING.

Experienced broadcaster ready for small market management. Box C-85, BROADCASTING.

Veteran broadcaster, presently located in the Western part of the country wishes to return to the East. Just my wife and I, family raised and gone. Thoroughly experienced in Radio and TV management. Desire small market station, either radio or TV, or both. Not interested in making an exorbitant salary, just a comfortable living and the rolling green country of the East. References and resume upon request. Please reply to Box C-106 BROADCASTING.

AM-FM MOR format specialist. Currently programmer top 20 market major group owned winner! Reputation for capturing primary demographics with proven formula. Incisive troubleshooter. Excellent leadership and organizational skill. 10 year multi-market background. Box C-110, BROADCASTING.

Florida—General Manager or sales manager, highly successful major market sales experience. 4 years management. 30 years old, stable, married and ready for challenge. Can invest cash. Box C-118, BROADCASTING.

Change your bank balance to plus by changing your listener acceptance to positive! This southern gentleman can. Box C-121, BROADCASTING.

Successful VP GM of #1 AM-FM in major market desires to make a career change. Present situation: Dead end. 20 years in radio, TV, agency and cable in management and promotion with heavy national, regional and local sales background. Will listen to any reputable group owner or individual who offers a challenge with a future. Age 41. Married. Box C-123, BROADCASTING.

18 years experience. Last 12 "street-selling" manager. Excellent references. Last station 7 years. Currently Maryland. Box C-125, BROADCASTING.

Management continued

General Manager, Sales Manager, Salesman background. Successful at every level, including producing number one rated stations in competitive markets. AM/FM/TV Management experience in major, medium, and small markets. Strong on personal sales and station administration that establishes satisfactory billings and profits. Seeking medium or potential small market station management. Presently employed but desires relocation. Box C-139, BROADCASTING.

Aggressive experienced FM general manager looking for partial ownership. Took looser and made dollar winner. Currently employed and great references. Cash and energy available for right deal. Write today and lets both make money. Box C-163, BROADCASTING.

Available immediately. National regional sales manager—16 years successful background, constant increase—1971 averaged 32 percent increase on one station and 48 percent on another. Contact: Pete McNee, P.O. Box 683, Tyler, Texas 75701. Call (214)-592-6280.

Sales

Pro sales manager. Age 28. BSBA, MBA. 5 years programing. AM-FM-TV. 3 years sales management other industry. Knows programing to profit making. Desires sales/management in medium Southeast market. Excellent references. Box C-5, BROADCASTING.

Salesman—adaptable any sales position. Work towards management. Seeks stable MOR station. Single, mature adult, first phone. Box C-96, BROADCASTING.

Presently senior buyer-planner with top advertising agency. Looking for position in radio sales. Single, hard working, college grad, broadcasting major. Box C-104, BROADCASTING.

Female—Black-tight board, sales, news, copywriting. Box C-112, BROADCASTING.

Experienced announcer/excellent sales background would like combination position with MOR contemporary or top 40 station, east or south coast. Thank you. Box C-155, BROADCASTING.

Announcers

More music rocker, first phone. Box B-243, BROADCASTING.

Three years experience DJ, music director, TV newsman, 25, married, 3rd. Medium market preferred. Box C-15, BROADCASTING.

First phone, 6 yrs. experience with good production. I want medium market rock or MOR. Give me a listen. Box C-76, BROADCASTING.

Mature announcer/dj—25, married, draft exempt, 3rd endorsed, 2½ years experience; presently music and program director of MOR-FM station. Prefer rock or up MOR. No drifter; desire permanent challenging position. Available immediately! Call 607-775-3099 or write Box C-77, BROADCASTING.

Big voice pro-1st phone, chance to grow, \$200.00 minimum. Box C-86, BROADCASTING.

Professional announcer and/or dj looking for stable position in small to medium market. Five years experience. Box C-87, BROADCASTING.

Experienced, young personality available after March 15th. A creative, "ideal" man that likes to use his head and likes to put his ideas to work for him. He's worked all formats and mastered them all. He believes that if radio is to be of value to anybody . . . it must be professional. He's a lot of fun to work with, yet, is serious about what he does . . . ask anybody that knows him. If you're in a large or medium sized market . . . have the right money, and the right attitude toward broadcasting . . . he is definitely the man for your station. Box C-95, BROADCASTING.

Top 10 market rock jock—an idea man who thinks, creates, and contributes—wishes to crusade for someone who loved Ernie Kovacks, loves Stan Freberg, and is not afraid to lead a parade with 79 trombones. Box C-97, BROADCASTING.

Young man 29, college grad, proficient 7 languages. Scandinavian by birth with heavy radio and TV experience here and abroad. Ideal for talk show as host and entertainer. Announcing, news-casting and interviewing with thorough knowledge of music. Strong in opera. Box C-99, BROADCASTING.

Pro air personality for pro station. First phone/married/28/college/PD experience. Box C-105, BROADCASTING.

Working medium market top 40. Seek progressive gig. Extensive musical knowledge. Box C-108, BROADCASTING.

Announcers continued

No. 1 morning-man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production, 3rd, all pro. Box C-109, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-111, BROADCASTING.

Disc jockey, newscaster (authoritative) experience, dependable, creative, versatile, salesman, tight board. Box C-113, BROADCASTING.

Summer work, for first phone announcer/dj. Presently full time college student, working part time in major market. Three years experience, with excellent references. Will relocate anywhere. Box C-119, BROADCASTING.

Los Angeles pro looking. Any format. First phone. Box C-124, BROADCASTING.

Announcer or newsmen or news director. First phone. Ten years' experience. Production man. Married, family. Box C-129, BROADCASTING.

First phone announcer, seven years' experience, with stainless steel pipes plus magic ear for rock music. Prefer nights and permanent position. Bobby Gee. Box C-130, BROADCASTING.

Experienced soul and rock pro available can do news. Box C-131, BROADCASTING.

Heavyweight—country/MOR first phone. No small markets. Billboard radio award winner. Call 916-331-1521 or write Box C-132, BROADCASTING.

Seven years experience in top 5 markets plus O+O. Heavy talk, some TV, MOR and sports. Desires satisfying work and environment. Box C-133, BROADCASTING.

Experienced creative personality, 22, 3 years, third phone. Will relocate to warm climate. Box C-137, BROADCASTING.

First phone two years in radio. Looking for start in TV. Family man. studio operations. Ohio, Michigan, and Indiana area. Box C-150, BROADCASTING.

