Baseball rights rise to $40 million despite soft economy
FCC proposes more program control, bigger role for citizens
How existing regulation has churned up local programming
$10-million broadcast blitz tests raising of volunteer Army

From experience you know you can tell a lot about a TV station by its local newscasts. One look at the ratings and you can guess the quality, thoroughness and amount of excitement being offered.

So think about this.
Traditionally, 10 p.m. is the big news hour in the Midwest. But our early news, The Scene at 6, far out-pulls the closest 6 p.m. competitor.*

In fact, it's more popular than any 10 p.m. news—except our own.
And our 10 p.m. show, The Scene Tonight, is the only local newscast among the top 10 TV programs (total adults).*

By the way, 7 of those same top 10 shows can be seen only on WCCO-TV.
The Scene at 6... The Scene Tonight... together they make good news in the Great Northwest.
Represented nationally by PGW.

You won't buy bad news.

* Nov. 1970 NSI. Audience ratings are estimates only based on data supplied by indicated sources, and are subject to the limitations thereof.
What price CATV local origination?

COLOR:
Any of several available low cost color cameras

CBS Laboratories Mark II Image Enhancer ........................................ $3640

+ 

CBS Laboratories Color Corrector .................................................. $2995

= 

The Ultimate in Broadcast Color Quality.

Write or call for complete information.
(203) 327-2000

CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905
WHIO reflects the music preference of Dayton Adults

Light and sparkling music . . . helicopter reports . . . information . . . entertainment . . . sports . . . timely news. Lou Emm, Norm Swanson and Joe Waldman put it all together weekdays to make WHIO number one among Dayton adults.*

*A reflection of Dayton
WHIO Radio

<table>
<thead>
<tr>
<th></th>
<th>MEN 18+</th>
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<th>WOMEN 18+</th>
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<tr>
<td></td>
<td>Mon.-Fri. 6 am-10 am</td>
<td>Metro Share</td>
<td>WHIO 35.2</td>
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<td>Station A</td>
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<td>Station B</td>
<td>13.8</td>
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<td>Mon.-Fri. 10 am-3 pm</td>
<td>WHIO 18.0</td>
<td>WHIO 23.3</td>
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<td>Station A</td>
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<td>Mon.-Fri. 3 pm-7 pm</td>
<td>WHIO 23.4</td>
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<td>9.6</td>
<td>Station B</td>
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*Source: ARB, Oct/Nov 1970, Metro Survey Area, Dayton Metro Share estimates, Monday through Friday, 6 AM-7 PM. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
THE PERFECT DOUBLE PLAY.

Ray Scott and Warner Wolf, the voices of the Washington Senators, calling 'em as they see 'em. And again in '71, Scott and Wolf will do the play-by-play of the televised Senators' games with such great stars as Ted Williams, Denny McLain, Frank Howard and Curt Flood on WTOP-TV. We're proud to have them on our team.

WTOP TV
WASHINGTON, D.C.
A Post-Newsweek Station
Represented by TVAR
Broadcasters will pay $2.6 million more than $37.8 million paid last season for baseball coverage rights despite loss of cigarette ads and softer ad economy. NBC alone spends $2 million more for rights. See . . .

A $40-million bill for baseball . . . 19

FCC proposes drastic revision of license-renewal procedures. Proposed rulemaking adopted last week has aim to institutionalize citizens’ role in renewal proceedings and deeply involve commission in programming. See . . .

A lunch toward tighter program control . . . 28

Clay T. Whitehead, director of Office of Telecommunications Policy, favors limited government regulation of CATV. ‘Confused policy route of over-the-air regulation,’ Mr. Whitehead feels, can be avoided. See . . .

The Whitehead scenario for CATV . . . 33

U.S. Army Recruiting Command and Ayer agency plan experimental four-month, $10.6 million campaign in over 1,200 markets in big push for volunteers. Radio and TV effort receives mixed reactions. See . . .

Army enlists Ayer for ad blitz . . . 38

Smoking issue’s application to fairness doctrine went up in smoke Jan. 2 when cigarette ads went off the air. But tobacco industry seeks voluntary ‘fairness’ in answer to antismoking spots. See . . .

Tobacco men seek broadcast ‘fairness’ . . . 41

Bills to impose spending limitations on candidates for federal offices are scheduled to be introduced this week by Senate Minority Leader Hugh Scott (R-Pa.) and Representative John B. Anderson (R-Ill.). See . . .

GOP prepares campaign-control bills . . . 44

Nutritionist Robert B. Choate and consumer crusader Ralph Nader seek separate action against food advertisements; Choate offers ad code for children’s breakfast cereals as Nader stalks Wonder Bread. See . . .

Two guns take aim at food ads . . . 45

Biggest apprehensions of broadcasters at National Association of Television Program Executives last week were FCC’s prime-time access rule and fear of more government intervention in program control. See . . .

Programers burn as Washington fiddles . . . 48

NBC collects 10 of 102 honors handed out by Ohio State University and Freedoms Foundation, winning six awards from Ohio and four from foundation including foundation’s principal TV honor. See . . .

NBC dominates two sets of awards . . . 52

Increased expenses caused drop, in 1969, for both 50 kw and daytime only radio stations, according to NAB broadcast management department survey. Median revenues for both types of stations were also down in 1969. See . . .

Radio profits: Where the median lies . . . 57
Today there is more news than yesterday. Tomorrow there’ll be even more. Just to survive in this changing world you need all the information you can get, as soon as you can get it. The Dallas/Ft. Worth market didn’t get where it is today by waiting. Ask your HR representative about the *10th ranking retail market in the Nation or the *11th ranking TV households market in the Nation or even better ask him for availabilities.

* SRDS ADI-DMA RANKINGS, 1-15-71

KDFW-TV
DALLAS-FORT WORTH

The Dallas Times Herald Station  ■  Ves R. Box, President  ■  represented nationally by
Beat the clock

Largest station-transfer deal in FCC history—$110-million sale of nine Triangle Publications Inc. stations to Capital Cities, and collateral sales of remaining seven stations to others—is having deadline problems. There was considerable doubt at FCC last week that matter could be acted on before March 1—and Triangle's principal owner, Walter Annenberg, now U.S. ambassador to Great Britain, is understood to have indicated to both his staff and commission informally that deadline would not be extended. Applications have been pending since last June 30.

However, prospects seemed bright last week for another major transaction—transfer of five Corinthian Broad- casting Corp. television licenses in connection with proposed $100-million-plus merger of Corinthian into Dun & Brad- street. Parties late Friday informed commission that Justice Department has told them it does not presently intend to initiate antitrust action should parties complete merger. Commission had requested applicants get Justice's position.

Lower key

Discussions at network-affiliate workshop sessions at National Association of Television Program Executives meeting in Houston last week (see page 48) were harmonious compared with heated exchanges that went on at similar meeting year ago. Relative calm was attributed to reduced local pressure from "silent majority" and less "controversial" network programing. Some broadcasters speculated viewing public is accepting subject matter on TV that would have been taboo only two or three years ago. Thus there are fewer major complaints about network shows.

All but done

FCC commissioners last week named new chief engineer and deputy chief, but there was some question as to how solid actions are. Commissioners reportedly favored moving present deputy, Raymond E. Spence, up to top job suc- ceeding late William Watkins and trans- ferring Harold Kassens from his post as chief of rules and standards division into deputy engineer's post. However, Mr. Kassens is presently in Geneva at international conference, so his position remains uncertain. Officials said that change in signals on Mr. Kassens conceivably, though not necessarily, could affect selection of Mr. Spence.

Some broadcast interests, along with members of commission staff, take dim view of Mr. Spence as chief engineer; they feel he would be anti-broadcasting in fight over spectrum space. However, others at agency say that, to broadcasters, anyone "equally interested" in special radio and other services using spectrum would probably be regarded as "anti-broadcasting."

Party's off

Another casualty of economic slow-down: annual convention of CBS-TV affiliates, and conceivably conventions of other networks. CBS-TV President Robert D. Wood and associates advise affiliates board members Thursday (Feb. 18) that this year's annual con- ference, scheduled May 11-12 in New York, will not be held but will be re- placed by closed-circuit presentation for showing of closed-circuit presentation, usual reports by network officials, even an- swering of pre-solicited questions. Closed circuit probably will be held about time CBS-TV announces new fall schedule, which Mr. Wood says should be "mid-Marchish."

Affiliates board members reportedly were pleased at decision, and reason is not hard to find. Though there are no official figures, best available estimates are that annual conference, which normally attracts 400-500 persons, costs around $1 million, about equally di- vided between network and affiliates. Savings of that magnitude could prove persuasive to other networks. NBC-TV, whose convention is set May 9-12 in Hollywood, is known to be considering possible change in site (perhaps to New York or Chicago) or in length (to, say, day and half), or both. ABC-TV sources say theirs is still set for May 2-5 in Los Angeles, but there is still time for change.

Like father?

At least one member of "public-interest" law firm that filed complaint with FCC alleging "deceptive" advertising on wtop-tv Washington and CBS-TV learned about commercial broadcasting when he was knee-high to his father. Geoffrey Cowan, one of four lawyers signing draft in name of Center for Law and Social Policy (BROADCASTING, Feb. 15; also page 74 this issue) is son of Louis G. Cowan, former CBS-TV net- work president (1958-59) who was creator of Quiz Kids and other top radio and TV quiz shows. Senior Mr. Cowan is now with Columbia University Graduate School of Journalism and is chairman of publishing committee of Colum- bia Journalism Review. Mrs. Cowan Sr. is former Pauline Spiegel, of Chicago mail-order-house family.

More news

United Press International, through its UPI Audio news service, is entering regular newscast field under its own name and on virtually round-clock basis. UPI World News, five-minute wrapup every hour from 7 a.m. to 3 a.m. seven days per week, will be offered UPI Audio subscribers begin- ning in April if not earlier. UPI Audio officials say they're already added some 70 radio stations, bringing total to more than 400, on strength of plans for new service. UPI Audio's regular newfeeds are used by stations in own newscasts without identification of source.

Trimming down

Straus broadcasting group is reported to have signed agreement for sale of wall(AM) Middletown, N.Y., to group headed by veteran broadcast executives, James F. O'Grady Jr. and Robert A. Dreyer. Transaction, subject to FCC approval, has price tag in vicinity of $1 million. Mr. O'Grady is resigning as president of RKO Radio Representa- tives to move to Middletown. Mr. Dreyer, long-time broadcast attorney, was for number of years vice president, secretary and general counsel of Metromedia.

Sale of wall will leave wmbc(AM) New York as only broadcast property of President R. Peter Straus. Sale of his other broadcast property, wtlb(AM) Utica-Rome, N.Y., was announced earli- est last week—for unannounced pur- chase price said to be slightly in excess of $500,000. Buyers, also subject to FCC approval, are Utica group includ- ing Paul A. Dunn, vice president and general manager of station; Edward J. Carey, vice president and station manager; Robert W. Barnard, account ex- ecutive with Hugh Johnson & Co., and William N. Macartney, president of Indium Corp. of America. Wall is on 1340 kzh with 1 kw day, 250 w night; wtlb is on 1310 kzh with 1 kw day, 500 w night.
A spirited, out-of-this-world comedy for the entire family

Starring

Hope Lange as Mrs. Muir
Edward Mulhare as the Ghost

THE GHOST & MRS. MUIR

Two successful network seasons

1969 Emmy Award
1970 Emmy Award
(Hope Lange—Best actress in a continuing comedy series)

50 Half-hours
In Color
Available now

"...If 'refreshing' is the word for Mrs. Muir, 'fascinating' is the word for the ghost....The scenes between these two are as high-grade comedy as anything you are likely to see on your screen...."

—Cleveland Amory, TV Guide October 19, 1968
Toy budget for TV

Plans to spend more than $13 million to advertise its Topper toys in 1971 were to be announced Saturday (Feb. 20) by Henry Orenstein, president of Topper Corp. Virtually all of budget is due to go into TV, with spot getting larger share.

His announcement was to be made at news conference in New York preceding opening of toy fair. In addition to Dawn fashion dolls, Johnny Lightning 500 and Suzy Homemaker dolls, Topper was showing two new toy lines: "Ding-A-Lings," line of heavy-gauge trucks with snap-in motors.

In 1970 Topper spent well over $10 million in TV. Industry estimates put its network spending at almost $4.7 million, and spot-spending—in first nine months alone—at $5.6 million. Spot figure thus does not include heavy year-end holiday campaign. Agency is Dancer-Fitzgerald-Sample, New York.

Prime-time waiver granted

NBC affiliates will be able to carry 3½ hours of network programing on Sunday nights next season despite FCC rule limiting major-market stations to three hours of network programing in prime time nightly.

Commission, in action announced Friday (Feb. 19), granted NBC's request for waiver of rule to permit network to maintain schedule providing transition from programing appealing to children to programing of more adult appeal.

Waiver was conditioned on affiliates that take 3½ hours on Sundays carrying only 2½ hours of network programing on one other night of week.

Commission said waiver should not be considered precedent for similar waivers affecting other nights of week. Nevertheless, ABC-TV sources indicated interest in following NBC's lead, possibly with request for waiver to permit stretch-out on Tuesday—network's best night in ratings race. Sources at CBS-TV said that network would hold firm with its plan to program 7:30-10:30 p.m. nightly.

Commission said grant of waiver would not be inconsistent with objective of prime-time rule, which is to multiply and diversify program sources. It noted that NBC's current Sunday evening schedule runs four hours-half hour longer than on other evenings. Granting waiver, commission said, will still free half hour presently filled by network.

Another factor in commission's decision was nature of NBC's Sunday night programing. "We think it highly desirable in the public interest to encourage the presentation by networks of programs designed to serve the special interests of children," FCC said.

Commission granted waiver for one year only, from Oct. 1, 1971, rule's effective date, until Oct. 1, 1972.

Commission action was on 4-to-2 vote, with Chairman Dean Burch and Commissioners Robert E. Lee, Robert Wells and Thomas J. Houser in majority, and Commissioners Nicholas Johnson and H. Rex Lee dissenting. Commissioner Topper Bartley was absent.

RCA stock increase voted

RCA Corp. shareholders voted overwhelmingly Friday (Feb. 19) to increase authorized common stock of corporation from 80 million to 100 million, paving way for acquisition by RCA of Coronet Industries, Dalton, Ga. Coronet stockholders ratified merger agreement with RCA Friday also.

Though there were more than 51 million shares voted in favor of increase in authorized shares, with about 2.2 million opposed, majority of 750 shareholders in attendance at special meeting in New York appeared to be against move. Speakers cited as objections RCA's trend toward acquiring firms in which management has scant experience; dilution of company's common stock and possibility that RCA could be dominated in future by Martin B. Seretean, board chairman-president of Coronet, who would control single largest share of RCA stock when transaction is consummated—little more than 2% of 68,376,631 RCA shares outstanding.

Coronet manufacturers carpets, furniture and fabrics. It has about 5.8 million shares outstanding. Transaction involves share-for-share exchange of Coronet and RCA stock and had value of approximately $180 million, based on last week's market price.

Innovate': Van Deerlin

Broadcasters should treat FCC prime-time access rule as "opportunity and challenge" by scheduling local programing that is innovative and community-oriented rather than use "stale syndicated fare," Representative Lionel Van Deerlin (D-Calif.), who is member of House Commerce Committee, told National Association of Television Program Executives in Houston Friday (Feb. 19) (see earlier story page 48).

He said: "The old era of laissez faire in broadcasting is largely over. Public attitudes—reflected in Congress and the FCC—are changing. Broadcasters can either move with, or head of, the new wave of public concern, or else be engulfed by it in the form of harsh and restrictive regulations."

Earlier at network-affiliated station meetings, programers heard network executives indicate that fall program schedules would be announced later than usual this spring. CBS said it would be first week of March or later before schedule could be announced. ABC officials told affiliates that March 15 would be earliest date for new schedule. NBC was not represented at its affiliated stations' meeting.

During ABC affiliates' session, network spokesman indicated ABC is "seriously" considering turning Monday evening time slot over to local programing.
night into year-round sports programming next fall. NFL Football would be followed with basketball after football season.

At educational programming panel, David D. Connell, vice president and executive producer, Children's Television Workshop (Sesame Street), suggested NATPE promote and obtain financing for research project that would help commercial TV stations determine programing needs of children. He estimated cost of project at about $250,000.

At conclusion of conference, John Comas, wcbs-tv Winston-Salem, N.C., was elected NATPE president succeeding Herb Victor, KGO-tv San Francisco. Allen Sternberg, wckt-tv Miami, and Rodger Gardner, wcwo-tv Minneapolis, were elected vice presidents. Roone Arledge, president of ABC Sports, was presented with NATPE's man of the year award.

NGTV assets to Filmways

Filmways Inc., Los Angeles, has acquired what were termed certain assets of National General TV Productions Inc., there. New division, to be headed by Malcolm C. Klein, former president of NGTV, will continue to produce programing for direct sale and syndication either to stations or sponsors.

Properties begun by NGTV will continue at Filmways Television Presentations Inc. They include Trouble with Tracy, being produced in Canada and Special of the Month, four of which have already aired.

Details of agreement were not disclosed.

Revenues reported level

Broadcasting, Learning and Leisure Time Division of Westinghouse Electric, which includes Westinghouse Broadcasting, reported that its revenue for year ended Dec. 31, 1970 were approximately even with record 1969 level-despite "slowdown of the economy and its impact on spending by advertisers."

Company said that stations which purchase programs syndicated by Group W bought at slower pace last year due to lower advertising revenues.

But significant portion of division's financial success in past year came from Leisure Time segment. Acquisition of Longines-Wittnauer Watch Co. last year increased Westinghouse's revenues by $133.7 million.

Broadcasting, Learning and Leisure Time Division contributed 7% of Westinghouse's total revenue in past year, same as year before. But division accounted for 20% of company's income after taxes last year, increase of 2% from year before.

Revenues for entire Westinghouse company last year were $4,313,410,000, up from $3,924,286,000 year before. Net income declined to $126,999,000, from $154,920,000 year before.

For Broadcasting, Learning and Leisure Time Division, year ended Dec. 31, 1970:

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<th>1970</th>
<th>1969</th>
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<tr>
<td>Revenues</td>
<td>$307,088,000</td>
<td>$288,034,000</td>
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<tr>
<td>Net income</td>
<td>25,496,000</td>
<td>27,478,000</td>
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CBS pink slips arriving

Bulk of dismissal notices scheduled in CBS Inc.'s current reenforcement program were reported to have been issued late Friday (Feb. 19), but authorities said there was no way to put even approximate figure on number of persons affected. Since unofficial goal had been widely reported—and not seriously challenged—as 15% reduction in total corporate expenditures, however, number leaving appeared sure to run into hundreds (Broadcasting, Feb. 15).

But timing appeared to vary. Most of those being dismissed presumably were put on notice—or in number of cases let go immediately, with extra severance—but others, such as some long-time employees in responsible posts, were reportedly being advised privately that they would be phased out over longer period of time. Early retirement was arranged with some senior executives.

In broadcast division, some departments appeared to have been hit less hard than expected, others more so. At CBS News, for example, word Friday was that, at least so far, it could have been much worse. One executive said there had been speculation 200 CBS News people might be let go but that he doubted it would be one-third that many.

Record revenues by Time

Time Inc., New York, had net income of $20.1 million or $2.76 per share in 1970, compared with $20.4 million or $2.81 in 1969. Revenues were $632.6 million, record high, up from $618.5 million in 1969.

Time-Life Broadcast's advertising revenues were down 3%, report said, but no dollar figure was given. Sources reported, however, that Time-Life Broadcast, which owns TV and radio stations and cable-TV interests, accounts for 5% of Time's total revenues. On that basis, its 1970 revenues would be about $31.6 million. Time is selling its broadcast properties to McGraw-Hill Publishing Co., but retaining CATV.

Worldwide advertising revenues of Time Inc. magazines were reported down 7% to $317 million.

For year ended Dec. 31, 1970:

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<th></th>
<th>1970</th>
<th>1969</th>
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<tr>
<td>Earnings per share</td>
<td>$ 2.76</td>
<td>$ 2.81</td>
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<tr>
<td>Revenues</td>
<td>832,618,000</td>
<td>618,468,000</td>
</tr>
<tr>
<td>Net income</td>
<td>20,827,000</td>
<td>29,516,000</td>
</tr>
<tr>
<td>Average outstanding shares</td>
<td>7,257,000</td>
<td>7,241,000</td>
</tr>
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</table>
YOU LEARN A LOT IN 44 YEARS

Storer Broadcasting has learned a few things over the years. We hope we never forget them.

We’ve learned that the most important element in a station’s success is a responsive, continually building audience with confidence in a broadcaster’s integrity and credibility. We’ve learned that the best way to develop such audiences is to become sincerely involved in the communities our stations serve—in the problems, the aspirations, the undertakings, the achievements, even the failures, when the objectives are worthwhile.

All this is not entirely out of charity. There’s a tangible reason, too. The more effective we are in our communities, the more effective we are for our advertisers, the more effective we are for ourselves. Our “most important product” is our audience and community reputation. We’ve worked at it for 44 years and plan to continue working at it as good neighbors, involved friends and effective broadcasters. That way everybody wins.

STORER BROADCASTING COMPANY
Radio advertisers need an alert audience, not just an audience

As long as I've been in California I've been impressed with radio on the West Coast. In the East, we thought it was something Madame Curie had discovered, but broadcasters in California have been doing big and interesting things with the medium. It was one of the nicest things I discovered about the state.

Having established my belief in radio, I hope I have earned the privilege of pointing out a wart or two.

I can't help but wonder whether radio is still trying as hard as it did back when all the pundits predicted the medium was finished. Am I getting weary? Or do I now detect a certain sameness to the programing?

On my long drives to and from work I find that radio is becoming very predictable. I find myself doing my own programing—switching from news to music, to a personality and then back again. Or I find myself looking forward to those nights or mornings when there are special broadcasts—like a ballgame, or a presidential press conference, or bitter recriminations in the United Nations. And I have to ask myself: Is radio once again becoming the slave of a format? It seems to be forgetting the simple dictum that everyone likes the unexpected.

Now you have every right to say to me: "Hey, programing really is none of your business. You're in advertising. We'll deliver the audience for your commercial. The rest is up to you."

But that's not quite so.

Consider, if you will, a survey made by R. H. Bruskin Associates for the CBS Radio Network. The thing that interested me most about the survey really had nothing to do with the results: It was the way the researchers classified the listeners. There were two main classifications—foreground and background listeners. Foreground listeners are people who listen to radio for entertainment and information. Background listeners are those who really don't listen at all, but regard radio as a pleasant accompaniment to whatever they are doing.

Now when a station delivers listeners to us creative types to titillate and excite, the numbers do not differentiate between the foreground and background listeners. And it makes a great deal of difference—for two reasons.

First, the survey indicated that the two types of listeners differ in the type of commercials they prefer.

And second, it is a lot more difficult to flag the attention of a background listener for a commercial message.

The more foreground listeners radio can deliver, the better we like it. We want alert, attentive listeners—juices flowing, money out, ready to run down to the corner drug store.

I know that radio will always have a certain percentage of background listeners, and some stations cater to them. That doesn't worry me. I worry about the foreground listeners that might be bored into becoming background listeners. The guy whose attention you can't hold.

Radio can hold these listeners, but it takes some thought. If you have personalities, it may mean helping them out—breaking up the three or four hours a day you turn over to them with things that are fun and completely unexpected. Make the listener wonder what you are going to do next.

Take the news on radio. It's always kind of disappointing. Basically, radio news is a guy reading a newspaper to me. Radio usually handles news in a manner that newspapers can do better.

In other words, the medium does not take advantage of things it has going for it that newspapers do not—things that newspapers would love to have. Radio can give me the sounds and feel of news in a way newspapers never can. Radio can put me right in the middle of a news event. I can hear it for myself. Radio can print with sound—much as Chuck Blore does for commercials. A Blore commercial cannot be translated into print, but it transmits a feeling and spirit that no printed page can.

When I was a newspaper many years ago, I began to use tape recorders (they were wire recorders then) and had a lot of fun. I did first-person stories of a wayward girl, a habitual drunk, a 36-inch-tall dwarf, a take-all-comers wrestler at a fair.

After the series had run awhile, I received a call from a girl who said she would be a good subject. She was a hooker. I interviewed her in the lobby of the Mills hotel. That's where she lived. In the lobby of the Mills hotel.

Those are the kinds of things that are fun to hear, that would help us escape the formula rut.

You know what I'd like to hear on radio in the morning? Last night's 90 minutes of Johnny Carson or Dick Cavett. It would make a perfect drive-time show, even if done only once a week. I'm sure it would get a great rating and probably would help the TV audience, too. After all, about 80% of the people in those cars didn't stay up to watch Johnny or Dick the night before.

I know the job of holding attention is a tough one. Radio is the only medium that leaves the eyes free to do other things. And I learned years ago that it is difficult for the human voice to hold the attention of anyone when competing with anything that is colorful or moving. I was trying to teach a group of recruits one day how to field-strip an M-1, and was getting nowhere. I found out why. They were all watching a red farm tractor going back and forth behind me in a field.

Ask yourself this: Can you hold the attention of that foreground audience, with or without competition from all the sights and sounds of today's hectic world? If not, let's get out and do something about it.

Phil Willon joined Parker Advertising a year ago after nearly 15 years with N. W. Ayer. He started there as a copywriter—developing the "Rent it here—leave it there" campaign for Avis and naming and introducing Carte Blanche for Hilton hotels—and was vice president and creative director of N. W. Ayer/Jorgenzen/Macdonald when he left to join Parker. An ex-journalist with a degree from Syracuse, he once wrote a syndicated column for the Gannett newspapers.
Men who can view PGW represented TV stations will spend $4.4 million on shaving cream this month.

Do you sell shaving cream?

You can sell more with spot TV

...and we can show you how...market by market

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
A calendar of important meetings and events in communications

January
February
March
April

February
Feb. 21-22—Winter meeting, Alabama Cable Television Association, Guest House Motor Inn, Birmingham.
Feb. 22-23—Management conference, Radio Advertising Bureau, O'Hare Inn, Chicago.
Feb. 23—Panel discussion on CATV sponsored by Democratic Study Group's Communications Task Force. Members of task force and representatives of broadcasting and CATV will participate. 2-4 p.m., Room 2123, Rayburn House Office Building, Washington. Open to public.
Feb. 23—Senate Commerce Committee confirmation hearing on FCC. Commissioners Robert Wells and Thomas Housey to new terms on commission. Room 5110, New Senate Office Building, Washington.
Feb. 24—West Coast membership meeting, American Society of Composers, Authors and Publishers, Beverly Hilton hotel, Beverly Hills, Calif.
Feb. 24—"ABCs of Cable TV", sponsored by Hollywood chapter, National Academy of Television Arts and Sciences, with Donald V. Tavener, president, National Cable Television Association, guest speaker. Century Plaza hotel, Los Angeles.

March
March 1—New deadline set by FCC for filing all applications for domestic communications satellite systems in 4 and 6 GHz bands or higher. Previous deadline was Dec. 1, 1978 (Doc. 16495).
March 1—National Cable Television Association cabicasting seminar, Boston.
March 2-4—Senate Communications Subcommittee hearings on election-campaign reform measure (BROADCASTING, Feb. 13). Room 5110, New Senate Office Building.
March 5-6—Convention, Georgia Cable Television Association. Towers motel, Augusta.
March 9—Meeting of New York Association of Broadcasters. Thruway Hyatt House, Albany.
March 11-26—FCC oral argument and panel discussions on governing diversification of control of CATV systems and other key CATV industry issues.
March 15—New deadline for filing reply comments on FCC's proposal to permit inclusion of certain information in rural retransmissions of radio and TV stations for purpose of program identification. Previous deadline was Jan. 18 (Doc. 18877).
March 15—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).
March 17—Annual meeting and election of officers, Advertising Council, New York Ambassador hotel, Los Angeles.
March 18—Annual stockholders meeting, Cox Broadcasting Corporation. CBC headquarters, Atlanta.
March 18-20—General convention, Florida State Cable Television Association. Cocoa Beach hotel, Palm Beach Shores.
March 26-27—Region 10 conference, Sigma Delta Chi, Union, Wash.
March 30—Deadline for comments on applications for, and FCC's proposals concerning, domestic communications satellite systems in 4 and 6 GHz bands or utilizing higher frequencies (Doc. 16495).
March 30—FCC deadline for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.
March 30—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495).
March 30—Annual membership meeting, Association of Maximum Service Telecasters, 9:30 a.m., Waldorf room, Conrad Hilton hotel, Chicago.

April
April 1—New deadline set by FCC for origination of programming by CATV systems with 2,500 or more subscribers. Previous deadline was Jan. 1.
April 1—Region 3 Conference, Sigma Delta Chi, Knoxville, Tenn.
April 2-3—Region 4 Conference, Sigma Delta Chi, Clarkston, Wash.
April 4-6—Annual conference, Southern CATV Association, Sheraton-Peabody hotel, Memphis, Tenn.
April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's once-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Doc. 19118 and 19491).
April 16-17—Meeting, officers and executive board, Mississippi Broadcasters Association. Laurel.
April 16-17—Convention 6 Conference, Sigma Delta Chi, Minneapolis.
April 16-17—Region 7 Conference, Sigma Delta Chi, Wichita, Kan.
April 17—Annual meeting and awards banquet, Georgia Associated Press Broadcasters Association, Marriott motor hotel, Atlanta.
April 19-25-26-3d cine-meeting, International Film, TV Film and Documentary Market (MIFED). Milan, Italy. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.
April 21—George Foster Peabody Broadcasting Awards program, New York.
Major convention dates in ’71

luncheon, Pierre hotel, New York.
April 23-24—Region 1 Conference, Sigma Delta Chi, Hartford, Conn.
April 24—Region 8 Conference, Sigma Delta Chi, Hot Springs, Ark.
April 24-25—Region 2 Conference, Sigma Delta Chi, Chapel Hill, N.C.
April 25-30—Technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Century Plaza Hotel, Los Angeles.
April 26—Deadline for reply comments on applications for, and FCC’s rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16455).
April 26—Public hearing of Canadian Radio Television Commission. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.
April 30-May 1—Region 5 conference, Sigma Delta Chi, Terre Haute, Ind.

May
May 4-6—Spring meeting, Pennsylvania Community Antenna Television Association. Marriott Hotel, City Line Avenue, Philadelphia.
May 5—Meeting, Missouri Association of Broadcasters. University of Missouri, Columbia.
May 5-6—Meeting of Kentucky Broadcasters Association. Executive Inn, Louisville.
May 7-8—Distinguished Service Awards Banquet and joint Region 3 and 11 Conference, Sigma Delta Chi, Las Vegas.
May 7-8—Meeting, Kansas Association of Broadcasters. Radisson Hotel, Wichita.
May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC’s one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18991).
May 18—Public hearing of the Canadian Radio Television Commission. Bayshore Inn, Vancouver, B.C.
May 20—Spring managers meeting, New Jersey Broadcasters Association. Wood Lawn, Douglass College campus, Rutgers University, New Brunswick, N.J.

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BUT... in Greater Western Michigan you’ll add more meat to your food advertising budget thru WKZO.

In Greater Western Michigan, WKZO serves up the big food spenders. There are more than twice as many Kroger and A&P stores in our area as compared to the No. 2 station.

Avery-Knodel is your link to this best buy—WKZO, covering Greater Western Michigan.

WKZO reaches three times as many counties and 248% more adults weekly than the next station. In fact, WKZO reaches 27% and homes than all other Kalamazoo stations combined.


*30 butchers in England created a 3,124 foot long sausage in 1966.

WKZO

350 RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representative

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<th>1 year $14</th>
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BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

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The Sperry and Hutchinson Company includes:

Business services:
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- The Gunlocke Company
- Paragon Design, Inc.

News about the Sperry and Hutchinson Company...As Printed in the Buffalo Evening News 3/6/70

S&H Net Profit And Revenue Rise To All-Time Highs

NEW YORK, March 6 — The Sperry & Hutchinson Co., parent
company of Hens & Kelly Co., company of Buffalo, today reported
record-breaking earnings and
domestic stamp service revenue
domestic stamp service revenue
domestic stamp service revenue
domestic stamp service revenue
domestic stamp service revenue
for the 52-week fiscal year ended
for the 52-week fiscal year ended
for the 52-week fiscal year ended
for the 52-week fiscal year ended
for the 52-week fiscal year ended
Jan. 3, and the final quarter of the year.

Net for the latest fiscal year
was up 16 per cent to $37,855,000,
equal to $3.21 a share, from
$32,521,000, equal, after an extra-
ordinary charge of $1,900,000,
to $2.32 a share, in the 52-week
year ended Dec. 31 a year
erlier.

Both years include results of
operations of Lea Industries
Inc., acquired in November 1969,
on a pooling-of-interests basis.

Per share earnings for both
periods are based on common
shares and common share
equivalents.

Domestic stamp service revenue
for fiscal 1969 rose 8 per
cent to $381,928,000, with
$340,000,000 a year earlier, with
$29,477,000, up $2,440,000 from
$27,037,000 in the preceding
year.

