Pastore promises fast action on political-campaign reform AM-FM combinations cleared in easing of one-to-a-customer Citizen protests settled in Chicago, stirred up in West MCI Lockheed files for biggest domestic-satellite system
This year, $28.5 million will be spent on men's cologne by the people who can view PGW represented TV stations.

Do you sell men's cologne?

You can sell more with spot TV

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

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.
UA Showcase Six
OFFERS YOU KHARTOUM.

ONE OF 30 OUTSTANDING FILMS FROM

KHARTOUM
CHARLTON HESTON
LAURENCE OLIVIER
RICHARD JOHNSON
RALPH RICHARDSON
ALEXANDER KNOX

United Artists Television
Entertainment from Transamerica Corporation
KTVU is the only television station in the San Francisco Bay Area to have its own news bureau in the Nation's Capitol.

Tom Frawley, Hal Cessna, and their staff keep Northern California viewers well informed on the Washington scene with film reports almost daily. Every week, Tom and Hal compile a half-hour report.....OUR MEN IN THE CAPITOL..... which brings Northern California congressmen in touch with their constituents on current issues.

Having our own Washington News Bureau is just another example of the KTVU commitment to the community it serves. From the reaction we get..... Bay Area citizens think it's a CAPITOL idea.

San Francisco / Oakland
KTVU Television
Represented by TeleReps

A Communications Service of
cux Broadcasting Corporation
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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
Pass the ammunition

On grounds that American Research Bureau's local-market TV reports show significantly lower audiences than Nielsen Television Index and thereby put spot-TV salesmen at serious disadvantage in selling against networks, leading station-group owner is preparing to demand the ARB withdraw all of its November-1970 sweep reports and issue no others until methodology is reviewed and "corrected." Demand will be based on detailed analysis showing ARB reports, used by most agencies and reps in spot buying and selling, put audience levels 20% lower on average — and in some time periods and demographics 28-29% lower — than NTI reports, used in buying and selling of network time.

End result, station group maintains, is that spot is almost certainly losing millions of dollars to network because of lower audience figures for spot — and this at crucial time in recessionary economy when reps and stations are already complaining bitterly of network assaults on their business. Though acknowledging that precise figures are unknowable, analysis says that if applied against 1970 dollar expenditures, 20% understatement of spot audience could translate to $248-million loss in spot business.

First things first

Signals have been switched in sale of Time-Life Broadcast Inc. stations to McGraw-Hill. Sale reportedly now involves Time-Life's five television stations only, for price of $69.3 million. Originally whole package of Time-Life stations — including eight AM and FM stations — was to change hands, for total price of $80.1 million, with McGraw-Hill spinning off radio properties to comply with one-to-one customer rule. As matters now stand, Time-Life will find its own buyers for radio stations.

Television stations involved in sale are WFBM-TV Indianapolis; KLZ-TV Denver; WOOD-TV Grand Rapids, Mich.; KOGO-TV San Diego, and KERO-TV Bakersfield, Calif., only UHF station in group. Announcement of change in plans is expected to be made this week.

Box scores

Ves R. Box of KDFW-TV Dallas and, through him, all broadcasters, have been given FCC go-ahead to conduct joint interviews with community leaders in paring renewal-application question on ascertaining community problems, needs and interest.

Mr. Box last month wrote FCC Broadcast Bureau Chief Francis W. Walsh to ask if it would be appropriate for broadcasters in given city to participate in joint interviews as means of saving community leaders' time. Mr. Box outlined conditions under which broadcasters would be individually responsible to obtain and make use of information developed in interviews (Broadcasting, Feb. 15).

Mr. Walsh, in his response, noted commission had contemplated such procedure, in notice of inquiry issued in connection with primer on ascertainment question, then told Mr. Box he is free to use method he suggested. Only caveat: Every licensee is responsible for whatever may be result of his consultations with "representative cross-section" of community leaders and general public.

Ups and downs

One TV sales area that seems to be brighter than most is network sports. NBC-TV says its collegiate basketball championships are sold out and that pro baseball, just going on market, is picking up customers. CBS-TV reports its weekly golf classics are sold out, hockey 85% sold for rest of season with Stanley Cup playoffs completely sold, and its two national invitation tournament basketball games later this month are entirely sold. ABC-TV, with biggest array of all, indicates its American Sportsman and Pro Bowlers Tour are both sold out and basketball nearly so, all at prices higher than last year's. Wide World of Sports completely sold for first quarter and almost so for second and only about dozen minutes remain to be sold out of 224 available in golf series.

While TV sales in general are suffering, radio business appears to be gaining from current recessionary economy. Reports vary from one market to another, as always, but informal check with some leading radio reps brings word in most cases that total sales are running ahead of last year's pace or, at worst, holding even. One rep reported his January business was double that of January 1970. Another, in TV as well as radio, said his firm in February achieved what once would have seemed incredible position: Radio gains covered TV losses.

Ghost walks

New special assistant has been quietly moved into office of FCC Chairman Dean Burch. He's Charles (Chuck) Lichenstein, 44, who will work on speeches and other writing projects. Mr. Lichenstein worked with Mr. Burch before, as director of research for Republican National Committee when Mr. Burch was party chairman in 1964-65. Before moving over to commission, Mr. Lichenstein was speech writer and special-projects man for Robert Finch, while latter was secretary of health, education and welfare and after he moved to White House as presidential aide. Mr. Lichenstein's association with big-name Republicans goes back to late 1950's, when he was assistant to then Vice President Richard Nixon.

Second look

CBS's role in abortive invasion of Haiti in 1966 by Haitian exiles, already explored in critical report of House Investigations Subcommittee (Broadcasting, June 22, 1970), is being scrutinized by FCC. Commission is said to be preparing letter asking CBS what steps it has taken to guard against repetition of alleged actions of its news personnel that so riled House panel members. Principal charges in subcommittee report were that CBS staged scenes of invasion preparations (for documentary that was never broadcast) and encouraged illegal invasion scheme.

Closed mouth

As part of budget paring at National Association of Broadcasters, contract with Phil Dean & Associates, New York, for operation of Free TV News Bureau is being allowed to expire. Contract, 18 months old, called for payment of about $40,000 annually to operate anti-CATV effort. It was extended last September for next two quarters that end March 31.

Plot thickening?

FCC's inquiry into purported bribery in TV-station affiliations with ABC-TV is pursuing "other avenues" that may entail additional investigation. ABC-TV itself advised FCC of its concern over charges of payoffs in procurement of affiliations and, according to government sources, cooperated fully in proceedings. So far nine days of closed hearings have been held in New York (Feb. 16 through Feb. 26).

BROADCASTING, March 8, 1971
Games can be very educational. Especially when they’re fixed.

In case you didn’t go down the whole list, every station on it is represented by Avco Radio Television Sales.

Avco?
That’s the whole point.
You’d be amazed how many people still think of Avco as a "house" rep. Despite the fact that we are profitably working for 35 radio and television stations. And 25 of them are not O&O.

To set the record straight once and for all, Avco is a full-service rep. For all of our stations.

What do we mean by "full-service?"

Sales teams that are divisionalized to provide more concentrated market coverage. (It must work. Just check the sales performance we’ve racked up for our stations.)

An eleven-man research department that provides Avco salesmen with the kind of information they need. When they need it.

A sales promotion department that really knows how to promote. (Would you like to see some samples?)

And finally, a management and sales team headed by one of the most dedicated men in the business.

Peter Lasker. He’s one of that rare breed who spent years managing stations before he tried to rep them. So when he speaks out (as he often does), people listen.

Now that we’ve brought you up to date, you must want to ask us some questions. So give Peter Lasker a call. His private number is (212) 697-3016.

One talk with him will prove to you that Avco takes The Rep Game very seriously.
Match the rep with the station. It's very enlightening.
FCC vs. drug-oriented lyrics

FCC on Friday (March 5) released public notice calling attention to complaints it has received concerning broadcast of song lyrics "tending to promote or glorify the use of illegal drugs." Notice does not bar broadcasting of such lyrics, but it politely reminds broadcasters that they are responsible for knowing what is in lyrics they air ("Closed Circuit," March 1).

Publication of notice revealed that commissioners have sharply contrasting views on question of broadcasting's relationship to use of drugs. Commissioner Nicholas Johnson, lone dissenter in 5-to-1 vote, said public notice amounted to censorship.

But Commissioner Robert E. Lee, who piloted notice through commission, said flatly, in separate statement, that he hoped notice "will discourage if not eliminate the playing of records which tend to promote and/or glorify the use of illegal drugs."

And Commissioners H. Rex Lee and Thomas J. Houser issued separate statements reflecting view commission did not go far enough. Both expressed concern over broadcast of advertising promoting use of drugs. And Commissioner Houser, asserting that song lyrics are only part of "much larger problem" he intends to bring to commission's attention "for future deliberation," said:

"To the extent that broadcast media contribute, wittingly or unwittingly to the drug problem, the commission is charged with the responsibility of insuring that the public interest will prevail through our recognition of the problems and the consideration of solutions."

Other Commissioners who voted for notice were Chairman Dean Burch and Robert Wells. Commissioner Robert T. Bartley abstained from voting.

Commission's notice said broadcasters are expected to learn, before broadcast, words of recorded selections, spoken or musical. As in case of foreign-language broadcasts, it added, this may involve "reasonable efforts to ascertain the meaning of words or phrases used in the lyrics."

Broadcasters were also told that judgment is theirs to make as to whether particular record depicts dangers of drug abuse or, to contrary, promotes illegal drug use. But judgment must be made; licensee who plays song lyrics whose content is not known to someone in responsible position at station, notice added, is violating basic principle that he has "responsibility for, and duty to exercise adequate control over," material presented over his station. "It raises serious questions as to whether continued operation of the station is in the public interest."

Commissioner Johnson, in his dissent, said notice "is an unsuccessfully disguised effort by the Federal Communications Commission to censor song lyrics that the majority disapproves of; it is an attempt by a group of establishmentarians to determine what youth can say and hear: it is an unconstitutional action by a federal agency aimed clearly at controlling the content of speech."

New York City ad tax?

Threat of 6% advertising tax in New York City, disclosed Friday (March 5), was met with widespread concern and attack by advertising-industry spokesmen. American Association of Advertising Agencies official said: "You can be sure the advertising industry in New York City will protest as strongly as we can."

According to reports made public Friday, Mayor John V. Lindsay seeks ad levy as part of $876.4-million tax package to help relieve city's debt burden. City officials said tax imposed on "time and space commodities" that advertisers buy in New York would bring in estimated $47.3 million. Collection apparently would be handled by media.

AAA and Association of National Advertisers said they awaited details (proposal had been discussed only in private briefings with city leaders) before taking formal position. Privately, however, ad leaders' opposition crystallized along lines that ad-tax proposal would be self-defeating in that levy could stifle sales-making activities which in turn yield tax dollars.

Lacking details of plan, authorities could not pinpoint its probable effect on broadcast advertising. Nationally, TV accounts for about 18.5% and radio 6.5% of all advertising volume. On that basis, TV advertisers would pay about $8.7 million and radio advertisers over $3 million of Mr. Lindsay's projected $47.3-million yield from proposed tax. On their proportionate national shares, newspaper advertisers would pay about $14 million, magazine advertising about $3.3 million.

Milton David, president of Radio Advertising Bureau, questioned proposal's constitutionality and warned that ad tax would serve to "penalize advertisers on their use of media" at time when it is "vital to encourage retail growth and consumer spending in New York."

Television Bureau of Advertising said its opposition would probably be channeled through American Advertising Federation.

Pastore hearings wind up

National Association of Broadcasters President Vincent T. Wasilewski opposed any political-spendng bill that would discriminate against broadcasting, in testimony during final day of hearings before Senator John O. Pastore's (D-R.I.) Communications Subcommittee (see page 22).

"Whatever form any over-all [spending] limitations might eventually take, we do not feel that the candidate should be inhibited in his selection and use of the various media," Mr. Wasilewski said Friday (March 5).

And the proposal that broadcasters be required to charge candidates lowest unit rate "would constitute an enforced subsidy for political broadcasting" required of no other industry, he added.

Mr. Wasilewski did not specifically mention S. 382, sponsored by Senators Pastore, Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.). However, that bill would both place limits on broadcast and nonbroadcast spending and require broadcasters to sell time to candidates at lowest unit rate.

Senator Pastore maintained that television would be glutted with political advertising if specific spending limits are not imposed on broadcasting. And, he said, requiring broadcasters to charge candidates lowest unit rates is not discrimination. Subcommittee has no jurisdiction over print media, he pointed out.

Another witness, Senator John V. Tunney (D-Calif.), supported over-all spending limitations for all media. However, he suggested no time limit be placed on requiring reduced rates.

Charles M. Kinsolving Jr., vice president, newspaper Bureau of Advertising, and first vice chairman of New York county Democratic Executive Committee, spoke as a private citizen in advocating passage of S. 382. He said bill's spending limits are "generous" and would avoid "over-kill" in political media buying.

Mrs. Anne C. Martindell, vice chairman of New Jersey Democratic State Committee, called for elimination of paid advertising from political campaigns in broadcast and print media. She
said voters would have better opportunity "to see the real candidate" in debates or other formats provided free by broadcasting, and in free newspaper space "to answer questions put to candidates by nonpartisan organizations."

Court OK's fight summaries

New York State Supreme Court issued ruling last Friday (March 5) refusing to prohibit Mutual from transmitting summary bulletins of each round of Joe Frazier-Muhammad Ali heavyweight championship bout set for Madison Square Garden tonight (March 8).

Justice Edward T. McCaffrey gave the plaintiffs, California Sports Inc. and Fight of the Champions Inc., until 5 p.m. to appeal his decision to appellate division. Their lawyers later filed appeal before deadline and it will be heard this morning before Justice Theodore R. Kupferman.

Mutual was directed to broadcast only bulletins of not more than 50 words, not blow-by-blow description, and to announce at regular four-minute intervals that its announcers or commentators are not at ringside.

Mutual summary is to be based on reports from wire services.

CATV panels: final touches

Over 120 individuals, concerns and corporations have been scheduled to give oral presentations in FCC's massive CATV proposed rulemaking proceeding. Oral presentations have been set for March 19, 22, and 25. Commission also announced Friday (March 5) that panel discussions in same mammoth proceeding, scheduled for March 11, 12, 15 and 18, will meet at National Academy of Sciences, Washington.

Commission also noted changes in panels, meeting times and participants have occurred since first announced (BROADCASTING, March 1). One change affects Panel 7 on future directions for CATV, which was originally scheduled for morning of March 16 and has now been renumbered as Panel 8 and will meet March 18 at 2 p.m. Previous Panel 8 has been renumbered as Panel 7, but is still scheduled for morning of March 18.

CATV computation form

To simplify calculation of appropriate fees for CATV systems, FCC Friday (March 5) announced availability of its CATV Annual Fee Computation Form and also extended deadline for filing CATV annual fee from April 1 to May 1. Commission said action follows deluge of questions it has received concerning method of calculation of fee.

Good news for Banzhaf

Antismoking crusader and consumer advocate John F. Banzhaf has advanced one large rung in ladder to tenure and full professorship at George Washington University law school. Twenty-seven tenured professors out of 34 at G.W.'s National Law Center voted Friday (March 5) to recommend tenure, reversing their initial decision last December (BROADCASTING, Dec. 14, 1970).

WALA-TV wins renewal

FCC has ruled against number of individuals and community groups in Mobile, Ala., and has renewed license of WALA-TV there. Commission, in action announced Friday (March 5), dismissed petition by complainants seeking license-renewal hearing on grounds station discriminated against blacks in programming, news coverage, and employment practices.

Week's Headliners

Ralph M. Baruch, president, Viacom Enterprises, worldwide program syndication division of CBS/Viacom Group, elected president of group, which CBS Inc. plans to spin off into new publicly held company, subject to FCC approval. Mr. Baruch succeeds Clark B. George, who resigned "for personal reasons" as president of CBS/Viacom Group, which also includes cable-TV activities, to join CBS's corporate staff in unspecified capacity. No successor to Mr. Baruch has been named.

Donald A. Wells, executive VP in charge of marketing, media, research and network programming, BBDO, New York, appointed to additional post of general manager of agency. James J. Jordan, senior VP and creative director of agency, elected executive VP. John F. Bergin, associate director, named senior VP.

Michael D. Eisner, assistant to VP and national programming director, ABC-TV Network, elected VP, daytime programming. He succeeds Marshall H. Karp, who resigns to enter independent production. Mr. Eisner joined ABC-TV in 1966 and was previously with CBS-TV's programming department.

Roy Elson, former administrative assistant to retired U.S. Senator Carl Hayden (D-Ariz.) and more recently in private practice as Washington representative, named VP for government relations, National Association of Broadcasters, reporting to Paul B. Comstock, executive VP for government relations. John M. Courle, VP for public relations, named general manager of department and chief assistant to Paul Haney, executive VP for public relations.

Richard D. Zanuck, who resigned as president of 20th Century-Fox Studios, Los Angeles, joins Warner Bros., Burbank, Calif., as senior executive VP. David Brown, executive VP at 20th Century-Fox, and close associate of Mr. Zanuck, also joins Warner Bros. as executive VP for creative operations and senior production executive in New York.

For other personnel changes of the week see "Fates & Fortunes."

BROADCASTING, March 8, 1971 11
When Bertha Falkowski speaks, Cleveland listens.

Bertha's not part of the power structure.

Bertha is a middle-aged lady who lives on Cleveland's West Side. She has a husband. A modest home. A couple of kids. And a big gripe about the way the city is spending its money.

And she has something else: The satisfaction of telling everybody in town exactly how she feels. Getting her gripe off her chest and getting it on television. Because at WEWS, the management doesn't do the editorializing. They let the people of Cleveland talk. Which makes for some red hot and relevant listening.

That's the way it is with Scripps-Howard Broadcasting everywhere. We don't want to re-make the cities we serve. We want to reflect them. And we do it by getting to the people. And making it easy for the people to get to us. Because that's what communications is all about. Or should be.

We know that news isn't something that happens somewhere else. To somebody else. So we try to get people where they live. And maybe that's why people think of us as the one they can get close to.

Scripps-Howard hits home.

The Scripps-Howard Broadcasting Co. WEWS (TV) Cleveland, WCPO-TV Cincinnati, WMC, WMC-FM, WMC-TV Memphis, KTEW (TV) Tulsa, WPTV (TV) West Palm Beach, WNOX Knoxville.
Watch these movies on another channel.

Or ask us about the more than 1200 features in the MGM Library of Great Films. They're a lot easier to program than to program again.

**MGM Television** 1350 Avenue of the Americas (212) 267-2727
We see more color-camera fidelity in your future.

With luck, maybe as soon as the NAB show.

Will we make it?
Visit NAB booth 127,
East Hall, and see.
Try for a free Sony Trinitron®
TV set, too.
Advertising and absurdity

EDITOR: Your Feb. 22 editorial, “The Ultimate Absurdity,” has called attention to one of the most critical problems in broadcasting today. Perhaps the Consumers Association of the District of Columbia has a point in claiming that some advertising is false, misleading or deceptive. However, we have a government agency charged with the responsibility of making sure that advertising is correct. It might be more correct for the association to investigate what the Federal Trade Commission is doing rather than to ask that more power be concentrated in the hands of the FCC, which is already understaffed.

Additionally, there might be some value in other stations standing beside WTOP-TV Washington in the test case filed against it. We within the industry tend to stand by as our critics pick us off like so many clay pigeons.—Don Barnes, program director, WPAC-AM-FM Patchogue, N.Y.

Canadian view of cable

EDITOR: One hesitates to question anyone with the title NBC vice president for planning, but Allen R. Cooper needs only look north to Canada, where CATV has progressed far faster than his United States, to discover that his recent speech (Broadcasting, Feb. 1) was too pessimistic.

As you reported it, Mr. Cooper “ventured that the number of cable-equipped homes may double to about 20% of all homes—not the 80% envisioned in some forecasts—by 1980.” That conclusion is surely subject to question when compared to the experience of several large Canadian cities. Vancouver and Victoria, British Columbia, are 60% and 71% cabled, according to the Bureau of Broadcast Measurement; Canada’s capital, Ottawa, is 50% cabled, and London, Ont., with 250,000 population, is a whopping 73% cabled. —Andy McDermott, Andy McDermott Sales Ltd., Toronto.

Two junior colleges challenge

EDITOR: Concerning your Feb. 22 story about the San Diego City College color-television facility . . . stating the college will be the first in the nation to operate an all-color studio, Graham Junior College in Boston has been operating a full-color studio since 1969. I am sure we were the first junior college to do so.—Dr. Barry Jay Cronin, chair.
Datebook

A calendar of important meetings and events in communications

*Indicates first or revised listing.

March

March 8—New deadline for comments on FCC's proposal to bring TV translator rules in line with recently adopted FM translator rules. Previous deadline was Feb. 22.


March 9—Meeting of New York Association of Broadcasters. Thruway Hyatt House, Albany.


March 12-14—Meeting, board of directors, American Women in Radio and Television. Executive house, Scarsdale, N.Y.

March 15—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 14495).


March 18—Annual stockholders' meeting, Cox Broadcasting Corporation. CBC headquarters, Atlanta.

March 18—Workshop, sponsored by Association of National Advertisers, on changing service requirements of advertisers and how they are being met. Plaza hotel, New York.

March 18-20—General convention, Florida State Cable Television Association. Colonnades Beach hotel, Palm Beach Shores.

March 19—New deadline for reply comments on FCC's proposal to bring TV translator rules in line with recently adopted FM translator rules. Previous deadline was March 4.

March 22-25—International convention and exhibition, Institute of Electrical and Electronics Engineers. Coliseum and Hilton hotels, New York.


March 26-27—Region 10 conference, Sigma Delta Chi, Union, Wash.


March 28-30—Spring meeting, Pacific Northwest Broadcasting, March 8, 1971
April 1—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

April 2—New deadline for comments on FCC's proposal to require standardized program logging of CATV cable programming. Previous deadline was Feb. 22.

April 2-3—Region 3 conference, Sigma Delta Chi. Knoxville, Tenn.

April 2-3—Region 4 conference, Sigma Delta Chi. Cincinnati.

April 4-6—Annual convention, Southern CATV Association, Sheraton-Peabody hotel, Memphis, Tenn.

April 7—Annual convention, Texas CATV Association. Marriott hotel, Dallas.


April 13—Deadline for comments on applications for, and FCC's rolemaking proposal concerning, domestic communications satellite systems in 4 and 6 g.h. bands or utilizing higher frequencies (Doc. 16495). Previous deadline was March 30.

April 13—FCC deadline for networks' affiliates associations to apply for prototype-receive-only earth station (Doc. 16495). Previous deadline was March 30.

April 13—FCC deadline for Western Tele-Communication Inc. to file for earth stations to be operated with systems proposed by other applicants. Previous deadline was March 30.

April 15—New deadline for reply comments on FCC's proposal to require standardized program logging of CATV retransmitting programming. Previous deadline was March 4.

April 15-17—Meeting of American Academy of Advertising, University of Georgia, Athens.

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's proposal concerning availability of TV and CATV systems for origination of programming. Previous deadline was Jan. 15 (Doms. 18110 and 18891).

April 16-17—Meeting, officers and executive board, Multiplipr Broadcasters Association, Laurel, Md.

April 16-17—Region 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 19-23—23rd cine-meeting, International Film, TV Film and Documentary Market (MIFED), Milan. For information and bookings: MIFED, Large Domodossola 1 20145 Milan.


April 21-23—Meeting on CATV programs originated by cable system, National Cable Television Association. Palmer house, Chicago.

April 21-23—Meeting, Ohio CATV Association. Sheraton Columbus hotel, Columbus.

April 22-23—Board meeting, National Cable Television Association, Novotna Bohemian, Phoenix.

April 23-24—Region 1 conference, Sigma Delta Chi. Hartford, Conn.


April 24-25—Region 8 conference, Sigma Delta Chi. Hot Springs, Ark.

April 24-25—(11th annual Western Heritage Awards ceremony. Cowboy Hall of Fame and Western Heritage center, Oklahoma City.

April 24-25—Region 2 conference, Sigma Delta Chi.

Major convention dates in '71


Bach, Beethoven and business: the Talman story

Talman Federal Savings and Loan Association of Chicago is a neighborhood savings institution with just one branch office (Illinois does not have branch banking), yet we've become Chicago's largest S&L in total savings and one of the 10 largest associations in the country. One very important element in accomplishing what has been called "the miracle on 55th Street" is radio, the medium that receives most of our advertising dollars.

Our location is not in a business district or shopping center but in a residential area of thrifty, hard-working homeowners on Chicago's southwest side. This is Talman's base, and a very fine one. But approximately 40% of our customers—many of them save-by-mail customers—come from outside the neighborhood. It is these that our radio advertising seeks and attracts.

The type of radio we use to tell our story is classical-music radio. We felt that the kind of people who enjoy fine music would have both the income and the prudence to save regularly. Our approach to this audience began some 20 years ago with a half-hour nightly show, *Tunes from Talman* on WGN(AM). The program is still on the air, with Jay Andres, who formerly did the American Airlines' *Music Till Dawn* program in Chicago, as host.

The success of the WGN program gave us the courage to go all-out with classical music in 1957. At that time we went to a fine-arts FM station, WFMT, which met all of our standards of quality and ethics, and bought its entire early morning program (6 to 9 a.m.). We signed up for six months and watched the results carefully. They were so substantial that we renewed for three years. Some years later we switched to some evening programming and in 1968 began sponsoring WFMT's all-night classical show (midnight to 6 a.m.).

For these 14 years WFMT has been our single most productive medium in terms of traceable responses. That success has encouraged us to go even further in classical programming. In the 14 years we've been on WFMT our assets have grown from $160 million to $800 million. Last year we added $56 million in total savings—more than any other major bank or savings-and-loan association in the Chicago area.

The classical audience—a most appreciative group—has been very loyal to Talman. And we reciprocate. We have, for instance, just renewed our WFMT sponsorship for five years (and a half-million dollars). We're convinced that sticking with a successful medium—in our case, classical-music radio—pays off.

It is also important to choose the vehicle that best reflects the image of Talman. We want a station and program that shows quality and performs a genuine service to the public. We want our advertising to reflect our conservative financial policies.

For maximum credibility our commercials are all done "live" by our program hosts. They are straightforward messages that respect the taste, intelligence and dignity of the listener. Everything is low-key and casual. Whichever possible we try to give the listener useful information—not only about our rates and services but about the costs of consumer credit or about economic trends. (Ray Nordstrand, the general manager of WFMT, who writes all our radio copy, is a former economist and is thoroughly familiar with Talman.)

We never use any kind of gimmicks or attention-getting devices in our commercials; the "fine-arts" listener is such a serious listener to music that he is very likely to listen seriously to our copy, too.