Chromatic announcer, MOR/contemporary, adult top 40, prefer med. to major market between N.Y. and Miami. However, all inquiries from eastern U.S. answered promptly. Box C-156, BROADCASTING.

Modern country pro: presently #1 Pulse in drive-time, 50,000 watt station, top market. Want air work with leader . . . or . . . full-charge PD position. Ten years seasoning, solid format programing background, can handle people and problems effectively. First phone, too. Write airmail, today! Box C-160, BROADCASTING.

1st phone 5 yrs. rock, BS degree HT. C-305, Juneau Village, Milwaukee. (414) 273-6839.

Looking for summer replacement job outside the midwest. Prefer New England, Oregon. 2 yrs. experience MOR, rock, 1st phone. Bob Kirby, 104 Hanley, Dodge City, Kansas 67801.

1st phone—rock—jock. Sound of sunshine. Experienced. Good references. Sonny Stevens 1-513-825-2430.

Due to format change number one major market afternoon drive personality (25-49) is available immediately. 13 years experience . . . last six in major market. Call (414) 321-8722 collect. Ask for Bill Drake.

Even seasoned pros were once beginners, but this beginner is third endorsed wanting only a chance. Try me. John Scheele, Box 114, Oglesby, Texas 76561.

Dedicated, dependable, first phone, experienced college grad, program/music director in 250,000 market, bright personality, tight board, service completed, production, looking for MOR, rock or country station. Call 312-823-3854.

Sky—is looking for the sun. California do you need a sharp sportscaster morning man—production—interviews, 3rd endorsed. Present employer will give reference, air check resume. Available. Bob Sky, Box 3500, Butte, Montana 59701 (406) 792-9111.

1st phone, trained on the air for one year desires position in announcing/news/production will work any format anywhere will consider all leads. Contact Sam Huffman @ 213-698-2878, send station letterhead c/o 9525 Mina, Whittier, Ca. 90605.

1st phone combo man, guarantee one year, Bill Wade grad. Hire Dean 213-781-5824, 15820 Vanowne, Van Nuys, Calif. 91406.

Announcers continued

Houston—young man experienced in sports, news, production and sales desires full or part time position in Houston market. College, military completed. Have 1st phone. Terry Ruyser 783-7276.

Seven years of experiences, 29 years of age, married, mature voice. Third endorsed, experiences in MOR, C&W, top 40. Ray Miller, 213 Rocco Way, Franklin, Pa. 16323.

1st, 4 years experience, degree, know big band, can do sports. Want MOR, combo with wire machine in warm weather states. 414-275-6929.

Shortest DJ in the USA! 1st phone, versatile, will relocate. Pete Wachsbarger; 2913 1/2 31st Avenue South; Minneapolis, Minn. 55406; 612-724-1783.

Good progressive jock seeks employment in major market. Contact Tom Jones—2833 Salisbury—Winter Park, Fla. 32789—(305) 644-4590.

First phone announcer. Five years experience in AM/FM, some TV seeking stability—challenge in MOR, contemporary. Top forty. Sales, production, maintenance. Married, 25. Dave Taylor, 729 Decatur, Bakersfield, Ca. 805-399-1145.

Experienced first phone, low key adult approach, heavy production-programing, relocate—Michael Cantoni, 520 S. Magnolia, El Cajon, California 714-442-7725.

Experienced, first phone announcer—ready to settle—304-438-7039.

Announcer—experienced—metro market—radio TV training. Go anywhere opportunity awaits. Veteran with 3rd. Enjoy MOR—rock. Ron Drewry, 5110 Geyer Springs Rd., Little Rock, Ark. 72209.

Attention! Man returning from service forces us to let go one of the finest top 40 air talents in radio. If you want talent, co-operation and dedication please call 309-346-2134, ask for G. M. Kent Davis.

Wanted—location in central or southern Wisconsin. I hold a 1st class license, am single, age 25. Conscientious, ambitious and hard working. 4 years experience. Call daytime 414-642-5524.

1st phone, uptempo MOR, will deliver your format with excellent personality. Bill Homer, 1007 Third St., Imperial Beach, Ca. 92032.

DJ—newscaster. Experienced, dependable, tight board, versatile, and creative. Knowledge of selling: authoritative news. Third class permit. Contact: Bruce R. Wallace, 23 Maple Street, West Babylon, New York 11704 (516) 587-8780.

Announcer, third endorsed. College graduate; Master of Arts in Theatre; broadcast school. Married, 26—draft exempt. Sincere and eager to begin career in radio. Any format . . . especially news. Mature, trained voice; articulate and creative. Writing ability. Will relocate. John Myers, 824 Louisiana St., Lawrence, Kansas 66044, 913-842-7678.

MOR C&W jock, first. B.A. commercial/military experience, just out of service, like warm weather: Denny Dormody, 4389, W189 St., Cleveland 44135.

Female—first phone voice tracks major Los Angeles radio station. Rhona R. Feldstein, 4017 South "A" Street, Oxnard, Calif. 93030.

Part time. Sat. and/or Sun. In or near St. Louis area. Call Mike—314-822-0970.

Kansas City, Mo. area's 1st phone announcer ready for move from Fla. Married, 22, 3 yrs. experience. Write R. B., 7606 Pembroke Rd., Apt. B, Miramar, Fla. Relatives Kansas City.

3rd phone, bright mature MOR jock with several years experience in news and personality radio in Philadelphia market. Now leaving position as youngest fulltime TV news anchor man in Ohio. Seeking position in top forty personality format. If you are looking for a man who will work long hours and seek growth minded organization call anytime. Rich Schneider, 219—838-7034.

Technical

In need of well qualified engineer/announcer ready to roll up his sleeves and work? Then I would like to hear from you. East preferred. Box C-107, BROADCASTING.

Highly qualified broadcast engineer with years of commercial, US government—"VOA" engineering experience desires chief engineer position or construction-installation new station. Box C-141, BROADCASTING.

Engineer, first phone. Experienced in AM-FM broadcast maintenance. Willing to accept complete technical responsibility and tackle your engineering problems. Announce too. East coast. Box C-146, BROADCASTING.

Technical continued

First phone engineer, heavy maintenance and design experience, 3 years engineering school. Permanent full time position wanted anywhere in U.S. About \$150/week. Resume available. Noel Moss, Box 63, Wheeler, Ind. 46393.

First class licensed engineer. Unemployed, need job now. 27, married, willing to work. No "dog-eat-dog" operations! Some experience. Bill Coleman, Jr., Apt. B-2, 105 Salem Circle, Raleigh, N.C. 27609. Will go anywhere for a good job.