"The key factor behind the
rise in profits was another
strong year for the S&H Green
stamp service," Chairman
William S. Beeneke said.

OpenMike

A well-read profile

EDITOR: May I take this opportunity to
express my gratitude for the "Week's Profile" (BROADCASTING, Jan. 18). You
might be interested to know that of all
the write-ups I have received, the re-
sponse to this particular article, from
friends and well-wishers across the
country, was by far the greatest ever.—
Lucky Cordell, general manager, WYON-
(AM) Cicero, Ill.

Praise for CATV directory

EDITOR: You and the staff of Broad-
casting deserve an Oscar for the publi-
cation of the 1971 CATV SOURCEBOOK.

My association with CATV—in con-
sulting, design and recommendation—
leads me to agree with your estimate
that the industry will be a $15-billion
jubilee by 1980. CATV will be the cata-
yst to generate information for local
communities.—J. R. Poppele, Tele-
Measurements Inc., Clifton, N.J.

The other sharp criticism

EDITOR: Although Broadcasting for
the most part objectively reports news, I
find one presentation quite subjective
and misleading. Your reports on how
TV critics react to new programs must
appear to TV network executives and
leaders in the business as if there are
only five or six knowledgeable critics in
the nation.

Your reports overlook such veteran
reporters as Pete Rahn, St. Louis Globe-
Democrat; Ann Hodges, Houston Chron-
icle; Mary Wood, Cincinnati Post &
Times-Star and at least 20 other people
in the same league.

There are many more TV viewers,
critics and executives than those in the
New Yorks, Bostons, Philadelphias and
Chicagos.—Steve Hoffman, TV-radio
editor, Cincinnati Enquirer.

(A check of the record shows that 25 newspapers
in 14 cities were represented in Broadcasting's
surveys of critical reaction to the 1970-71 season
—a wider sampling than Mr. Hoffman suggests.
However, those he named were omitted in articles
that were intended as samplers and not censures.)

Not so for newsmen

EDITOR: An item in the Feb. 8 issue
concerning the Paul Pappas case in
Massachusetts reports that state to be
one of "few" that do not have a law
protecting newsmen from revealing con-
dential sources of information.

I wish you were right. Unfortunately,
only 17 states have such legislation.—
Benny L. Kass, attorney, Boasberg,
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
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The Technique of Documentary Film Production
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Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.
268 pages, 63 diagrams, glossary, index
$10.00

Understanding Television
An Introduction to Broadcasting edited by Robert L. Hilliard
Six well-known educators present a basic understanding of the major areas of television broadcasting. Informative examples serve as bases for practice exercises and projects.
256 pages, 75 illustrations, notes, index
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[ ] 111. Color Television. $6.95
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Lawrence B. Talbot, executive VP.

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How fast can you set up and cue a tape commercial?
See page 43.
"FOR ME, HITTING .250 IS TERRIBLE. BUT FOR WBAL IT'S SENSATIONAL."

Look at it this way. Baltimore is a 20 station market. But WBAL Radio gets better than 1 out of every 4 local radio advertising dollars! That makes WBAL one sensational station. (Besides that, they broadcast the Orioles games.)

WBAL RADIO / BALTIMORE
Home of the World Champion Orioles

Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.
A $40-million bill for baseball

Price goes up for rights to broadcast the majors despite loss of cigarettes and softer ad economy

Any broadcaster who has been negotiating for broadcast rights to major-league baseball doesn't need his wife to remind him that the cost of living is up. He has only to look at the $40.4 million that will go to the leagues and clubs for 1971 coverage.

This is $2.6 million more than the adjusted-rights figure of $37.8 million for last season. NBC alone will pay $2 million more than it did last year. The network enters the last season of a three-year contract with an escalating clause that calls for $18 million in 1971.

Paradoxically, this rights rise comes when both stations and networks are having a hard time selling. The lagging economy, the departure of tobacco money and the tendency of other major sports to further overlap the baseball season are but a few of the factors.

While NBC-TV has been happy with its three-year contract with the majors, individual broadcasters handling local radio-TV rights have had a few misgivings. Much of this stems from the multiyear contracts negotiated at a time when the time-sales picture was brighter. At least five of these long-term contracts will be expiring after the 1971 season when baseball and broadcasters may be on a collision course.

At NBC-TV, the network will be marking "paid in full" on the three-year $52-million national sports package that includes the All-Star Game, the Game of the Week, the division playoffs and the World Series.

The lucrative sports package will be on the block next year, but with NBC in a seemingly good position to again pick up the broadcast rights it has held for six years. According to a spokesman with Baseball Commissioner Bowie Kuhn's office, "When you have a good client you do everything you can to keep him."

NBC will televise 25 games of the week on Saturday afternoons starting April 10 and continuing through Sept. 25. Five additional games will be broadcast on Monday evenings, two more than were carried in prime time last year.

The league championship playoffs will begin Saturday, Oct. 2.

For the first time in baseball TV history, NBC will program a World Series game in prime time. The fourth game of the series will be broadcast Wednesday evening, Oct. 13. The All-Star Game, now a permanent night fixture, will be carried on Tuesday, July 13, from Detroit.

According to an NBC spokesman, the ratings success of the All-Star Game last year, coupled with ABC-TV's good showing in nighttime football, encouraged the commissioner's office and NBC to commit themselves to more games under the lights and the programming of an evening World Series game.

The All-Star Game, televised on a Tuesday night (July 14) last year, received the highest rating of any sports event programed in prime time, according to NBC. The national Nielsens gave the telecast a 28.5 rating and a 54 share of the audience.

Veteran announcers Curt Gowdy and Tony Kubek will return to handle play-by-play chores for the nationally televised games. The network has scheduled a 15-minute pregame show, Baseball Today, with the announcing team as

Leading the league pays off on the air

The Cincinnati Reds have found that success begets success.

The team, whose path to glory in 1970 led through a divisional and league championship before ending in the World Series, this season will get a million dollars for broadcast rights, $400,000 more than it got in 1970.

The club's television exposure will be through WLWT(TV) Cincinnati and a regional TV network, but it has taken a cue from some of the other major league teams in the packaging of its own radio network.

The measure of this success came last week with announcement that a 60-station network, originated through WLW(AM) Cincinnati, is a complete sellout, the first in six years. Also, 75% of the pregame and postgame shows fed to the network have been sold.

"This is our first year in the broadcast field," said Robert L. Howsam, Reds' executive vice president and general manager. "The trend is toward club operation of its own radio network and we feel that with this type of network we can better serve the public and our sponsors."

It was noted that the sellout—involving such clients as Stroh Brewery, Marathon Oil Co., Buick Motor Division, Pepsi-Cola and an array of local advertisers—came despite "a considerable increase in advertising rates and a sluggish economy."

A share of the credit for the Reds' radio operation has been given to John Sollers, who became the club's director of broadcasting last November after 11 years with Taft Broadcasting Co. in Cincinnati.
American League—East

<table>
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<tr>
<th>Team</th>
<th>1971 Rights</th>
<th>1970 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; agencies of games only</th>
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<tr>
<td>Baltimore</td>
<td>$775,000</td>
<td>$775,000</td>
<td>WJZ-TV</td>
<td>WBAL</td>
<td>National Brewing Co. (Doner), Pepsi-Cola Bottling (Allegheny), Equitable Trust Co. (Finn), Tasty Baking (Simmons) and Western Auto Supply (Barickman-Sellers) all TV, Radio sponsors line-up not yet available.</td>
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<tr>
<td>Boston</td>
<td>700,000</td>
<td>700,000</td>
<td>WHDH-TV</td>
<td>WHDH</td>
<td>F&amp;M Schaefer Brewing Co. (BBDIO) 1/3 TV; Shawmut Bank (Harold Cabot Adv.) 1/6 TV; Atlantic Refining (NH&amp;S) 1/6 TV; and Boston Harold Traveler (William Houghhey Adv.) 1/6 TV; remaining 1/6 TV open. F&amp;M Schaefer (1/3 radio; Shawmut Bank (Harold Cabot) 1/6 radio; Tri S Gas (Tri S Associates) 1/6 radio; Zayers Department Store (Ingalls Associates) 1/6 radio; and Chrysler-Plymouth Dealers of New England (T&amp;R) 1/6 radio.</td>
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<tr>
<td>Cleveland</td>
<td>800,000</td>
<td>800,000</td>
<td>WJW-TV (network size not set)</td>
<td>WERE</td>
<td>Stroh Brewing (Doyle Dane Bernbach) 1/3 were and 1/6 on radio network. Other radio sponsors not set. Stroh Brewing (Doyle Dane Bernbach) 4/17 TV; Allstate Insurance (Burnett) 3/34 TV. Other TV unsold.</td>
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<tr>
<td>Detroit</td>
<td>1,200,000</td>
<td>1,100,000</td>
<td>WJBK-TV</td>
<td>WJR</td>
<td>Pabst Brewing (Kenyon &amp; Eckhardt), five units TV; Sun Oil (Esty) three units TV; Allstate Insurance (Burnett) one unit TV; Personna Blades (Burnett) one unit TV; Pepsi-Cola of Michigan (BBDIO) one unit TV. Stroh Brewing (Doyle Dane Bernbach) and Detroit Area Buick Dealers (McCann-Erickson) participating in WJR radio.</td>
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<tr>
<td>New York</td>
<td>1,500,000</td>
<td>1,500,000</td>
<td>WPX-TV</td>
<td>WMCA</td>
<td>F&amp;M Schaefer Brewing Co. (BBDIO) 1/4 radio; Coca-Cola Co. (McCann-Erickson) 1/8 radio; First National City Bank (BBDIO) 1/8 radio; remaining 1/2 radio open. F&amp;M Schaefer (BBDIO) 1/4 TV; Coca-Cola Co. (M-E) 1/8 TV; Consolidated Edison (D-F-S) 1/8 TV; Getty Oil Corp. (DKO) 1/8 TV; Nextel Motor Co. at Datsun Cars (Parker Adv.) 1/8 TV; 1/4 TV open.</td>
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<td>Washington</td>
<td>465,000</td>
<td>325,000</td>
<td>WTOP-TV</td>
<td>WWDC</td>
<td>F&amp;M Schaefer Brewing Co. (BBDIO), participating TV, others not set. Radio sponsorships still being negotiated.</td>
</tr>
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</table>

American League—West

| Team         | 1971,000    | 1970,000    | KVLA(TV)   | KMPC | Volkswagon Pacific (ODD) 1/4 TV; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 TV; Goodyear Tire & Rubber (direct) 1/8 TV; Personna (Burnett) 3/34 TV; Allstate Insurance (Burnett) 1/8 TV; Standard Oil of Calif. (BBDIO) 1/4 radio; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 radio; Continental Airlines (NH&S) 1/4 radio; Datsun (Parker) 1/4 radio. |
| Chicago      | 1,400,000   | 1,400,000   | WPLD-TV    | WEAW-FM | Radio sponsorships to be sold by individual stations in network. TV sponsorship not set. |
| Kansas City  | 400,000     | 600,000     | KMBC-TV    | KMBZ | Schlitz Brewing (Majestic/Burnett) 1/3 TV on KMBC-TV; local sponsors on regional TV network; balance TV to be sold as participations. Schlitz 1/3 all radio; balance radio to be sold as participations. |
| Milwaukee    | 600,000     | 600,000*    | WTMJ-TV    | WTMJ | Schlitz Brewing (Majestic/Burnett) 1/3 TV on WTMJ-TV; Oscar Mayer & Co. (LL, Walter Thompson) 1/6 TV on WTMJ-TV; regional TV network stations to sell locally. Schlitz and Oscar Mayer to cosponsor all radio. |
| Minnesota    | 700,000     | 700,000     | WTCN-TV    | WCCO | Midwest Federal Savings & Loan (M. R. Bollin) 1/3 of TV, 1/3 of WCCO, 1/8 of regional network. |
| Oakland      | 1,000,000   | 1,000,000*  | KBHK-TV    | KEST | AComic (NH&S) 1/2 radio and TV; Harris & Frank Store and Ernie's Store, TV participations. |
| A.L. totals  | $10,541,000 | $10,550,000* |

Rights figures are BROADCASTING estimates of net prices to teams; after talent, production and line charges if the team packages its own games. Asterisk following the 1970 figure denotes revised rights estimate. Not included in table is NBC's payment for nationally televised games which this year amount to $18 million. Originating stations for TV and radio are listed with number of stations in each network.

hosts. No formal postgame program is planned, but NBC indicated that if there is time to fill between the end of a game and the following broadcast, Mr. Kubek will conduct on-the-field interviews with a key game player.

Jim Simpson and Sandy Koufax will also return to call the back-up game, transmitted into the home cities of the team in the national game.

NBC is asking the same price as last year for each commercial minute. Games in the regular-season package are priced at $32,000 a commercial minute and the World Series at $90,000 a minute.

According to an NBC spokesman, network salesmen have just begun selling time for baseball and everything is open. He said, however, that NBC expected virtually the same list of advertisers as last year.

Following is a rundown city-by-city of the radio-TV plans of each major-league club. Pregame and postgame sponsors are included in the capsules; the sponsors of the actual play-by-play are shown in the charts on pages 20 and 21.

**AMERICAN LEAGUE EAST**

**Baltimore Orioles**

WJZ-TV Baltimore will again originate TV coverage of the Orioles. Colorcasts will include 52 regular-season games and one exhibition telecast. Of this number, 29 will be carried in prime time, 11 on Sunday. Preceding each broadcast will be a 10-minute Orioles Warm Up Time. A flexible time format has been approved for the postgame Orioles Highlights program.

On the radio side, WBAL-AM-FM Baltimore will again broadcast all 162 regular-season games in addition to 14 exhibitions. It is expected that a radio network of approximately 50-75 stations throughout the Southeast will be set up although plans have not yet been finalized.

Handling the radio-TV play-by-play and pregame show will be Chuck Thompson, Bill O'Donnell and John Gordon. John Kennedy of WJZ-TV sports will announce the postgame show, while Jim West will handle the radio wrapup.

The TV sponsors signed are National Brewing Co. (Doner), Pepsi-Cola Bottling Co. (Allegheny), Equitable Trust Co. (Finn), Tasty Baking Co. (Simmons) and Western Auto Supply Co. (Barickman-Sellers).

**Boston Red Sox**

WHDH-TV Boston will continue as Bos-

20 (LEAD STORY)
ton Red Sox originator, carrying 56 regular-season games, and three exhibition contests, feeding all or part of the schedule to a network of five other New England outlets: WWPV (TV) Springfield, Mass.; WPTF-TV Providence, R.I.; WGAN-TV Portland, Me.; WABI-TV Bangor, Me., and WAGM-TV Presque Isle, Me.

A pregame Red Sox Close-up, featuring Ken Coleman, WHDH-AM-FM sports director, and Don Gillis, and a postgame show, Red Sox Wrap-up, handled by Ned Martin are planned. Sponsorship of both shows is not yet set.

On the radio side, WHDH-AM-FM will carry the entire schedule of 162 regular-season games and 17 exhibition contests and feed them to a network of approximately 47 stations set up by Hughes Sports Network.

Dugout Interview, a pregame show handled by Mr. Coleman, will be sponsored equally by Carrier Air Conditioning (N. W. Ayer), Kraft Foods (J. Walter Thompson) and Dutch Boy Paints (Marschalk). A postgame show, Sports Extra, will feature John Pesky. Sponsorship has not been announced.

Again handling the play-by-play, both on radio and TV, will be Messrs. Coleman, Pesky and Martin.

Cleveland Indians

Were (AM) Cleveland enters a new three-year agreement and will feed all regular-season games plus a dozen exhibitions (including two mid-season exhibitions) to a regional network of some

National League—East

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<td>Chicago</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>WGN-TV</td>
<td>WGN</td>
<td>Schlitz (Burnett), Allstate Insurance (Burnett), Texaco (Benton &amp; Bowles), Zenith Distributors (interoc), Personna (Burnett), Yellow Pages (Ernie Ludgin), Gillette (J. Walter Thompson) and Chicagoland Pontiac Dealers (VanBrunt), all preceding in TV with shares to be determined, Oak Park Federal Savings &amp; Loan (Conner-Sager), G. Heilmeier Brewing (Campbell-Milburn), Metropolitan Buick Dealers (North), Martin Oil (Petroleum Service Adv.), Vienna Sauerkraut Co. and Karroll's Men's Wear (Greenbaum Adv.), all preceding equal radio sponsors.</td>
</tr>
<tr>
<td>Montreal</td>
<td>500,000</td>
<td>450,000</td>
<td>CBC 43</td>
<td>Regional Networks Bank of Montreal (Spitzer &amp; Mills), MacDonald Tobacco (Ray Toresen Associates), Texaco Canada Ltd. (Ronalds &amp; Reynolds), all participating in radio with some radio still open. O'Keefe Breweries 2/5 TV, Outboard Motors Ltd. 7/100 TV, General Motors Corp. 3/20 TV (Forest Advertising), Texaco, Canada Ltd. (Ronalds &amp; Reynolds), 1/4 TV; Canadian Pacific Railways (Mckim-Bailey), 1/10 TV, 7/100 still open.</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>1,250,000</td>
<td>1,250,000</td>
<td>WOR-TV</td>
<td>WJZ 42</td>
<td>Coca-Cola (McCann-Erickson), Chevron Oil Corp. (BBDO), both radio; remainder of radio still open. Surtoce (Ety), 1/6 TV; Rhengold Breweries (Y&amp;R), 1/4 TV; Coca-Cola Co. (M-E), 1/4 TV; General Cigar (Y&amp;R), 2/15; Chase Manhattan Bank (Ted Bates), 2/15 TV; Chrysler-Plymouth (Y&amp;R), 1971; Personna Blades (Burnett) 1/15 TV, Remaining time open.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1,500,000</td>
<td>1,350,000</td>
<td>WPHL-TV 3</td>
<td>WCAU 24</td>
<td>Atlantic Refining (NH&amp;S), 1/3 radio &amp; TV; Schmidt &amp; Sons Beer (Ted Bates), 1/3 radio and TV, and Girard Bank (Lewis &amp; Gilman) 1/8 radio and TV; Remaining 2/3 radio and TV open.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>450,000</td>
<td>450,000</td>
<td>KDKA-TV</td>
<td>KDKA</td>
<td>Iron City Beer (Ketchum, MacLeod &amp; Grove), Arco (NH&amp;S), Plymouth-Chrysler Dealers Association (Y&amp;R), Pittsburgh Paints Division of Pittsburgh Plate Glass (Thompson &amp; Associates) all radio participations. TV sponsorship not yet set.</td>
</tr>
<tr>
<td>St. Louis</td>
<td>600,000</td>
<td>600,000</td>
<td>KSDK-TV 19</td>
<td>KMOX 100</td>
<td>Busch Bavarian (Gardner), ½ on radio network and ½ on KMOX and DX Sunray (Gardner) ½ on radio network and ½ on KMOX are principal sponsors, and甬he extensive list of sponsors, some available special radio plans A and B (see Cardinals capsule). Busch Bavarian, five units TV; DX Sunray, two units TV; Personna (Burnett) two units. TV shares not designated for sponsors Allstate Insurance (Burnett), American Airlines (Doye Dane Bernbach) and Household Finance Corp. (NH&amp;S).</td>
</tr>
</tbody>
</table>

National League—West

<table>
<thead>
<tr>
<th>Team</th>
<th>1971 Rights</th>
<th>1970 Rights</th>
<th>WSB-TV (regional networks being set)</th>
<th>WSB</th>
<th>Sponsor list to be announced.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>WLW-TV 10</td>
<td>WLW 60</td>
<td>Stroh Brewing (Doye Dane Bernbach), seven units on WLW and radio network; Marathon Oil (Campbell-Ewald), three units on WLW and radio network; Buick Dealers (McCann-Erickson) three units on radio network; Frias's Big Boy (Rollman), First National Bank of Cincinnati (Northlich-Stokey) and Pepsi-Cola Bottlers (Robert Acord Adv.) all three units on WLW. Burger Brewing (Midland Adv.) ½ TV.</td>
</tr>
<tr>
<td>Houston</td>
<td>1,000,000</td>
<td>1,000,000</td>
<td>KTRK-TV 22</td>
<td>KPRC 32</td>
<td>Texaco (Benton &amp; Bowles) ½ of radio and TV plus others on combined radio-TV basis.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>1,800,000</td>
<td>1,800,000</td>
<td>KTTV-TV 8</td>
<td>KFI 8</td>
<td>Union Oil (Burnett) ½ radio; Schlitz Brewing (Burnett) ½ radio; Farmer John (Mack-Ausas, John &amp; Adams) ½ radio; Pacific Telephone (BBDO) ½ radio. Union Oil, Schlitz, Farmer John each also take ½ TV with Toyota Dealers (Clinton E. Frank) taking last ½ TV.</td>
</tr>
<tr>
<td>San Diego</td>
<td>710,000</td>
<td>700,000</td>
<td>KCST-TV 3</td>
<td>KGCO 3</td>
<td>Fashion Valley Shopping Center (Fashion Valley Merchants Association) 1/12 TV; Allstate Insurance (Burnett) 1/6 TV; rest of TV unsold. Westgate of California, U.S. National Bank (Barnes-Champ), Standard Oil of California (BBDO) and Toyota (Clinton E. Frank) each ½ radio with ½ radio still unsold.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>1,100,000</td>
<td>1,100,000</td>
<td>KTUU-TV 14</td>
<td>KSFO 14</td>
<td>Standard Oil of Calif. (BBDO) ½ radio; Pacific Telephone (BBDO) ½ radio; Gillette (Moogtare) ½ of radio to sponsors to be divided by remaining week. Union Oil Co. (Burnett) and Personna Blades (Burnett) participating TV sponsors with ½ TV open.</td>
</tr>
</tbody>
</table>

N.L. totals $11,810,000 $11,300,000*
Major league totals $22,651,000 $21,850,000*
two dozen stations. Bob Neal of WERE and Herb Score of the Indians are announcers.

Final list of sponsors for 18 commercial minutes (previously 16 units) is not set except for Stroh Brewing (Doyle Dane Bernbach) which will take one-third on WERE and one-sixth on the network.

Household Finance Corp. (Needham, Harper & Steers) is buying a 10-minute pregame Dugout Interviews on WERE. The postgame scoreboard show is still open.

WWJ-TV Cleveland, in the second year of a three-year pact, will feed 48 games to a small regional network still in the works. So far, Stroh Brewing (Doyle Dane Bernbach) has renewed four-seventeenths and Allstate Insurance (Leo Burnett Co.) has taken one and one-half seventeenths.

Harry Jones and Dave Martin are the TV announcers.

**Detroit Tigers**

The Tigers club is in its seventh year of packaging its own TV schedule which this year includes 40 games to be fed by WJBK-TV Detroit. Regional network will include WKZO-TV Kalamazoo-Grand Rapids (owned by Tigers owner John Fetzer), WNEM-TV Bay City-Saginaw-Flint, WJIM-TV Lansing, WWTV(TV) Cadillac (Fetzer) and WWUP-TV Sault Ste. Marie (Fetzer), all Michigan stations, plus WSPD-TV Toledo, Ohio. Negotiations for a Fort Wayne, Ind., outlet continue.

TV announcers are George Kell and Larry Osterman. TV package includes 16 commercial minutes; top unit price, $90,000.

WJR(AM) Detroit is in the first year of renegotiated agreement now set for five years and will feed a state network of more than two dozen stations for the regular season plus certain preseason games to be determined. Ernie Harwell and Ray Lane are the radio announcers. Household Finance (Needham, Harper & Steers) will take alternate shares of pregame and postgame shows.

**New York Yankees**

WFIX(TV) New York, Yankee originator since 1948, will carry 96 regular season contests (10 more than last year), and four exhibition games and feed a seven-station regional network in New York, Connecticut and Pennsylvania.

Phil Rizzuto and Frank Messer will continue to handle the play-by-play commentary aided by new announcer Bill White, and on occasion, by Whitey Ford. According to the Yankees, Mr. White is the first black play-by-play announcer in the major leagues.

Radio coverage moved this year, under a four-year contract, from WHN(AM) New York, to WMCA(AM) there. Station will feed the 162 regular-season games and 18 preseason contests to approximately 30 stations in a regional network in New York, New Jersey, Connecticut and Pennsylvania. Messrs. Rizzuto, Messer and White will handle commentary.

Mr. Messer will host a 15-minute pregame and a 10-minute postgame show. Sponsors include Silvercup Bakers Inc. (Leo Baron), Mallory Batteries (Needham, Harper & Steers), Beatrice Foods, Treat-Snacks Division (Chalec & Dreyer), and Olins Rent-A-Car (Richmond Advertising).

**Washington Senators**

Despite a disappointing season and the trade of several of its name players, the Senators still have the broadcasters’ confidence this year. Returning with a new contract for three years is WTOP-TV Washington, which will provide coverage of 40 games (30 road, 10 in Washington and Baltimore). The only sponsor signed so far, WTOP-TV officials report, is F&M Schaefer Brewing Co., through BBDO. However, station officials anticipate they will be sold out again this year.

TV announcers will be Ray Scott and Warner Wolf who did the Senators games in 1970.

WWDC-AM-FM Washington will carry all 162 regular-season games and 28 exhibitions. This year WWDC will have both a 20-minute pregame and a five-minute postgame broadcast. Johnny Holliday will host the pregame show.

Calling the radio play-by-play will be Tony Roberts and the returning Ron Menchine, who will handle the wrap-up. Although no radio sponsors have yet been signed, negotiations are under way.

**AMERICAN LEAGUE WEST**

**California Angels**

Now in their eighth year of televising Angels’ games, KTLA(TV) Los Angeles will repeat last year’s TV schedule of 30 games. Of these, 25 will be regular season with at least one game originating in every American League city. The five remaining will be preseason games to come from Palm Springs, Calif. Although there is no regional network, KTLA notes its signal carried on CATV systems in Nevada, New Mexico, Arizona and Colorado. Sponsor acceptance of the team has improved over last year, as well. Only one-eighth of the play-by-play remains open.

The Angel Warmups and Angel Wrap-ups TV broadcasts have been two-thirds sold to Household Finance Corp. (direct) and Fuller Paint Co. (Daily and associates).

On the radio side, the full 162-game season and 21 exhibition games are sold out with KMPC(AM) Los Angeles originating for a 20-station network. The pregame and postgame radio sponsors and their agencies will be Vienna Sausage Manufacturing (Marvin H. Frank and Co.), Langendorf American Bakeries (direct) and Gillette Co., Blade Division (Grey-North Advertising) and J. Walter Thompson & Co. (Star Advertising), sponsors of the Angel Hotline last year, will...
When Ernie Banks lays into one, 429,000 Chicago men lean closer to their TV sets.

When you buy one minute of Cubs' baseball in every game during the regular season, you make 49,248,000 male impressions.

WGN Television has covered more than 3,000 games — and we have another 148 coming up this season.

Reach WJR's exclusive outside area audience including the markets of Ann Arbor, Flint, Jackson, Lansing, Toledo with a combined population greater than Minneapolis-St. Paul, Milwaukee, Cincinnati, Atlanta, Kansas City or San Diego* . . . all cities with major league baseball franchises.

Call your Henry I. Christal rep for more information.

*Dec. 1970 SRDS

WJR/760
CBS DETROIT
return again in 1971.

Nick Enberg and Don Wells will simulcast the play-by-play of the games with Dave Niehaus and Jerry Coleman joining in on the TV broadcasts only.

**Chicago White Sox**

WEEV-FM Evanston, Ill., now transmitting from atop Chicago's 100-story John Hancock Bldg., will feed a local suburban network plus regional network totaling at least 10 stations, mostly FM and linked through off-air pickups, for regular season plus a dozen exhibition events. General Finance Corp. (Post-Keyes-Gardner) is giving up its extensive regional Sox network after a number of years as the team finds itself unable to get a major Chicago radio station to carry the games and instead is venturing into its own network.

Radio stations will pay $25 per game and obtain their own sponsors. Other Chicago-area outlets to carry Sox network include WJOL-FM Joliet, Ill., and WTAQ(AM) LaGrange, Ill. Former St. Louis and Oakland announcer Harry Caray has been signed to do the Sox games, assisted by Ralph Faucher of WTAQ.

On the TV side, WFLD-TV Chicago, in fourth year of its five-year agreement at about $1 million per year, will carry 129 regular-season games. Sponsors are not set. Jack Drees will be the TV announcer with the help of a new assistant, Bud Kelly, formerly with WBBM-AM-FM Chicago and also for the past two years Sox park announcer.

**Kansas City Royals**

The experienced packager, Majestic Advertising of Milwaukee, affiliated with Schlitz, is handling the Royals for the third season. The TV package again includes 26 road games and will be fed by KMBC-TV Kansas City to a regional network of nine stations with local sponsors. On KMBC-TV Schlitz (Majestic/Burnett) takes one-third with the rest participating.

The radio package includes the regular season games plus 14 exhibition games and it will be fed by KMIZ(AM) Kansas City to a regional network of 38 stations with Schlitz taking one-third of entire hookup. Remainder will be sold on participation basis.

Announcers for both radio and TV are Buddy Blattner and Dennis Matthews.

**Milwaukee Brewers**

Majestic Advertising, Milwaukee, Schlitz-related agency, for second year is packaging broadcast coverage. TV schedule of 26 games (10 home, rest away) will be fed by WTMJ-TV Milwaukee to regional network of seven stations to be sold locally. Sponsors on WTMJ-TV include Schlitz (Majestic/Burnett) for one-third and Oscar Mayer & Co. (J. Walter Thompson Co.) for one-sixth.

The radio schedule includes the regular season games plus 14 exhibitions to be fed to a regional network of about 50 stations by WTMJ(AM) Milwaukee with Schlitz and Mayer cosponsors on the entire hookup.

Pregame and postgame features are sold one-half to Salerno-Megowen Biscuit Co. (Scott & Scott).

Radio-TV announcers are Merle Harmon, Tom Collins and Jim Irwin.

**Minnesota Twins**

Midwest Federal Savings & Loan (M. R. Boltz Advertising) is in the second year of a five-year rights agreement for both radio-TV. Midwest will take one-third sponsorship on WCCO(AM) Minneapolis and one-sixth on regional network of about 100 radio stations with the schedule to include the regular season games plus 10 exhibitions.

Midwest also will take one-third on WTCN-TV Minneapolis which will feed a regional TV network of about 17 stations for a package of 50 games. Sponsors buying WTCN-TV get the network as bonus as before. TV announcers include Halsey Hall, Frank Butel and former Twins player Bob Allison. Radio announcers include Mr. Hall and Herb Carneal.

**Oakland Athletics**

KBHK-TV San Francisco will begin its fourth year of telecasting A's games, their next to last in five-year pact with Arco, owner of the broadcast rights in past year as Atlantic Richfield Co. The 25 away games will be half-sponsored by Arco (Needham, Harper & Steers) on a three-station network that also includes KXV(AM) Stockton-Sacramento, Calif., and KTVN(AM) Reno. Participating sponsors in the play-by-play include Harris and Frank, a regional clothing store, and Ernie's beverage stores in the pregame show.

An agreement for the radio coverage was concluded Feb. 11 with the A's games to originate this year from KEST(AM) San Francisco, formerly KSOL(AM), and be carried on a seven-station network. Games last year were carried by KNBR(AM) San Francisco. Arco will sponsor one-half of the radio broadcast. No arrangements have yet been made for pregame and postgame shows by KEST but they do expect to program them. All 162 regular season games and 29 exhibitions will be broadcast. Monte Moore, Red Rush and Bob Elson handle the announcing chores on both radio and television.

**NATIONAL LEAGUE EAST**

**Chicago Cubs**

WGN-AM-TV Chicago is negotiating a new long-term agreement and again plans to originate regional radio-TV networks, extent of which is not final. WGN will air the regular-season schedule plus 10 exhibition games and the slate is sold out.

Radio announcer will be Vince Lloyd with Lou Boudreau, named last year to baseball's Hall of Fame, handling color. Pregame Lead Off Man will be sponsored by O'Connor & Goldberg Shoes (Bud Solk Associates) and Seno & Sons (Solk). A postgame scoreboard show will be shared by Continental Airlines (Needham, Harper & Steers) and AAMCO automatic transmissions (Rosenthal).

WGN-TV will televise 148 games with Jack Brickhouse announcing and with an assistant to be named.

**Montreal Expos**

The Canadian Broadcasting Corp., Montreal Expo TV originator since the team's inception in 1969, will carry 22 contests this year, one over last year's total, and feed them to a 43-station line-up in nine of Canada's 10 provinces. Eighteen of the games will be broadcast in both French and English and four in French only.

Dave Van Horne and former Los Angeles Dodger Don Drysdale will handle the play-by-play on the English side and Guy Faron and Jean Pierre Roy will broadcast in French. CBC said it expects to originate pregame and postgame shows but specific plans are not yet complete.

