



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Nixon is said to want cable growth controlled, 315 repealed  
Agnew fires new broadside against media, with CBS in bullseye  
Now a coast-to-coast flap over FCC's ukase against drug lyrics  
Special report: a preview of next week's NAB convention

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SERIAL ACQ SECTION

## For AP Members Only

### MEMO FROM A MEMBER SUBJECT: 1970 AWARDS FOR OUTSTANDING NEWS CONTRIBUTIONS



On behalf of our entire membership and our judging committee (John Day, vice president of WHDH, Boston; George Volger, KWPC, Muscatine, Iowa; Bill Armstrong, KOSI-AM, Aurora, Colorado; Ralph Rennick, WTVJ-TV, Miami), our thanks and congratulations for making us all winners.

Top honors to: KRYS, Corpus Christi, Texas; WWXL, Manchester, Kentucky; WLCY, St. Petersburg, Florida; WMAK, Nashville, Tennessee; and WASP, Brownsville, Pennsylvania.

Certificates of merit to: WENE, Endicott, New York; WBAL, Baltimore; WVOB, Bel Air, Maryland; WEMD, Easton, Maryland; WCLG, Morgantown, West Virginia; WWNR, Beckley, West Virginia; WQSN, Charleston, South Carolina; WPON, Pontiac, Michigan; KCBS and KGO, San Francisco; KYNO and KMJ-TV, Fresno, California; KDB, Santa Barbara, California; KELD, El Dorado, Arkansas; WGBS, Miami, Florida; WSWW, Platteville, Wisconsin; WTTV-TV, Indianapolis; WICU-TV, Erie, Pennsylvania; WGIR, Manchester, New Hampshire; KFOR, Lincoln, Nebraska; KMON, Great Falls, Montana; and KYSS, Missoula, Montana.

Pictured here are representatives of the top five award winners.  
Top Left: Mike King, WMAK  
Top Right: Jon Powers, WLCY  
Center Left: Cecil Corum, WWXL  
Center Right: Bob Williams, WASP  
Left: Lloyd C. "Bud" Little, KRYS

Thomas Powell  
News Director, WDAU-TV  
Scranton, Pennsylvania  
President of The Associated Press  
Broadcasters Association

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# programming

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**Prime II**  
**Dark Shadows**  
**Fabulous 60's**  
**Ben Casey**  
**The Invaders**  
**The Fugitive**  
**N.Y.P.D.**

**10 Feature Films**  
**16 Feature Films**  
**Serialized Half-hour**  
**10 Hour Specials**  
**153 Hours**  
**43 Hours**  
**120 Hours**  
**49 Half-hours**



abc **ABC  
FILMS**

Combat	152 Hours
Bosey Grier Show	52 Half-hours
The Man Show	26 Half-hours
Harvey Cartoons	244 Cartoons
Africa	4 Hour Specials
Little Bit Of Irish	1 Hour Special
Safari	130 Hours/260 Half-hours

Meet us at the NAB Convention **Conrad Hilton Hotel Suite 1100**

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**See you at the  
Convention!**

President Nixon is beginning to make his own opinions on telecommunications policy known. The Chief Executive indicates that he has reservations on rapid growth of CATV and widespread domestic satellite competition. See . . .

## Go-slow signal from the President? . . . 35

John Blair & Co. issues figures enabling broadcasters to compare time-sales growth in their markets to national average. Report lists annual rate of local and national sales expansion for TV and radio over five-year period. See . . .

## Growth rates, market by market . . . 46

Unweary members of FCC are in second phase and third week of public hearings on proposals for overhauling CATV regulations. Panel discussions of copyright, access, others seen as sharpening issues. See . . .

## FCC pleased with its cable free-for-all . . . 60

National Association of FM Broadcasters, meeting in Chicago prior to National Association of Broadcasters convention, will hear from Senator Frank Moss, sponsor of all-channel radio legislation. See . . .

## At Palmer House: the NAFMB . . . 66

One airman is fired, broadcasters, record company officials are up in arms following FCC's warning to licensees over airing of drug-oriented music. Steve Leon, dismissed from WDAS-FM Philadelphia, plans to "sue" commission. See . . .

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CBS-TV has announced its fall schedule, cited as most extensive prime-time schedule change in its history. Long-running 'Ed Sullivan Show,' along with 12 other programs, will get ax; 17 others will be renewed. See . . .

## A major face lifting at CBS-TV . . . 78

Latest threats of FCC and congressional control, management, sales and engineering problems are prominent topics on agenda when National Association of Broadcasters holds 49th convention in Chicago next week. See . . .

## NAB's 49th heads for Chicago . . . 83

Television program syndicators, with poor year behind them and wares in hand, head for National Association of Broadcasters convention with degree of trepidation. Some signs of hope shine through. See . . .

## Film sales: ready for a comeback? . . . 88

In sweeping revision of rules pertaining to television transmission, FCC authorizes VHF licensees to operate by remote control. Commission also invites comments on future regulation of test signals. See . . .

## Remote control approved for V's . . . 124

CBS-Memorex computerized video-tape editor—said to cut costs, post-production time, add creativity—will be put to use this summer by CBS in production of 'some' fall programming. Estimated savings: \$5,000 per episode. See . . .

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### Broadcasting

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# EYEWITNESS ALL THE NEWS 5pm/6pm/10pm

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.

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## Once again

With second deadline for proposed merger of Corinthian Broadcasting Corp. into Dun & Bradstreet now in sight—it's May 1—indications are that FCC staff will have item involving transfer of five Corinthian television stations on commission agenda early in April. Assumption is that staff will recommend grant. That was recommendation before commission, on eve of first deadline, Nov. 27, 1970, deadlocked 3-to-3 on whether to grant transfers or set them for hearing.

Since then parties have provided additional data requested by commission—including letter from Justice Department, indicating it sees no antitrust problems in merger, and showing that transfers meet requirement of top-50 market policy—to show that special reasons exist to justify approval of acquisition of more than two VHF stations in major markets.

## Back in the business

George B. Storer Jr., former president of Storer Broadcasting Co. and eldest son of company's founder, has been retained by Hughes Aircraft Co., Los Angeles, as consultant on domestic communications satellites and CATV. Hughes is applicant for domestic system (see page 126).

Mr. Storer, who came up through ranks at Storer Broadcasting, left four years ago to become yacht broker on West Coast. He has resumed association with Storer as consultant to its Northeast Airlines (which he formerly headed), and will continue in that assignment in addition to working with Hughes.

## Hollywood helper

Representative Barry M. Goldwater Jr. (R-Calif.), whose district includes major studios that are suffering from recession in film production, is planning legislative action to reverse effects of FCC's prime-time access rule. Big studios see loss of television production with cutback in network schedules. And at the same time movie production in Hollywood wallows in doldrums.

Last week Mr. Goldwater was among California congressmen who introduced bill to give tax break to motion pictures produced in U.S. (as incentive against filming abroad). He's now turning his attention to relief of TV-film industry. He has conferred with FCC Chairman Dean Burch, broadcasters and film peo-

ple. In his district are Universal, Walt Disney, Warner Bros.

## Exit?

Is R. Peter Straus phasing himself out of broadcasting business? With three of his four radio stations in process of being sold, word is around that key station of New York State group—WMCA (AM) New York—can be bought. Mr. Straus has been dividing his time between Washington, where he publishes media newsletter, and his New York home.

In process of being transferred are WALL-AM-FM Middletown, WGVA (AM) Geneva, and WTLB (AM) Utica-Rome. Also supporting notion that Mr. Straus is leaving broadcasting are recent severances of top executive brass at WMCA (Steve Labunski, president; Michael B. Mallardi, vice president and general manager) along with Alex Bennett, controversial personality (see page 74).

## Long lapse

Libbey-Owens-Ford, Toledo, Ohio, is using its first network radio since mid-thirties, when it sponsored Lowell Thomas on CBS. New buy—for 26 weeks starting April 19—is in *Walter Cronkite Reporting* on CBS Radio (Mon.-Fri., 4:25-4:29 p.m. NYT) for L-O-F's automotive safety glass. Advertiser is also said to be buying time on NBC Radio. Fuller & Smith & Ross, Cleveland, is agency.

Though collation is yet to be made, preliminary reports are that advertiser activity in radio has been moving up this year, with new peak of business occurring last week—in wake of buying splurge on TV (story page 43). Radio activity, it's said, is both in network and many spot markets.

## Animal lovers

Former FCC Chairman E. William Henry's plan for live showing of bull fight on closed-circuit theater network (story page 80) is not likely to go unchallenged. But unlike protests against closed-circuit coverage of Frazier-Ali fight—for which Mr. Henry and his Management Television Systems Inc. arranged record line-up of 362 outlets—complaints this time are not apt to be on grounds that public is losing free-TV event. TV code of National Association of Broadcasters insists treatment of animals must comply with humane standards, bars showing bull fights as sport. Likely challenger of Mr. Henry's

plan: American Humane Association, whose Eastern director is Ernest Lee Jahncke Jr., former NBC standards vice president and long-time member of NAB TV code board.

## Commercial stereo

CBS Radio is convinced that advertising agencies are missing commercial bet in stereo FM and is sparking campaign to attract ad people to target commercials for that medium. Presentation is scheduled for National Association of FM Broadcasters convention in Chicago on March 27, pointing up advantages of Marathon cartridge playback of commercials on stereo. CBS/FM has no financial interest in Marathon but has been working with company to promote creative advantages of stereo—and eventually to attract more FM business—using newly modified cartridge system developed by Marathon.

## Not total loss

Television's most durable performer, Ed Sullivan, will be out of CBS-TV line-up at end of season (story page 78), but his Ed Sullivan Productions is involved in many projects. In addition to commitment from CBS for at least six one-hour specials featuring Mr. Sullivan next season, his firm already has pilot of one-hour daily syndicated variety show (not featuring Mr. Sullivan), is exploring production of country-music series with Nashville entertainers and is associated with CBS-TV in development of comedy-variety series aimed at "second season" entry in January 1972.

## Keeping it casual

Broadcast Pioneers banquet at National Association of Broadcasters convention next week is going back to old format—informality and no talk about big problems. Charles Tower of Corinthian Broadcasting, Pioneers president, says it will be "antibanquet." Speaker (on noncrisis issues) will be FCC Commissioner Robert Wells, who will also receive special award as pioneer, as will Arthur Hull Hayes, former president of CBS Radio, and Sydney M. Kaye, one of founders and still chairman of Broadcast Music Inc. Pioneers' Hall of Fame award will go posthumously to Dr. Lee DeForest, pioneer inventor. Dinner is set for Tuesday (March 30) at Chicago's Sheraton-Blackstone hotel.

# ★ Revolutionary ★



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## ABC-TV's revamped fall schedule

ABC-TV announced new 1971-72 prime-time schedule Friday evening (March 19)—and it showed network starting Sunday-night programming at 8 p.m. NYT despite plans of NBC-TV and CBS-TV to start that night at 7:30.

ABC schedule also returns to stations half-hour in middle of Monday-night schedule—8:30-9—to make up for extra half-hour being programed on Tuesday nights under waiver granted by FCC. Officials said that period was being returned at request of affiliates, who wanted to use it for their own lead-in to ABC's NFL football at 9 p.m.

Lawrence Welk, on since 1955, was one of shows being dropped. Others: *Let's Make A Deal*, *Newlywed Game* and *The Reel Game*, all game shows; *Johnny Cash*, *Young Lawyers*, *Monday Movie*, *Make Room For Granddaddy*, *Dan August*, *That Girl* and *Pearl Bailey*.

The schedule, night-by-night:

**Sunday**—*FBI* 8-9, movie 9-11; **Monday**—*Nanny and the Professor* 8-8:30, 8:30-9 local time, 9-11 NFL football; **Tuesday**—*Mod Squad* 7:30-8:30, *Movie of the Week*, 8:30-10, *Marcus Welby* 10-11; **Wednesday**—*Bewitched* 8-8:30, *Courtship of Eddie's Father* 8:30-9, *The Smith Family* 9-9:30, *Shirley MacLaine* (new) 9:30-10, *The City* (Anthony Quinn) 10-11; **Thursday**—*Alias Smith and Jones* 8-9, *Longstreet* (new) (James Franciscus) 9-10, *Owen Marshal* (new) 10-11; **Friday**—*The Brady Bunch* 8-8:30, *The Partridge Family* 8:30-9, *Room 222* 9-9:30, *Odd Couple* 9:30-10, *Love, American Style* 10-11; **Saturday**—*Bobby Sherman* (new) 8-8:30, *Movie of the Weekend* 8:30-10, *The Persuaders* 10-11.

## EBS: what broadcasters say

Half of more than 6,000 broadcasters who answered questionnaire on Emergency Broadcast System fiasco last month had no recommendations, but other suggestions ranged from moving central control from Office of Civilian Defense to White House proper to establishment of new system.

These suggestions are being studied by special committee of National Industry Advisory Committee that will submit recommendations to FCC and then to White House this week.

Analysis of questionnaires by special NIAC working group found that more

than third of broadcasters immediately checked key EBS stations in their areas when false alert came over wire services on Feb. 20. When such monitoring failed to confirm alert, they took no action.

This is one of highlights of study of responses sent out by FCC Defense Commissioner Robert Wells on Feb. 25, five days after real alert instead of scheduled test message was inadvertently transmitted from National Warning Center in Colorado to all radio and TV stations via AP and UPI (BROADCASTING, March 1). Evaluation showed: 36% received no confirmation from key area stations, 30.8% received AP and UPI cancellations at same time they saw alert, 28% doubted validity of alert and 20.8% questioned authenticity because it coincided with scheduled time of test message.

Two news wire services are used as one of three means to get emergency messages to all radio and TV stations. Other two conduits for alerting stations are from White House to networks and thence to affiliates, and by monitoring by all stations of key radio stations in each market.

## Drastic solution offered by Frontier

Frontier Broadcasting Co. has expressed willingness to sell every one of its television holdings in order to avoid FCC hearing on renewal application of KFBC-TV Cheyenne, Wyo.

Responding to FCC order issued last month (BROADCASTING, Feb. 15), Frontier has notified commission that it would sell KFBC-TV and KSTF-TV (TV) Scottsbluff, Neb.; KTVS-TV Sterling, Colo., and construction permit it holds for KVRW-TV Rawlins, Wyo.

In order last month, commission told Frontier that if it could come up with plan, within 30 days, to break up common ownership of its mass-communications interests in Cheyenne area, hearing would not be necessary at this time. It had ordered hearing last year on renewal of KFBC-TV, on request of Justice Department. Justice intervened in proceeding because of Frontier's large communications holdings in Cheyenne (in addition to KFBC-TV, Frontier owns all three of city's newspapers, its only full-time AM station, one FM and only CATV system).

Prior to commission's order last month, Frontier had proposed four

## Unkind cuts dept.

Latest story making rounds of regulatory-minded types in broadcast industry concerns Ashbrook P. Bryant, ex-chief of FCC's network study staff, now hearing examiner at Federal Maritime Commission. As we hear it: Mr. Bryant's first act in new post will be attempt to reduce three-mile limit to two-and-a-half.

separate plans to divest itself of some Cheyenne holdings. It based plans on commission's prohibition of crossownership between TV and cable television in same market. Justice had opposed these plans, however, saying that only total divestiture would satisfy public need.

Frontier, in informing commission of plan to sell its TV outlets, claimed that these earlier proposals were "appropriate and should have been granted." It took exception to commission's order, claiming that it "constituted an unwarranted burden and hardship" on company.

Although KFBC-TV was only station affected in commission's order last month, Frontier explained that it would also rid itself of other three facilities because without Cheyenne station it would not be "an economically viable entity."

## Over loud opposition, 'Selling' rides again

CBS sources said Friday (March 19) that repeat of controversial *Selling of the Pentagon* would run Tuesday night (March 23) despite efforts of Defense Department to block it, and that it would be "updated" by addition of quarter-hour. Extra 15 minutes at end will present statements by three outspoken critics of program, followed by statement by Richard S. Salant, president of CBS News, which produced it. Critics, to be seen in clips edited from appearances and news conferences they have held since initial showing, are Vice President Spiro T. Agnew, Defense Secretary Melvin Laird and Representative F. Edward Hebert (D-La.), chairman of House Armed Services Committee.

Defense Department efforts to block repeat telecast were seen in statement by Pentagon official that CBS failed to

More "At Deadline" on page 10



Mr. Jacoby



Mr. Yeates



Mr. Iselin

Robert Jacoby becomes president of Ted Bates & Co., and Allen B. Yeates will be executive VP with responsibilities for international operations, in top-level changes effective April 1. Mr. Jacoby moves up from president of New York division and Mr. Yeates from president of Spitzer, Mills & Bates, Canadian member agency of Bates operations. Mr. Jacoby succeeds Archibald McG. Foster, who becomes board chairman and continues as chief executive officer. Rudy Montgela,

formerly board chairman, is named chairman of executive committee, replacing Bill Kearns, who retires. Theodore L. Bates continues as agency's honorary chairman. Mr. Yeates also assumes title of honorary chairman of Canadian member agency.

John Jay Iselin, VP and publisher, Harper Row Publishers, New York, named VP, Educational Broadcasting Corp. and general manager, WNET(TV) New York. EBC is licensee of WNET.

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

meet "certain legal requirements," according to CBS sources. Also, lawyers for actors John Wayne and Robert Stack charged that CBS failed to get clearances from them for use, on program, of Defense Department promotional films in which they had appeared.

Meanwhile, Vice President Agnew, at editorial conference in Boston Friday (March 19) following speech night before (see page 37), continued attack on CBS by commenting he was not trying to intimidate news media but wanted to show public it "cannot rely on CBS for facts."

He added: "The national media are big boys now, and they're big enough to stand a little criticism."

Informal hour-long discussion with dozen newsmen was carried live by one Boston station, WHDH-TV. One ground rule, imposed by Victor Gold, Vice President's press secretary, was that any clips of conference shown on TV had to carry Mr. Agnew's full answers. There were no complaints, according to Mr. Gold.

### Emmy's hard to take

It may be no reflection on program content, but computer tabulating ballots for Emmy-award nominations has rejected punchcards returned last Thursday (March 18) by Academy members.

Original ballots were invalidated due to printing error which reduced some ballot pages below size of punchcards used to make selections. All voting members of NATAS will be mailed new ballots early this week with new return deadline of April 5.

### Top-level support for news-privilege case

NBC has asked Supreme Court to hear case in which television station newsmen is contesting Massachusetts supreme court ruling that newsmen do not have privilege of keeping their sources of information confidential.

Network made plea in friend-of-court brief. At same time it asked court to permit it to intervene in case, which involves Paul Pappas, WTEV-TV Providence, R.I.-New Bedford, Mass.

Massachusetts court ruling followed Mr. Pappas's refusal to testify before grand jury on information obtained in visit to New Bedford Black Panthers headquarters several hours before police raid. State court held that there is "no constitutional newsmen's privilege" to refuse to testify before grand jury.

NBC, in asking permission to intervene, said state court decision poses substantial problem for newsmen in

gathering news. Amicus brief seeks to establish that reporter has same kind of privilege to maintain confidentiality of sources as lawyers have with respect to clients. If allowed to stand, NBC said, state court decision "would severely stifle the ability of the press to obtain and report the news."