In fact, Talman has never used a premium or "free gift" to attract customers. We simply try to persuade listeners that Talman is the best place in town to save, and we think this attracts solid, thoughtful, intelligent money-managers with larger and more stable savings accounts.

The stations we use would normally allow us three or four commercials in each hour of programming. While this is far less than in most other broadcasting, we prefer to use even fewer announcements—typically one or two an hour. We don't want to irritate the person who listens to our programs day after day, or lose any of the good will and friendship our sponsorships have created.

Finally, Talman believes in buying blocks of programming, not spots. In our opinion, spots are fine for reach and frequency to announce a new savings rate or a new building (we're currently doubling the size of our offices). But programming generates the gratitude and confidence that brings us business. And in buying that programming we want to be noticed not just as another sponsor but as someone who is totally committed to the station, its format, and its audience. That's why we buy more than 60 hours a week of radio time.

We realize, of course, that we're not reaching a mass audience with classical radio (although the audience for it in Chicago is surprisingly large). Our idea isn't to spread the word to everybody. The idea is to reach people who are most likely to be potential customers and most likely to be sold by our advertising. This is what fine music does for Talman.

Hardly a day goes by that Talman does not receive a letter praising one of our radio personalities. These responses show us what a warm, personal medium radio is and how efficiently it can "zero in" on an appropriate target audience. Having discovered this, we intend to stick with radio for many years to come, and to continue sponsoring the best programs we can find.

William H. Ball is vice president and manager for advertising and public relations, Talman Federal Savings and Loan Association of Chicago. He joined Talman in 1950 as editor of its customer magazine, Talmanac; joined the advertising division in 1957; and has managed it since 1950. His editorial work has won several awards, and he is active in the Industrial Editors Association of Chicago, the Public Relations Society of Savings Associations, and the Savings Institutions Marketing Society of America.
The original Andy Griffith Show was in television's Top Ten every one of its 8 years in CBS prime time.

And...in his final primetime season, Andy climbed to the Number One spot in all television — what a way to go!

And...Andy's daytime network hitch was equally impressive: Number One in his time period throughout the entire run. With an average 46 percent share of audience.

And now...Andy's ready to pick up where he left off. On top. In your market. Call us.

CBS Enterprises Inc.

New York, Chicago, San Francisco, Dallas, Atlanta

Crunch coming on campaign reforms
Pastore promises fast action to distill one bill from mass of conflicting measures and testimony

A Senate subcommittee was studying a mass of testimony on reform of political campaigning this week and its chairman has promised quick action "in a week or two." Just what will come out of the Senate Communications Subcommittee is uncertain at this point, since the recommendations in four bills (see page 26), plus variations offered by a number of witnesses, cross and mesh at different points.

What was obvious during the four days of hearings held by Senator John O. Pastore (D-R.I.), who is chairman of the subcommittee of the Senate Interstate and Foreign Commerce Committee, was that in part it was a rerun of hearings held in 1969. They resulted in S-3637 passed by the 91st Congress last year and vetoed by President Nixon late in 1970. The veto was upheld early this year when the Senate failed, by a mere four votes, to override.

What was obvious also is that the Democrats are pushing hard for restrictions that will keep down the costs of campaigning and give them some chance in 1972 to vie evenly with the more affluent Republican opposition. The Democratic National Committee is still $9 million in debt from the 1968 presidential campaign.

This view is apparent from Senator Pastore's opening remarks as well as other statements made during the hearings that showed he was wedded to imposing some sort of ceiling on campaign expenditures. The Republicans, through the bill (S-956) sponsored by Republican Senators Hugh Scott (Pa.) and Charles McC. Mathias Jr. (Md.), obviously want no ceiling placed on campaign spending.

For broadcasters, the most significant elements are still Section 315 of the Communications Act, which requires equal time for all candidates for a post where the station has permitted one candidate to appear; free time for candidates, proposed by a number of witnesses and organizations; mandatory reduced rates for candidates during primary and general election campaigns, and whether or not broadcasting is going to be singled out for treatment separate from that imposed on other advertising media.

In one of the few tussles that occurred during a more or less placid presentation of testimony, Senator Pastore clashed with CBS President Frank Stanton. The subject was whether the networks would permit candidates to use time as they chose if Section 315 were to be repealed, or whether the networks would impose their own formats on the candidates.

Dr. Stanton declined to accede to Senator Pastore's point. The CBS president declared that the network wanted to have the opportunity to confer and recommend formats. He refused to agree, however, that where candidates insisted on their own formats his company would accept them. There is nothing so dull on television, Dr. Stanton said, as a candidate reading a speech for 30 minutes. The best method, he stressed, is to have candidates discuss or debate issues, with journalists in attendance for questioning—similar to the 1960 Kennedy-Nixon debates. Broadcasters, he added, must have a role in deciding what formats should be used in the interest of informing the public.

Senator Pastore kept insisting that there should be no "harassment" of a President to force him into a public debate on TV. At one point, the Rhode Island senator said the networks had promised in 1969 to permit the candidates to use the time as they wished. Later, after checking the committee report, he corrected himself, noting that this was the offer made by NBC President Julian Goodman.

Dr. Stanton urged repeal of Section 315 for the presidential candidates, said he is opposed to mandated time, and urged that if a ceiling on campaign advertising expenditures is imposed, it should apply to all media. He termed the proposal to require discounts for political advertising in the last 30 days of the campaign "a good incentive" to shorten the campaign. He also urged that election day be declared a national holiday and that all polls be opened and closed simultaneously across the country. These ideas were a restatement of Mr. Stanton's proposals in his letter to congressional leaders and government officials last January.

The idea of required free time for political candidates for offices other than President, Mr. Stanton noted, would impose an intolerable burden on broadcasters. In New York, he said, CBS-owned wcbs-tv would be required to give 80% of its prime time in the month before election to political programming—based on the 109 candidates in the 38 congressional districts. The station covers not only New York, but also parts of New Jersey and Connecticut, he observed.

NBC President Julian Goodman urged repeal of Section 315 "at least with regard to presidential and vice presidential candidates" and, contingent on that repeal, renewed the offer he made prior to the 1968 election campaign under which NBC-tv would set aside four prime-time half-hours for major-party presidential and vice presidential candidates to use as they choose.

He said NBC favors reduced political advertising rates that apply to all media and opposes donating free time to candidates. He said both NBC-tv and the NBC-owned TV stations have adopted a special political discount of 50% for one-minute announcements and expect to continue the practice in the 1972 campaign.

"In addition," he said, "we plan to create—exclusively for political advertising—five-minute positions in the NBC Television Network schedule, which are very low priced under our structure. These would directly follow
the *Today* program in the morning and also the NBC feature motion picture at night when the latter runs short or can be edited to make such five-minute units possible."

"Any legislative limits on campaign expenditures should be over-all limits and apply to all media so that candidates can decide how to allocate their advertising budgets," he maintained.

Mr. Goodman said NBC supports the principle of tax credits or deductions for personal political contributions, but does not agree with "provisions that would impose legislative definitions—which can be variously interpreted—on the exercise of journalistic judgment in covering controversial issues."

Leonard H. Goldenson, president of ABC, described S. 382—the Mansfield-Cannon-Pastore bill—as "the most comprehensive and reasonable legislative approach to the problems associated with campaign costs and expenditures . . . ." However, he added, ABC does not agree with the measure's limits on media expenditures that discriminate against broadcasting. He instead called for "an over-all limitation on campaign expenditures in all media" so that candidates could allocate their media expenditures as they see fit.

Mr. Goldenson said ABC does not oppose S. 382's provision requiring broadcasters to sell political time at the lowest unit rate, but added ABC is not convinced that it is necessary. He pointed out that ABC's owned TV and radio stations have, for some time granted candidates 331/3% discounts for spot announcements, and will continue to do so. He said the stations "will also designate in advance a number of time periods and make them available to candidates at comparable discounts." In addition, he said, the ABC radio and TV networks will, for the 1972 presidential campaign, give 331/3% rate reductions to all candidates for both announcements and pre-selected time periods. And, he urged the lowest-unit-rate concept be extended to the non-broadcast media.

He said ABC supports the repeal of Section 315 for presidential and vice-presidential candidates; in favor of limitations on spending, provided there is no discrimination among the media. But, Mr. Walsheksi said, a candidate should have the freedom to spend the funds where and how he deems them most effective.

If, however, the NAB president said, Congress should limit the total amount of money to be spent on political advertising, those limitations should be applied across the board to include all advertising media.

Mr. Walsheksi also said that some of the proposals requiring lowest unit charge for political advertising, without regard to volume or other considerations, would "constitute an enforced subsidy for political broadcasting . . . ." Rate reductions, if required, he stressed, should be applied to all media.

Mr. Walsheksi also urged a shortening of the election campaign. "The cost of the national campaigns would be significantly reduced," he said, "and the listening and viewing public would likely be greatly relieved."

Broadcasters found an ally in the U.S. Chamber of Commerce, whose board of directors last week adopted a statement that if there are to be limitations on political spending they should apply equitably to all media, not just to broadcasting. The chamber board also opposed the "voter's time" concept that would require broadcasters and cable-TV systems to provide simultaneous time to candidates for federal office.

The board took these actions following recommendations by Frank P. Fogarty, president of Mid-Continent Communications Inc. and formerly president of Meredith Broadcasting Co., who is chairman of its communications committee.

The chamber said that its public-affairs committee is studying the question of whether there should be any limitations at all on political campaign spending. It referred to its "long-standing" posture in favor of according the broadcasting industry guarantees "traditionally inherent in a free press."

FCC Chairman Dean Burch, who
for other candidates.

Mr. Burch noted, however, that "fringe candidates would come under the fairness doctrine of the FCC and thus would be protected in their right to have their views presented to the public."

Opposing those recommendations that would require broadcasters to make free time available to candidates as well as the requirement that broadcasters sell a reasonable amount of time to candidates, Mr. Burch commented that this is better left to the good faith of the licensee in light of the needs of his community. And, as for a sale prescription, he added that he would not go this far "in the absence of some definite showing that the inability to buy broadcast time is of serious proportions."

Mr. Burch, as did some other witnesses, stressed the difficulty that extending media representation to candidates below the presidential nominees. Broadcast stations, he observed, do not serve areas that coincide with political boundaries.

In any event, he said: "We think the broadcaster rather than the government is the one best able to determine his community's needs in this area."

As an aside, Mr. Burch also noted what he called the "outpouring of public complaints" whenever regular programs are preempted for political messages. "Congress," he said, "may want to consider this phenomenon in relation to the requirement for simultaneous political coverage on all broadcast stations which leaves the public with no programming choice."

The FCC, he said, has no expertise regarding the imposition of a spending limit on broadcast campaign advertising. But he added, it might be preferable to impose an over-all ceiling on media expenditures and let the candidate decide how to use the different media.

FCC Commissioner Nicholas Johnson, in a written statement, said he agreed with much that was presented by Mr. Burch on behalf of the commission, but differed on other elements.

He urged that a limit be placed on campaign spending by broadcasters; he required to make available "a modest" amount of free time, that campaign contributions be barred and that the federal government underwrite political campaigns.

Senator Bob Dole (R-Kan.), who is also chairman of the Republican National Committee, told reporters after testifying that he hoped to see President Nixon in the next few weeks and that he thought the President might indicate his preferences among the campaign reform bills before the Commerce Committee is ready to report its recommendations to the Senate.

In his statement, Senator Dole declared that TV and radio have become the new forums for political campaigning, and that their use is expensive "and demands more attention to style than to substance."

"The primary goal for reform legislation, he said, is disclosure of financing, which "seems by far the most practical, effective and best means of achieving reform. . . ."

And, he recommended, Section 315 should be repealed for candidates for all federal offices; advertising time and space should be made available to candidates at the lowest commercial rates for equivalent time and space, and changes should be made in present restrictions on borrowing by political organizations through regular commercial channels.

Although in his prepared text he was not in favor of limits on campaign spending, Senator Dole did say to Senator Pastore at one point that if an over-all limit is imposed, the candidates should be permitted to spend as they choose.

From the other party, Joseph A. Califano Jr., general counsel to the Democratic National Committee and former aide to President Johnson, recommended that the federal government provide funds to candidates for President, Vice President, senator and congressman "to get the corrosive influence of private wealth out of American politics."

He urged that Section 315 be repealed for federal elections and that broadcasters be required to provide free time to the presidential candidates. He also suggested that broadcasters, CATV owners and print media be required to charge their lowest unit rate for political advertising.

He called for an over-all limit on spending. Any proposal that would place no ceiling on campaign spending, he said, "is a thinly disguised blank check for the purchase of federal office."

A week of speculation on how the White House views the bill (S-956) proposed by Senator Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.), was set at rest to a degree last week by the Republican leader.

"It is my personal belief," Senator Scott told the committee, "that the President would sign it."

He noted, however, that neither the White House nor the networks had given the bill blanket endorsement.

The two most important elements of the Scott-Mathias bill are, Senator Scott said, repeal of Section 315, which would "provide for greater contribution of free time by broadcasters," and the requirement for preferred rates, which, he said, "assures candidates the fairest break they can expect in their purchases."

Noting that the proposed bill requires that broadcasters may not refuse to sell time to qualified candidates, Senator Scott commented: "We want to assure that those few broadcasters who happen to favor incumbent candidates cannot continue to do so by forbidding the sale of time to the opposition as well."

Responding to arguments that the bill's provision that reduced rates must be offered to political candidates by newspapers, billboards and magazines as well as by broadcasters runs afoul of the

Chairman Burch

The per-vote costs of broadcast campaigns

With Congress considering proposals to set limits on amounts political candidates could spend in advertising media, the FCC last week provided clues to how much had been spent in radio and television. It had no figures for other media.

FCC Chairman Dean Burch took the data to the Senate Communications Subcommittee hearing on campaign reforms (story beginning on page 22).

He said it was preliminary and subject to correction when final tabulations are completed. Spending by candidates was calculated in terms of expense per vote cast, in accord with the basic formula offered by several pending bills.

In the 1970 election the median amount spent by candidates on broadcast advertising ranged from 1 to 2 cents per vote in races for the U.S. House of Representatives, to 8 to 9 cents for U.S. Senate to 9 to 10 cents for governorships.

There were, however, wide variations in the spending. Of 75 candidates who ran for the Senate, one spent nothing on broadcast advertising and 16 spent sums exceeding 20 cents per vote. Of 778 candidates for the House, 163 spent nothing on the air and 10 spent more than 20 cents per vote. All of the 79 candidates for governor spent some funds on broadcast advertising, with 12 of them spending above the 20-cents-a-vote rate.

24 (BROADCAST ADVERTISING)

BROADCASTING, March 8, 1971
First Amendment, the Republican congressional chieftain stressed that there is no mandatory requirement that the print media make space available to candidates. But when they do, he noted, they would have to provide an equal amount of space at the same rates for all other candidates.

Senator Scott also emphasized the bill's heavy reliance on disclosure, rather than by imposition of ceilings on spending. "To impose ceilings without offsetting them with guarantees, by subsidizing or otherwise," he said, "is to ignore the real problem—access to the media and thus the electorate."

Senator Edward M. Kennedy (D-Mass.) directed his views solely to broadcasting. He urged repeal of Section 315 for presidential elections and in 1972 its suspension for congressional and state-wide offices—after which he asked that the FCC report on future moves.

He backed moves that would require broadcasters to charge political advertisers no more than the lowest rate, adding: "Surely, it is long past time for the predatory profits that broadcasters have traditionally exacted from political candidates to yield to public interest."

He also supported proposals that a limit be placed on the amount candidates may spend in broadcasting.

He stressed, however, that no ceiling should be imposed on campaign spending for other media, and none on overall campaign expenditures.

The heart of the problem, he said, is television spending "and the heart of the remedy should be television spending."

"No one denies," he added, "that it is the growth of television which has transformed politics in America. Like a colossus of the ancient world, television stands astride our political system, demanding tribute from every candidate for major public office, incumbent and challenger. Its appetite is insatiable and its impact is unique."

No amount of spending in other media, Senator Kennedy said, "can possibly offset the role of television and the impression it makes on voters."

The imposition of a spending ceiling on broadcast political advertising, he said, is "much more easily justified under the First Amendment and court decisions, noting particularly the Red Lion case. No one seriously contends, he commented, that the fairness doctrine should also apply to newspapers. "We have no equal space provision for the writing press."

Finally, Senator Kennedy said he is opposed to all forms of direct aid to political candidates by the federal government, including free time on TV and radio. He prefers, he said, the use of tax credits to encourage small contributions to candidates.

Senator Edmund S. Muskie (D-Maine) supported two elements in campaign reform: a guaranteed minimum of free TV and radio time, and a limitation on media spending "so that no candidate can overwhelm his opponent or the electorate with an advertising campaign of monumental cost and, in effect, buy his way into office."

He suggested that presidential candidates be given six half-hour segments, with senatorial candidates being given three half-hour segments.

He also endorsed the lowest-unit-rate approach for primaries and general elections.

Limiting TV and radio spending, he concluded, is most important because of broadcasting's "unique role in public persuasiveness."

Senator Mike Gravel (D-Alaska), whose S-1 is principally the idea advanced in 1969 by the Twentieth Century Fund, urged that presidential candidates be given free broadcast time simultaneously on all TV and radio stations. He also suggested that suspension of Section 315 would not provide free time for candidates and would not relieve financial pressures. He said that the equal-time provision of Section 315 "is not so great a barrier as many broadcasters contend."

Furthermore, he added, the FCC should develop regulations that would require broadcasters to provide free air time to other candidates for public office—federal, state and, "where practical," local on a fair and equitable basis. And, he added that this requirement should be "a condition to obtaining the chance to use the public airwaves."

His bill, Senator Gravel noted, requires broadcasters to sell political advertising at the lowest rate available to a commercial advertiser for comparable time. This should be extended to include other media as well, he said.

Over-all spending limits for campaigning are not enforceable, he said. But it is possible to check spending in the media; therefore he suggested that a limit of 10 cents times the number of registered voters—or $40,000—which is greater, be permitted in both general elections and in primaries.

In a statement submitted to the subcommittee, Representative Charles E. Bennett (D-Fla.) advocated a bill designed to reduce campaign costs, reduce dependence of candidates on contributors, inform the voters about candidates and improve political campaigning. He said his legislation (H.R. 4086) would achieve those objectives. Mr. Bennett's bill, which was introduced last month (Broadcasting, Feb. 15), would prohibit paid political advertising in elections in which free time is given to candidates for President, governor, senator or congressman. The advertising would be replaced by small amounts of free time that each station would be required to allocate to candidates. The bill also provides that political time cannot be used in less than five-minute segments and that any prepared material must be followed by a segment equal in length showing the candidate in some type of unrehearsed format.

Newton N. Minow, Chicago lawyer who is a former FCC chairman, urged the adoption of the 1969 recommenda-
tions of the Twentieth Century Fund’s Commission on Campaign Costs in the Electronic Era, of which he was chairman.

That proposed that presidential candidates of the major parties receive six, 30-minute TV time segments in the 35 days before election; that these appearances be broadcast live and simultaneously by all TV and radio stations, plus noncommercial educational stations and cable-TV systems.

Third-party candidates would receive lesser times in proportion with their standing.

Payment for this time, the report recommended, would be made by the federal government at 50% of commercial rate cards. This would cost $4 million, the commission estimated.

The formats, Mr. Minow stressed, would be designed to “promote rational discussion” to illuminate issues and candidates.

To generate small contributions to candidates, Mr. Minow advocated tax credit or tax deduction allowances for the taxpayer.

You can’t tell bills without a scorecard

These four major pieces of legislation would all affect broadcast time

Here is a summary of the principal provisions of the four major election-reform bills that have been introduced in the Senate this year:

* S. 1 by Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edmund S. Muskie (D-Me.), Bob Packwood (R-Ore.), Jacob K. Javits (R-N.Y.), and Edward W. Brooke (R-Mass.): Limits spending in primaries and general elections to 10 cents per registered voter in a candidate’s district or $40,000, whichever is more. Limit applied to broadcasting and print.

* S. 382 by Senator John O. Pastore (D-R.I.), Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.): Prohibits a candidate for President, senator, congressman, state governor or lieutenant governor (in a general election) from spending more than seven cents per vote cast for the same office in the last election, or $20,000, whichever is greater. For nonbroadcast media, the limit would be 14 cents or $40,000, whichever is more. Candidates other than those for the presidency are not permitted to spend more than half of the amounts allowed for general elections in primary campaigns. Expenditures for vice-presidential candidates are lumped together with those of the presidential candidate.

* S. 956 by Senators Hugh Scott (R-Pa.), Charles McC. Mathias (R-Md.), Len B. Jordan (R-Idaho), John S. Cooper (R-Ky.), Richard S. Schweikert (R-Pa.), and Edward J. Gurney (R-
Fla.): Repeals Section 315 for presidential and vice-presidential candidates. Sales of time or space to candidates by TV and radio stations and print media must be at the lowest unit rates. S. 956 requires that broadcasters may not refuse to sell "reasonable" amounts of time to qualified candidates.

The bill repeals all ceilings on candidate expenditures. A candidate may not contribute to his own campaign more than $50,000 if he is running for President or Vice President, $35,000 if a candidate for the Senate and $25,000 if a candidate for the House. Individual contributions are limited to $15,000 for a Presidential campaign, $10,000 for a Senate campaign and $5,000 for a House campaign. It provides for full financial reporting and disclosure, tax credits or deductions for small contributors and reduced rates for political mail.

* S. 1039 by Senator George S. McGovern (D-S.D.): Provides federal assistance to federal-office candidates through drawing accounts in the Federal Treasury. In general elections, drawing accounts for Senate and House candidates would amount to 50 cents per vote cast in the average of the last two prior elections for the office in question. For presidential general elections, the account would be computed state by state, in each state where the candidate appears on the ballot. It would amount to 25 cents per vote cast in the preceding election. Assistance to candidates in primaries would in all cases amount to one-half of that available to major-party candidates in the comparable general election—25 cents per vote in House and Senate primaries, 12½ cents for presidential primaries. Assistance would not be available in uncontested elections. New parties or minor parties would get drawing accounts one-fifth the size of the major parties, provided they polled a certian percentage of votes in the last election or could provide a specified number of petition signatures. No funds could be spent by or for a candidate in excess of two times the amount of the federal subsidy.

The McGovern bill provides for permanent suspension of Section 315 for all major-party nominees for President and Vice President. It prohibits broadcasters and newspapers from selling time or space to candidates at more than the lowest unit rate, provides full financial reporting and disclosure, puts a $50 limit on private campaign contributions and provides tax credits for small contributions.

All the bills have been referred to three Senate committees that have concurrent jurisdiction. They are: Interstate and Foreign Commerce, on the communications aspects; Rules, on disclosure and reporting, and Finance, on spending limitations. When the Commerce Committee reports out its version of political-campaign reforms— and Senator John O. Pastore (D-R.I.), chairman of the Communications subcommittee, has promised to move expeditiously—the other committees have 45 days to express their views.

Some want a flat ban on political spots

Senator Vance Hartke (D-Ind.) is a man with a broadcasting mission: He wants to forbid the use of TV spots in political campaigns.

Throughout the hearings last week on political-campaign reforms (see page 22), Senator Hartke threw the question of TV spots at the witnesses, usually with a comment like "spot is for selling soap."

He had some support, including that of Senator Robert J. Dole (R-Kan.), who is chairman of the Republican National Committee. Senator Dole said he hoped there would be a "real solution" to the spot problem and said he would like to see candidates limited to five-minute, 10-minute or even 15-minute programs. Spot may be helpful, however, Senator Dole said, for name-identification purposes.

Others who supported Senator Hartke: Newton N. Minow, Chicago attorney, former FCC chairman, who was chairman of the Twentieth Century Fund's study commission on electronic campaigning, and who commended WGN-TV Chicago for refusing to air any time less than five minutes for political advertising; and Senator Edmund S. Muskie (D-Me.), who suggested that perhaps longer program time would be more desirable and spot buying discouraged if broadcasters had to offer larger discounts for those time periods.

Several witnesses commented that broadcasters make it difficult to buy five- or 10-minute programs. This point was mentioned by Senator Dole, Russell Hemenway, director of the National Committee for an Effective Congress, and by FCC Commissioner Nicholas Johnson.

The only witness to object to Senator Hartke's views on spot TV was CBS President Frank Stanton. Dr. Stanton expressed the opinion that the overuse of spots could be self-defeating and that the electorate is able to detect a blitz with no trouble.

Schlitz sports packager moves out on his own

Guy Patterson, executive vice president and general manager of Majestic Advertising Agency, Milwaukee, announced last week he has acquired ownership of the agency from the Jos. Schlitz Brewing Co. and that he will become an independent sports-broadcast packager in his own right. For a number of years he has served in that capacity for Schlitz through Majestic.

Mr. Patterson explained that under the agreement all existing sports-broadcast contracts of which Schlitz now is a part through Majestic will revert to Schlitz and will be administered by the Schlitz marketing department. Included are baseball broadcasting sponsorships for the upcoming season (Broadcasting, Feb. 22).

Mr. Patterson said several new major sporting packages will be announced by the reorganized Majestic agency soon. Included will be the televising of the Big Eight and Big Ten track meets in cooperation with Intermedia Inc. over a special network of about 80 stations nationally. Intermedia, station-group owner, is subsidiary of ICS Industries, Kansas City, Mo.

Rep appointments:


KND(M) Sacramento and KDJF(FM) San Jose, both California: Meeker Radio Inc., New York.


WMNW-FM Washington, Me., and KUDU(AM) Ventura, Calif.: Adam Young Radio Sales, New York.

BROADCASTING, March 8, 1971
The new prime-time schedule on the ABC Television Network is now reaching the largest young adult audiences delivered this season by one network. 17% larger than the second network. 24% larger than the third.

Among young adults 18-49 ABC has ...7 of the top 15 programs including the top 3 ... the top-rated situation comedy ... the two top-rated dramas ... and the three top-rated movie series.

This kind of program power, spread throughout ABC’s entire prime-time schedule, is no demographic accident. It’s part of a programming philosophy based on knowing that your best customers and ours are the same: young adults 18-49.

This is the marketing group that’s most responsive—in awareness of brands, in recognizing your advertising, in buying your product. And this is the marketing group you can reach best with the ABC Television Network.

ABC Television Network

Sources: NTV First Report for Feb. 1971 Average Audience Adults 18-49 all commercial programs; rankings all regularly-scheduled programs; Monday-Sunday 7:30-11:00 pm. All audience data quoted are based on estimates from the rating source cited. Qualifications available on request. The Responsive Consumer: an ABC Television Research Study conducted by Lieberman Research, Inc.
Spot radio target: accent on youth

Torbet analyzes 568 national campaigns for second annual profile of target audiences

Spot-radio advertisers are placing heavier emphasis on their campaigns directed to the 25-to-49 age group, and are diminishing their efforts to reach the over-50 audience.