Four new English-language radio stations and four new French-language stations will pick up the feed of 162 regular season games and two exhibition contests of the Expos. CHAM(AM) Hamilton, Ont., was dropped from the English line-up and CKFH(AM) Toronto, CJBO(AM) Belleville, CKLB(AM) Oshawa, all Ontario, and CKLS(AM) Sherbrooke, Que., have been added. Returning to the English line-up are: WEA1-AM-FM Plattsburgh, WIGS-AM-FM Gouverneur, and WPDM-AM-FM Potsdam, all New York; CFCF(AM) Montreal, CKPM Ottawa, and CKSL London, both Ontario. New French-language stations, all in
To Orioles Brooks Robinson and Mike Cuellar this was the moment of final triumph on Oct. 15, 1970, as Baltimore became the world champions. To radio and television, it was the last on-field action that broadcasting covered during a six-month season for which it paid an estimated $37.8 million. This year the total is expected to rise to $40.4 million. But to the victor does not always belong the spoils: World Series loser Cincinnati wound up with a substantial rise in radio-TV rights that now exceeds the Orioles' figures (see pages 22-33).

Quebec, are CFGT Alma, CFLM La Tuque, CFDA Victoriaville, CKSM Shawinigan. Returning to the French station line-up are CKLM Montreal, CJMT Chicoutimi, CKRL St. Jerome, CHEF Granby, CJLM Joliette and CJSO Sorel, all Quebec.

Handling English commentary will be Mr. Van Horne and Russ Taylor. Jean Paul Ray and Jean Paul Sarrault will broadcast in French. Two pregame shows, a 5-minute Gene Mauch Show and a 10-minute On Deck Circle are planned as well as two postgame programs, a 10-minute Dug-Out Show and a 10-minute Postgame Scoreboard.

New York Mets

WOT-TV New York will carry 117 regular-season games of the New York Mets, 75 home contests and 42 away games, as well as three exhibition games. There will be no regional network. Play-by-play action will again be called on radio and TV by Ralph Kiner, Lindsay Nelson and Bob Murphy. A 15-minute pregame TV show, with a host soon to be announced, will be broadcast before 45 weekend contests, and a 15-minute postgame program, Kiner's Corner will return as a Mets feature with Mr. Kiner as host.

Sponsorship for the two programs is practically sold out with Household Finance Corp., through its house agency, and the New York State Racing Association, through McCann-Erickson, buying participations.

WJZ(AM) Hackensack, N.J., in the final year of a five-year radio contract, will broadcast 162 regular games, 27 exhibition contests, and the Mayor's Trophy game from Shea Stadium, against the New York Yankees for charity, Sept. 9. WJZ will feed the games to a 42-station network—an increase of 10 over last year's line-up—in New England and the Mid-Atlantic states. A 20-minute pregame program and a 15-minute postgame show, Mets Hotline, will be featured on the station with host Bob Brown. Sponsorship is nearly sold out. New York outlets WGLI(AM) Babylon, N.Y., has lined up Barry Lander for a pregame and a postgame program and WNBC-FM New York, will have sportscaster Marv Albert doing a pregame and postgame show.

Philadelphia Phillies

The Philadelphia Phillies will telescast this year on a UHF station, WPHL-TV Philadelphia, ending a 21-year association with WPHT-TV Philadelphia, a VHF.

WPHL-TV will telescast 68 regular-season games, 53 on the road, along with two exhibition contests. Schedule will be fed to a network of three other Pennsylvania outlets: Wgal-TV Lancaster, WLYH-TV Lancaster-Lebanon and WNEP-TV Scranton-Wilkes Barre.

A pregame show, handled by Harry Kalas and Richie Ashburn, and a postgame show, featuring Al Meltzer, are planned. Sponsors have not been announced. Play-by-play will be handled by Byrum Samm and Messrs. Kalas and Ashburn, on both radio and TV.

For the fourth consecutive year, WCAU(AM) Philadelphia will carry a full schedule of 162 regular season Phillies games, half of which are on the road, and 20 exhibitions. They will be fed to a 24-station network in Delaware, New Jersey and Pennsylvania. Pregame and postgame shows are tentative.

Pittsburgh Pirates

Returning to cover the Pirates for the 16th consecutive year will be KDKA-AM-TV Pittsburgh. A total of 38 color telecasts, 19 in prime time will be telecast from Pittsburgh's new Three Rivers Stadium. A TV pregame show is planned, with details to be released later. Nellie King and Bob Prince will return to do the play-by-play. Sponsors for the telecasts are still being negotiated.

KDKA will carry the 162 regular-season games and 15 exhibition broadcasts from Florida. Regular-season broadcasts will be preceded and followed by 10-minute shows.

St. Louis Cardinals

KMOX(AM) St. Louis again is feeding 20 preseason games plus regular season to a regional radio network of about 100 stations packaged by the club and rights owner, Anheuser-Busch, which through Gardner Advertising, for Busch Bavarian Beer takes one-half sponsorship on the network and one-third on KMOX. DX Sunray (Gardner) takes one-sixth on KMOX and one-third on the network. Equally sharing remainder on network are Krey Packing (D'Arcy), Six Flags over Mid-America (WinusBrandon) (family entertainment center) and STP Products (Media Services). Other sponsors on KMOX signed for A and B plans (81 games in each plan, 18 minute units per game) include General Finance (Post-Keyes-Gardner), six units in a plan; Mercantile Trust (D'Arcy), four units in B plan, and Stix, Baer & Fuller department store (Grand Leader), three units on B plan. Rest are participations. (On KMOX local plans, Busch takes six units A and B, DX takes three units A and B.)

KSD-TV St. Louis again will feed 25 regular-season games plus one preseason event to a regional network of 19 TV stations. On the network and KSD-TV Busch Bavarian takes five units of 20 commercial minutes available while DX Sunray takes two units and Personna Blades (Burnett) takes two units. Sponsors on KSD-TV with shares not set include Allstate Insurance (Burnett), American Airlines (Doydle Dane Bernbach) and Household Finance Corp. (NH&CS).

Pregame and postgame features are being fed to the network for local sponsorships.

Announcers for both radio and TV are Jack Buck and Jim Woods.
NATIONAL LEAGUE WEST

Atlanta Braves

For the sixth straight year WSB-AM-TV Atlanta will provide coverage for the Braves' regular-season and exhibition games. Colorcasts of 10 prime-time games and 10 Sunday afternoon contests will feed a five-state regional network.

No pregame or postgame programs are planned and a spring training film report will be the only preseason extra offered.

Milo Hamilton and Ernie Johnson will return as announcers for the season's activities.

WSB will carry all of the 62 regular season games and 10 exhibitions.

The Braves handle all game and media details on their originating outlets.

Cincinnati Reds

WLW(AM) Cincinnati will be key station for a regional radio network of about 60 stations being packaged this season for the first time by the Reds team.

The schedule includes the regular season plus 15 exhibitions with 19 commercial minutes per game.

Radio announcers will be Al Michaels and former Reds' pitcher Joe Nuxhall.

Avco's WLWT-TV Cincinnati starts the first year of a new three-year TV rights agreement with the Reds and will feed a network package of 34 regular season games plus one exhibition game to a regional line-up of 10 stations including Avco's other three TV stations in the area. Announcers are not set.

Houston Astros

The Astros will continue to package the broadcast coverage for their games on regional radio-TV networks in the Southwest through the Houston Sports Association, subsidiary.

The TV schedule will include 14 road games to be fed by KTRK-TV Houston to a network of 22 stations. KDFV(TV) Dallas will assist with remote hookups.

The radio schedule includes 18 exhibition games plus regular-season games with KPAC(AM) Houston feeding a network of 32 stations.

Radio-TV announcers will be Gene Elston, Lol Passe and a third man to be named. Sponsors, who get both radio-TV as single buy, include Texaco (Benton & Bowles) for one-third of the game coverage and Coca-Cola (McCann-Erickson) for one-half of pregame and postgame features. A Oblitz (Majestic/Burnett) representative said the beer is renewing one-third in the games but the Astros reported no agreement set.

Los Angeles Dodgers

The gold in the western hills is also being discovered in a valley known as Chavez Ravine, home of the Los Angeles Dodgers. Team officials report that the entire package of broadcast rights remains at last year's figure of $1.8 million.

KFI(AM) Los Angeles will again carry the radio broadcasts originating from an eight-station network in California, Arizona and Nevada. In addition to the 162 regular season games, KFI will also broadcast 28 preseason games from Florida, Arizona and Los Angeles.

The Dodgers' traditional rivals, the San Francisco Giants, dominate the television schedule, KTVU(TV) Los Angeles plans broadcasts of Dodger road games from every other National League city except Houston. Although there is no TV network, it is possible a TV station in Bakersfield, Calif., may pick up the games this year.

Vin Scully and Jerry Doggett have signed new contracts to continue as the Dodger announcers on both radio and television. For KTTV, this is the 13th year of Dodger coverage while KFI marks its 12th year in 1971.

San Diego Padres

KCNN(TV) San Diego UHF outlet and KOGO(AM) there begin their second and third year, respectively, of covering the Padres.

KCNN will carry 20 games, 10 each from Los Angeles and San Francisco on nine dates. The poor performance of the team last year is being felt in sales this year. KCNN reports that only two sponsors have signed for the games, Fashion Valley Shopping Center (Fashion Valley Merchants Association), 1/12, and Allstate Insurance (Leo Burnett), one-sixth. The remainder of the time is still open. Both the pregame and postgame shows are as yet unsponsored.

On the radio side, the Padres executives report only one-quarter left unsold.

The radio games will also be carried on KQCO(AM) Calexico, Calif., and KLAM(AM) Yuma, Ariz.

TV announcers have not been deter-
mined but Jerry Gross and Duke Snider return to do the games on radio.

San Francisco Giants

KSPORAM starts its 14th consecutive year of Giant baseball broadcasts this year and the only thing missing from last year will be Russ Hodges, who moves over to TV exclusively. The 172 games planned will include the full season and 10 exhibitions and will be carried on a 14-station network in California and Nevada. KSPOR said the remainder of the time available (three-eighths) will be sold this week.

Four sponsors share a rotation of the before and after game shows. They are Western Air Lines (BBDO), Kilpatrick Bakersies (J. Walter Thompson), Metropolitan Life Insurance Co. (Young & Rubicam) and Toyota dealers (Clinton E. Frank).

KTVU(TV) Oakland moves into its ninth year of Giant telecasts and will air 17 regular-season away games and two exhibitions.

The station is not planning either a warmup or wrapup show, saying that regular programing provides a more effective lead in, eliminates tedium and makes it easier to sell sponsors. Russ Hodges, although retired from the Giants, is under contract to KTVU and will announce the games along with Lon Simmons who does the radio broadcasts with Bill Thompson.

The Media

A lurch toward tighter program control

FCC proposes annual reports, ranking of stations, better crack at license renewals by citizen groups

The FCC has proposed a drastic re- vision of its license-renewal procedures, one that would institutionalize the role of citizen groups in the renewal process and involve the commission deeply in the delicate matter of programing.

The commission last week adopted a thick sheaf of notices of proposed rulemakings and inquiries that, in sum, are designed to promote "community feedback" and, in the case of commercial television, to enable the community groups as well as the commission to keep track of a station's programing:

All stations would be required to make announcements, at specified intervals throughout their license period, concerning their obligation to serve the public interest and inviting comment on their service. Television stations would also be required not only to complete a new renewal form calling for a more detailed breakdown of programing than is now required but to report on their programing annually.

In addition, the commission adopted a notice of inquiry aimed at providing—for television stations—a definition of "substantial service," as the term is used in the agency's Jan. 15, 1970, policy statement on comparative hear- ings involving renewal applicants (see details, page 30). The statement says the commission will favor the incumbent in such proceedings if he can demonstrate that he has provided "substantial service."

And in yet another related matter, the commission adopted its long-pend- ing primer advising applicants as to what is expected of them in ascertaining community needs. The primer will be used by both radio and television applicants, but the commission may yet exempt commercial-television renewal applicants from answering the ascertainment question.

In a notice of inquiry and proposed rulemaking looking to adoption of a new license-renewal form for commercial-television licensees (new forms for radio and educational stations will be considered later), the commission proposed to require the TV broadcasters to list "the most significant problems and needs" in their area in the preceding 12 months and to describe the programing that they carried to deal with those problems and needs. This report would be required annually, as well as every three years, in licensees' regular renewal applications.

So would a report on the amount of news, public affairs, "other" programing (exclusive of entertainment and sports) and local programing. The data would be required both in terms of totals and percentages of total station time for a composite week, and of prime time (6-11 p.m.). The present form does not require the same information for prime-time programing, but runs about three pages longer than would the proposed form of five pages.

One purpose of the annual statistics would be to provide the commission with criteria for determining which television renewal applicants need closer scrutiny. The commission says the statistics would provide a nationwide data base enabling it to rank stations "in each critical programing category."

The commission would group the stations before ranking them, and is seeking comments on how they should be grouped—by market size, for instance, by revenues or by a combination of factors. It is also seeking comments on the level below which stations' renewal applications should be picked for referral to the commission for close scrutiny—for example, the lowest 10 percentile in each group.

The notice looking to a new renewal form listed three other reasons for requesting annual filings, which the Commission said, would not be evaluated yearly and would not constitute the initiation of an annual renewal process:

To provide the commission with nationwide statistics on television programing which would be valuable in shaping new policies and in keeping the commission, Congress and "other interested persons" informed.

To enable the commission to make a more complete evaluation of programing performance of a licensee during the past renewal period.

If necessary, in a comparative hearing, to determine whether a renewal applicant had upgraded his programing in the final year of his license period. The 1970 policy statement asserts the commission will not consider upgraded programing in the third year in determining whether a renewal applicant has provided "substantial service."

The proposals are the product of work begun by the FCC staff last Sep- tember after Dr. Barry Cole of the University of Indiana, who had spent the summer studying the commission's license-renewal procedures, delivered a sharp critique to the commission.
crease in the number of petitions to deny or complaints directed to license-renewal applications," the commission said in an introduction to the over-all package of proposed changes. (At one point last fall, some 100 renewal applications were held up as a result of last-minute petitions to deny and protests from citizens groups.) Many petitions, the commission noted, contend that the licensee has not met its obligation to discover and fulfill the needs and interests of its community. "In most instances, the points raised in these filings were not communicated to the licensee during the license period; indeed, little or no dialogue occurred," the FCC said. "This is a patently unsatisfactory situation."

The purpose of its proposals, the commission added, "is to simplify the renewal process by concentrating on the essential elements, to insure a continuing dialogue on these elements between the licensee and the community, and, finally, if there is to be resort to commission processes, to provide more orderly procedures, fair to both petitioning parties and to the licensee."

The commission, in its notice of inquiry, stressed the point of "community involvement." Its proposals "are geared to a continuing dialogue between station and community—not a triennial spurt; to actual performance in crucial areas rather than elaborate surveys; and, finally, to reliance upon community leaders and groups, both to point up the need for any further inquiry by the commission at renewal time or to spur substantial performance by the possibility of filing of a competing application."

The FCC added the disclaimer that the proposals were not designed to "dictate particular program or format." But it made clear the licensee's ability to program his station as he sees fit would be circumscribed. The proposals "indicate areas where the licensee must focus in view of sound and basic allocations policy," the FCC said. In addition, since the programming is to be chosen "after giving appropriate and good-faith attention to the area's needs and interests . . . the commission intends to place great reliance on community interest and participation in the renewal process."

Commercial television is the only service subject to all of the proposals under consideration since it is the one service that has been most closely studied. The commission said it will consider the same approach in other areas—radio and educational broadcasting—if it proves successful in television.

The proposed requirement that both radio and television broadcasters make regularly scheduled announcements inviting comments on their service is designed, the commission said, to insure that licensees remain conversant with community problems and to head off confrontations at license-renewal time. The commission, in its notice of rule-making, noted that many of the complaints it receives about station performance concern events that occurred in the past.

A separate proposal is aimed at heading off the kind of last-minute filings of petition to deny that, the commission says, "are disruptive" of its processes. It would require radio and television licensees to file renewal applicants four calendar months prior to the expiration of their licenses, instead of 90 days, as at present. The first day of the last full month of the expiring license would be retained as the cutoff date for filing petitions to deny. The resulting three-month period, the commission said, should be sufficient for citizen groups to examine renewal applications, discuss problems with stations and, if they wish, file timely petitions to deny.

Furthermore, the commission would refuse to grant extensions of time in

(Broadcasting, Sept. 21, 1970).

Dr. Cole, who was retained as a consultant after the commission decided to overhaul its procedures, is credited with staff responsibility for the document containing proposals dealing with renewal procedures, although some had been prepared by the staff. Henry Geller, former FCC general counsel now serving as a special assistant to Chairman Dean Burch, is the architect of the proposed inquiry looking to a definition of substantial service. The overall renewal-procedures document was adopted unanimously, the other by a 5-to-2 vote, with Commissioners Robert T. Bartley and Robert Wells dissenting.

Both documents provide reasons for the sweeping review the commission has undertaken. And both placed emphasis on the emerging role that citizen groups are playing in the renewal process, and on the need to provide a smoother mechanism than now exists for enabling those groups to engage in a dialogue with stations through the life of their license period.

"There has been a significant in-
FCC seeks to define substantial service

If adopted, guidelines on service could apply at renewal hearings

What constitutes "substantial service" by a television station? Can a prima facie indication of such service be determined through an examination of the amount of local programing and programming "designed to contribute to an informed electorate" that a station provides? Should consideration be given to a station's revenues?

These are among the questions the FCC posed last week in an inquiry it instituted to develop guidelines that would have more explicit meaning to the commission's 1970 policy statement. The FCC asked, in a comparative hearing involving a renewal applicant, it would favor the incumbent that has provided "substantial service." Although the statement applies to radio and television, the commission is limiting its inquiry to television, since, it said, its preliminary study of renewals has focused in that area. (See page 28)

The commission suggested that the question be approached in terms of "two critically important areas"—local programing and programing aimed at informing the electorate, that is, news and public affairs. It said a station that is merely a "network spigot" is not meeting its "crucial role" as a local outlet; one that does not do a "substantial" job in news and public affairs is "undermining" the commission's basic allocations scheme, since the commission has allotted as much spectrum space to broadcasting as it has in the belief broadcasters would contribute to an informed electorate.

Basing its proposals on a study of the service provided by all renewal applicants, the commission offered for comment the following figures as representing substantial service:

- Local programing—a range of 10-15% of the broadcast effort, including 10-15% in the prime-time period of 6-11 p.m.
- News—a range of 8-10% for network affiliates, 5% for independent VHF stations, including figures of 8-10% and 5%, respectively, in prime time.
- Public affairs—a range of 3-5%, including 3% in prime time.

The ranges in the various categories are designed to take into account different levels of station profitability. The commission suggests that the high end of the range apply to stations in the top-50 markets with revenues exceeding $5 million; the low end, to stations with revenues of less than $1 million.

Furthermore, the commission would exempt unprofitable stations from the guidelines. For that reason, it has excluded, for the present, independent UHF stations. And, "in the unlikely event that any other station losing money were to find itself in a comparative renewal hearing," the commission said, it could show "the inapplicability" of the guidelines because of its financial situation.

The commission asked for comment on whether news and public affairs should be viewed together, with one over-all figure and leeway for the licensee to make judgments with that figure. The commission noted that the two categories have a "clear, close relationship."

The commission stressed that the proposed "general guidelines are just that—general or prima facie indications of substantial service, not definitive mathematical models." Nevertheless, the commission expressed the view that they would be helpful, both to broadcasters and the public, in indicating what is required, "at least quantitatively, to meet substantial public-interest requirements in two critically important areas."

If guidelines are adopted, the commission said it would be fair to make them immediately applicable to renewal applicants that are in hearing. It suggested that licensees be given an "appropriate time interval"—perhaps 12 months—to meet the guidelines. Comparative hearings involving renewal applicants before that period "would be governed by the present, more amorphous standards."

The commission, noting that it may conclude that adoption of guidelines is not feasible, said that one alternative is simply the development of policies through a series of ad hoc decisions, with an over-all policy awaiting the accumulation of experience. The commission said it was open to all alternatives and suggestions.

which to file petitions "unless all parties concerned, including the renewal applicant, consent" to the request. That course, the FCC said, represents "a reasonable balance between necessary safeguards for the expression of the public interest by community groups and the need for orderly application processing."

In the public announcements, the commission is proposing to require commercial stations to make prescribed announcements every eighth day during the license period, except for the six-month period leading up to the expiration of the license, when proposed renewal-application notices would be broadcast.

The announcements would be aired between 8 a.m. and 5 a.m. or 4 a.m. and 7 p.m. on radio, and would state that the station has been given a three-year license to operate "in the public interest" on a frequency that "is public property" and that it has an obligation to determine the most

significant needs in the area and to provide programing to help meet them. The announcement would invite the viewers and listeners to help the station keep informed of the adequacy of its service by submitting opinions, criticisms or suggestions; the public would also be informed that comments may be sent to the FCC.

Television licensees, in addition, would state that they are required to submit an annual filing as to what they consider their area's most pressing problems and that the filings are available for inspection. All stations would be required to maintain a public file of all comments and suggestions they receive.

Separate requirements on announcements are expected to be issued soon for educational stations.

The schedule of renewal-application announcements would be the same as that for those carried throughout the remainder of the license period. The announcements would inform the public as to the date of filing of the application, note that it is available for inspection and that anyone wishing to protest to the commission has until 30 days before the current license expires to do so.

In addition, the commission intends to publish a booklet explaining renewal procedures and to require licensees to keep a copy on hand for the public. Its availability would be noted in the station's announcements.

Group makes a point of thanking broadcasters

The Broadcasting and Film Commission of the National Council of Churches, whose director, the Rev. Dr. Everett Parker, has often nettled broadcasters, had some kind words for them last week.

The BFC's board of managers made public a statement of "thanks" to the many members of the broadcasting industry whose assistance and cooperation have made it possible for the BFC, its
Earle Moore defends citizen-licensee deals

Earle K. Moore, a lawyer specializing in citizen-group protests against broadcast operations, has defended the FCC-endorsed principle of private settlements between licensees and complainants.

Mr. Moore, who has represented the Office of Communication of the United Church of Christ in several broadcast cases, took specific aim at a recent speech by Richard R. Jencks, president of the CBS/Broadcast Group (BROADCASTING, Jan. 25). Mr. Jencks had explored "broadcast regulation by private contract" and had said the precedents set by individual broadcasters in resolving local disputes could lead to unfair regulation of the entire broadcasting business.

Mr. Moore, lecturing at the Annenberg School of Journalism at the University of Pennsylvania Feb. 8, asserted that Mr. Jencks implied that community groups barely represent the entire public interest. He said Mr. Jencks suggested that there were many other public needs to be served besides those of racial minorities. By way of rebuttal, Mr. Moore referred to an agreement he negotiated on behalf of a black group with KTXL(TV) Texarkana, Tex.-Shreveport, La. "Paragraph one of the KTXL agreement committed the station to recruit staff 'which is broadly representative of all groups in the community.'"

Mr. Moore said other parts of the agreement required the station to broadcast all sides of controversial issues; publicize services for all the poor; carry programs representing the three primary faiths; present ministers of all races on local religious programs and consult with all substantial groups in the community regarding tastes and needs.

"In other words, nothing in the agreement required any special treatment of blacks," Mr. Moore said. "Many provisions brought benefits to the entire community."

He said Mr. Jencks suggested that a "weak" station might give up too much, but he added that "the station is always stronger than the community group in money, trained personnel and in access to the evidence—its own records."

Will the real spokesman please stand up?

An official of the Justice Department's antitrust division who was speaking before a group of communications lawyers last week was asked for whom the department speaks in its pleadings before the FCC. Does it clear them with the recently created Office of Telecommunications Policy?

The question, directed to Donald I. Baker, deputy director of antitrust policy planning, was prompted by a remark Clay T. Whitehead, OTP director, had made in an appearance before a similar group last month (BROADCASTING, Feb. 1). Mr. Whitehead said OTP is the administration's spokesman in communications matters.

Mr. Baker, his listeners felt, was less categorical than Mr. Whitehead had been. He said that, in the normal process, "we should consult with OTP"; and be "sort of a team effort." But, he added, "we represent the administration," in matters dealing with competition, and have taken positions on matters different from those of other government agencies in the past.

Could there ever be a case of Justice and OTP taking conflicting positions? he was asked.

"I suppose it's conceivable," he said. "But it would be a highly unusual case."

Pioneer banquet set

The Broadcast Pioneers banquet will be held Tuesday, March 30 at the Sheraton Blackstone hotel, Chicago. Tickets for the informal reception and dinner will be available at the National Association of Broadcasters convention. Conrad Hilton hotel, there. Reservations for tables should be made through M. H. Shapiro, Pioneers executive secretary, c/o BMI, 589 Fifth Ave., New York 10017.
U. of Chicago seminar will examine the media

Still another seminar to explore the impact of the telecommunications media upon society has been scheduled, this time at the University of Chicago, Feb. 26-27. The agenda includes both TV and cable TV and industry representatives are participating.

The Beardsley Ruml Colloquium, sponsored by the university's division of social sciences, will be open to the public at no charge. Students have organized the event. Most sessions are the second day.

Keynote speaker will be Tony Brown, executive producer of Black Journal and president of the National Association of Black Media Producers. Another key speaker will be Marshall Field, university trustee and head of the Field publishing interests group that includes WFLED-TV Chicago.

The CATV panel is to include Irving Kahn, president, Teleprompter Corp.; Sol Schildhause, chief of the FCC's CATV Bureau; Ralph Lee Smith of the Sloan Commission and author of "The Wired Nation," and Theodore Ledbetter, editor, Black Communicator.

A programing panel includes David Connell, Sesame Street: Gilbert Mendelson Citizens Communications Center, Washington; Scott Craig, NBC, Chicago, and Phil Watson, Pacifica, FM operator.

Another panel on media and public interest includes William D. Wright, national coordinator, Black Efforts for Soul on Television; Harry Skornia, University of Illinois; Robert Pauley, former president, ABC Radio Network, and Robert Bennett, professor of law, Northwestern university, and onetime aide to FCC Commissioner Nicholas Johnson.

NAB TV-board race begins to take shape

Five candidates for the upcoming six vacancies on the TV board of the National Association of Broadcasters have confirmed their intentions of running, it was learned last week. Two other broadcasters are said to be prospective candidates.

Two of the confirmed five candidates are incumbents seeking re-election. They are William Grant, KCOL-TV Pueblo, Colo., and Peter Storer, Storer Broadcasting Co. Other candidates who have written to or spoken to TV broadcasters of their desire to be elected are Earl W. Hickerson, WCEE-TV Rockford, Ill.; Fred Weber, Rust Craft Broadcasting Co., and Wilson Wearn, WBBC-TV Greenville, S.C. Mentioned as possible candidates are Robert Bennett, WNEW-TV New York; and Robert Wright, WTOP-TV Meridian, Miss.

TV-board members whose terms expire this year, in addition to Messrs. Grant and Storer, are Norman P. Bagwell, WXYT-TV Oklahoma City; Eldon Campbell, WBFM-TV Indianapolis; Harold Essex, WJJS-TV Winston-Salem, N.C., and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., none eligible for re-election.

The TV-board elections take place during the NAB convention in Chicago next month. The chairman and vice chairman will be chosen by the board next June. A. Louis Read, WOSU-TV New Orleans, present vice chairman, is expected to be chairman. He would succeed Mr. Shea who is not eligible to run again. A contest seems to be shaping up, however, for the vice chairmanship between Donald P. Campbell, Baltimore Sunpapers stations, Baltimore, and Leslie G. Arries Jr., WARB-TV Buffalo, N.Y.

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32 (THE MEDIA)
The Whitehead scenario for CATV

As outlined for black officials, it combines light regulation, heavy emphasis on access

Clay T. Whitehead, who has made it clear that the new Office of Telecommunications Policy that he heads will play a wide-ranging role in the development of communications policy, has begun spelling out the kind of CATV regulation he favors. And in general it appears to be based on the theory that government regulation should be limited, and on the belief that the aim of the government's CATV policy should be access to the medium.

The "confused policy route of over-the-air regulation" that he feels has inhibited access to radio and television and has resulted in government regulation of programing (Broadcasting, Dec. 21, 1970) can be avoided, he says. But he would guard against ghettoizing "the hardware of communications," broadcasting as well as cable.

Mr. Whitehead disclosed his thoughts at a workshop on cable television that was held Feb. 12-13 in Washington for 41 black elected officials from across the country (Broadcasting, Feb. 15). The workshop was held at Howard university, Washington. Mr. Whitehead told his audience that the "potential of broadcasting, whether by cable or over-the-air, for dealing with the problems of minority groups in American society is tremendous."

"But your main concern should be a vital, flexible, low-cost, many-channel, easy-access broadcasting system that ties us together as a people," he said. "The hardware of communications should not be physically structured or divided up in time to enforce separate-but-equal service to minorities of any sort. Rather, we should seek the widest possible opportunities for access and let the man with the message and the would-be listener or viewer find each other out."

His remarks, coming at a time of growing demands by blacks and other minority groups for access to broadcast and CATV facilities, indicates that his belief in the desirability of wider access is not without its caveat. He feels that government regulation of broadcast programing resulted from the limitations placed on access to radio and television;

Sudbrink radio family to increase by three

Mr. and Mrs. Robert M. Sudbrink are adding three more stations to their growing broadcast holdings. With the announced acquisition of Wavo-AM-FM Decatur, Ga., and the FCC's approval of the sale of Wtos(FM) Wauwatosa, Wis., on Feb. 10, the Sudbrinks' group of stations has grown to 10.

Wavo-AM-FM was purchased, subject to FCC approval, from Bob Jones University, Greenville, S.C., by Mr. Sudbrink. Dr. Bob Jones Jr. is president of the school, which owns and operates Wmuu-AM-FM Greenville. Total consideration in the sale, including non-competition and consulting agreements, was $582,750. Chapman Associates, Atlanta, is broker for the transaction.

Wtos(FM) was sold by Wcab Inc., wholly owned subsidiary of Career Academy, a diversified vocational-education institution, to Mrs. Sudbrink. Selling price of Wtos was $170,000.

Two years ago, the Sudbrink group comprised two stations: Wbizi(AM) Coral Gables, Fla., and Wlyf-FM Miami. Since then the Sudbrinks have purchased individually Wtow(AM) Towsom, Md.; Wlif(FM) Baltimore (former Wtow-FM); Klvf-FM Pasadena, Tex., and Wzip-AM-FM Cincinnati.
he is understood to feel that, to take
one example, blacks programing exclu-
sively for blacks over a CATV cable
might produce the same result.
Although he said "the best over-all
concept for cable policy and regulation
is not yet clear," he offered his listeners
five "facts" to consider in developing
local CATV regulatory policy—facts
he said had emerged from his office's
studies of CATV. Together, they
constitute support for the view that
government restrictions should be kept
to a minimum, at least initially, and that
access should be promoted. However,
while he prefers to favor competition
as a regulator, he said nothing about
competition between cable and tele-
vision—one of the key issues in the con-
troversy over cable. The "facts":
• "Exclusive operating rights are un-
necessary and unwise. Few cable com-
panies need the protection of exclusiv-
it in order to wire your community—
although they obviously would like it
if you care to give it away."
• "Franchise fees should be nominal.
The value of cable to your community
is not the few added revenues you can
get for municipal government; its value
is the profoundly important communica-
tion service it can bring to your
citizens." (The FCC, in its pending
CATV rulemaking proceeding has pro-
posed prohibiting communities from
imposing CATV franchise fees of more
than 2%, on the theory that larger fees
might prevent systems from providing
needed services.)
• "Municipal ownership is not best
for your citizens or your municipal gov-
ernment. It is the exclusive franchise
carried to the absurd. Cable systems re-
quire large amounts of capital and the
revenues are far in the future; a muni-
cipally owned system will almost in-
evitably be an obsolete, limited system."
• "Be wary of 'free' channels re-
served for special purposes." Such chan-
nels "will pass the costs on to the con-
sumer in a regressive way." While "re-
served channels for educational stations
made sense in over-the-air broadcasting
because of the severely limited number
of channels and the law that private
broadcast station owners were not com-
mon carriers," the total number of
CATV channels is "limited only by de-
mandi—government policy." (The
commission, in its CATV rulemaking
proceeding, asked for comments on
whether CATV systems should make
channels available for specific purposes,
including channels for which no charge
would be made.)
• "Don't automatically treat cable as
a public utility." Some services are
treated as public utilities in order to
ensure the consumer maximum benefit.
But most "elements of a public utility,
such as large economies of scale or
wasteful duplication arising from com-
petition are not readily apparent in
cable.... Simple requirements on the
cable operator of nondiscriminatory
access, equal access to all households,
and the like might well achieve your
end objectives far better than extremely
detailed municipal or federal regulation
ever could."

His general message, Mr. Whitehead
told his audience, was: "Go slow and
don't lock yourselves in." He said the
"great heyday of cable" has not yet
arrived, and won't come in 1972 or
even 1973. "It will take time to de-
velop," he said. "Its potential and its
nature will evolve. It is easy to add
restrictions as the need arises; it is
almost impossible to remove privileges
once they are granted."

### Two-way cable TV tested

Manhattan Cable Television reported
last week it has been experimenting for
several months on a limited basis with a
two-way communications system to
a select group of subscribers.

Charles F. Dolan, president, said
questions are being sent from its studios
for your community—although they obviously would like it
if you care to give it away."