News

"Cronkite" type anchorman with background as News Director, Public Service Director, news and commercial writer. Impressive, authoritative news voice. Experienced and able. Box B-146, BROADCASTING.

First phone newsmen looking for good news operation, accurate, dependable, good digger, heavy on local actualities, love working with people. Has experience as new director. Box B-186, BROADCASTING.

8 years experience/presently news and sports director/PBP sports/college graduate. Box C-43, BROADCASTING.

Small market news director seeks newsmen position in medium or major market. Mature (33) Not afraid of work, first phone. Team man. Box C-92, BROADCASTING.

Top writer, production ace, college, first phone, draft free, experienced. Conversational style. Prefer MOR news. Box C-94, BROADCASTING.

There's money to be made in sports! I can prove it! 26 years experience in play-by-play (all sports)—sales—special events. Box C-138, BROADCASTING.

If you're looking for a talented, bright, energetic newsmen (27) with B.A., outstanding delivery and eight years major market experience, write Box C-144, BROADCASTING.

Sportscaster—3 years network affiliate, top 20 market. Seeking new challenge. Tapes. Box C-149, BROADCASTING.

News is my thing—contemporary, super-authoritative. Now at leading California 50kw. Write, rewrite, edit, deep'n resonant delivery. Nine years in radio, multi-talented, judgment, personality, first phone. Let's talk. Now! Box C-161, BROADCASTING.

Excellent news, commercials, DJ. Caribbean type format. 212-739-6304.

Sportscaster/announcer, 1st phone, early twenties, college graduate (radio-TV), former sports director of college station in Long Beach, Calif., will relocate. Stuart Newman, 2971 Shakespeare, Los Alamitos, Calif. 90720 (213) 431-0894.

1st phone Bill Wade Grad versatile knows formats news sales! prefers contemporary. North, south, east or west. I'll stay a year. Richard Utt (213) 377-2774, 2316 Palos Verdes Drive W., Palos Verdes Est., Ca. 90274.

Young college graduate has done sports and wants to continue. Frank Dantimo, 4668 East 85th St., Garfield Heights, Ohio 44125.

People-oriented creative newsmen. Documentary experience. Recent broadcast school plus BA speech. 3rd phone. Nick Isenberg, 2890 Elm St., Denver, Colorado 80207. (303) 322-2356.

Experienced 1st phone newsmen, 26, with broadcast B.A. from Michigan State. Former combat journalist. Scott Wyman, 1455 Saturn, Imperial Beach, Calif. 714-424-9468.

Programing, Production, Others

Clearance sale. Rock program director. Regularly \$299.95, now \$249.95. Included bonus: first phone license. Box B-242, BROADCASTING.

Operations/program manager with diversified, successful broadcasting background. If you're less than number one and aspire to be higher. Box C-30, BROADCASTING.

Did job too well. Station being sold. Medium market #1 PD former metro-jock seeks northeast programming position. Box C-114, BROADCASTING.

Dependable, creative, conscientious, experienced PD with deep voice seeks conservative medium market. Young, single, draft exempt. Box C-122, BROADCASTING.

Stability—top 40, PD/MD, 5 yrs., 3rd, employed. Box C-128, BROADCASTING.

Programing, Production, Others

continued

Young, aggressive, ambitious "chick" with desire to meet challenge. Currently, assistant operations director of area #1 contemporary FM (top 35 market). Looking for managerial and preferably morning announcing position. 3rd endorsed. Resume tape and photo upon request. Box C-151, BROADCASTING.

Continuity writer seeks northeast station. Creative, college, third. Box C-154, BROADCASTING.

Rock, P.D./ jock. 8 years experience. First. Married. Good record. (913) 625-9315.

Director/please give me a chance, you'll never regret it. I am young, imaginative and talented. Six years experience in major markets (tape and film). Heavily production oriented. I live to create and my happiness is working extra hard to do a good job. Write: Mark A. Bernstein, 10622 Lamer, Overland Park, Kansas 66208.

Country music is my specialty. B.S. Degree, five years in commercial radio. Function well as P.D. Married veteran. 215-793-1481.

Number one major market afternoon drive personality (25-49) is available immediately. Desire to move to programing position. 13 years experience . . . last six in major market. Call (414) 321-8722. Ask for Bill Drake.

TELEVISION

Help Wanted Sales

Sales manager. Completely reorganizing sales effort. Great potential in growing market for experienced, aggressive man able to train and lead selling effort. Let your track record speak for itself. VHF south. Box C-134, BROADCASTING.

Help Wanted Technical

Immediate opening for transmitter supervisor for southwestern VHF. Reply to Box C-64, BROADCASTING.

Samoan ETV project needs chief engineer. Facilities include four production studios, 13 VTR's, 6 TV broadcast transmitters, and technical staff of 18. Two year contract. Housing for family. Excellent opportunity for good administrator. Box C-91, BROADCASTING.

New York—Binghamton . . . dependable person with first class license . . . to handle UHF transmitter and studio operation. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York. 607-798-7111.

Studio engineer. 1st phone, 4-5 years experience. Heavy on maintenance. Contact R. Truscott, WITI-TV, 5445 N. 27th St., Milwaukee, Wis. 53209.

Experienced TV technicians for operation and maintenance, salary to \$13,000. Send resume Chief Engineer, WQXI-TV, 1611 West Peachtree, N.E., Atlanta, Georgia.

News

Top 50 market, northeast. Excellent opportunity for experienced newscaster/reporter to act as weekend anchorman and serve as back-up during the week. Some field reporting. Salary open. Video tape desired, and resume. Box C-17, BROADCASTING.

TV news anchorman, assignment and writing background required. Top 100. Equal opportunity employer. Send pix, resume, and references to Box C-83, BROADCASTING.

TV news reporter-photographer some editing and writing. Equal opportunity employer. Send pix, resume, references to WEAT-TV, P.O. Box 70, West Palm Beach, Florida.

Investigative reporter. Hard nosed, energetic, creative. Proven ability. On-camera and/or film experience helpful. Contact Tom Torinus, WLUK-TV, Green Bay, Wisconsin.

TV anchor man needed for NBC affiliate in State Capitol. Must be aggressive news gatherer with 16mm camera experience. Our man is probably #2 now, ready to step up. For interview, call Jack Hoskins, AC/217-528-0465.