These are among the highlights of a demographics-packed study released last week by Alan Torbet Associates Inc., radio representative firm, based on an analysis of 568 national spot-radio campaigns run between September 1970 and March 1971. This is the second annual study of national spot-radio factors conducted by Torbet, covering the schedules of more than 70 Torbet-represented stations in the top-100 markets (BROADCASTING, March 23, 1970).

The study focused on five primary areas: time periods, rating services preferred or required for justifications, lengths of campaigns, target audiences by sex and target audience by age groups (for full listing, see table at right).

Among the significant changes from last year's study, according to Alan L. Torbet, president, were an increase in demands for the 25-40 age group (from 5.4% to 13.3% this year); a reduction in spot-radio advertising directed to the over-50 category (from 3.0% to 0.6% this year); a reduction in demand for drive times (from 44% to 28%) but an increase in demand for drive-plus-weekend periods, (from 5% to 16%) and in combination of drive- plus-weekend-plus-mid-day (from 3% to 6%).

Torbet said that 38.6% of all campaigns were aimed at men only; 26.1% at women only; 20.9% at both men and women; 5.9% at teen-agers only; 0.9% at total listeners and 0.9% at special audiences (farm, sports, religious).

Torbet said that 59.5% of the campaigns required justification on the basis of the American Research Bureau ratings; 32.3% required Pulse; 7.6% accepted both ARB and Pulse and 1% accepted others. In some cases, according to Torbet, the agency preferred one rating service but would accept an alternate if the preferred service was not available in the market.

On lengths of spot-radio schedules, Torbet found that 2.3% ran less than one week; 42.5% one to four weeks; 29.2%, five to eight weeks; 6.8%, nine to 12 weeks; 10.1%, 13 to 25 weeks; 6.2%, 26 to 39 weeks and 2.9%, 52 weeks.

The study indicated that copy lengths ran as follows: 60 seconds, 70.4%; 30 seconds, 8.3%; combinations of 60 seconds, 30 seconds, 10 seconds and five-minute program sponsorship, 20.1%, and 10 seconds, five-minute programs and others, 1.2%.

"Note that 74% of all schedules are less than nine weeks," Mr. Torbet pointed out. "Although this increased flexibility of radio scheduling is a great advantage to the advertiser, the many short flights vastly increase the cost of selling and the workload of the media buyers. It is not unusual today for a representative to make six to eight completely new sales presentations, for six to eight different flights, for the same product in a year."

Copies of the study will be available at the Torbet suite, in the Conrad Hilton hotel in Chicago during the National Association of Broadcast Stations Convention March 28-31.

In sponsors' sights:

National advertisers seek specific target audiences in their spot-radio campaigns and the following table shows in descending order the demographic breakdowns required in schedules running from the summer of 1970 up through this month.

The table was prepared by Alan Torbet Associates, New York station representative, as part of an analysis of 586 national spot-radio efforts and consists of 36 different demographic requirements based on sex and age groupings.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Report network-TV dollar revenues estimates—week ended Feb. 7, 1971

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>ABC Week ended Feb. 7</th>
<th>Cume Week ended Feb. 7</th>
<th>CBS Week ended Feb. 7</th>
<th>Cume Week ended Feb. 7</th>
<th>NBC Total minutes week ended Feb. 7</th>
<th>Total dollars week ended Feb. 7</th>
<th>1971 Total minutes</th>
<th>1971 Total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>16.0</td>
<td>16.0</td>
<td>180.3</td>
<td>612.2</td>
<td>1,142.2</td>
<td>1,142.2</td>
<td>75</td>
<td>437.9</td>
</tr>
<tr>
<td>Sign-on-9 a.m.</td>
<td>1,466.7</td>
<td>6,917.3</td>
<td>3,005.6</td>
<td>1,659.9</td>
<td>1,659.9</td>
<td>1,659.9</td>
<td>812</td>
<td>6,137.3</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,707.6</td>
<td>6,755.6</td>
<td>1,122.9</td>
<td>7,361.8</td>
<td>294.0</td>
<td>6,533.3</td>
<td>299</td>
<td>3,124.5</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,054.4</td>
<td>1,892.7</td>
<td>550.0</td>
<td>2,702.7</td>
<td>544.0</td>
<td>3,777.1</td>
<td>86</td>
<td>1,579.4</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>186.0</td>
<td>564.5</td>
<td>179.3</td>
<td>2,219.6</td>
<td>211.6</td>
<td>1,269.8</td>
<td>22</td>
<td>578.9</td>
</tr>
<tr>
<td>4 p.m.-7:30 p.m.</td>
<td>5,680.3</td>
<td>28,782.0</td>
<td>6,483.4</td>
<td>30,978.1</td>
<td>7,339.7</td>
<td>30,454.5</td>
<td>438</td>
<td>19,503.4</td>
</tr>
<tr>
<td>7:30-11 p.m.</td>
<td>533.8</td>
<td>1,929.2</td>
<td>192.3</td>
<td>841.9</td>
<td>473.7</td>
<td>2,414.7</td>
<td>132</td>
<td>1,199.8</td>
</tr>
<tr>
<td>Total</td>
<td>$10,095.8</td>
<td>$46,657.3</td>
<td>$11,693.8</td>
<td>$61,715.5</td>
<td>$10,768.6</td>
<td>$10,768.6</td>
<td>1,866</td>
<td>$32,559.2</td>
</tr>
</tbody>
</table>
New computer system is devised to cut costs

Sarkes Tarzian Inc., Bloomington, Ind., broadcast electronics firm, showed a new computer system, STARCOM (Simplified Traffic Avails by Remote Computer), at a seminar for television sales representatives in New York last week.

The new system, according to Jim Moneyhun, product manager, will provide instant information on station availabilities, ratings, demographics and accounting and billing. It is available for both in-station use and for servicing reps. First installation will be at WTTV-TV Indianapolis, later this month.

Tarzian, a year ago, introduced the TASCOM (Television Automation System by Computer) which offered a central, national 24-hour on-line system for major-market TV stations (Broadcasting, June 1, 1970).

According to a Tarzian spokesman, STARCOM was developed to provide a "less costly bulk-processing system for stations," STARCOM leases for about one-third the price ($1,700 per month) of the TASCOM system. Under the new system, stations and reps will be connected by telephone with a central computer installation. The system is also said to be capable of reporting erroneous input, misleading commercial instructions, billing discrepancies and log summaries.

TVB cites retailers’ growing reliance on TV

Television Bureau of Advertising reported last week that an analysis of Broadcast Advertiser Reports (television) and Media Records (newspapers) show that department-store activity in TV rose sharply in 1970 while newspaper linage declined.

TVB said department store/discount store use of TV rose 23% last year over 1969, with the number of commercials scheduled in an average week in 75 markets increasing from 8,072 to 9,889 in 1970. On the other hand, according to the bureau, department store linage in 52 markets declined from 629.3 million lines in 1969 to 613.2 million in 1970, a drop of 3%.

"It is highly significant that in a year of belt-tightening, local retailers in a major business classification have strikingly expanded their use of television," said Tom McGoldrick, TVB director of retail sales. "This expansion in 1970 includes all segments—department stores, mass merchandisers and the three major chains, Sears, Ward and Penney."

FTC tries to eliminate stain claims in ads

The Federal Trade Commission adopted provisional consent orders last Wednesday (March 3) prohibiting three leading detergent manufacturers and their advertising agencies from claiming that their enzyme-containing laundry products will remove all types of stains. Each of the companies involved, Lever Brothers, Colgate-Palmolive, both New York, and Procter & Gamble, Cincinnati, has agreed to the order for settlement purposes.

According to the agreement, the companies are forbidden to make stain-removal claims for one year unless explicit information stating the type of stain the product can be expected to remove, the recommended procedure for removal of these stains, and specific stains which the product will not remove is carried on the package. In addition, advertising must clearly list specific stains the product will not remove, and must not attribute stain removal to any specific ingredient.

The order was born of complaints alleging that enzyme detergents do not, as claimed, remove all stains and that ingredients other than enzymes, such as bleaches and detergents, can be responsible for stain removal.

The companies are allowed a nine-month grace period in which to comply, but until then stain-removal advertising must state that the product will not remove all stains.

Reacting to the ruling, a spokesman for Lever Brothers said: "The FTC announcement is quite academic as far as Lever is concerned because as of Feb. 4 we removed enzymes from Drive, the only one of our 10 detergents that uses enzymes." A second Lever enzyme product, Amaze, was not released to the market.

A spokesman for Procter & Gamble said that his company originally planned to contest an earlier proposed FTC complaint, but after further conversation with the commission and resulting revisions of the original order P&G decided "no useful purpose can be served by prolonging a controversy about the interpretation of this advertising." He added all P&G testing of its enzyme-containing products demonstrate that they are as safe and mild as nonenzyme products.

Colgate-Palmolive officials did not elaborate on the ruling, but said that they would comply.

Advertising agencies for Lever Brothers' products Drive and Amaze are SSC&B and J. Walter Thompson. Colgate-Palmolive’s products, Punch, Axion and Ajax are handled by Masius, Wynne-Williams, Street & Finney; Norman, Craig & Kummel; and William Esty, Procter & Gamble’s products Gain, Biz and Tide XK are presented through Tatham-Laird & Kudner; Grey Advertising and Compton Advertising. All are New York agencies.

Is Colgate using ‘Hazel’?

$4-million suit says so

Actress Shirley Booth is suing Colgate-Palmolive Co. and its advertising agency, Ted Bates & Co., for $4 million on charges they are using a voice that sounds like Miss Booth’s—and the name of a character she created—in current radio and television commercials for Burst detergent.

Spokesmen for Colgate and Bates refused comment on the suit, filed last week by Fitelson & Mayers, a New York law firm, in the U.S. Southern District Court in New York.

The suit seeks $1 million in compensatory and $1 million in exemplary damages on each of two grounds.

In the first, the suit notes that Miss...
Booth originated and starred in the title role of the Hazel TV series. "Hazel" is the name of the character in the Burbank cartoon commercials. The commercial, the suit says, uses "a unique voice and vocal delivery" of Miss Booth in "the role and in the name of Hazel," Colgate and Bates, the suit charges, "engaged another actress to impersonate (Miss Booth) by imitating her original, unique and distinctive voice, sound, delivery and other qualities of Hazel in the commercials" in order to trade upon "the fame, reputation and renown" of her delivery "for their own profit and gain."

These commercials, the suit charges, give the "wrong" impression to the public about Miss Booth endorsing and soliciting the public to buy the project. They have done great damage to her professional stature and livelihood, the suit claims.

In the second phase, the suit charges that the commercials have caused the actress great humiliation and distress, exposed her to public ridicule and contempt and caused her "to sustain substantial injury to her professional reputation." The public and the entertainment field also are being deceived, the suit continues, into believing that Miss Booth "resorted to using her talent in anonymous radio commercials and that [her] talents have deteriorated."

Talking-stomach men sign up with MPO
MPO Videotronics Inc., New York, commercial-production company, reported last week the addition of a separate animation division composed of eight members of the creative and production staffs of Elektra Film Productions, a New York commercial-film house.

Samuel Magdoff, president of Elektra, said his firm had "ceased operations as a company." He said he expected to announce his future plans within the next few weeks. Executives included in the move to MPO are Jordan Caldwell, formerly Elektra executive VP in charge of production; Jack Dazzo, formerly head animation director; Burt Harris, director; and Joe Canestro, editor.

The creative team was responsible for the animated award-winning Alka Seltzer spot which featured the "talking stomach."

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The Media

The 'one' goes out of one-to-a-customer

Modifies FCC rules still forbid acquisitions leading to single-market VHF-radio combinations—but that's all

The FCC has followed a script it blocked out earlier and eased its one-to-a-customer rule. It amended its one-to-a-customer rule to permit the owner of a full-time AM or FM station to acquire another full-time radio outlet in the same market, and to provide for case-by-case consideration of acquisitions that will result in combinations of UHF outlets with radio stations (Broadcasting, Feb. 8).

The rules now apply only to acquisitions that would result in combinations of VHF stations with radio outlets in the same markets.

As adopted on March 25, 1970, the rules barred the owner of a full-time station from acquiring another in the same market. However, they provided for the sale of AM-FM combinations when a showing could be made that stations could not, as a practical matter, be sold separately, and for the case-by-case consideration of applications by AM or FM owners seeking to build or acquire a UHF station in the same market—but not for UHF licensees interested in acquiring radio stations.

The amendments, contained in an order released last week disposing of petitions for reconsideration of the rules, permits applications involving radio to be treated as they were before the multiple-ownership rulemaking proceeding began.

The commission also said that it was deleting conditions it had attached to grants of AM-FM assignments or transfers subject to the outcome of the rulemaking. In addition, it said it would make applicable to the changed rules its practice of granting tax certificates to licensees who dispose of properties for the purpose of coming into compliance with the commission's multiple-ownership policy.

The commission, which had adopted the one-to-a-customer rules in an effort to promote diversity of ownership of mass media, made it clear its interest in that goal has not abated. It gave two reasons for relaxing the rules regarding AM-FM combinations:

It noted that it intends to consider the matter further in the even tougher multiple-ownership rule it proposed at the time it adopted one-to-a-customer—one that would require breakup of multimedia holdings within a community in five years.

That proposal does not call for the break-up of AM-FM combinations. But, in the notice of proposed rulemaking, the commission expresses the view that FM should not be a mere adjunct of AM but an integral part of an aural service and asks comments on whether divestiture of AM-FM combinations should be required.

In addition, the commission said it intends to initiate a rulemaking proceeding "in the near future" looking to an expansion of the present rule limiting duplication of programming over commonly owned AM-FM stations. The present rule bans an AM station in a city of 100,000 or more population from duplicating more than 50% of the affiliated AM's programing. Commission officials have been speculating about such an expansion of the rule for

Fall NAB conferences cut back for 1971

Those National Association of Broadcasters fall conferences are going to be tight, one-day affairs this year. That was the decision of the NAB executive board last week when it accepted a recommendation to that effect from a special committee appointed to study the less-than-successful two-day meetings last year.

The one-day meetings, remaining at six as before, are expected to result in what Willard E. Walbridge, chairman of NAB, said could be "fairly substantial savings."

The special conference committee consisted of Clint Formby, KXAN (AM) Hereford, Tex., chairman; Norman P. Bagwell, Wky-TV Oklahoma City; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., and Sheriff Taylor, CBS, New York.
the past several years.

In amending the one-to-a-customer rules to reopen the door to UHF licensees seeking AM or FM stations in their markets, the commission accepted an argument by Kaiser Broadcasting Corp., a multiple-UHF owner.

Kaiser had noted that the commission had been persuaded by its policy of promoting the development of UHF television to provide for case-by-case consideration of applications by UHF outlets in their markets. But Kaiser added, the case for permitting a UHF station to acquire a radio station that would provide it with some financial stability is even stronger than the case for permitting radio station to acquire a floundering UHF outlet.

Five of the commissioners voted for the order. Commissioners Robert T. Bartley and Nicholas Johnson concurred in part and dissented in part.

**Fraim quits Mutual for People to People post**

John P. Fraim, president and chairman of Mutual Broadcasting Corp. since 1966, formally resigned from the company last week to devote more time to his responsibilities as chairman of People to People Inc.

As announced last month (Broadcasting, Feb. 8), Mr. Fraim will sell his interest in the company to Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn. Mr. Gilbert, an investor with holdings in gas, oil and real estate, was elected to Mutual's board and is likely to succeed Mr. Fraim as chairman.

Two other new members have been elected to the Mutual board. Leland Kaiser, a former member now re-elected, replaces Wiley Buchanan, who resigned because of outside business interests. Richard Stark, a partner in the New York law firm of Milbank, Tweed, Hadley & McCloy, replaces George C. McConnaughy, attorney and son of the late George McConnaughy, one-time FCC chairman, as secretary.

Other members of the board are Loren M. Berry, founder and board chairman of L. M. Berry & Co., Dayton, Ohio; John A. Hardin, a financial advisor and manager of personal investments; Henry W. Meers, chairman and partner in investment banking firm of White, Weld & Co.; and J. G. Pew, director of Sun Oil Co.

In a statement expressing confidence in Mutual's president and chief executive officer, Victor Diehm, the board of directors said Mr. Diehm and the company's other top officers "will form the nucleus of a parent company from which we can expand our facilities and services. ..." There was no elaboration from Mutual spokesmen on what expansion might be planned.

**A pay station in Los Angeles**

Zenith buys operating U to introduce Phonevision in nation's second market

Zenith Radio Corp., Chicago, has bought KWHY-TV Los Angeles, an operating UHF station, as an outlet for the pay-television system it has been promoting for 20 years. The FCC approved the Zenith system last August.

Zenith's negotiations for acquisition of WFLD-TV Chicago, a channel-38 facility not yet on the air, also were termed active by sources at both the station and Zenith. The company is also known to want a pay-TV outlet in New York.

Zenith is buying the channel-22 KWHY-TV from Coast TV Broadcasting Corp., subject to FCC approval. The price was understood to be $1.6 million. Broker in the transaction was William T. Stubblefield Co., Algie, Va.

KWHY-TV has been operating since 1963. Its present format highlights are stock-market news. Zenith reportedly will acquire the station through a wholly owned California subsidiary, Zenith Radio Research Corp., Menlo Park-based scientific resource which also has been turning out some highly specialized products and handling classified projects.

Chicago representatives of Zenith emphasized that the Los Angeles station acquisition in no way changes the long-standing agreement with Teco Inc., Chicago, Zenith licensee for commercial development of Phonevision in North America. They explained that like any other company Zenith will have to get a franchise from Teco to put pay TV on the air. Zenith assigned these rights on a long-term basis to Teco in 1949 when Teco was formed for that purpose.

Teco stock was offered to Zenith stockholders at the time of Teco's formation and is still traded on occasion. Zenith itself holds a small amount. Zenith licensed Teco to undertake the development of franchising organizations to use the Zenith Phonevision system and to supply encoding equipment as well as to assist franchisees in marketing, engineering and program services. Zenith will supply franchise holders with decoding units for installation in subscriber homes.

At one time Kaiser Broadcasting Corp., operator of KBSC-TV (Corona) Los Angeles, held an option for Zenith pay TV in that market, but the option is no longer in effect. Similarly, Field Communications Corp., held a Phonevision option in Chicago where the Field Enterprises Inc. subsidiary operates WFLD-TV, but that option also expired.

RKO General, which earlier cooperated with Zenith in a major pay-TV experiment at WHGT-TV (Hamden, Conn., still holds Zenith options for Hartford, Philadelphia, Washington, Pittsburgh, Cleveland and San Francisco.) John B. Poore, RKO General president, said last week these options are very much alive, but he could give no estimate of any further action regarding them at this time. They expire the end of the year. RKO General, a group owner, operates WOR-TV New York.

Zenith opened negotiations with the Chicago Federation of Labor a number of weeks ago regarding the construction permit for WFLD-TV. William Lee, head of the union group, has publicly endorsed subscription TV and given his blessing to Zenith as the prospective owner of the TV outlet. The union group also operates WFLD (AM) Chicago and local sources indicate the union group feels TV may be a more expensive venture than originally anticipated.

WFLD-TV's $560,000 RCA transmitter is to be placed on the 100-story John Hancock building in about a month. The installation service package for the transmitter, also to be done by RCA, will cost another $105,000. The $227,-000 antenna is already installed.

**Eastern consultants form a 'consortium'**

The formal announcement of the teaming of TV Radio Management Corp., Washington, and BGW Associates, New York, into a "consortium" of broadcast CATV consultants was made last week ("Closed Circuit," March 1).

The group will provide management consulting for all broadcast station and CATV system operating problems. It will concentrate also on market appraisals for owners and buyers; acquisition and merger services; financing planning for buyers; economic feasibility studies; asset appraisal for tax purposes; efficiency evaluations; and testimony before regulatory agencies and tax courts, and collaboration with attorneys.


TV Radio Management is an established firm. Mr. Doherty is a former vice president of the National Association of Broadcasters. BGW is a new firm—Mr. Geismar is a former president of Reeves Telecom; Messrs. Walker and Bauce are former operational executives at Reeves.

BROADCASTING, March 8, 1971
Renewal battles in the Rockies

Even in sparsely populated West, citizens' groups are on the march

With FCC license-renewal deadlines having moved around to the Rocky Mountain area, so have protests by citizen groups against broadcast service in the area.

Petitions were received at the commission on Monday—the last day for such fillings—seeking denial of the renewal applications for KLZ-TV and KOA-AM, both Denver.

There was also a petition to deny filed against the renewal applications that Midcontinent Broadcasting Co. has submitted for its six AM, FM and TV stations in South Dakota. The dispute, however, is apparently more financial than social; the petition was filed by a local CATV system that competes with a CATV subsidiary of Midcontinent.

What's more, the commission gave a citizens' group what amounts to an 11-day extension of time in which to file petitions to deny against some 45 Colorado stations, most in the Denver area. The group said it wanted more time to ready agreements with the stations on their plans for meeting community needs. A seven-day extension granted by the commission on Thursday was expected to be announced on Friday (March 5).

The flurry of petitions from the Rocky Mountain area came at a time when CBS and ABC were reaching accommodations with a coalition of three citizens' groups that had filed petitions to deny renewal applications for the networks' stations in Chicago. The coalition withdrew its petitions (see page 36).

A half-dozen citizen groups—including committees of blacks and Spanish-surnamed Americans—participated in the petition to deny the renewal of KLZ-TV, owned by Time-Life Broadcast Inc. The petition alleges that the station is not meeting the needs of Spanish-surnamed Americans and blacks in eastern Colorado, where, the petition says, the former constitute 8.7% of the population; the latter, 5%. The population densities of those groups in Denver county are said to be higher—respectively, 14% and 12%.

The petition also charges that the station takes "an overwhelming portion" of its programming from its affiliated network, CBS, and does not deal with specific local needs—either through independent documentaries or public-service announcements.

KOA's renewal application was the target of two groups—the Committee of Concerned Citizens for a Responsible KOA and the Colorado Citizens Committee for Broadcasting. Both are among the groups seeking denial of KLZ-TV's renewal application, but the dispute involving KOA has separate roots.

It stems from cuts in farm programming that General Electric Broadcasting Co. made after it acquired KOA-AM-FM-TV from a group headed by William Grant, in 1968. Following complaints by the Committee of Concerned Citizens which cited the importance of such programming in the vast rural areas reached by KOA's 50 kw signal, the station strengthened its schedule of farm programming.

However, the petition filed against the station last week argued that the station's performance in that area is inadequate. It also says the station's performance in weather news—also said to be peculiarly important to those living in the station's coverage area—is poor.

The group obtaining additional time to file petitions to deny is the Colorado Committee in the Mass Media and the Spanish Surnamed Inc., another one of the groups in the KLZ-TV petition. It had asked that the March 1 deadline for protesting renewal applications due to be granted by April 1 be extended for 60 days—if not that, either a 30-day extension or 10 business days in which it could "present objections or petitions to deny."

The committee, which says it is composed of and responsible to the Spanish surnamed Americans in Colorado, filed a total of three petitions—one against stations in Denver, another against stations outside Denver and the third against stations in Pueblo.

The committee said that none of the stations had agreed to join it in requesting an extension of time but that none had refused to engage in a dialogue on community needs and on "more effective activities" by the stations. According to the petition, the talks grew out of a community-needs workshop meeting the committee held on May 2, 1970, that was attended by representatives of 42 stations.

The Midcontinent Broadcasting stations whose renewal applications have been challenged are KEL0-AM-FM-TV Sioux Falls, KDLO-FM-TV Florence and KFLO-TV Reliance, all South Dakota. The Florence and Reliance television stations are satellites of the one in Sioux Falls.

TV Signal Co. of Aberdeen, a CATV company, opposing the stations' renewals, said the licensee had engaged in a number of activities that, together, constituted grounds for denying the renewal applications. It accused the licensee of seeking to impede the development of independent CATV service in Aberdeen, and said the licensee's president, Joe Floyd, had used his position as a member of the state board of directors for educational television to persuade the board to take actions beneficial to Midcontinent's own CATV system. TV Signal Co. also accused Midcontinent of discriminating, in its hiring practices, against minority groups. Many of the charges had been filed with the commission before.

In a related matter, the commission granted a request for a 30-day extension of time to file against Midcontinent's television stations. The request was submitted by a citizen group called the Television-Radio Improvement Association. The group said it was making progress in talks with the licensee aimed at securing "competitive television and radio service, that will offer high quality, responsible and nondiscriminatory programming for the rural, urban and Indian communities of South Dakota."

Martin-Trigona would repeal Capcities deal

Anthony R. Martin-Trigona, who over the past several years has been something of a gadfly to the broadcasting industry with petitions to deny license renewals or station sales, has begun an effort to block the $110-million sale of Triangle Publications Inc. stations to Capital Cities Broadcasting Corp. (BROADCASTING, March 1).

He moved on three fronts last week. He petitioned the U.S. Court of Appeals in Washington to review and set aside commission action approving the sales, and in brief letters to the Federal Trade Commission and the Antitrust Division of the Department of Justice, asked those agencies to review the "merger" and to enjoin it on antitrust grounds.

In a memorandum supporting his petition for court review, he said the commission must hold a hearing where a government official "stands to benefit" from its action. The government-official reference apparently was to Walter Nenntberg, principal owner of the Triangle stations, who is U.S. ambassador to Great Britain.

WRC-AM-FM-TV charged with sex discrimination

Three women's-rights groups have charged WRC-AM-FM-TV Washington with job discrimination against women. The organizations last week also filed charges against the NBC-owned stations with the FCC, the Equal Employment

The three groups—Women's Equity Action League, National Organization for Women and the Women's Rights Committee of WRC/NBC—charged that of 24 major job categories at WRC-AM-FM-TV (directors, film editors, announcers and engineers), only one is held by a woman. The single woman in a management position, the groups said, is disproportionate to a female work force at the stations which comprises 20% of all their employees.

Dr. Bernice Sandler, author of the complaint filed with the Labor Department, asked that all government contracts with RCA be suspended until the alleged job discrimination at the stations and NBC, which are subsidiaries of RCA, "have been corrected and a plan of affirmative action implemented."

The complaint to Labor charges that WRC/NBC's alleged actions are in violation of that department's regulations requiring government contractors to operate on a nondiscriminatory basis, since RCA, as WRC-AM-FM-TV's parent company, is a large recipient of federal contracts.

In all three complaints, the women called for an immediate investigation of the employment policies of the WRC stations and NBC by the respective agencies.

WRC-AM-FM-TV had no immediate comment concerning the accusations.

Blacks lack funds to buy NBC outlets

A consortium of black interests that hoped to buy into the NBC-owned radio network and stations ("Closed Circuit," March 1) is running into financing problems.