CBS and Radio Television News Directors Association had joined with NBC in backing Mr. Pappas when case was before state supreme court. CBS and RTNDA will await Supreme Court's decision on granting review before deciding to seek permission to intervene. CBS, at least, appeared likely to file amicus brief if Supreme Court grants review.

### Sparks fly at oral argument

Oral-argument phase of FCC's marathon sessions on CATV rulemaking produced fireworks on first day, Friday (March 19), as Chairman Dean Burch and other members of commission rebuked attorney Jack Cole for comments which chairman said strained "realms of advocacy" and—in Mr. Cole's characterization of commission actions—"bordered on the slanderous."

Mr. Cole—representing 70 CATV organizations—had talked of what he called commission's five-year "freeze" on CATV development.

Commissioners Robert E. Lee, H. Rex Lee, Robert Wells and Thomas J. Houser joined chairman in his remarks. Commissioner Robert T. Bartley remained silent. Commissioner Nicholas Johnson was absent.

Mr. Cole later filed copy of his remarks with each commissioner, along with letter in which he took exception to chairman's characterization, saying it caused him "grave personal embarrassment and harm to my professional reputation."

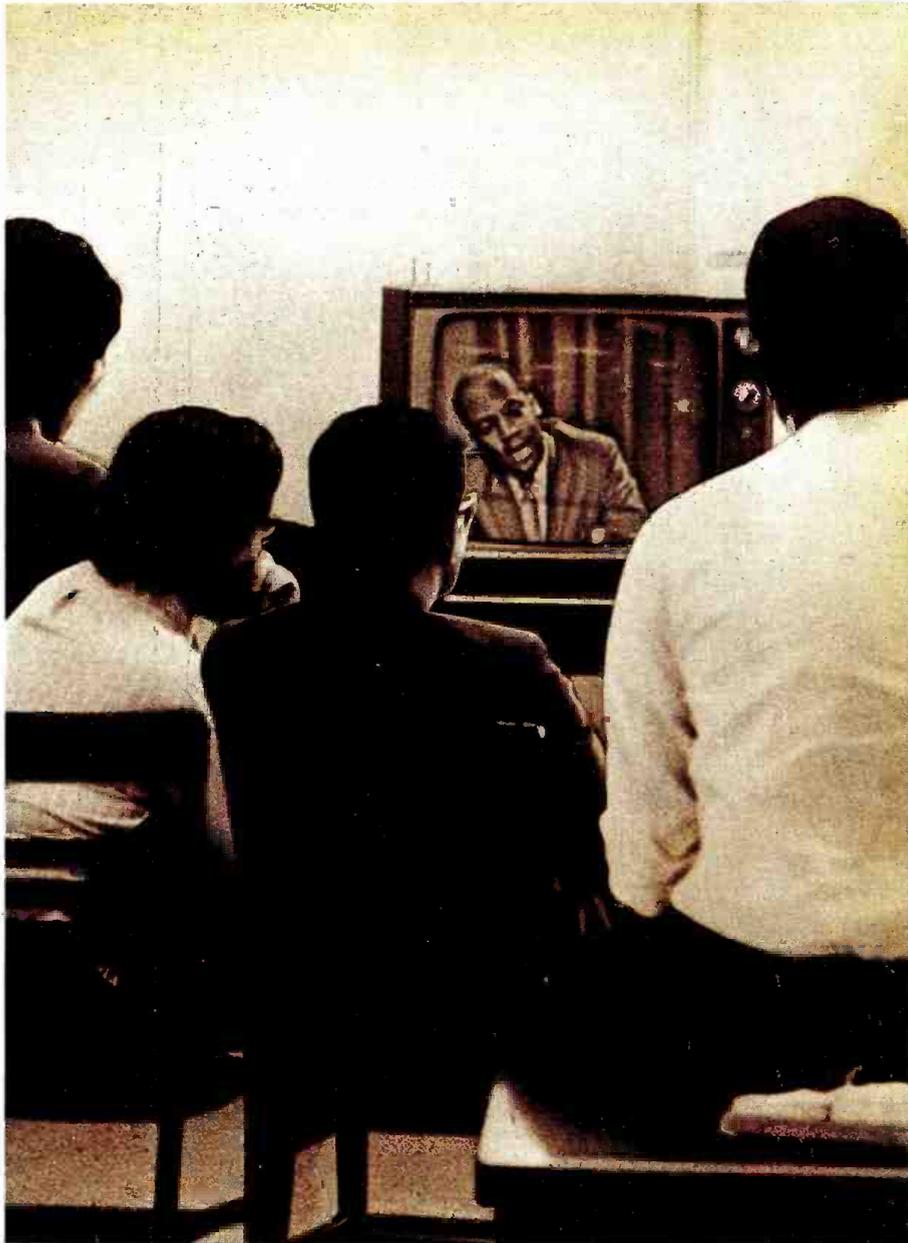
### CPB endorses Whitehead bill

Board of Corp. for Public Broadcasting, meeting in Washington Friday (March 19), put final stamp of approval on draft for permanent financing being drawn by Clay T. Whitehead, director of Office of Telecommunications Policy.

Plan reportedly calls for establishment of dedicated fund to consist of annual appropriations from Congress and matching grants from federal government up to percentage of contributions received by all noncommercial broadcasters. It is also understood to require disbursement of one-third of federal contributions to local stations for their own use.

Proposed bill is due to be submitted soon to Office of Management and Budget, which will correlate it with interested federal departments and agencies before it is submitted to Congress.

# HOW DO YOU BRIDGE THE GAP? —RAP!



This year on Ohio campuses there's a difference — the students are talking. And Cleveland's WJW-TV is making sure they're being heard—and getting answers.

It started with a thorough airing of the Kent State question. A proposal to handle campus disorders by Ohio's highway patrol was reviewed in depth. The American Civil Liberties Union discussed Students Rights on Campus, and a panel of students from Kent, Ohio State and Case Western Reserve spoke up for the "silent majority." As colleges opened, editorials on WJW-TV

and WJW-Radio were stepped up and dissenting comments were covered on frequent Editorial Feedbacks. It was give and take with no holds barred on both sides of the generation gap.

One reason young people listened: WJW-TV's credibility—its reputation for constructive service to Youth. Junior Olympics. Support of tutoring programs for the disadvantaged, a Youth Theatre of Relevance. Its positively slanted Youth in Action, and

on down the long, long list.

You learn a lot in 44 years. Through experience, you develop practical guidelines within which stations like WJW-TV can build responsive audiences through involving themselves in their communities' problems, hopes and achievements. And you learn that when you really work at it, everybody wins!

**STORER**  
BROADCASTING COMPANY

<b>Cleveland</b> WJW-TV	<b>Boston</b> WSBK-TV	<b>Atlanta</b> WAGA-TV	<b>Milwaukee</b> WITI-TV	<b>Toledo</b> WSPD-TV	<b>Detroit</b> WJBK-TV
<b>Cleveland</b> WJW	<b>New York</b> WHN	<b>Miami</b> WGBS	<b>Los Angeles</b> KCBS	<b>Toledo</b> WSPD	<b>Detroit</b> WDEE



## The Fearsome Foursome.

From coast to coast, they prove their awesome power.

In historic Boston, 'Daktari' doubles its station's rating share, total homes, and total adults.

In bustling Dayton, 'Then Came

Bronson' captures more of the young adult audience than all three competitors combined.

In snowbound Minneapolis-St. Paul, 'The Man from U.N.C.L.E.' builds adult audience 30% over lead-in.

And in swinging Los Angeles, 'Flipper'

THE AUDIENCE FIGURES SHOWN ARE ESTIMATES. SUBJECT TO THE LIMITATIONS OF THE TECHNIQUES AND PROCEDURES USED BY THE SERVICE NOTED. SOURCE: NOVEMBER, '70 ARB



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the competition... tremble.

## **Bronson, Daktari, U.N.C.L.E. & Flipper**



**MGM TELEVISION**

## Commercial bombs: a \$5-million wasteland?

When I was a rookie writer at Leo Burnett Co., I made a lot of storyboards that didn't ever turn into commercials. I didn't always like it when something I'd done got turned down, but I did get some solace from a commentary that was often made in those days: "You could start an agency out of the storyboards the Burnett creative review board turns down . . . and it might just be a better agency."

The agency business has progressed since then. Oh, we're still turning down a lot of storyboards. Probably more than ever. But we're also finishing a lot, a ridiculously high number, that never end up on television. Many of these cost as little as three or four thousand dollars apiece, but many others cost \$30,000 or more.

I'll wager that in 1970, \$5 million worth of answer prints ended up stored away in warehouses, never to run. And the figure's probably low. And it'll probably go up this year.

Of course, you could never collect on the bet, because no agency will give you the details on the bombs it's made. But they do make them. I don't think there's any agency around today that doesn't.

How do you make a bomb? Well, it isn't easy. I think it's harder to make a bomb than a really good, compelling and selling commercial.

First, you ought to have a really smart marketing director. One who knows more about concept, grammar, casting, lighting, recording, editing, dubbing, mixing, than you do.

And, you certainly need a frustrated brand manager who is determined to eliminate this flaw in his personality the first time he goes on production.

It also helps to have a gifted company owner, someone capable of having spasms of brilliance while walking to the john.

And, of course, you need a hot rookie-writer-and-art-director combo. A pair who have to be on the shoot if only because they're on the account. And since they know nothing about production, you put them in charge. Your veteran, competent producer should answer to them. After all, that's the agency policy.

These are some of the ways to make a bomb.

Other ways require a less blatant formula. Instead, they stem from a new

kind of marketing philosophy that is—unfortunately, in my opinion—gaining popularity.

This is the philosophy of Covering All Bases. In the old days, we let our judgments discard the really bad concepts. Now, all too often, we have to be shown.

Some clients want to see it written eight ways. Then they want to produce it four ways. And test these four. And throw three away. And run one we always knew was the best one. Can you imagine how much better that one would have been if we had spent all our time and money on it?

Mind you, I am an advocate of research. But it should be a tool, not the whole damned garage.

When I worked on the Marlboro Country campaign, we worked on nothing but Marlboro Country. We needed no test commercials to show us how wrong we were or how we could get better.

If you've got a smart client and a great creative staff working on the account, a research man is going to have to be positively brilliant to get invited to a meeting.

The main reason the philosophy of Covering All Bases is popular today is that it lets everyone get involved. The problem is, everyone stays involved too far into the creative process—right on into and through production of the finished product.

We've found a way to keep the research-oriented happy. We test product concepts—not commercials. When we make a TV commercial, we intend for it to run on television.

And when we make a commercial, we let the pros do it. I know of agencies that mollycoddle rookie creatives—to

keep them happy. We don't. We'd rather keep the client happy.

The best way to make a good commercial, of course, is to start with a good idea. Or, put the other way, not to start with a bad one. The best man to insure against that is the art director.

In most agencies, the TV art director used to be a renderer. He'd get the writer's script with video instructions on one side and audio on the other.

We don't do that. If I put that kind of script on one of our art director's boards, it would come back to me in about 30 seconds in the form of a paper airplane.

When it comes to judging TV ideas, I'll take a smart, feisty art director over anybody.

One more important point that I can think of. That's the ticklish area of editing, where great commercials really come to life. The film editor is in a paradoxical position. He's creative as hell, but too often he's told to cut it the way it was boarded and/or shot. What's so creative about that? Yet, if you give him his head, you might get something back that's far too unfamiliar. It's a tough problem. The only way around it is close association of agency man and editor all the way through the job.

Frankly, we'll never completely eliminate the making of bombs. After all, this is a business of creativity, and we are entitled to a few losers.

Which makes it a very good business to be in. Can you imagine a doctor writing on "Great Operations That Have Failed" or a banker discoursing on "The Great Miscalculations in Banking"?

No, in our business we're entitled to a few bombs. I just think it's gotten a little out of hand and we all ought to work for a better batting average.



*Don Gwaltney previews some of the pithy philosophy he'll deliver as featured speaker at Northwestern University Professor Stuart Henderson Britt's national creative workshop April 13-16 at Chicago's Arlington Park Towers. Mr. Gwaltney joined Earle Ludgin Co. in 1969 as executive vice president-creative after 10 years at Leo Burnett Co. Ludgin long has been in television for such clients as Sealy Inc., Blue Cross-Blue Shield, Perk Foods, Rath Packing and Yellow Pages.*

# Demographic Programming. It's such a good idea that over 1250 stations have joined the ABC Demographic Radio Networks.

We believe that you should have network programming patterned to fit your station's demographics. That way you get the kind of news, sports and commentary that turns your audience on. (And a clear demographic profile to turn advertisers on.)

You can match your station's audience with 4 different ABC Demographic Networks carrying 4 different kinds of programming: "With-it" personalities like Howard Cosell telling it like it is to stations on the American Contemporary Network... Giants of electronic journalism like Howard K. Smith and Harry Reasoner exploring the news for stations on the American Information Network... Warm, human commentary like Paul Harvey's for stations with personality-oriented audiences on the American Entertainment Network... Intellectual insights from men like John Scali for stations with sophisticated audiences on the American FM radio network.

Along with our new approach to programming goes a new approach to spot radio. We encourage advertisers to increase their network reach and frequency in their target demographic groups with spot buys. And we promote local dealer tie-ins with national campaigns for beyond any other network.

Since we created the ABC Demographic Radio Networks, hundreds of independent stations have joined us. So while you're at the NAB, don't you think you should follow the crowd to Suite 2306A at the Conrad Hilton to talk to us?

"We'd like to talk to you about demographic programming."



american  
contemporary  
radio network



American  
Information  
Radio Network

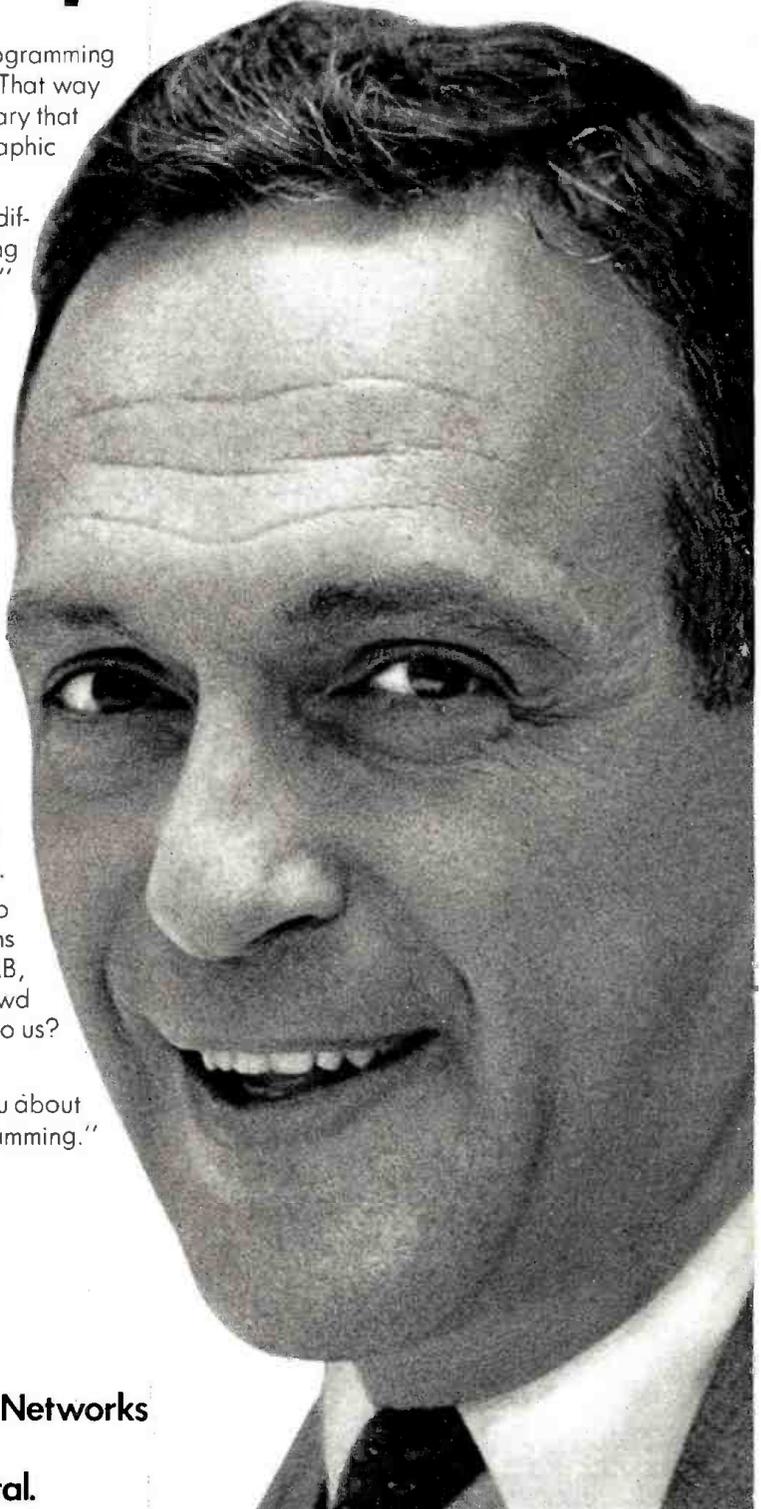


AMERICAN  
ENTERTAINMENT  
RADIO NETWORK



AMERICAN  
FM RADIO  
NETWORK

**The Four ABC Demographic Radio Networks**  
Any resemblance to traditional  
radio networks is purely coincidental.



**There are more  
than the combined  
seven top magazines  
Are you using radio**



# car radios circulation of the in the U.S. the 70's way?

There are now over 75 million car radios in the country.

More than the combined circulation of the Reader's Digest, TV Guide, Life, Better Homes & Gardens, McCall's, Woman's Day and the Ladies' Home Journal.

*But car radios aren't even a quarter of it.\**

Counting AM and FM portables, plus table, stereo, clock radios, etc., there are actually 320 million radios in the United States today. In terms of stations, advertising dollars, total audience — radio has never been bigger.

Now Blair has new ways of looking at radio to help you sell in the 70's. Among these are new more effective spot plans, and the Blair Represented Network.

These could be the very tools you need to help you win market shares from less alert competition.

To learn what a great big new competitive edge your company can get via 70's radio, call your Blair Radio expert. At any of our 10 offices across the U. S.



**BLAIR RADIO**

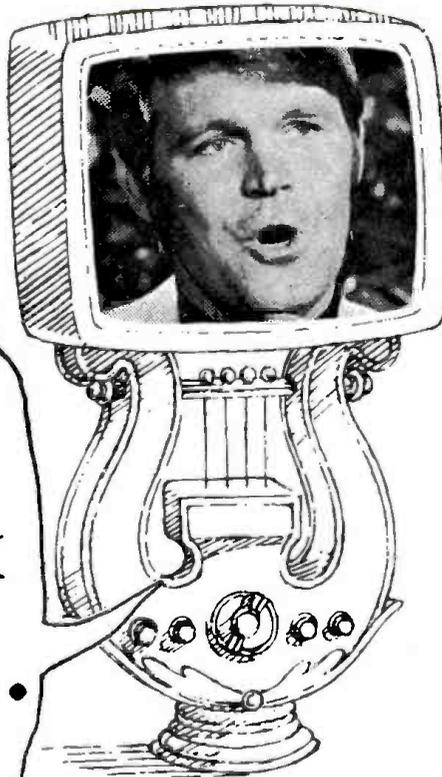
A division of John Blair & Company

*\*though they are heavily used.  
Did you know that over 80%  
of Americans drive to work?*

Source: RAB  
ABC



In  
Sioux  
City...