Programing, Production, Others

Assistant professor to teach educational and instructional broadcasting. Should have strong background in educational television utilization. Prefer individual with both teaching experience and educational television experience. Master's minimum, doctorate preferred. Box C-115, BROADCASTING.

Television Help Wanted

Programing, Production, Others

continued

Station artist wanted: for new television station, WSWB-TV, now under construction in Orlando, Florida. Send photograph and full resume, including references to Earl L. Boyles, President, Sun World Broadcasters, Inc., 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803.

We need suitable television and radio programing for national syndication. BATACH Syndications, Drawer 98810, Seattle, Washington 98188. 206-878-8900.

TELEVISION

Situations Wanted Management

Production manager or executive producer position desired by 29 year old producer/director. Nine years experience and master's degree. Currently in major market. Box C-90, BROADCASTING.

Sales

Experienced salesman. Top 75 markets only. Currently employed. Excellent references. Box C-50, BROADCASTING.

Announcers

Most think I can sing and talk as well as Mike and Merv. Talented, dedicated 37-year-old broadcaster now doing successful medium market radio talk show wants to put together 20 years of solid, varied experience in a TV Talk/Variety format in medium to large market. Sorry, no VTR available but audio checks, photos, etc. on request. Personal interview and audition mandatory. If you're serious and can offer comfortable 5-figure salary, let's discuss what we can do for each other. Box C-100, BROADCASTING.

Technical

Conscientious first phone broadcast production engineer, striving perfectionist. Box B-247, BROADCASTING.

Available! Very expensive, but the very best, working chief engineer and/or operations manager. Box C-116, BROADCASTING.

Broad maintenance background. Competent technician. Family man. First phone. Prefer east/southeast. Box C-127, BROADCASTING.

Chief engineer large ITV system, 11 years experience. Will consider any position, any location. Available May. Kenneth Knecht, Box 39, Clintondale, N.Y. 12515.

F.C.C. 1st class licensed technician available as TV maintenance, repair, or production trainee. Vincent F. Topazio, 135 Willow St., Yonkers, N.Y. 10701.

Transmitter experience. Want hilltop job w/transportation up and down. 56, single. Phone 1st since 1937. Now w/ship radar. John Gould (402) 551-7394. 1835 N. 49 Street, Omaha 68104.

Situation Wanted News

Female broadcaster—newscaster—writer with announcing and DJ skills, 3rd endorsed college grad, major magazine background—professionally broadcast trained. Box B-189, BROADCASTING.

Television network correspondent working in Europe wants to come home. Seeking permanent stateside position. Box C-8, BROADCASTING.

Self-disciplined anchorman/reporter with defined goals seeks creative news operation in top 50 market. B.S. degree. Presently employed. Box C-61, BROADCASTING.

Hard working, young reporter-photographer wants small, medium market. Experience in both radio and TV. Married, 23, masters degree. Available now. Box C-126, BROADCASTING.

Young, experienced TV newsman for hire. Can film and edit. First-rate writer. Good voice and appearance. VTR available. Box C-135, BROADCASTING.

Solid news background. Experience qualifies for anchor or news director. Presently employed mid 50 market. Consider medium major. Box C-140, BROADCASTING.

Highly capable, talented newsman seeking reporting position. Eight years broadcast news experience. B.A. Journalism. Box C-145, BROADCASTING.

News continued

Experienced broadcaster, author, world traveler, lecturer, catalytic interviewer, profound, dignified commentator. Box C-147, BROADCASTING.

Experienced newsman in late 20's can dig, write, film, edit, and deliver for your viewers. Seeks position in West. 717-866-6267. Box C-65, BROADCASTING.

Editing problems? College professor (English/media/propaganda/RTNDA) offers expert criticism of scripts, tapes. Innuendo, nuance, diction reviewed for stations, individuals. Box C-69, BROADCASTING.

Conscientious and talented Black female with BA in broadcasting seeks challenging position in news, programing, production, community relations. Single. Willing to relocate anywhere. Contact: Beverly Jackson, 5515 Spring St., Phila., Pa. 19139. Call (215) SH 8-0310.

Programing, Production, Others

Energetic young woman seeks job as TV producer or associate producer with talkshow or variety format, currently employed in major market with three years solid p.r., TV and radio experience. B.S. communications. Single. Willing to relocate in small, medium or major market. Box C-13, BROADCASTING.

Successful TV announcer-talk show host. Radio TV pro including writing, directing, management, all phases airwork, presently in secure but routine P.D. job with 50 KW radio station. Want back in TV prefer northeast. Box C-71, BROADCASTING.

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.

Have immediate need for: plate transformer for RCA BTA-5H AM transmitter, or will buy entire transmitter in any condition; parts for Raytheon RA-1000 or RA-5000, or buy entire transmitter; 1 KW AM transmitter in repairable condition. Bill Goodson, WJMJ, Cordele, Georgia.

Wanted—Used 1000' tower capable of supporting Channel 7, 12 Bay Batwing antenna. Phone Don Kassner—704-372-4434.

Wanted—One used Ampex 1200 color tape machine in good condition. Telephone Don Kassner—704-372-4434.

For Sale Equipment

Helix-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.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Newsvision Company, 1016 Broad St., Bridgeport, Conn. 06603, or call evenings 203-378-9242.

Three year old Collins 212 M-1 console, six mixers, dual switches. \$1,350.00 or make offer. Box C-56, BROADCASTING.

RCA 5k transmitter BTF5D—stereo equipped. Excellent condition. WYFI, Box 33, Norfolk, Va.

Complete broadcast mobile unit with 2—RCA TK-30 cameras, zoom lens, 2 sync gen., audio, etc. Ready to roll. (312) 738-1022.

For Rent: 1—Spotmaster model 400A and 2—Spotmaster model 405A units at \$44.00 per month. Address inquiries to: Channing Leasing Co., Inc., P. O. Box 447, Natick, Mass. 01760 Tel. No. 617-655-5360.

Iso-coupler 10 KW in mint condition. Will tune to your frequency and pressure test. Reasonably priced at \$650.00. Contact James Mitchell, Chief Engineer, Communications Fund, Inc., 314-961-1320.

Auricon cine voice, general research conversion, sync motor, crystal control, 100D inverter, 2—400' Mitchell magazines, 12-120 Angenieux zoom, custom case, new condition, sacrifice \$2,250.00 (cost \$3,900.00). Call (615-875-6156) Bill Smith, 4 E. Daytona Dr., Chattanooga, Tenn. 37415.