The Rev. C. T. Vivian, head of the Black Strategy Center of Chicago, said last week that he and his associates had had "some good talk" about buying the NBC radio properties if backing could be found. "But it's just too big for us," he said.

At that Mr. Vivian had second thoughts. "I don't want to talk about being a part of it," he said. "I don't want to talk to anyone like the press. I think the whole story should be played down until something positive happens."

The Black Strategy Center was organized to provide guidance to community-action groups. It once provided office space for the Taskforce for Community Broadcasting, a black group with ties to the Washington-based Black Efforts for Soul in Television and one of the groups that protested Chicago-station renewals (see page 36).

LSI/MSI circuitry. Self-contained broadcast operation.

One-man, 12-second set-up. We've got the color camera of the future all wrapped up.

But will we get the wraps off by showtime?

To find out, visit us in booth 127, East Hall, at NAB.
Citizen groups reach 'understanding' with network O&O's, drop petitions to deny

CBS and ABC have emerged from the shadow of petitions to deny filed by three citizen groups against the renewal applications of the networks' owned and operated stations in Chicago.

The groups last week withdrew the petitions against CBS's WBBM-AM-TV and ABC's WLS-AM-TV following a series of meetings dating back to October—the renewals were due on Nov. 1—on the basis of correspondence with each of the licensees that contain "certain understandings."

The understandings fall short of demands that the groups—the Illinois Citizens Committee for Broadcasting, the Better Broadcasting Council of Chicago and the Taskforce for Community Broadcasting—had made in a "proposed agreement" they had submitted to all Chicago stations in October (Broadcasting, Oct. 26, 1970). However, at a minimum, they reflect the licensees' awareness of the groups' concern about various matters.

NBC's renewal applications for WMAQ-AM-TV were bypassed by the groups after the network wrote them, expressing agreements with many of the objectives they were seeking to achieve and promising to have station representatives meet with them several times a year, if they demonstrated that they represented significant elements in the community.

And one commitment CBS and ABC made was that their station representatives would meet with the groups on a regular basis over the next three years. In addition, CBS said WBBM-AM-TV "is willing to experiment," this year, with a meeting to which it would invite the general public.

The CBS stations also agreed to open accounts with black-owned banks in the city, thus following a practice network officials say is followed by other CBS stations. ABC did not make the same commitment, and both companies rejected a demand that they make advertising time available to minority-owned businesses at reduced rates. Instead, they said they would advise such businesses on how best to make their advertising effective.

Both CBS and ABC, in addition, defended their minority-employment practices as not only affirmative but successful; CBS also said that its stations will inform the citizen groups of job openings as they occur, and that it would inform the Chicago advertising community that it endorses "the widest opportunity for minority talent." But both companies rejected demands that they employ a quota system in hiring; the groups said the city's racial composition—44% of the population are minority-group members—should be reflected in the station's workforce.

The companies also refused to make commitments regarding programming. (One of several demands relating to programming called on each station to "program a percentage of its weekly schedule, commensurate with [each minority community's] population in the city of Chicago, that has relevance, identity and involvement for the community.") ABC said simply that in assessing the effectiveness of its non-entertainment programming that is relevant to minority groups, WLS-TV heads minority-group views as to whether that programming meets the needs and interests of the minority community.

CBS said WBBM-AM-TV "is a mass medium and attempts to strive for a workable balance of programming which has diverse and widespread appeal for all segments of the population, including minority groups. But it also said the station is "considering" a regularly scheduled program designed to have special appeal to Chicago area blacks.

Both ABC and CBS, in their letters containing the "understandings" that led the groups to withdraw their petitions to deny, indicated they had gone as far as they intended in meeting the groups' demands. CBS took exception to references in a letter from the groups' attorney, it "must" do certain things, and concluded: "As you know there are certain areas that are of fundamental concern to us... As to these, we must take a stand or risk our credibility as a responsible broadcaster."

ABC, in asking for an early answer to its proposals, said that if the groups did not accept them as a basis for "departing from the formal and adversary" relationship resulting from the petition to deny, they would delay "effecutation of the more positive relation which, in our view," the proposals represent.

ChanginingHAnds

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

- KWHY-TV Los Angeles: Sold by Coast TV Broadcasting Corp. to Zenith Radio
Approved.

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 55).

WINT-TV Binghamton, N.Y.: Sold by Binghamton Press Co., subsidiary of Gannett Co., to Mr. H. J. Guzewicz and others for $780,000. Three translators are involved in the transaction; one in Johnson City, one in Vestal and the other at Hillcrest-Chenango Bridge, all New York. Paul Miller is president of Gannett Co., which is the licensee of WTCN-FM-TV Rochester, N.Y., and WDAY-FM Dannville, Ill., and publisher of Binghamton (N.Y.) Press and various other newspapers. FCC granted sale of WINT(AM) Binghamton from Gannett to WJNI Inc. on Jan. 13 (Broadcasting, Jan. 25). Mr. Guzewicz is president of Stainless Inc., an antenna-construction firm. WINT-TV is a channel 40, NBC-TV affiliate, with 288 kw visual power and an antenna 630 feet above average terrain.

WAZY-FM Lafayette, Ind.: Sold by J. E. Willis and others to The Peoria Journal Star Inc. for $400,000. Principals of Peoria Journal are Carl P. Slane, chairman, and Elizabeth Talbott Heidrich, director, and others. Mr. Slane is director of Commercial National Bank and Toledo, Peoria and Western Railroad, both Peoria, Ill., and Great Lakes Paper Co., Toronto. WAZY(AM) is a daytimer on 1410 kHz with 1 kw; FM operates on 96.7 mhz with 3 kw and an antenna 150 feet above average terrain.

KPSB(AM) Joplin, Mo.: Sold by William H. Clark, Harry Easley and others to Richard D. Chegwin and John C. David for $225,000. Mr. Chegwin is director of engineering and sales at KBJZ-FM-Oklahoma City. Mr. David is an air personality at KOMA(AM) Oklahoma City. KPSB is full time on 1310 kHz with 5 kw day and 1 kw night.

FCC plans to go ahead with Overmyer hearing

The FCC has reaffirmed its determination to proceed with a hearing on the circumstances surrounding a three-year-old sale of five UHF stations by D. H. Overmyer.

In an action Wednesday (March 3), the commission denied Mr. Overmyer’s petition for reconsideration of a September 1970 order designating the case for hearing. The transfers were granted in December 1967, but the commission reopened the case on the basis of findings by the Investigations Subcommittee of the House Commerce Committee. The Subcommittee asserted that an assessment made by Mr. Overmyer in his transfer application, concerning his out-of-pocket expenses, might have been fraudulent.

In designating the issue for hearing, the commission said it needed to determine whether Mr. Overmyer misrepresented his expenses, whether he was entitled to any consideration for the transfer of the permits, and whether the purchase agreement should be declared void.

The transfer involved the former construction permits for KEMO-TV San Francisco; WSCO-TV (now WIXX-TV) NewPort, Ky.; WECO-TV (now WPCH-TV) Pittsburgh; WBBM-TV (now WATL-TV) Atlanta, and KUDO-TV Rosenberg, Tex. The original agreement was made between Mr. Overmyer and AVC Corp., which subsequently assigned all rights to the permits under the agreement to its parent, U.S. Communications Corp. AVC paid Mr. Overmyer $1 million outright for the stations and agreed to loan him $3 million for an option to buy the remaining 20% of the stations from him for a sum not exceeding $3 million.

Mr. Overmyer had requested that the commission reconsider its hearing order, asserting that the commission had no jurisdiction in the matter, since the sale was approved more than two and one half years ago. He alleged that time for judicial appeal of the sale had lapsed, and said that the transaction could be...
disturbed at this late date.

In reply, the commission said that because of all the information before it at the time it ordered the hearing, it had "the affirmative duty" to re-examine the Overmyer-AVC transfer agreement to be sure that its prior approval of the transfer was not affected by fraudulent misrepresentations. "Both court and commission case precedents have recognized an inherent power to require a judgment at any time where it is procured by fraud," the commission said.

Registration at NAB reflects recession

Advance registration for the Chicago convention of the National Association of Broadcasters, 2,919 through March 1, shows what NAB executives feared: The economic recession is taking its toll. The NAB meeting takes place March 28-31.

The 1971 pre-registration list is 800 below the 3,735 announced for the 1970 convention which was also held in Chicago, and 700 below the advance registration for the 1969 meeting in Washington.

Nevertheless, NAB officials are optimistic, since registrations are continuing to arrive in bulk. They acknowledge, however, that undoubtedly, because of the economic climate, this year's convention will set no records.

Highlights of the convention according to still-to-be-finalized agenda will be the three luncheon speakers: the Rev. Theodore M. Hesburgh, president of Notre Dame University and chairman of the U.S. Commission on Civil Rights, Monday; Al Capp, cartoonist and lecturer, Tuesday, and FCC Chairman Dean Burch, Wednesday.

Scheduled to address the joint management-engineering session Monday (March 29) are George Romney, secretary of housing and urban development; Clifford L. Alexander Jr., a Washington attorney who is the former chairman of the federal Equal Employment Opportunity Commission, and John W. Macy Jr., president of the Corp. for Public Broadcasting.

Broadcaster objects to renewal of Okla. AM-FM

An Oklahoma broadcaster last week urged the FCC to deny the license-renewal applications of a fellow Oklahoma operator because of alleged fraudulent commercial practices, fraudulent advertising and failure to maintain, and allow public access to, its public reference file. Charging the licensee of KOLS-AM and KKMA-PM Pryor, Okla., with the alleged violations was Vinta Broadcasting Co., licensee of KVIN-AM-FM Vinta, Okla.

Vinta Broadcasting said that during a campaign for U.S. Congress, Gene Humphries, president and general manager of the kvin stations, as a candidate paid KOLS for political spot announcements. Vinta alleges that KOLS did not honor its contract as paid for, charged one candidate more per spot than another, did not advise Mr. Humphries of the rejection of the contract and did not refund the money allocated for the spots.

Vinta Broadcasting further charged that the Pryor stations were guilty of fraudulent advertising in that they "misled prospective [timebuyers] into thinking that KKMA is a Vinta station." Vinta Broadcasting further charged that KKMA falsely advertised over the air and in newspapers that it is Oklahoma's "most powerful FM station," a distinction which the petitioner argues rightfully belongs to an Oklahoma City FM facility. The opponent to the renewal of the Pryor stations concluded that either KKMA "is operating at a power in excess of that authorized or is guilty of fraudulent advertising," and that the commission should deny the renewal applications for two Pryor facilities or should designate a hearing to examine the alleged violations.

WESH-TV licensee faces comparative hearing

The FCC last week set a comparative hearing to determine whether Cowles Florida Broadcasting Inc. will keep its Daytona Beach, Fla., channel-2 television facility or if Central Florida Enterprises Inc. should be awarded a construction permit for the same facility.

Cowles Florida, a subsidiary of Cowles Communications Inc., in a modification petition also seeks authority to change the visual power and move the antenna of wesh-tv—the station whose license is on the block—to a site northeast of Orlando, Fla. The commission said the new site would be about 205 miles from the site of cocommercial station wtvh-tv Miami, short spacing the station by 15 miles, a move requiring a waiver of the separation requirements, and included issues concerning this matter in the hearing.

Central Florida Enterprises, which first proposed to negotiate for use of Cowles' facilities, amended its application to provide for an antenna which also short spaced wtvh-tv by about 14 miles. The competing applicant also seeks waiver of the spacing requirements.

Other issues to be taken up at the hearing include a determination of whether Cowles has moved its main studio from Daytona Beach to Orlando without prior FCC approval, and if so whether Cowles has the requisite qualifications to be a commission licensee, and determination of the financial qualifications of Central Florida.

The commission further noted that Cowles Communications Inc. is involved in two proceedings raising questions about certain of its activities. One involves a complaint by the State of Wisconsin concerning alleged unfair trade practices and unfair competition in violation of state statutes; another deals with a complaint by the Federal Trade Commission on allegations of the use of deceptive means to get long-term subscription contracts. The commission said grant of either Cowles' waiver petition or renewal application would be subject to whatever conditions the commission might deem appropriate without prejudice to the FTC findings.

CATV owner-builder acquired by Struthers

Struthers Thermo-Flood Corp., a subsidiary of Struthers Wells Corp., New York, has agreed to principle to buy Commco Inc., an Austin, Tex., cable-television systems operator and builder, for cash and Thermo-Flood stock amounting to more than $3 million.

The sale, however, is contingent upon Thermo-Flood selling a private investment group its heating-exchange manufacturing plants at Warren, Pa., Gulfport, Miss., and Winfield, Kan. The CATV builder and operator will be acquired by a Thermo-Flood subsidiary formed for that purpose. The acquisition also is subject to approval by the shareholders of Thermo-Flood, which is privately owned.

Commco owns or operates 18 cable-TV systems in Texas, South Carolina, Oklahoma, New Mexico, Kentucky and Mexico, with 13,000 subscribers and a subscriber potential of more than 30,000. It also has nine other franchises, not in operation, and has a construction division that builds cable systems for itself and others. Struthers Wells is in the oil-equipment business.

N.J. grand jury subpoenas 5 Teleprompter officials

Five officials of Teleprompter Corp., New York, were subpoenaed last Wednesday (March 3) to appear before a Mercer county (N.J.) grand jury investigating the possibility of irregularities in the award of cable-TV contracts
Investigations unit cut to five; role uncertain

Changes in the rules and membership of the House Commerce Committee have reduced its Investigations Subcommittee from a powerful legislative-oversight panel of 16 senior members to a five-man unit of uncertain role and diminished influence.

Subcommittee assignments released last week by the Commerce Committee list these five members on the investigations unit: Harley O. Staggers (D-W. Va.), chairman of the full committee and subcommittee; William L. Springer (R-Ill.), the committee's ranking minority member; and new subcommittee members Ray Blanton (D-Tenn.), Henry Helstoski (D-N. J.), and freshman Richard Shoup (R-Mont.).

Absent are 14 of last year's members, including such active and influential ones as Torbert Macdonald (D-Mass.), Lionel Van Deerlin (D-Calif.), John E. Moss (D-Calif.), and John D. Dingell (D-Mich.).

In previous years the subcommittee comprised senior members of both parties. But this year the committee voted to limit members to one subcommittee assignment each; faced with that choice, senior men—many of whom were known to feel that the subcommittee had never lived up to its potential—generally elected to serve elsewhere.

The death of long-time subcommittee chief counsel Robert Lishman makes the status of Investigations still more uncertain. As a result, House sources believe, the subcommittee—traditionally harsh on the FCC and broadcasters—will speak with a much quieter voice in the 92d Congress.

Also announced last week was the new membership of the Communications Subcommittee. Returning are Chairman Torbert Macdonald and Messrs. Van Deerlin, Fred Rooney (D-Penn.), Robert O. Tiernan (D-R.I.) and Clarence Brown Jr. (R-Ohio). The new men are Goodloe E. Byron (D-Md.), Hastings Keith (R-Mass.), James Collins (R-Tex.) and Louis Frey Jr. (R-Fla.).

CBS fights delay in Viacom spinoff

CBS last week, in its reply to opponents seeking to block the network's plan to spin off its CATV and program-syndication interests to CBS stockholders (BROADCASTING, March 1), urged the FCC to delay the proposed spinoff no longer.

Two weeks ago two groups of petitioners told the commission that the steps CBS has taken to assure compliance with commission rules are meaningless, and they further urged that a full-scale evidentiary hearing be held. CBS, however, argued that the replies filed by one of the groups—comprising three minority stockholders in a San Francisco CATV system principally owned by CBS—and by the other, Columbia Pictures Industries Inc., program producer and syndicator, do not refute the network's compliance with commission regulations.

The plan under attack, announced last June, calls for CBS to be given proportionate shares in Viacom International Inc., the inheritor of the syndication and CATV operations.

But petitions filed in December by the minority stockholders in Television Signal Corp., of San Francisco, and by 11 program producers and syndicators, persuaded the commission to block implementation of the plan at the 11th hour—the stock was to have been distributed on Dec. 31, 1970—and to ask
CBS for a more detailed explanation of its intended plan (Broadcasting, Jan. 11).

Last month, CBS disclosed several steps it had taken beyond those originally contemplated as a means of assuring Viacom’s independence (Broadcasting, Jan. 25).

CBS, in its reply to opponents of the

KRON renewals recommended

Examiner rejects all charges, cites licensee’s ‘sincere, substantial’ public-service efforts

The Chronicle Publishing Co. had been pictured by its critics as a powerful communications octopus that used its radio, TV, newspaper and CATV tentacles to further its own commercial interests without regard to professional ethics or the public interest. Last week, however, an FCC hearing examiner who presided at a hearing on the company’s renewal applications for KRON-TV, K-FM, KRON-FM and K-FM-FM San Francisco issued an initial decision that presented another image—one of a hard-driving, competitive company that has operated in the public interest—and he recommended an unconditional renewal of the stations’ licenses.

Examiner Chester F. Naumowicz Jr. resolved all of the issues in Chronicle’s favor. In disposing of one of the most critical—one involving allegations that the stations had slanted their news to advance the company’s financial interests—he said the kind of “clear, convincing and unambiguous evidence” needed to support such a finding was lacking.

“To a tiny core of incidents not inconsistent with guilt has been added a welter of rumor, innuendo, suspicion, and office jokes,” the examiner said.

“No pattern emerges,” he said. “Each incident is shown to have been judged on its own facts and the decisions relating thereto made on the basis of those special facts. In retrospect, not every judgment was perfect, but no judgment is to have been made for the purpose of serving any express or implied policy to slant or bury certain news.”

The renewal hearing had been ordered largely on the basis of charges brought by former Chronicle Co. employees—Albert Kihn, who had been a cameraman for KRON-TV, and Blanche Streeter, one-time classified-advertising saleswoman for the company’s newspaper, the San Francisco Chronicle. Mrs. Streeter is a plaintiff in one of several antitrust suits that were brought against the Chronicle as it entered into an operating agreement with the San Francisco Examiner.

In disposing of a charge that Chronicle

has an undue concentration of control of mass media in the San Francisco Bay area, Examiner Naumowicz held that, while the company’s newspaper, broadcast and CATV interests “add up to a powerful voice,” Chronicle does not dominate the media, or any segment of them.

He noted that all of the Chronicle media face extensive competition for both audience and advertising. “Moreover,” he said, “the record fails to demonstrate that Chronicle even attempts to speak with a single voice.” There is, he pointed out, common management of the outlets “only at the highest levels.”

And he said that while Chronicle may have “competed vigorously” to keep its newspaper in operation in a period of rising newspaper costs it did not engage in anticompetitive practices, as charged. In that connection, the examiner said the Chronicle’s action in entering into a joint operating agreement with the Examiner was designed to “insure survival” of the two newspapers, “not to establish a monopoly to create an opportunity for malign practices.” Under the agreement, the two newspapers maintain their editorial independence.

Nor did the examiner fault Chronicle for its use of private investigators in checking into the backgrounds of Mr. Kihn and Mrs. Streeter. The hearing issue was to determine whether the investigation was intended to “harass, coerce and intimidate” them.

The examiner said that Chronicle could not be blamed for suspecting that there was a connection “not then apparent” between the news-slaning charges made by Mr. Kihn and the antitrust suit in which Mrs. Streeter was involved.

In ordering the investigation, he said, Chronicle “relied on the advice of experienced counsel and employed detectives of excellent reputation” and had done “no more than has long been recognized to be proper for a litigant in an American tribunal.” Mr. Kihn and Mrs. Streeter have filed invasion-of-privacy suits seeking a total of $350,000, as a result of the investigations.

What Ford funded in fiscal ’70

Breakdown of its help to noncommercial TV given in annual report

The Ford Foundation approved $16,511,678 in grants to noncommercial TV in fiscal 1970, according to its annual report released yesterday (March 7).

Ford said the uncommitted balance of appropriations for that year and previous years in the noncommercial-TV area came to $4,617,955.

The report covered the period that ended Sept. 30, 1970, and did not include the more than $11.8-million in grants to noncommercial TV announced

40 (THE MEDIA) BROADCASTING, March 8, 1971
two weeks ago. (Broadcasting, March 1)

As reported by the foundation, fiscal 1970 grants for program distribution: Corp. for Public Broadcasting $2,028,000 (unpaid as of last Sept. 30) for station interconnection costs, $500,000 toward establishment of PBS (Public Broadcasting System), $7,500 for study of tape duplication and distribution centers.

For promotion and advertising, CPB received $110,000, National Educational Television and Radio Center $50,000, and WGBH Educational Foundation, Boston, $50,000.

Ford's grants in the production area included $6,685,000 ($3.5 million unpaid) to the National Educational Television and Radio Center; $840,000 to Community Television of Southern California (KCET[TX] Los Angeles) and $840,000 to WGBH-TV Boston for producing The Advocates; $10,000 to American Association for the Advancement of Science for telecasts of its annual meeting; $356,000 ($66,800 unpaid) to KCET for Hollywood Television Theater; $475,000 to WNET(TV) New York for 40 one-hour Soul programs; $5,000 (unpaid) to Joseph P. Kennedy Jr. Memorial Hospital for Children for its national symposium on children and television; $2,480 to National Educational Television and Radio Center (NET opera project).

Also in production, grants for national programming, in addition to the more than $6.6 million to NET, included $500,000 ($250,000 unpaid) to KQED(TV) San Francisco and $500,000 to KCET Los Angeles and $750,000 to WGBH-TV Boston.

For production of Newsroom and other community news programming: $700,000 (unpaid) to KQED San Francisco; $175,000 ($75,000 unpaid) to Community Television Inc. (WJCT[TX] Jacksonville, Fla.); $1,999,202 ($149,145 unpaid) to Greater Washington Educational Television Association (WETA-TV Washington); $500,000 ($120,600 unpaid) Public Television Foundation for North Texas (KERA-TX Dallas); $250,000 (unpaid) to WGBH-TV.

Among grants made for new TV programming, Ford listed $5,000 to KUON-TV Lincoln, Neb., toward the Black Frontier, a series on black pioneers in the U.S., which had received additional funds; and $25,000 to CPB for planning the Inside Russia documentary.

For station and personnel development, the report included new grants in the fiscal year of $7,000 to CPB for a feasibility study of a national program guide; $2,500 to Greater Cincinnati Television Educational Foundation for operational expenses, and $25,000 (unpaid) to Public Television of South Central Pennsylvania (WITF[TX] Hershey, Pa.) for acquisition of Cinedex, visual

The AEL FM-25KD, 25KW Transmitter is designed with 1971 in mind... and 1972 and 1973 and...

The AEL FM-25KD, 25KW Transmitter has an all new functional design that makes meter reading easier and operation simpler while it up-dates your station.

We made sure that the FM-25KD was 100% right before telling you about its designed-in quality, capabilities and easy access cabinet, filled with the latest in efficient and reliable components:

- Full 25KW power output
- Two tube design
- Filament voltage control
- Automatic power output control
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encyclopedia of 1,700 short films.

Reported separately were three non-commercial-TV projects administered directly by the foundation. During the fiscal year, projects totaling $182,600 ($52,896 expended) for studies of communications "issues and developments" were authorized. A Rand Corp. study on cable television was authorized an additional $18,000, with total monies spent in this area as of last September amounting to $123,750. The foundation also noted that it had set aside $100,000 to continue in the current year "other analyses and activities concerning communications policy."

Yet another door shuts on WHDH Inc.

 FCC rejects firm's plea to reopen case on question of Wadsworth vote

The FCC has rejected WHDH Inc.'s request that it reopen the case in which the company lost its authorization to operate on channel 5 Boston, to determine whether the decision was the product of "a majority of the four-man quorum of the commission" that participated in it.

WHDH based its request on a story in Broadcasting indicating that former Commissioner James J. Wadsworth, a member of the majority in the 3-to-1 vote, had been persuaded by factors other than those cited in the decision (Broadcasting, Dec. 28, 1970-Jan. 4).

But the commission said that the U.S. Court of Appeals in Washington, in affirming the commission's decision in the case, rejected a similar contention that had been raised against another member of the majority—Commissioner Nicholas Johnson. Furthermore, the commission said, WHDH is seeking "an impermissible inquisition into the mental processes and motives of a decision-maker."

The commission's Jan. 23, 1969, decision denying the application for renewal of WHDH-TV's license and awarding the franchise to Boston Broadcasters Inc. was based principally on comparative grounds of diversification of control of mass media and integration of ownership and management. But Commissioner Wadsworth was quoted in Broadcasting as saying he had been concerned solely with the ex parte activities that had been attributed to a WHDH official early in the Boston channel 5 proceeding, which dates back to 1954. Accordingly, WHDH said, the commission's majority decision "must fall for want of a majority of the quorum present."

The parallel contention that the commission said had been rejected by the court was made by Charles River Civic Television Inc., another of the losing applicants for the channel 5 grant. It had cited the concurrent statement in which Commissioner Johnson said he felt "no passion" for the reasons advanced in the majority opinion.

But, the commission noted, the court held that a commissioner could vote to support a decision "solely in order to avoid an impasse and provide an effective order . . ." and that a decision based on such a determination "involves neither stultification nor irrationality."

The commission added that, in the case of former Commissioner Wadsworth there is "no allegation or indication of stultification nor irrationality", there is no allegation or indication of misconduct or bias and there is no indication that Commissioner Wadsworth intended that his vote be recorded as other than it was, i.e., favor of the majority's decision."

The commission added that there were strong legal precedents barring the requested inquiry. It said "a presumption of regularity attaches to public administrative decisions and formal recitation public officials." It also said that courts will not permit the "probing of the mental processes of a judge in reaching a decision absent significant indication of misconduct or bias, neither of which is present in this case." And administrative decision makers, the commission added, are treated in the same manner as judges.

The commission decision was reached on a 6-to-0 vote, with Commissioner Robert E. Lee, the lone dissenter in the decision denying WHDH's renewal application, concurring. Commissioner Thomas J. Houser did not participate. WHDH has not given up on the issue. Attorneys for WHDH said they will file a motion directly with the appeals court, asking it to send the case back to the commission, and citing the same grounds as those contained in the petition denied by the commission.

Programming

The games TV networks play

Only thing set is 7:30 weeknight start for NBC as feints, ploys feature next-season maneuvers

NBC-TV officials notified their affiliates last week that NBC will start prime-time programming this fall at 7:30 p.m. EST, not 8 p.m. as originally planned for all weeknights. And the annual game of cat-and-mouse got under way almost immediately.

The start of the program game was signaled by unofficial disclosure of NBC's "provisional" prime-time line-up for 1971-72—a line-up that omits 11 and possibly 12 current shows, includes approximately the same number of new ones and, despite denials by NBC sources, was challenged by other networks as a decoy schedule intended to confound their counterprogramming efforts.