He indicated that before the two-way
system could be used for such business
purposes as stock quotations, shopping,
teaching lessons and banking, it must
be computerized and associated compa-

ties must be signed to participate in
the venture, a presumable long-term
project.

CATV services; to exempt smaller cable
systems from regulation when appro-
priate, and to regulate the broadcast of
sports events by cable systems.

The commission indicated last year
that it would prefer general guidelines
to the kind of detailed provisions set
forth in Senator John L. McClellan's
(D-Ark.) copyright bill, which was ap-
proved by the Senate Copyright Sub-
committee but progressed no farther in
the 91st Congress. In a letter to Sen-
ator Pastore, FCC Chairman Dean
Burch spoke for himself and five of
the other commissioners in criticizing
the copyright bill as too detailed and
too concerned with matters of com-
munications policy that are normally
left to the FCC (BROADCASTING, March

The Judiciary Committee failed to
act on the copyright bill last year. How-
ever, Senator McClellan reintroduced
it two weeks ago (BROADCASTING, Feb.
15).

### CATV seeks damages
of over $1 million

The FCC has ordered a hearing to in-
vestigate a complaint by a Warrens-
burg, Mo., CATV operator against the
United Telephone Co. of Missouri, the
former owner of a competing cable-TV
system in the Warrensburg area. The
complainant, Warrensburg Cable Inc., is
asking the commission to award it punitive and compensatory damages
from United Telephone totaling 11,-
600,000.

The action dates back to a complaint
by Warrensburg Cable, in October
1966, that United Telephone was in-
stalling transmission lines for United
Transmissions Inc., which it then owned.
Warrensburg said that the telephone
company had violated Section 214 of the
commission's rules in not notifying the
commission that it was installing the
facilities for United Transmissions. It
said that it was being discriminated
against by United Telephone. The com-
mision ruled in favor of Warrensburg
Cable and directed the telephone com-
pany to stop constructing the lines until it
received approval. Approval was later
granted by the Common Carrier Bu-
reau, but in the meantime United Tele-
phone sold its CATV system to Harri-
scope Broadcasting Corp.

But last year, after petitioning the
commission to halt the sale of United
Transmissions, Warrensburg filed a
complaint charging that the telephone
company had deliberately sold the
CATV facility in order to avoid the
consequences of an illegal act (the Sec-
tion 214 violation). Alleging that in
1966, United Telephone had denied its
request for line installation, Warrens-
burg Cable went on to say that the tele-
phone company's agreement to furnish lines to its subsidiary was a discrimina-
tory action, in violation of the Com- munications Act.

The commission ruled that the dis-
crimination charges "clearly call for
further inquiry in an evidentiary hear-
ing." It downgraded United Telephone's
statement that the commission has no
authority to assess punitive damages, and
its allegation that the sale to
Harriscope was legal since it complied
with a commission ruling barring
telephone companies from furnishing
CATV services in their operating areas
through affiliates' companies.

Chicago citizen group
draws up CATV ordinance

A model-city ordinance for cable tele-
vision which would not only make the
medium a common carrier for anyone
with something to say but also estab-
lish a city "commission" to regulate
local CATV has been composed by the
Better Broadcasting Council Inc. of
Chicago, a citizen group which earlier
had involved itself in local broadcast
license-renewal proceedings. Pay-TV
service channels also would be per-
mitted in the concept.

The council plans to present the or-
dinance to the Chicago City Council at
a later date and will present it also dur-
ing testimony March 1 at a CATV
hearing by the Illinois Commerce Com-
mission. The council, one of 16 appli-
cants for a cable franchise in Chicago,
has copyrighted the model ordinance
but is offering it to lawmakers without
permission and to others with written
permission. The Council was criticized
by a city-council subcommittee a fort-
night ago for incomplete testimony
(BROADCASTING, Feb. 1).

The model for Chicago calls for at
least six local cable franchises, each
with a three-year life. Each system
would be available on a low-cost com-
mon-carrier basis. If the backlog of
public bids for channel time exceeded
two weeks, the ordinance would re-
quire that cable operators expand chan-
nel capacity.

The franchise fee would be a quar-
terly 1.5% of gross, payable quarterly.
Open bidding would be required in
obtaining a franchise.

The plan envisions a Chicago cable-
television commission of seven mem-
bers, one chosen by the mayor and the
other six elected by the CATV sub-
scribers.

Term of office would be four years.
The commission would hold monthly
hearings on subscriber complaints and
represent the city before the FCC as
well as issue and review franchises.

$3-million merger ties
TVC and Cablevision

Television Communications Corp., New
York-based cable-TV owner and oper-
tor, has acquired through merger Cable-
vision Corp. of America, Boston, in a
transaction described as involving more
than $3 million. Under terms of the
agreement, TVC issued to CCA an un-
disclosed amount of common stock and
assumed CCA's existing liabilities.

Through the merger, TVC obtained a
CATV complex with a total of 175,000
potential subscribers, including operat-
ing systems in Malden, Mass., and
Nashua, N.H., and franchises for Salem,
Lowell, Peabody, Everett, Medford,
Somerville, Winthrop, Brockton, Ames-
bury and Foxboro, all Massachusetts.
Construction in these 10 franchised
areas is expected to begin late this year.

The Malden system, the only existing
CATV operation in greater Boston,
serves about 2,400 subscribers, while
the Nashua system has approximately
2,600 subscribers.

With the merger, according to Alfred
R. Stern, president of TVC, the firm's
total number of potential subscribers
rises to 500,000. The acquisition is
TVC's second venture into the top-100
markets, Mr. Stern added. The first is
in Akron, Ohio.

With 23 systems serving over 90,000
subscribers throughout the U.S., TVC
also owns WBNB-TV Charlotte Amalie,
Virgin Islands, WKG-TV Fort Wayne,
Ind., and recording facilities.

Bill would extend
tax break to CATV

Representative Hugh Carey (D-N.Y.)
has introduced legislation that would
give CATV operators the same tax
break broadcasters may receive when
they are forced to divest their holdings
under the FCC's ownership rules.

The bill (H.R. 1246) would amend
a section of the Internal Revenue Code
that authorizes the FCC to issue a tax
certificate to connection with any
broadcast sale that is "necessary or
appropriate" to a change in its policy.
The certificate permits a seller to avoid
taxes on his proceeds from the sale for
at least two years—permanently if he
reinvests the money in his remaining
broadcast properties.

Mr. Carey's bill, which was co-
sponsored by 13 other New York represen-
tatives, would substitute the words
"communications facilities" for the
words 'radio broadcasting stations,' in
the current law. The measure was re-
ferred to the Ways and Means Com-
mittee.
Court rejects new hearing on WHDH-TV

But question raised by Wadsworth vote still pend at FCC

WHDH Inc. has been rebuffed by the U.S. Court of Appeals in Washington in a bid for a rehearing of the case in which the court upheld the FCC action denying the license-renewal application for WHDH-TV Boston, and awarding the contested channel 5 to a competing applicant.

But WHDH still has two last hopes of staving off the commission's death sentence. One is the Supreme Court, and WHDH attorneys last week said the high court would be asked to review the case.

The other is the commission itself, which is considering a WHDH petition that it reopen the lengthy proceeding to determine whether its 3-to-1 decision was based on the "findings and conclusions of a majority of the quorum" that participated in it.

The appeals court last week gave no reason for denying the request for a rehearing other than that it felt "no modification is warranted either of the result or the views" in the opinion, except for "relatively minor statements."

In a separate action, the court denied a motion filed by the winner in the case, Boston Broadcasters Inc., aimed at permitting it to begin operating on channel 5 without delay. BBI had asked the court to overrule a commission order staying the effectiveness of the channel 5 decision until 30 days after final disposition of any judicial review.

The court said it was denying the motion in order to give WHDH time to seek Supreme Court review. But it said the stay will be revoked if WHDH does not file its appeal within 60 days. The deadline is aimed at assuring Supreme Court action on the appeal during the high court's present term.

The WHDH petition pending before the commission was based on a story in Broadcasting indicating that former Commissioner James J. Wadsworth, who voted with the majority, based his vote on factors other than those cited in the commission's order (Broadcasting, Dec. 28, 1970-Jan. 4). The commission decision, handed down on Jan. 23, 1969, and affirmed on May 20, 1969, in an order denying petitions for reconsideration, was based principally on the issue of diversification of ownership of mass media. Mr. Wadsworth was quoted as saying he was concerned solely with the ex partibus activities that had been attributed to a WHDH-TV official early in the case, which dates back to 1954.

WHDH said that if the statements attributed to Mr. Wadsworth are true, only two commissioners—less than a majority of a quorum—voted for the critical findings. BBI, however, in urging the commission to dismiss the petition, said the commission lacks the authority to "inquire into the motives of a commissioner in casting his vote," other than in cases where there is evidence of fraud or bias (Broadcasting, Jan. 18).

New way is sought to boost weekend sample

Officials of The Pulse Inc., audience-measurement firm, think they may have found a way to increase weekend sample sizes without a big increase in costs. Their solution: Ask respondents about "last Saturday's" and "last Sunday's" radio listening all week long.

Normally, Pulse's daily interviews solicit information on radio listening done the day before. Since Monday-Friday is a unit, the composite sample for that period consists of five days of interviews, results of which are averaged. Weekend data, however, is collected on only two days, Sunday (for Saturday listening) and Monday (for Sunday). Thus the sample size for each weekend day is about one-fifth the size of the Monday-Friday composite.

In a test in New Orleans, officials said last week, interviewers followed customary procedures for collecting weekend data but also asked for Saturday and Sunday listening data on the other days as well. Half of the interviews collected information for the weekday before, plus "last Saturday," and the other half collected for the weekday before plus "last Sunday."

The results, officials said, showed "close agreement" with those obtained in normal interviewing procedures in New Orleans during the same period, October-December 1970. In the experiment, the sample size for Saturday was 1,096 as against 439 in the normal system, and for Sunday was 1,034 as against 486 using standard procedures.

Reporting on the test in a technological bulletin made public last week, the firm said that "rather generally the leading stations remain leaders on both methods and the last-placed stations remain in the position in both methods. Levels also are maintained quite similarly in both methods."

Pulse said "the only large differences" for Saturday as a whole were in the teen-age column and that these were "undoubtedly" attributable to the teen-age sample's being twice as large in the experiment (156) as in the regular study (64).

Pulse said the results indicate "a practical solution may be possible to the problem of weekend sample sizes without unreasonable cost increases" and that additional experiments were being conducted.

Tainted franchises on Long Island?

Three CATV arrangements and renegotiated fees under scrutiny in Islip

The Suffolk county district attorney's office in New York is investigating alleged irregularities in Islip, L.I., where Teleprompter Corp. and two other companies have cable franchises.

A spokesman for the district attorney last week would say only that the investigation has not been completed and it remained to be decided whether a presentation to a grand jury would be made.

Teleprompter said that in the summer of 1969 it was granted what it regarded as an exclusive franchise for the Islip area. It promised to pay $100,000 spread over three years. When the township also granted franchises shortly thereafter to two other companies, Teleprompter renegotiated its contract to pay only one-third of the $100,000, a Teleprompter spokesman said. Teleprompter paid the $33,333.33 in the first year and feels its franchise fees for the three years have been satisfied, according to the spokesman.

Teleprompter has begun service in Islip. The other two systems, not yet in operation, are said to have favored-nation clauses in their contracts under which they are to pay the same fees as Teleprompter.

Inter-County of Suffolk is a subsidiary of Sterling Communications, whose

ABC adds nine affiliates

Sterling Manhattan Cable operates a CATV system in part of Manhattan. Teleprompter is also in Manhattan, but in another part.

The district attorney's office also is said to be investigating a $2,000 check paid to an Islip labor consultant by Teleprompter. According to Teleprompter, the labor consultant, John Mackie, has worked for Teleprompter at various company installations throughout the country. Teleprompter said his wife, who works for the Islip township, mailed out his bill to Teleprompter from her office, and Teleprompter addressed the check to Mr. Mackie at her place of business instead of his home.

Kahn denies bribery in Johnstown franchise

Irving B. Kahn, president-chairman of Teleprompter Corp., New York, and two other officers of Johnstown, Pa., pleaded innocent last week to charges of bribery and conspiracy in the granting of a CATV franchise to the city of Johnstown to Teleprompter in 1966 (Broadcasting, Feb. 1, et seq.).

Mr. Kahn and the others were freed on bail and given 30 days to enter motions. The case has been referred to Judge Constance Baker Motley of the U.S. Southern District Court of New York, but no trial date has been set. Bail was set at $10,000 each for Mr. Kahn and Kenneth O. Tompkins, mayor of Johnstown, and at $7,500 each for Robert McKeel, a Johnstown councilman, and J. Howard Deardorff, a former councilman.

The indictment charges that Teleprompter and Mr. Kahn paid a total of $15,000 in bribes to city officials of Johnstown, including the mayor, for an exclusive cable franchise in that city. After the indictment was handed down, Mr. Kahn said that he and his company has been subjected to "extortionate demands by corrupt local officials who threatened to destroy Teleprompter's investment in Johnstown."

ABC-owned FM gets new call and new quarters

Construction of new modern quarters for the ABC-owned FM station in Chicago is nearing completion as part of the company-wide program to give individual identity to FM, announced several months ago. The Chicago outlet with FCC approval has become WDAI-FM, changed from WLS-FM, it was announced last week by Harold L. Neal Jr., president, ABC Owned Radio Stations.

WDAI-FM will be housed with ABC radio network facilities on the fourth floor of 360 North Michigan Avenue. ABC-owned WLS (AM) Chicago is on the fifth floor there and until now also housed the FM.

Leonard A. Cohen, formerly executive vice president of WBON-FM Boston, replaces Craig Bowers as general manager of WDAI-FM. Mr. Bowers becomes national director of special projects, ABC-FM Spot Sales, Los Angeles. WDAI-FM is stereo with a progressive rock format.

Lake Charles TV is sold for $2 million

The FCC last Thursday (Feb. 18) approved the sale of KPLC-TV Lake Charles, La. The transaction involves the transfer of control of Calcasieu Television and Radio Inc. from Harry W. Chesley Jr., Ray Eder and others to Lake Charles Television Inc., a corporation formed specifically for the purpose of acquiring KPLC-TV. Consideration of the sale was $2,050,000.

Calcasieu is also the licensee of KPLC-AM-FM Lake Charles. A provision of the TV sale contract provides that KPLC-AM-FM be sold to a separate buyer or buyers, in order to insure diversification of ownership in the Lake Charles market. No announcement of the sale of the AM or FM has been made to date, but the present licensee plans to spin off the two stations before the final consummation of the KPLC-TV sale takes place.

Lake Charles Television Inc. is owned by G. Russell Chambers, who will manage the station with his son, Russell Carlyle Chambers. Neither father nor son has any other broadcast interests.

AP reports growth of broadcast department

The broadcast department of the Associated Press achieved a net gain of 64 TV-radio stations in 1970 to reach a total of 2,285 members, according to the annual report of AP general manager, Wes Gallagher.

The report, which was mailed to members last week in advance of the annual meeting in New York on April 19, pointed out that the AP Photocolor service was delivered to 116 stations and Newsbreak, a taped audio service, was sent to 57 member radio outlets.

Mr. Gallagher's report accented the AP's movement from mechanical to electronic delivery of the news report in 1970. He said that during the year the AP put into operation the first of six regional computer systems. The first serves seven Southeastern states from Atlanta, and five more centers will follow in 1971 until all states are served, he reported.

Other regional computer systems will originate from Chicago; Kansas City, Mo.; Columbus, Ohio; Boston, and Seattle.

"The new use of satellite circuits abroad, particularly from Latin America, allows South American bureaus to file directly on world news circuits for the first time," Mr. Gallagher said. "In the ever-growing area of sports, professional and amateur, the Associated Press has established a 1,050-word-a-minute sports circuit to handle the sports explosion."

Commencement challenge to the 'TV generation'

Leonard A. Swanson, vice president and general manager of WIBC-TV Pittsburgh, last week told the graduating class at Robert Morris College there that "the vast wasteland" is in the viewing audience, not the television industry.

Speaking to the graduating class, "the first full fledged television generation," Mr. Swanson challenged the students to use "the current communications revolution" to expand their knowledge.

He called television the "supreme miracle" that can bring all the world's peoples together.

Want to free your VTR's for more teleproduction?

See page 43.
Army enlists Ayer for ad blitz

Recruiting command plans four-month campaign, costing $10.6 million, in over 1,200 markets

The U.S. Army Recruiting Command (USAREC) is scheduled to pump $10.6 million into an unprecedented experimental four-month radio and TV advertising campaign created by N. W. Ayer & Son, Philadelphia. Designed in an effort to increase the number of volunteers for Army service, the Army will be using paid time for recruiting advertising on both television and radio in both network and spot. The mammoth campaign has been scheduled to run from March 1 through June and to saturate the country.

Not all stations, however, regard it as a windfall. There have been complaints from some that have carried free recruiting spots in the past and a rejection by at least one major station which refuses payment for such public services. The Army has contracted with Ayer to produce 30 new 20-second commercials for TV and 100 new radio spots in 30- and 60-second lengths.

Frank G. Kenesson, director of information services at Ayer, said the agency began lining up the broadcast time in early February in attempts to reach the Army's primary target audience of young men 17 to 20 years old as well as other persons who may influence their thinking.

The intensity of the TV campaign is emphasized by Ayer's plan to place an average of 13 recruiting spots per week in every TV market in the country via the major networks. Purchases at ABC, NBC and CBS are estimated at more than $3 million. Locally, high-level TV saturation in a number of markets is planned where local TV buys will double the national schedule. At CBS the Army has spent over $1 million for participations beginning Tuesday, March 9. The shows involved are Mannix, Mission: Impossible, Gunsmoke, Hee Haw, the Thursday and Friday Night Movies, plus multiple sports affairs. At ABC, USAREC expenditures are estimated at $750,000, including the Sunday and Monday Night Movies, Room 222, Love, American Style, the Movie of the Week, and sports. Participations purchased at NBC are tallied as comparable to the other networks, but the only show named so far is The Bold Ones.

The radio campaign roster includes the ABC Contemporary Network, Blair Radio Network, local contemporary music stations, local general stations, local ethnic stations, and clear-channel stations. The specific stations involved were not disclosed. Tentative schedules call for 144 radio spots per week in each of the top-100 markets, 36 spots per week in the second 100 markets, and 24 spots per week in approximately 1,000 other markets.

Eldon Wyant of USAREC's Advertising and Information Division at Fort Monroe, Hampton, Va., described the Army's new advertising tactic as an attempt to stimulate enlistments through the use of prime time. He commented that although the Army has previously received large amounts of free public service time, these messages were generally aired during nonprime time when few potential enlistees were listening or watching. According to Mr. Wyant, pre- and post-campaign studies will be conducted to ascertain the results of the Army's advertising barrage. Hopefully such studies might help reduce draft calls or promote an all-volunteer Army, but specific information concerning these studies was not available from either the Army or Ayer. However, Mr. Kenesson at Ayer felt that comparing pre- and post-enlistment data would be at least a partial if not significant indication of Army advertising effectiveness. In addition, Mr. Wyant pointed out that the result of these studies would be released to other branches of the armed forces, and that the Army's present time buying did not mean that it would be authorized to do so beyond the termination date of the advertising experiment.

But although the Army has had little difficulty making purchases from the networks, some stations have flatly rejected the proposal or even expressed resentment.

WGN-AM-TV Chicago turned down $30,000 worth of the Army recruiting business, according to a letter written last Monday to N. W. Ayer & Son's Philadelphia office by Ward L. Quaal, president, WGN Continental Broadcasting Co., group owner. He said the refusal applied also to the group's other outlets, KDAL-AM-TV Duluth and KZON-TV Denver.

Writing to John Coverly-Smith, Ayer broadcast supervisor, Mr. Quaal said the WGN stations have "always given

Go-ahead given for 1971 TVB sales clinics

Station members of the Television Bureau of Advertising have voted by a nine-to-one ratio for holding TVB sales clinics during 1971.

The bureau decided to poll members on the subject, recognizing that stations might want to economize this year because of the sluggish business picture (BROADCASTING, Feb. 8). Tom McGoldrick, director of retail sales for TVB, said that affirmative replies were given by 91% of member stations that had attended the three most recent TVB meetings and by 74% of stations that had not attended any recent sessions.

For 1971 TVB has dubbed the meetings "lean-selling" sales clinics which will focus on "ways to do more with less, including making more sales with current sales information," according to Mr. McGoldrick. The clinics will be held in 20 cities from April 13 through May 27.

Jim Frost (l), TVB director of local sales, and Mr. McGoldrick tally votes for bureau's sales clinics.
A Special Advertising Opportunity

Put your message in the hands of all attending the 1971 NAB Convention... plus more than 120,000 other Broadcasting readers*.

March 22:

March 29:

April 5:

April 12:

Each issue will have a circulation over 40,000... plus the added bonus distribution at the Convention. Check your Broadcasting salesman or your CPR (Convention Package Rates).

To reserve space, please get in touch with one of our advertising representatives.

Washington 20036
Maury Long,
1735 DeSales Street, N.W.
Phone 202-638-1022

New York 10022
Warren W. Middleton,
Eleanor Manning,
Gregory Masefield,
444 Madison Avenue
Phone 212-755-0610

Chicago 60601
Ruth San Filippo,
360 N. Michigan Avenue
Phone 312-236-4115

Hollywood, California 90028
Bill Merritt,
1680 N. Vine Street
Phone 213-463-3148

*Source October 1970
Readership Survey showing 3.2 readers per copy.
How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Jan. 24, 1971
(net time talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended Jan. 24</th>
<th>Cum 1-1-71</th>
<th>Week ended Jan. 24</th>
<th>Cum 1-1-71</th>
<th>Total minutes week ended Jan. 24</th>
<th>Total dollars week ended Jan. 24</th>
<th>1971 total minutes</th>
<th>1971 total dollars</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>$121.4</td>
<td>$337.5</td>
<td>$237.1</td>
<td>$612.6</td>
<td>$356.5</td>
<td>$175</td>
<td>$950.1</td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-8 p.m.</td>
<td>1,323.5</td>
<td>3,087.5</td>
<td>10,864.8</td>
<td>1,581.3</td>
<td>5,830.7</td>
<td>797</td>
<td>20,715.6</td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-8 p.m.</td>
<td>1,161.1</td>
<td>3,530.5</td>
<td>5,166.2</td>
<td>140.3</td>
<td>5,871.8</td>
<td>230</td>
<td>14,568.5</td>
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<td>Monday-Saturday</td>
<td>7 a.m.-7:30 p.m.</td>
<td>265.2</td>
<td>685.3</td>
<td>106.9</td>
<td>1,643.5</td>
<td>2,712.7</td>
<td>80</td>
<td>5,241.5</td>
</tr>
<tr>
<td>Sunday</td>
<td>8 a.m.-7:30 p.m.</td>
<td>37.5</td>
<td>563.9</td>
<td>1,876.3</td>
<td>211.6</td>
<td>846.6</td>
<td>16</td>
<td>2,760.4</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30-11 p.m.</td>
<td>5,249.4</td>
<td>17,777.5</td>
<td>5,818.7</td>
<td>18,540.2</td>
<td>24,301.7</td>
<td>420</td>
<td>60,619.4</td>
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<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign off</td>
<td>125.6</td>
<td>1,183.8</td>
<td>290.5</td>
<td>491.8</td>
<td>503.6</td>
<td>1,465.3</td>
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<td></td>
<td>$6,100.8</td>
<td>$27,394.7</td>
<td>$12,183.8</td>
<td>$38,920.3</td>
<td>$50,058.2</td>
<td>1,699</td>
<td>$107,996.4</td>
</tr>
</tbody>
</table>

Taking another view, Howard McDonald, partner and co-manager, KRN5-(AM) Burns, Ore., stated in a letter to USAREC dated Feb. 12: "You are no longer qualified for public service time on this station. Our public service time is reserved for groups and organizations that do not have access to advertising budgets. I personally resent any government body buying any form of advertising and I strongly disapprove of your action."

Meanwhile, other federal representatives called on advertising talents. It became known last week that the Department of Commerce has signed a $550,000 six-month contract with Marsteller Inc., New York, to compose an advertising campaign to sell American business on "export awareness." The test project, authorized by Congress in 1969, is being handled by the Bureau of International Commerce, with Ron Demer, a special assistant, in charge.

The campaign, which is not yet final, is expected to use business magazines, and to be similar to a $35,000, seven-time test that took place last summer in Minneapolis-St. Paul. There a package of media was bought that included regional editions of Time, U.S. News and World Report, Sports Illustrated, as well as local magazines and newspaper supplements. That campaign was by The Adworks Inc., New York. The national test is due to start in April.

Under the contract with Marsteller, the agency will be reimbursed on a sliding scale depending on how much is spent in media. This runs from $36,000 for expenditures below $300,000 to a maximum of $48,000 for outlays between $400,000 and $500,000. The other $50,000 will be spent for a modest public relations project that would include sales conferences, trade-press releases, direct mail, and speaking dates for Commerce officials, according to Mr. Demer.

The move comes just at the moment when the department is reducing its public-relations activities by $800,000. But, Mr. Demer stressed, there is no connection between his advertising campaign and the reduction, since the export project was in the planning stage well before the outbacks were ordered.

This is not the only advertising campaign in which the Department of Commerce is engaged. For years, the U.S. Travel Service, an independent office in the department, has advertised abroad, urging Europeans and others to "Visit the USA." In the last fiscal year, it operated on an advertising budget of $1,076,000, with most of that spent on media advertising in Europe, Japan, Canada and Mexico. This fiscal year, ending June 30, its advertising budget is smaller: $821,000, with media buys concentrated in Great Britain, West Germany, Canada and Mexico. In both years, the Mexican advertising was focused principally on TV. The agency is Ogilvy & Mather, New York.

Business briefly:

- Olympics. Brewing Co., Tomwater, Wash., through Botsford Ketchum Inc., San Francisco, has unveiled a series of six 60-second and two 30-second TV commercials highlighting "Northwest Events." Commercials will begin airing in the brewery's 11 western state distribution area. A year-long campaign with extra flights during the summer is planned.

- American Petroleum Institute, Washington, through Leo Burnett Co., Chi-
Tobacco men seek broadcast 'fairness'

They send films, tapes to stations they find airing antismoking spots

The Tobacco Institute, Washington, is monitoring radio and television stations throughout the country in search of antismoking messages. To stations carrying such information, the institute is sending audio tapes or television films accompanied by requests for time in the interest of fairness.

The films, in both 30-second and minute lengths, and the tapes, which are minutes, argue that cigarettes have not been conclusively proved to be a menace to health. The audience is invited to write for printed details of the cigarette industry's position.

So far the institute has sent tapes or films to about 200 stations, according to an institute spokesman. About 50 have reported using the messages. Another 50 have rejected them.

Last December the institute sent a letter to all broadcasters asking for fair exposition of its side of the smoking-and-health issue. The letter was dispatched after the FCC had ruled that the fairness doctrine would no longer apply to antismoking and prosmoking messages when the prohibition against cigarette advertising on the air became effective, as it did last Jan. 2.

A spokesman said that the Tobacco Institute's monitoring and follow-up were sequels to the December letter.

Meanwhile, a request by a group of Kentucky tobacco growers for an injunction against the carriage of antismoking messages on network television was taken under consideration by the U.S. Court of Appeals in Cincinnati.

Arguments on the appeal filed by the group last summer, seeking to overturn a lower court's decision in the case, were heard in Cincinnati on Feb. 11.

The group, claiming that no causal connection had been established between cigarette smoking and cancer, sought to have the three TV networks enjoined from broadcasting anything that suggests cigarettes will kill smokers.

The U.S. district court in Lexington, Ky., ruled against them, holding that cigarette manufacturers had conducted "massive" advertising campaigns that "never bothered to drop even a subtle hint" that cigarettes might be hazardous (Broadcasting, June 8, 1970).

The networks contended at the time that FCC and court rulings required them to carry the antismoking message. Though no longer required to, the networks are continuing to carry warnings.

Chicago, plans a broad consumer education advertising campaign this year starting in late Spring that will involve both the television and print media. TV emphasis will be chiefly network but some local spots will also be used. Total budget this year is about $4 million.

The Maxwell House division of General Foods Corp., White Plains, N.Y., through Ogilvy & Mather Inc., New York, has introduced "Max-Pax," a ground coffee packaged in a filter bag, in test markets, supported by spot TV, in New York, Dallas, Houston, Indianapolis and Syracuse, N.Y. The 30- and 60-second commercials are scheduled to run through July.

American Safety Razor Co., New York, through Leo Burnett Co., Chicago, has launched an extensive network TV and print advertising campaign to promote its new Personna 74 tungsten steel blade. Among the TV programs to be used: ABC's Wide World of Sports, CBS Evening News With Walter Cronkite and CBS Sunday News, CBS Friday Night Movie and selected baseball games. Budget was not disclosed.

Armour-Dial Inc., Chicago, through Foote, Cone & Belding there, plans major Dial product promotion at retail level that involves TV this Spring and ties-in with Dodge and the Dodge safety sheriff, Joe Higgins. Contestants will win Dodge station wagons full of Dial-brand gifts. Exposure on all three TV networks is planned.

No 4A verdict yet on AAF code proposal

The board of directors of the American Association of Advertising Agencies appeared last week to have taken a cautious approach to the plan proposed by the American Advertising Federation for a code of standards for advertising.

The AAF's code blueprint was on the agenda for an AAAA board meeting the weekend of Feb. 13-14 at Boca Raton, Fla. Officials were not available at New York headquarters late last week but, in response to inquiries, the office of President John Crichton released a statement saying that the board members supported self-regulation in principle but had reached no decision on the AAF plan except to ask for further meetings with "other interested parties."

Widespread support for the plan, at least in principle, had been indicated by representatives of a large number of organizations, including AAAA, during the AAF convention in Washington early this month (Broadcasting, Feb. 8). AAF's proposal envisions a voluntary code of self-regulation embracing advertisers, advertising agencies and advertising media.

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IN NEW ORLEANS

WSMB REACHES MORE ADULTS

Morning, Noon and Evening—ALL DAY LONG—WSMB reaches Metro Area ADULTS. WSMB is #1 in A.M. Drive TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. 10 A.M. to 3 P.M. WSMB is #1 with the 18 PLUS group. 3 P.M. to 7 P.M. WSMB is #2 with the 12 PLUS group.

NEW ORLEANS ARB METRO AREA—AVERAGE 1/4 HOUR DELIVERY OCT. NOV. NOV.

WSMB New Orleans, 5,000 watts, 1350 kc. Represented by METRO RADIO SALES.
Should you put the 'cart' before the reels?

When a new piece of equipment creates as much excitement in today's cost-conscious broadcast industry as our "cart" machine has done, you know it's got a big potential for both saving and making money. The big question is how much can it do to make your operation more efficient, and what new profit opportunities will it bring? We suggest you take this little quiz and see for yourself what the "cart" machine can do, compared to the tape system you're now using.

1. How long does it take an operator to load, optimize and cue a tape commercial on a "cart" machine?
   a. □ 3 sec.  b. □ 30 sec.  c. □ 3 min.
2. If you schedule 4 tape commercials during a break, how many "cart" machines would be needed to play them back?
   a. □ four  b. □ two  c. □ one
3. How many cartridges can be loaded into the TCR-100 at one time?
   a. □ 12  b. □ 22  c. □ 100
4. How many times can a cartridge message be replayed before it starts to deteriorate?
   a. □ 25  b. □ 50  c. □ 100  d. □ 200 or more
5. What about tape costs, compared to a reel-to-reel video tape recorder?
   a. □ about twice as much  b. □ about half as much  c. □ about the same
6. The "cart" machine can free up your reel VTR's for which of the following tasks?
   a. □ teleproduction  b. □ promos  c. □ previews
7. What can the "cart" machine do about rebates?
   a. □ virtually eliminate them  b. □ cut down on them drastically  c. □ nothing much

As you'll see when you've got all the right answers (upside-down, below), the "cart" machine is more than just a piece of hardware. It's a whole new system for saving time and money when you're airing commercials, promos, and ID's. And it opens up new avenues for making additional profits.

If you got more than five answers wrong, we'd say you need a "cart" machine right now.
If you got them all right, you probably just ordered one.
And if you haven't already ordered one, ask yourself why not.
GOP prepares campaign-control bills

Scott bill reportedly limits all media rates while Anderson bill provides free time

Legislation scheduled for introduction this week by Republicans in both houses of Congress would impose spending limitations on candidates for federal offices. One bill would require all media to sell time or space at the lowest unit rate. Another would in effect provide candidates with free broadcast time in half-hour blocks.

The measures are the long-awaited bill by Senate Minority Leader Hugh Scott (R-Pa.) and legislation authored by Representative John B. Anderson (R-Ill.). Senator Scott’s bill and Mr. Anderson’s legislation—in the form of four separate bills—are tentatively scheduled for introduction Thursday (Feb. 25).

The specific provisions of Senator Scott’s comprehensive campaign-spending bill were not revealed. However, Senate sources indicated the proposed legislation stresses full disclosure of campaign contributions and expenditures and would repeal Section 315 of the Communications Act (equal-time provision) for major-party presidential and vice-presidential candidates.