Gates automation, 3 Scully decks, Criterion rec/play, used less than one year, excellent condition. All stereo. Box C-93, BROADCASTING.

For sale, 7 high voltage rectifier tubes, type 857-B, most with less than 5,000 hours. Contact R. B. Niekamp, Chief Engineer, Radio Station KXEN, P.O. Box 28, St. Louis, Mo. 63166 or call 314-436-6550.

FOR SALE Equipment

McMartin TR 66 SCA multiplex receivers, almost new. Sixty available at attractive price. General Broadcasting Co., 360 N. Michigan Ave., Chicago 60601 (312) 263-4620.

100 watt UHF television translator, Emcee model U-HTU-100-D. Presently channel 24 in. 18 out. Never used, still in original factory cartons. (201) 233-6200.

Cartridge tape equipment—Reconditioned, guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850 (301) 762-7626.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Guided vertical steel radio tower 143 feet high available immediately. Call WPUT, Brewster, New York.

Free to non-profit organizations, schools. Guided vertical steel radio tower 143 feet high available immediately. Call 914-279-7171.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Notice!! Anyone knowing the whereabouts of Richard S. Harrington—also known as "Rick Harrington"—please notify the following. Box B-92, BROADCASTING.

Attention station owners and managers (and history buffs, too!). Learn the history of your station (or your competition). Airdate, ownership, location, power, etc. from then til now. Researched just for you. Send for free catalogue listing profiled stations. Only \$5.00 each AM; \$2.50 each FM, accurately researched by pro. Most unusual service in broadcasting! Broadcast Pro-File, Box 982, Hollywood, Calif. 90028.

Commercials with humor sell. Order our book of 101 of them, 32 client categories for \$19.95. Brain Bag, Box 875, Lubbock, Texas 79408.

What's so funny? Sullivan's Comedy Tonight, 4301 7th Avenue, South, Birmingham, Alabama 35222.

Go public. Also private placements and other creative financing for your business. Box C-120, BROADCASTING.

Graphic art exclusively for TV transmission, sales promotions, special effects, animation, etc. Box C-153, BROADCASTING.

"Programing techniques and how to use them."—New 8 chapter book on Radio Programing—a must for every broadcaster. Reserve your copy today. Send \$6.95 cash, check or money order. Morgan Publishing, P.O. Box 2575, Mesa, Arizona 85204. Money back guarantee.

Good music stations: \$3.00 use my quality voice and delivery on your spots. For details and voice, dial 513-254-3019.

Audition tapes—the nation's greatest jocks—reasonable!! Send 10¢ for catalogue to: Cooper Services, P.O. Box 612, Shawnee Mission, Kansas 66201.

We have due bills available world wide in trade for your media. Barter & Trade Arrangements Clearing House, Inc., 20054 Pacific Highway South, Seattle, Wa. 98188. 206-248-0082.

Damn it's getting cold! Why not trade some of your unused air time for the gentle lap of a wave, the warmth of the sun, the softness of the beach. International Promotional Consultants, Inc., 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida, Phone (305) 764-6424.

Warm-up lines—Comedy for live pre-broadcast audiences. Special \$3.00—free broadcast comedy catalog on request. Show-Biz Comedy Service (Dept. B) 1735 East 26 St., Brooklyn, N.Y. 11229.

Automation broadcaster! Need some special tapes for automation that you can't seem to get elsewhere? "A Honey of a Sound," VIF International, NAB, Chicago.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in San Francisco**, 160 S. Van Ness.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Milwaukee, 611 N. Mayfair Rd.

Elkins in Colorado Springs*, 323 South Nevada Ave.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates April 12, June 28. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.'s classes begin April 17, May 22 and June 26. Rooms \$15-20 per week, call toll free: 1-800-237-2251 for more information or write R.E.I., 1336 Main Street, Sarasota, Florida 33577. V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$335.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, \$7.00; 2nd class, \$12.00; 1st class, \$16.00; complete package, \$25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33580.

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.

First phone in 5 weeks. Guaranteed. Tuition \$250. Rooms \$9.00 weekly. Academy of Radio and Television, 1120 State Street, Bettendorf, Ia. 52722. (319) 355-1165.

Instructions continued

Complete home study course for 1st phone. \$75.00 total. It works! Guaranteed. Academy of Radio and Television, 1120 State Street, Bettendorf, Ia., 52722. (319) 355-1165.

Need 1st phone fast? Then the Don Martin School intensive Theory Course (five weeks) is the one you need (Approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin April 10, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Radio Help Wanted

Management

MARKETING MANAGER BROADCAST EQUIPMENT

Marketing Manager for major manufacturer of AM and FM transmitters. Must know industry, people and be technically sharp and up-to-date. Must know how to plan and implement marketing programs. Will require extensive nationwide traveling for contact with customers and reps. To discuss in detail this salaried position submit resume to

BOX C-142, BROADCASTING
An Equal Opportunity Employer

Sales

SALES MANAGER

\$35,000 guaranteed first year. Experienced, dedicated pros only. Minority groups welcomed. Prefer devoted stable family man. Resume, references and current picture to

BOX B-28, BROADCASTING

Programing, Production, Others

PROGRAM DIRECTOR

WLW, Cincinnati, Ohio (50,000 watts NBC) up-tempo, MOR with sports and top personalities, seeking fully qualified program director. Candidates should have had successful administrative and programing experience. Top compensation package available to the person selected. Send a complete confidential resumé to Charles K. Murdock, Vice President and General Manager, Radio Station WLW, Cincinnati, Ohio 45202.

An Equal Opportunity Employer M/F

Situations Wanted

Management

"84 PERCENT INCREASE IN REVENUE"

In just 3 years with major radio station in Miami, Florida. 43-year-old professional broadcaster with documented track record in management and sales seeks new challenge.

BOX C-164, BROADCASTING

Announcers

I promise not to run for the Presidency if you promise to listen to my tape. I'm No. 1 MOR now. After all, think of Ed, Hubert, John, Vance, Sam, Dick, George, that other George, Scoop, etc. I'll be one less name they'll have to call names. You owe it to your country to write.

BOX C-157, BROADCASTING

Television Help Wanted

Management

LOCAL SALES MANAGER

Top 25 market. Major group.

\$30,000 plus override.

Call: 312-693-6172

Television Situations Wanted

Management

AVAILABLE IMMEDIATELY

National regional sales manager—15 years successful background, constant increase—1971 averaged 32 percent increase on one station and 48 percent on another. Contact:

Pete McNee, P.D. Box 683
Tyler, Texas 75701
Call (214) 592-6280

Programing, Production, Others

29 year old producer/director with nine years experience and master's degree, currently in major market . . . desires position as Production Manager or Executive Producer.