The game intensified later in the week with newspaper publication of what purported to be CBS-TV's new schedule despite protestations by both CBS and agency sources that at least three and perhaps as many as six alternate schedules had been drawn up and no decisions had been made on any of them or any other combination of their components.

There wasn't even any good gossip about ABC-TV's fall schedule, aside from uncontradicted predictions that if NBC joins CBS in starting programming at 7:30 under the FCC's prime-time access rule, ABC will too. ABC introduced more new programs than the other networks at midseason, its ratings have benifited and ABC officials are expected to need and take more time to evaluate audience trends before getting into a final sifting and sorting for fall.

ABC also asked the FCC last week to let it program a full schedule on Tues-
Another prime-time waiver sought

If NBC affiliates can carry three and a half hours of network programming on Sunday nights next season, so can ABC affiliates on Tuesday evenings, ABC argued last week in requesting a waiver of the FCC's prime-time access rules. The network made this point with the commission in the wake of FCC approval of NBC's request for waiver of the prime-time access rules (Broadcasting, Feb. 22).

As was sought also in NBC's petition, ABC seeks to add one-half hour to the required three hours of programming on one night with a corresponding reduction to two and one-half hours on another evening in the same week. ABC asked the commission to waive the rules for a period of one year—from Oct. 1, 1971, the rule's effective date, until Oct. 1, 1972—a condition which the FCC itself placed on the NBC waiver.

one-hour shows: Ironside followed by Sarje, starring George Kennedy, and a musical called, The Americans.

On the Wednesday list were Adam 12 followed by Mystery Theater, a group of rotating shows, at 8:30-9:30, and Rod Serling's Night Gallery, out of the Four In One series, at 9:30-10:30.

Thursday's list called for three one-hour shows: Flip Wilson, Nichols (new western starring James Garner) and Dean Martin while Fridays had a new entry, District Attorney, at 7:30-8:30 (though NBC authorities said it could be expanded to an hour), followed by a movie running to 10, and Saturday's called for The Good Life, a new series with Larry Hagman, at 7:30 and The Partners, a new situation comedy with Don Adams at 8 and the movie at 8:30-10:30.

At CBS-TV, despite reports published and unpublished, the fall-schedule situation was uniformly described as fluid. "We have no schedule yet," said one source, who added that several tentative line-ups had been drafted and were being considered. An agency official reported that he knew of "at least three" tentative plans.

Among current shows reportedly earmarked at least tentatively for departure was the long-running Ed Sullivan Show. That report has been around for some time in speculation by CBS insiders that as many as one-third of their current programs may be dropped ("Closed Circuit," Feb. 1).

CBS sources said last week that their options gave them until next Monday—March 15—to renew the Sullivan show (which, according to other sources, may be packaged for syndication by the Sullivan organization in the present 60-minute or a shorter length, perhaps with or without Mr. Sullivan as MC, if it is dropped by the network).

Among CBS programs considered likely candidates for departure, in addition to Sullivan, were Hogan's Heroes, Green Acres, Men At Law, possibly Interns and, certainly, reruns of Jackie Gleason's Honeymoons that went into the schedule at the midterm changes in January.

Aside from Green Acres, some or all of the "rural" entries—such as Beverly Hillbillies, Mayberry RFD, New Andy Griffith Show and Shelly Brothers—would be squeezed for NBC, although CBS authorities noted that Hee-Haw in particular has had good ratings. The outlook for All In the Family, midterm entry that seeks to make fun of bigotry, was called questionable.

Among new shows to which CBS is committed are one starring David Janssen, one with Glenn Ford, one with Dick Van Dyke. Officials were also said to be enthusiastic about another new one, Funny Face, starring Sandy Duncan, while Cannon, featuring William...
Conrad as a private detective, was said to be sure to appear somewhere in the schedule.

Among existing programs, those reported as renewed included Lucy, Carol Burnett Show, Hawaii Five-O, Glen Campbell Show, Medical Center, Mannix, My Three Sons, Mission: Impossible, Mary Tyler Moore Show and probably Family Affair and Doris Day Show.

The trouble last week was that virtually all those shows seemed to be showing up in different places in the various schedules being circulated or talked about.

Nonnews charges bring Georgia AM before FCC

The FCC last week indicated that a broadcaster could expect to find his license-renewal application set for hearing if local issues are not aired on his station.

The commission set for hearing the license-renewal application of WSNT (AM) Sandersville, Ga., following charges that the station withheld news of local racial strife. WSNT said that by not carrying such news, it believed it was "better serving the cause of peace and harmony."

Petitions to deny license renewal were filed by Arnold Hayes as an individual and an agent for the Southern Christian Leadership Conference, and by Richard Turner as an individual and as an agent for the Black Youth Club of Sandersville, Messrs. Hayes and Turner, stating they represent the interests of a substantial portion of WSNT's listening audience, allege that about 60% of Sandersville's citizens are black and that Washington county, of which Sandersville is a part, is about 65% black.

In setting the station's license renewal for hearing, the commission said it is concerned with WSNT's general practice "of suppressing news of significant local events and the question of whether the applicant's absolute silence could serve the public interest."

Issues set for the hearing concern WSNT's ascertainment of community needs and interests, its alleged racially discriminatory program policy, its alleged suppression of news, whether it has failed to comply with the fairness doctrine and whether it has afforded a reasonable opportunity for use of its facilities by significant groups from its service community.

The action followed a 6-to-1 vote by the commission with Commissioner Nicholas Johnson concurring and issuing a statement and Commissioner Robert T. Bartley dissenting and issuing a statement.

**ASCAP fee distribution halted pending appeal**

The U.S. Second Circuit Court of Appeals in New York last week set March 31 for argument on an appeal seeking to block a change in plans regarding the distribution of almost $10 million to members of the American Society of Composers, Authors and Publishers (BROADCASTING, March 1).

The court denied the request of a West Coast publisher member that ASCAP be ordered to stop payment on checks it mailed to publisher members two hours before he had obtained a stay order in Los Angeles federal court. But it did rule that ASCAP should not complete the distribution—to writer members—pending outcome of the appeal. It set argument for March 31 as an "expedited" date for early resolution of the dispute.

The money, totaling $9,920,000, represented payments by ABC and CBS in settlement of ASCAP license fees over the years 1962-69. ASCAP originally proposed a special distribution plan but then notified members the money would be distributed along with the regular December 1970 payments. It was then that the West Coast publisher initiated court action to have the distribution put back on the original plan. A New York federal district court, which has jurisdiction under an ASCAP consent decree, first ordered the money held in escrow, then released it, and ASCAP had mailed the first checks before the plaintiff obtained a stay.

**Louisville AM protests proposed 'soul' format**

Rounsaville of Louisville Inc., licensee of black-oriented WLOU (AM) Louisville, Ky., last week urged the FCC to deny the sale of a neighboring station in Indiana because the new owners would change the station's format from middle-of-the-road to "soul" music and allegedly serve the black community of Louisville.

The application at issue is one for the sale of WXWW (AM) Jeffersonville, Ind., from Clarence Henson and others to Black Communications Corp. and others for $300,000. The buyer proposes a basic format of top 40-rhythm and blues music.

Rounsaville charges that the proposed change in format was perpetrated to "directly cause economic injury to WLOU," and is inconsistent with the needs and interests of Jeffersonville. "Out of the 44 personal interviews (taken to survey the community served by WXWW), only 16 were conducted with residents of Jeffersonville," Rounsaville said.

Rounsaville further contended that a "sales memorandum" distributed to prospective stockholders was in reality a prospectus in order to petition shares in WMLK Inc.—the proposed licensee and 65%-owned by Black Communications Corp.—which the petitioner argued was in violation of the Securities and Exchange Commission's registration statement requirements. Rounsaville urged the commission to hold off its approval of the sale until the SEC takes action on the alleged violation.

Benjamin M. Tucker, 30%-owner of Black Communications, is chairman of the board and secretary for WMLK Inc. and will become the general manager of WXWW, pending FCC approval.

WXWW operates on 1450 kHz with 1 kw daytime and 250 w night.

**Newsman appeals case to U.S. Supreme Court**

Paul Pappas, newsmen at WTVW-TV Providence, R.I.-New Bedford, Mass., last week continued his fight to keep confidential information about his visit to the alleged New Bedford Black Panther headquarters last summer, and appealed an order from the Massachusetts supreme court to the U.S. Supreme Court.

The state's decision concluded that Mr. Pappas is required by state law to reveal information made available to him in confidence. But a stay by the U.S. Supreme Court last month (BROADCASTING, Feb. 8), gave him until March 15 to prepare his appeal of the state's ruling.

In his appeal, Mr. Pappas contended that the effect of his grand jury appearance "would be to destroy a confidential association and relationship indispensable to the functioning of a free press." He added that the state has not shown any compelling need for the information it is trying to force from him.

Massachusetts court action stemmed from an incident on July 30, 1970, during civil disorders in New Bedford. Mr. Pappas was granted permission to enter the Panther's headquarters, in anticipation of a police raid, under the condition that he not disclose what he saw inside.

**Nightengale radio show gets counterpart on TV**

Nightengale-Conant Corp., Chicago, producer of the Earl Nightengale radio series, Our Changing World, will soon market a television version of the program in color and under the same name. The TV shows will follow the five-minute Monday-through-Friday format of the radio version and will be previewed during the National Associa-
tion of Broadcasters convention in Chic-{
ago March 27-31.

Nightingale's radio show, now in its
12th year, is carried by some 1,000
radio stations in all 50 U.S. states,
eight Canadian provinces and 10 for-
"ign countries. During 1970 alone
Nightingale distributed six-million cop-
ies of the radio scripts through local
sponsors and stations. The new TV
vehicle will be available on a one spon-
or-one station per market basis.

APBA board talks EBS,
schedules June meeting

Full cooperation was pledged last week
by the board of directors of the Asso-
ciated Press Broadcasters Association
to the Emergency Broadcasting System.
But the board said there is an urgent
need to develop a new concept for warn-
ing the American public in the event
of a national emergency and offered to
work closely with the EBS.

The discussion on the alert system
was part of the agenda at a meeting of
the board in Miami. A decision was
made there to hold a meeting of man-
agement and news representatives of AP
press member stations in Chicago June
11-12.

The two-day session will consist of a
workshop on newsroom operations and
problems for management and one on
management operations and problems
for news employees. Co-chairmen of
the meeting are Frank Balch, WJOY(AM)
Burlington, Vt., representing manage-
ment and Eddie Barker, KDFW-TV Dal-
las, representing news. Both are mem-
ers of the APBA board.

Broadened operations
at Roger Ailes firm

REA Productions Inc., New York, which
has specialized in political TV advertis-
ing and programming for the past three
years, is expanding into the area of TV-
radio entertainment production under its
new name, Roger Ailes Associates.

Roger J. Ailes, vice president and
general manager, said last week that
Ailes Associates also will be active in
TV counseling to business and in per-
sonal management for talent. To ac-
commodate the broadened operation,
the company is opening a Los Angeles
office at 593 North Rossmore Avenue.

Roger E. Ailes currently serves as
consultant to the White House for spe-
cial television projects and previously
was producer of The Mike Douglas
Show. Ailes Associates intends to pro-
duce for both network and syndication
and is in the process of developing
women's daytime, entertainment-variety
and interview programs.

27 stations honored
by AP broadcasters

Five stations received top awards and
22 other stations certificates of merit in
the 1970 Competition for Outstanding
News Cooperation conducted annually
among AP station members by the As-

Top-honor winners, as announced by
association President Thomas Powell,
WDAY-TV Scranton, Pa.; KRLS(AM)
Corpus Christi, Tex.; WWXL(AM) Man-
chester, Ky.; WLTY(AM) St. Petersburg,
Fla.; WMAK(AM) Nashville and WASS-
(AM) Brownsville, Pa. These stations
will be presented plaques.

Certificates-of-merit winners: WENE-
(AM) Endicott, N.Y.; WBAL(AM) Balti-
more; WVOB(AM) Bel Air, Md.; WEMD-
(AM) Easton, Md.; WCLG(AM) Morgan-
town, W.Va.; WWNR(AM) Beckley,
W.Va.; WQSN(AM) Charleston, S.C.;
WPHN(AM) Pontiac, Mich.; KCBS(AM)
Eagles, both San Francisco; KYNS(AM)
Fresno, Calif.; KDB(AM) Santa Barbara,
Calif.; KELD(AM) Elida-
rado, Ark.; WGBS(AM) Miami; WSSW-
(AM) Platteville, Wis.; WGR(AM) Man-
chester, N.H.; KFOR(AM) Lincoln, Neb.;
KMON(AM) Great Falls, Mont.; KYSS-
(AM) Missoula, Mont.; and KM3-TV
Fresno, Calif., WVTY-TV Bloomington-
Indianapolis and WICU-TV Erie, Pa.

Announcements for awards are sub-
mitted by AP bureau chiefs as to quality
and quantity of the reports along with
outstanding instances of cooperation.
More than 70 entries from 34 states
were received this year, according to
John Day, WHDH(AM) Boston, chair-
man of the association's judging com-
mittee.

Schedule changes at NBC-TV

NBC-TV has announced a change of
time periods this June for two of its
comedy series, The Bill Cosby Show and
The Red Skelton Show.

Repeats of Cosby, currently Sunday,
8:30-9 p.m. EST, will be shown Tuesday,
7:30-8 p.m. effective June 1. They will
replace Julia in that period.

Skelton will broadcast its last original
program Monday, March 15, 7:30-8
p.m. and repeats will be in the 8:30-9
p.m. slot starting Sunday, June 6. From
A bird's-Eye View, a new show, replaces
Skelton in its old Monday time period,
effective March 29.

Program notes:

Password returns • After an absence of
four years, Password, word game series,
will return to weekday television on
ABC-TV on Monday, April 5, for a
Monday through Friday, 4:40:30 p.m.
EST slot with its original host, Allen
Goodson. Game series was originally on
CBS-TV beginning in January 1961 and
ran for two years in daytime and four
years in both day and prime time. Pro-
duced by Goodson-Todman in associa-
tion with ABC-TV, show will replace
Dark Shadows, which will have it last
showing Friday, April 2.

New consultant • Zodiac Program Con-
sultants Ltd., Chicago, has been formed
by Dick Williamson to advise stations
in all radio program matters, including
music. Mr. Williamson has been an on-
air personality for 17 years, more re-
cently with WIND(AM) and WCFL(AM),
both Chicago. Address: 223 South Wa-
bash, Chicago 60604. Phone (312) 427-
5120.

Mancini spins to 33 • First of three one
hour syndicated specials Monsanto Pre-
sents Mancini, will air in a total of 33
markets on two dates in March and
April. Approximately 90% of stations
that have purchased the program so far
will air it on March 28 with the re-
maining broadcast it on April 2. Art
Fisher, director of The Andy Williams
Show on NBC-TV, produced and di-
rected the special.

No More Laughs • Paramount Tele-
vision and ABC-TV have begun an ex-
periment with ABC's The Odd Couple
by removing the mechanically created
laugh track from the show. Laugh track
had been used on all previous episodes.

Viewers were asked to respond to the
experiment by sending their comments
to The Odd Couple Box 4, Los Angeles
90051.

Depression revisited • The Great De-
pression: A Human Diary, one-hour
documentary depicting the U.S. during
the 1930's and 1940's, will be telecast
on the Westinghouse Broadcasting Co.
stations this spring. Documentary, writ-
ten by Dennis Giles and narrated by
Neil DeWitt, was produced and di-
rected by Cliff and Jean Hoelscher for
Film Enterprises Productions, Austin,
Tex.

Colgate signs for medical series • Agree-
ment to produce half-hour dramatic
series for syndication with Colgate-
Palmolive Co. sponsoring, was an-
ounced by ValJon Production Co., Los
Angeles, subsidiary of Minneapolis-
based group radio station owner. Con-
temporary medical action series is called
Simon Locke and will star Jack Albert-
sen and Sam Groom.

Lawrence to do book • ABC News
President Elmer W. Lower said last
week he has granted a seven-month
leave of absence to William H. Law-
rence, national affairs editor, who plans
to write a book on his 35-year news
career. Mr. Lawrence, who has reported
for United Press and New York Times
joined network news in 1966.

BROADCASTING, March 8, 1971

45
MCI Lockheed hat headed for ring  

Joint-operation satellite application indicates nine channels for networks, urban earth stations

MCI Lockheed Satellite Corp. was scheduled to enter the domestic communications-satellite derby today (March 8) with an application for a system employing satellites with more capacity than any yet proposed. The satellites would also operate on frequencies the applicant says will permit the location of earth stations in major urban areas.

The company says that if the FCC approves its application, the system's primary initial market will be leased services including leased data, voice and low-speed record messages. But it adds that the system will have the flexibility and capacity to serve broadcast and CATV markets, as well as meet the needs for electronic special delivery of mail and occasional-use services.

MCI Lockheed has notified the three television networks it can offer nine channels of service on two satellites, plus up to seven additional channels as their needs require, for an estimated total cost of $40 million (BROADCASTING, March 1). This is said to be patterned after requirements spelled out by the networks themselves. In addition, Comsat would make two channels available to the Corp. for Public Broadcasting, although the question of payment has not yet been resolved, and two channels for CATV.

ABC, CBS and NBC, which now pay AT&T more than $70 million annually for distribution of their programs, are considering offers from five communications-satellite applicants, as well as pondering whether to seek a system of their own. A study the networks commissioned indicated that they could provide their own distribution system, either a terrestrial one or one using satellites, for a cost that, amortized over a 20-year period, would range between $50 million and $55 million annually (BROADCASTING, Aug. 10, 1970).

MCI Lockheed is owned by 16 MCI carriers and Microwave Communications of America Inc., which established the carriers and provides them with technical and other services, and by Lockheed Aircraft Corp., which has extensive experience in developing and flying satellites. MCI carriers could be used to provide interconnecting ground links in the proposed space system.

The system MCI Lockheed is proposing would cover the 50 states and would consist of two orbiting satellites—one would serve as a backup—and a spare, on the ground, and 20 earth stations in 15 metropolitan areas. The system's initial cost: $169 million.

Each of the satellites would weigh 3,900 pounds and contain 48 channels, at least twice as many as is proposed for a satellite in any of the four satellite-systems applications now on file with the commission. And the satellites will have sufficient power to operate in the 12- and 13-ghz frequencies (on 24 channels) as well as in the 4- and 6-ghz bands (on the remaining 24). No other application yet filed provides for the use of the higher frequencies.

MCI Lockheed says that since their use would reduce the problem of interference with terrestrial radio service, they could be used to link the satellite with ground stations in major urban areas, close to the system's customers, thus reducing interconnection costs. Another saving cited is in the expected life of the satellites—10 years—as against seven for satellites proposed in other systems.

Orbital-slot space could be conserved also, according to the company, since the system would provide for 96 channels of service on two satellites. Other systems thus far proposed would require at least four slots to provide that many channels of service. Communications-satellite engineers say that, so long as the 4 and 6 ghz bands are used in space communications, there are only eight orbital slots available for communication to all parts of the U.S.—and Canada has already spoken for two of them.

Five of the largest areas to be served by the system—New York, Los Angeles, Chicago, Atlanta and Dallas—would be served by 4- and 6-ghz earth stations located outside of the central city but connected to it by MCI Lockheed microwave links, and by 12- and 13-ghz earth stations located downtown. The other 10 cities in the plan are Washington, Seattle, San Francisco, Denver, Kansas City, New Orleans, Cincinnati, Detroit, Boston and Miami, which will be served by 12- and 13-ghz earth stations in downtown locations at or near the MCI Lockheed distribution centers.

MCI Lockheed said it expects to offer television distribution service at 12- and 13-ghz. Because of the lack of frequency congestion in those bands, it says that network affiliates or others would be able to build additional earth stations at many sites throughout the country. It adds that the low cost of the stations

New president-owner for automation firm

J. M. (Jim) Cunningham, vice president and a director of Applied Magnetics Corp., Santa Barbara, Calif., has acquired Schafer Electronics, a supplier of broadcast-automation systems and an Applied Magnetics subsidiary purchased in 1968. Mr. Cunningham resigns as vice president of Applied Magnetics, a computer-equipment firm, to assume the presidency of Schafer.

The purchase came through an exchange of stock. Mr. Cunningham, one of the founders and a major stockholder of Applied Magnetics, exchanged some of his holdings for 100% of the Schafer stock. The new president of Schafer will continue as a director of Applied Magnetics since he still controls over 10% of that firm's stock.

Mr. Cunningham said that operations would continue as Schafer's present location in Chatsworth, Calif., but that the company would move to Santa Barbara as soon as new facilities are available.

Sales for Applied Magnetics and Schafer in fiscal 1970, which ended Sept. 30, 1970, were $26,544,000 and $1,200,000 respectively.
required—many would be receive-only —would serve to stimulate additional construction and lead to the establishment of "an increasingly effective distribution system."

MCI Lockheed also cited advantages its system would have as a distribution mechanism for programming for CATV systems. Among them would be direct transmission to and from large urban areas and adequate satellite capacity for providing offerings on a non-preemptive basis.

MCI Lockheed said that the financial viability of its system could be achieved through leased services alone. Basing its assumptions on studies made by Booz Allen and Hamilton as to the potential market for long-distance transmission of data—35,350 circuits—MCI Lockheed said it would expect to lease 5,000 circuits for that service at $1,200 per month, or $72 million annually. The company estimates its annual revenue requirements at $68 million.

Besides the Comsat proposal, the MCI Lockheed application will join applications filed by Western Union, Hughes Aircraft Corp., and Comsat jointly with AT&T. Another application is expected to be filed this week, by RCA Global Communications. In addition, Fairchild Hiller Corp. and Western Tele-Communications Inc. are preparing applications for filing by March 15, the deadline for such proposals.

A spokesman for the Teleprompter Corp. said last week the company will file for five earth stations before the March 15 deadline.

Besides MCI-Lockheed and Comsat, the companies that have made proposals to the networks are Hughes, RCA and Western Union (“Closed Circuit,” Feb. 8). The networks are also said to have asked AT&T, which has submitted a joint application with Comsat, to detail the efficiencies it says its system would offer them.

It appeared certain last week that the networks would not be in a position to make a definite statement as to their own satellite plans in the comments they are due to file with the commission by March 30. Indications were that they would seek to keep their options open so that they might choose later whether to build their own system or use another’s; network sources say that the costs in each of the proposals must be determined with more precision and that each plan must be subjected to further refinements regarding network use.

In a related development last week, Comsat President Joseph V. Charyk added a major condition to the independent proposal that company submitted, one indicating that Comsat might abandon it. Mr. Charyk, in a
letter to FCC Chairman Dean Burch accompanying the Comsat application, said the company is prepared to assume the risks presented by its proposed multipurpose system "if the fundamental conditions are present which permit success," and added: "The chief condition must be the market base for a truly multi-purpose system should not be fragmented by authorization of multiple systems."

A White House study of domestic-communications-satellite matters undertaken after President Nixon took office concluded with the recommendation that the commission adopt an "open-skies" policy with only technical limits placed on the kinds and number of systems authorized (Broadcasting, Jan. 26, 1970). Mr. Charyk, in his letter, said that by rejecting such a course, the commission could "insure for the public, through the economy of scale, the minimum cost of service."

Tariff will be put on TV's to curb 'dumping'
The Tariff Commission ruled Thursday (March 4) that TV set imports from Japan are damaging domestic TV manufacturers and that both future and past sales (dating to Sept. 4, 1970) from that country will be subject to special "anti-dumping" tariffs levied to raise import prices to a fair and competitive level.

The decision to assess anti-dumping duties against Japanese imports follows the Treasury Department's December 1970 ruling that sets were being sold in the U.S. at less than their fair value in Japan, constituting a violation of the Federal "Anti-dumping" Act (Broadcasting, Dec. 14, 1970). Under the act such practice warrants compensating tariff increases provided domestic industry damage is present.

Spokesmen for the Electronic Industries Association, whose members first brought the dumping to the attention of the Treasury Department, commented that Japanese imports have caused a substantial loss of sales, production cutbacks, the shutdown of some production facilities, and significant loss of jobs to workers in both the TV manufacturing and the electronic component industries. During Tariff Commission domestic injury hearings EIA officials said that during 1970 the Japanese sets alone accounted for 27.6% of the total U.S. market; 34.9% of monochrome sales, and 16.9% of color. Such sets numbered 3.3 million for a value of $255 million.

Aiding in precipitating the decision was the National Union Electric Corp., Greenwich, Conn., which filed a $360-million suit in a New Jersey federal district court against seven major Japanese TV manufacturers (Broadcasting, Dec. 28, 1970-Jan. 4, 1971). But although the presence of dumping has now been established and the decision to levy protective tariffs made, the exact amount of duty on future imports and those dating back to Sept. 4, 1970, will not be determined for another six months pending the completion of further Treasury Department studies.

Japanese reaction to the Tariff Commission's decision was swift. In a statement issued simultaneously in the U.S. and Japan, the Electronic Industries Association of Japan said the decision was "made under political duress." The association asserted that Japanese manufacturers were blamed for U.S. factory shutdowns and layoffs that really constitute "the combined effect of economic recession, the offshore operations (of U.S. firms), large defense cutbacks and management failures."

Route to savings on remote broadcasts
Special device permits use of direct distance dialing; rates drop as much as 75%

A compact device enabling broadcasters to legally perform remote broadcasts via direct distance dialing (DDD) is being widely used at considerable cost savings, but some broadcasters either don't know about the unit or are reluctant to use it, according to the National Association of Broadcasters.

The device, called a voice coupler, enables the broadcaster to save money by avoiding the more costly series 6000 telephone audio channels. A remote two-hour and 40-minute broadcast (allowing 10 minutes for set-up) over series 6000 channels for a distance of 30 miles will cost about $60. The same coverage via a voice coupler and DDD remote installation included will cost $45 —resulting in a 25% saving.

Furthemore, the more distant the event is from the station, the greater the savings. Voice-coupled coverage from a distance of 50 miles results in savings of 33%; 150 miles, 50%; and 500 miles, 75%. Thus a remote coverage from 500 miles away, which normally costs about $230, can be accomplished for a mere $60—for a saving of $170.

To simplify utilization of the voice coupler, AT&T has recently combined everything necessary in a special telephone into which the broadcaster plugs his transmitting equipment. This instrument remains at the station and is installed for about $45. When remote coverage is desired the broadcaster simply orders the installation of a similar but less costly instrument at the remote site. Because the instrument is installed and maintained by the telephone company, its use for remote coverage is legal.

Audio quality is reduced somewhat, but to an unnoticeable degree for voice transmissions such as sports events.

For frequent users of the service, even greater advantages can be realized through the telephone company's Wide Area Telephone Service (WATS) which charges a flat fee for an unlimited time and number of calls.

Information may be obtained by asking the telephone company about a portable conference telephone.