Reportedly, it also places certain limits on campaign spending, and requires all media to sell candidates time or space at the lowest unit rate—which is understood, in some media circles, to mean the lowest rate given a commercial advertiser, including those with long-term contracts. Apparently Senator Scott’s bill would not advocate free broadcast time for political candidates.

In addition, the Scott measure is said to provide tax benefits for campaign contributors and mailing privileges for candidates. Chief co-sponsor is Senator Charles McC. Mathias Jr. (R-Md.).

Mr. Anderson’s legislation is in the form of four separate bills (Broadcasting, Feb. 15). One limits campaign contributions and the amounts candidates may spend for TV and radio time, billboard and print advertising, postage and telephones. Another bill provides that candidates for federal office would be reimbursed by the Treasury for certain time purchases they make in the 33 days preceding the general election. Presidential candidates would in effect receive five half-hour blocks free; senatorial candidates would get three half-hour blocks, and candidates for the House would receive two half-hour blocks.

Two other bills, similar to provisions in Senator Scott’s measure, would provide tax credits for small contributors and reduce mailing rates for candidates.

Some of the proposals in both Senator Scott’s and Representative Anderson’s coming proposals are closely similar to suggestions made by CBS President Frank Stanton earlier this month (Broadcasting, Feb. 8).

A spokesman for Senator Scott said last week that, although the senator’s prospective bill incorporates some of the administration’s “thinking” (draft proposals were reviewed by the White House), the bill will not necessarily include all White House recommendations. From other sources, it was learned, the measure apparently is not to be considered administration-sponsored.

The legislation was promised as an alternative to last year’s vetoed political broadcasting bill (S. 3637). And Senator Scott’s offer to draft a new bill received the support of President Nixon (Broadcasting, Nov. 30, 1970).

The vetoed bill principally sponsored by Senator John O. Pastore (D-R.I.), would have limited candidates’ radio-TV spending to an amount equal to a multiple of seven cents per vote cast in the previous election, or $20,000, whichever was greater; repealed Section 315 as it relates to the Presidency and Vice-Presidency, and prohibited broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period.

In vetoing the bill the President said it would not achieve its supporters’ stated aims. With broadcast curtailed, money would only be diverted to other media, he argued (Broadcasting, Oct. 19, 1970). The attempt to override the veto in the Senate was unsuccessful; it failed by four votes.

The introduction of Senator Scott’s bill and Mr. Anderson’s legislation will fall on the eve of hearings to be held by Senator Pastore’s Communications Subcommittee on S. 382, a reform bill co-sponsored by Senator Pastore, Majority Leader Mike Mansfield (D-Mont.) and Senator Howard W. Cannon (D-Nev.). The hearings, scheduled for March 2-4, will also examine related proposals.

These will include a broad measure (S. 1) introduced last month by Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.), and almost certainly Senator Scott’s bill.

The roster of witnesses scheduled to appear before the Communications Subcommittee includes FCC Chairman Dean Burch, Senator Gravel, representatives of the Republican and Democratic National committees, the presidents of three networks and a representative of the National Association of Broadcasters. Also scheduled are Newton Minow, former FCC chairman and chairman of the Twentieth Century Fund’s Commission on Campaign Costs in the Electronic Era; spokesmen for Common Cause and the National Committee for an Effective Congress; Joseph Burns, president of the Communications Workers of America, and Washington political analyst-activist Philip M. Stern.

TV political ads a public concern

Most adults advocate some form of controls, according to FC&B study

Almost three-fourths of adult Americans favor some kind of restriction or control on political advertising on television, Foote, Cone & Belding, New York, reported last week.

The agency based its assertion on a national study conducted last November to determine the extent to which people felt political advertising on television was influential in the last election and their attitudes toward restricting or controlling political advertising on TV ("Closed Circuit," Feb. 15).

John E. O’Toole, president of FC&B, said the agency has not been involved in advertising for political candidates and has "some serious reservations about representing a candidate and his beliefs in 60- or 30-second time units."

The study, designed by FC&B and conducted for it by the Gallup Organ-
zation, found that 74% of the 1,609 respondents supported some kind of restrictions or control of political TV advertising, with 65% in favor of controlling the advertising itself (political restriction) and 9% saying that only the length of the campaign should be limited.

The overwhelming majority of adults, the study said, believe that political TV advertising was influential in affecting people's voting behavior in the last election. Seven out of 10 felt that TV advertising was at least "somewhat influential" and 32% indicated they thought it was "highly influential."

The study showed that the public's most frequently expressed concern was that "all candidates should have equal time and money" for television advertising. People living in the eastern part of the country, it was stated, voiced "somewhat greater concern about control over political advertising," while Westerners were "much more likely to feel that . . . the content of the advertising should be restricted."

The study was part of FC&B's Monthly Information Service, in which the agency gathers information each month (via personal interviews) on attitudes and behavior of the adult U.S. population.

The study on political advertising was distributed by FC&B in Washington to legislators, government agency officials and other political and opinion-making leaders.

**Rep appointments:**
- WEOK-AM-FM Poughkeepsie, N.Y.: Eckels & Queen, Boston.
- WNAB (AM) Bridgeport, Conn.: Ket- tell-Carter, Boston.

**Agency appointments:**
- Paramount Pictures Corp., New York and Los Angeles, has appointed Diner/ Hauser/Greenhal, New York, as its advertising agency. Agency's first broadcast campaign for Paramount started last week for company's motion picture, "Love Story," on local TV and radio in the New York area. Former agency was Lennen & Newell, New York.

**Two guns take aim at food ads**

Choate draws up 'code' for ads directed at children; Nader goes after Wonder Bread

Television broadcasters and advertisers had a new code of advertising principles proposed for them last week, applying to "edibles" and calling among other things for broadcasters and advertisers to underwrite a research and information center to study the impact of television on children.

The proposal, circulated among government agencies, Congress and advertising associations, are from nutritionist Robert B. Choate, chairman of a Washington organization, "Council on Children, Media and Merchandising." Mr. Choate achieved national attention last summer when he charged before a Senate subcommittee that breakfast-cereal advertisers were catering to children's tastes for sugar-coated food to the extent that it was to the detriment of their health (BROADCASTING, July 27, 1970).

At the same time, it became known last week that consumer crusader Ralph Nader had asked the Federal Trade Commission to issue a complaint against ITT-Continental Baking Co. and its advertising agency, Ted Bates & Co., New York, for what he called the false nutritional claims made for Wonder Bread on television and elsewhere.

Mr. Choate's proposed code was announced during his appearance last week in Washington before the Citizens Board of Inquiry on Hunger and Malnutrition, an organization established after the White House Conference on Nutrition and Health in 1969.

Mr. Choate noted that the average child spends between 1,000 hours and 2,000 hours a year in front of the TV set up to age 14; that the average child receives 10 advertisements per hour on television on what to eat, which, he said primarily advises them "to eat snacks, sweets and soda pop."

TV, he said, is the nutrition "mis-educator" of today's young.

Noting that the FTC has cracked down on nutritional claims by Coca-Cola's Hi C drink, Carnation's Instant Breakfast and, only two weeks ago, on Ocean Sprays' cranberry juice cocktail and Swift & Co.'s baby-food line (BROADCASTING, Feb. 18), Mr. Choate added: "But the FTC and the FDA [Food and Drug Administration] have yet to act on breakfast cereals."

Noting that the FCC has scheduled an inquiry into children's programing and advertising, Mr. Choate urged his audience to write to the FCC, and to others in government and in the advertising field. This is the rulemaking proceeding ordered by the FCC last month that is based on the petition by Action for Children's Television for restrictions on children's programs and the advertising that they carry (BROADCASTING, Jan. 25).

In what he called "a public appeal to the private food industry, advertising agencies and the broadcasters of the United States," Mr. Choate listed a 10-point platform to govern the advertising of foods and beverages that are aimed at children.

In essence, the proposed code calls on advertisers to make public the "true" ingredients and major nutrients in the product; that advertisements affirmatively state the nutrient contribution of the food and its role in a balanced diet; under guidelines to be prepared by FTC and the FDA; to permit claims of nutritional content only in instances where an individual, typical serving contains 10% or more of the recommended daily allowance established by the National Academy of Science/National Research Council.

The proposed advertising code would also forbid advertisements that claim superiority over competitive foods where the nutrient content of such food is standardized by the FDA; prohibit claims of sweetness or sugar content unless accompanied by a statement of caloric content and a warning as to its possible cavity-producing effects; forbid the awarding of prizes or rewards "that do not make a positive contribution to the child's improved physical condition."

And, focusing on time standards, the proposed code would prohibit more than four advertisements of a food product in any 60-minute period of children's programing; forbid the advertising of drugs, medicine or vitamin pills weekdays between 7 a.m. and 10 a.m. or between 2 p.m. and 9 a.m., and on weekends and holidays between 7 a.m. and 9 p.m.

The proposal also calls for the clear delineation and identification of advertisements and their separation from both characters and story in programs that have been designed primarily for children.

The research and information center that is recommended in the proposed rules would be financed by advertisers, agencies and broadcasters and would be under the direction of a board "representing children, consumers, ethnic groups, young parents, social scientists and the impoverished as well as industry and the advertising profession." It also would publicize reports of
Mr. Nader in a letter to FTC Chairman Miles Kirkpatrick dated Feb. 11, charged that Wonder Bread TV advertising claimed nutritional benefits. The letter was signed also by Ruth G. Desmond, president, Federation of Homeowners; Janie Boyd, Consumers Association, Washington; Dr. Michael Jacobson and Mrs. Alleen Cowan, both of Mr. Nader's Center for the Study of Representative Law.

Noting that FDA required virtually identical nutrients in all enriched white bread, Mr. Nader questioned the Wonder Bread slogan that speaks of helping "build strong bodies 12 ways." The public takes this to mean, he stated, that there are 12 nutrients in the product, whereas, he said, the FDA requires only five and that all there are in Wonder Bread.

Since much of Wonder Bread advertising is directed at children, Mr. Nader expressed strong resentment at the long-running commercial that shows a child growing over a span of 11 years by leaps and bounds in the space of a few seconds. Children, Mr. Nader said, are "the most gullible and impressionable segment of the population."

Not only should ITT-Continental be penalized for this type of advertising, he said, but so should its advertising agency, Ted Bates Co., New York.

He asked the FTC to require Wonder Bread to disclose in its future advertising that the FDA imposes a minimum of five nutrients in all enriched white bread and that many other nutrients, not contained in the product, must be supplied by other foods in a diet; prohibit the slogan "helps build strong bodies 12 ways" and also the commercial showing a child's rapid growth.

Following similar suggestions proposed by the FTC in several complaints and by consumer advocates, Mr. Nader suggested that Continental Baking be required to run corrective copy in its advertising disclosing that it had engaged in deceptive advertising or be barred from advertising the product for a period of time. He also advocated that the penalty for the advertising agency include the requirement that for two years it include in its promotional material a notation to the effect that some of its past advertising for clients had been found deceptive.

Meanwhile, the two firms that were accused two weeks ago of falsely advertising nutritional claims issued statements disclaiming the attacks.

Swift said it had no intention of misrepresenting its products and noted that it had voluntarily discontinued the challenged advertising in October 1969. It said that it does not feel the advertisements in question were deceptive.

Ocean Spray's Edwin F. Lewis, president of the company, labeled the charges part of the FTC's "highly novel" program of issuing complaints against well-known companies whose real honesty in product values is beyond substantial question. "And," he added, "we think it [the complaint] is ill-founded and we are certain that the legalism upon which it is based has no general relevance to the enjoyment and benefit our good customers enjoy from using this fine product."

Also in advertising:

Rosenthal bill gets yet another launching

Representative Rosenthal's bill has had a checkered history in the past two years. An identical measure was introduced last year, but died late in the 91st Congress when the Rules Committee deadlocked on whether to send it to the floor. It was introduced last month as H. R. 14, then reintroduced last week with a substantially larger number of co-sponsors: The latest count shows that 133 Democrats have put their names on the measure.

Meanwhile, identical bills have been introduced by Representatives Florence J. Dwyer (R-N.J.), who along with Mr. Rosenthal led the fight for passage of the bill in the 91st Congress; Dante Fascell (D-Fla.) and Chet Holifield (D-Calif.). Mrs. Dwyer is gathering Republican co-sponsors for the bill.

The bill was part of a package of consumer bills introduced last week by Mr. Rosenthal.

Available • The 1971 TRIPAC Cooperative Advertising Manufacturer-Retailer Guide Book is now available. The guide, now in its 12th year of publication, offers information on 727 manufacturers. It is cross-indexed by manufacturers, by trade or brand names and by merchandise categories. The book is published annually by Maurice K. Henry, who owns media interest, and is presently with George J. Cooper, New York newspaper consultants. Cost of the book is $20. Contact TRIPAC Inc., P.O. Box 627, Middlesboro, Ky.

Volunteer services • Calderhead, Jackson Inc., has been appointed volunteer agency for the New York Urban Coalition. An agency spokesman said plans are to continue heavy use of TV and radio as well as print advertising and retain some elements of the "Give a Damn" campaign theme made popular on TV and radio by the coalition's former agency, Young & Rubicam, also New York. Broadcast time for the campaigns is donated as is the majority of print space.

Church-owned FM sheds noncommercial status

WVR(FM) New York, owned by the Riverside church there, announced last week that it will end its 10-year status as a noncommercial station and will accept a limited amount of advertising beginning this summer.

The station was licensed by the FCC in January 1961 as a commercial outlet but chose not to accept advertising.

WNR, with an operating budget estimated at $200,000, has been entirely supported by special gifts, but a majority of these were made nonrenewable after 1970, a spokesman said. The move to accept commercials was made by the board of deacons and the board of
trustees of the church when efforts to raise operating funds from other sources failed.

The church said it planned to impose restrictions on the type and number of commercials allowed and hoped to reach a "middle ground" between a total commitment to commercial broadcasting and noncommercial broadcasting.

In preparation for the transition, WRR plans to improve its transmitting facilities to reach a larger audience. The station is on 106.7 mhz with 19 kw and antenna height of 460 feet.

Sheldon C. Singer, vice president of RTV International Inc., New York broadcast management consultant, has been chosen to handle the transition procedures.

A station spokesman said WRR intends to retain some of its broadcast time for church services and programming and will announce future programming plans later.

**TIO offers educational guide to commercial TV**

The Television Information Office has issued the spring 1971 "Teaches Guides to Television". Guides are designed to point out the educational values of many television programs. One of the 14 lesson plans offered to educators deals with the separate and distinct functions of television news, commentary and editorials. Each guide contains a related film list and bibliography.

Copies may be obtained at $2.25 each from Teachers Guides to Television, which produces the guides. Address is Box 564, Lenox Hill Station, New York 10021.

**ANA workshops to peer ahead into seventies**

Cable television, video cassettes, program syndication and how all these elements may affect the future of television advertising will be explored in a two-day workshop sponsored by the television committee of the Association of National Advertisers May 25-26 in New York.

Umbrella theme for the sessions is "The segmented Viewing Public of the Seventies—and How to Reach Them."

ANA said the program will include such topics as:

- "Syndication—what it is, how it works, how it compares with network programming and its commercial potential";
- "Cable TV—its markets and operations, local programming, use in test markets and commercial applications";
- "Video players—the potential market for program materials. The systems under development and estimates of their availability in the consumer marketplace and a demonstration of some of the hardware which is now operational";
- "The future—discussion of the social, economic and advertising effects of these developments, including the views of the FCC on future opportunities and problems."

ANA said speakers would include FCC Commissioner Robert Wells and Richard Pinkham, Ted Bates & Co.; Ken Fritz, Tele-Cassettes Enterprises; George Simko, Benton & Bowles; Joseph Ostrow, Young & Rubicam; Seymour Banks, Leno Burnett Co.; Herbert Maneloveg, SFM Media Services Corp., and Paul Klein, Computer TV Inc.

The workshop, at the Plaza hotel, will be open to advertisers and agencies and to representatives of broadcasting and related fields. Registration fees of $70 each for ANA members and $90 per person for nonmembers will cover meeting charges for both days, receptions, luncheons and a copy of the proceedings. Registration forms are available from William D. Kissler, vice president, ANA, 155 East 44th Street, New York 10017.

**RC starts co-op drive**

Royal Crown Cola Co., Columbus, Ga., and its bottlers have launched an estimated $13 million to $14 million co-op spot radio and television campaign for 1971, on behalf of RC's Cola and Diet Rite. Funds will be supplied on a co-op basis to local bottlers. Selections of spot market and placement of supporting newspaper advertising will be made by the bottlers and placed through local advertising agencies. The commercials and newspaper ads were created by Wells, Rich, Greene, New York.

**Norelco launches big broadcast campaign**

North American Philips Corp., through LaRoche, McCaffrey & McCall Inc., both New York, last week announced plans for an estimated $5-million advertising campaign for 1971 to promote its Norelco shavers.

The campaign, to start in early March, will include spot TV in 52 markets, 14 CBS-TV programs and a magazine schedule.

Commercials in 30-second and 25-second versions will be seen on the following CBS shows: Friday Night Movie; Gunsmoke; Hawaii Five-O; Thursday Night Movie; Hee Haw; Mission: Impossible; The Honeymooners; All in the Family; Medical Center: Mannix; CBS Evening News with Walter Cronkite; Merv Griffin Show; Family Affair and Sunday News with Roger Mudd.

About 60% of the $8 million will go into broadcast advertising.

**CBS Radio sponsors**

CBS Radio reports that it had made new sales to more than 20 advertisers since the beginning of the year. Among the network sponsors are the Carrier Corp.; the Florida Citrus Commission; Buick Motor Division of General Motors Corp.; Colgate-Palmolive Co.; R. T. French Co.; Chrysler Corp.; Melnor Industries Inc. (lawn mowers), and the Skil Corp. (tools).
Programers burn while Washington fiddles

Prime-time accord, regulation of content worry executives in charge of local shows

Television program executives are resentful of, but prepared to live with, the FCC's prime-time access rule. What they now fear is an extension of government intervention in program content.

These two concerns were uppermost in the minds—and on the lips—of station officials last week at the annual program conference of the National Association of Television Executives.

The programers exhibit an attitude of resignation toward prime-time access. They grant that the rule has placed stations in turmoil, but foresee quick action by network affiliates to fill the vacated time slots once the networks decide which three hours they will program nightly next fall, when the rule takes effect.

The executives are therefore turning much of their attention elsewhere, and wondering what Washington has on the front burner for them. They speculate that the next battles will take place over children's programing and public-affairs shows. And they try to guess whether whatever pressure is exerted will be in the area of time periods—as in the case of prime-time access—or content, or sponsorship, or all three.

In what seemed to be a playback of broadcasters' anxiety, Clay T. Whitehead, director of the Office of Telecommunications Policy, told the conference in a keynote address that government should not be "meddlesome" in content. He warned, however, that a truce can come only if broadcasters develop greater professionalism in meeting their responsibilities (see this page).

When the programers did talk about prime-time access, their discussion often turned to network tactics. Most agreed that the networks would probably have to program in the same three-hour time periods next fall, to prevent any one network from reaping the advantage of a head start in the evening.

Right now, however, stations do not know whether the starting time will be 7:30 or 8 p.m. CBS-TV has said it plans to program from 7:30 to 10:30 p.m., leaving the 10:30-11 p.m. slot for affiliates to fill locally. NBC-TV has said it favors programing 8-11 p.m. on all nights but Sunday, returning the 7:30-8 p.m. time period to affiliates. ABC-TV has indicated preference for the NBC route.

According to a sampling of general managers and program managers conducted over several weeks by Broadcasting, stations appeared to be in a holding pattern but were considering a wide range of options to fill open time (Broadcasting, Feb. 15). Station people at NATPE confirmed that these options included expanded news segments, first-run syndicated shows, rearranged feature-film periods and off-network presentations. Stations in the top markets—especially those in the eastern zone—seemed inclined to follow the path of expanded news.

The conference opened Wednesday morning with a panel discussion of what the future may hold for TV, programers in particular. In the panel session, entitled "A Matter of Survival," Jack Harris, KPRC-TV Houston, predicted that TV as a mass medium would undergo change but, at the same time, "it will survive, much in its present form, but hopefully with improved substance."

Mr. Harris saw "the importation of unlimited distant signals" by cable TV as perhaps the most immediate threat to the "over-the-air system of free broadcasting." He said broadcasters do not propose to dictate how many program services CATV operators can offer.

Program regulation as Whitehead sees it

Clay T. Whitehead, director of the Office of Telecommunications Policy, fluctuated between laissez-faire and bombs-away last week in talking about regulation of television programing during his keynote address to the annual program conference of the National Association of Television Program Executives in Houston (see above).

Mr. Whitehead, whose office plays the primary role in setting the administration's telecommunications policy, said OTP would like to work with television programers, but not in a "meddlesome way." Commenting that government ought to diminish its involvement in programing, he suggested that OTP may invite programers "as a professional group" and broadcasters as "businessmen" to submit their views on this subject.

However, Mr. Whitehead made clear his view that increasing government intervention in programing is inevitable unless broadcasters become what he termed "more professional" in their calling. By that he meant that broadcasters must recognize their obligations to society, he said. And should the current broadcast system "prevail" in the face of challenges from other services such as CATV, Mr. Whitehead said, the social significance of TV would become even greater, particularly the question of broadcasting's ability to serve diversified interests.

In an earlier meeting with newsmen, Mr. Whitehead said that the issue of community access to the media is crucial to that diversity and social responsibility he seeks. The issue will increase in importance, he said, as it has become obvious that lack of access to the media by minority groups is a primary source of "frustration."

But in his speech, Mr. Whitehead spoke favorably of the job television programers are now doing—given the limitations of the present system. Although he found evidence of a "paperback mentality" in television, he said programers are doing a good job and need not feel they have "prostituted" themselves.
provide “so long as they create, produce or acquire them in the open market.” He warned also of “the most vocal of the splinter groups” who, he said, are being told they own the airwaves “and should make the program decisions.”

But Mr. Harris added that if TV is to survive and “fulfill its great promise,” broadcasters must be satisfied with less profit to achieve greater community service.

Also on the panel was Edwin Diamond, “multimedia” critic with Post-Newsweek Stations, who said that TV does not air criticism of itself nor make self-evaluation. That it adheres to “rear-view mirrorism” by not being aware of what is ahead of it, or alongside, but only of the “landscape passed.”

And Paul Klein, president, Computar Television Inc., explained his computer-run, wired-TV programming service concept and asserted that commercial TV eventually will lose viability “and you will die” because of limited spectrum, a fixed audience and a program content that has “become vulnerable.”

Don Menchil, vice president, Telcom Associates, said the prime-time access rule “buys time for you to phase in local programing with a chance for broadcasters to become showmen and try out new concepts. (Those who are reluctant and hesitate, he said, “will pass into history.”) Another panelist, Sonya Hanklin, host of National Educational Television’s Meet the Artist, warned of “plastic talk and plastic personalities on commercial TV and suggested commercial broadcasters develop shows which deal with real, personal problems of viewers.

A panel session Wednesday afternoon on advertisers’ views drew polarized comments from ad-agency executives on the desirability of advertiser-syndicated shows in which a trade-out or barter approach is used.

Donald C. Foote Jr., vice president, department of media relations and planning, Young & Rubicam, cited the advantages of such shows, which in addition to giving stations programing and spots for sale locally, provide the advertiser-syndicator with programing regarded as compatible with the product shown in his commercial. (Y&R normally retains two positions and permits stations to sell remaining time.) Mr. Foote also noted that there were obvious “cost advantages” for the advertiser and agency.

Michael D. Moore, vice president, program and media services, Benton & Bowles, questioned the “promise” held out by advertiser-syndicated series that are offered to stations. He suggested that programing developed in this way was “inferior”—that it is produced with a desire (and need) to keep production costs low, thus diluting the effectiveness of program climate for the advertiser’s commercials.

Mr. Moore said that it was doubtful that time periods occupied by advertisers’ barter programing could be really “valuable” to stations “because at best they are only half-sold properties.” He also raised a question as to tie-in sales where used as leverage by an advertiser. In the view of the station, the national advertiser uses his strength as a spot buyer to push clearance of his program.

Another panelist, L. A. Douglass, program manager-advertising, U.S. Steel Corp., outlined the corporation’s programing, in which the advertiser works directly with stations—currently, in 12 major metropolitan markets. In this approach, Mr. Douglass said, U.S. Steel takes the position that it is part of the community and wants to join with the station in attacking local problems. He said the advertiser’s target is probably “responsible” and industry leaders and government officials; the company considers any of the general public delivered as “bonus audience.”

**Does FCC censor by raised eyebrow?**

**Law-review article hits content regulation via nonadjudicable ‘coercion’**

The FCC’s use of “tools of coercion” in dealing with allegedly offensive programing is criticized in the current issue of the Harvard Law Review as raising “serious constitutional questions.”

The anonymous author of a “Note” entitled “Morality and the Broadcast Media: A Constitutional Analysis of FCC Regulatory Standards,” points out that the commission can influence programing without imposing prior restraint that could be tested in court, and has done so.

The article says that “the effective prohibition of morally offensive programing on radio and television should be removed from the commission’s broad power to judge whether the performance of a licensee is in the public interest.” The author, however, would not object to regulations designed to give members of the audience more control over what they choose to see or hear: for instance, a requirement that programing in which the moral questions of taste be broadcast at a late hour.

With its responsibility for protecting the public interest as its justification, the article states, the commission has dispatched complaints it has received about programing to the station involved, has issued revocation orders and made its views known at license-renewal time. Given a station’s interest in holding on to a license, the article notes, the commission has “an effective lever over the [station’s] policies and operation.”

The commission, in dealing with programing matters, invariably states that it is not violating the constitutional and statutory prohibitions because it is not imposing prior restraint. However, the article observes that the commission has “an example of the commission’s tendency to employ the rhetoric of freedom of expression while retaining a firm hand on programing that strays too far from an implicit moral consensus.”

The article makes it clear the author is concerned with the constitutional issues raised in connection with “morally offensive” programing only. It says that kind of programing is deterred by “a process operating outside the scope of constitutional adjudication.” One example cited was the one-year license renewal given KRB(FM) Seattle for failure to comply with its own standards in airing a program containing profanity (Broadcasting, Feb. 23, 1970).

“In view of the importance of free adult expression and the availability of means to give adults some control over perception of morally offensive material,” it argues, “the FCC should not be permitted to coerce suppression of programing which meets prevailing constitutional standards.”

The author does not object to the kind of programing the commission has employed to promote diversity of expression and access to the media. The article says such regulation “may be justified to reach and serve many sub-audiences and to avoid dominance of the airwaves by a limited range of socially, moral and political expression.”

The article says that the commission should only take the kind of action against “morally offensive” programing that can be tested in the courts. It notes that such a sanction provides “less flexibility” than those the commission has used. But a court decision, it adds, “will give stations some indication of what they may safely broadcast” and hopefully, “open the media to a full range of privileged expression.”

The commission last year attempted that course. It imposed a $100 fine on WUHY-FM Philadelphia, for violating the statute prohibiting the broadcast of obscenity and indecency, and for failure to operate in the public interest, and urged the station to challenge the action in court (Broadcasting, April 6, 1970). However, the station chose instead to pay the small fine.

Broadcasting, Feb. 22, 1971
Group seeks record of children’s shows

Four organizations say films, tapes are needed to analyze children’s TV

In a move to augment the FCC’s invitation for comments on the possible establishment of specific policies for children’s programming, four public-interest groups last week petitioned the commission to ask TV stations to open up their programming records. The organizations called on the commission to require television broadcasters and advertisers to make available to the commission and the public, the actual content of children’s programs and commercials aired over a broadcast week.

Charging that the commission’s invitation to broadcast licensees (BROADCASTING, Jan. 25) “will not produce sufficient information upon which an object analysis of [children’s] programming can be based,” the four groups—Action for Children’s Television; the National Citizens’ Committee for Broadcast; Council on Children, Media and Merchandising, and the Office of Communication of the United Church of Christ—urged the commission to ask broadcasters to make available:

- At least one film or video-tape copy of all network programing and advertising on the seven days in the composite week;
- Film or video tape at the earliest possible date and in no case later than 30 days prior to the May 30 filing deadline for comments;
- Film or video tape of all children’s product commercials approved during 1969 and 1970 as meeting the television code and guideline standards;
- Stations’ program logs for the composite week along with their summary data.

ACT was the group which made the original proposal to the commission, calling for increased variety in children’s programming and, at the same time, a ban on all sponsorship of it (BROADCASTING, Feb. 9, 1970).

The groups last week offered to make available a representative to work with the commission’s staff or with “anyone designated by broadcast licensees to facilitate an equitable working arrangement.”

The four organizations said that the comments to be submitted by broadcasters is the court would not be sufficient for a number of reasons. They charged that researchers would have to rely on the individual network and licensees’ analysis of their children’s programming and advertising, which is “likely to reflect their own subjective and possibly self-serving judgements.” They cited in particular the “worst” type of programs in which old cartoons are shown and a live host, “not usually qualified to produce programming of sufficient educational value,” entertains a small studio audience.

They further alleged that programs of the Romper Room type sometimes are syndicated and offer formats of alleged but little real educational value.” The exploitive aspects of these programs would not readily be disclosed by broadcasters, the groups said.

The groups pointed out the lack of definition in children’s programming of what is an “educational” program and what is “entertainment.” They suggested that reasonably informative programs should be classified by licensees as “educational,” while sports programs and other noninformative types should be called “entertainment.” Also lacking, they said, is an adequate definition of what programs are primarily designed for children of a particular age group and of programs “of substantial interest to children.” Licensees, in their reports, they said, could easily exclude afternoon horror films and other such programs with a large audience of children, and substitute in their place early evening programs of more consequence but much less popularity to the younger set.

The organization also felt that licensees will tend not to disclose the “seasonality of programing and commercial saturation tactics.”

And “because response to the inquiry is voluntary,” the groups said, “there may be a greater number of responses from stations with more favorable information to report,” and among those reporting, less information might be supplied for questions which might reveal deficiencies.

Alleged censorship considered by WGA

Members of the Writers Guild of America West council meet today (Feb. 22) to consider what additional steps, if any, the guild will take against the alleged censorship of a member’s script written for The Young Lawyers. The union charges the script was changed in response to a memo from Henry Colman, vice president of current programing at Paramount, which produces the series, and liaison between the studio and ABC, which carries the series. Mr. Colman was said by the guild to have later denied the charges, saying that union representatives of the incident were “distorted.”

The script called for two program leads together in a bar, unwinding after a day’s work. Scriptwriter John Block said the change stems from fear of having a white hero and black heroine shown together in a bar. Paramount said that if the male lead was to be in a bar at all, it should be with a date rather than a co-worker. Accordingly, the change was made.

Although guild members met with representatives of the studio over the incident, which occurred shortly after the series began last September, no agreement over the dispute was reached. WGA insists the case is not closed. Paramount representatives could not be reached for additional comment.

FCC turns down format protest

It says a showing of loss justifies program change despite listener objection

The FCC last week issued evidence that it will not force a broadcaster to maintain a music format that continuously puts his station in the red, even if a change in format spurs complaints from the community.

The commission denied complaints from 34 listeners of WTSF (FM) Wauwatosa, Wis., a station serving Milwaukee, protesting a proposed change in format from progressive rock to easy listening. The format change was dependent upon the commission’s authorization of the sale of the station from WCAB Inc. to Margaret S. Sudbrink for $170,000 on Feb. 10. No evidentiary hearing was warranted, the commission said, adding that Mrs. Sudbrink’s ascertainment of community needs satisfied the commission’s requirements.

In view of the station’s financial history and the sustained operating losses incurred with the rock format, the commission said, it could not expect the continuation of this format “on into bankruptcy.” The commission said the station is now losing $3,000 per month and is down from full-time operation to a 14-hour broadcast day. The commission also noted the April-May survey of the American Research Bureau which, it said, showed that both WTSF and WZMF (FM) Menomonee Falls, Wis., a station described by the commission as operating in “a bedroom community of Milwaukee” and the only other progressive rock station serving that city, had average audience shares of 8% each, a figure reflected in WZMF’s balance sheet as well, the commission added.

Of 19 stations either licensed to or serving Milwaukee, the commission said two are contemporary rock; two
are progressive or hard rock; three are black oriented; one is a religious-music station; one broadcasts classical music; two have adult contemporary formats; two have a variety-type or diversified format, and three program standard music pops.

The vote on the decision to deny the complainants' protests, waive hearing requirements and grant the sale of WTRM was 5-to-1, with Commissioner Robert T. Bartley concurring and Commissioner Nicholas Johnson dissenting.

Earlier this month a similar citizen challenge over a format change erupted when classical-music lovers protested the sale of WONO (FM) Syracuse, N.Y., because of rumors that the new licensee would eliminate all classical music (Broadcasting, Feb. 8). And before the Syracuse group was aroused, a long-hair group in Atlanta went to court in a successful effort to block the sale of the city's only classical music stations, WQKA-AM-FM, to a buyer that proposed abandoning that format (Broadcasting, Nov. 2, 1970). The distinction made between the Atlanta case and WTRM's situation, other than the difference between long-hair music lovers and long-haired rock-music lovers, is vast, the commission argued.