## Glen Campbell is KMEG-TV

The Channel 14 efficiency experts deliver the Siouxland sales center at the right price. With a million-watt primary signal. No inflated rate cards, no waste audience. Strong movies nightly — Mike Douglas, Dennis the Menace daily. And attractive news buys, early and late.



### The Folger Stations

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WRZD KALAMAZOO BATTLE CREEK  
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WJFM GRAND RAPIDS KALAMAZOO  
WWAM/WMTV FM CADILLAC  
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WRZD-TV GRAND RAPIDS KALAMAZOO  
WWTV CADILLAC INVERSE CITY  
/ WHTP-TV SNOB CREEK MARIE  
KOLR-TV LINCOLN, NEBRASKA  
/ KCIJ-TV GRAND ISLAND, NEB.  
KMEG-TV SIOUX CITY, IOWA

# KMEG-TV

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A megawatt of sales power for Sioux City  
Avery-Knodel, Inc., Exclusive National Representatives

Did you know that besides its network shows, MGM-TV has 16 series in off-network syndication, two series in first-run syndication, 29 series and 14 specials in international syndication, and a library of 1,200 feature films?

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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\*Reg. U.S. Patent Office.

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# On February 5, 1971, Philip Cuppett cleared up one misconception about cassette TV.

## Now we're going to clear up some others.

Philip Cuppett works in the shipping department at the CBS Electronic Video Recording facility in Rockleigh, New Jersey.

On February 5, 1971, Philip dispelled one of the misconceptions clouding the cassette TV industry:

**Misconception No. 1: "All the different cassette TV systems are still in the laboratory stage."**

One system is here and ready now... CBS Electronic Video Recording. Philip proved it when he loaded quantity shipments of EVR Cassettes to the first four customers: Equitable Life, Hawaii Department of Education, American Program Bureau and Davis & Geck.

**Misconception No. 2: "No single cassette TV system is emerging as the standard for the industry."**

Today, the CBS-developed EVR System—a "phonograph for the eye"—lists cassette customers in the United States, Canada and ten other countries.

EVR Player manufacturing licenses have been executed with Motorola Inc. in the U.S.A. and Canada, Rank Bush Murphy Ltd. in the United Kingdom, Robert Bosch GmbH in Germany, Industrie A. Zanussi SPA in Italy, Luxor Industri A.B. in Sweden, and Hitachi Ltd., Mitsubishi Electric Corp. and Toshiba in Japan.

EVR Cassette programming and distribution contracts are being actively pursued by the EVR partnership in the United Kingdom, by Mondadori in Italy, by the CADIA Consortium in Switzerland, by Videothek Programm GmbH in Germany, and by the

Bonniers Group and Esselte in Scandinavia.

Worldwide distribution of EVR Cassettes is already assured.

**Misconception No. 3: "Cassette TV systems are hopelessly expensive."**

Motorola has set a price of \$795 for its EVR Teleplayer, available only in a version designed specifically for education and training. Considering its features, this price is quite realistic.

Since CBS will not enter the consumer market before 1972, price comparisons for home EVR Players are premature and invalid.

As for the EVR Cassettes themselves, present customers find them dramatically less expensive than 16mm film of comparable running time.

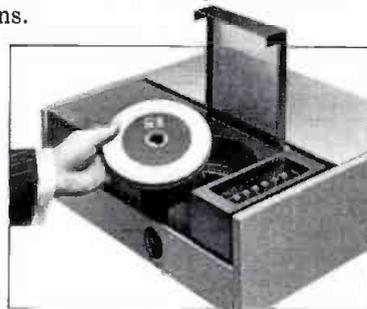
**Misconception No. 4: "Any pirate can copy an EVR Cassette."**

Program producers who use the EVR System know that every EVR Cassette offered for sale or rent is one that he ordered, and not an unauthorized copy. Unlike videotapes, EVR Cassettes cannot be counterfeited. Only EVR processing facilities can produce EVR Cassettes.

An unauthorized videotape neither looks like an EVR Cassette nor produces the kind of picture quality inherent in the EVR System. The EVR Cassette stops piracy in its tracks.

Any other misconceptions? A copy of our new Rockleigh Processing Facility brochure might clear them up. Write for one. Or come on out to Rockleigh (by appointment) and meet Philip

Cuppett and some of the others. They're busy turning out EVR Cassettes, but not too busy to answer questions.



**CBS  
ELECTRONIC  
VIDEO RECORDING**

A Division of Columbia Broadcasting System, Inc.  
51 West 52 Street, New York, N.Y. 10019



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# The secret dream of every

From adolescence on, the American male lives a double life.

He's crazy about his high school girl friend but he spends half his time fooling around with that old Ford in the garage.

He takes his fiancée on a romantic winter weekend, and uses up most of his energy skiing as fast as he can go without breaking a leg.

He loves his wife, but the smell of gasoline or new leather is as alluring as her most expensive perfume.

High Speed Living is a new syndicated TV show that lets him slip away into the pulse-pounding world of speed in the extreme.

It's Craig Breedlove breaking the world speed record on the Bonneville Salt Flats at 600 miles a



# American male over 12.

your. Bobby Unser winning the Pike's Peak Hill Climb on a dirt road with sheer cliffs on either side.

Mario Andretti telling what drove him so relentlessly to win at Indianapolis.

It's also the high speed thrills of slalom skiing, sky diving, jai alai, and ice sailing.

26 first-run half-hour segments from MGM television (212) 262-2727.

Give the American male a little something to dream about.

  
**HIGH SPEED  
LIVING**

The Fastest Show on Earth

MGM TELEVISION, 1350 AVENUE OF THE AMERICAS, N.Y.C. 10019.

# How to finance an Indian uprising.

In the early fifties, oil was discovered in Navajoland (which occupies 25,000 square miles of Arizona, New Mexico and Utah).

Since then about \$235 million in oil royalties, bonuses and rents have been paid to the Navajo by Humble and other companies.

The Navajo didn't just divide the money among themselves. They put it to work by investing in and building businesses like a motel, discount store, an electronic assembly plant, a shoe

factory and a utility company.

Result? In the past 10 years, average family income has tripled. Infant mortality rate has been reduced by 50%. The school drop-out rate has been reduced from 60% to under 25%.

And the Navajo have established a \$10 million scholarship fund so that their youth can attend any college they wish.

There is still room for growth. But because of their decision to pool tribal wealth, life for the Navajo is certainly on the rise.

And Humble is proud to have helped. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing more.

**HUMBLE**  
Oil & Refining Company

## Datebook

A calendar of important meetings  
and events in communications

■ Indicates first or revised listing.

### March

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

March 23—11th annual *International Broadcasting Awards* dinner. Century Plaza hotel, Los Angeles.

March 23—Conference on effective use of outside media services for planning and buying, New York chapter of *American Marketing Association*. Americana hotel, New York.

■ March 24—Meeting, Radio Advisory Committee, *Corporation for Public Broadcasting*. CPB headquarters, Washington.

March 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be John Macy, president of Corp. for Public Broadcasting. Army-Navy Club, Washington.

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

March 26-27—Forum on business and legal problems of television and radio, sponsored by the *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Water Tower Hyatt House, Chicago.

March 26-28—National convention, *Alpha Epsilon Rho*, national radio-TV honorary fraternity. Avenue motel, Chicago.

March 28-30—Spring meeting, *Pacific Northwest Cable Television Association*. Rodeway inn, Boise, Idaho.

March 29—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).

■ March 29-30—Meeting, *New York State Cable Television Association*. Hyatt house, Albany.

March 30—Public hearing of *Canadian Radio-Television Commission* on proposed reorganization of Famous Players Canadian Corp. Skyline hotel, Ottawa.

### April

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 cablecast 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.

April 7-9—Annual convention, *Texas CATV Association*. Marriott hotel, Dallas.

April 8—Annual stockholders meeting of *Avco Corp.* Avco Everett Research Laboratory, Everett, Mass.

April 12-13—Annual Conference on Business-Government Relations, sponsored by *The American University Center for the Study of Private Enterprise*. Theme: A Dialogue with FTC. Shoreham hotel, Washington.

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

April 13—Eighth annual *Publicists Guild* awards luncheon. Century Plaza hotel, Los Angeles.

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 13-15—Meeting, *Kentucky CATV Association*. Continental inn, Lexington.

April 15—New deadline for reply comments on



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Did you know that "The Man Hunters,"  
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Caring about people for one thing. And doing things for them. Like WSB's monthly Community-Interest Forums, where concerned citizens from all walks of life get together for no-holds-barred discussions



about such urgent matters as poverty, birth control, police protection and pollution. And what can be done to make things better. Every Forum generates

WSB news stories, documentaries, interviews and special reports. You see, it's one thing to spot a problem.



It's something else to get it solved. And problem-solving has been WSB's business for almost 50 years. It's one big reason WSB Radio is Number One... Reaching more people 12 and over than the next two stations combined. ARB, Oct-Nov, 1970.

**WSB Radio**  
Atlanta/AM 750/FM 98.5

# What makes WSB Radio number one?

FCC's proposal to require standardized program logging of CATV cablecast programming. Previous deadline was March 4.

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

April 16—Board meeting, *Institute of Broadcasting Financial Management*. Regency Hyatt house, Atlanta.

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 18110 and 18891).

April 16-17—Meeting, officers and executive board, *Mississippi Broadcasters Association*. Laurel.

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 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 21—Annual meeting, *General Telephone and Electronics Co. Keeneland Association Sales pavillion*, Lexington, Ky.

April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

April 21-23—Meeting on CATV program origination, *National Cable Television Association*. Palmer house, Chicago.

#### Major convention dates in '71

March 25-28—Annual convention of *National Association of FM Broadcasters*. Palmer House, Chicago.

March 28-31—49th annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago (see page 84 for complete convention agenda and related meetings).

April 28-May 2—20th annual national convention, *American Women in Radio and Television*. Washington Hilton hotel, Washington.

June 26-30—National convention of *American Advertising Federation*. Hawaiian Village, Honolulu.

July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

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

April 22-23—Board meeting, *National Cable Television Association*. Arizona Biltmore, Phoenix.

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

April 23-24—State convention, *Pennsylvania Associated Press Broadcasters Association*. Mount Airy lodge, Mount Pocono, Pa.

April 24—Annual meeting and awards luncheon, *Alabama Associated Press Broadcasters Association*. Holiday inn downtown, Mobile, Ala.

April 24—Region 8 Conference, *Sigma Delta Chi*. Hot Springs, Ark.

April 24—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*. Chapel Hill, N.C.

April 25-30—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

April 26—Public hearing of *Canadian Radio-Television Commission*. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.

April 26-28—Annual conference of State Association presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

April 27-29—Spring conference, *North Central CATV Association*. Park Motor inn, Madison, Wis.

April 30-May 1—Region 5 conference, *Sigma Delta Chi*. Terre Haute, Ind.

# Will we make the broadcast industry's most stable, most advanced color camera? By NAB showtime?



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### May

May 3—New deadline for comments on FCC's proposal concerning availability of TV programs produced by non-network suppliers to commercial TV stations and CATV systems. Previous deadline was March 3.

May 4-6—Spring meeting, *Pennsylvania Community Antenna Television Association*. Marriott hotel on City Line Avenue, Philadelphia.

May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

May 6—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be FCC Commissioner Thomas J. Houser. Army-Navy Club, Washington.

May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference, *Sigma Delta Chi*. Las Vegas.

May 8—57th annual dinner, *White House Correspondents' Association*. Sheraton-Park hotel, Washington.

May 10-12—21st electronic components conference sponsored by *Electronic Industries Association and Institute of Electrical and Electronics Engineers*. Statler-Hilton hotel, Washington.

May 13-15—International tape seminar sponsored by *The International Tape Association*. Seminar will study both common novel forms of tape use. Shoreham hotel, Washington.

May 15-16—Meeting, *Louisiana Associated Press Broadcasters Association*. Royal Orleans hotel, New Orleans.

May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).

May 18—Public hearing of the *Canadian Radio-Television Commission*. Bayshore Inn, Vancouver, B.C.

May 20—Spring managers meeting, *New Jersey Broadcasters Association*. Douglass College campus, Rutgers University, New Brunswick, N.J.

May 20-21—Spring conference, *Oregon Association of Broadcasters*. Red Lion inn, Medford.

May 20-22—Annual management convention, *Iowa Broadcasters Association*. Holiday inn south, Des Moines, Iowa.

May 21-22—Meeting, *Kansas Association of Broadcasters*. Radisson hotel, Wichita.

May 21-22—21st annual convention, *Kansas Association of Radio Broadcasters*. Broadview hotel, Wichita.

May 23-27—Convention, *Pennsylvania Association of Broadcasters*. Britannic Beach hotel, Paradise Island, Bahamas.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

May 25-26—Workshop, sponsored by television committee of *Association of National Advertisers*, on "The Segmented Viewing Public of the '70's—And How to Reach Them." Plaza hotel, New York.

May 26-27—Meeting, *Washington State Association of Broadcasters*. Holiday inn, Yakima.

### June

June 3—New deadline for reply comments on FCC's proposal concerning availability of TV programs produced by non-network suppliers to commercial TV stations and CATV systems. Previous deadline was April 5.

June 4-5—Meeting of *Wyoming Association of Broadcasters*. Ramada inn, Casper.

June 6-9—Annual student radio seminar, sponsored by *Kansas Association of Radio Broadcasters*. Kansas State University, Manhattan.

June 8—Public hearing of *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

June 8-9—Annual convention, *Armed Forces Communications and Electronics Association*. Sheraton-Park hotel, Washington.

June 10-11—Meeting, *Indiana Broadcasters Association*. Indianapolis Hilton.

June 10-13—Meeting of *Mississippi Association of Broadcasters*. Sheraton-Biloxi hotel, Biloxi.

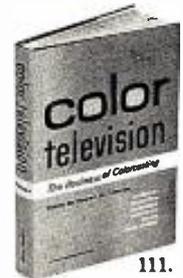
June 10-14—Spring meeting, *North Carolina Association of Broadcasters*. Jamaica Hilton, Ocho Rios, Jamaica.

June 13-15—15th annual *Television Program Conference*. Downtown Holiday inn, El Paso.

## Books For Broadcasters

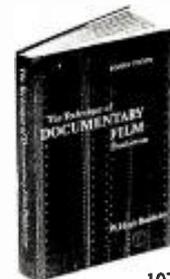
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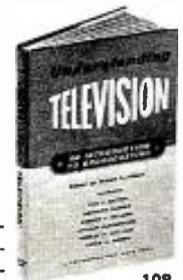
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June 17-19—Meeting of *Missouri Association of Broadcasters*. Holiday inn, Lake of the Ozarks.

June 17-20—Meeting of *Oklahoma Broadcasters Association*. Fountainhead Lodge, Chectah.

June 18—New deadline for reply comments from all parties on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was March 15 (Docs. 18110 and 18891).

June 19-23—Meeting of *Georgia Association of Broadcasters*. Jekyll Island, Ga.

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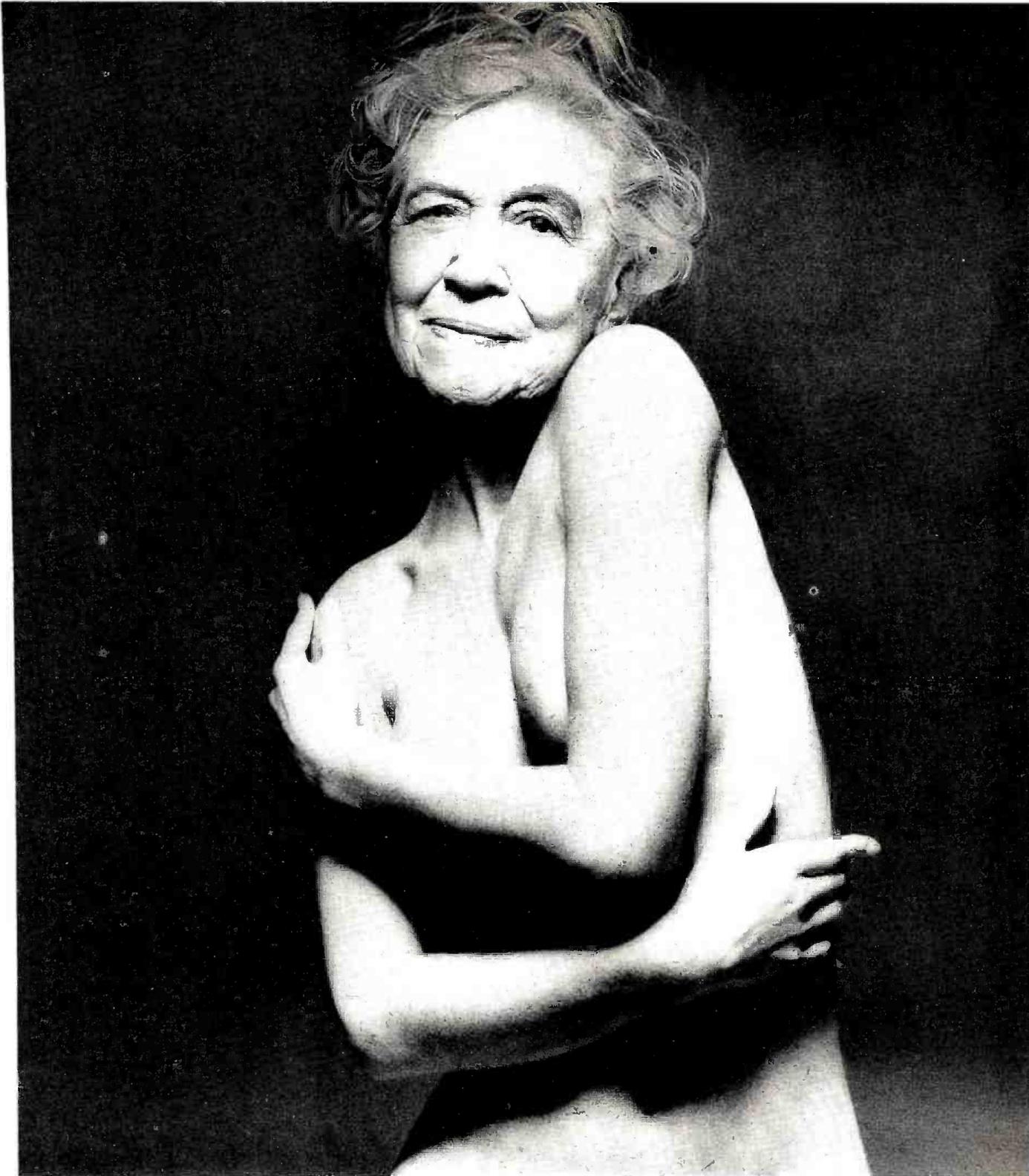
EDITOR: I am appalled at the absolutely incorrect and misleading reporting [of the FCC's cable seminar in BROADCASTING's March 15 issue]. Not only have you given Irving Kahn and Al Stern the promotion for the phony service they always propose but never do, but you have, in turn, condensed into one sentence, the entire report I made on various issues, distorting the entire meaning of the meeting and failing to report to the broadcasters what really was said. If you are selling out to cable, I have lost the last hope on which I had counted—namely, the last bastion of broadcast freedom which you once purported to be. I wonder if I shall be able to believe anything you ever print again? — *David Baltimore, vice president, WBRE-TV Wilkes-Barre, Pa.*

(Yes, with the exception of this letter.)