Technical topics:

Cableless CATV modulator patented
A patent was issued Feb. 23 to Harold R. Walker, engineer in Edison, N.J., and major stockholder in Laser Link Corp., N.Y., for wide-band microwave modulator which is heart of frequency pulse-width modulation system of the cableless cable-TV employed by Laser Link. Approved by FCC July 15, 1970, (Broadcasting, July 20, 1970), the modulator permits 18 TV channels to be "stacked" on single electromagnetic transmitter beam and broadcast to receivers within a 25-mile line-of-sight radius.

For titles = Magnetitle, new product announced by Television Graphic Arts, 180 West 58th Street, New York 10019, for smaller TV operations (including cable systems), provide letterings in superimposed titles without need of professional artists. The device is made up of magnetic-backed letters, numbers and punctuation marks which are placed on a steel board. Letters are screenprinted on close-cut pieces of black vulcanized fibreboard, can be cleaned and are permanent, according to Bert Gold, president of Television Graphics.

Switcher ready = First delivery of the Ampex VS-600 program - production switcher to Videocom Inc., Boston, was announced by the Redwood City, Calif., broadcast equipment manufacturer. The unit provides centralized control of a variety of production sources and can be used with video tape recorders, live cameras and telecine equipment, according to Ampex. Videocom began operations in January and provides production and postproduction services for in-studio and on location television commercials and programs.

48 BROADCASTING, March 8, 1971
ABC reports 1970 revenues gained

However, operating net is off and Goldenson foresees rocky road in 1971

ABC Inc. showed an increase in revenues and net income in 1970 over 1969, though net operating income declined to $15,979,000 or $2.25 a share from $17,659,000 or $2.44 a share in 1969.

Leonard Goldenson, president, said the sluggish economy adversely affected the fourth-quarter results, particularly in network television, and that the slowdown has continued into the first quarter of this year. He said, however, that 1970 revenues of the broadcast division were almost $16 million higher than in 1969, totaling $523,221,000, and that the owned television and radio stations achieved improved sales and earnings.

The television network, according to Mr. Goldenson, had slightly lower sales in 1970 than in 1969 and "showed a greater loss" than in 1969. He said sales had improved at the radio network during 1970 and that the operation was profitable for portions of 1970 but not the whole year.

"We expect that earnings in the first quarter of 1971 will be substantially lower than the like period of last year, principally due to the elimination of cigarette advertising and the state of the economy," Mr. Goldenson stated.

"For the same reasons, we expect that second-quarter results will be somewhat lower than the like period of 1970, with a smaller percentage of decline than in the first quarter."

"However, with respect to the last quarter of the year, we are reasonably optimistic, particularly for the fourth quarter, in view of the FCC three-hour prime-time limitation of network programming, which becomes effective with the new fall television season. This change should provide a firm economic base for our broadcast operations, particularly for the television network, and should provide further impetus to business going into the subsequent year. This impetus will be further enhanced by a stronger economy."

For the year ended Jan. 31:

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TV sales bright spot in Corinthian lag

Corinthian Broadcasting Corp., New York, group broadcaster, last week reported a drop in profits for both the third fiscal quarter and for the nine months ended Jan. 31, compared with the like periods a year ago.

For the nine-month period, Corinthian reported earnings of $3,399,405 or $1.01 a share, against $3,516,559 or $1.04 a share for the corresponding year before.

Third-quarter earnings were $897,070 or 27 cents a share, compared with $1,088,416 or 32 cents for 1970.

Corinthian said television sales rose 3% over the nine months of last year, despite a decline in over-all revenue. Earnings before taxes for the television stations division for the third quarter dropped about 5% from last year's quarter but showed an increase of about 3% over last year for the nine-month period after the allocation of the parent company overhead and interest charges between the television stations division and Funk & Wagnalls Inc., a subsidiary.

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Stock list languishes in February market

Broadcast and related stocks marked time last month and Wall Street analysts predicted they might continue to do so until a general economic pickup

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</table>

TV sales bright spot in Corinthian lag

Corinthian Broadcasting Corp., New York, group broadcaster, last week reported a drop in profits for both the third fiscal quarter and for the nine months ended Jan. 31, compared with the like periods a year ago.

For the nine-month period, Corinthian reported earnings of $3,399,405 or $1.01 a share, against $3,516,559 or $1.04 a share for the corresponding year before.

Third-quarter earnings were $897,070 or 27 cents a share, compared with $1,088,416 or 32 cents for 1970.

Corinthian said television sales rose 3% over the nine months of last year, despite a decline in over-all revenue. Earnings before taxes for the television stations division for the third quarter dropped about 5% from last year's quarter but showed an increase of about 3% over last year for the nine-month period after the allocation of the parent company overhead and interest charges between the television stations division and Funk & Wagnalls Inc., a subsidiary.

For the nine months ended Jan. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Shares outstanding</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>3,381,531</td>
<td>$1.01</td>
<td>21,289,689</td>
<td>3,399,405</td>
</tr>
<tr>
<td>1970</td>
<td>3,385,542</td>
<td>$1.04</td>
<td>23,714,392</td>
<td>3,516,559</td>
</tr>
</tbody>
</table>

Stock list languishes in February market

Broadcast and related stocks marked time last month and Wall Street analysts predicted they might continue to do so until a general economic pickup...
gives traders more assurance.

Some specialists in the field felt that a general upturn might be pushed back to 1978, rather than come in the third and fourth quarter, as previously expected. Others were more optimistic, pointing to signs of gradual recovery.

Group stocks, however, did not seem to be affected by this static state. "But then, nobody expected them to be affected, and they have been acting a little better and may continue to act a little better than network stocks on a six-month or a year basis," one analyst commented.

Another analyst felt the network stocks were being looked at for next year, and that the earliest a real change could be seen was the fourth quarter and possibly 1972. "But," he added, "there would have to be a sharp turn in the economy."

Broadcasting's calculations based on price changes occurring during the period Jan. 28 to Feb. 25 reflect Wall Street caution and a near status-quo market.

Although each category within the index showed gains the average monthly percentage change for the entire table was an increase of 5.29%. The greatest forward movement was shown by the Service category with a solid 13.52%. Ranked in descending order other increases were: Programming, 8.95%; Manufacturing, 6.10%; CATV, 5.98%; Broadcasting, 4.52%; and Broadcasting-with-other-major-interests, 4.41%.

During the same period Standard &
Financial notes:

- Twentieth Century-Fox Film Corp. is expected to become a profitable operation in the first quarter of 1971, according to Darryl F. Zanuck, board chairman of Fox. Mr. Zanuck said that on the basis of financial data presented to the board of directors at its regular monthly meeting, "the earnings turn-around we have been working toward and expecting will occur in the first quarter of 1971."

- RCA has declared quarterly dividend of 25 cents per share on common stock payable May 1 to shareholders of record March 15. In addition, RCA declared dividends of 87½ cents per share on $3.50 cumulative first preferred stock and $1 per share on $4 cumulative convertible series first preferred stock, both for the period from April 1 to June 30 and both payable July 1 to shareholders of record June 11.

- Cypress Communications Corp., Los Angeles group CATV owner, will offer 360,000 shares of common stock through public sale at $7.50 per share. Proceeds from 350,000 of the shares will be used to repay short-term debts. The balance of the proceeds will be available for working capital.

- Liberty Corp., Greenville, S.C., diversified holding company with broad-

### Stock Market Capitization

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing March 3</th>
<th>Closing Feb. 25</th>
<th>% change Month of Feb.</th>
<th>1970-71 High</th>
<th>1970-71 Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>154</td>
<td>154</td>
<td>+ 7.79</td>
<td>31/4</td>
<td>8/4</td>
<td>6,150</td>
<td>$96,125</td>
</tr>
<tr>
<td>DIS</td>
<td>94/4</td>
<td>127/4</td>
<td>+12.68</td>
<td>179/4</td>
<td>89/4</td>
<td>6,012</td>
<td>1,067,912</td>
</tr>
<tr>
<td>FWY</td>
<td>9/4</td>
<td>109/4</td>
<td>+19.16</td>
<td>185/4</td>
<td>5/4</td>
<td>1,754</td>
<td>19,084</td>
</tr>
<tr>
<td>GWF</td>
<td>15/4</td>
<td>15/4</td>
<td>+18.11</td>
<td>4/4</td>
<td>15/4</td>
<td>666</td>
<td>1,086</td>
</tr>
<tr>
<td>GW</td>
<td>24/4</td>
<td>23/4</td>
<td>+8.68</td>
<td>23/4</td>
<td>9/4</td>
<td>11,944</td>
<td>337,100</td>
</tr>
<tr>
<td>KNS</td>
<td>35/32</td>
<td>32/12</td>
<td>-12.51</td>
<td>36/20</td>
<td>10/4</td>
<td>10,469</td>
<td>341,603</td>
</tr>
<tr>
<td>MCA20</td>
<td>25</td>
<td>25/4</td>
<td>+1.00</td>
<td>27/4</td>
<td>11/4</td>
<td>8,165</td>
<td>206,166</td>
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<tr>
<td>MGM20</td>
<td>20/4</td>
<td>21/4</td>
<td>-1.15</td>
<td>29/4</td>
<td>12/4</td>
<td>5,883</td>
<td>128,485</td>
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<tr>
<td>NGC23/4</td>
<td>23/4</td>
<td>22/4</td>
<td>+5.77</td>
<td>25/4</td>
<td>9/4</td>
<td>4,910</td>
<td>112,341</td>
</tr>
<tr>
<td>O</td>
<td>2</td>
<td>2</td>
<td>+14.28</td>
<td>6/4</td>
<td>1 1/4</td>
<td>2,183</td>
<td>4,366</td>
</tr>
<tr>
<td>TA</td>
<td>17/4</td>
<td>17/4</td>
<td>-1.43</td>
<td>26/4</td>
<td>11/4</td>
<td>63,630</td>
<td>1,037,618</td>
</tr>
<tr>
<td>TF</td>
<td>11/4</td>
<td>11/5</td>
<td>+10.77</td>
<td>20/4</td>
<td>6/4</td>
<td>8,562</td>
<td>99,576</td>
</tr>
<tr>
<td>WCO</td>
<td>7/4</td>
<td>7/4</td>
<td>-10/4</td>
<td>4/4</td>
<td>1/4</td>
<td>2,200</td>
<td>16,500</td>
</tr>
</tbody>
</table>

**Total** 136,551 $3,571,900

### Manufacturing

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing March 3</th>
<th>Closing Feb. 25</th>
<th>% change Month of Feb.</th>
<th>1970-71 High</th>
<th>1970-71 Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADL</td>
<td>11/4</td>
<td>11/4</td>
<td>+7.31</td>
<td>14/3</td>
<td>6/4</td>
<td>5,158</td>
<td>56,738</td>
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<tr>
<td>APX</td>
<td>18/5</td>
<td>19/5</td>
<td>-6.69</td>
<td>48/5</td>
<td>12/5</td>
<td>10,874</td>
<td>205,325</td>
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<tr>
<td>BCA</td>
<td>25/4</td>
<td>24/4</td>
<td>+5.20</td>
<td>15/4</td>
<td>1 1/4</td>
<td>2,076</td>
<td>39,712</td>
</tr>
<tr>
<td>CRI</td>
<td>15/4</td>
<td>16/4</td>
<td>-5.14</td>
<td>37/4</td>
<td>9/4</td>
<td>2,968</td>
<td>48,230</td>
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<tr>
<td>CAX</td>
<td>23/4</td>
<td>23/4</td>
<td>+5.74</td>
<td>32/4</td>
<td>11/4</td>
<td>1,262</td>
<td>29,026</td>
</tr>
<tr>
<td>GE</td>
<td>108/4</td>
<td>108/4</td>
<td>+8.25</td>
<td>108/4</td>
<td>60/4</td>
<td>90,844</td>
<td>9,827,287</td>
</tr>
<tr>
<td>HHI</td>
<td>62/4</td>
<td>63/4</td>
<td>+10.52</td>
<td>75/4</td>
<td>36/4</td>
<td>6,308</td>
<td>397,404</td>
</tr>
<tr>
<td>MAGN</td>
<td>40/4</td>
<td>40/4</td>
<td>+1.54</td>
<td>42/4</td>
<td>22/4</td>
<td>16,674</td>
<td>679,466</td>
</tr>
<tr>
<td>MMM</td>
<td>104/4</td>
<td>104/4</td>
<td>+4.45</td>
<td>114/4</td>
<td>71/4</td>
<td>56,058</td>
<td>5,745,945</td>
</tr>
<tr>
<td>MOT</td>
<td>65/4</td>
<td>63/4</td>
<td>+7.84</td>
<td>65/4</td>
<td>31/4</td>
<td>13,334</td>
<td>848,462</td>
</tr>
<tr>
<td>RCA</td>
<td>31/4</td>
<td>31/4</td>
<td>+3.73</td>
<td>34/4</td>
<td>18/4</td>
<td>68,403</td>
<td>2,146,486</td>
</tr>
<tr>
<td>CRI</td>
<td>11/4</td>
<td>11/4</td>
<td>+18.91</td>
<td>24/4</td>
<td>8/4</td>
<td>14,000</td>
<td>354,440</td>
</tr>
<tr>
<td>WX</td>
<td>80/4</td>
<td>78/4</td>
<td>+6.81</td>
<td>80/4</td>
<td>53/4</td>
<td>40,705</td>
<td>3,190,458</td>
</tr>
<tr>
<td>ZEN</td>
<td>44/4</td>
<td>43/4</td>
<td>+8.72</td>
<td>44/4</td>
<td>22/4</td>
<td>19,020</td>
<td>629,842</td>
</tr>
</tbody>
</table>

**Total** 393,684 $24,199,052

### Standard & Poor Industrial Average

<table>
<thead>
<tr>
<th>Sector</th>
<th>Average</th>
<th>+</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-American Stock Exchange</td>
<td>106.60</td>
<td></td>
</tr>
<tr>
<td>M-Midwest Stock Exchange</td>
<td>106.53</td>
<td>+ 0.9</td>
</tr>
</tbody>
</table>

**Tracks outstanding and capitalization as of Feb. 25, over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.**

*New entry.*
cast interests, declared an extra dividend of five cents per share of common stock, as well as regular quarterly dividends of five cents per share of common stock and 10 cents per share of preferred stock, to stockholders of record March 10.

* Wells, Rich, Greene Inc., New York, plans a secondary public offering of about 300,000 shares of common stock and will file a registration statement for that purpose with the Securities and Exchange Commission. Advertising agency, however, will not sell any shares in this offering. Planned offering would have a current market value of $7.2 million, and would be made on behalf of certain selling holders for the benefit of their personal accounts. Mary Wells Lawrence, chairman, chief executive officer and president, expects to sell 110,850 of her 210,850 shares. It is expected that Mrs. Lawrence will receive an option to buy additional 150,000 shares.

Capities stock: up, up, up

Common shares in Capital Cities Broadcasting Co. have been on the upswing since the announcement on Feb. 24 of FCC approval of Capities' acquisition of the nine radio and television stations of Triangle Publications (BROADCASTING March 1). On Feb. 24, Capities closed on the New York Stock Exchange at 33 1/2 and on Feb. 26 moved up to 36%. Last Tuesday (March 2) the company hit its high for 1970-71 by finishing at 37 and this figure was topped on Wednesday (March 3) when Capities closed at 38 1/2. Its closing price on Thursday (March 4) was 38, off 1/2. Capities staged a recovery of almost 100% from its 1970-71 low of 19 1/2.

FCB billings, income decline during 1970

Foote, Cone & Belding Communications Inc., New York, had gross billings of $241,950,000 for 1970, compared with $260,598,000 for 1969, according to preliminary financial data released by the company last week.

Net income was $1,548,000 or 71 cents a share last year, against $2,263,000 or $1.05 a share the previous year.

Subsidiaries of the firm are Foote Cone & Belding Advertising Inc. (U.S. advertising agency), FCB International Inc. (international advertising), and FCB Cablevision, which operates cable-television systems.

FCB's two cable systems in Newport and Seal Beach-Leisure World, Calif., sustained a $408,000 operating loss last year after an income tax credit. This compares with $50,000 in 1969. Late last year, the company sold all the assets of these two systems, and sustained a $1,722,000 loss which it is reporting as an extraordinary item in 1970.

The continuing cable-TV portion of FCB's business also had an operating loss amounting to $59,000 in 1970, against an $85,000 loss in 1969. FCB said large losses are expected from these continuing operations in 1971 over last year, as more systems will be in the early stages of operations. The company predicted, however, that FCB Cablevision will be near or at the break-even point by 1973. After deducting the extraordinary item, the company's net loss last year was $641,000, or the equivalent of 29 cents a share.

Company reports:

MCA Inc., Universal City, Calif. parent corporation of Universal Studios and other holdings, reported a more than fivefold increase in yearly earnings in 1970 over 1969. Net income increased correspondingly and revenues also showed an improvement over the previous year.

For the year 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>$1.62</td>
<td>$34,100,000</td>
<td>$3,800,000</td>
</tr>
<tr>
<td>1969</td>
<td>$0.31</td>
<td>$30,700,000</td>
<td>$2,500,000</td>
</tr>
</tbody>
</table>

American Television and Communications Corp., Denver-based multiple CATV owner, reported new record high for the first half of fiscal 1971 in sales and profits. The period saw closing of firm's acquisition of remaining 50% of Florida TV Cable Inc., making that system wholly-owned subsidiary.

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>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$0.65</td>
<td>2,366,080</td>
<td>$1,992,644</td>
</tr>
<tr>
<td>1969</td>
<td>$0.18</td>
<td>2,544,333</td>
<td>$2,100,000</td>
</tr>
</tbody>
</table>

Note: Per-share loss in 1969 not shown because preferred dividends exceeded net income. 1969 figures restated to reflect acquisitions made on pooling-of-interest basis.

Collins Radio Co., Dallas-based broadcast-equipment and diversified communications manufacturers, reported continued loss of revenues for the six months ended Jan. 29:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$(0.66)</td>
<td>69,657,000</td>
<td>$(4,470,000)</td>
</tr>
<tr>
<td>1970</td>
<td>$(0.13)</td>
<td>84,470,000</td>
<td>$(390,000)</td>
</tr>
</tbody>
</table>

This advertisement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.
Broadcast advertising

Robert L. Liddel, senior VP and media director, Compton Advertising, New York, elected VP.

Lawrence Hathaway, account supervisor, Benton & Bowles, New York, named VP.

Rolf B. Bruderer, art and TV-production group head, and John B. Carles, account supervisor, LaRoche, McCaffrey & McCall, New York, named VP's. William T. Shaw, VP, Ogilvy & Mather, joins LaRoche in same capacity.


Leon D. Robbins, manager of owner relations, Buick public relations, Flint, Mich., appointed manager of advertising.

Alfred W. de Jonge, head of international operations, Benton & Bowles, New York, named VP and head of international operations, Dreher Advertising there.

Robert O. Lewis, radio-TV commercial producer and manager of commercial production for broadcast advertising, Leo Burnett, Chicago, joins N. W. Ayer & Son there as commercial producer.

Ed Kerby, senior radio salesman, John Blair, San Francisco, joins McGavren-Guild-PGW, Los Angeles, as account executive.

Marvin Shapiro, account executive, NBC-TV Spot Sales, New York, joins WCBS-TV there as sales manager.

Robert Warsowe, media director, Geyer, Oswald, New York agency, joins Kenyon & Eckhardt there in same capacity.

Edward J. Sivigny Jr., group researcher and program manager, Edward Petry & Co., New York, appointed manager, sales development, advertising and promotion, NBC Television Stations there.

Jack Yopp, executive producer, Cascade Films, Hollywood, joins Sandler Films there as VP and executive producer, commercials division.

James F. Hoffman, sales manager, KDKA-TV Pittsburgh, appointed account executive, Blair Television, Chicago.

Marian W. Lockett and Charles A. Venturta Jr., media buyers, Lewis & Gilman, Philadelphia agency, appointed media supervisors.


Howard C. Vose, national sales manager, KFRC-AM-FM San Francisco, appointed general sales manager, KFMS(FM) there. Both are RKO General stations.

Edward P. Gallagher, account supervisor, Lake-Spiro-Shurman, Memphis agency, joins Pepper & Tanner there as media sales representative, responsible for introduction of new Pepper & Tanner Town & Country Network, barter operation.

James R. Eddens, account executive, WOW-AM-FM Omaha, appointed general sales manager.

Ken Brun, in local business, joins KSDF(AM) Charleston, Neb., as sales manager.

Edward B. Newsome, with KSDK(AM) St. Louis, appointed local sales manager.

Joseph P. Nascone, account executive, WTAE-AM-FM Pittsburgh, appointed sales manager.

Gary Adler, sales manager, WTOP-TV Washington, appointed general sales manager, WJXT(TV) Jacksonville, Fla. He is succeeded by Harry Kalkines. Both are Post-Newsweek stations.

James J. Matthews, account executive, WJRT-TV Flint, Mich., joins WGTU(TV) Traverse City, Mich., as general sales manager.

Donald V. West becomes managing editor of Broadcasting Magazine, effective today (March 8). He succeeds Art King who is appointed to the newly created post of director of special publications, which include the Broadcasting Yearbook, annual directory of radio and television, and Broadcasting Sourcebook, annual directory of cable television.

Mr. West joined Broadcasting in 1953 after serving as managing editor of the Roswell, N.M., Record and wire editor of the El Paso, Tex., Times. After service in the Washington headquarters of the magazine he was transferred to New York as bureau news manager. In January 1961 he became managing editor and later VP of Television Magazine, then published by Broadcasting Publications Inc., parent of Broadcasting. He left in 1966 to become assistant to Frank Stanton, CBS president. In 1970 he formed SQN Productions, New York.

Mr. King joined Broadcasting in 1945 as managing editor after wartime service in the Office of Censorship. Before that he was managing editor of the Winston-Salem, N.C., Journal-Sentinel. In 1954 Mr. King joined Television Age as editor, resigning in January 1961 to return to Broadcasting.

FATES & FORTUNES

Mr. King Mr. West
Ashbrook P. Bryant, chief of FCC Office of Network Study, leaves commission March 15 to become hearing examiner at Federal Maritime Commission. Mr. Bryant, who joined FCC in 1954, became member, in December 1955, of staff of special committee of commissioners probing network practices.

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Barry Meyer, director of business affairs, ABC-TV West Coast, Hollywood, appointed to similar post at Warner Bros. Television, Burbank, Calif.

Bob Lyons, operations manager and air personality, WAKR-AM-FM Akron, Ohio, appointed national program director, Group One Radio, station group which includes WAKR-AM-FM-TV Akron, and WONE-AM-FM Dayton, both Ohio, and KBOX-AM-FM Dallas.

Mort Slakoff, director of advertising and sales promotion, Metromedia Producers Corp., New York, appointed and advertising director, Time-Life Films there.

Robert L. Dellinger, group vice president, Robert E. Petersen Productions, Los Angeles, resigns to form Robert Dellinger Productions there.

Janet Peak, production coordinator, Snazelle Films, San Francisco, videoproduction firm, elected VP.

Tom Whitesell, executive producer and general manager, FilmFair, New York, program producers, joins EUE/Screen Gems there as executive producer and sales representative.

Larry Melear, director of engineering, WRCF(AM) Atlanta, Ga., appointed head of TV-radio-visual-production division, Rolar Co., program packager there.

Karl W. Stone, president of his own business, Buffalo, N.Y., named executive VP in charge of marketing, newly established branch office of Commercial Productions there.


Lawrence Kilty, with Motion Picture Screen Cartoonists Union, Los Angeles, appointed director of marketing development for industrial and educational-film divisions, Hanna-Barbera Productions, Hollywood.

Frank Cernese, senior editor, Transmedia Production Services, New York program producer, appointed to additional position of editing supervisor for video tape, post-production operation.

Michael Gottlieb, director MPO Productions, New York, joins Audio Productions there in same capacity.

Gloria J. Gibson, creative-services director, WWDC(AM) Washington, appointed program director.

Earl Morgan, music director, WNYR-AM-FM Rochester, N.Y., appointed program director.

Larry Scott, program director, WIL-AM-FM St. Louis, joins KBBQ(AM) Burbank, Calif. in same capacity.

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News

Joe Cook, manager of advertising, sales promotion and PR, ABC International Television, New York, joins ABC News as writer-producer.

Leo R. McLean, with WVL-TV New Orleans, appointed managing editor, WVL-TV news.

Sam Rosen, assistant news editor, WINS(AM) New York, appointed news editor, WLAB(AM) Bridgeport, Conn.

Paul Roberts, with news staff, WKNR-AM-FM Dearborn, Mich., appointed director of news and public affairs. Jim Brooker, also on WKNR-AM-FM news staff, appointed assistant director of news and public affairs.

George McDougall, newsman, WTSO(AM) Madison, Wis., joins WBMJ(AM) San Juan, P.R., as news editor.


Jim Hinton, with news staff, KHOW(AM) Denver, joins KBR(AM) there as news caster.

Bob James, with Armed Forces Network, Germany, joins WFLL-AM-FM Tampa, Fla., as news reporter.

Rod Challenger, news director, WKBV(TV) LaCrosse, Wis., joins WCCO-TV Minneapolis-St. Paul as reporter.

Wes Maley, sportscaster, WFBG(AM) Altoona, Pa., moves to WFBG-TV as sports director.

---

Promotion

Ivan Scott, director of radio and TV, American Petroleum Institute, Washington, appointed VP and coordinator of TV and radio activities, Hill & Knowlton Inc., New York. Among previous positions, Mr. Scott was special assistant to administrator, U.S. Maritime Administration (when Nicholas Johnson, now FCC commissioner held that post), and correspondent for CBS-owned sta-
William A. Hosie, VP and account supervisor, Marketing Services Co., division of Hill & Knowlton, New York, PR firm, elected senior VP ofparent.

Harvey Jacobs, manager of advertising, sales and PR, ABC, New York, appointed director of industry and audience relations, ABC International Television.

H. Taylor Vaden, in independent PR and sales promotion, joins Elkm Advertising, Bala Cynwyd, Pa., as director of PR and account supervisor.

Equipment & engineering

Bertrand Arnow, engineer in charge, CBS Radio, New York, appointed manager, technical services.


Rupert Goodspeed, general sales manager and director of product management, Philips Broadcast Equipment, appointed marketing manager, broadcast equipment division, Sarkes Tarzian, broadcast equipment manufacturer, Bloomington, Ind.

Brian F. Trankle, national sales manager, magnetic-tape division, Ampex Corp., Redwood City, Calif., appointed assistant marketing manager for special assignments. He is succeeded by Bruce C. McGilhway, federal marketing manager, Logic Corp., Cherry Hill, N.J.

William Noethens, technical director, KNX(TV) Los Angeles, appointed engineer in charge of technical operations.