Unlike the Atlanta case where the WQKA stations programed classical music for ten years and where there was a substantial question as to whether the stations were operating at a loss, WTRM has been programing progressive rock for less than two years and has sustained substantial operating losses in both years. Moreover, the commission said, the small number of protests here — compared to 2,000 complaints protesting WQKA's format change — and the fact that there is another station in the Milwaukee market serving up full-time progressive rock, clearly distinguish these cases.

Chicago TV's lead list of NATPE winners

Nine TV stations have won awards in the fourth annual "program excellence" competition held by the National Association of Television Program Executives. Award winners were announced and excerpts of the programs shown Thursday (Feb. 18) during NATPE's eighth annual conference in Houston (see page 48). The awards were presented for locally produced shows (syndicated programs are not permitted in the competition).

Three Chicago stations were winners: WFLD-TV for a weekly series, Cartoon Town with Bill Jackson, in the children's programing category; WMAQ-TV for Royko at Best, one-hour special that dramatized the writings of Chicago Daily News columnist Mike Royko on contemporary America, in the category of performing arts, and WLS-TV Chicago for its Eye Witness News promotion in the promotional announcements category.

WQXI-TV Atlanta was winner in the variety-show category for its special Dimensions in Black, fashion-show production using only blacks (including producing staff, models, designer, program staff). WAVE-TV Louisville, Ky., for D. W. Griffith: An American Genius, a one-hour special on the motion picture director, was the winner in the instructional (educational) category. KABC-TV Los Angeles won the public affairs category for stations in top-50 markets for A Children's Garden of Pollution, a one-hour special, dramatic documentary; WOW-TV was winner in that category for stations below the 50 markets for Home of Champions, a one-hour special on professional and amateur sports in Omaha.

WSB-TV Atlanta won the award in the interview category for Richard Russell: Georgia Giant, three one-hour programs on consecutive nights in which the late senator reviewed his career. The award in the public-service announcements category went to KOMO-TV Seattle for a promotional series, Seattle Opera Association.

'School: Who Needs It' is due next September

The Lutheran Church in America is now producing School: Who Needs It!, a new Davey and Goliath television special, scheduled for early September release.

The fifth in the series of half-hour Davey and Goliath specials, it is designed for seasonal use, at back-to-school time. The four earlier programs were for showing at Halloween, Christmas, New Year's and Easter.

Also in production are 13 15-minute episodes of the Davey and Goliath series, to be released at the same time as the new special. When these are completed, the series will offer a film library of 65 episodes and five specials.
Network collects 10 of 102 honors handed out by Ohio State and the Freedoms Foundation

Two sets of awards issued annually at this time of year were announced last week by the Freedoms Foundation, Valley Forge, Pa., and the Institute for Education by Radio-Television, Ohio State University. The Ohio State awards went to 52 winners selected from a field of nearly 600 entries. The Freedoms Foundation awards honored over 50 individuals and organizations in its radio, television and motion-picture categories.

NBC figured prominently in both batches of awards, receiving six awards in the television category of the Ohio State awards and four in the TV category of the Freedoms Foundation, including the foundation's principal television honor.

The following received Ohio State awards in the radio, formal instruction, category:
- Alberta School Broadcasts, Department of Education, Edmonton, Alberta, Canada; Canadian Broadcasting Corp., Toronto (two awards); noncommercial WBAI-AM-FM Madison, Wis.; WTAQ-AM-FM Pittsburgh; noncommercial WAMU-FM Washington.

In the radio, informal instruction, category:

In the television, formal instruction, category:
- Noncommercial WKNO-TV Memphis; Ontario Educational Communications Authority, Toronto (two awards); Hampton Roads Educational Television Association Inc., Norfolk, Va.; Indiana University Radio and Television Service, Bloomington, Ind.; Metromedia Television, Los Angeles; WKCY-TV Cleveland; British Columbia Department of Education and Canadian Broadcasting Corp., Vancouver, B.C., and National Instructional Television, Bloomington, Ind.

In the television, informal instruction, category:
- WMAQ-TV Chicago; NBC and NBC News, New York (six awards); Maryland Center for Public Broadcasting, Owings Mills, Md. (two awards); Radio-TV Bureau, University of Arizona, Tucson, Ariz.; WNBC-TV New York; Metromedia Producers Corp., Hollywood; noncommercial KKMV-TV Denver; CFPL-TV London, Ont., Canada; WKYC-TV Cleveland; noncommercial KDIN-TV Des Moines, Iowa; WMAL-TV Washington; KNXT(TV) Los Angeles; CBS-TV and CBS News, New York (two awards).

The Freedoms Foundation presented its principal radio award, an encased George Washington Honor Medal, to WDAS-AM-FM Philadelphia for its radio programing Help a Junkie—Bust a Pusher. The foundation gave its principal television award to NBC (a Distinguished Service Award) and AT&T (an encased George Washington Honor Medal) for the program It Couldn't Be Done. The organization gave a special award to Paul Harvey, news analyst and commentator. He was given $500 and an encased George Washington Honor Medal for his commencement address at Brigham Young University, Provo, Utah, on May 29, 1970.

The following received George Washington Honor Medal Awards from the Freedoms Foundation for radio programs:

The following were given Honor Certificate Awards for radio programs:
- Warner package in 34 markets

Warner Bros. Television, Burbank, Calif., has reported initial sales of volume 16 of its feature films in 34 markets. Of the 34 sales, 30 are said by Alvin Unger, vice president and domestic sales manager, to be in the top-100 markets. Stations in New York, Los Angeles, Boston, Cleveland and Washington are among those that have purchased the group of 30 off-network pictures. Included in volume 16 are "55 Days at Peking," "Can-Can" and "Goodbye Charlie."

Cronkite, NET producer win George Polk awards

CBS News correspondent Walter Cronkite and TV producer Alan Levin were among the winners of George Polk Memorial Awards announced last week by the Brooklyn center of Long Island University "for outstanding achievements in journalism during 1970." The awards will be presented at a luncheon in New York on March 24.

In the freedom-of-the-press category, Mr. Cronkite and the CBS Evening News with Walter Cronkite were designated winners for resisting an attempt by the White House to discredit CBS News's televised disclosure of an atrocity at Bau Me, South Vietnam, and for the broadcast about this threat to the freedom of the press.

Mr. Levin was selected as the winner in the television reporting category for _Who Invited Us?_, a National Educational Television documentary that examined American economic, political...
and military involvement in underdeveloped countries, particularly those of Latin America.

Awards also were made in 10 other categories in other media. This is the 23rd year of the awards, named for a CBS correspondent killed in Greece in 1948.

‘Anti-Semitic’ material unanswered on KAYE(AM)?

B’nai B’rith, national Jewish fraternal organization, has asked the FCC to deny KAYE(AM) Puyallup, Wash., renewal of its license because of the station’s alleged failure to comply with the commission’s personal-attack rules.

Both B’nai B’rith and KAYE last week filed their proposed conclusions in the hearing set by the commission last July (BROADCASTING, July 27, 1970) to determine whether KAYE’s license should be renewed. The object of citizens’ complaints, KAYE had its license set on the block because of questions concerning its compliance with the personal-attack rules and fairness doctrine.

B’nai B’rith argued that on July 31 and Dec. 28 and 29, 1969, and re-broadcasted thereafter, KAYE aired programs containing “blatant anti-Semitic propaganda” alleging an international Jewish conspiracy to enslave Christians. B’nai B’rith contends that KAYE failed to give the required notification after these and other personal attacks on the Anti-Defamation League and its local supporters. It also argued that the station failed to provide tapes of the programs in question “until pressed” and that the station did not offer an opportunity to respond to the attacks.

KAYE, in its proposed findings, detailed in length its practices in attempting to fulfill the commission’s ascertainment-of-needs and fairness-doctrine requirements, adding that it did not fail to give any individual or group who was personally attacked over its facilities, notification, tape recordings or an opportunity to respond as required. KAYE further argued that there has been no evidence supporting any finding or conclusion that it has not been candid and truthful in its communications with the commission.

NCAA tourney will again be broadcast by NBC-TV

NBC-TV will cover four rounds of the National Collegiate Athletic Association-sponsored championship basketball tournament for the third year. Coverage will begin Saturday, March 13 (2-6 p.m. NYT), with an opening-round doubleheader. The regional finals doubleheader is set for Saturday, March 20 (2-6 p.m. NYT), followed by the semifinals Thursday, March 25 (7:30 p.m. NYT-conclusion), and the title game Saturday, March 27 (2-6 p.m. NYT). Semi-final and final games will originate in the Houston Astrodome.

Sponsorship has been sold out to the following: Buick Motor Division, General Motors Corp. (through McCann-Erickson); Goodyear Tire & Rubber Co. and International Harvester Co. (Young & Rubicam); Texaco Inc. (Benton & Bowles); United Air Lines and Philip Morris (Leo Burnett); Pizza Hut Inc. (Noble-Dury & Associates): Equitable Life Assurance Society of the U.S. (Foote, Cone & Belding).

Also, Pabst Brewing Co. (Kenyon & Eckhardt); Sears, Roebuck and Co. (FC&B and J. Walter Thompson); Midas Inc. (Wells, Rich, Greene); Wembley Inc., necktie manufacturer (Peter Mayer Advertising); Gale products division of Outboard Marine Corp. (D’Arcy, MacManus, Intermarco); and Monroe Equipment Co. (Aitkin-Kynett).

Trucking into broadcast buys

Eaton Yale & Towne Inc., diversified producer of truck and off-highway components, Ireland, through J. Walter Thompson Co., New York, will make its first venture into network TV as the full sponsor of an NBC-TV special, This Child is Rated X: An NBC News White Paper on Juvenile Justice, Sunday, May 2, 10-11 p.m. NYT. The special, narrated by NBC News correspondent Edwin Newman, will examine juvenile justice and children’s rights in America. Martin Carr, producer of the NBC white paper, Migrant, presented last year, wrote, produced and directed the program.

WBZ(AM) airs four-week probe of drug problem

WBZ(AM) Boston is programming Drugs: The Flesh Is Weak, the Spirit Is Willing, a four-week examination of the drug problem, scheduled to begin at noon today (Feb. 22). The project is expected to take 93 hours of air time and run through March 22. It will explore the underlying reasons for drug use and attempt to communicate new techniques for improving the situation. The program aims to bring the station, its listeners and legal experts together in drafting a new drug law.

Produced in cooperation with the Massachusetts Teachers Association and the Associated Industries of Massachusetts, the project will have television coverage through WBZ-TV, which will present several aspects of the month’s shows. The MTA plans a week of study in the schools, a week of special hour-long broadcasts at 11 a.m. March 1-5, and a week of follow-up education and discussion. AIM will join WBZ in distributing posters, drug-abuse kits and a directory of groups in the state which offer drug assistance and information.

Inflation first film in U.S. Chamber series

A new U.S. Chamber of Commerce film on inflation is being offered at stations.

The 20-minute film had its premiere this month as part of a 30-minute program on KELO-TV Sioux Falls, S.D., and its sister stations in Florence and KELO-TV Reliance, both South Dakota.

In the film, Arch N. Booth, executive vice president of the U.S. Chamber of Commerce, offers suggestions on the problem of inflation.

After the film was aired four local businessmen discussed inflation in the Sioux Falls area. The program also had local sponsorship and was promoted in advance on the air and in a local newspaper.

The film is available through local chambers of commerce, who acquire it at a rental fee from the U.S. Chamber of Commerce in Washington.

The U.S. Chamber of Commerce is also planning other film productions and public affairs programs on such subjects as welfare and health care, with the hope of securing the same kind of local participation.

S.C. broadcasters hear rallying cry

Walter A. Schwartz, president, ABC Radio Network, last week called for broadcasters to unify against the forces “pressing for throttling regulations that threaten to choke the industry between political pressures and economic sanctions.” He was speaking at a meeting of the South Carolina Association of Broadcasters in Columbia.

Mr. Schwartz predicted that quality programming and news coverage would suffer if such forces are allowed to prevail, and in that event the public would be the loser. In calling for professional solidarity Mr. Schwartz said: “It is now time we once more the program and in an effort to bring the station, its listeners and legal experts together in drafting a new drug law.

At the same meeting Irwin Lewis, director of elections coverage, NBC News, pointed out the increasing complexity of news and news reporting and the need for greater expertise. As evidence of his observation Mr. Lewis cited NBC’s use of four computers and 25 computer programers, a news team in every state, public opinion surveys, plus seven thousand reporters during the last national election.
Program notes:

Lunar ratings ■ In the A. C. Nielsen Co.
70-market Multi-Network Area (MNA) ratings for the moon walk on Feb. 5, shown on television from 9 a.m. to 2:30 p.m. EST, NBC-TV had a 13.6 rating and a 46 share of the three-network audience. CBS-TV had a 10.5 rating and 35 share, and ABC-TV, 5.7 rating and 19 share. For the lunar launch and docking the next day, from 1:30 to 3:45 p.m. EST, CBS led with a 12.6 rating and 38 share, followed by NBC with 11.9 and 35, and ABC with 8.9 and 27.

Syndication system ■ H-R Television Inc., New York, has developed a filing and reporting system providing its represented stations with detailed information on every major program in syndication. H-R said that the speed with which this data is sent to its stations is an invaluable aid in “spotting trends and buying attractive syndicated shows.” The system includes over 5,000 data cards based on Nielsen audience trend information.

Little guy has say ■ “Feedback,” a series designed to give the public a chance to speak its mind on important issues, is being instituted by KTLA(TV) Los Angeles. It will become a regular feature of the station’s nightly newscasts. KTLA has said it would seek out the average viewer who has an opinion to express about a news story he has seen on television. The idea came from a series of reports the station did on welfare that attracted much viewer comment, some of which was aired in a special, three-part news series.

ABC News specials ■ ABC news caster Frank Reynolds will narrate three specials planned for ABC-TV this spring, starting with The Anatomy of Welfare produced by Ernest Pendrell, for broadcast Tuesday, April 13 (10-11 p.m. EST). The second, dealing with mining and mines, and the third, to be announced, are scheduled to be broadcast in May and June.

Hallmark encore ■ NBC-TV’s Hallmark Hall of Fame will rebroadcast “A Storm in Winter,” Emmy award winning drama starring Peter Ustinov and Ngai Dixon, Tuesday April 27 (7:30-9 p.m. NYT). Special, sponsored by Hallmark Cards Inc., through Foote, Cone and Belding, both New York, was originally broadcast Feb. 6, 1970.

Spotlight on religion ■ Religion in America Today, a 10-part series surveying the religious climate in the U.S., will begin next Sunday (Feb. 28) on ABC-TV’s Directions, from 1 to 1:30 p.m. EST. Divided into four general categories, the series will run on successive Sundays between March 7 and May 16, excepting April 4 and April 11, when special Passover and Easter programs, respectively, will be presented.

Words from Bandy ■ Metromedia Television is producing a one-hour talk show featuring John Bandy and guests in a discussion of provocative topics. Called Bandy, the weekly program was to begin last Saturday (Feb. 20) on Metromedia’s WNEW-TV New York (Sat. 11-12 p.m.) and after a trial run, is scheduled for syndication.

Features from AI-TV ■ American International Television has placed two feature-film packages into syndication. They are Films for the 70’s consisting of 26 action features, and Fantastic Sci-Fi Theater, embracing 14 science-fiction motion pictures.

London-bound ■ The Dick Cavett Show, ABC-TV’s late-night talk program, will move to London for two weeks, starting in late April. London tapings of the show will begin on April 24, for showing in the U.S. April 26 through May 7. To allow Mr. Cavett time to set up the programs in England, repeat broadcasts are scheduled for April 22 and 23. The show will return to New York for the May 10 program.

Telethon lineup ■ Hughes Television Network has lined up 100 TV stations throughout the U.S. for the live telecast of the Jerry Lewis 1971 Labor Day Telethon for the Muscular Dystrophy Associations of America, Monday, Sept. 6. Last year Hughes distributed the program to 65 stations. The telethon will originate on Metromedia’s WNEW-TV New York.

Drug study ■ “Matte/NBC Children’s Theatre” will explore the use of drugs with children from ages of 4 to 11 in a special on NBC-TV entitled A Day With Bill Cosby. Program, to be broadcast Saturday, March 27 (12-1 p.m. NYT), will be fully sponsored by Matte Inc., Hawthorne, Calif., toy manufacturer, through Carson/Roberts Inc., Los Angeles.

Hello, Chet ■ Distribution of 260 five-minute commentaries by Chet Huntley in 26 Western states is being handled by TV Cinema Sales Corp., Los Angeles. The shows are being offered for daily use in local TV shows. TVCS also announced acquisition of 384 other five-minute shows, 260 segments of That’s Show Biz and 124 episodes of Man Around the World travelogues.

U.N. award ■ The International Telephone and Telegraph Corp. is sponsoring an award for journalistic excellence in covering the United Nations during the 1970 calendar year. Any journalist, team, publication or broadcasting medium is eligible for the award, which consists of $500 and a trophy. Entries must be submitted by March 26 and should be mailed to: Deadline Club Awards, c/o Russ Tornabene, NBC News, Room 517, 30 Rockefeller Plaza, New York 10020.

Cartoon classics ■ Cartridge Television Inc., New York, an Avco Corp. subsidiary, has arranged with Radio and Television Packagers Inc. and Winters/Rosen Distribution Corp., both New York, to make Cartoon Classics and Roger Ramjet programs available on its Avco Cartridge video cassette system. Radio and Television Packagers has agreed to make available 16 cartoon features of the Cartoon Classics series and Winters/Rosen, 24 of the Roger Ramjet cartoon series, all to be converted to the Cartridge format.

New casting company ■ Barbara Claman, formerly general manager, Television Casting Service, New York, has formed her own company, Barbara Claman Associates, there. The independent casting service will assist production companies and agencies which do not have their own casting department. Office is located at 565 West End Avenue. Phone: (212) 724-2497.

ABC pilot ■ Annie, a half-hour comedy series pilot starring the comedy team of Jerry Stiller and Anne Meara, is being filmed for ABC-TV by Philip Productions Inc., New York. The story is about a “kookie-mixed-up” single girl from Staten Island, N.Y. Mel Brooks is executive producer, Joseph Cates, producer, and Martin Charnin, director.
I remember Ike * National Educational Radio Network, programing arm of the National Association of Educational Broadcasters, Washington, is offering to noncommercial radio stations two new 13-program series, The Eisenhower Years and Down to the Sea. BBC World Theatre, a series of complete dramas, will continue to be offered.

New production firm * Chicago Audio-Visual Services Inc., 333 N. Michigan, Chicago, has been formed to offer post-production work in both film and videotape commercials for advertisers and agencies. Sole owner is Phyllis Aboud, formerly midwest representative for Acme Films of Hollywood, and recording services director at wttw(TV) Chicago.

Lord Clark returns * British art historian Lord Kenneth Clark will narrate a one-hour special, A Renaissance Life: A Personal View of Bernard Berenson, Monday, April 12, 9-10 p.m. EST, over the Public Broadcasting System. Program was co-produced by The British Broadcasting Corp. and National Educational Television and made possible by a grant from the Xerox Corp. Sir Clark wrote and narrated the BBC series "Civilization" telecast over PBS last year.

ABC-TV falters in ratings ABC-TV, which was running at or near the top of the ratings during the first two weeks after making its midseason program changes in January, slipped back in the Fast National Nielsen for the week ended Feb. 7. The report, out last week, put CBS-TV ahead with a 20.7 rating in the 7:30-11 p.m. EST averages for the week, followed by NBC-TV at 19.3 and ABC-TV at 18.4. CBS had six, NBC three and ABC one of the top-10 shows.

White to cover Yankees The New York Yankees has named Bill White as the third member of its television announcing team. The Yankee telecasts will be on wpix(TV) New York, and fed to a seven-state regional network. According to the Yankees, Mr. White is the first black play-by-play announcer covering the major leagues.

Mr. White was a first baseman with the St. Louis Cardinals, San Francisco Giants and Philadelphia Phillies. Recently he has been broadcasting evening sports on wift(TV) Philadelphia. He will be filling the announcing spot vacated by Bob Gamere last year and joining the veteran Yankee announcing team of Phil Rizzuto and Frank Messer.

Equipment & Engineering

Plans set to beef up Kaiser UHF transmitters Kaiser Broadcasting Co. is investing approximately $2.6 million in a capital program to increase the signal power and coverage of four of its UHF-TV stations.

Eugene R. Hill, Kaiser engineering vice president, said the program includes the purchase of RCA's new high-power 60-kw UHF transmitters for wkbv-Tv Burlington, N.J.-Philadelphia; wkbv-Tv Cambridge, Mass.-Boston; wkbv-Tv Cleveland and wkbv-Tv Detroit.

Mr. Hill said other elements of the investment include the planned purchase of a high-power transmitter for wkhk-Tv San Francisco and the conversion of the existing kbsc-Tv transmitter in Los Angeles to 55-kw operation. The 60-kw transmitters now in use at the stations will be operated in parallel with the new 60-kw units, providing assurance of continuous broadcast signals in the event one unit fails, Mr. Hill reported.

Technical topics:

Ecological endeavor * RCA last week announced that it has received a $1.9-million contract from General Electric to develop electronic systems for satellites slated to conduct experimental surveys of the earth's natural resources in 1972 and 1973. Under the agreement, RCA's Astro-Electronics Division, Princeton, N.J., will build two power supply sub-systems that will convert the sun's energy into electrical power for earth-resources technology satellites in orbit.

Solid monitors * Two solid-state TV monitors, a 22-in. color unit with NTSC decoding and a 20-in. monochrome monitor with illuminant "D" phosphor, have been introduced by Rank Precision Industries, New York. Both operate on either 525 or 625 line standards and are designed with matching finishes and overall front dimensions to present a coordinated appearance when used together. The color unit, also available with PAL decoding, features a 4:3 aspect ratio tube and contains transistor matrixing circuits insuring stability. The monochrome unit features high linearity and stability scan generators, two video inputs, a notch filter giving a 12 dB notch at the color sub-carrier frequency and an independent solid state e.t.h. generator.

Remote control anyone? * A remote camera control, model CR-1, is now available from Diamond Power Speciality Corp., Lancaster, Ohio. The CR-1 produces a composite video signal which meets EIA specification RS-170 when driven by Diamond's STA-1 sync generator and operates with several Diamond closed-circuit cameras. Offering remote control of beam, target and electrical focus, the unit contains video-processing circuits for polarity reversal, gamma correction, phaseless adjustable aperture correction and peak white clipping and blanking reinsertion. A keyed clamp circuit reduces hum and tilt and provides stable black level. The horizontal and vertical drives have adjustable delays for proper signal timing in up to 2,000 ft. of cable.

Lighting data * SOS Photo-Cine-Optics Inc. has made available a new 60-page lighting equipment book. Price of the book is $1, but SOS is offering the first copy (free of charge) to those involved in professional motion pictures and television. Copies may be obtained from the company at 40 Kero Road, Carlstadt, N.J. 07072, Dept. 1-23.

Fellow member * R. A. Isberg of Berkeley, Calif., consulting communications engineer, has been elected to Fellow Member of the Institute of Electrical and Electronic Engineers, in recognition of his contributions to television engineering and demonstrating the application of television to university-level teaching.

Motorized stripper * A motorized coaxial cable stripper (model CX-2) has been developed by Western Electronic Products Co., San Clemente, Calif. In a single operation, it prepares cables, from .075" to .435" diameter, for most con-
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nectors which require step-wise stripping. The 10-second operation consists of inserting the cable into a rotating holder and turning a handle which engages three cutters to strip the insulation and shielding. Cutting depth and lengths may be precision adjusted, and holders for various cable sizes are easily inserted. Price: $249.50.

Junior college gets full color — San Diego City College has bought a complete RCA studio facility valued at approximately $270,000 the company reported last week. When installation is completed later this month, the school will become the nation's first two-year college to operate an all-color television studio, according to RCA. Purchase includes color cameras, TV tape and film systems, and other RCA equipment.

Promotion

The benefits of art

Public service spots for television to promote "Art for Man's Sake," a national educational project of the Arts Committee for the Arts Inc., New York, have been produced by the volunteer agency, Edward H. Bliss & Co., Chicago. The drive is to begin in May and will be handled through The Advertising Council Inc. TV-color film, which comes in minute and 30-second versions, will attempt to illustrate that modern man is reduced to barbarian status without the beneficial attributes of art, music, books, theater and poetry.

Highway honors upcoming

The Highway Users Federation for Safety and Mobility will present the Alfred P. Sloan Awards for Safety June 22 in New York, with two categories of awards: broadcasting and print media. There are 10 awards in each division and a $7,500 cash award for which anyone may nominate a candidate. The awards encourage innovation in public-service programs aimed at the reduction of traffic accidents, injuries and deaths. Deadline for entries is March 30. Address: Highway Users Federation, 1776 Massachusetts Ave. N.W., Washington, 20036.

Promotion tips:

EVR award — Elmer H. Waverling, vice- chairman and chief operating officer, Motorola Inc., was honored a CBS Electronic Video Recording (EVR) golden cassette. Mr. Waverling was honored as "one of the first to see the potential of cassette-TV" and as a "guiding force in the development of a mass-produced EVR player." Moto-rola was the first company licensed by EVR to manufacture player units in the U.S.


Record year — The United Way of America reported that its public-service advertising reached 2.4 billion home impressions in network-TV and 2 billion in network-radio during the past year. An estimated $834 million was raised in 1970, $17 million over 1969, for allocation to local, state and national health and welfare agencies.

Dirty pictures — WFUN (AM) Miami, is trying to combat pollution by collecting "dirty" pictures. Listeners are encouraged to take photographs of blighted areas and send them to the station. The pictures judged dirtiest will win cash prizes. WFUN plans to forward all entries to local and state officials.

Robbery record — WGN-AM-FM Chicago is distributing a recording of a telephone conversation between an alleged bank robber and WGN News there last year (broadcasting, Jan. 4). The incident occurred Dec. 22, 1970, when WGN reporter Don Harris learned that a robbery was in progress at a local bank. When Mr. Harris telephoned the bank he unexpectedly got the would-be robber on the phone for several minutes before the latter was apprehended by the police.
Radio profits: where the median lies

NAB report on 1969 shows how 50-kw and daytime-only stations fared

The typical 50-kw radio station had a profit ratio of 18.86%, while the typical daytime-only radio station had a profit ratio of 5.67% to total revenues in 1969, according to the broadcast management department of the National Association of Broadcasters.

The figures are down somewhat from 1968's 50-kw station's profit ratio of 19.87% and daytimers 7.13%. The drop is attributed to increased expenses even though gross revenues in 1969 were generally above those in 1968.

In the 50-kw classification, the median station had total 1969 broadcast revenues of $1,092,300, including time sales of $1,170,300, plus incidental broadcast revenue, minus agency and representative commissions and payment to networks for sale of time. Revenues in 1969 were largely from local advertisers (51.1%) and national and regional advertisers (47.6%). Only 1.3% came from networks. These proportions are similar to the breakdown in the 1968 report.

Total broadcast expenses for the typical station were $886,300, with the largest percentage attributed to programming (33.5%) and general and administrative (30.7%). The largest salary requirements also were charged to programming (39.2%). Depreciation and amortization came to $39,300, and music license fees to $30,700, leaving a profit of $206,000.

In 1968, the median 50-kw station had total revenues of $829,400, with times sales of $960,000. Total expenses ran $664,600 and profit $164,000.

The 50-kw report for 1969 also noted that the typical profitable station had a profit ratio of 25.56% to total revenues of $1,207,400, compared to 1968's profit ratio of 24.37% on $991,200 total revenues.

For daytime-only stations, the NAB report for 1969 listed the typical station's revenues as $103,000 after time sales of $103,600, with $94,100 coming from local advertisers, and $9,500 from national and regional advertisers. Nothing came from networks. Total expenses ran $97,200, with depreciation and amortization set at $5,200 and music license fees at $3,000, for a profit of $5,800. In 1968, on the other hand, total broadcast revenues for median daytimers were $96,300, with time sales of $96,900. Total expenses in 1968 ran $89,400 and profit, $6,900.

However, the 1969 profit ratio was higher than the national median for daytime stations in the smaller markets where the bulk of the sunrise-to-sunset radio stations are (between 10,000 and 25,000 population)—7.01% on total revenues of $112,000. In 1968, this ratio came to 6.93% for the same class of station.

Both reports have been sent to NAB members in their respective categories.

Capacities earnings inch up 1% in 1970

Capital Cities Broadcasting Corp., New York-based group broadcaster, has reported consolidated income before extraordinary items for the year ended Dec. 31, 1970, of $11,511,000, an increase of 1% over the previous year, in which income amounted to $11,383,000.

Included in the firm's financial statement is the operation of the Pontiac Press, which Capacities acquired on May 20, 1969, from the date of purchase.

The figures include an extraordinary item based on costs relating to the discontinuation of in-house printing of Fairchild Publications, a subsidiary, which amounted to $4,700,000. Other extraordinary items included are the net gain on a $2,500,000 tax benefit and fewer net gains on disposal of other properties. These reduced net income by over $2 million.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$149,176,000</td>
<td>$124,360,000</td>
</tr>
<tr>
<td>Net income</td>
<td>10,186,000</td>
<td>8,793,000</td>
</tr>
<tr>
<td>Earnings per common and common-equivalent share</td>
<td>0.55</td>
<td>0.50</td>
</tr>
<tr>
<td>Earnings per diluted share</td>
<td>0.51</td>
<td>0.46</td>
</tr>
</tbody>
</table>

Combined Communications Corp., Phoenix, group broadcaster, publisher and advertiser, reported a 57% increase in net income for 1970 over the previous year, before auditing. An extraordinary income of 20 cents per share resulted from a change in accounting for outdoor-advertising revenues and tax reductions from an operating loss carried over from an acquired company.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.84</td>
<td>$0.60</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>26,120,802</td>
<td>18,359,835</td>
</tr>
<tr>
<td>Net income</td>
<td>1,628,836</td>
<td>1,036,805</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,944,452</td>
<td>1,724,265</td>
</tr>
</tbody>
</table>

Cypress Communications Corp., Los Angeles, multi-system CATV owner, operator, reported an increase of over $1.5 million in revenues for the six-month period ended Dec. 31, 1970, the first half of fiscal 1971. Although not released because of the pending regis-
The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing Feb. 17</th>
<th>Closing Feb. 11</th>
<th>Closing Feb. 4</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>29%</td>
<td>30</td>
<td>27</td>
<td>30</td>
<td>19%</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>34%</td>
<td>33%</td>
<td>33%</td>
<td>36%</td>
<td>20%</td>
</tr>
<tr>
<td>COM</td>
<td>N</td>
<td>35%</td>
<td>29%</td>
<td>29</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>COX</td>
<td>N</td>
<td>22%</td>
<td>23%</td>
<td>23</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>GCI</td>
<td>N</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>MET</td>
<td>N</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>MOB</td>
<td>N</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>P/S</td>
<td>N</td>
<td>16%</td>
<td>15%</td>
<td>14%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>RBG</td>
<td>N</td>
<td>25%</td>
<td>26</td>
<td>24</td>
<td>28%</td>
<td>5%</td>
</tr>
<tr>
<td>RHT</td>
<td>N</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>SBD</td>
<td>N</td>
<td>20%</td>
<td>26%</td>
<td>28%</td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>SBB</td>
<td>N</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>1%</td>
</tr>
<tr>
<td>TFB</td>
<td>N</td>
<td>33%</td>
<td>34%</td>
<td>33%</td>
<td>33%</td>
<td>13%</td>
</tr>
</tbody>
</table>

The Grass Valley Group Inc., Grass Valley, Calif., manufacturers of solid-state equipment for television, reported a decline in 1970 in sales and earnings, compared to 1969 figures.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing Feb. 17</th>
<th>Closing Feb. 11</th>
<th>Closing Feb. 4</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>N</td>
<td>34%</td>
<td>33%</td>
<td>34%</td>
<td>43%</td>
<td>22%</td>
</tr>
<tr>
<td>COM</td>
<td>N</td>
<td>22%</td>
<td>23%</td>
<td>23</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>GCI</td>
<td>N</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>MET</td>
<td>N</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>MOB</td>
<td>N</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>P/S</td>
<td>N</td>
<td>16%</td>
<td>15%</td>
<td>14%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>RBG</td>
<td>N</td>
<td>25%</td>
<td>26</td>
<td>24</td>
<td>28%</td>
<td>5%</td>
</tr>
<tr>
<td>RHT</td>
<td>N</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>SBD</td>
<td>N</td>
<td>20%</td>
<td>26%</td>
<td>28%</td>
<td>34%</td>
<td>10%</td>
</tr>
<tr>
<td>SBB</td>
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<td>15%</td>
<td>1%</td>
</tr>
<tr>
<td>TFB</td>
<td>N</td>
<td>33%</td>
<td>34%</td>
<td>33%</td>
<td>33%</td>
<td>13%</td>
</tr>
</tbody>
</table>

For the three months ended Nov. 30, 1970:

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing Feb. 17</th>
<th>Closing Feb. 11</th>
<th>Closing Feb. 4</th>
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</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>N</td>
<td>34%</td>
<td>33%</td>
<td>34%</td>
<td>43%</td>
<td>22%</td>
</tr>
<tr>
<td>COM</td>
<td>N</td>
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<td>23%</td>
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<td>10%</td>
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<td>12%</td>
<td>12%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>MET</td>
<td>N</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>MOB</td>
<td>N</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>P/S</td>
<td>N</td>
<td>16%</td>
<td>15%</td>
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<td>20%</td>
<td>5%</td>
</tr>
<tr>
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<tr>
<td>RHT</td>
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<td>34%</td>
<td>33%</td>
<td>33%</td>
<td>13%</td>
</tr>
</tbody>
</table>

The firm had apparent income of $42,600 in the second quarter, almost eliminating the $43,000 loss reported during the first three months. For the six months ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.17</td>
<td>$3,030,000</td>
<td>$375,000</td>
<td>1,886,651</td>
</tr>
<tr>
<td>1969</td>
<td>$0.95</td>
<td>$4,275,020</td>
<td>$2,698,272</td>
<td>1,979,293</td>
</tr>
</tbody>
</table>

*Note: An extraordinary item of $23,367 consisting primarily of the unrecovered value of realigned equipment, was recorded in the second quarter. Second-quarter data was not released, pending Securities & Exchange Commission approval of a stock registration.