EDITOR: I would like to thank BROADCASTING for the feature article you did on me in the March 8 issue "Week's Profile." [It] exemplifies the concise, professional, journalistic approach of all your reporters. We in the broadcasting business have learned to expect nothing but the best from Broadcasting Publications Inc. You have never disappointed us.—*Stanley G. Mouse, vice president and general manager, WHIO-AM-FM-TV Dayton, Ohio.*

#### Army ads: a call for boycott

EDITOR: Now the U.S. government has gone into the advertising business! According to the Feb. 22 issue of BROADCASTING, the government is spending over \$10.6 million on a four-month campaign in 1,200 markets across the country to recruit volunteers for the U.S. Army. In the past, our station and hundreds of others in radio and television have eagerly and willingly broadcast recruiting messages on behalf of all the Armed Forces as part of our obligation to serve the public interest. Regrettably, this practice has been suspended by WCHE(AM) West Chester, Pa., from March 1 through June 1, for messages soliciting recruits for the



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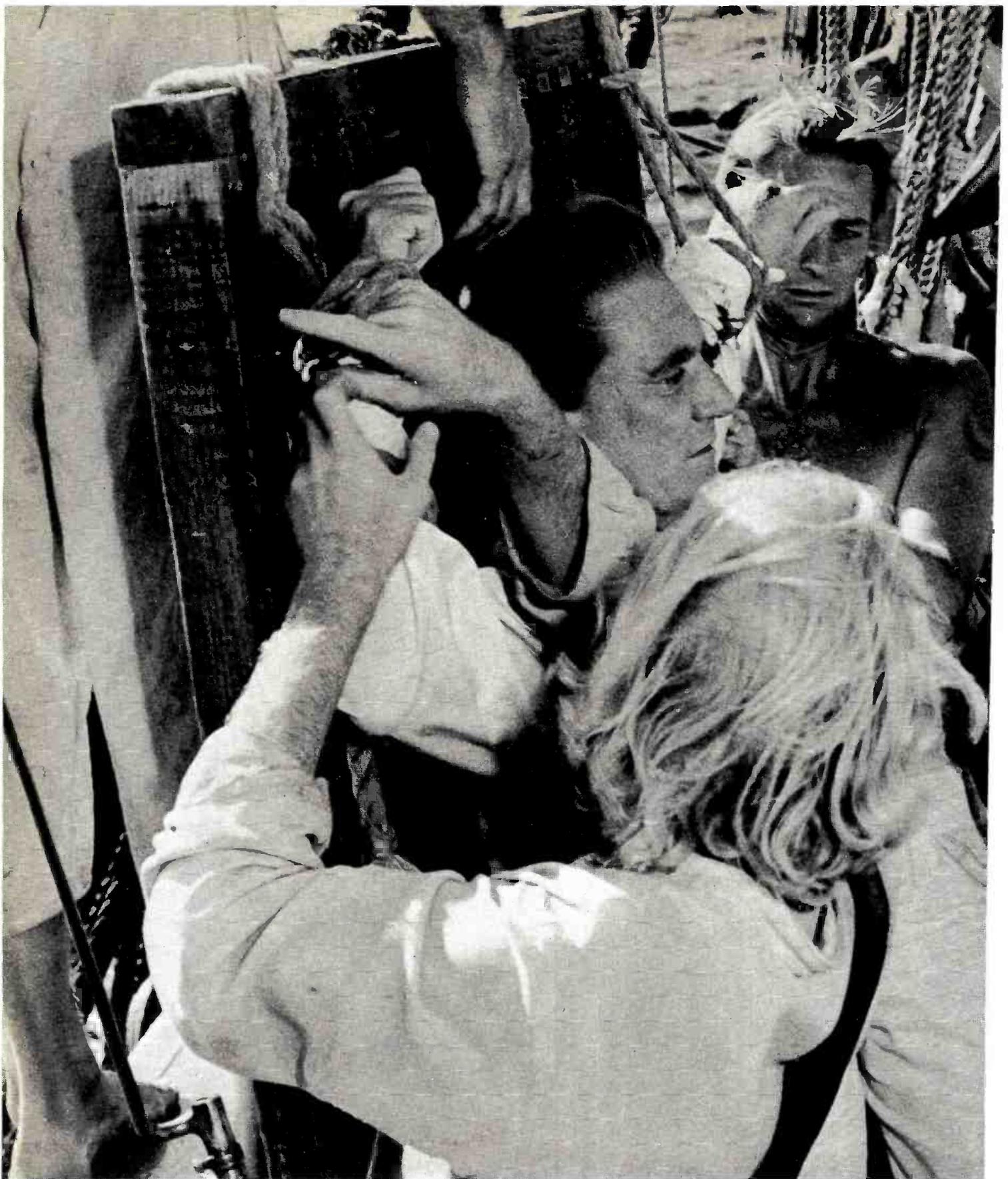
his station's audience on the basis of its:  
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U.S. Army. If this technique is ultimately adopted on a permanent basis for all branches of the Armed Forces, free public-service time will no longer be given at all.

We sincerely hope all conscientious general managers, operations managers and program directors will join us in this boycott. It would appear to us that \$10.6 million could be more imaginatively spent on projects involving a much higher national priority.—*Dennis S. Hazzard, operations manager, WCHE-AM West Chester, Pa.*

(See editorial, page 144.)

### A question of means

EDITOR: We, as licensees and public servants, go on record as supporting Commissioner Robert E. Lee who hopes to discourage or eliminate the playing of records which tend to promote and/or glorify the use of illegal drugs, but we strongly take exception to his method.

The drug problem is a serious problem and broadcasters have a responsibility to their listeners to make the harmful and illegal aspects of drug abuse known to the public and to eliminate any matter which would tend to promote or glorify such drug abuse. However, is it moral or lawful for the Federal Communications Commission to intimidate licensees through the use of a public notice such as was issued March 5, 1971?

Commissioner Nicholas Johnson called the notice "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."

Suppose the same criteria were applied to a political viewpoint or an opinion concerning governmental fiscal policy. Would it then, as the public notice implies, raise "serious questions as to whether continued operation of the station is in the public interest" . . . ?

We perceive the setting of an unwholesome precedent that could conceivably lead to tyranny. We broadcasters must exercise good judgment and voluntary self-discipline. We violently oppose the concept of censorship of our programing by a governmental agency.

This station has long had a policy of eliminating records which promote or glorify the use of illegal drugs . . . and illicit sex and alcoholism! It is the opinion of the management and programing staff of this station that in this fashion we comply . . . voluntarily . . . with the National Association of Broadcasters programing standards in our responsibility toward children.

Perhaps it would be beneficial to our

industry for the National Association of Broadcasters to incorporate into the code a section dealing specifically with music lyric content. In this fashion the guarantee of free speech may be preserved because the NAB is composed of broadcasting spokesmen and subscribed to on a voluntary basis.—*D. Charles Hoffman, program director/operations manager, WSJM-AM-FM St. Joseph, Mich.*

### Campus comment

**EDITOR:** In response to the recent FCC action against air play of drug-promoting songs, I say the ruling is a flagrant violation of the guarantee of free speech. If the use of drugs is promoted in a song, the listener isn't being coerced to do possible harm to himself or others by using drugs, simply after hearing some blaring lyrics on the radio.

I'm convinced that many times the listener doesn't even know the lyrics are related to drugs until some "concerned" individual or group sits down and analyzes the song and shouts out the findings to an audience who digs the beat and lyrics as they stand, before hearing the "hard cold facts" about a disc.

If an individual is going to use drugs, he'll do so regardless of what some rock group says in 2:30.—*Robert R. Houck, promotion director, WRTI-FM Temple University, Philadelphia.*

### A search for great hoaxes

**EDITOR:** I am compiling a collection of anecdotes on bogus "news" stories broadcast by local or network television news on April Fools' Day. I would be grateful to hear from TV news reporters—or producers, cameramen or editors—who have participated in any of these gems in recent years.

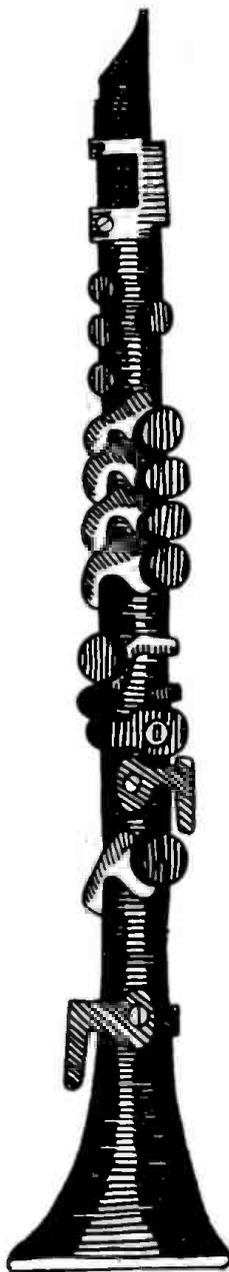
A good example is the monumental hoax telecast in Philadelphia about the mayor's attempt to have Independence Hall moved next to City Hall so he could see it out his window.

Any 8-by-10 blowups of movie frames that graphically tell the story will also be accepted.

I will respect any requests for anonymity, but would like all stories signed.—*J. Wandres, 144 Seventh Avenue, Brooklyn, N.Y.*

### Likes CATV directory

**EDITOR:** I find the 1971 BROADCASTING CATV SOURCEBOOK interesting and useful. It covers the entire world of CATV data and information resources.—*Joseph P. Mingioli, television project officer, National Medical Audiovisual Center, Atlanta.*



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**VOLUME 16**

## Go-slow signal from the President?

Rush to cable, free-for-all in domestic satellites are said to worry Nixon; Agnew renews media attack

President Nixon, who has been permitting subordinates to state administration policy on telecommunications matters, is beginning to make his personal views known. Some of those views differ so sharply from those that have been expressed by administration spokesmen as to indicate that basic revisions in policy may be in the wind.

For instance:

On CATV, the President is known to be professing concern about cable systems proliferating to the point that they might threaten the viability of television stations, particularly those in secondary markets. He also is worried about CATV's possible impact on television networking.

On domestic communications-satellite policy—in a time when all administration road signs have pointed to an open-arms approach to competition—the President is said to be backing toward preference, if not for a “chosen instrument,” at least for a limited few multipurpose systems. He feels that national policy permitting a multiplicity of systems could result in ruinous competition, and has drawn an analogy to the fiscal hardships experienced by airlines on some routes that two or more of them have been permitted to share.

In still another area of concern to broadcasters, Mr. Nixon has said he favors complete repeal of Section 315, the political-broadcasting provision of the Communications Act. Section 315 requires equal treatment for all political candidates, no matter how obscure, and contains the only legislative recognition of the FCC's fairness doctrine.

The President's present thinking about cable television is bound to be welcomed by broadcasters who feel personally threatened by cable development. His advocacy of repeal of Section 315 is similarly expected to arouse a warm response, if only as a sign of relief from the trend toward tighter and tighter government control that has persisted in recent years, including the two

that have passed since Mr. Nixon took office.

Mr. Nixon's opting for a more limited domestic satellite-communication systems approach may evoke a less enthusiastic reaction. Broadcasters at the moment see the opportunity of becoming buyers in a buyers' market, with a number of applicants for domestic systems competing for their business. There are now eight proposals for satellite systems before the FCC (see page 126).

The reports of Mr. Nixon's desire to conserve the present broadcast structure and to avoid excessive competition on the frontiers of domestic telecommunications emerged, curiously, at the same

time his Vice President was reviving attacks on broadcast journalism. In a speech in Boston last Thursday night Spiro T. Agnew berated the “national news media” for distorting the news. CBS was singled out for explicit criticism. There was no external indication of coordination between the Vice President's latest outburst and the gathering of presidential thoughts on CATV, domestic satellites and Section 315.

The President's thinking presumably has been discussed during his recent meetings with top executives of ABC (BROADCASTING, Feb. 1) and CBS (BROADCASTING, March 15). The President has also discussed the issues with



### Never same time or same station

Not only has Richard M. Nixon been considering basic policies of governmental regulation of broadcasting; he has also been experimenting with personal appearances on radio and TV.

Last Monday 45 minutes of an exclusive interview with Barbara Walters (see photo) were carried on NBC-TV's *Today* show. And at 9:30-10:30 tonight

the President is scheduled to be interviewed live by Howard K. Smith on ABC Radio and ABC-TV. White House sources indicated similar one-on-one interviews in prime time will be given to CBS and NBC anchormen. Several weeks ago the President chose 11 a.m. as the time for a radio-network address. The diversity in times, media and formats is part of a plan intended to put the President before a wide variety of audiences in a wide variety of circumstances (“Closed Circuit,” Feb. 15).

White House aides. However expressed, these views on CATV and domestic-satellite policy are in apparent conflict with the procompetitive, nonprotectionist philosophy that has been consistently expressed by other administration figures.

The Justice Department, in a number of filings with the FCC, has backed an encouragement of CATV growth and has urged a light regulatory hand. The department even has gone so far as to file a separate brief in a case in which the commission's rules requiring program origination were being challenged; it did not, technically, oppose the com-

## Nixon opposes televised trials

When it comes to the issue of cameras in the courtroom, that Wall Street lawyer, Richard Nixon, lines up with Chief Justice Warren E. Burger—in opposition to the cameras.

President Nixon, speaking at the National Conference on the Judiciary, in Williamsburg, Va., managed to work his thoughts on the subject into a speech on the need for speeding up and improving the administration of justice.

Asserting that the right of the accused to a fair trial "is eroded by prejudicial publicity," he said he agrees with the Chief Justice's view "that the filming of judicial proceedings, or the introduction of live television to the courtroom, would be a mistake. The solemn business of justice cannot be subject to the command of 'lights, camera, action.'

"The white light of publicity can be a cruel glare, often damaging to the innocent bystanders thrust into it, and doubly damaging to the innocent victims of violence," the President continued. "Here again a balance must be struck; the right of a free press must be weighed carefully against an individual's right to privacy."

mission's position, but it made clear its view that the commission has gone "too far" in the restrictions it has imposed on pay-TV distributed by cable (BROADCASTING, Jan. 18).

The Office of Telecommunications Policy in the executive branch has not yet formally adopted a position on CATV, but its director, Clay T. Whitehead, in a speech before the National Cable Television Association last year, predicted that, if cable offered diverse sources of programming, the FCC would not "arbitrarily foster marginal UHF stations, or protect the revenues of any TV station" (BROADCASTING, May 4, 1970).

FCC Chairman Dean Burch is not an

administration spokesman—he speaks for an independent agency. But he is a presidential appointee, and he has acquired a reputation as an advocate of liberalized regulation of cable. Chairman Burch told the NCTA last June that "the time is ripe for a breakthrough for your industry" (BROADCASTING, June 15, 1970). In the same month, at an ITT Public Affairs Seminar, he criticized past commission policies that, he said, were passed off as answers to regulatory problems but resulted merely in "freezing" the cable industry. The chairman has, however, referred to the need to protect television broadcast service in secondary markets. He raised that point again last week in questioning during the FCC's CATV seminars being held before the agency reaches decisions on cable rulemaking (see story, page 60).

The President's reported position on domestic satellites represents an even sharper departure from what up to now has passed as the administration's policy. In January 1970 a White House report recommended that the FCC permit wide-open competition; that, subject to technical limitations, it permit any operator with the necessary financing and skills to establish a domestic satellite system (BROADCASTING, Jan. 26, 1970).

Dr. Whitehead, who as a White House aide at the time was the report's principal author, said in a speech before the Electronic Industries Association two weeks ago (BROADCASTING, March 15), that nothing had changed. The original position, he said, "remains the policy of OTP and of this administration."

How—and whether—the President's reported views will be translated into the revolution in administration policy they seem to call for was not clear last week. But knowledgeable sources expect Chairman Burch and Dr. Whitehead to be invited to a White House meeting on telecommunications policy matters soon. The President would be expected to attend, along with White House aide Peter Flanigan, whose area of responsibility includes communications matters. New directions in the nation's telecommunications policy would be almost certain to emerge from such a meeting.

Any marked change in policy, especially in the domestic communications-satellite field, would probably be taken as a blow to the prestige of Dr. Whitehead, who is, by law, the President's adviser and spokesman on telecommunications policy—as Dr. Whitehead has repeatedly made clear in his public addresses. There are those in the communications community who would applaud such an undercutting; to some, the 32-year-old Dr. Whitehead is re-

garded as brash and overly ambitious.

There is, however, no sign that the President lacks confidence in Dr. Whitehead. Indeed, there is said to be high-level talk at the White House of enlarging Dr. Whitehead's staff. One recent White House visitor came away with the feeling that Dr. Whitehead is regarded by the President as "a fair-haired boy."

If the President's recent remarks about Section 315 may be taken at face value, he would like to see the whole section, fairness doctrine and all, scrapped in its application to candidates everywhere. That would take him beyond the chairman of the Republican National Committee, Senator Robert Dole (R-Kan.), who has called for repeal only of the equal-time provision and only as it applies to candidates for federal office (BROADCASTING, March 8).

Repeal of the section's application to candidates for the Presidency and Vice Presidency was part of the campaign-reform bill that the President vetoed near the close of the last session of Congress. In various degrees of change it figures in several measures now before the Senate Commerce Committee, which is attempting to work out a new campaign-reform bill (see story, page 57).

## Children's-TV draft on way to President

President Nixon will soon receive the final draft of 1970 White House Conference on Children. It will contain recommendations aimed at radical changes in TV programming.

In the draft section on "Child Development and the Mass Media," a number of recommendations have been added that spell out distinct actions to be taken by the FCC, the networks and broadcasters.

Among its new suggestions, the mass media panel now suggests among other things, that the FCC and the Federal Trade Commission notify TV broadcasters and advertisers that the use of public airwaves for the broadcasting of programs intended to influence children "is a privilege that must be earned and re-earned by a strong emphasis on accurate presentation and by the maintenance of acceptable standards for appeals to so vulnerable an audience."

It also calls on advertisers and networks to undertake next fall "meaningful innovations in the current TV advertising structure, including tests of clustering commercials" to assure uninterrupted programs. And, further, it recommends that advertisers and networks test the elimination of all commercials, except for credit lines, in children's TV programs.

# New arrangement for an old standard

Agnew, returning to attack on journalism, brings up early probes of CBS documentaries

Vice President Spiro T. Agnew went after the "national news media" again last week. He picked CBS News and its recent *The Selling of the Pentagon* as his principal target and linked the program, through a sort of guilt by association, with two earlier CBS documentary projects that were attacked in Washington.