Jake Sneller, with KNRT-AM-FM-TV Des Moines, Iowa, appointed chief engineer.


Dave Chumley, chief engineer, KTHI-TV Fargo, N.D., joins WBOO(TV) Bowling Green, Ky., as engineering director.

Allied fields


Harvey E. Hutchinson III, manager, news and public affairs, WLVA-AM-TV Lynchburg, Va., appointed staff assistant to Representative J. Kenneth Robinson (R-Va.).

International

Peter A. C. Marlett, managing director, NBC International Ltd., Great Britain, and director of European operations, appointed managing director, United Kingdom and Europe. He is headquartered in London.

Peter Schork, VP, Young & Rubicam, and executive director of Y & R's Brussels office, named senior VP, Young & Rubicam International. He continues in his position as Brussels director.

S. Campbell Ritchie, president, Western Ontario Broadcasting Co. Ltd., appointed assistant general manager, administration, BMI Canada Ltd., music-licensing firm, Don Mills, Ont.

Deaths

William R. Behanna, field representative. Alan Torbet Associates, New York, radio representative, died Feb. 24 of apparent heart attack there. He had been with Torbet since 1962 and was formerly with H-R Representatives. He is survived by his brother, Donald, owner, WSGA(AM) Savannah, Ga.

ForTheRecord

As compiled by Broadcasting, Feb. 23 through March 2 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aural—aural, aux.—auxiliary, CATV—community antenna television, CI—critical hours, CP—construction permit, D.—day, DA—diurnal antenna, ERP—effective radiated power, kw—kilowatts, LS—local sunset, mha—megahertz, mod.—modification, N.—night, PSA—presure service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, UL—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Actions on motions

Hearing Examiner Chester F. Naumowicz, Jr., in Los Angeles (Los Angeles Unified School District, View Sponsored Television Foundation), CPs for new noncommercial TV, scheduled further prehearing conference for March 10 (Docs. 19100-1). Action Feb. 23.

Chief, Broadcast Bureau, granted request of J.B.C. Inc., extended through March 1, time to file reply comments in amendment of TV table of assignments. (Alliance, Bowling Green, and Cambridge, all Ohio) (Doc. 19153). Action Feb. 22.

Chief, Broadcast Bureau, granted request of J.B.C. Inc., extended through March 1, time to file reply comments in amendment of TV table of assignments. (Nogales and Tucson, both Arizona) (Doc. 19075). Action Feb. 18.

Chief, Broadcast Bureau, on request of Ohio Educational Television Network Commission, extended through March 9 time to file comments and through March 16 time to file reply comments in amendment of TV table of assignments. (Clarksville, Tenn.) (Doc. 19045). Action Feb. 23.

Other action

Review board in Los Angeles dismissed petition filed by View Sponsored Television Foundation.
Summary of broadcasting
Compiled by FCC, Feb. 1, 1971

<table>
<thead>
<tr>
<th>Licensed</th>
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<td>On Air</td>
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<td>Commercial TV</td>
<td>2,189</td>
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<td>13</td>
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<td>497</td>
<td>2</td>
<td>12</td>
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<td>2</td>
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<td>Educational TV-UHF</td>
<td>179</td>
<td>0</td>
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* Special Temporary Authorization.
* Includes 25 educational AM's on nonreserved channels.
* Indicates four educational stations on nonreserved channels.

**Existing TV stations**

**Final actions**
- **KTV-AM** and **KTTV-TV** (Los Angeles, Calif.) proposed witnesses whomsoever filed hearing on right to comment before licensing board.

**Actions on motions**
- **Hearing Examiner Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co., [WGHPTV] and Furniture City Television Co.)** TV proceeding, scheduled further prehearig conference for Feb. 23 (Docs. 18906-7). Action Feb. 22.
- **Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co., [WGHPTV] and Furniture City Television Co.)** TV proceeding, scheduled further prehearig conference for Feb. 23 (Docs. 18906-7). Action Feb. 22.
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**Books for Broadcasters**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
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**Summary of broadcasting**

Compiled by FCC, Feb. 1, 1971

**On Air** | **Total** | **Total**
<table>
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Review board in Saratoga, Okla., granted permission for broadcast bureau for extension of time to file reply briefs. The bureau requests an additional 30 days to respond to objections to its action reffing petition to enlarge issues in Saratoga AM proceeding ( Docs. 13541, 42, 44). Action Feb. 24.

Review board in Centreville, Va., in response to the proceeding by Broadcasting Corporation of West Florida, had referred issues in proceeding involving Centreville Broadcasting Co.'s application for CP for farm station in documentary program. Action Feb. 26.

Designated for hearing


Existing AM stations

- **KGK San Diego**—Broadcast bureau granted CP to change to a new taller tower which will continue to be shared with KKBK FM conditions. Action Feb. 24.
- **WPDO**—Jacksonville, Fla.—FCC granted petition by Sexton Broadcasting Co. of Florida Inc. for severance of its application for renewal of licence for WPLO-FM. Board also granted a request by the dannexing examiner to be assigned to two proceedings, but the examiner must continue to review the evidence in Star proceedings is not to be used in WPDO case unless both procedural safeguards are met. Action Feb. 24.
- **WLIF**—Baltimore—Broadcast bureau permitted to change to a new location and to make changes in ant. system. Action Feb. 24.

**Actions on motions**

- **Hearing examiner**—Paul C. Cooper in Golden, Colo., is hearing examiner in proceeding, ordered Voice of Reason Inc. to forward to him all exhibits and copies of exhibits not later than March 10 (Doc. 18710). Action Feb. 23.
- **Hearing examiner**—Chester F. Naumowicz Jr. in West Jefferson and Blowing Rock, both North Carolina, seeking to renew license for Broadcasting Corporation of West Jefferson (WSKW) and Mountain Broadcast- ing System, Inc. has been ordered by Children's Broadcasting Corp., for leave to amend application to establish position of FAA in order to satisfy air hazard issue designated against it (Docs. 19015-23). Action Feb. 22.
- **Hearing examiner**—Chester F. Naumowicz Jr. in Chatanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted permission to the examiner to change the station's call letters to WCTC to bring its application relating to issuance and duration of its common stock (Docs. 18901-12). Action Feb. 22.

**Other action**


**Fines**

- **WTJK Durham, N.C.—** FCC notified W and W Broadcasting Co., licensee, of apparent liability of $500 for violation of equal opportunity in operating by license after operating by certain users of stations.

**Broadcasting**

58 (FOR THE RECORD)
above average terrain 290 ft. P.O. address Box 100, Georgetown 78626. Estimated construction cost $20,822, first-year operating cost $12,000; revenue $12,000. Direct and Mrs. Bradley, owner. Mr. Starbough owns KGN(T) (AM) Georgetown County Sun and 50% of Cameron (both Texas) Herald. Action Feb. 24.

**Actions on motions**


- Chairman Radio Bureau, on request of Oxford Hills Radio Communications Inc., extended through March 8 time to file comments and through April 1 time to file reply comments in amendment of FM table of assignments (Skowhegan, Me.; South Harpswell, Me.; Plymouth and Dover, both New Hampshire, and Waterville, Vt.) (Doc. 19116). Action Feb. 26.

**Other action**

- Review board in Harrisburg, Pa., on grant of renewal of license of WJAD-FM, granted for change of technical parameters and holder of license for new time and location of station (Docs. 18900-13). Action Feb. 22.

**Rulemaking action**


- Call letter applications

  - Triple M Corp., Muskogee, Okla.—Requests KMM(M) (FM)
  - Southwestern College, Eminence, Ky.—Requests KEPH(FM)

- Call letter actions

  - Mamaroneck College, Springville, Me.—Granted WNCY(FM)
  - Contemporary Broadcasting Corp., Duluth, Minn.—Granted WQFD(FM)
  - East Stroudsburg State College, East Stroudsburg, Pa.—Granted WESS(FM)

- **Existing FM stations**

  **Final actions**

  - **KSWH(FM)** Arkadelphia, Ark.—Broadcast Bureau granted CP to change frequency to 91.1 mHz; added second and studio location to Arkansas Hall, room 104, Arkadelphia. Action Feb. 10.
  - **WXIS(FM)** Brodhead, Wis.—Set aside grant of CP of Jan. 29 pending conclusion of assignment and receipt of amendment changing name to Shamrock Development Corp. Action Feb. 22.
  - **WSND-AM FM** Notre Dame, Ind.—Broadcast Bureau granted CP to change frequency to 94.3 mHz; added second and studio location to southeast corner of Ironwood and Kern Road, South Bend, Ind. Action Feb. 22.
  - **WPSI(FM)** Boonton, N.J.—Broadcast Bureau granted CP to install trans.; change frequencies to 88.5 mHz and 91.3 mHz; add second and studio location to 301-335 Library Place, Boonton; install new antennas; change in system; ERP 990 kw; height 510 ft. Action Feb. 10.
  - **WFLP(FM)** Louisville, Ky.—Broadcast Bureau granted CP to install trans.; change frequencies to 88.5 mHz and 91.3 mHz; add second and studio location to 620-333 Library Place, Louisville; install new antennas; change in system; ERP 990 kw; height 510 ft. Action Feb. 10.
  - **WPTV-WF** Detroit—Broadcast Bureau granted Lawrence Frederick Weis authority to transmit program material to CKLW-FM Windsor, Ontario, Canada (foreign program). Action Feb. 19.
  - **WFUM(FM)** East Lansing, Mich.—Broadcast Bureau granted CP to change transmitter, studio location to 1,690 miles southeast of city limits on 1,590 Poplarville, Miss.; change in system; ERP 110 kw; height 420 ft. Action Feb. 19.
  - **WPTW(FM)** Detroit—Broadcast Bureau granted CP to change transmitter; add second and studio location to 620-335 Library Place, Boonton; install new antennas; change in system; ERP 990 kw; height 510 ft; remote control permitted. Action Feb. 9.
  - **WBBF(FM)** Baltimore—Broadcast Bureau granted CP to change transmitter, location; add second and studio location to 211 East Josephine Street, Chalmette, La.; change transmitter, studio location to 211 East Josephine Street, Chalmette, La.; change in system; ERP 115 kw; height 600 ft; remote control permitted. Action Feb. 9.
  - **WBBF(FM)** Baltimore—Broadcast Bureau granted CP to change transmitter, location; add second and studio location to 211 East Josephine Street, Chalmette, La.; change transmitter, studio location to 211 East Josephine Street, Chalmette, La.; change in system; ERP 115 kw; height 600 ft; remote control permitted. Action Feb. 9.

- **Renewal of licenses, all stations**

  - **WRRR(AM)** Rockford, Ill.—Broadcast Bureau granted renewal of license. Action Feb. 12.
  - **WRV—Mount Vernon, Ky.—Broadcast Bureau granted renewal of license to Reneco Valley Broadcasters Inc., licensee, subject to condition. Action Feb. 22.
  - **WWLP-TV Springfield and WRLP-TV Greenfield, both Mass.—Broadcast Bureau granted Springfield Television Broadcasting Corp., short term license renewal for WWLP-TV and WRLP-TV and warned that further violation of fairness doctrine or personal attack rule may result in more drastic sanctions. Action Feb. 3.

- **Modification of CP's**

  - **WOAB(FM)** Okaz, Ala.—Broadcast Bureau granted CP of WOAB-FM to change studio location to 85 miles southeast of Fort Worth, Texas; delete remote control point. Action Feb. 22.
  - **KNLT(AM)** Truckee, Calif.—Broadcast Bureau granted CP of KNLT(AM) to change transmitter, studio location to 211 East Josephine Street, Chalmette, La.; change in system; ERP 940 kw; height 480 ft; remote control permitted. Action Feb. 19.
  - **WLLL(AM)** Wilmington, Del.—Broadcast Bureau granted CP of WLLL(AM) to change transmitter, studio location to 211 East Josephine Street, Chalmette, La.; change in system; ERP 940 kw; height 480 ft; remote control permitted. Action Feb. 19.

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Continued on page 65)
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Vice President/General Manager position in top 10 market. Outstanding opportunity for dynamic executive interested in greater financial rewards. Previous management experience necessary, Send resume and salary requirements to Box B26, BROADCASTING.

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Major Ohio market has excellent opportunity for an experienced news director, local, in a heavy news operation. Call Paul Burke 513-221-7545.

Want experience and strong delivery for good music operation with all the benefits. Tape and resume to Mike Mullan, Box 257, Oshkosh, Wisconsin 54901.

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Program director for brand new C&W format station. Good salary and salary requirements. Box B256, BROADCASTING.

We’re looking for a creative continuity writer and production man. Contemporary thinker. Medium market. Tremendous opportunity for advancement. Box C83, BROADCASTING.

Western Pa. 5,000 watt station, with up-tempo middle of the road needs, experienced midday personality with good head for production. Send air check and resume to Box C94, 800 BROADCASTING.


Advertising agency timebuyer. Must have experience in Washington-Baltimore radio and TV buying. Requires knowledge of local and network buying. Medium size Washington, D.C. agency growing for Broadcast, Internet, Media Director. Our employees know this ad is running. Send resume and salary requirements to Box C136, BROADCASTING.

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Chief engineer—group large broadcast needs ag-

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Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B46, BROADCASTING.

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Assistant chief engineer. Up to $12,000 start. East coast. Good location. A good place to work. Box C44, BROADCASTING.

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Chief engineer—group large broadcast needs ag-

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B46, BROADCASTING.

1st phone-assistant chief for daytime-directed 90 minutes from N.Y. Must have professional atti-

Assistant chief engineer. Up to $12,000 start. East coast. Good location. A good place to work. Box C44, BROADCASTING.

Chief engineer. Permanent opportunity. Growing organization. Requires experience and direction. FM experience reflects experience, Midwest Metro. All details and require-

Chief engineer—group large broadcast needs ag-

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Assistant chief engineer. Up to $12,000 start. East coast. Good location. A good place to work. Box C44, BROADCASTING.
Management continued

Radio vet (over 10 years) with top 10 market experience as P.D.-D.J., seeks complete charge management position. A dynamic, profit-minded, operations oriented, result conscious—recognized for his role in establishing present station from last to first in less than year and still #1 one. Seeking solid, aggressive, and/or equity situation. Box C-119, BROADCASTING.

General manager, 12 years in radio, including 2 years sales manager, 6 years general manager. Dependable, family man, with all phases of radio, presently managing top 40 station, serving large Greater Cincinnati market. Will relocate. Management secondary to working conditions. If you need a take-charge manager who enjoys selling, let's talk! Box C-146, BROADCASTING.

I'll boost sagging morale, ratings, profits—in that order! Highly successful operations manager, 50,000 watts MOR, wants new challenge in management. Drive, integrity, personality. Call 713-668-8490 evening. Full message.

Professional medium and small market broadcaster, seeking opportunity to achieve your station potential. Salesman, sales manager, with radio motivation know-how. Good staff and community references. Write Box 382, Arlington Hts., Illinois 60005.

Sales

Young veteran, great dolce, mellifluous voice. Two years experience. Combo sales and announcing. Box C-99, BROADCASTING.

Experienced salesman desires Pittsburgh market or near Pittsburgh. College graduate, 26 references. Box C-129, BROADCASTING.

Young, aggressive, enthusiastic salesman-announcer. College & broadcast graduate, third. Oriented. Some experience. If you're ready, call Robert Barry, 6726 Seeley, Chicago.

Experienced

MOR, first, BA, small market, Calif., anywhere 315-478-8986, Box B-209, BROADCASTING.

Real or rock jock. First phone, stable pro. Box B-217, BROADCASTING.

Major market all-night announcer wants better hours. Family, baseball, etc. Box B-262, BROADCASTING.

D.J., tight board, good news, commercials, 3rd year. Box C-77, BROADCASTING.

Colombia School of Broadcasting graduate, 26 yrs., old, service obligation completed, good voice. Prefer east coast market. Box C-37, BROADCASTING.

Available immediately, recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, work nights, news, commercials. Like sales & promo's. Mature and willing. Go anywhere with right potential. Call collect 213-657-5886 or write Box C-37, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box C-41, BROADCASTING.

MOR—play-by-play—phone talk—copy—news—3rd—28—marriage—sabbatical—write Box C-59, BROADCASTING.

Bright young woman, quality presentation, some college, available immediately. Box C-60, BROADCASTING.

Experienced sniveler with strong background in carping and misanthropy looking for top 40 or MOR. Floater. I am a dedicated malcontent, 1st phone. Box C-92, BROADCASTING.

Midwest—experience announcer with first phone, contemporary or MOR formats, PD potential, top references. Box C-128, BROADCASTING.

College grad., Broadcast grad. 10 months AM-FM Illinois station, quality, continuity, quality facilities, tight board. Cited by RAB, 27, unmarried. Back from Naples, FL, over (no tape, badly amplified), prefers bright MOR or top 40 anywhere. References available on request. Box C-86, BROADCASTING.

Professionally trained announcer. One year college. Will relocate, rock, classical, etc. Jazz. Box C-87, BROADCASTING.

Announcers continued

Female announcer needs start. Broadcasting gradu., 3rd phone. Will relocate. Can write, produce, handle traffic, etc. Box C-100, BROADCASTING.

Salesman, announcer-mid-fourty's. First phone. Experience all formats. Box C-49, BROADCASTING.

Seven years in rock and MOR. Young first phone jock seeks warmers climate but will relocate elsewhere. Box C-104, BROADCASTING.

First phone, experienced, mature voice looking for top 40 or up-beat MOR. Box C-101, BROADCASTING.


Experienced, articulate and black. For tape and resume Box C-118, BROADCASTING.

Young concertmaster with words, insight, intellect and a sense of humor. I am seeking a position for summer renewal. Your format is my easel. CA major, senior, NYT. Third phone. Experienced. Will travel. Box C-113, BROADCASTING.

Progressive rock/folk first phone DJ announcer. Recently trained in performance, production, programming in New York City. Box C-115, BROADCASTING.

Creative, funky, experienced first, looking for West Coast PD, production, occasion to join top station. Sunshine guaranteed. Box C-116, BROADCASTING.

Jock with six years’ contemporary music experience, personality—good young adult sound. Box C-123, BROADCASTING.

Announcer and electronic school graduate. DJ announcer-newscaster. Technician; versatile, dynamic, authoritative, college graduate, third. Box C-124, BROADCASTING.

Six years experience, married, 25, currently at sister station. Minimum $150. Box C-130, BROADCASTING.

I want work. Educated, experienced: do news, production, copywriting, sales. Prefer top 40. Box C-131, BROADCASTING.

Responsibility wanted. 22, three years experience, journalism degree. Likes late nights. Loves sport and music. Box C-139, BROADCASTING.

Wanted: don't want to own a business. Box C-140, BROADCASTING.

Creative first phone rock jock. Writes, produces good spots. Box C-145, BROADCASTING.

Young, hard working rock jock; 3 yrs. experience; format oriented—can project personality. Tight board; production, programming and news background. Married. Box C-147, BROADCASTING.

Girl Friday—announcer-copywriter. Miss Lee, 329 West 24th Place, Chicago 18, II.

1st phone, experienced in announcing and electronics, looking for up-tempo MOR or top 40. Prefer Florida. Will consider Ohio. 1800 Blvdine Lane, Mobile, Monster, Indiana.

Southwest or coast. Versatile broadcaster, 15 years experience, fluent in two or three markets in smaller market. Good references. Third, available now. 406—239-2956.

Frau, 80 hrs. six time: Busy d.j./newscaster with four kids, SF Bay area only. (415) 736-7056.

Announcing school grad., third, oriented: tight board; single; draft exempt. Formerly wants to start in radio, at any MOR or rock station in western Pennsylvania, college graduate, Bob Dier, 223 Jones Dr., Bridgeview, Pa. 15017.

Early—salesman, about one year's experience, 2nd draft, exempt, prefers MOR or rock, but will consider all offers. Shil E. Greer, Ft. 7-5194 (212).

Ten years experience, 1st phone, married. 715-748-2121.

James A. Patterson, 634 N. Sherwood St., Medford, Wisconsin 54451.

Music Director, B&W, MOR, 3 years experience, 1st ticket, news, copywriting, producers; college graduate, veteran, John McGowan, 414—667-6241.

PD, news director, dial, talk host, actor, 10 years experience. Professional newsman wants to return to Illinois. Major market experience and desire to dign. 203—677-7907.

Memo: Wayne M. Kaplan is a professional newsman seeking a challenge. He seeks a news operation director to come in and modernize and develop a strong, professional news department. Kaplan is employed at KSPI Twin Cities. Call him now at 1—(612)—648-8696.


Programing, Production, Others

Production—copy—Black jack 1st phone, experienced, (news). Box C-3, BROADCASTING.

June. Carolinas preferred. 1st phone, various interests, prefers no easterners, married, college educated. Age 25. Married. Box C-80, BROADCASTING.

Geezing home! Desire to return to broadcasting after two years in consumer products advertising. Seeking position in programming, producer or salesmen in medium size market. Wide variety of experience in large and small markets. Age 29, college, married, one child. Box C-90, BROADCASTING.

Sports director and play-by-play wanted. Experienced, young and ambitious. Box C-98, BROADCASTING.

Talented rock PD, first ticket. Box C-144, BROADCASTING.

Newspaper one soul jock in the tenth largest market wants to become a programmer. (304) 283-1482.

I want to work! If you have a production/announcer position open, I can fill the slot. Over 5 years broadcasting experience—4 years college/college or major—3rd oriented—draft exempt—excellent references. Call North Carolina.

Morning man, married, college grad., music director . . . country, MOR, rock, former news director, strong production, play-by-play. Phone talk shows, sales, call 412—567-9700.

Television Help Wanted

Management

Operations/sales service manager for Iowa Television station. Man or woman. Salary commensurate with experience. Full responsibility for continuity, promotion, client/agency contact. Includes home with reference. Box C-73, BROADCASTING.
Television Help Wanted

Sales
Chicago local television sales opening for young, experienced broadcast salesman who is close enough to visit us at his expense. Experience must include large and small accounts and cold calls. Our profitable operation needs a man ready for major market television. Letters only. R. Creeden, 141 W. Jackson, Room 3000, Chicago, Ill. 60604.

Announcers
Booth announcer with some on-air experience. Top 30 market. Send resume, picture, tape. Box C-110, BROADCASTING.

Immediate opening for full-time booth announcer for color TV station in southern New England. Minimum year's broadcast announcer experience, good on camera possibilities. Send resume, picture, salary requirements, audio tape, which will be returned. To: Joe Zewski, Production Manager, WHNC-TV, 135 College St., New Haven, Conn. 06510 (No phone calls please).

News
TV newscaster-reporter. Experienced. Self-starter. Major Ohio VHF. Send pic, full resume, and salary requirements to Box C-46, BROADCASTING.

Programing, Production, Others
Promotion director-independent in major market. Responsible for sales, promotion, and publicity. Send resume to: Box B-250, BROADCASTING.

Wanted . . . experienced, creative continuity director for possible position. VHF network affiliate in one of the midwest’s most aggressive full-color stations. Experience, supervisory ability and creative essentials. Send details and resume to Box C-75, BROADCASTING.

Producer/director for major northeast VHF. Looking for ambitious man on the way up. Must be experienced in all phases of control and studio operations. Send resume and salary requirements. Box C-109, BROADCASTING.

Immediate opening for experienced studio supervis or. Excellent opportunity. Send resume and salary requirements to Box C-75, BROADCASTING.

Television

Sales
Experienced young (27) TV syndication salesman interested in challenging creative selling position. Had major role in distribution placement of This Is Your Life. Contact Gary Greene, 2041 Woodrow Wilson Drive, Hollywood, 90068, Calif. (213) 674-8519.

Announcers
All-around personality—news, sports, weather. Will excel in evening. Currently employed. Box C-111, BROADCASTING.

Experienced professional—news, weather, sports, MC, commercial announcer. Thirtys, degree. Box C-126, BROADCASTING.

Technical
Highly skilled graduate, Dade County Public Schools, college radio training center. Equivalent two years experience. Available immediately. A definite asset to any station. Box C-129, BROADCASTING.

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INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (most by correspondence), accredited by the accrediting commission of the National Radio Test Study Council. Be an engineer ready to meet higher income, prestige, and security. Free catalog. Grandview School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared...and the masters in the nation's largest network of first class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-6001.


ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-244-7311.

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422.

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-386-0210.

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747.

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55416. Phone 612-771-1687.

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4444.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45216. Phone 513-771-8800.

ELKINS in Oklahoma, 1139 E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970.

ELKINS in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-724-7120.

ELKINS in Tennessee, 2106 A 8th Avenue, South, Knoxville, Tennessee 37914. Phone 615-297-8024.

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

ELKINS*** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7677.

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.


ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445.


Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcement Training Studios, 25 West 43rd St., N.Y.C. (212) OX 5-7945.

REI, FCC first class license in 5 weeks. Approved for veterans training; over 95% of REI graduates receive their first license. For Instant Information call toll free 1-800-257-2321. Florida residents, call: (813) 955-9292.

REI in Sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-9292.

REI in historic Fredericksburg, Va. 809 Carolina St., Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St., 91205. Phone: 213-244-6777.

REI in mid-America, 5123 Gillham Rd., Kansas City, Mo. 64109. Phone: 816-WE 1-5444.

REI School of Broadcasting, train under actual studio conditions in all phases of radio production. For instant information call toll free 1-800-257-2321. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

Why pay more? American Institute of Radio offers you a 1st phone license in 3-5 weeks, with new classes starting every third Monday, Tuition--$553. Complete daily course. Write or call for class schedule. 2632 Old Lebanon Rd., Nashville, Tenn. 37216. 615-889-0469 or 889-2480.

F.C.C. type exam...Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class $70.00, 2nd class $120.00, 1st class $160.00, complete package $250.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 2214, Tampa, Florida 33622.


See our display ad under instruction on page 64. Don Martin School of Radio & TV, 1633 N. Cherokee, Hollywood, California. CA 2-2281.

Radio Help Wanted—Programming, Production, Others

BROADCAST AUTOMATION PROGRAMMING SPECIALIST

We're Looking For An Innovator!

We are a leading producer of commercial broadcast automation equipment offering a unique opportunity for a talented individual experienced in creative programming for broadcast automation. You will handle production, recording, and demonstration for Gates Automation Systems. We require a thorough knowledge of radio station technical & programming operations. You should have current major market automation experience. We're looking for a top-notch innovator in automation techniques with a good voice and a desire to show other broadcasters just how much a modern programming system can do! Salary is fully commensurate with background and responsibilities plus full range of benefits including relocation expenses.

GATES RADIO COMPANY

A Division of Harris-Intertype Corporation

123 Hampshire St., Quincy, Illinois 62301

An Equal Opportunity Employer (m/f)

BROADCASTING, March 8, 1971
Radio Help Wanted Technical

CHIEF ENGINEER AM/FM
Group broadcaster requires experienced chief for major West coast market. Promising position with excellent salary and benefits. Apply in full confidence. Resume must include experience, past salary history and expected salary.