For the year ended Nov. 30, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
<th>Shares outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.55</td>
<td>$51,110,000</td>
<td>$3,016,000</td>
<td>2,026,926</td>
</tr>
<tr>
<td>1969</td>
<td>$0.24</td>
<td>$4,811,000</td>
<td>$7,125,825</td>
<td>2,026,926</td>
</tr>
</tbody>
</table>

The Grass Valley Group Inc., Grass Valley, Calif., manufacturers of solid-state equipment for television, reported a decline in 1970 in sales and earnings, compared to 1969 figures.

For the year ended Dec. 31, 1970:

<table>
<thead>
<tr>
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<th>Net income</th>
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</thead>
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</tr>
<tr>
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<td>1,979,293</td>
</tr>
</tbody>
</table>

For the year ended Nov. 30, 1970:

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<th>Year</th>
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<th>Revenues</th>
<th>Net income</th>
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<tr>
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<td>$3,016,000</td>
<td>2,026,926</td>
</tr>
<tr>
<td>1969</td>
<td>$0.24</td>
<td>$4,811,000</td>
<td>$7,125,825</td>
<td>2,026,926</td>
</tr>
</tbody>
</table>
Financial notes:

- Scripps-Howard Broadcasting Co., New York, has declared a quarterly dividend of 35 cents per share, payable March 10 to stockholders of record Feb. 26.

- LVO Cable Inc., subsidiary of LVO Corp., both Tulsa, Okla., has filed with Securities and Exchange Commission for registration of 340,000 shares of common stock. Net proceeds from new issuance will in part be used to repay

Times Mirror Corp., Los Angeles, licensee of KNFW-TV Dallas, reported record revenues but decreased earnings and income for its fiscal year ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Shares Outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$1.80</td>
<td>487,711,555</td>
<td>30,164,787</td>
<td>16,561,727</td>
</tr>
<tr>
<td>1969</td>
<td>$2.31</td>
<td>472,719,806</td>
<td>38,684,162</td>
<td>16,643,636</td>
</tr>
</tbody>
</table>

Note: Sale of World Publishing Co. and the discontinuation of certain publishing operations resulted in a net loss after taxes of $3,864,096. Sale of KFRL-AM-FM Dallas, on July 1, 1970, resulted in a net gain after tax of $3,436,467. Net result is an extraordinary loss of $427,629 or three cents per share for 1970. In 1969, Times Mirror sold the Sun Company, San Bernardino, Calif., and its subsidiary, for an extraordinary gain of $4,641,059 after taxes or 28 cents per share. 1969 figures have been restated to reflect the pooling of interests acquired in 1970.

Starr Broadcasting Group Inc., New Orleans, group broadcaster, announced record sales and earnings for the six-month period ended Dec. 31, 1970:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.50</td>
<td>3,657,293</td>
<td>163,918</td>
</tr>
<tr>
<td>1969</td>
<td>$0.36</td>
<td>245,936</td>
<td>163,918</td>
</tr>
</tbody>
</table>

Note: Per-share earnings computed on basis of 496,262 shares outstanding.

|-------------|----------|-----------------|-----------------|---------------|--------------|--------------|--------------------------|----------------------|

Programming

|------------------------|--------------|----------|-----------------|-----------------|---------------|--------------|--------------|

Service

|--------------------|--------------|----------|-----------------|-----------------|---------------|--------------|--------------|--------------------------|----------------------|

Manufacturing

|-----------------|--------------|----------|-----------------|-----------------|---------------|--------------|--------------|--------------------------|----------------------|

Standard & Poor Industrial Average

<table>
<thead>
<tr>
<th>Average</th>
<th>107.82</th>
<th>107.52</th>
<th>106.00</th>
</tr>
</thead>
</table>

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)
firm's short-term bank indebtedness. Remaining revenue will be added to existing working capital. None of proceeds will go to parent company. LVO Cable owns and operates 21 CATV systems with 80,000 subscribers.

**Kluge claims gains against the stream**

Metromedia profits up though revenues down as result of economies

Metromedia Inc., New York, reported a better than twofold increase in net income for fiscal 1970 over 1969 despite a decline in revenues. The figures were announced by John W. Kluge, president and board chairman of the diversified communications company at the firm's West Coast headquarters in Los Angeles. Mr. Kluge added that economies instituted by the corporation in 1968 and continued over the past two years have resulted in the savings of $600,000 for month in 1970 against 1969.

Mr. Kluge told a Thursday (Feb. 18) news conference that Metromedia intended to expand its broadcast holdings and that by 1973 he expected to have a full complement of radio and television stations. He added that the company was continuously seeking major-market properties, although he would not identify any markets where negotiations were in progress. Metromedia currently owns four VHF television stations (WNEW-TV New York, WTTW Washington, KMET-TV Kansas City, Mo., and KTVM Los Angeles), six AM's (WNEW New York, KLAC Los Angeles, KXEX San Francisco, WCBM Baltimore, WIP Philadelphia and WHK Cleveland) and six FM's (WNEW-FM New York, KMET Los Angeles, KSAN San Francisco, WASH Washington, WMMR Philadelphia and WMMS Cleveland). The firm recently gave its UHF station, KNEW-TV San Francisco, to the Bay Area Educational TV Association, licensee of noncommercial KQED (TV) there (BROADCASTING, Sept. 14, 1970).

Metromedia will continue to produce the Jacques Cousteau specials, although costs are rising to about $360,000 a show, Mr. Kluge said. Metromedia Producers Corp. also expects to make available immediately reruns of 24 National Geographic specials it produced for the society during the last six years.

Mr. Kluge said Metromedia was in better financial shape, despite the tight economy, than it had ever been. He said the company was anticipating no blanket personnel cutbacks but expected to continue through fiscal 1971 the economies it had been practicing since 1968. Only a few weeks ago it became known that Metromedia was reducing its corporate headquarters staff. Four vice presidents of the parent company left (BROADCASTING, Jan. 25).

Mr. Kluge told the newsmen that the loss of cigarette revenue would not be felt as much by Metromedia as perhaps by some other groups. Only 2% of its TV revenue was concentrated in tobacco, he said.

For the year to Jan. 2:

<table>
<thead>
<tr>
<th></th>
<th>1970</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.02</td>
<td>$0.50</td>
</tr>
<tr>
<td>Revenues</td>
<td>158,891,998</td>
<td>160,473,365</td>
</tr>
<tr>
<td>Income</td>
<td>5,883,860</td>
<td>2,793,762</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>7,739,609</td>
<td>5,568,602</td>
</tr>
</tbody>
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Note: An extraordinary loss relating to the net result of the donation of KNEW-TV San Francisco to KQED (TV) of $1,574,201 or 27 cents per share is not included in the 1970 figures. This would reduce the income to $4,259,659 or 75 cents per share. An extraordinary loss in 1969 of $692,016 or 12 cents a share reduces those income figures to $2,101,146 or 38 cents per share. Fiscal 1970 was 52 weeks long; fiscal 1969 was 53 weeks long, ending Jan. 3, 1970.

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**International**

ABC, ATV team up for cassette programing

ABC Inc. and Associated Television Corp., London, are forming a company to produce and distribute video-cassette programming, it was announced jointly last week by Leonard H. Goldenson, president of ABC Inc. and Sir Lew Grade, deputy chairman and chief executive officer of ATC.

The company expects to be active in programing covering educational, industrial training and specialized home entertainment. Elton H. Rule, president of the ABC broadcast division, and Sir Lew will be responsible for the organization and development of the new company.

Mr. Goldenson said that this project and others still in the formative stage will enable ABC "to participate in a major fashion in this emerging field in the future." Sir Lew commented that the new organization will "become a significant supplier of programing in this exciting new era of communications."

**CTW hopes to launch European ‘Sesame Street’**

The Children's Television Workshop is undertaking a six-month project to study the feasibility of broadcasting its preschool educational program, *Sesame Street*, in French, German, Italian and other European languages. CTW recently reported that it was placing the program in English-speaking countries in Africa and Asia (BROADCASTING, Feb. 8).

The research team of Claude Giroux and Eric Rouchat, Parisian film and television executives, have been retained for the study. According to Michael H. Dann, the workshop's vice president in charge of international activities, the Giroux-Rouchat study will range from funding to format problems, and will include a survey of production facilities, animation, writing, acting, availability of air time, means of distribution and other creative talents available in a number of European countries.

CTW has already begun a similar study in Latin America and hopes to eventually produce the series for Spanish-speaking countries.

**Tele-Rep signs Canadian pact**

Tele-Rep Inc. announced last week that it has signed an agreement with All-Canada Radio & TV Ltd. under which the latter company will sell national spot TV time to Canadian advertisers and agencies for the 11 station clients of Tele-Rep. Alfred M. Masini, president of Tele-Rep, said the agreement excludes Toronto, which will continue to be handled by Tele-Rep's Detroit office. All-Canada has offices in Toronto; Montreal; Winnipeg, Manitoba; Calgary, Alberta; and Vancouver, British Columbia.
Broadcast advertising

Jack Frantz, account supervisor, Grey Advertising, New York, named VP.

Barbara Feiglin, senior group head, Grey, appointed associate research director, department of marketing research.

Charles Brom, formerly account supervisor, Campbell-Ewald, Chicago, joins Edward H. Weiss & Co. there in same capacity.


Alan Dietz, copy supervisor, Leo Burnett Co., Chicago, appointed associate creative director.

Leonard T. Giarraputo, VP and national sales manager, WNEW-TV New York, appointed director of national TV sales, Post-Newsweek Stations. Norman Hayes, national sales manager, WJXT-(TV) Jacksonville, Fla., appointed regional TV sales manager, Post-Newsweek Stations, group owner of WTOP-TV Washington, WPLG-TV Miami and WJXT.

Michael Davison, associate media director, Erwin-Wasey, Los Angeles agency, appointed director of research and sales development, KMPC(AM) there.

George Adkisson, formerly general sales manager, KFRE-AM-FM Fresno, Calif., joins KONG-AM-FM Amarillo, Tex., as general sales manager.


Donald R. Jacques, with WGY(AM) and WQFM(FM) Schenectady, N.Y., appointed sales manager, WQFM(FM).

Frederick S. Houwink, who retired in 1970 as general manager of Washington stations, but remained as VP of parent firm, elected senior VP. In addition Mr. Stakes and Mr. Ockershausen were named to Evening Star board.

Kenneth R. Frankl, formerly general counsel and assistant secretary, Bishop Industries Inc., cosmetic manufacturers, Union, N.J., joins RKO General Inc., New York, as general counsel and secretary.

Max Bauman, manager, purchases, NBC-TV West Coast, appointed manager, transportation and duplication there. He is succeeded by William G. Hines, liaison buyer, NBC West Coast.

Elliott Kallick, supervisor, general accounting, NBC West Coast, appointed manager, treasury operations.

W. Edward McClenahan, general sales manager, Triangle Stations' program sales division appointed head, broadcast division, Evans Communication Systems, Charlottesville, Va., licensee of WCHV(AM) and WCCV-FM there.


Don R. Reich, general manager, WUNI(AM) Mobile, Ala., also named VP.

Jim Stowe, formerly general manager WGN(AM) Huntington, W. Va., named VP and general manager, KYOV(AM) Yuma, Ariz.

Thomas J. Miles, sales manager, WDQV(AM) and WDSD(FM) Dover, Del., appointed general manager.

Curtis W. Butler, station manager, WCHS-TV Charleston, W. Va., appointed general manager.

Norman F. Taft, general sales manager, WWRE(AM) Everett, Wash., named to added duty of assistant station manager.

Jack Stockton, formerly program manager, WBBM-FM Chicago, appointed director of operations.

William E. Pfeiffer, formerly VP in charge of planning and development, WLOS-TV Asheville, N.C., named VP, programming.

William P. Finley, formerly with CBS Television City, Hollywood, joins WJAR-TV Providence, R.I., as television director.

Keith Curtis, program director, WBUK-FM Columbus, Ohio, joins WFIN-AM-FM Findlay, Ohio, in same capacity.

David L. George, formerly producer, WHAS-TV Louisville, Ky., joins Oppenheim, Herminghausen, Clarke, program producer, Dayton, Ohio, as writer and producer.

Bruce Sommers, formerly with WEIC-AM-FM Charleston, Ill., joins WCNW-AM-FM Fairfield, Ohio, as production director.

News


Bob Eastman, writer-producer, WBBM(AM) Chicago, appointed assistant news director.

Gene Brodeur, newscaster and writer, KDB(AM) Santa Barbara, Calif., joins KMPC(AM) Los Angeles as newscaster.

Peter Burns, formerly Vietnam correspondent, NBC News, joins WJW-TV Cleveland, as newscaster and anchorman.

Tom Sheldon, program and news director, WFIN-AM-FM Findlay, Ohio, appointed director of news and public affairs.

Forrest M. Bulard, producer and director, KOMO-AM-TW Seattle, appointed assistant manager of public affairs, KOMO-AM-TV.

Sue O'Brien, formerly public-affairs director and reporter, KTLN(AM) Denver, joins KBTM(AM) there as consumer-affairs director. R. D. Sahl, night-news editor, KHOW(AM) Denver, joins KBCR as newscaster.


Robert H. Lamey, with WSQL-AM-FM-TV Charlotte, N.C., appointed sports director.

Promotion

Gerald Minnucci, formerly director of

BROADCASTING, Feb. 22, 1971
audience promotion, WCAU-TV Philadelphia, appointed director of advertising, promotion and press information, KGO-TV San Francisco.

John Furman, coordinator of broadcast standards, Cox Broadcasting, Atlanta, named to added duty of coordinator of promotion.

William Mandel, formerly advertising manager, WCBS-TV New York, appointed director of advertising and promotion.

Ken Taishoff, formerly promotion and sales-development director, WTVT-FM-TV and WWAM(AM) Cadillac, and WWUP-TV Sault Ste. Marie, both Michigan, appointed creative director. All are Fetzer Broadcasting stations.

**Equipment & engineering**

Patrick A. Bartol, formerly CATV specialist, AEL Communications Corp., CATV equipment manufacturer, Lansdale, Pa., appointed Northern regional sales engineer. Joel J. Sacco, CATV sales engineer, AEL, appointed Southeastern regional sales engineer.

Walter B. Dennen, formerly associate director of PR, Gray & Rogers, Philadelphia agency, joins RCA Solid State Division, Somerville, N.J., as manager, news and information.

Bruce R. Lang, formerly president, production services, Reeves Telecom Corp., New York, joins Teletronics International, video-cassette manufacturer, New York, as executive director, medical programs.

Donal Leith, formerly chief engineer, WPHL-TV Philadelphia, appointed to newly created position of chief of studio operations.

Russ Arzt, formerly chief engineer, KEMO-TV San Francisco, rejoins WPHL-TV Philadelphia, in same capacity. Both are U.S. Communications stations.

Sam Pero, formerly research engineer, Mosler Systems, security-equipment manufacturer, Hamilton, Ohio, joins WCNW-AM-FM Fairfield, Ohio, as chief engineer.

**For The Record**

As compiled by Broadcasting, Feb. 9 through Feb. 17 and based on filings, authorizations and other FCC actions.


**New TV stations**

**Final action**

- KMTC(TV) Springfield, Mo.—Broadcast Bureau granted license covering new station; specify studio location as 2004 East Cherry Street.

**Other actions**

- Broadcast Bureau granted request of Professional Telecasting Systems Inc. and extended through Feb. 19, time to file reply comments in amendment of TV table of assignments (Clarksville, Tenn.) (Doc. 19045). Action Feb. 10.


- Rulemaking action


**Existing TV stations**

**Final actions**

- WMAL-TV Washington — Broadcast Bureau granted CP to change ERP to vis. 316 kw; aud. 47.9 kw; trans. location to 4001 Brandwyne Street, N.W., Washington; change type trans. and type ant.; make changes in transmitter system; ant. height 780 ft.; condition. Action Feb. 8.


- KMBT-TV Kansas City, Mo.—Broadcast Bureau granted license covering alt. main vis. amplifier. Action Feb. 4.

- WSTV-TV Steubenville, Ohio—Broadcast Bureau granted license covering utilization of formerly licensed main tranr. as aux. at main station location. Action Feb. 4.

- WTVI, WTMJ-TV, WITI-TV and WVTI-TV, all Milwaukee—FCC granted requests of Hearst Corp. (WISN-TV), The Journal Co. (WTMJ-TV), WITI-TV Inc. (WITI-TV), and WKY Television System Inc. (WVTI) for extensions of authority to simplex superaudible signals on their aural carriers. Action Feb. 10.

**Actions on motions**

- Office of Opinions and Review in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, by order released Jan. 11, Hearing Examiner Lenore G. Ehrig approved petition by Indiana Broadcasting Corp. for dismissal of application; dismissed with prejudice such application and terminated proceeding; accordingly; Indiana Broadcasting Corp.'s petition for reconsideration and grant, without hearing, filed Oct. 9, 1970, is dismissed as moot (Doc. 18983). Action Jan. 22.


**Other action**


**Rulemaking petition**

- Chicago and New York—National Organization For Women. Supplemented petition to add chart which lists management personnel of 45 TV stations in top-five major markets, and to add chart which lists management personnel of 43 stations.
New AM stations

Initial decision


Actions on motions


New FM stations

Applications


Summary of broadcastings

Compiled by FCC, Feb. 1, 1971

<table>
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<tr>
<th>On Air</th>
<th>Net</th>
<th>Total Authorized</th>
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<td></td>
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| Commercial AM | 4,311 | 2 | 14 | 4,327 |
| Commercial FM | 2,169 | 0 | 34 | 2,203 |
| Commercial TV/UF | 149 | 12 | 161 |
| Commercial TV-UHF | 162 | 23 | 185 |
| Total Commercial TV | 695 | 23 | 718 |
| Educational FM | 432 | 10 | 532 |
| Educational TV/UF | 77 | 8 | 85 |
| Educational TV-UHF | 102 | 9 | 111 |

| Existing AM stations |

Final actions

- KXUD West Memphis, Ark.—FCC denied petition

BROADCASTING, Feb. 22, 1971
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Washington, D.C. 20006
202-737-6400
Member APOE

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6000 Coldboro Road
Bethesda, Md. 20034
(301) 229-6600
Member APOE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member APOE

COHEN & DIPPEL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
157 Mason Bldg.
783-0111
Washington, D.C. 20004
Member APOE

COMMERCIAL RADIO
Consulting Engineers
Everett L. Dillard
Edward F. Loretz
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D.C. 20005
Member APOE

CONSULTING RADIO
Wash., D.C. 20006
347-6800
Member APOE

PROFESSIONAL
COMMERCIAL
WASHINGTON, D.C. 20006
CONSULTING
ENGINEERS

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
200-2355
WASHINGTON, D.C. 20036
Member APOE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2022 Telesat Ct.
(703) 560-6900
Falls Church, Va. 22042
Member APOE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D.C. 20004
(202) 347-8215
Member APOE

KEAR & KENNEDY
1302 18th St., N.W.
Washington, D.C. 20036
Member APOE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Washington, D.C. 20005
Member APOE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 223-4666
(301) 827-8725
Member APOE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member APOE

CONSULTING RADIO ENGINEERS
1926 California Blvd.—8226
Consultant
A. EARL CULLUM, JR.
HWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 681-8660
Member APOE

CONSULTING ENGINEERS
JULS COHEN & ASSOCIATES
9208 Wyoming Pl.
Hiland Park, CO.
Member APOE

SILK, E. SMITH
CONSULTING RADIO INGINEERS
8200 Snowville Rd.
Cleveland, Ohio 44141
Phone: 216-526-4386
Member APOE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733
Member APOE

ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
39 South Mall
Plainview, N.Y. 11803
Phone: 516-694-1903
Member APOE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—8226
Phone: (303) 333-1562
Data Fone (303) 336-1760
DENVER, COLORADO
Member APOE

Orrin W. Towner
Consulting Engineer
1100 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

PROFESSIONAL CARDS

SERVICE DIRECTORY

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

BFM ASSOCIATES
Management Consultants
Specializing in Music License Fees
Traffic—Billing—Acquisitions
JOSEPH J. MADDEN
Managing Partner
41-30 58 St., N.Y., N.Y. 11377
Tel. 212-653-1470-75

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558
632-2821

Existing FM stations

Final actions


**KKUP(FM)** Cupertino, Calif.—Broadcast Bureau granted by Frank Brownson, location on 92.3 MHz; ERP 3.3 kw. Action Jan. 28.


**WMAO-FM** Chicago—Broadcast Bureau approved license covering operation of new FM station, location on 92.3 MHz; ERP 6 kw; height 1170 ft. Action Feb. 4.

**WWXK(FM)** Kokomo, Ind.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 1300 kw; height 900 ft. Action Feb. 4.

**KWE(C)(FM)** West Monroe, La.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 260 ft. Action Feb. 4.

**WCAO-FM** Baltimore—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 260 ft. Action Feb. 4.

**WMBM-FM** Baltimore—Broadcast Bureau approved license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 260 ft. Action Feb. 4.

**WFUVM(FM)** New York—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 260 ft. Action Feb. 4.

**WKAL-FM** York, Neb.—Broadcast Bureau approved license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**CHB(FM)** Newark, N.J.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WAGL(FM)** Cleveland—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WXOR(FM)** Oxford, Ohio—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WTAY(FM)** Bryan, Tex.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WFN(R(FM)** Canton—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WWMG(FM)** Pittsburgh—Broadcast Bureau approved license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WGCL(FM)** Cleveland—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WJQY(FM)** Mobile, Ala.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WJQY(FM)** Mobile, Ala.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WJQY(FM)** Mobile, Ala.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WJQY(FM)** Mobile, Ala.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.

**WJQY(FM)** Mobile, Ala.—Broadcast Bureau granted license covering operation of new FM station, location on 92.3 MHz; ERP 3 kw; height 900 ft. Action Feb. 4.
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Single copy price—$2.50 minimum. Multiple copy rates available. Applicants: If tapes or films are submitted, please send to Box A-249, BROADCASTING. Failure to return tape, film, or other requested documentation will nullify their application for consideration. Send resume and salary requirements to Box B-214, BROADCASTING.

RADIO

Help Wanted Management
Vice President/General Manager position in Top 10 market. Experience necessary to manage an executive operation with responsibility in all areas of the business. Must have the ability to close transactions and realize that personal selling is an excellent opportunity for dynamic management. Serious inquiries only. Send resume and salary requirements to Box B-214, BROADCASTING.

Manager, Small NYS market. Good base, plus incentives. Start at $12,000 easily. Box B-216, BROADCASTING.

Sales manager . . . far west Texas major market AM/FM needs top flight, hard working salesman. Must be honest, pay bills and make sales. Right man can become station manager. Send photo, resume, and references first mailing. Small market country boy salesman- don’t be afraid to apply. Box B-259, BROADCASTING.

Owner-general manager getting ready to retire. Seeking qualified, capable manager to take his place. We’re a 5000 watt, network affiliated station. Must have a strong market area background and be able to function in the areas of broadcasting, administrative, sales, programming, promotions and with a general knowledge of technical requirements. Our greatest need is in sales. Must be community oriented and able to involve himself in community affairs. Will sign term contract for employment to cover period during which we get to know each other. If abilities and interest during first six months prove equal or better than expected, owner will phase himself out of management completely and send full timer to take over. Experience, references, provable sales record, income required. Interests, hobbies, political philosophy. Box B-259, BROADCASTING.


Sales

National sales manager/operations director. Large eastern market station. Must be successful career salesman and salesmen’s training background. Also helpful to have sports background. Good opportunity. Excellent compensation. Send resume Box B-225, BROADCASTING.

Local sales manager Florida million market. Man must be creative, best salesman on staff and lead other men to new highs. Fine potential with strong company for man who can deliver. Box B-189, BROADCASTING.

Needed . . . top flight . . . experienced, eager, hungry radio salesman. For stable, leading station in medium market, promotion opportunities available if ability is proved. Desk sitting, order takers not wanted—men interested in making $15,000 per bill increases through hard, sidewalk-pounding work welcome. Send resume and references, provable personal billing figures first letter. Box B-256, BROADCASTING.

I want a salesman, who is presently near enough to Hartford, Conn. to travel at his expense to see us . . . his experience is selling both large and small accounts and making plenty of cold calls . . . he is doing well, but with an organization that doesn’t realize his potential . . . sizable commission. Send resume, if possible, by return mail for appointment. Box 203-521-1550.

Help Wanted 30¢ per word—$2.50 minimum. Display ads. Totals and Classifieds—$25.00 per inch. All others—$40.00 to $125.00 per inch. No minimums. All box numbers must be preceded by box, e.g., to Box or to B-21. All replies must state box number. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls without confirming wire or letter prior to deadline.

Help Wanted

Minneapolis-St. Paul opportunity with a going station where you can be a responsible salesman who knows how to sell radio. If you are that man you will make money. No phone calls please. Mail resume, picture, and all other information to KFSI, 4500 Excelior Boulevard, Minneapolis, Minnesota 55416.

I want a sales pro who does not just sell clients time and numbers—but, creativity, Territory-wide opportunity. Salary open—good fringe package. Call Al Gates—(203) 248-8820.

Radio rep salesman young, aggressive, research minded, for new radio rep firm. Must have agency, rep, or local radio experience. Write Better Music Radio Reps., Inc., 45 East 51st Street, N.Y.C. 10022.

Celerad Expanding group has opportunity for successful radio salesmen with future management potential. Call Charlie Powers day (618) 942-2181 evening (618) 993-5121.

Announcers

Eenie meanie money. Experienced announcers or newsmen only. Break into fulltime sales. See your efforts pay off immediately. Send full resume, photo. Box B-38, BROADCASTING.

5 KW in northern Virginia needs an experienced announcer. Send for first letter. Experience, references, provable sales record, income required. Interests, hobbies, political philosophy. Box B-38, BROADCASTING.

Morning-man with warm and guts! A 24-hour, top 40 operation in Southern New England, offering good starting salary and liberal fringe benefits. If you aspire to work for a top-notch secure company, apply with resume and tape to: Program Director, Box B-180, BROADCASTING. This position will be available as of June 1, 1971. If you don’t have experience, have your tape. Equal opportunity employer.

New Jersey MOR seeks announcer on the way up for vacancy in medium market. Experience required. Clear necessary. Salary commensurate with ability. To apply send resume and tape to Box B-307, BROADCASTING.

Morning man for modern country format, warm, adult, sincere pro with top-40 or MOR background. Must be fanatical about music and have 10-15 years experience in major market radio. Salary open, we’ll pay for the right man. Texas or West Coast location. Send resume, tape, references, photo. Box B-226, BROADCASTING.

One of Michigan’s most exciting stations is looking for a multi-talented disc jockey. Ability to communicate on a one-to-one basis, good production and writing ability are a must. Advancement opportunity excellent in the area’s best facilities. Good pay for good talent. Send resume and tape to Box B-348, BROADCASTING.

Brand new station, new equipment C&W format. Single station market. Send tape, resume, and salary requirements. Box B-255, BROADCASTING.

Soul jocks wanted—no screamers—good digestion. Send tape, resume, and salary requirements. Box B-261, BROADCASTING.

Tat ticket-staff announcer willing to start between $100.00 and $125.00 per week. Some experience necessary . . . part time sales available if qualified . . . one of Florida’s delightful, medium market resorts . . . send tape, references, experience, full information first letter. Box B-265, BROADCASTING.

Professional announcer, mature voice and good references. To be top announcer on station. Excellent pay and working conditions. Call Raymond Johnson. Box B-266, BROADCASTING.

Announcer . . . to do all. Black, all talk radio program in prime time. Must have third class license. Send tape and resume to Bert Belland, V.P. Operations, DeSales Communications, 250 Auburn Ave. N.E., Atlanta, Georgia 30303.

Sales continued

Florida east coast—needs announcer, immediate opening. WRMF, Titusville, Phone 305-397-1121.

Wanted: announcer with progressive and top 40 background and production experience. Send resume, tape, and references in first letter. Ted Murray, Operations Director—WSAC AM/FM, Box 70, Fort Knox, Kentucky 40121.

Sharpe pro for combination slot. Must be excellent on production, etc., news, attention. Play-by-play helpful but not mandatory. Fulltime in Midwest. Must be able to dig beyond the obvious, write, and deliver. Send all information to News Director, P.O. Box 3786, Davenport, Iowa 52808.

Sharp thinking, sound newsman for nation’s capital. Area’s only 24 hour all news station. Tape to Noel Lynes, News Director, WAVA, Arlington, Va. An equal opportunity employer.


Programing, Production, Others

We need a sharp program director, for a top forty soul radio station, in the mid west. If you have a background in programming, are of management caliber, please forward tape, resume, picture and salary requirements immediately. Box B-236, BROADCASTING.

Program director for brand new C&W format station. Single station market. Send tape, resume and salary requirements. Box B-256, BROADCASTING.

Expanding corporation needs P.D.—production expert with tight board and administrative ability for modern country station. Box B-271, BROADCASTING.

Production director—creator of interesting and original commercials, comedy, etc. Unusual opportunity at medium market station, Rockies. Box B-262, BROADCASTING.

Sharp pro for combination slot. Must be excellent on production, air, news and attention to detail. Play-by-play helpful but not mandatory. Fulltime MOR in beautiful Southern Illinois. Call Charlie Powers day (618) 942-2181; after 7:30 PM CST (618) 993-5121.

Producer wanted. Must have good voice. Production experience essential. Must be creative. Imaginative, familiar with latest Ampex equipment and know such techniques as Electronic Splicing. Must have or be desirous of right man. Phone Dudley Walker, 214-586-2211.

Technical

Chief engineer needed who knows AM, directional, FM stereo, microwave for established AM, new FM. Salary package to Box B-259, BROADCASTING.

We have an opening for a fully qualified engineer with directional antenna experience and announcing background in all areas. If you are looking for a permanent home call WBCS, Brittneville, S.C. A. Ken Harmon, General Manager.

Chief, experienced directional, remure control, maintenance. Full details to General Manager WCBF, Baltimore.

Part-time engineer, First-class FCC license required. Salary: Phone to WCQO, Box 1669, Pensacola Florida 32502.

News

Experienced newsman for 10,000 watt midwest station. Gather, write and air newscasts. Prefer midwesterner. Must have at least 1 year in actual news operation. Send all information, salary and audition tape in first letter. Box B-235, BROADCASTING.

Experienced newsman to join medium market station. Send resume, photo, and references. Must have good experience. No advertising experience required. Box B-239, BROADCASTING.

ALL TRAVEL AGENTS, you can find the most exciting placement for your clients in southern Illinois. Call Charlie Powers at 618-942-2181.
Situation Wanted
Management

Ready - successful experience in all aspects, including top sales training, 1st phone, versatile, aggressive, sensitive, creative and/or equity situation. Box B-169, BROADCASTING.

Temporary management position wanted in the middle Atlantic states while awaiting FCC approval of C.P.R. Experience includes general management, medium market radio and TV and major market radio. Box B-218, BROADCASTING.

Manager-medium market. Presently sales manager with 11 years experience. Broadcasting, programming, administration, Analytical, creative, sincere, personable. Prefer West, but will consider situation. Reply to Box B-219, BROADCASTING.

Small/mid-sized market owner... for a percentage of the company. If possible, buy. I’m willing and able to solve your problems. Experienced, track record and references. Box B-232, BROADCASTING.

After 14 years of training, I’m ready for small/mid-sized market management. Experienced in all phases of AM radio/UHF TV and currently sales manager in medium market. Box B-235, BROADCASTING.

If you have a full time AM or FM, I will put together and train a sales force that will have the best sound in town to sell. 15 years in broadcasting. First 7 as a top lock and P.D., last 8 as a successful general manager. Age 31. Major college experience. B.A.-B.B.A., age & cost marketing track record, sales promotion. Box B-237, BROADCASTING.