Mr. Agnew's forum was an evening meeting last Thursday (March 18) of the Middlesex Club, a Republican organization, in Boston.

Frank Stanton, president of CBS Inc., who was mentioned by name in Mr. Agnew's speech, immediately issued a statement asserting that "the Vice President's indictment is mistaken."

In reopening his campaign Mr. Agnew was back in the free-swinging form that characterized his first ventures into the subject in speeches at Des Moines, Iowa (BROADCASTING, Nov. 17, 1969), and Montgomery, Ala. (BROADCASTING, Nov. 24, 1969). He recalled last week that his earlier comments had produced reverberations.

"It was as though an earthquake, registering eight on the Richter scale, had disturbed the foundations of the *New York Times*," he said, "or the funnel of a tornado had dipped into the editorial offices of *Time-Life*."

"Everywhere big media referees were flinging down their handkerchiefs and calling foul. The *Washington Post* stepped off 15 yards for un-vice-presidential-like conduct. *Time* magazine waved me to the penalty box. And Eric Sevareid took two free throws at the line—both rolling around the rim and, as usual, dropping out."

With that metaphor behind him, the Vice President sailed into his work of the night. He said the national media refused to abide criticism of themselves. "Yet any extremist who dignifies our adversaries and demeans our traditions is sought out and spotlighted for national attention," he said.

Turning to CBS, he said its program on the Pentagon was a "subtle but vicious broadside against the nation's defense establishment." Then he quoted Dr. Stanton as having said that no network news organization should be immune to criticism—and added that "I wholeheartedly agree."

The Vice President revived the case of *Hunger in America*, a CBS documentary broadcast in May 1968 and later the subject of investigation by the House Investigations Subcommittee and the FCC. Mr. Agnew cited what he said was an FCC finding that a baby, said in the

Vice President Agnew reverts to role as TV nemesis



program to have died of starvation, had actually died of other causes.

"I believe it both timely and in the public interest," the Vice President said, "to point out that the same CBS employe who wrote the script to the 1968 documentary, *Hunger in America*, wrote the script to the 1971 documentary, *The Selling of the Pentagon*." (Mr. Agnew did not supply the name; his reference was apparently to Peter Davis.)

Mr. Agnew then turned to "Project Nassau," an uncompleted CBS documentary that was also the subject of inquiry by the House Investigations Subcommittee. The documentary was to have covered the clandestine preparation for an invasion of Haiti which never came off. In a report the subcommittee accused CBS of a "reckless" attempt to film "the forcible overthrow of a foreign government with 'no great regard for either accuracy or legality.'"

The executive producer of "Project Nassau," said Mr. Agnew, was also executive producer of *The Selling of the Pentagon*. (Again, no name was supplied by the Vice President. The reference was apparently to Perry Wolff.)

In his statement Dr. Stanton pointed out that the FCC, after investigation of *Hunger in America*, had taken no action against CBS. He also said that President Nixon had praised the program in a talk to employees of the Department of Agriculture.

Dr. Stanton also emphasized that "Project Nassau" never matured into a television program. He iterated statements taking issue with the Investigations Subcommittee's report.

*The Selling of the Pentagon* had received both praise and criticism, said Dr. Stanton, "but we believe that it is an important and valuable job of journalistic investigative reporting."

As to Mr. Agnew's speech, Dr. Stanton called it "a vivid example of the traditional conflict between government and the free press."

This was not the first time Vice President Agnew had spoken out against *The Selling of the Pentagon*. A week earlier, in a news conference, he called the program "disreputable" (BROADCASTING, March 15). He was commenting in support of an appraisal of the program

by Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee, who has been protesting ever since the program was aired the first time. It will be aired a second time tomorrow (March 23) at 10-11 p.m.

## Republicans see bias against them

### Senators, reviewing news, say CBS and NBC distort reporting on Indochina

Several Republican senators last week accused CBS and NBC of slanting the news of the Laotian incursion to make the Nixon administration look bad.

They based their charges on records of news coverage kept by Vanderbilt University, Nashville. No records of ABC news were made available.

The Republican accusations in the Senate were made in the same week that Vice President Spiro T. Agnew, in a speech to Boston Republicans, criticized CBS News for its documentary, *The Selling of the Pentagon* (see story above).

The showing of an hour and a half of video-tape records of CBS and NBC broadcasts was arranged by Senator Clifford Hansen (R-Wyo.) in Washington. Afterward Senator Hansen said that if the presentation was typical, "the major networks need to make some rapid repairs of their news policies or they will find they have a credibility gap that will be most difficult to close."

The senator said he was not suggesting "any sort of censure on the news" but stated: "We should call their attention to what I think are some obvious manifestations and clear evidences of unfairness and distortions in order to project a particular point of view, or a particular philosophy."

He said that several parts of the presentation "would make it appear that an editorial decision was made by the network hierarchy to make the Laos incursion appear to be a military and political disaster." He noted that in one news-

cast only the opinions of senators who oppose the Laos strategy were given. In another case, a campus interview, only three students who opposed the action were heard, he said.

"From viewing daily newscasts on a regular basis," the senator said, "I had felt, and many of my colleagues had felt, that the coverage of the war on television was biased and unfairly presented, so we were pleased to learn that Vanderbilt could provide the nonpartisan replay."

Senator Hansen said he "was astonished at just how slanted the presentations were when I got to see them run in chronological order with no commercials and no news of other subjects interspersed."

Senator William E. Brock (R-Tenn.) said he and many colleagues "have been aware of the antagonism which many news reporters seem to have for the Nixon administration. One needs only to tune in the evening news to see this bias in action."

However, he said it is one thing to see the bias on a night-to-night basis, and quite another to see the cumulative effect of such reporting. He said "it is little wonder that so many people question whether the administration is telling them the truth about the war. That is exactly the impression that the net-

works have apparently tried to convey."

Senator Robert J. Dole (R-Kan.), who is also chairman of the Republican National Committee, said the tapes are "damning evidence" that television is not using its power responsibly. "Perhaps we should have listened a little closer when Vice President Agnew tried to warn us about the dangers inherent in biased news reporting," he said.

Senator Dole contended that the tapes were not just isolated instances of bias. "It is a heavy-handed and thoroughly consistent attack on the administration's policies in general and in Laos in particular," he charged.

NBC said it had no immediate comment on the charges, except that it intends to rescreen its coverage.

Senator Hansen last week wrote CBS President Frank Stanton, noting that CBS has not mentioned the showing in its newscasts. "I would be very interested in knowing your views on network war coverage as well as in knowing why CBS did not feel it worthwhile to comment on the tapes that were shown," the senator said. "Surely it was not lack of interest, since I am aware that CBS has procured copies of these same tapes," he added.

The tapes for the presentation were compiled by the joint libraries serving Vanderbilt University, Peabody College

for Teachers and Scarritt College—all in Nashville—as part of a project begun in August 1968. The three network-TV evening newscasts are regularly taped. (Senator Howard H. Baker Jr. [R-Tenn.] has since proposed that the Library of Congress take over and expand the program [BROADCASTING, Dec. 8, 1969, March 15]).

The presentation was held in the Old Senate Office Building on a continuous basis and covered CBS and NBC news coverage of the Indochina war from Feb. 25 through March 5, following the Laos incursion.

The tapes were taken to Washington at Senator Hansen's expense by Paul Simpson, instigator of the taping project and its administrative consultant. Mr. Simpson, a Nashville insurance executive and an alumnus of Vanderbilt, said the tapes from ABC were not included because there was not enough time to compile that material. Tapes from CBS and NBC were compiled first, he said, because those networks have the highest ratings. However, he added that material from ABC will be gathered and that "we will consider all requests to make it available." A spokesman for Senator Hansen said last week that the senator has no plans at the present to request a showing of the ABC tapes.

## Broadcast Advertising

# TV networks' 1970 billings inch up a bit

**\$1.7 billion spent by 427 customers last year with Hershey, Avon leading newcomers' list**

Network television advertising in 1970 rose 2.1% over 1969 to a record-breaking total of \$1,733,716,900, Television Bureau of Advertising reported last week in releasing the list of estimated expenditures of last year's network television users.

Based on figures supplied by Broadcast Advertisers Reports, TVB said that network television in 1970 attracted 427 clients. Of that total, 42 were new to the medium. The biggest-spending newcomer to network TV was Hershey Foods, a long-time nonuser of consumer advertising, which spent \$2.7 million, followed by Avon Products, which invested \$2.3 million.

Procter & Gamble retained its position as the top network TV advertiser, spending \$128.5 million. Lever Bros.,

with a 36.7% gain, showed the largest percentage increase.

The TV network sponsors, in alphabetical order:

Rank	Parent Co.	1970 Expenditures
245.	*A.D.A. Oil Co.	\$550,400
278.	*AAMCO Industries, Inc.	350,900
377.	ABC Ridge Press Publication	87,900
118.	Admiral Corp.	2,539,200
310.	Adolphs, Ltd.	238,400
211.	*Airwick Industries	812,800
413.	Aladdin Industries	24,300
35.	Alberto-Culver Co.	12,971,000
191.	Allied Van Lines	1,053,200
224.	Aluminum Co. of America	730,300
101.	American Airlines	3,317,600
293.	*American Biltrite Rubber Co.	276,800
15.	American Brands	28,042,600
273.	American Can Co.	383,000
41.	American Cyanamid Co.	11,250,600
222.	American Dairy Assn.	749,200
254.	American Enka Corp.	497,200
137.	American Express Co.	2,030,100
103.	American Gas Assn.	3,206,900
8.	American Home Products Corp.	40,844,900
396.	American Machine & Foundry Co.	41,600

Rank	Parent Co.	1970 Expenditures
51.	American Motors Corp.	8,368,400
36.	American Tel. & Tel. Co.	12,928,300
264.	American Trucking Assn.	429,100
365.	Amity Leather Products Co.	109,200
384.	*Amendment to End the War Committee	61,700
152.	Anderson Clayton & Co.	1,706,000
73.	Anheuser Busch	5,702,000
210.	Armstrong Cork Co.	817,200
321.	Arnold Schwinn & Co.	197,400
270.	Associated Brewing Co.	386,000
333.	Associated Products	178,700
140.	Assn. of American Railroads	1,882,700
184.	Aurora Plastics Corp.	1,160,200
279.	Avco Corp.	350,000
127.	*Avon Products	2,324,200
304.	Ball Brothers Co.	263,000
292.	Bank of America Nat'l Trust & Savings	279,000
328.	Bankers Life of Des Moines	185,200
288.	Bassett Furniture Industries	303,700
242.	Bath Industries	567,800
177.	Beatrice Foods Co.	1,224,100
60.	Beecham Group Ltd.	7,298,000
381.	Bell & Howell Co.	67,400
286.	Beltone Electronic Corp.	315,100
331.	Bendix Corp.	183,000

**Families who can view  
PGW represented  
TV stations  
will spend \$6,400,000  
on aluminum foil  
this month.**

**Do you sell aluminum foil?**

**You can sell more  
with spot TV**

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

**PETERS GRIFFIN WOODWARD INC.**

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

**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!**



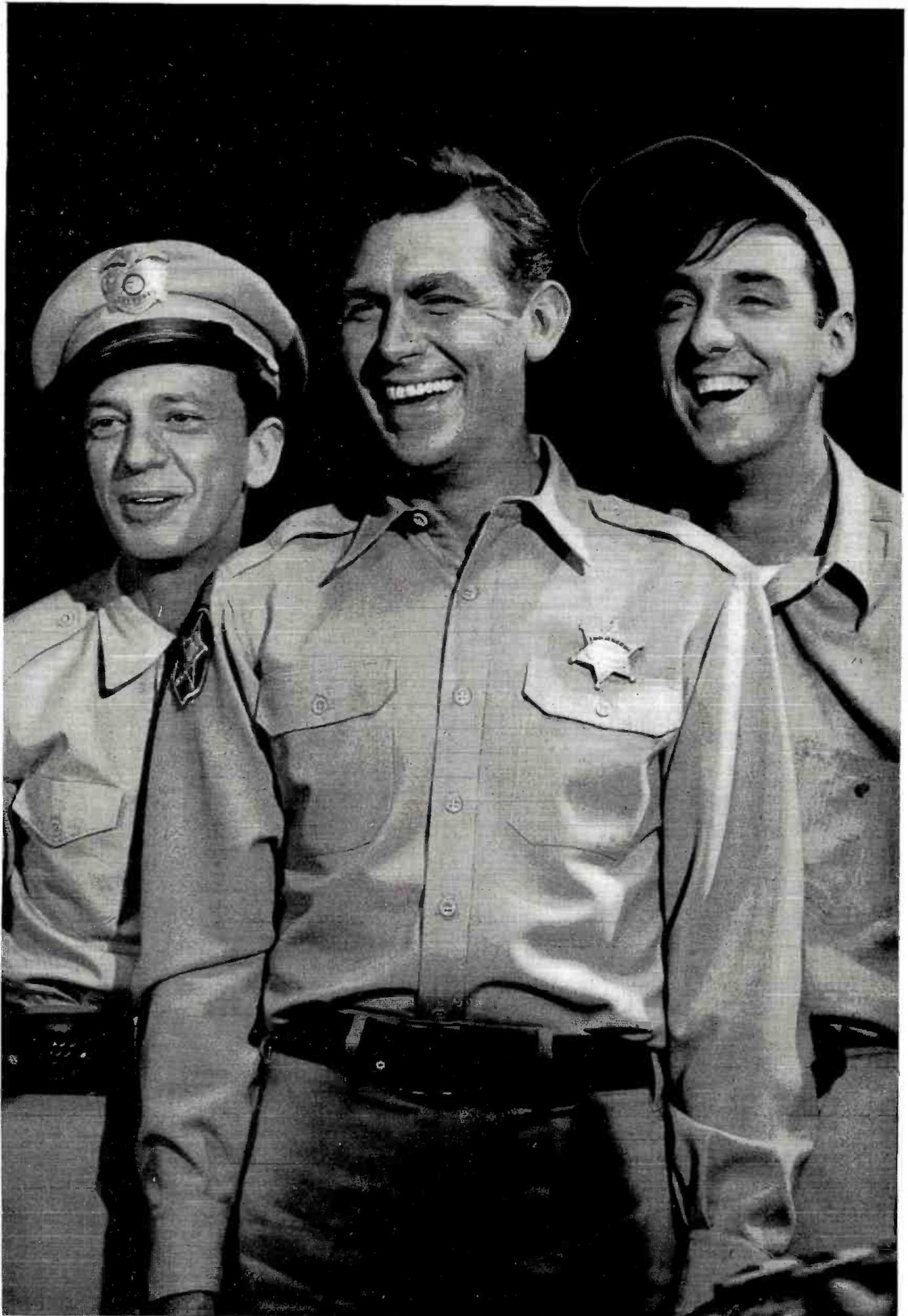
**And...Andy's daytime  
network hitch was equally  
impressive: Number One  
in his time period  
throughout the entire run.  
With an average  
46 percent share  
of audience.**

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

** CBS Enterprises Inc.**

SUITE 2319, THE CONRAD HILTON

Source: NII estimates, Oct.-Apr. averages (regularly  
scheduled programs). 1960-68 for prime time. 1964-70  
for daytime. Subject to qualifications on request.