BOX C-89, BROADCASTING

Miscellaneous

"MUSIC . . . ONLY FOR A WOMAN"

Now 1st in San Diego with Women 25-49 (3:00-7:00 p.m.) (Oct./Nov. 1971 Pulse)

Send for information and demo tape:

Peters Productions, Inc.
1333 Camino Del Rio South
San Diego, California 92108
(714) 291-4044

"MUSIC . . . JUST FOR THE TWO OF US"

Full concept radio service

Now Available

Send for information and demo tape:

Peters Productions, Inc.
1333 Camino Del Rio South
San Diego, California 92108
(714) 291-4044

Instructions

BASIC RADIO ADVERTISING SALES SCHOOL

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Bonded. Contact . . .

A Ω THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
918-224-7455

Employment Services

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Wanted To Buy Equipment

WE BUY VIDEO TAPES

Will buy new or used series 400 3-M 1/2-hr. or 1-hr. tapes for cash. Contact J. Edberg, BATACH Syndications, Drawer 98810, Seattle, Washington 98188.

206-878-8900

For Sale Stations

Medium, small market class B FM in mid-western city, ideal owner-operator opportunity. Billing last year approximately \$40,000, terms available. price \$75,000.

BOX C-82, BROADCASTING

FOR SALE

Midwest daytimer in 3 station market of 150,000. Class A FM available—\$300,000 with liberal terms available—principles only—unlimited potential.

BOX C-98, BROADCASTING

Two small market day time AM stations for sale—one with TV cable—southeast.

BOX C-103, BROADCASTING

FOR SALE

A one thousand (1,000) watt, day-time AM station with PSA Authority and a Class A—FM station, licensed in Cheyenne, Wyoming, to be sold at public auction on June 1, 1972. For information, contact

John R. Smyth, Attorney
Suite 604, Cheyenne National Bank Tower
Cheyenne, Wyoming 82001

MW	Small	FM	\$ 75M	29%	SE	Small	Day	\$ 75M	29%
N.Y.	Small	Fulltime	225M	20%	MW	Small	AM + FM	275M	29%
Fla.	Medium	Day	229M	Cash	W	Sub	FM	500M	\$145M
SE	Medium	AM + FM	335M	29%	E	Metro	Fulltime	275M	\$100M
MW	Metro	FM	150M	Sold	W	Metro	FM	94.5M	\$30M

CHAPMAN ASSOCIATES®
business brokerage service

• ATLANTA • CHICAGO • DETROIT • ELMIRA, NEW YORK •
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

**FOR BEST RESULTS
YOU CAN'T TOP A
CLASSIFIED AD
IN
Broadcasting**
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

For Sale Stations continued

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.

EAST COAST (212) 265-3430 WEST COAST (213) 677-0055

STATIONS FOR SALE

1. GULF COAST. Exclusive to market. Illness forces sale. Price \$150,000. 29% down.
2. CALIFORNIA. Absentee owned. Dynamic market. Billing \$8,000 a month—should be doing much more. Price \$175,000. 29% down.
3. CALIFORNIA. Fulltimer. Serves one of the state's top markets. \$325,000. Terms.

**Jack L. Stoll
and ASSOCIATES**

6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-484-7279

SOVRAN
INCORPORATED
BROKERS & CONSULTANTS

PARK CITIES BANK BLDG.
DALLAS, TEXAS 75205 (214) 526-8427

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1587 202/223-1553

(Continued from page 66)

Christian (100%). Mr. Christian is president of Radio Athens Inc. (WRFC[AM] Athens, Ga.) Action Feb. 25.

■ WKXN-TV Saginaw, Mich.—Broadcast Bureau granted assignment of license from Lake Huron Broadcasting Corp. to Rust Craft Broadcasting for \$1,600,000. Sellers: William J. Edwards, president, et al. Buyers: Jack N. Berkman (10.43%), Louis Berkman (6.09%), Allen H. Berkman (4.88%), et al. Messrs. Berkman are principal stockholders of Rust Craft Greeting Cards Inc., Dedham, Mass., publicly held manufacturer of greeting cards and group broadcaster. Rust Craft stations are WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh; WSOL(AM) Tampa, Fla.; WROC-AM-FM-TV Rochester, N.Y.; WRCP-AM-FM Philadelphia; WWOL-AM-FM Buffalo, N.Y., and WJKS-TV Jacksonville, Fla. Action Feb. 17.

■ WERX(AM) Wyoming, Mich.—Broadcast Bureau granted assignment of license from WERX Inc. to Stuart Paul Noordyk for \$15,000. Sellers: A. R. Ellman, president, et al. Buyers: Stuart Noordyk (100%). Mr. Noordyk is owner of WSHW(AM), Fremont, Mich. He is also owner of Stuart Noordyk Music House piano and organ sales, Wyoming, Mich., and officer for Noordyk Wholesale Inc. piano and organ sales. Action Feb. 23.

■ KILE(AM) Galveston, Tex.—Broadcast Bureau granted transfer of control of Galveston Radio Inc. from D. M. Wiggins and George Atkinson to Tomi Wisehart. Consideration: \$132,300. Principals: Mr. Wisehart is vice president and general manager of KILE. Mr. Junell is president of Galveston Radio Inc. (KILE[AM] Galveston). He is also president of Key City Broadcasters Inc. (KNIT[AM] Abilene, Tex.) and vice president of Brownfield Radio Inc. (KKUB[AM] Brownfield, Tex.). Mr. Junell also holds office in various banks in Texas. Action Feb. 18.

CATV

■ Seminole Cablevision Inc., Casselberry and North Orlando, both Florida—Cable Television Bureau granted petition for waiver of rules filed Jan. 19 requesting carriage of *WUFT(TV) (ch. 5), Gainesville; *WEDU(TV) (ch. 3), Tampa-St. Petersburg; *WUSF-TV (ch. 16), Tampa, all Florida. Action Feb. 28.

■ Orange Cablevision Inc., Maitland, Fla.—Cable Television Bureau granted petition for waiver of rules filed Jan. 19 requesting carriage of *WUFT(TV) (ch. 5), Gainesville; *WEDU(TV) (ch. 3), Tampa-St. Petersburg; *WUSF-TV (ch. 16), Tampa, all Florida. Action Feb. 28.