General manager seeks new challenges. Strong sales background through management experience with top rated station in market of 300,000. Age 31, college grad and married. Current income, $18,000. Experience: Northeast and Midwest only. Box B-239, BROADCASTING.

General manager, sales manager, salesperson, top selling producer with outstanding successful history in each category in AM and stereo. Prefer medium but will consider smaller market for right offer. Box B-242, BROADCASTING.

Anxiously to relocate-50,000 or less market. Radio station manager-15 years proven track record in sales, marketing, production, news. Area includes: Chicago, Columbus, Cleveland, Pittsburgh, Nashville, Memphis. Salary negotiable. Box B-251, BROADCASTING.

Creative, selling manager returning to radio. Directly involved 12 years in sales, Radio, TV, Small-medium markets. Prefer: Northeast Florida, salary 5 figures, plus. Box B-274, BROADCASTING.

Announcer seeks top broadcasting company. Willing to relocate. Philadelphia. Box B-282, BROADCASTING.


Sales


DMB is available. Broadcast education seeking on-the-job position some sales, third en- dorsed. Box B-85, BROADCASTING.

Black P.D. available now. First phone ticket. Production manager. 15 years experience. Can get numbers. Box A-175, BROADCASTING.

DJ-copy--production, experienced, third, college, good voice... Box A-299, BROADCASTING.

Personable family man, broadcast school education seeking on-the-job position some sales, third endorsed. Box B-85, BROADCASTING.

First phone, college grad, experienced Top 40/Pop music producer, good voice, good copy. Goode voice. TV experience. Military connection. Anywhere in southern, where good market. Box B-86, BROADCASTING.

Announcers

Experienced and handicapped, are you in your thinking? If not... Box B-120, BROADCASTING.

C&W 1st phones--good voice, friendly delivery, 6 years experience, including large markets. Good sales record. Box B-121, BROADCASTING.

Start the new year right, hire me, 11 years in radio--last 6 in present medium sized midwest market station. Strong on live delivery and telephone. Ready for opportunity in big market. Let me prove it. Tape and resume available upon request. Box B-122, BROADCASTING.

Morning man with play-by-play. Want somewhere permanent--5 yrs experience--rock, MOR, country--drafted to Box B-179, BROADCASTING.

B.J., with 3rd ticket, good news, commercials, and light band; needs opportunities. Box B-180, BROADCASTING.

Experienced professionally trained announcer. Three years college-Political Science major. Will relocate. Box B-204, BROADCASTING.

MOR, first, B.A., small market, Calif., anywhere: 315-479-8996, Box B-209, BROADCASTING.

You don't have to be No. 1 to have a better idea. Top 40, 1st phone, exp. Box B-212, BROADCASTING.

Let's work together, and make money. We'll be No. 1, only top 10, rock, what else do you need? Box B-213, BROADCASTING.

An's wanted, a boss who appreciates good music. 22 yrs. experience, Box B-215, BROADCASTING.

Soul or rock jock. First phone, stable job. Box B-217, BROADCASTING.

Picky announcer for picky station-you want wide awake, affable personality who writes, produces New York music, is good... who does voices, cracks a few jokes and generally entertains. I want MOR station. Large-medium to major market in West or Southwest. Don't expect aircheck. Pick me, will send picky you something better. Box B-224, BROADCASTING.

Major suburban market looks, seeks solid spot with good station. M.D. & P.D. background too. Top reference. Start immediately. (516) 798-8935 or Box B-229, BROADCASTING.

Sports announcer New York market air experience, can do basketball, Color studio production. Box B-234, BROADCASTING.

Announcer-personality-six years experience also music director-available immediately. Box B-246, BROADCASTING.

Experienced disc jockey, newscaster, announcing, tight bilingual, versatile, dependable, creative. Box B-247, BROADCASTING.

First phanl mature adult music. Experienced. 48, Pro. All promo work. Also negotiation. 219-456-8761, Box B-252, BROADCASTING.

Professionally trained announcer B.A. degrees seek position in sportscasting/play-by-play. Box B-257, BROADCASTING.

Medium and major markets: 7 years D.J. and news, available for your market. Currently Calif, medium... Box B-269, BROADCASTING.

Dj-scoty network, experienced, dependable, capable. Box B-270, BROADCASTING.

Dj-scoty network, experienced, dependable, capable. Box B-270, BROADCASTING.

Progressive young jock, one year experience, single, draft exempt, will relocate. Box B-269, BROADCASTING.

Senior announcer-anouncer-experienced, third endorsed. Prefer West. Box B-270, BROADCASTING.

Florida. Veteran announcer, 40's dependable, full or part time. P.O. Box 270, BROADCASTING.

Technical

Experienced 1st phone engineer (Penna.) AM-FM studio transmitter engineer. 130 week. Excellent reference. Box B-113, BROADCASTING.

Young experienced engineer with first ticket, Good voice, sales, ability. Will relocate anywhere College grad. References available. Box B-206, BROADCASTING.


Experienced chief--TV AM FM microwave-engr. seeks growth opportunity in medium market. 7 years experience all phases. Box B-281, BROADCASTING.
**Situated Wanted**

**News**

Network correspondent, 36, interested in home in top 30 market, Box B-12, BROADCASTING.

Mature valued college grad reservist seeks long hours, working near N.Y.C. TV man department loves activities, documentaries. Box B-168, BROADCASTING.

Seeking employment as newscaster and dj. Have experience in all aspects of radio, will work hard, will send tape if required. Box B-211, BROADCASTING.

Three talented young professionals: cinematographers, writer-producer, experience in documentaries, news and commercials—want to documentaries. Make us an offer. Box B-250, BROADCASTING.

Sports: I’ve served my apprenticeship, ready to move on in sports; college grad; married; young; great references; if you’ve got the job— I’ve got the talent and desire for it. Box B-263, BROADCASTING.

I want it of N.Y. Experienced, employed, I do news, production, copy, can dj. Your sound. 516-629-8325.

Accomplished newman, 10 years news director medium market in/TV, seeks news/sports position southern California. Married, 37, stable, BA journalism, strong writer, sports, air. Phone 213-397-7813.

Lousy, absolutely lousy with experience 10 ranks radio news editing. Four years radio nat’l NYC left as B-16 as BBC specials, serious and very unassuming. Last two years working Europe where I do 12 hour nights. 30 years in news, experienced in newscasting but am world’s second worst. amusing, original devil though, talking back, tough nose, very keen feel for production. Exchange proven news talent chance CW-MOR music show. Needs responsible amount freedom. Money fairly important. Hurry! Back US March for interview. Tony Lunden (a friend), 1 English Garden, Munich, Germany.

**Programming, Production, Others**

Professional radio-TV sports director/columnist wishes return to play-by-play or PR sports. Sharp appearance. Major league references, credits. All offers, box B-183, BROADCASTING.

Program director available 1st phone 24 years experience, announcing in radio & TV, mature voice, settled, married, no children. Box B-156, BROADCASTING.

Need a sports director? Talented play-by-play all sports. Amalco to move into major college professional position, experienced. Reliable. References. Box B-183, BROADCASTING.

Talented announcer with first phones and seven years experience, 20 years in TV and radio, good events/remote experience needed. Above average salary for comparable average director. Box B-154, BROADCASTING.

Promotion director—Independent in major market. Responsible for audience, sales promotion, and publicity. Send resume to B-230, BROADCASTING.

Producer-director—Top 25 market. Major group owned station seeks a man of quality. Must be creative; stimulates news; news and sports events/remote. Box 276, BROADCASTING.

Producer-director—small market: Opportunumy for creative, experienced individual in live tape and film and documentary production. Must be creative, experienced in local news, capable in producer-director capacity, immediate vacancy. Send complete resume in first letter. All replies confidential. Box B-245, BROADCASTING.

Art director needed immediately by major southeast group owner. Excellent salary, fringe and benefits for right person. Send resume, photo and credentials with first. Reply to Box B-253, BROADCASTING.

**Television**

**Situated Wants Managed**

Attention CATV operators: Young, aggressive broadcatter wants cable management or assistant manager-sales slot. Six broadcast sales careers, Trendy track record, completed 90% of radio-television production, direction, announcing. Currently assistant to general manager in major market radio station. Bachelor of Science in radio-television. Major concentration of study was broadcast management, newspaper, industry, and advertising. Box B-188, BROADCASTING.

Would you like your profit futures increased thru more aggressive and imaginative sales management? Can I help you bring about such a condition? Two years of successful sales management and programing, working with some of NAB’s America’s finest radio and television stations. Top general manager or sales manager. Box B-197, BROADCASTING.

General manager and operating national sales manager. Extensive and unique sales management, budgets and quotes, programming and promotion along with network and representative relations and negotiations. Box B-205, BROADCASTING.

Business manager: Five years top network production, all phases administration, operational affairs. Experienced. Box B-207, BROADCASTING (212) 999-6835 or Box B-208, BROADCASTING.

**Sales**

Local TV salesman desires more financial opportunity. Top biller in market for 1970, but limited potential because of market size. Write Box B-240, BROADCASTING, to talk with this young, hungry salesman.

**Announcers**

Experienced children’s show host rated first in market area. Call 319-556-2998.

**Technical**

Chief of independent U, top 30 markets, desires that in 10 years. Write Box 119, BROADCASTING.

Attention stations! 1st phone technician limited experience—needs job in Salt Lake Will relocate. Box B-227, BROADCASTING.

1st phone experienced in all phases of TV operation. Box B-231, BROADCASTING.

First phone—25 yrs exp, transmitter or maintence. Box B-276, BROADCASTING.

First phone beginner, professionally trained, will travel. Lee Erickson, 507 Box #3, North Holly-wood, Calif. 91601.

**News**

Experienced newswoman seeks opportunity. Network reporting experience, BA degree, writer, producer. Box B-14, BROADCASTING.

Petite, eager, inquisitive Chicago girl, 22, wants radio-TV news experience any market. Locale no barrier. B.A. In English, print news background. Will relocate. Send travel for interview. Box B-229, BROADCASTING.

Career-minded newshswoman, 25, experienced writer-producer with good working knowledge of film and tape. Some TV work, seeks general or beat reporting, radio-TV top 25 market. Box B-238, BROADCASTING.


Professional TV meteorologist with experience seeks new affiliation. (312) 234-3781.

**Programing, Production, Others**

Producer-director—writer. 15 years experience news, public affairs, documentaries, cultural programming. Currently employed. Prefer Washington, D.C. area, but will relocate for right offer. Box B-97, BROADCASTING.

Director, switcher, first, studio-operations, B.A. anywhere. 315-478-8896. Box B-210, BROADCASTING.

Kiddie show producer-host format proven successful 319-556-2998.

**Wanted To Buy Equipment**

We need used 250, 500 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Hurblide St., Laredo, Texas 78040.

Wanted: used turntables, consoles, carstems, amplifiers, mixers and general broadcast equipment. Setting up educational broadcast station and programing. Box B-230, BROADCASTING. All offers will be considered. For all shipping costs. All gifts tax deductible. Help Ohio Valley Colleq, College Parkway, Parkersburg, W. Va. 26101.

**FOR SALE Equipment**


**BROADCASTING, Feb. 22, 1971**
Situations Wanted

Management

B. MARC SOMMERS

Nationally recognized and respected all program manager, administration, and air personality, seeks to apply his skills to helping your company make money. Major and medium market background. Will consider all bona fide growth opportunities with sincere people.

BOX B-94, BROADCASTING

Announcers

Looking for someone with something to say? Resident iconoclast seeks new residence. Major market pro. MOR radio and/or TV.

BOX B-243, BROADCASTING

News

*********************************************************

Just finishing successful basketball season for minor league powerhouse, ready to move to a minor league baseball position or major sports responsibility. Married; college grad; young; and with an unsurpassed desire to succeed. Great references; looking for opportunity. Money is secondary.

BOX B-284, BROADCASTING

*********************************************************

Programing, Production, Others

HELP!

Save me from having to go back to Top 40 Radio, and I'll save you from oblivion, and make lots of money for you at the same time.

Well-known top market Rock air personality. Programmer available for good signal FM or AM Rocker or station ready to rock.

All inquiries strictly confidential.

BOX B-177, Broadcasting

Television Help Wanted

Programing, Production, Others

PRODUCER-DIRECTOR

Major midwest network affiliate seeking creative producer-director with minimum five years' experience in program & documentary production, live, tape and film. Immediate vacancy. Send complete resume and references. All replies confidential.

BOX B-244, BROADCASTING

An Equal Opportunity Employer.

Television Situations Wanted

Technical

CHIEF—TV AM FM MICROWAVE

Engineer with 17 years of broadcasting experience seeks growth opportunity. Fully experienced in all phases of broadcasting and color television construction operation and maintenance. Respected industry references. All medium market locations considered.

BOX B-262, BROADCASTING

Television

SITUATION WANTED

News

TV & RADIO SPORTSCASTER

Experienced in professional baseball, basketball, hockey and football play-by-play looking for station that recognizes value of top rated sports programing.

BOX B-258, BROADCASTING

Employment Services

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

Sherrie Bertsch, Director

MISCELLANEOUS

ANY FM STEREO or AM STATION CAN GET LISTENER & RESPONSE

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FOR SALE Stations

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Wash., D.C. 20006

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202/223-1553

FOR SALE Stations

La. small daytime 70M 50%

Penn. small FM 160M 29%

East med daytime 270M 50%

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media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

BROADCASTING, Feb. 22, 1971
Modification of CP's, all stations

- Broadcast Bureau granted CP to extend completion date for following FM's: KSFM (San Francisco), KO7FL, KO9FQ and K11IQF, all Thompson Falls and Thompson River area, both Montana, to Aug. 9, Actions Feb. 9.
- Broadcast Bureau granted CP to extend completion date for following FM's: KSJR, K13FB Medical Center, WNMEL (Greensboro, NC), and KDEN (AM), all San Francisco; change location from 81.279 to 82.479 kHz, to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WMMU, new translator, Elmhurst, Ill., to April 11, Action Feb. 1.
- Broadcast Bureau granted CP to extend completion date for WEZI (TV) and WEZI (FM) to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WQVI, translator, Dayton, Ohio, to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WSNA, translator, Savannah, Ga., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WGLD, translator, Louisville, Ky., to April 11, Action Feb. 1.
- Broadcast Bureau granted CP to extend completion date for WYZO, translator, Louisville, Ky., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WAPI, translator, Greenville, S.C., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WRAL, translator, Raleigh, N.C., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WPTV, translator, West Palm Beach, Fla., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WFDX, translator, Sanford, Fla., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WATL, translator, Atlanta, Ga., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WELX, translator, Easley, S.C., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WABC, translator, New York, N.Y., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WOR, translator, New York, N.Y., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WBBM, translator, Chicago, Ill., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WJXO, translator, Woburn, Mass., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WJRE, translator, Richmond, Va., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WZM, translator, White Plains, N.Y., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WBOB, translator, Greensboro, N.C., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WBMQ, translator, Norfolk, Va., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WJZ, translator, Baltimore, Md., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WOAI, translator, San Antonio, Texas, to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WCCO, translator, Minneapolis, Minn., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WBBG, translator, Clarksville, Tenn., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WOR, translator, New York, N.Y., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WBBM, translator, Chicago, Ill., to July 29, Action Jan. 29.
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- Broadcast Bureau granted CP to extend completion date for WJZ, translator, Baltimore, Md., to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WOAI, translator, San Antonio, Texas, to July 29, Action Jan. 29.
- Broadcast Bureau granted CP to extend completion date for WBBG, translator, Clarksville, Tenn., to July 29, Action Jan. 29.
KFW(FM) Fort Dodge, Iowa.—Seeks assign- ment of license from Northwest Broadcasting Co. to Fort Dodge Broadcasting Inc. for $360,000. Seller: Elizabeth J. Brown, president, et al. Mr. Brown is also president of KFW(FM)-TV Fort Dodge. Buyers: Robert Martin (15%), Max E. Landes (15%), Irene A. Christians (20%), Rex W. Weitzell (10%), G. Gale Cowle (15%) and John A. Flambo (25%). Mr. Martin is manager of Iowa Radio Network. Mr. Landes is manager of KVF(D) and has real estate interests. Mr. Christians is vice president of merchandise of Merch-A-Sure Inc., Del Moines, Iowa, advertising agency. Mr. Weitzell owns advertising agency and Mr. Cowle owns KASX(AM), Wichita, Ks. Mr. Flambo is sales manager of KQUA(AM), Ill., and KOXQ(AM) Kdotek, Iowa, and has interest in real estate business. Action Ann. 28.

KBFI(AM) Southampton, N.Y.—Seeks transfer of control of True Radio Broadcasting Inc. from Ira Littman, Clara Lou Wilder and William T. L. Lindsey (100% before, none after) to Magna- media Inc., 311 Madison Ave., N.Y. Consideration: $300,000. Principals of Magnamedia Inc.: Robert B. Gartside (60%), James D. Meyer (30%). Mr. Meyer owns automobile dealership, has invested in radio and television real estate developing and firm and owns leasing corp. Mr. Stowe is general manager of WQNT(AM) Huntingdon, Pa. Action Jan. 28.

WXLW(AM) Indianapolis—Broadcast Bureau granted transfer of control of Indianapolis Broadcast- ing Co. in Exchange, Joseph E. Enoch, et al. (jointly 100% before, none after) to Clay E. Littman, president, et al. Buyers: Bartell Radio & Television Media is voted by Edward L. Downe Jr., and James Stowe president, director and James Stowe, Sr., assistant to president, director and general manager (100% before). City Broadcasting Corp. is licensee of WWAY-TV(AM) Wilmington, N.C. Mr. Clay has real estate interests. Action Jan. 28.

WTOS(AM) Wauwatosa, Wis.—FCC granted assignment of license from WCB Inc. to Margare- tta S. Sudbrink, to whom license is assigned. Mr. Sudbrink is vice president, et al. Buyer: Margaret S. Sudbrink, to whom license is assigned 15% of farm land, real estate. KYND(AM) Bur- lingame, Neb., partners: Joe B. Williams, 50% of WRMS(AM) Beardstown, Ill., and applicant to purchase W2FG-AM-FM Cincinnati. Action Feb. 10.

CATV

Final actions

Santa Barbara, Calif.—FCC terminated agreement between Cable TV of Santa Barbara and Cablevision Inc. of Santa Barbara, Inc., and Central Coast Broadcasters Inc., licensee of KCC, for violation of KCC's program exclusivity as for now can be brought in comparable to that of distant stations in Los Angeles. Action Feb. 10.


Other action

Dayton, Wash.—FCC reopened cease and desist proceeding requiring Touchet Valley Television Inc., operator of CATV system, to provide program exclusivity for signals of KNDU-(TV), Richland, Wash., and renamed to hearing to determine validity of this ruling and issuance of supplemental initial decision (Doc. 18825). Action Feb. 10.

Designated for hearing

Warrensburg, Mo.—FCC designated for hearing the CATV franchise in Warrensburg, Mo. for enforcement of cease and desist order, complaint for damages, review of action by Common Carrier Bureau, and for declaratory and other relief in proceeding involving application for Section 12(a) TV license in Warrensburg, Mo.,申请 of Missouri, for CATV channel distribution fa- cilities. Action Warrensburg (Dec. 1915-2). Action Feb. 10.

Cable actions elsewhere

The following are activities in community-access television systems. One of the following, through Feb. 17, Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in italics.

Maywood, Calif.—The city council has granted a franchise to Wiltz-Cablevision Inc., subsidiary of Teleprompter Corp., for installation and operation of local programming with a 24-hour weather service, public service announcements and periodical programs. Rates established.

Chicago—Zenith Radio Corp., Chicago, has purchased a minority interest in Electronic Industrial Engineering, a CATV company.

Austin, Minn.—Austin Cablevision, Austin, has been granted a franchise.

Mansfield, Ohio.—Mansfield Cablevision Inc., has been granted a franchise.

Fort Worth, Tex.—Cablevision Inc. has been granted a franchise.

Porterville, Calif.—Southern Tier TV Co. Cablevision Inc. has been granted a franchise by the city council. The franchise is subject to renewal every five years. Action Feb. 10.

Amherst, N.Y.—Construction begun by Amberth Cablevision Inc., has been granted a franchise.

Porterville, Calif.—Southern Tier TV Co. Cablevision Inc. has been granted a franchise.

Sandusky, Ohio—Four companies have applied for a franchise: Nortby Central Television Inc., Tele Cass Cablevision of Ohio Inc., (multiple CATV owners). The companies have filed petitions for a $100,000 improvement program to expand the combined system to Porterville and rebuild and expand the Porterville system.

Smithtown, N.Y.—All-Town Cable TV has applied for a franchise.

Squaw Valley, Calif.—City council has granted a franchise to FM Communications Co., of Florida. They have been granted a franchise.

Soda Springs, Idaho—Cablevision of Soda Springs, Idaho, has been granted a franchise. Construction is already underway to extend the system to Soda Springs (multiple CATV owners). They have been granted a franchise.

Bakersfield, Calif.—City council has granted a franchise to SMS Communications Co. of Nevada. They have been granted a franchise.

Blanding, Utah.—City council has granted a franchise to WFM-AM-FM, Inc. of Utah. They have been granted a franchise.
When Richard Stewart Stakes began his association with broadcasting in 1954, he didn’t even own a television set. Today, as vice president of Evening Star Broadcasting Co., and general manager of WMAL-AM-FM-TV Washington, Mr. Stakes operates in the heat of a contest that generates more news than any other in the world. To top it all off, he is also vice president of two Evening Star subsidiaries—the licensees of WLVA-AM-TV Lynchburg, Va., and WCVI (TV) Charleston, S.C.

His preparation for this big job makes him atypical among broadcast general managers: It was in finance, not sales or programing, that Dick Stakes learned the business. And he recalls that experience as a real advantage—an opportunity to learn every aspect of station operations.

When Mr. Stakes entered the business 17 years ago, he had been a dissatisfied accountant with the local electric-power company. His first broadcast job was as business manager for WTTG (TV) Washington (which was then owned by the old DuMont network), and he became the station’s assistant general manager before leaving in 1956 to join Evening Star Broadcasting, where he progressed steadily until being named general manager last year.

What brought him from ledgers and fine-line pens to his present office, with its Chippendale chairs and wood paneling in the style of colonial Williamsburg is an underlying current of ambition. Dick Stakes is a calm, affable, low-profile kind of man, but the exterior does not hide his drive to succeed.

He talks in terms of “opportunities”: the opportunity offered him by WTTG, by Evening Star, by broad experience in total broadcast management. These opportunities, in turn, gave him what he regards as his advantages. In the financial pilot’s house, he had the chance to keep tabs on all goings-on in the operation of the station. “Access to information and experiences in all phases of operations, administrations and acquisitions” in his original job as controller and later as assistant treasurer and treasurer of the licensee company gave him his working experiences, he says.

As a controller, he didn’t spend all his days behind an adding machine; he dealt in areas of financial systems and procedures for the entire operation. He was allowed a “range of operations within the operation,” he recalls, and was able to become acquainted with areas as diverse as labor negotiations, administration and engineering. This broad knowledge fueled his rise in the corporate hierarchy—and, understandably, left him with no regrets about not limiting himself to strictly financial matters.

Today, Mr. Stakes oversees three distinct operations—a TV station, a middle-of-the-road AM, and a progressive-rock FM—in a city of great extremes. On the one hand, there are the high and mighty of government; on the other, a community that is over 70% black.

The challenge of that city is obvious—and one of its recent effects is documentable: WMAL-TV has just weathered a petition to deny license renewal, filed by local blacks (Broadcasting, Feb. 8). Mr. Stakes is “satisfied”—as was the FCC—that the charges of racism in programming and employment practices have been sufficiently answered.

The stations must also serve suburbs of nearby Maryland and Virginia—many of whose children listen to WMAL-FM, which has enjoyed a marked improvement in ratings since switching to its present all progressive-rock format.

In overseeing these stations, Mr. Stakes is an advocate of what he calls “bottoms-up management.” Although he is responsible for setting over-all policies and direction, he says the stations’ success requires a management staff that is “capable of total communications in all directions.” Indeed, the word “candid” crops up as often as “opportunities” in his conversation, and he uses it to describe his goal in staff relations. As he puts it, he hopes to “create the climate where anyone dealing with me is able to state his position as candidly as he is able, and then I can do the same.”

From his staff he also expects the forward drive for the stations. “Direction should be created within the organization,” he says. He feels the freedom he allows and the candor he encourages will naturally produce the momentum necessary to insure progress.

Keeping the organization “bottoms-up” is, as he says, “more difficult but more satisfying.”

A man who operates quietly and without ostentation, Mr. Stakes is a believer in tradition, as his office decor would suggest, and takes pride in his origins in the rural Tidewater area of Virginia. Away from the office, his pleasures are quiet ones—spending time with family and friends in a power boat, or getting in a round of golf.

Yet Dick Stakes is not a man who confines himself narrowly to his immediate job and locality. In 1962, for example, he was one of the founders of the Institute for Broadcasting Financial Management, which operates as an exchange for information involving common broadcast financial problems—billings, insurance, music-licensing negotiations, and so on. The Institute now comprises over 400 active and associate members. His initiative with IBFM is one more bit of evidence that Dick Stakes bears little resemblance to popular stereotypes of the finance-oriented individual as a man of narrow perspective, limited interests and a 75-word vocabulary. Quiet and methodical he is; narrow he is not.
The ultimate absurdity

The Consumers Association of the District of Columbia has been in existence for four years and claims to have 225 members. With those credentials it has asked the FCC to revolutionize the regulation of broadcasting.

The association, as reported here in last week's issue, wants the FCC to adopt rules penalizing radio and television for carrying what the association conceives to be deceptive advertising. By the association's evident standards the penalties would apply to just about any commercial now on the air.

Never mind the jurisdiction of the Federal Trade Commission, which is explicitly charged by law to prosecute advertising that is found to be false, misleading or deceptive. The little band of dedicated consumers would have the FCC leap into the same field—but only with radio and television as the regulated media.

The proposal has been advanced in the form of a test case against WTOP-TV Washington and its affiliated network, CBS-TV. Admittedly the station was picked as the guinea pig because of its high standards. The theory is that if a station of good character can be converted from guinea pig to goat, the precedent will establish higher standards for lesser stations. It is punishment that WTOP-TV ill deserves.

For approximately the same reasons the same station has been made the object of a number of other legal actions intended to achieve generally applicable results. By now the management of WTOP-TV and its parent, Post-Newsweek Stations, may be weighing the virtues of virtue.

If there is any justice left at the FCC, the Consumers Association of the District of Columbia will be promptly restored to the anonymity from which it so recently emerged.

Wrecking crew

In the early nineteen-thirties, during the great depression, there was genuine concern whether two infant pursuits—born of then new technology—could survive. They were known as commercial radio and commercial aeronautics.

In spite of blunders from the very beginning (the word "commercial" was and always has been an unfortunate choice) these callings did more than survive; they led the parade back to prosperity.

But these vehicles of modern communication and transportation were not to romp along hand-in-hand. Aeronautics became aviation, and airlines began to sprout almost everywhere. They needed traffic controls. And since they were given protection as to routes they required rate regulation. They were common carriers.

Radio's regulatory problems were different. Broadcast stations needed traffic control not for protection against competition but to avoid interference. So Congress set up, first, the Federal Radio Commission and, then (in 1934), the FCC, to control the radio traffic in the skies. There was no rate regulation for broadcast services, because Congress specifically decreed there could not be. There was plenty of competition between radio and radio and among radio and newspapers and magazines. Nobody even thought about regulating competition among media that were protected by the First Amendment.

A generation has passed. The airlines are in trouble. Costs have skyrocketed. Strikes have taken their toll. And, evidently, overregulation by government has only accentuated the predicament.

By contrast, radio and the newer broadcast medium, television, have prospered. Yet they too are now threatened by overregulation. At the FCC there are serious proposals to dismember multimedia groups, to regiment stations into regulated programming as a condition of license renewal, to deny broadcast ownership to corporations with other holdings in diversified fields. At the Federal Trade Commission a movement has been started to force advertising into literal configurations that could destroy its effectiveness—and television advertising is usually the prime target.

The federal courts have done their share to intensify governmental regulation by demanding that the FCC extend its powers. And the role of Congress in the process may be measured by its act outlawing $230 million in cigarette advertising on radio and television. Broadcasters are entitled to wonder whether there is a calculated campaign to enfeeble their stations and networks.

Overregulation would be debilitating enough in a strong economy. It can be devastating in the business conditions that now exist.

If the government is as interested in economic recovery as its spokesmen profess to be, it could start by calling a halt to contrived attacks on the advertising media that are essential to the economy. Unarrested, the present trend in Washington can lead only to the debasement of broadcast program and advertising services that have been proved vital to the American people and American business.

Let there be light

Pro football's television-blackout policy appears to be in some well-deserved trouble. The Senate Commerce Committee says it intends to hold hearings (Broadcasting, Feb 15). It's time somebody did something.

If there was ever any justification for the policy—thereetically to protect the gate—it disappeared long ago. The gate needs no protection. For all practical purposes, and usually literally, the games are sold out. Thus many fans who would like to go to the games cannot. Thanks to the local blackouts, they cannot see them on television either.

The irony doesn't stop there. Television has done more to popularize pro football than anything since, oh, say, Sammy Baugh. Yet it is currently paying $45-50 million a year for the privilege. But let's not get started on that. The price spiral has got to end some day. The blackout farce ought to end now.

"Now there's a gal who'll never have ho-hum mouth... Martha Mitchell!"

Drawn for Broadcasting by Sid Hix
On the morning of October 6, 1970, school children of Harrisonburg and Rockingham County, Virginia, trudged to classes under an acrid, menacing pall of smoke. A giant pile of discarded tires burned at the city dump, and the air was ugly black for fifteen miles. This wasn't the first time, but it was to be the last.

WSVA personalities Arnold Felsher and Wip Robinson had begun marshalling audiences at 5:00 a.m. to come to arms against the threat.

By 9:00 a.m. the Candid Comment two-way talk show was on the air, and telephone calls of protest were piling up. WSVA radio and TV continued coverage, urging their audiences to contact local officials personally. People demanded action. They got it.

One week later, the Harrisonburg City Council issued orders for 100% enforcement of anti-burning ordinances. In November the Rockingham County Board of Supervisors voted to prohibit all commercial dumping of tires at county dumps.

WSVA stations had completed a job well done. The clouds are cleaner now. Leading the good fight for a clean environment is a way of life at the Gilmore Broadcasting stations. It is a re-enactment of our pledge. We will continue the fight in each of our audience areas.

We won a battle in the Shenandoah.
On February 5, 1971, Philip Cuppett cleared up one misconception about cassette TV.

Now we're going to clear up some others.

Philip Cuppett works in the shipping department at the CBS Electronic Video Recording facility in Rockleigh, New Jersey.

On February 5, 1971, Philip dispelled one of the misconceptions clouding the cassette TV industry:

Misconception No. 1: "All the different cassette TV systems are still in the laboratory stage."

One system is here and ready now ... CBS Electronic Video Recording. Philip proved it when he loaded quantity shipments of EVR Cassettes to the first four customers: Equitable Life, Hawaii Department of Education, American Program Bureau and Davis & Geck.

Misconception No. 2: "No single cassette TV system is emerging as the standard for the industry."

Today, the CBS-developed EVR System—a "phonograph for the eye"—lists cassette customers in the United States, Canada and ten other countries.

EVR Player manufacturing licenses have been executed with Motorola Inc. in the U.S.A. and Canada, Rank Bush Murphy Ltd. in the United Kingdom, Robert Bosch GmbH in Germany, Industrie A. Zanussi SPA in Italy, Luxor Industrie A.B. in Sweden, and Hitachi Ltd., Mitsubishi Electric Corp. and Toshiba in Japan.

EVR Cassette programming and distribution contracts are being actively pursued by the EVR partnership in the United Kingdom, by Mondadori in Italy, by the CADIA Corporation in Switzerland, by Videothek Programm GmbH in Germany, and by the Bonniers Group and Esselite in Scandinavia.

Worldwide distribution of EVR Cassettes is already assured.

Misconception No. 3: "Cassette TV systems are hopelessly expensive."

Motorola has set a price of $795 for its EVR Teleplayer, available only in a version designed specifically for education and training. Considering its features, this price is quite realistic.

Since CBS will not enter the consumer market before 1972, price comparisons for home EVR Players are premature and invalid.

As for the EVR Cassettes themselves, present customers find them dramatically less expensive than 16mm film of comparable running time.

Misconception No. 4: "Any pirate can copy on EVR Cassette."

Program producers who use the EVR System know that every EVR Cassette offered for sale or rent is one that he ordered, and not an unauthorized copy. Unlike videotapes, EVR Cassettes cannot be counterfeited. Only EVR processing facilities can produce EVR Cassettes.

An unauthorized videotape neither looks like an EVR Cassette nor produces the kind of picture quality inherent in the EVR System. The EVR Cassette stops piracy in its tracks.

Any other misconceptions? Drop by our new Rockleigh Processing Facility brochure might clear them up. Write or come on out to Rockleigh (by appointment) and meet Philip.

Cuppett and some of the others. They're busy turning out EVR Cassettes, but not too busy to answer questions.