Rank	Parent Co.	1970 Expenditures	Rank	Parent Co.	1970 Expenditures	Rank	Parent Co.	1970 Expenditures
229.	Beneficial Finance Co.	676,600	124.	E. & J. Gallo Winery	2,416,800	53.	Internat'l Tel. & Tel. Corp.	8,303,100
219.	Benjamin Moore & Co.	770,500	393.	Garryly Industries	44,400	289.	Interstate Brands Corp.	301,700
360.	Benrus Watch Co., Inc.	117,000	368.	General Brewing Co.	107,800	178.	Investor-owned Electric Light & Power Cos.	1,202,200
400.	Beverages International	38,100	79.	General Cigar Co.	5,026,600	260.	Jackson Brewing Co.	458,600
253.	Bigelow-Sanford Carpet Co.	504,200	78.	General Electric Co.	5,059,000	342.	Jacobsen Mfg. Co.	159,800
272.	Binney & Smith	383,400	6.	General Food Corp.	44,642,000	200.	Jenos, Inc.	997,800
154.	Black & Decker Mfg. Co.	1,682,700	18.	General Mills	24,152,400	106.	Andrew Jergens Co.	3,120,400
26.	Block Drug Co.	15,998,100	11.	General Motors Corp.	32,972,300	136.	John Hancock Mutual Life Insurance Co.	2,055,700
90.	Borden Co.	3,835,900	252.	General Tel. & Elec. Corp.	509,600	57.	Johnson & Johnson	7,737,200
145.	Borg Warner Corp.	1,777,600	352.	*Genesco Inc.	136,900	14.	S. C. Johnson & Son	28,803,700
125.	Milton Bradley Co.	2,369,800	198.	Georgia Pacific Corp.	1,003,800	417.	Kal Kan Foods	10,000
322.	*Brady Enterprises	197,100	266.	*State of Georgia	416,600	415.	*Kansas City Life Insurance Co.	17,000
2.	Bristol-Myers Co.	57,078,600	351.	Gerber Products Co.	137,100	341.	Kaysor Roth Corp.	160,000
392.	British Leyland Motors	45,600	215.	Getty Oil Co.	787,700	150.	Keebler Co.	1,724,000
318.	British Petroleum, Ltd., London	216,000	402.	*Gilcar Corp.	36,700	17.	Kellogg Co.	24,966,500
19.	British-American Tobacco Co.	23,131,100	16.	Gillette Co.	27,479,300	212.	Kendall Co.	796,900
206.	Brown Shoe Co.	900,900	135.	Glass Containers Mfg. Institute	2,058,400	399.	*Commonwealth of Kentucky	40,600
325.	Brunswick Corp.	190,000	221.	Gold Seal Co.	750,200	88.	Kentucky Fried Chicken Corp.	3,927,900
141.	Bulova Watch Co.	1,877,100	284.	Gold Seal Vineyards	324,000	334.	Kikkoman International	177,600
122.	Burlington Industries	2,476,400	345.	B. F. Goodrich Co.	156,400	139.	Kimberly Clark Corp.	1,921,500
259.	Callaway Mills	474,200	70.	Goodyear Tire & Rubber Co.	6,067,900	428.	*King-Size	2,700
32.	Campbell Soup Co.	13,590,400	423.	*Grant Co.	5,400	407.	Kingsford Co.	32,800
244.	Cannon Mills	556,200				359.	Kirsch Co.	118,400
387.	Carbisulphoil Co.	57,000				265.	Knox Gelatine Co.	423,200
40.	Carnation Co.	11,562,100				329.	Kohler Co.	184,000
236.	Carrier Corp.	640,100				374.	*Kosco Interplanetary Inc.	97,100
385.	*Johnny Carson Apparel	61,400				23.	Kraftco Corp.	18,359,300
42.	Carter-Wallace	11,141,200				231.	Kroehler Mfg. Co.	673,500
383.	*Carter's Ink Co.	64,400				425.	*Lan—The Chilean Int'l Airlines	4,500
277.	Castle & Cooke	358,900				299.	*Lesney Products & Co., Ltd.	265,400
116.	Champion Spark Plug Co.	2,580,200				9.	Lever Brothers Co.	38,581,400
207.	Chanel, Inc.	869,100				109.	Lewis-Howe Co.	2,896,300
350.	Charms Co.	138,000				186.	Libby McNeill & Libby	1,124,000
283.	*Chemagro Corp.	327,600				31.	Liggett & Myers Tobacco Co.	13,842,600
305.	Chemway Corp.	260,300				239.	Lincoln National Life Ins. Co.	591,000
75.	Chesebrough Ponds, Inc.	5,181,000				348.	Litton Industries	145,300
320.	Chicago Musical Instrument Co.	198,700				27.	Loews Theatres, Inc.	15,930,100
21.	Chrysler Corp.	21,541,600				418.	Longines-Wittnauer Watch Co.	10,000
225.	CIBA Corp.	724,200				227.	Ludens	715,000
388.	Cities Service Co.	56,400				369.	MCA	105,500
401.	Arnold Clark, Inc.	37,800				340.	Marathon Oil Co.	160,900
306.	*Clark Equipment Co.	260,000				347.	Marriott Corp.	147,500
59.	Clorox Co.	7,665,100				62.	Mars, Inc.	6,986,100
162.	Cluett Peabody & Co.	1,488,000				153.	Louis Marx & Co.	1,684,000
28.	Coca-Cola Co.	15,527,800				275.	Masonite Corp.	373,800
205.	Coleman Co., Inc.	902,300				376.	S. E. Massengill Co.	90,600
4.	Colgate-Palmolive Co.	46,518,400				319.	Master Lock Co.	202,600
338.	CBS, Inc.	170,900				196.	Matsushita Electric Corp. of America	1,030,500
174.	Combe Chemical	1,317,500				38.	Mattel	11,911,700
358.	*Committee for Nat'l Unity	123,100				77.	Oscar Mayer & Co.	5,148,600
261.	Connecticut General Life Ins. Corp.	452,900				163.	Maytag Co.	1,459,900
192.	Consolidated Foods Corp.	1,047,300				190.	E. J. McAleer & Co.	1,060,000
404.	Consumers Union of U.S.	34,000				68.	McDonalds Corp.	6,188,800
195.	Continental Insurance Cos.	1,037,200				380.	McGraw-Edison Co.	77,400
280.	Coopers Inc.	343,400				298.	McGraw-Hill	269,300
262.	Corning Glass Works, Inc.	450,000				193.	Mem Co.	1,042,400
99.	C.P.C. International	3,403,300				58.	Mennen Co.	7,670,200
372.	Crush International	101,400				188.	Mentholatum Co.	1,442,800
257.	Daimler-Benz AG.	477,000				69.	Merck & Co.	6,182,300
405.	Date Carnegie & Assoc.	34,000				217.	Metropolis Brewery of N.J.	776,000
138.	Dart Industries	1,979,600				107.	Metropolitan Life Insurance Co.	3,049,800
302.	Deere & Co.	263,500				378.	City of Miami Beach	82,700
263.	Deering Milliken	430,800				132.	Midas International Corp.	2,185,500
134.	Del Monte Corp.	2,095,000				13.	Miles Laboratories	28,953,500
82.	Deluxe Topper Corp.	4,677,100				102.	Mobil Oil Corp.	3,315,300
421.	Democratic National Committee	8,200				232.	Mogen David Wine Corp.	656,000
91.	Walt Disney Productions	3,776,000				185.	Monroe Auto Equipment Co.	1,139,200
203.	Doctor Pepper Co.	942,600				194.	Monsanto Co.	1,040,900
146.	Dow Chemical Co.	1,765,000				33.	Morton-Norwich Products	13,436,100
226.	Dow Jones Co., Inc.	715,700				290.	Motorola	296,600
45.	E. I. du Pont de Nemours & Co.	10,467,400				291.	Mrs. Smith's Pie Co.	280,600
281.	E.S.B., Inc.	336,200				86.	Mutual of Omaha Insurance Co.	4,061,200
155.	Eastern Air Lines	1,675,100				357.	National Airlines	131,200
43.	Eastman Kodak Co.	10,994,400				243.	National Assoc. of Ins. Agents	567,100
308.	Economics Lab	249,000				54.	National Biscuit Co.	8,078,900
249.	Eldon Industries, Inc.	531,000				285.	National Bowling Council	322,100
218.	Employers Insurance of Wausau	774,900				354.	National Brewing Co.	133,400
154.	Equitable Life Assurance Society	1,451,900				187.	National Cash Register Co.	1,118,600
301.	Ex-Cell-O Corp.	264,100				179.	Nat'l Fed. of Coffee Growers of Columbia	1,196,700
355.	F. & F. Laboratories	133,000				228.	National Lead Co.	703,000
89.	Faberge	3,872,400				274.	National Presto Industries	374,600
410.	Falstaff Brewing Corp.	25,000				238.	National Union Electric Corp.	592,700
362.	Father Johns Medicine Co.	115,400				55.	Nestle Co., Inc.	8,032,400
74.	Firestone Tire & Rubber Co.	5,681,100				167.	New York Life Insurance Co.	1,430,300
208.	Fir National City Bank	844,800				98.	North American Philips Co.	3,468,800
338.	Fisher-Price Toys, Inc.	167,800				364.	Northrup King & Co.	109,900
81.	Florida Citrus Commission	4,837,300				409.	Northwestern Bancorporation	27,700
156.	Florists Transworld Delivery Assn.	1,650,100				47.	Norton Simon	9,150,700
12.	Ford Motor Co.	31,377,600				52.	Noxell Corp.	8,322,000
220.	Foremost-McKesson, Inc.	750,400				112.	Ocean Spray Cranberries	2,789,600
189.	Foster Grant Co., Inc.	1,084,000				323.	Ocell Inc.	195,600
131.	Foundation for Comm'l. Banks	2,198,300						
147.	R. T. French Co.	1,758,000						
406.	G. & C. Merriam Co.	33,400						
349.	*Gabriel, Ind.	142,100						
201.	GAF Corp.	991,200						

### Network TV's biggest spenders

	1970 Investment	% change '70 vs. '69
1. Procter & Gamble Co.	\$128,476,300	+ 6.6
2. Bristol-Myers Co.	57,078,600	- 2.7
3. R. J. Reynolds Industries	52,416,500	+ 3.3
4. Colgate-Palmolive Co.	46,518,400	-13.4
5. Warner-Lambert Pharmaceutical Co.	46,210,900	+22.4
6. General Foods Corp.	44,642,000	-10.1
7. Sterling Drug	41,324,000	+ 8.2
8. American Home Products Corp.	40,844,900	- 3.1
9. Lever Brothers Co.	38,581,400	+36.7
10. Philip Morris	36,685,800	+12.9

### The 10 largest spenders among the newcomers

Rank	Company	Dollars
1.	Hershey Foods Corp.	2,727,100
2.	Avon Products, Inc.	2,324,200
3.	Alwrick Industries, Inc.	812,800
4.	A.D.A. Oil Co.	550,400
5.	Railway Express Agency, Inc.	544,800
6.	Hilton Hotels Corp.	520,000
7.	State of Georgia	416,600
8.	Internat'l Pizza Hut Franchise Assn.	399,600
9.	Raytheon Co.	369,000
10.	AAMCO Industries, Inc.	350,900
403.	*W. T. Grant Co.	36,000
120.	Green Giant Co.	2,496,000
37.	Greyhound Corp.	12,443,000
424.	Grolier, Inc.	5,400
95.	Gulf & Western Industries	3,591,000
48.	Gulf Oil Corp.	9,080,300
335.	Haggar Co.	176,400
104.	Hallmark Cards	3,203,600
389.	Hammond Organ Co.	53,000
209.	Hanes Corp.	827,900
419.	*Hardee's Food Systems	9,500
390.	Harris Intertype Corp.	49,200
361.	Harris Trust & Savings Bank	116,000
303.	Hart Schaffner & Marx	263,300
170.	Hartford Insurance Group	1,404,400
158.	Hasbro Industries	1,575,700
353.	*Head Ski Co.	136,200
83.	H. J. Heinz Co.	4,661,500
204.	Helene Curtis Industries	925,600
363.	Heimac Products Corp.	111,900
113.	*Hershey Foods Corp.	2,727,100
65.	Heublein Inc.	6,486,900
251.	*Hilton Hotels Corp.	520,000
358.	Hobart Manufacturing Co.	133,000
168.	Hoffmann-La Roche	1,423,700
173.	Holiday Inns	1,337,800
180.	Honda Motor Co.	1,171,400
181.	Hoover Co.	1,168,200
234.	Geo. A. Hormel & Co.	655,200
237.	Household Finance Corp.	630,400
241.	Howard Johnson Co.	570,400
114.	Ideal Toy Corp.	2,665,700
121.	Inter Bank	2,481,600
218.	International Paper Co.	778,600
248.	International Harvester Co.	544,700
411.	International Industries	25,000
267.	Internat'l Minerals & Chem. Corp.	401,800
268.	*Int'l. Pizza Hut Franchise Assn.	399,600

Rank	Parent Co.	1970 Expenditures	Rank	Parent Co.	1970 Expenditures	Rank	Parent Co.	1970 Expenditures
294.	Olympia Brewing Co.	271,200	314.	*Tonka Corp.	219,300	343.	Western Publishing Co.	159,400
371.	Outboard Marine Corp.	102,300	223.	Tootsie Roll Industries	732,200	105.	Westinghouse Electric Corp.	3,201,600
297.	Ozite Corp.	269,300	108.	Trans World Airlines	3,046,600	175.	Weyerhaeuser Co.	1,279,500
129.	Pabst Brewing Co.	2,207,700	128.	Travelers Insurance Cos.	2,222,100	336.	Wham-O Manufacturing Co.	174,000
151.	Pan-American World Airways	1,723,500	386.	*Trend Mills	57,400	318.	*Wheel-Horse Products	217,300
298.	*Pendleton Woolen Mills	267,700	398.	Turtle Wax	40,800	111.	Whirlpool Corp.	2,860,400
183.	Pennwalt Corp.	1,163,700	72.	U.S. Time Corp.	5,769,400	269.	White Consolidated Industries, Inc.	397,400
24.	Pepsico	16,864,300	76.	UAL Inc.	5,150,800	348.	Wilkinson-Sword, Inc.	153,800
379.	Pet Inc.	82,000	202.	William Underwood Co.	964,400	287.	*William Bishop Co.	310,000
144.	Peter Paul	1,784,400	61.	Union Carbide Corp.	7,261,200	20.	J. B. Williams Co.	22,467,800
30.	Chas. Pfizer & Co.	14,921,600	172.	Union Oil Co. of Calif.	1,339,400	327.	Williamson-Dickie Mfg. Co.	188,500
250.	Philadelphia & Reading Corp.	527,700	63.	Uniroyal	6,818,200	176.	Wolverine World Wide	1,226,200
10.	Philip Morris	36,685,800	160.	United Brands Co.	1,525,800	414.	Woodhill Chemical Co.	23,300
123.	Phillips Petroleum Co.	2,475,800	382.	Universal Airlines	67,300	165.	Xerox Corp.	1,445,200
309.	Phillips-Van Heusen Corp.	238,500	50.	Volkswagenwerk A. G.	8,676,900	169.	W. F. Young, Inc.	1,420,100
46.	Pillsbury Co.	9,805,700	5.	Warner-Lambert		370.	Zale Corp.	102,600
420.	Pleasant Valley Wine Co.	8,400		Pharmaceutical Co.	46,210,900	110.	Zenith Radio Corp.	2,869,800
39.	Plough, Inc.	11,898,200	94.	Waterman-Bic Pen Corp.	3,614,100			
56.	Polaroid Corp.	7,969,900	375.	Watkins Products	95,400			
332.	*Porsche of America Corp.	182,200	142.	Welch Foods	1,868,200			
256.	PPG Industries	484,800	311.	Wembley	222,200			
1.	Procter & Gamble Co.	128,478,300	394.	*West Point Pepperell	44,400			
92.	Prudential Ins. Co. of America	3,763,100						
148.	Purex Corp. Ltd.	1,744,200						
240.	Qantas Airways, Ltd.	589,300						
49.	Quaker Oats Co.	8,879,000						
295.	Questor Corp.	270,600						
247.	*Railway Express Agency	544,800						
22.	Raiston Purina Co.	18,739,100						
25.	Rapid-American Corp.	16,242,400						
276.	*Raytheon Co.	369,000						
67.	RCA Corp.	6,367,200						
330.	Readers Digest Ass'n.	183,200						
315.	*Red Devil Inc.	217,300						
422.	*Relaxaway Corp.	6,500						
258.	Remco Industries	476,300						
397.	*Republic Molding Corp.	41,600						
324.	Republican National Committee	191,000						
115.	Reynolds Metals Co.	2,607,200						
3.	R. J. Reynolds Industries	52,416,500						
282.	Rich Products Corp.	329,600						
34.	Richardson-Merrell	13,136,500						
317.	A. H. Robins Co.	216,300						
391.	Rockwell Mfg. Co.	48,000						
427.	Rubbermaid Inc.	2,600						
197.	S.C.M. Corp.	1,005,800						
326.	S. W. Industries	188,500						
408.	Sandoz-Wander, Inc.	28,400						
161.	Savings & Loan Foundation	1,497,300						
412.	F. & M. Schaefer Brewing Co.	24,800						
366.	Schaper Manufacturing Co.	108,600						
128.	Schering Corp.	2,346,700						
230.	Schlick	676,400						
71.	Jos. Schlitz Brewing Co.	5,944,900						
367.	C. Schmidt & Sons	108,600						
313.	Schohl Manufacturing Co.	220,400						
188.	Scott Paper Co.	1,107,700						
373.	Scripto, Inc.	97,800						
182.	Sealy, Inc.	1,164,700						
29.	Sears, Roebuck & Co.	15,273,500						
344.	Sentry Insurance Co.	157,500						
255.	Serta Associates, Inc.	496,000						
100.	Seven-Up Co.	3,389,500						
66.	Shell Oil Co.	5,465,700						
248.	Sherwin-Williams Co.	548,800						
395.	A. & H. Shillman Co.	42,500						
117.	Shulton Inc.	2,545,800						
214.	Simmons Co.	788,900						
80.	Singer Co.	4,928,800						
339.	Skil Corp.	164,500						
44.	Smith, Kline & French Labs	10,488,400						
300.	J. M. Smucker Co.	264,800						
149.	Sperry & Hutchinson Co.	1,734,500						
85.	Sperry Rand Corp.	4,111,000						
133.	Squibb Beech-Nut	2,136,800						
235.	A. E. Staley Mfg. Co.	650,600						
93.	Standard Brands	3,624,100						
130.	Standard Oil Co. of Indiana	2,202,700						
64.	Standard Oil Co. of New Jersey	6,721,200						
312.	Standard Romper Co.	220,900						
7.	Sterling Drug	41,324,000						
416.	Sterns Nurseries	16,700						
119.	Stokely-Van Camp	2,531,200						
159.	STP Corp.	1,569,000						
143.	Levi Strauss & Co.	1,835,400						
307.	Stroh Brewery Co.	254,400						
171.	Studebaker-Worthington Corp.	1,357,800						
271.	Sun Maid Raisin Growers of Calif.	383,500						
97.	Sun Oil Co.	3,505,000						
199.	Sunbeam Corp.	1,002,400						
113.	Sunsweet Growers	796,900						
32.	Swank	663,100						
98.	Swift & Co.	3,559,800						
57.	Texaco	1,611,500						
84.	Textron	4,514,900						
87.	3M Company	3,930,200						

\* New to network TV.

Source: Television Bureau of Advertising [based on Broadcast Advertisers Reports (BAR)].

## That buying spree is contagious

### Now spot TV is showing same turnaround that has already brightened network outlook

The sudden surge in television buying that has lifted network spirits—and prices—over the past few weeks (BROADCASTING, March 15) was reported last week to have begun exerting similar influences in spot TV.

"I think the spot-TV business has definitely turned around and is moving up again," one veteran sales executive reported. "Prices are getting firm and they are going up."

An informal canvass of some of the leading TV sales-representation firms confirmed that judgment, though in varying degrees.

One of the biggest TV-station reps reported: "Corporate buying has started—and mostly at higher rates than we were getting a year ago."

General Foods, Colgate-Palmolive and Lever Brothers were said to be among the buyers.

Another major rep was less enthusiastic about increases in actual sales than the stepped-up pace of requests for spot availabilities. Confirmations were still not coming in as rapidly as submissions were increasing, he said, but "there is interest and activity" and submissions in the past week were heavier than for any other week thus far in 1971.

He said that for the second quarter—toward which most of the activity was being directed—one-third of his stations are showing "good gains" thus far, but "major markets are still suffering." In current sales, he said, budgets are a little larger than a year ago but the schedules a little shorter.

Another leading rep firm also reported sales "perked up" over the past week, with substantial sales reported in its regional offices, including Dallas, Atlanta, Detroit and San Francisco.

Another large rep organization also said that, though it had made no tally, avails activity seemed to be brisker than a year ago.

Among major advertisers reported asking for availabilities were Avon Products, American Airlines, Block Drug, Borden's, Bristol-Myers, Chatham Laboratories, Campbell Soup, Colgate-Palmolive, Dow Chemical, General Foods, International Harvester, Kimberly-Clark, Lever, Lipton, Noxell (Lestoil), Playtex, Schlitz, Scott Paper, Shell Oil, Shulton, Stokely-Van Camp, Volkswagen and Warner-Lambert.

At the TV networks, meanwhile, the pressure of orders that had rolled in during the past few weeks appeared to have eased somewhat, but orders were still coming in and sales being made. With prime time virtually sold out for the second quarter, activity was concentrated on daytime—which in some cases was said to be approaching sell-out, too—and on the third quarter and, in the case of NBC, the new fall schedule.

NBC, the only network with both a fall schedule and a price list in circulation among agencies and advertisers as of Thursday (March 18), was reported to have some \$38 million on the books for the fourth quarter.

### Rep appointments:

**KXOL(AM)** Fort Worth and **KWYT-TV** Lexington, Ky.: Avery-Knodel Inc., New York.

■ **KBMA-TV** Kansas City, Mo.: HR Television Inc., New York.

■ **KLPR(AM)** and **KJAK-FM**, both Oklahoma City, and **WIBR(AM)** Bellevue, Ill.: Bruce Schneider & Co., St. Louis.

# What does OIC have to do with WHDH Boston?



"One of the major problems of this country is the plight of the urban poor and minority groups. Opportunities Industrialization Centers of Greater Boston, Inc., is playing a major role in bringing the services that are needed so badly by providing training and jobs for the unskilled and underemployed. WHDH has been of great assistance to OIC in providing the tools that are necessary for OIC to tell its story to the general public.