■ Ashley Borough and Hanover Township, both Pennsylvania—FCC denied petition by Service Electric Cable TV Inc. (TeleService Company of Wyoming Valley), for stay of order requiring it to cease and desist from carrying distant signals on its cable television systems at Ashley borough and Hanover township. Action March 3.

Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in Allentown and Bethlehem, both Pennsylvania (Service Electric Cable TV Inc.), CATV proceeding, in absence of presiding officer, on motion of Chief, Cable Television Bureau postponed hearing for April 6 (Doc. 19321). Action Feb. 28.

Other action

■ FCC denied American Civil Liberties Union request for 30 day extension of time to file petition for reconsideration of cable television report and order adopted Feb. 2 (Docs. 18397, 18397-A, 18373, 18416, 18892, 18894). Action March 1.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 7. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Shreveport, La.—Multiple-CATV owner LVO Cable Inc. has applied to city council for franchise.

■ Saratoga Springs, N.Y.—Clifton Park Cablevision Inc. has applied to town council for franchise.

■ Piqua, Ohio—Valley Antenna Systems Inc. of Piqua has applied to town council for franchise.
■ Windsor Heights and Clive, both Ohio—Hawkeye Cablevision Inc. has been granted franchise in both cities by city councils.

■ Irving, Tex.—Total Communications of Irving Inc. has applied to town council for franchise.

The remarkable Disney brothers, Walt and Roy, are gone. Donn Tatum, broadcasting-bred, holds the keys to their kingdom. As chairman of the board and chief executive officer of Walt Disney Productions he's one of the principal Disney corporate heirs.

It's truly a magic kingdom these days. Ask anyone on Wall Street. Consider one small insight: Mr. Tatum, addressing 2,000 shareholders in February 1971, gets ringing applause when he tells this annual meeting that the company stock closed on the New York Stock Exchange at 163¼, an all-time high. A year and a stock split later, Mr. Tatum points out to another joyous annual meeting that shares are back to selling at a record level, while he gently turns aside suggestions that the stock be split again.

At a time when most entertainment companies are struggling, Walt Disney Productions continues to surpass. In 1971, revenues (\$176 million) reached a new high for the 11th consecutive year, while net income (\$26.7 million) and earnings per share (\$2.07) also established new records.

Consider too, a couple of other spectacular recent Disney items:

▪ On Oct. 1, 1971, Walt Disney World opened in Florida at a capital cost of \$282 million. During the Christmas holidays, traffic stretched for 15 miles, waiting to get into the new amusement complex.

▪ On June 15, 1971, the Disney company issued \$100 million of 4¾% convertible subordinated debentures due June 15, 1996. Earlier this month, the company was able to announce that it will redeem the debentures on April 3, with debenture holders given the option to convert their holdings into common stock at a market value on the day of the announcement (\$169.50 a share) considerably greater than the redemption price (\$127.45 a share).

These impressive achievements, this overwhelming evidence of growth and vitality, were made possible by television. Donn Tatum, who became involved with Disney principally because of his experience with and knowledge of television, remembers the time he worked for ABC and kept an important appointment: "In June of 1951," he recounts, "Leonard Goldenson [then president of United Paramount Theatres Inc.], Bob Kintner [then president of ABC], and myself came to the Disney studio to ask Walt Disney if he'd do a program for television. Instead Mr. Disney spent most of the time talking about something that was entirely new to us, the Disneyland amusement park.

"It was three years later that ABC finally reached an agreement with him—Disney would produce a program for television, if ABC would help finance the amusement park."

The rest, as they say, is history. Emphasizes Mr. Tatum: "The financing made the difference. Also Mr. Disney recognized that television was a vital and growing force. He thought that through television, the Disney

He's perpetuating the magic world of Walt Disney

company could grow. It would have a platform to the public."

Donn Tatum helped develop that platform. For years he was regarded as

Week's Profile



Donn Benjamin Tatum—chairman of board and chief executive officer, Walt Disney Productions, Burbank, Calif.; b. Jan. 9, 1913, Los Angeles; BA, magna cum laude, political science, Stanford, 1931-35; LL.B, Loyola, Los Angeles, 1938; admitted to California bar, 1938; partner in law firm, Lillick, Geary and McHose, Los Angeles, 1941-49; Pacific Coast counsel, RCA and NBC, 1943-46; Pacific Coast counsel, ABC, 1943-49; VP, general counsel and a director of Don Lee companies, Los Angeles, 1949-51; director of TV for Western Division, ABC, 1951-55; general manager, KABC-TV, Los Angeles, 1951-52; production business manager of Walt Disney productions, 1956; executive VP of Disneyland Inc., 1956-60; VP—television sales, Walt Disney Productions, 1957-64; elected to board of directors and VP and administrative assistant to president, Walt Disney Productions; also joining company's executive committee, 1964; executive VP—administration, 1967-68; elected president, Nov. 14, 1968; elected chairman of board and chief executive officer, Dec. 23, 1971; m. Vernetta Ripley, 1937; children—Frederic, 34, Donn Jr., 32; Forbes and Vernetta (twins), 29; Melantha, 26.

the house expert at Disney on television. Apparently his counsel paid off. Says Mr. Tatum: "The exposure, the constant exposure of the Disney concept on Television, helped make Disneyland, and the Disney company, become a bigger and quicker success."

At 59, square-jawed, strong-featured Donn Tatum looks as ready-made for corporate management as actor Edward Arnold in one of his tycoon roles. He started his career as an attorney for a prominent San Francisco and Los Angeles law firm that had a long legal relationship with the RCA. In the early 1940's, Mr. Tatum's firm, Lillick, Geary and McHose, was asked to open an office in Hollywood and assign somebody full time to be available to do the work of RCA. Donn Tatum was selected and he handled primarily the RCA Victor division and NBC, which at the time included both Red and Blue networks.

Shortly after Mr. Tatum became involved the Blue network, a wholly owned subsidiary of RCA, was sold to Ed Noble and associates. Mr. Tatum continued to do the legal work on the West Coast for the Blue network as well as for NBC. He became so intimately connected with the management of both companies that before too long he began to fret over what he began to consider were the limitations of the lawyer's role. Yet he continued to function as a lawyer until 1948 at which time the Don Lee Co. invited him to take a management position.

Don Lee, the original distributor for Cadillac automobiles in California, was a television pioneer. Mr. Tatum, as vice president and general manager of the company and a member of the board of directors, had in essence left the practice of law. After administering the dissolution of the Lee estate, Mr. Tatum was invited by Robert E. Kintner to take charge of ABC's television on the West Coast. His responsibilities included the ABC-owned stations in Los Angeles and San Francisco, as well as network activities.