BOX B-253, BROADCASTING
An equal opportunity employer M/F

NEW YORK METRO NEWS DIRECTOR
Strong broadcast journalist with management experience for group owned good market outlet. Send resume, tabs, salary requirements.

BOX C-108, BROADCASTING
An equal opportunity employer

Situation Wanted, Management

B. MARC SOMMERS
Nationally recognized and respected on program manager, ad administrator and air personality. Seeks in his skills to help your company make money. Major and medium market background. Will consider all bona-fide growth opportunities with sincere people.

BOX C-97, BROADCASTING

Sales

BLACK SALESMAN
Young, ambitious salesman with two years radio experience in market to 700,000 people. Wants to move up. Age 27, married and college graduate. Top references. Write:

BOX C-182, BROADCASTING
All replies answered.

Announcers

Major market
MOD personality
looking for decent place to raise family...money important but secondary. Small or medium market. Combination considered by 35 year old pro with background in radio/TV news as well as progress. Call Dick Cousins (513-292-1966)

EVICTION NOTICE!
Triangle Publications, Inc. has sold its broadcast properties.

New ownership. Old management must go.

Veteran newsmen in 12 years in broadcasting.

Now News director Show network affiliate. Excellent ratings, record, references. Write:

BOX C-128, BROADCASTING.

News

NOW AVAILABLE
"SYDNEY OMARR on Astrology"
The nation's leading astrologer, appearing daily in over 250 newspapers, now offering a radio series of short feature reports on this fascinating subject. Omarr's wit and style, a strong adult audience getter!! Known as "The Astrologer of the Stars," Mr. Omarr records his Hollywood and offers anecdotes of famous names sharing an interest in astrology. For details, contact and market rates, call: 312-644-8450

Cambridge Productions, Ltd.
Box 0712, 505 W. Lake Shore Drive
Chicago, Illinois 60611

TELEVISION

TV ENGINEERS
Immediate openings in update New York and Pennsylvania for studio and transmitter engineers. Salary up to $14,000. Call Nationwide Broadcast Personnel at (312) 337-5110 (no fee)

Help Wanted Technical

FOR SALE Equipment

used TV EQUIPMENT

1 4070-30 Head Wheel Assy. (used)
2 4072-06 Head Wheel Assy. (unused)
1 TK-26 Color Film Camera, Complete
1 TG-2 Sync Generator
1 Ml 4020-D Color Camera, Std.
3 WP-16 Power Supply
4 TM-4C Video Monitor
2 TA-9 Stabilizing Amplifier
1 TP-11 Multilineer
8 TA-3 Video Dist. Amp.
9 TA-4 Pulse Dist. Amp.
1 MI 4020-LU Silence Gen.
4 Console Housing
1 BW 11 AT Color Mon.
1 Cal. Pulse Gen.
2 TD-3 Mixers
1 TK-21 x/WP-16 & ASC Film Camera
1 BC-6B Audio Console

Sealed bids in duplicate will be received by the City Manager, City Hall, Jacksonville Beach, Florida, until 8:00 P.M., Monday, April 5th, 1971, for the following:

Bid Invitations No. 71-15 "Community Antenna Television System." Bids shall be open publicly in the council chamber of the City Hall, Jacksonville Beach, Florida, at 8:00 P.M., Monday, April 5th, 1971. Bid specifications may be obtained from the office of the Purchasing Agent, City Hall, Jacksonville Beach, Florida

Business Opportunity

Business Opportunities continued

EQUIPMENT REPS WANTED
For new Cummarer Tape Machines. Stereo mono—stack—delay models. Unique cue trace — monitoring — editing — maintenance features. Several video and audio products of substantial interest to broadcast industry. Phone Bill Pledger (516) 328-8000

Television Equipment Associates
Box 1391, Bayville, N.Y. 11709

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F.C.C. 1ST PHONE in five weeks

F. Investigate Instructors
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• Visual aids & films

R. Reasonable Costs
• One charge to successful completion

S. Selected Accommodations
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T. Top Results
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(Applied for Veteran training)
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LEARN
at the Nation's oldest and most respected School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV (established 1937)

NEXT INTENSIVE THEORY CLASS starts

April 5, 1971

for additional information call or write:

DON MARTIN SCHOOL OF RADIO & TV

HO 2-3281

Miscellaneous

WASHINGTON FILM WITH A LOCAL TWIST
You call, we film. Reasonable rates for coverage of your area news as made in Washington. Call collect, 202-547-2255 or write:

Washington Film Associates
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Washington, D.C. 20002

DICK STROUT―INTERVIEW―SPECIALS!

Releases this month include:

Richard Burton
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Dick Van Dyke
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Robert Redford
Also "Hollywood-Oriented" & "Radio Specials" Videotape/Film/Audiotape/LP Records

Exclusive distributor: GARRISON SYSTEM, INC., Box 907—Beverly Hills, Cal. (213) 467-4106

BROADCASTING, March 8, 1971

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BROADCASTING, March 8, 1971

For Best Results
You Can't Top A
CLASSIFIED AD

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
Wash., D.C. 20006
Century City, Suite 501
213/969-3010

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1. CALIFORNIA. High power facility serving ma-
gor growth market. $600,000. 29% down.
2. SOUTH CENTRAL. Protable AM-FM, includes
real estate. Price $350,000. Excellent
3. FART WEST. High power market. Gross $120,-
000-plus. Price $250,000. Terms.
4. GULF COAST. Profitable AM-FM, sale includes
real estate. Price $400,000. 29% down.

FLORIDA FM STATIONS
Medium-size markets, 1 near Walt Disney
World, other in major east coast resort
area. Currently in red but have strong
potential. Prospects good for apprecia-
tion—growth—substantial cash required.
$550,000. for facilities, also valuable real
estate available. Principals only.

JACK L. STOLL
and ASSOCIATES
8430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7279

FOR IMMEDIATE SALE
BY TRUSTEE
TELEVISION STATION
WMX-TV-CHANNEL 80
Authorized power: 208-KW Max. & 18.6 KW
Horizontal Aural
Antenna: 1356 feet above sea level.
Transmitter location: Near Naperville. Ill.
Full details & inspection available

1901 Ave. of the Stars
Los Angeles, Calif. 90067

For Sale Stations

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3480

Kan. small
daytime
197,000 terms
Tenn. small
daytime
75,000 29%
N.Y. med
daytime
225,000 65M
East metro
fulltime
300,000 100M
SE suburban
FM
682,750 SOLD

For Sale Stations

Chapman Associates
2045 Peachtree Road
Atlanta, Ga. 30309

Chapman Associates
media brokerage service

Other actions, all stations
- FCC reminded all licensees, permittees and ap-
plicants that records must be made available for
public inspection during the regular business hours
of the FCC and any requirement that public
appointment in advance or return at another time
is a violation of rules. Action Feb. 17.
- FCC Defense Commissioner Robert Wells an-
nounced that all broadcast stations will be queried
as to actions they took or did not take in re-
sponding to erroneous Emergency Action indica-
tion that was transmitted to them Saturday morn-
ing, Feb. 20. Stations will also be asked for their
- FCC amended "one-to-a-market" rules govern-
ing multiple ownership of AM, FM and TV sta-
tions effective April 12 to: delete restrictions on
new AM-FM combinations, or assignment or transfer of existing AM-FM combina-
tions (permitting applications to be treated as they were
before multiple ownership proceeding began); make one-to-a-market rules apply only to future
combinations of VHF TV stations with AM, sta-
tions in same market; consider future combina-
tions of UHF stations with AM and stations on case-
by-case basis; and delete conditions from AM-FM
assignment of transfer grants made since multiple
ownership proceeding began that were either
granted subject to outcome of this proceeding or
subject to adventure of one of two stations (Doc.

Transmitter actions
- Chief, Broadcast Bureau, on request of Frontier
Broadcasting Co. extended through March 8 time
to file comments and three full time hours on ch.
4 by rebroadcasting RTO-TV Denver, and ch.
- FCC granted application by Big Bear TV
Translator System for CP's for five 25-w UHF

(Broadcasting, March 8, 1971) (For the record) 65

WANTED TO BUY

WANTED TO BUY

Stations

Broadcasters interested in fulltime
AM or FM or AM/FM
in Florida or Eugene, Oregon. Princip-
cipals only. Reply in confidence to:
BOX C-81, BROADCASTING

Employment Services

BROADCASTING PERSONAL AGENCY
Sharon Bollard, Director
527 Madison Ave., New York, N.Y. 10022

Classified continued

Miscellaneous continued

WANTED SOME
OUTLINES IN YOUR
PRODUCTION?
• Complete spots
• Format items
• Creativity
Send 2 for Full Info
$6.50 BASIC PRICE
WRITE: BOX 707 • College Park, Md. 20740

FOR SALE BY TRUSTEE

BROADCASTING IS

2045 Peachtree Road
Atlanta, Ga. 30309

Chapman Associates
media brokerage service
Ownership changes

Applications


**WCHI(AM) Chillicothe, Ohio.**—Seeks assignment of license of record from House Broadcasting Co. to Chillicothe Telecom Co. for $333,000 in common stock. Seller: Peter J. Riccardi, president; et al. Principals of Riccardi are Joseph P. Riccardi (100%, president); Robert McKeil, Jr., director, assistant treasurer; Mrs. Revs Small, director, assistant treasurer; H. Blum, owner. Blum owns WAMS-W(E)(FM), both Columbus, Ohio, (FM) Newark, both New Jersey, KELR(FM) Seattle, WIRL(W)(FM) El Cajon, Calif., all California. Mr. Smith owns 16% of House Broadcasting Co. McKeil owns 25% of Chillicothe Telecom Co. Action Feb. 18.

**WOB(A) Lima, Ohio.**—Seeks transfer of control of permittee corp. (WOBL Radio Inc.) from Joseph F. Riccardi (100% before, none after) to Harry Wilber (none before, 100% after). Action Feb. 16.

**WRRB(AM) Rockford, Ill.**—Broadcast Bureau granted assignment of license of record from Radio Rockford Inc., to Radio Rockford Inc., for $3,750,000. Buyers: Burrell L. Small, president and Grace Small, director, assistant treasurer; Mrs. Grace Small, director, assistant treasurer; Mr. Small is a majority stockholder in Washington Telegraph & Telephone Co., Washington, Ohio. Buyer: Chillicothe Telephone Co. (100%). Principles of Chillicothe Telephone Co. are: Ohio Bell Telephone Co., Robert McKeil, Jr., president (10.6%), and Raymond R. Bash, director (10.6%). McKeil owns 25% of Ohio Bell Telephone Co. Bash owns 25% of Chillicothe Telephone Co. Action Feb. 11.

**WOBAL(AM) Oberlin, Ohio.**—Seeks transfer of control of permittee corp. (WOBAL Radio Inc.) from Joseph P. Riccardi (100% before, none after) to Harry Wilber (none before, 100% after). Action Feb. 16.


**WGBS(FM) Columbus, Ohio.**—Seeks: license of record from American Broadcasting Co. to WGBS-FM Columbus, for $7,800,000. Buyers: Henry J. Grewe, president (41.4%), et al. Seller: Thomas L. Smith, president (58.6%). Action Feb. 24.

**WWIN-FM Binghamton, N.Y.**—Broadcast Bureau granted assignment of license from Binghamton Press Co. to Stainless Inc., for $780,000. Buyers: John R. Purcell is treasurer of Binghamton Press Co., publisher of newspaper in Binghamton and licensee of WINR(AM) that city. Buyers: Henry J. Grewe, president (38.41%), et al. Stainless is co-owner of Contemporary for radio and TV stations. Action Feb. 22.

**CATV Applications**

**Deland and West Volusia county, both Florida**—Broadcast Bureau granted assignment of license of record from WDEL(AM) Deland, to WDEL-AM Deland, for $44,000. Seller: WDEL(AM) Deland, owner (100%). Seller owns WDEL(AM) Deland. Receiver: John W. Sluis, Sr., et al. WDEL(AM) Deland is to become WDEL(W)(FM) Deland, both Deland, Fla., for construction permit of antennas and towers. Action Feb. 18.

**West Palm Beach, Fla.—Telepromter Corp.**—Seeks final assignment of WCTV-Chip Miami (West Palm Beach) for transmission of WCTV-Chip Miami (West Palm Beach), Fla., for broadcast in West Palm Beach, Fla. Action Feb. 11.

**Richmond, Ind.—Clearview Cable of Richmond, Ind.**—Seeks final assignment of WCTV-Chip Cincinnati (Dayton, Ohio) for ownership and operation of WCTV-Chip Cincinnati (Dayton, Ohio). Action Feb. 27.


**Fremont, Ohio—Wolfe Broadcasting Co.**—Seeks final assignment of WBBG-TV Bowling Green and WBDT-TV Lorain, both Ohio, and WKBK-DTV Detroit (Fremont-Toledo, Ohio ARB 43). Action Feb. 11.

**Appleton, Wis.—Fox Cities Communications Inc.**—Seeks final assignment of WWA-TV Madison, WTVK-MN Milwaukee, and WTVK(2)-TV, all Milwaukee (Green Bay, WIS, ARB 70). Action Feb. 11.

**Columbus, Ohio—Cablevision Columbus**—Cablevision Columbus now owns and operates CATV systems in Columbus, Ohio, and other cities. Action Feb. 16.

**Elyria, Ohio—Cablevision Elyria**—Cablevision Elyria now owns and operates CATV systems in Elyria, Ohio. Action Feb. 16.


Let's be honest: A man named Mouse had better learn to kid himself. Stanley Garrison Mouse has learned. "Sales calls come easier with a name like Mouse," he says. "Who can forget you?"

Now let's be fair. People seem to remember more about Stan Mouse than his name. Lillian Smith did, almost 25 years ago, when she married him. (Changing Smith to Mouse—a hard sell, he recalls with a grin.) And Mr. Mouse has left an imprint upon the WHO stations in Dayton, Ohio, where he began as an announcer in 1945 at WHO(AM). Today he is vice president of Miami Valley Broadcasting Co., a subsidiary of Cox Broadcasting Corp., and general manager of the company's Dayton stations, WHO-AM-FM-TV.

Though he is something of an extrovert—perhaps to some extent because of his early days in acting—Mr. Mouse is the picture of the Midwestern solid-citizen type, practical with that touch of humor. It is the reassuring demeanor that many good broadcasters develop after years of working in the same market, serving in countless civic and charitable organizations, and doing business with many of the same local leaders over that span.

Equally characteristic of Stan Mouse is the habit of going direct to the point without frills, of reducing basic broadcasting principles to a few words. "Clear signal first—after that, programming and sales" is his way of making a point so obvious it might easily be forgotten.

"We put a great deal of our capital resources back into updating our equipment at all times," Mr. Mouse says in pointing to a Cox group policy. Since 1966 when he took local command, he has been busy implementing that policy, helping to bring CBS-affiliated WHO-TV up to full local color capability and to continue to expand the impressive in-the-city plant of all three stations. "If you don't get the signal in the home right," he says, "no matter what else you do, even the greatest program in the world, it's not going to happen."

But once the good signal is in the air, Mr. Mouse's most important quality is that sensitivity to the needs and dreams of the Midwestern community he has worked in for so many years. It is a quality he feels is vital in directing the program development of the WHO stations; in turn, he says, success in this area makes the outlets more effective as sales vehicles for advertisers and catalysts for local economic development.

Mr. Mouse is especially pleased with the news capability of the Who outlets. The stations have a combined staff of 190 people, with about 130 in TV, sandwiching Walter Cronkite. Though he did not pioneer in a major half-hour news show at noon, Mr. Mouse feels this step at WHO-TV was a major one for such a market as Dayton some 18 months ago. It has proved successful, he says, and came about only after thorough analysis of the market and other factors using the computer facilities at the Cox Broadcasting headquarters in Atlanta.

WHO(AM)—also a CBS affiliate—puts emphasis upon the quantity and quality of news too, he says, as well as sports and other services that augment its middle-of-the-road format. WHO-FM, he points out, with a focus on even more traditional M-O-R music, claims something of a record over the past several years as a stereo station. "It has been the FM station with the largest metro adult rating in any major market as measured by American Research Bureau," he says, "and in some cases our FM has been either the second or third radio station in the market, including the AM's."

News could well be one area of local program development in the fall if the TV network gives back the 10:30 p.m. spot. Mr. Mouse feels, though no decision is yet final. He thinks more than sufficient material is available for a full hour at that time instead of the traditional half-hour at 11 p.m.

"Programming has got to change at local stations in the next few years and how best to serve the market will be the key," he observes. "News and information shows are always good, but we may take the mobile unit out and do a daily show some place. We're also thinking, in conjunction with a local theater group, of doing a three-hour live drama in prime evening time. We might experiment with it next summer, taping live one evening and airing the next."

Throughout his school years, Mr. Mouse set his career goals on the stage. He was one of several students responsible in 1939 for starting Kent State's annual "No Time for Classes" review, a spoof that continues today. He and a friend, Bill Guisewite, now a local advertising-agency executive, were booked professionally on the upper Ohio night-club circuit as a comedy team many weekends—welcome financial help for college. (Mr. Mouse was straight man.)

Listening to San Francisco stations while flying in China-Burma-India during World War II, however, together with the legitimate theater's slump, prompted Mr. Mouse to seriously consider radio as a career. He joined WHO as announcer in July 1942, took local command in July 1945 and has got to his present post 1966; member of numerous local civic and community groups including Masonic order, Scottish rite; M. Lillian Smith of Dayton April 24, 1946; children—daughter Terry, 22, and son Gary, 21; hobbies—golf, travel.
Life in our Times

Another in Life's series of antitelevision advertisements appeared last week, this one suggesting that the magazine had achieved a journalistic pinnacle by including in its current issue a feature on the forthcoming Muhammad Ali-Joe Frazier fight. It may have escaped Life's notice that news of this event is no longer exclusive; the magazine's staff must be distracted these days by the knowledge that the biggest piece of the Time Inc. collection is crumbling.

Anyway, the advertisement would be of no interest here if it had not contained a reference to a second feature in the current Life as follows: "In this issue, too, there's a delightful story describing the effects of extensive TV viewing on apes. It seems they're better suited to it than us humans, their brains being only half the size. Nevertheless, after six hours of exposure, one chimp tried to snap the aerial in two. And another threw a cabbage at a television bottle of bleach. Kind of makes you think, doesn't it?"

Too bad it didn't make Life's editors and promotion writers think. For sheer fatuousness, this copy and the Life feature to which it referred win the 1971 gold medal.

The ad and the issue appeared in the same week that Time Inc. sold its five television stations to McGraw-Hill for $69 million. Time's top management never cottoned to television, probably because it produced a higher yield and commanded larger audiences than the magazines the managers were taught to revere. When money got tight and magazine profits started skidding, there was no doubt which properties would go. And the decision was made easier by the marketability of television stations.

Some publishers and a good many editors resent television, especially if it is in the same family with print. That disposition was evident at the New York Times last Monday when the paper printed an editorial lauding FCC Chairman Dean Burch and FCC Commissioner Nicholas Johnson as the agency's "new odd couple" who have come together on campaigns to improve television programming, or so the Times said. The Times was commending the new FCC proposals to increase the volume of news and local affairs and to rate stations by government standards (Broadcasting, Feb. 22).

If an intensification of government control over television broadcasting is desired, or at least endorsed, by the Times management, why, at this late date, has the Times decided to get into television with its pending acquisition of WREC-TV Memphis as part of a package of Cowles properties it bought? Is the management that runs the New York Times with fierce independence incompetent to program a television station in Memphis without a guidebook from that odd couple on the FCC?

Kind of makes you think, doesn't it?

Getting it together

If there is a discernible trend in broadcast regulation these days it is eluding FCC-watchers, both inside and outside government.

When the FCC voted 7-0 for the biggest single transfer in broadcast history—$147 million for sale and contingent resales of stations in the basic Triangle-Capital Cities deal—even members of the seven-man FCC sitting there were surprised. And the staff was flabbergasted.

What happened? Why didn't the usually vocal opponents of group ownership yowl for a hearing? Approval might have been expected, but a unanimous vote on a major transaction was incomprehensible.

The fact that there were willing sellers and willing buyers ordinarily would not prevent the publicity-seeking minority from calling names. True, there were give and take and commitments that do violence to the basic independence of broadcasters. But it also must be said that the carefully documented case presented to the FCC by the major contracting parties was complete and forthright.

Under these clear-cut conditions, and with both Congress and the courts hovering overhead, there must have been an extrasensory meeting of seven minds. Presumably, the message was that they had better hang together, as the saying goes, or hang separately.

While the Triangle-Capacities approval supplies no road-map, it does give promise of developing a worthwhile non-trend.

That would be to handle all ownership cases, including those of alleged concentration (one-to-a-customer particularly) as well as individual program issues, on a case-by-case basis. If that is done, publicity-inspired protests and monetary shakedowns would soon subside or disappear. It would save money all around for broadcasters—money that ought to go into better service to the public—and it would save the taxpayers money through a more efficient, less busybody, FCC. A three-man commission could do the job, but for the nonce the Ash commission plan for a five-man agency warrants unqualified support.

Fair is fair

Repeatedly last week in the Senate hearings on campaign-reform bills there were proposals for exclusive restraints on radio and television. Even Hugh Scott, whose bill was supposed to avoid discrimination among media, wound up with a provision to prohibit radio and television—but no other advertising vehicles—from rejecting any political advertising in the closing weeks of campaigns.

There were also repeated mentions of the fairness doctrine. If Congress expects broadcasters to be fair, broadcasters are entitled to the same treatment.

"He's in television . . . he can't cancel this in 13 weeks, can he?"

Drawn for Broadcasting by Sid Hix

BROADCASTING, March 8, 1971
Advertising men are taught the meaning of K.P.R.C.

K.P.R.C. (NBC, Channel 2 in Houston) is to an ad man what a hard seller is to sales. And you're the one who hands out the spots.

Right after you choose to move to KPRC-TV, we'll send you a schedule asking you to tell us the availabilities you want. The card comes back to the station where your requirements are duly noted, and efforts are made to please you.

If you don't have anything to sell, don't advertise it. On the other hand, if you're unhappy with your sales (or anything else about your advertising campaign) you'll be sending your spots where they'll do you the most good.

A station like K.P.R.C. forces an ad man to keep his spots up. To be a professional. Or as we say it: An ad man has nothing to fear but that his spots might not get on K.P.R.C.
THERE JUST MAY BE A HUNDRED REASONS WHY THIS WEEKLY THREE-HOUR RADIO PROGRAM GETS BIGGER AND BIGGER, MARKET AFTER MARKET.

Here’s Number One:
Casey Kasem—Host each week on American Top 40.
Casey’s distinctive voice, style and approach to pop music is what has made American Top 40 the hottest syndicated music show on radio. Each week, Casey joins our team of pop musicologists writers to count down the nation’s 40 best-selling records based on advance statistics supplied by Billboard Magazine. Result? A tried and tested programming device becomes an absorbing, fast-paced, captivating documentary on American music right now.

Here’s 67 more:
Stations that carry AMERICAN TOP 40 quickly become the biggest fans of Casey and the program. And it’s this station support and promotion of American Top 40 that has helped to bring the program so far so fast.
So here’s sixty-seven important reasons (as of February 1, 1971)

Air University Library
MAR 3 1971
Maxwell AFB, Ala. 36111

And more:

Ratings. October-November ARB, we love you.
Los Angeles, Washington, D.C., Boston and Cleveland reports, for example, show that American Top 40 has improved stations’ time periods by an average gain of 64% over like-time periods in the April-May ARB. Even in the highly competitive Los Angeles market, KRLA boosted their 9-Noon Sunday time slot 69%.

Flexibility. Here’s a big reason that both program directors and sales managers like American Top 40. An ingenious device called the split logo allows station ID’s, commercials and news with minimum loss of program continuity.
Stations solve weekend schedule hang-ups with a pre-recorded program that fits their station sound like a glove.

Program costs. Just two minutes of air per hour for top 100 market stations and an additional $13 per hour for smaller market stations. A steal.
And affordable when even most small-market stations report total sellout of spots at premium, special-program rates.

More reasons? Plenty. Maybe even more than a hundred. And they’re yours for the asking, along with a free demo. So ask. Tom Rounds, Executive Producer or, George Savage, Marketing Director American Top 40, Watermark, Inc., 931 N. La Cienega, Los Angeles, California 90049. Telephone (213) 659-3834.

AMERICAN TOP 40
Division of Watermark, Inc.

3. KACY OXNARD
4. KAFY BAKERSFIELD
5. KCBX ANCHORAGE
6. KCPX SALT LAKE CITY
7. KELI TULSA
8. KEYS CORPUS CHRISTI
9. KEZK FAIRBANKS
10. KFEL CHATTANOOGA
11. KJNT TUCSON
12. KIMN DENVER
13. KINT EL PASO
14. KINZ JUNEAU
15. KIRI ST LOUIS
16. KJJO STOCKTON
17. KJRS SEATTLE
18. KJRB SPOKANE
19. KMEL WENATCHEE
20. KMNW SAN BERNARDINO
21. KNUZ HOUSTON
22. KGOI ODESA
23. KPOI HONOLULU
24. KRIZ PHOENIX
25. KRLA LOS ANGELES
26. KROD ALBUQUERQUE
27. KUSO LAWTON
28. KTAP AUSTIN
29. KTXA SAN ANTONIO
30. WAIR WINSTON-SALEM
31. WABY ALBANY
32. WAMS WILMINGTON
33. WASK LAFAYETTE
34. WBBO FOREST CITY
35. WCBM BALTIMORE
36. WCVO JOHNSTOWN
37. WDCR HARTFORD
38. WFLI CHATTANOOGA
39. WGDG CLEVELAND
40. WGOE RICHMOND
41. WHFM ROCHESTER
42. WIBR BATON ROUGE
43. WILK WILKES BARRE
44. WIST CHARLOTTE
45. WISE ASHEVILLE
46. WJTO BATH
47. WJVA SOUTH BEND
48. WKBI MANCHESTER
49. WKKL CLARKSDALE
50. WKLP KEVYER
51. WKKN SAGINAW
52. WLDX BILOXI
53. WMEX BOSTON
54. WNCI COLUMBUS
55. WNDR SYRACUSE
56. WOIO CLEVELAND
57. WNOX KNOXVILLE
58. WORC WORCESTER
59. WORJ ORLANDO
60. WPBG WASHINGTON, D.C.
61. WQXT WEST PALM BEACH
62. WRNC RALEIGH
63. WSRW FALL RIVER
64. WSIV PEORIA
65. WTSN DOVER
66. WTHI TERRE HAUTE
67. WVIC LANSING
68. WWWW DETROIT