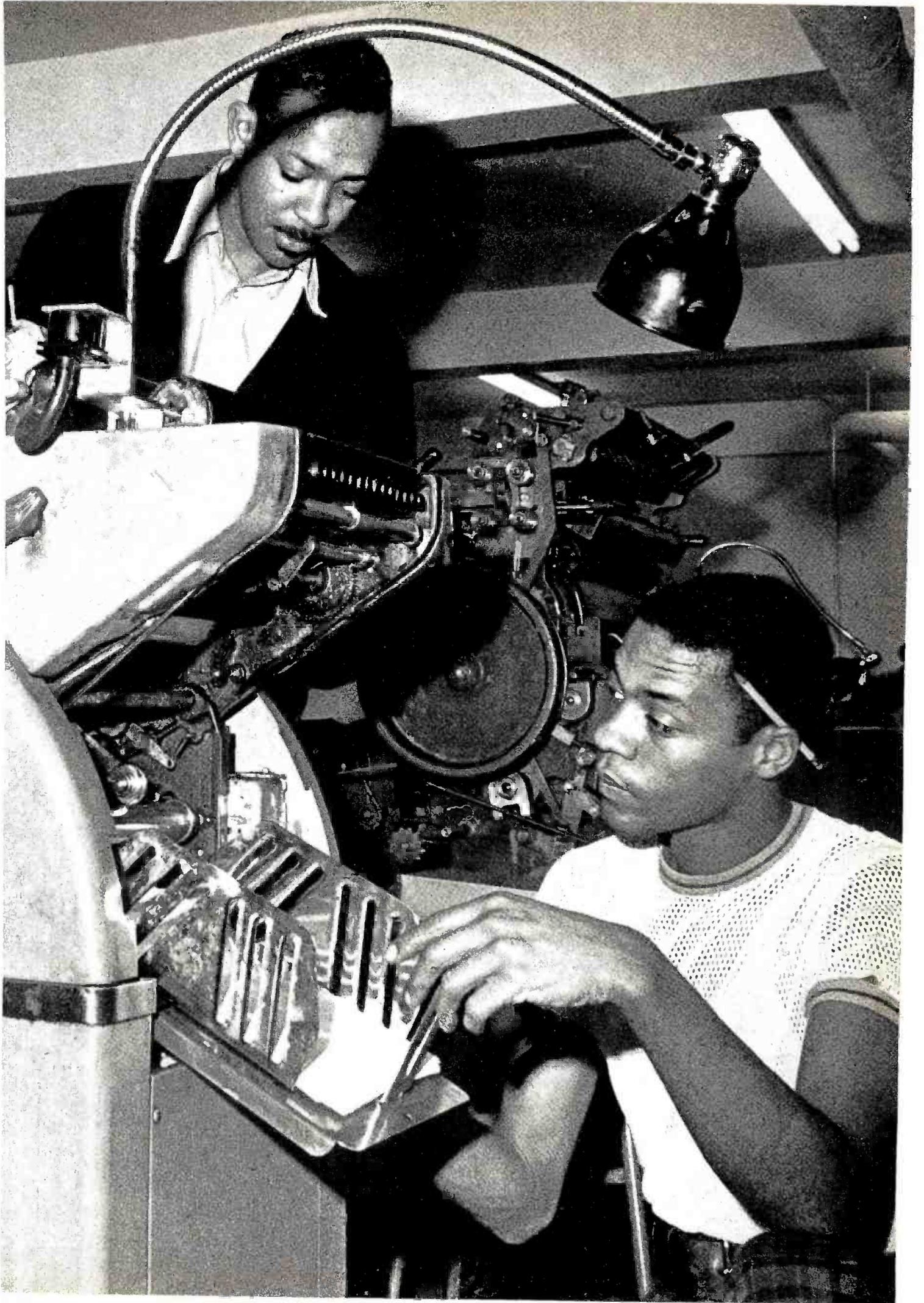
WHDH has produced and scheduled OIC radio and television public service announcements, presented special public affairs programming for OIC, its staff members have contributed their own time and efforts for the cause of OIC in Boston.

We are proud of OIC's success in Boston and of our close association with WHDH."

*Gary Robinson, Executive Director  
Opportunities Industrialization Centers  
of Greater Boston, Inc.*

**Serving community needs  
with its facilities and its people has been  
a WHDH tradition for a quarter century.**

**WHDH BOSTON**  
AM/FM/TV/CBS TV IN BOSTON



# Growth rates, market by market

## Local curves can be matched with nationals in five-year tracking of sales and profits

Figures enabling TV and radio stations to compare the average annual growth rates of time sales in their markets over the years 1964-69 with national averages over the same span were made public last week by John Blair & Co.

The figures put the national industry average annual growth rates in television time sales at 9.3% for national spot and 13.5% for local. In radio the comparable figures are 7.5% for national spot and 9.7% for local. At the same time, the Blair study shows, network compensation received by affiliated stations rose by an annual average of 3.5% in television but declined 1.9% a year in radio.

The figures, based on FCC reports, also put the average, or compound, annual growth rate for total TV broadcast revenues at 8.9%, but show broadcast expenses rising more sharply at 10.4%, slowing the advance of total broadcast income (before federal income tax) to 5.3% annually. In radio, the annual growth rates were put at 8.2% for total broadcast revenues, 8.3% for broadcast expenses, 7.3% for pre-tax broadcast income (see tables).

Blair compiled comparable local and national spot time sales figures for all television markets reported by the FCC for which necessary data were available, and for the top-100 radio markets.

In television the biggest growth rate in national spot time sales was the 25.2%-a-year average reported for Huntsville-Decatur, Ala. Among major markets, Atlanta had the highest average, 17.5%. Seven of the top-10 markets equaled or exceeded the national average of 9.3%, but none of the top three surpassed it: New York drew even at 9.3%, but Los Angeles and Chicago lagged by fractions of a point. Pittsburgh was low among the top 10 at 4%.

In local TV sales, Flint-Saginaw-Bay City, Mich., had the highest growth rate, averaging 23% a year. Among major markets, the leaders included Houston-Galveston at 21.8%, Washington at 20% and Philadelphia at 19.3%. In all, six of the top-10 markets exceeded the national average of 13.3%.

In radio, national spot honors went to Bakersfield, Calif., with a 23.2% aver-

age annual growth rate as compared with the national average of 7.5%. Some 40 other markets, including six of the top 10, also exceeded the national figure by margins ranging from fractions of a point to many points.

In local radio sales, the biggest growth rate, 20.9%, was recorded for Hartford-New Britain, Conn., though Blair noted that in this case 1964 base-year data did not include figures for New Britain. Some 45 markets exceeded the national average of 9.7% a year.

The market-by-market growth rate compilations are being incorporated in the seventh annual edition of Blair's "Statistical Trends in Broadcasting" as a new feature that will be continued in future editions. The "Trends" booklet offers basic data on general, TV and radio advertising, including dollar expenditures by market as reported by the FCC.

Copies of the new edition, including the new growth rate feature, will be available at the Blair suite in the Sheraton-Blackstone hotel during the National Association of Broadcasters convention in Chicago next week.

### Television compound annual growth rates by market

Market	Local	National
Albany-Schenectady-Troy	13.9%	5.9%
Albuquerque	4.8	8.8
Amarillo	11.1	5.6
Anchorage	N.A.	N.A.
Atlanta	15.1	17.5
Augusta	N.A.	N.A.
Bakersfield	1.6	0.2
Baltimore	12.6	10.6
Bangor	N.A.	N.A.
Beaumont-Port Arthur	9.0	5.5
Binghamton, N.Y.	15.1	(1.6)
Birmingham	N.A.	N.A.
Boston	10.8	13.4
Buffalo	7.8	11.2
Burlington-Plattsburg	N.A.	N.A.
Cedar Rapids-Waterloo	16.2	2.3
Charleston, S.C.	9.5	12.5
Charleston-Oak Hill-Huntington-Ashland	11.8	7.9
Charlotte, N.C.	N.A.	N.A.
Chattanooga	17.8	6.2
Chicago	15.9	8.9
Cincinnati	16.2	7.2
Cleveland	16.0	10.9
Colorado Springs-Pueblo	9.2	11.3
Columbia, S.C.	14.3	10.0

Market	Local	National
Columbus, Ohio	13.7	6.0
Corpus Christi	20.9	1.0
Dallas-Ft. Worth	15.7	13.0
Davenport-Rock Island-Moline	14.0	1.3
Dayton	N.A.	N.A.
Denver	16.1	10.8
Des Moines-Ames	10.8	3.4
Detroit	12.0	14.2
Duluth-Superior	N.A.	N.A.
El Paso	13.5	3.7
Erie	N.A.	N.A.
Evansville	11.8	0.2
Fargo-Valley City	16.5	5.2
Flint-Saginaw-Bay City	23.0	6.8
Fort Wayne	16.6	5.4
Fresno-Hanford-Visalia	8.2	1.0
Grand Rapids-Kalamazoo	15.6	7.2
Green Bay	19.2	5.8
Greensboro-High Point-Winston-Salem	17.3	8.7
Greenville-Spartanburg-Ashville	12.3	14.5
Greenville-Washington-New Bern	7.9	10.6
Harrisburg-Lancaster-Lebanon-York	11.4	6.4
Hartford-New Haven	22.3	10.3
Hilo	N.A.	N.A.
Honolulu, Hawaii	8.7	11.6
Houston-Galveston	21.8	13.0

Market	Local	National
Huntsville-Decatur	17.7	25.2
Idaho Falls-Pocatello	N.A.	N.A.
Indianapolis-Bloomington	16.6	8.4
Jacksonville	N.A.	N.A.
Johnson City-Kingsport-Bristol	N.A.	N.A.
Johnstown-Altoona	12.5	(1.0)
Joplin-Pittsburg	N.A.	N.A.
Kansas City	18.5	6.7
Knoxville	5.4	11.9
Lafayette	N.A.	N.A.
Las Vegas-Henderson	15.8	24.5
Lexington	N.A.	N.A.
Lincoln-Hastings-Kearney	5.6	3.8
Little Rock	17.0	13.5
Los Angeles	14.3	9.2
Louisville	17.7	8.8
Lubbock	N.A.	N.A.
Madison	13.6	3.4
Memphis	17.9	9.8
Miami	15.9	12.6
Milwaukee	9.4	8.1
Minneapolis-St. Paul	13.1	11.5
Mobile-Pensacola	16.1	7.3
Monroe-El Dorado	N.A.	N.A.
Montgomery	5.8	9.4
Nashville	9.9	10.7
New Orleans	16.3	8.3
New York	13.9	9.3
Norfolk-Portsmouth-Newport News-Hampton	15.6	5.4

### Television industry compound annual growth rates—1964 to 1969

Time sales	(In millions)		5-year growth rate
	1969	1964	
Network	\$ 254	\$ 214	3.5%
National spot	1,108	711	9.3
Local	519	276	13.5
Total broadcast revenue*	\$1,652	\$1,081	8.9%
Total broadcast expense	1,191	725	10.4
Total broadcast income**	\$ 461	\$ 355	5.3%

\* Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services, plus other broadcast revenues.

\*\* Before Federal income tax.

### Radio industry compound annual growth rates—1964 to 1969

Time sales	(In millions)		5-year growth rate
	1969	1964	
Network	\$ 10	\$ 11	1.9%
National spot	350	244	7.5
Local	800	504	9.7
Total broadcast revenue*	\$1,086	\$732	8.2%
Total broadcast expense	985	661	8.3
Total broadcast income**	\$101	\$ 71	7.3%

\* Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services, plus other broadcast revenue.

\*\* Before Federal income tax.



# A HOLE IN THE HEAD

FRANK SINATRA  
EDWARD G. ROBINSON  
ELEANOR PARKER  
CAROLYN JONES  
THELMA RITTER  
EDDIE HODGES

**A Showcase Six**

OFFERS YOU HOLE IN THE HEAD.

ONE OF 30 OUTSTANDING FILMS FROM

**United Artists Television**

 *Entertainment from Transamerica Corporation*

# 181 reasons why we're number one in cine color film processor sales.

JERNIGAN'S MOTION  
PICTURE SERVICE  
Gainesville, Fla.  
KSTP-TV  
St. Paul, Minn.  
WISN-TV  
Milwaukee, Wisc.  
UNIVERSITY OF  
WISCONSIN  
Madison, Wisc.  
KIRO-TV  
Seattle, Wash.  
BEBELL & BEBELL  
New York City  
GALAXY FILMS  
Minneapolis, Minn.  
UNITED FILM  
INDUSTRIES, INC.  
Denver, Colo.  
EASTMAN KODAK  
Rochester, N.Y.  
KRON-TV  
San Francisco, Calif.  
BARA PHOTOGRAPHICS  
Hyattsville, Md.  
KOA-TV  
Denver, Colo.  
CUESTION de MEXICO  
Mexico  
WBAL-TV  
Baltimore, Md.  
KTTV  
Hollywood, Calif.  
KBT-TV  
Denver, Colo.  
KBOI-TV  
Boise, Idaho  
WHIO-TV  
Dayton, Ohio  
SLY FOX INDUSTRIES  
Minneapolis, Minn.  
WRIGHT-PATTERSON  
AIR FORCE BASE  
Dayton, Ohio  
KWTV  
Oklahoma City, Okla.  
KTVU-TV  
Oakland, Calif.  
BEST FILM LABS  
Toronto, Canada  
KGNC-TV  
Amarillo, Texas  
TINKER  
AIR FORCE BASE  
Oklahoma City, Okla.  
WSKG-TV  
Binghamton, N.Y.  
WIS-TV  
Columbia, S.C.  
WOC-TV  
Davenport, Iowa  
WIBW-TV  
Topeka, Kans.  
NORTH SHORE  
MOTION  
PICTURE LAB  
Chicago, Ill.

KPLC-TV  
Lake Charles, La.  
WKJG-TV  
Ft. Wayne, Ind.  
WGAL-TV  
Lancaster, Pa.  
WEWS-TV  
Cleveland, Ohio  
WEEK-TV  
Peoria, Ill.  
WIRL-TV  
Peoria, Ill.  
KIRTLAND  
AIR FORCE BASE  
Albuquerque, N.M.  
KCRG-TV  
Cedar Rapids, Iowa  
KOGO-TV  
San Diego, Calif.  
WRVA-TV  
Richmond, Va.  
WSFA-TV  
Montgomery, Ala.  
KGBM-TV  
Honolulu, Hawaii  
WBIR-TV  
Knoxville, Tenn.  
DOWDELL FILM  
SERVICE  
Fresno, Calif.  
WFTV  
Orlando, Fla.  
WSBT-TV  
South Bend, Ind.  
KIN.O.LUX  
New York City  
HAROLD'S FILM  
SERVICE  
Sioux Falls, S.D.  
WSLS-TV  
Roanoke, Va.  
KTSB-TV  
Topeka, Kans.  
KMJ-TV  
Fresno, Calif.  
WOOD-TV  
Grand Rapids, Mich.  
WFIE-TV  
Evansville, Ind.  
WFRV-TV  
Green Bay, Wisc.  
WFBM-TV  
Indianapolis, Ind.  
WHAS-TV  
Louisville, Ky.  
KTVK-TV  
Phoenix, Ariz.  
WTHI-TV  
Terre Haute, Ind.  
WCAU-TV  
Philadelphia, Pa.  
LEO DINER LAB.  
San Francisco, Calif.  
UNITED FILM LABS  
Denver, Colo.  
KENS-TV  
San Antonio, Texas

WHO-TV  
Des Moines, Iowa  
WSM-TV  
Nashville, Tenn.  
WLBW-TV  
Miami, Fla.  
KNOE-TV  
Monroe, La.  
KLZ-TV  
Denver, Colo.  
WTOL-TV  
Toledo, Ohio  
WISN-TV  
Milwaukee, Wisc.  
DOMINION  
WIDE FILM LABS  
Ottawa, Canada  
KONO-TV  
San Antonio, Texas  
GENERAL MOTORS  
Milford, Mich.  
KTBS-TV  
Shreveport, La.  
WMCT-TV  
Memphis, Tenn.  
BEST FILMS  
Montreal, Canada  
WREC-TV  
Memphis, Tenn.  
WMT-TV  
Cedar Rapids, Mich.  
BODGER FILM PROC.  
Madison, Wisc.  
KAKE-TV  
Wichita, Kans.  
EVERGREEN  
FILM LABS  
Portland, Maine  
BEAL.F.  
AIR FORCE BASE  
Sacramento, Calif.  
WDIO-TV  
Duluth, Minn.  
KFBB-TV  
Great Falls, Mont.  
KHOL-TV  
Kearney, Neb.  
WYEA-TV  
Columbus, Ga.  
WGAN-TV  
Portland, Maine  
WKPC-TV  
Louisville, Ky.  
K PHOTO SERVICE  
Allentown, Pa.  
KTVS-TV  
Sterling, Colo.  
KSTF-TV  
Scottsbluff, Neb.  
KODAK  
EXPORT LTD.  
Colon, Panama  
ALLIED CHEMICAL  
Mt. Clemens, Mich.  
WOKR-TV  
So. Rochester, N.Y.  
KFBC-TV  
Cheyenne, Wyo.

STATE PHOTO  
SUPPLY,  
INC.  
Albany, New York  
LOCKHEED-  
CALIFORNIA  
COMPANY  
Palmdale, Calif.  
KATC-TV  
Lafayette, La.  
KFMB-TV  
San Diego, Calif.  
WHYY-TV  
Wilmington, Del.  
KXJB-TV  
Fargo, N.D.  
KSHO-TV  
Las Vegas, Nev.  
KDUB-TV  
Dubuque, Iowa  
KEYT-TV  
Santa Barbara, Calif.  
WITN-TV  
Washington, N.C.  
WALA-TV  
Mobile, Ala.  
TELESISTEMA  
Mexico City  
CINECOLOR  
CORPORATION  
Salt Lake City, Utah  
KGNS-TV  
Laredo, Texas  
NOTIMEX, INC.  
Mexico City  
WHAG-TV  
Hagerstown, Md.  
NATIONAL  
CINE LABS  
Brentwood, Md.  
WREX-TV  
Rockford, Ill.  
WGEM-TV  
Quincy, Ill.  
GALAXY FILMS  
Minneapolis, Minn.  
WXEX-TV  
Richmond, Va.  
WTVN-TV  
Columbus, Ohio  
KFDM-TV  
Beaumont, Texas  
KSWO-TV  
Lawton, Okla.  
CENTRAL FILM  
Milwaukee, Wisc.  
WSIU-TV  
Carbonale, Ill.  
KQTV  
St. Joseph, Mo.  
ARNIE'S  
MOVIE SERVICE  
Tucson, Ariz.  
KFSA-TV  
Fr. Smith, Ark.  
KOLO-TV  
Reno, Nevada  
KMTV  
Omaha, Nebr.