Donn Tatum went to Disney in 1955 as business manager of the production department. The cost and quality involved in Disney's television programs required that Mr. Tatum get the most mileage out of each effort. Don't overexpose the product, was the mandate he followed.

Today Disney still is not overexposing the product. The keystone, the hour Sunday TV show, is in its 18th season on the air. During the past year, involvement in TV production was expanded with creation of *The Mouse Factory*, a half-hour series for syndication.

Other than these, there are two half-hour Winnie the Pooh specials which have played two runs.

Walt Disney Productions is not essentially a television company. Yet it could be argued that Disney is a company that television made.

Affirms Donn Tatum: "Mr. Disney recognized the importance of television as early as anybody."

Cooling it

The FCC is about to undergo major transformation. It is getting its first black. It may be losing Nicholas Johnson. The latter event, if it comes to pass, can only elevate the agency's standards of performance and responsibility.

There is neither room nor disposition here to review the record of Mr. Johnson's destructive service. It is inconceivable that a successor could be found with larger ego and more blinding prejudices.

Whatever the future of Mr. Johnson's seat, a black appointee is headed for the FCC, presumably as a replacement for Robert T. Bartley, who is to retire next June 30. His will be a job of perhaps unprecedented pressure.

As the first representative of his race to sit on the commission, the new man will be under conflicting influences. The militants will want more advantages than one vote out of seven can deliver. Conservative whites will eye the newcomer with distrust. The black commissioner will need an exceptional sense of equilibrium to keep from being pushed to unproductive extremes. Licensees who do business with the FCC would be well advised to keep their own equilibrium.

The real issue

It is no longer foolish or alarmist to say that present trends in government control could wreck broadcast advertising, which is to say they could wreck broadcasting.

The Federal Trade Commission's proposal—which FTC officials are earnestly promoting—that broadcasters be required to carry counteradvertising is but one manifestation of the trend. There are serious suggestions that advertising be eliminated from children's programs, that advertising for useful drugs be prohibited. As Vincent T. Wasilewski, president of the National Association of Broadcasters, said last week, it is hard to down the suspicion that it is all a plot to destroy the commercial-broadcast service.

It may not be a plot, but it is clearly a coincidence of anti-advertising prejudices, and as such it can constitute as effective a force as if it were deliberately organized. To defend against it will require organization and more than mere talk.

The Congress must be made to realize that the cumulative effect of all the repressive measures, taken and threatened, can result only in the loss of a broadcasting service that is vital to this country. License-renewal reform, the primary target of present broadcaster efforts on the Hill, is itself important. But the thought now occurs that a license to broadcast would not be worth renewing if broadcasting were denied advertiser and investor support.

Overly ambitious

What goes on in what originally was to have been noncommercial-educational broadcasting is an attempt at empire building with little coordination among the aspiring architects. The contestants have lost sight of intended goals.

Clay T. Whitehead, that versatile, young man who sits closest to the center of power in telecommunications at the White House, is correct, of course, in his candid appraisal of it as an effort to create a fourth national network, with public funding. And that just isn't what was intended, as the legislative history of noncommercial broadcasting proves.

Certainly the original premise of extension of classroom instruction has been outstripped. But the basic idea of local orientation with limited interconnection was the premise on which the Carnegie Commission project was to be imple-

mented. Instead the empire builders have followed a thinly disguised commercial-network pattern, even in the selection of former network personalities in news and public affairs at commercial-network salaries.

Even more disconcerting is the bellicose way several of those directing the mushrooming entities in noncommercial television have attacked anyone in the public or private sector who has the temerity to question their activities.

The number-one agitator is James Day, president of the Educational Broadcasting Corp., who, except for the solid front against the administration, constantly navigates in hot water in intramural ETV affairs. He is the head of a subsidized monopoly sustained by funds derived, at the source, from government, tax-exempt foundations, and from improper, if not extra-legal, "sponsorship" of commercial companies that get air credits which are recognized to have advertising value.

If those who are sincerely interested in the proper and orderly evolution of noncompetitive, nonpolitical, noncommercial-educational television (as distinguished from commercial, competitive television) would recognize that their task is big, admirable, and tremendously important, they would ignore the mouthings of the empire builders and get on with an intelligent effort to achieve the intended. We predict realistic funding then would follow.

Nothing new here

Bumble Bee seafoods stirred up a—well, at least it got a lot of publicity, most of it not the kind it went looking for, with the publication last week of reports that in planning a spot campaign it boycotted CBS-TV affiliates because it didn't like the way CBS News had covered a fish story.

The practice of advertisers putting pressures on media for or against coverage of news affecting their self-interests is as old as, say, the practice of advertising. The difference here is that the pressure was blatant—and somehow leaked out. It also appears to have been totally unsuccessful. To the extent that Bumble Bee arbitrarily excluded stations it would otherwise have used, it may have impeded its own sales efforts as much as those of the excluded stations. So the news is purely of the man-bites-Bumble-Bee variety.

Or Bumble Bee stings self.



Drawn for BROADCASTING by Sid Hix

"Enzyme difficulties, phosphate bans . . . I tell you, gentlemen, we're having more trouble than any of our soap operas!"

WAKE UP TO WHAT'S GOING ON IN DES MOINES.

The big trend is in our direction.
If you're looking for
the 25-49 year-olds, we've got them!
Call your KATZ Man.

KRNT RADIO
135
A COWLES COMMUNICATIONS STATION

Estimates from Oct/Nov 1971 ARB Metro Area

Final Call: Send us your best UN story for 1971.

Air University Library

MAR 14 1972

Maxwell AFB, Ala. 36111



United Nations Photo

If you reported about the UN at any time during 1971, enter your story for Deadline Club's UN Award. Five hundred dollars and a bronze statuette will be awarded for distinguished UN correspondence by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. Deadline for entries is March 31, 1972. The winner will be announced on May 10, 1972.

Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Journalists from any country may submit tear sheets, mounted clippings, scripts or memos describing available tapes or films. (An English translation, please, with entries in another language.)

Enter now for this important award which is sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Leigh Smith, 39th floor, #1 Gulf & Western Plaza, New York, N.Y. 10023.

UN Award Deadline: March 31, 1972
The Deadline Club of Sigma Delta Chi.

Deadline Club Award statuette by Rube Goldberg.