WILX-TV  
Jackson, Mich.  
KHON-TV  
Honolulu, Hawaii  
WWNY-TV  
Watertown, N.Y.  
WHNT-TV  
Huntsville, Ala.  
WHYN-TV  
Springfield, Mass.  
WTVW-TV  
Evansville, Ind.  
WJBF-TV  
Augusta, Ga.  
KOOA-TV  
Pueblo, Colo.  
KFBB-TV  
Great Falls, Mont.  
KULR-TV  
Billings, Mont.  
KTWO-TV  
Casper, Wyo.  
WOW-TV  
Omaha, Nebr.  
KCMO-TV  
Kansas City, Mo.  
WSAU-TV  
Wassau, Wisc.  
WMTV  
Madison, Wisc.  
KCAU-TV  
Sioux City, Iowa  
PROFESSIONAL  
COLOR  
Honolulu, Hawaii  
KODE-TV  
Joplin, Mo.  
WSVA-TV  
Harrisonburg, Va.  
KPHO-TV  
Phoenix, Ariz.  
KTVB-TV  
Boise, Idaho  
WAFO-TV  
Rhineland, Wisc.  
KRIS-TV  
Corpus Christi, Texas  
WALB-TV  
Albany, Ga.  
WZZM-TV  
Grand Rapids, Mich.  
WXEX-TV  
Petersburg, Va.  
WMAZ-TV  
Macon, Ga.  
KID-TV  
Idaho Falls, Idaho

WATE-TV  
Knoxville, Tenn.  
WGR-TV  
Buffalo, New York  
WSTV-TV  
Steubenville, Ohio  
WRCB-TV  
Chattanooga, Tenn.  
KMID-TV  
Midland, Texas  
WDAF-TV  
Kansas City, Mo.  
WOI-TV  
Ames, Iowa  
KMSP-TV  
Minneapolis, Minn.  
WBTW-TV  
Florence, S. Carolina  
WSMS-TV  
Ft. Lauderdale, Fla.  
KMST-TV  
Monterey, Calif.  
KZTV  
Corpus Christi, Texas  
KOLN-TV  
Lincoln, Nebr.  
WKZO-TV  
Kalamazoo, Mich.  
KPLM-TV  
Palm Springs, Calif.  
WBRCTV  
Birmingham, Ala.  
WDEF-TV  
Chattanooga, Tenn.  
WPSD-TV  
Paducah, Ky.  
WKBTV  
LaCrosse, Wisc.  
WESH-TV  
Winter Park, Fla.  
WESH-TV  
Daytona Beach, Fla.  
WCSC-TV  
Charleston, S.C.  
WIIC-TV  
Pittsburgh, Pa.  
WEHT-TV  
Evansville, Ind.  
KROC-TV  
Rochester, Minn.  
UNIVERSITY OF  
GEORGIA  
Athens, Ga.  
KFDX-TV  
Wichita Falls, Texas  
KGBT-TV  
Harlingen, Texas

Manufacturers of Mini-Color™ and  
Colormaster film processors.



**CINTEL CORPORATION**  
a TECHNOLOGY INCORPORATED subsidiary  
Manufacturers of Houston Fearless Products  
11801 W. Olympic Blvd., Los Angeles, Calif. 90064  
(213) 272-4331.

Market	Local	National	Market	Local	National	Market	Local	National
Odessa-Midland-Monahans	0.3	0.2	Detroit	9.7	3.2	Davenport-Rock Island-Moline	8.9	9.5
Oklahoma City-Enid	11.6	5.6	Washington, D.C.	7.5	13.9	Springfield-Chicopee-Holyoke	10.9	4.3
Omaha	9.3	4.4	St. Louis	12.9	6.2	Little Rock-N. Little Rock	13.2	1.2
Orlando-Daytona Beach	13.7	11.4	Seattle-Everett	12.0	19.4	Wheeling	4.9	2.7
Paducah-Cape Girardeau-Harrisburg	8.8	6.3	Cleveland	9.8	6.9	Wichita	12.4	(0.7)
Peoria	14.9	3.0	Pittsburgh	9.1	4.4	Harrisburg	8.2	5.3
Philadelphia	19.3	9.5	Baltimore	7.2	8.2	Tucson	3.9	21.0
Phoenix	16.4	12.6	Miami	13.6	8.6	Scranton	8.9	5.4
Pittsburgh	8.2	4.0	Minneapolis-St. Paul	14.0	8.7	Topeka	6.1	8.0
Portland, Ore.	8.8	9.4	Houston	11.4	11.4	Ft. Lauderdale-Hollywood	13.5	13.1
Portland-Poland Springs	7.4	4.2	Atlanta	16.0	12.6	Worcester	9.1	(3.3)
Providence-New Bedford	13.5	8.0	Columbus, Ohio	9.9	12.1	Allentown-Bethlehem-Easton	5.6	7.8
Raleigh-Durham	N.A.	N.A.	Dallas	12.2	14.4	Madison	11.3	4.3
Reno	N.A.	N.A.	San Diego	8.8	16.5	Corpus Christi	9.6	2.6
Richmond	16.9	17.3	Milwaukee	11.9	9.2	Bridgeport	—	—
Roanoke-Lynchburg	12.5	13.2	Cincinnati	12.2	1.7	Peoria	4.6	4.7
Rochester, N.Y.	12.5	4.1	Denver	12.5	6.5	Cedar Rapids	16.8	(10.0)
Rochester-Austin-Mason City	15.0	0.1	Hartford-New Britain	20.9*	3.6*	Portland, Me.	10.8	11.4
Rockford-Fresno	N.A.	N.A.	Buffalo, N.Y.	6.1	4.3	Austin	12.5	11.3
Sacramento-Stockton	13.1	6.9	Kansas City	11.3	2.8	Mobile	4.7	7.4
Salinas-Monterey-San Jose	N.A.	N.A.	Portland, Ore.	10.6	7.4	Albuquerque	5.2	4.3
Salt Lake City-Ogden-Provo	13.6	9.7	Indianapolis	12.6	6.8	Bakersfield	4.6	9.9
San Antonio	11.7	7.2	New Orleans	11.3	6.8	West Palm Beach	8.5	23.2
San Diego	N.A.	N.A.	Louisville	7.8	5.7	Montgomery	2.7	9.6
San Francisco-Oakland	7.8	14.8	Sacramento	5.0	7.8	Kalamazoo	7.9	6.4
San Juan-Caguas	19.9	11.4	Dayton	8.8	7.4	York	10.1	6.5
Santa Barbara	N.A.	N.A.	Memphis	7.5	7.5	Beaumont-Port Arthur	8.2	(0.2)
Seattle-Tacoma	16.5	11.6	Tampa-St. Petersburg	8.6	11.2	Chattanooga	9.6	4.7
Shreveport-Texarkana	6.4	4.9	Nashville	8.6	8.1	Jackson, Miss.	13.5	1.7
Sioux City	N.A.	N.A.	Albany-Schenectady-Troy	8.6	5.0	Amarillo	4.0	3.5
South Bend-Elkhart	18.7	9.3	Providence-Pawtucket-Warwick	6.3	9.2			
Spokane	8.1	2.7	San Antonio	9.1	7.3			
Springfield, Mo.	N.A.	N.A.	Oklahoma City	9.9	7.7			
Springfield-Decatur-Champaign-Urbana	14.2	0.2	Akron	8.5	15.2			
St. Louis	14.7	11.2	Rochester	9.5	4.4			
Syracuse	12.3	6.0	Phoenix	7.2	7.1			
Tampa-St. Petersburg	16.0	8.8	Charlotte	15.0	7.9			
Toledo	N.A.	N.A.	Des Moines	4.9	(0.2)			
Tucson	9.3	8.4	Fresno	6.7	6.5			
Tulsa	13.6	0.1	Syracuse	8.0	4.8			
Wailuku, Hawaii	N.A.	N.A.	Omaha	12.9	2.0			
Washington, D.C.	20.0	14.7	Richmond	13.3	10.0			
Wichita Falls-Lawton	9.3	0.2	Birmingham	12.8	4.8			
Wichita-Hutchinson	8.1	(0.6)	Fort Worth	12.4	6.5			
Wilkes-Barre-Scranton	12.3	4.6	San Bernardino-Riverside	6.1	9.9			
Youngstown	10.1	7.6	San Jose	9.0	22.0			
Yuma	N.A.	N.A.	Toledo	9.1	9.0			

NOTE: N.A.—Not Available

### Radio compound annual growth rates in top 100 radio markets 1964 to 1969

Market	Local	National
New York	12.6%	6.2%
Chicago	8.6	8.0
Los Angeles-Long Beach	13.0	7.6
San Francisco-Oakland	8.5	11.5
Boston	7.3	13.2
Philadelphia	8.5	4.0

### Business briefly:

**Anheuser-Busch, St. Louis**, through D'Arcy - MacManus - Intermarco there, repeats John Wayne 90-minute special *Sing Out Sweet Land* on NBC-TV April 8 at 8:30 P.M., to introduce new Budweiser brand malt liquor nationally as part of a multimedia push. A heavy radio-TV spot campaign is also set.

**DuPont, Wilmington, Del.**, is sponsoring a half-hour biography, *The Jim Hall Story* on the auto racing designer, for broadcast during the week of April 17. The show was produced by Triangle Television and will be seen on about 185 stations.

**Yamaha International Corp., Montebello, Calif.**, is using *American Top 40* syndicated radio program produced by Watermark Inc., Los Angeles, to introduce its 1971 models. The buy, through Ayer, Jorgensen, MacDonald, Los Angeles, is the only national radio time being used by Yamaha to introduce its new product line.

**Safeway Stores' Southern California division** begins a campaign this month

with an ad schedule on 12 TV and 61 radio stations in California, Nevada and Arizona. Dave Garroway has been signed by Safeway as an announcer for the commercials.

**Above-Ground Pool division of Coleco Industries, Hartford, Conn.**, through Helitzer Advertising, New York, is launching a network and spot-TV campaign for its Slide 'n Splash wading pool. The campaign, which begins in May, includes announcements on ABC-TV's *Dick Cavett Show*, *Bewitched* and *That Girl*, and six spot markets.

**Mobil Oil Co., New York**, through Doyle Dane Bernbach, New York, has signed as first participating sponsor on the 20-game schedule of the New York Jets football team, starting in late August, on WOR(AM) New York, and a regional lineup of 40 stations.

**E. L. Bruce Co., Memphis**, through Thyme Inc., New York, for Terminix, has purchased an advertising schedule on CBS Radio.

**Wheel-Horse Products Inc., South Bend,**

### TVB blows its own horn

The Television Bureau of Advertising cited some figures last week to show the effectiveness of its team concept of selling spot television. It reported that in the first nine months of 1970, the brands of advertisers with which TVB and its spot-TV selling teams worked most closely invested more than \$97 million in the medium, a 46% increase over the amount the same brands spent in spot TV in 1969. "What makes this particularly significant is the fact that during this period of time, total spot TV grew at one-third that rate, up 14%," commented Norman E. Cash, TVB president.

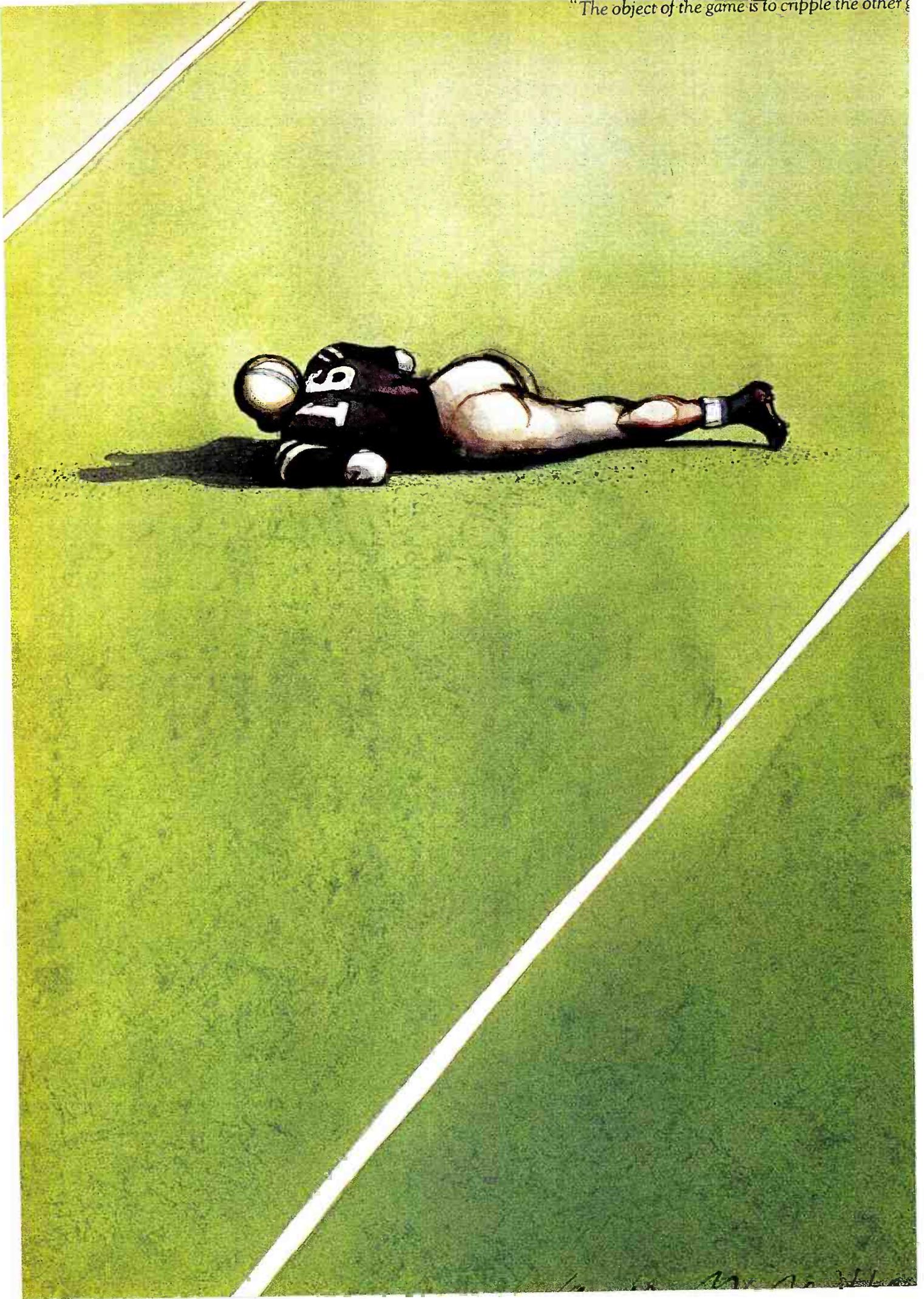
**Ind., through Media Services Inc., Chicago**, for its lawn tractors, has purchased an April schedule on ABC Radio's American Information Network.

**The Johnson Motors Division of Outboard Marine Co., Waukegan, Ill.**, through Baker/Johnson/Dickinson Inc., Milwaukee, will sponsor the special *The National Boating Test*, on NBC-TV, Sunday, April 11 (5-5:30 P.M. NYT).

**Texaco Inc., New York**, and **General Foods Corp., White Plains, N.Y.**, both through Benton & Bowles, New York, will cosponsor *Sing America Beautiful*, an NBC-TV special starring Tennessee Ernie Ford, Wednesday, May 19 (9-10 P.M. NYT).

**Cadillac Motor Division, General Motors Corp., Detroit**, through MacManus, John & Adams, New York, and Travelers Insurance Co., Hartford, Conn., through Carl Ally, New York, will cosponsor *Meet the Masters*, a CBS-TV half-hour special previewing the 1971 Masters Golf Tournament, Sunday, April 4 (5:30-6 P.M. EST).

"The object of the game is to cripple the other"



Frank Merriwell is dead.

The clean-cut young quarterback takes the ball and scoots back into the pocket. He looks downfield, waiting for one of his receivers to get free.

He waits too long. A gargantuan defensive end smashes through the protection and, snarling an obscenity, levels him with a forearm clout to the side of the helmet, catching him with a knee to the solar plexus on the way down.

In the good old days of Frank Merriwell, the clean-cut young quarterback would have picked himself up off the ground, grinning heroically through the pain, and thrown a last-second game-winning touchdown pass. The foul-mouthed end, defeated, would have slunk off into the shadows, despised even by his own teammates.

Today, the quarterback goes back to the taxi squad, and the end goes to the Super Bowl.

The trouble is, most TV sportscasters go on talking about big-time athletes as if they were a collection of Frank Merriwells.

We don't.

On 'Man to Man,' Merlin Olsen and Roman Gabriel probe the adult side of sport with two articulate athletes and one sports-fan celebrity each week.

Guests like Jerry West, George Plimpton, Carl Eller, Rock Hudson, Mario Andretti, Gordie Howe, Jim Bouton, Johnny Sample, and Chuck Connors.

They discuss the almost-constant pain many athletes have to put up with, the subtle influences of gamblers, whether an athlete can drink and still do his job, and a lot of other things that never occurred to Frank Merriwell.

'Man to Man' is a 26-half-hour, first-run sports series from MGM Television. (212) 262-2727



**MAN TO MAN**

The first adult sports show.

MGM TELEVISION 1350 AVENUE OF THE AMERICAS

# One-stop shopping vs. 'piecemeal'

## Arguments for and against independent services and full-service agencies aired at ANA workshop

The role of the full-service agency, as opposed to the independent advertising service, was explored at a one-day Association of National Advertisers workshop in New York last Thursday (March 18).

Some of the speakers maintained that the full-service agency would flourish in the 1970's, with certain modifications to meet changing needs of clients. Others, including Marion Harper, president of Systems for Growth Inc., felt that advertisers would rely more and more on specialized outside services.

There was closer unanimity in discussions of another subject: agency compensation. The 15% media commission system of compensating agencies was attacked as needing severe revision if not outright replacement.

A description of full-service agency service equipped for partial service was contained in a presentation by Warren Kratky, president, and Rudolph Maffei, executive vice president, Gardner Advertising Co. They said Gardner is responding to advertisers who seek only

partial service by setting up what they called a module system. Gardner has four "modules" in operation at this time.

The first module is called "Vanguard," a unit that prepares advertising plans and campaigns for a wide range of markets, including the agricultural, industrial and other specialized sectors. The second is "Advancers," which operates in the media and programming areas, preparing media plans, buying time and space, negotiating for network programming, servicing the purchases and evaluating buys against a planned objective.

The third module, the Gardner officials said, is "Concept Design," which creates and executes sales promotion programs, sales brochures, point of purchase materials, package designs and annual reports. The fourth is Gardner Research Associates, which designs research programs in marketing and creative areas, directs their execution and analyzes their results.

The Gardner executives said that each of these modules is operating for Gardner full-service clients and for other customers, including partial-service clients and such non-advertisers as an independent research service, an independent media service and several full-service advertising agencies.

"In calendar 1971," they stated, "these four modules will generate between \$1 million and \$1.25 million of gross income, virtually all of which would have been unavailable to Gardner if we had not departed from that traditional departmental principle of organization."

Coincident with their modular con-

cept, they said, Gardner is fully operational with a systems approach to advertising. They explained this means the application of the principles of scientific management to advertising and includes use of the computer. They expressed the belief that Gardner is the first agency to adopt the systems approach.

The Gardner officials said they expected to have an agency-wide card for their various modules, but will continue to work under the existing commission system with clients wanting it.

Archibald McG. Foster, president of Ted Bates & Co. and chairman of the American Association of Advertising Agencies, defended the concept of the full-service agency and cited in part the position paper issued last week by the ANA (see page 53). Mr. Foster pointed out that are two reasons why an advertiser would go "the piecemeal route," and these are "to do as good a job for less money" or "to do a better job over-all" than the full-service agency. He contended there is no evidence to prove that the "piecemeal" approach can save money and maintain quality of advertising.

"I very honestly believe that, if the advertiser does the same kind of cost accounting that the agencies do, and wants input of the same quality the agency provides, then significant cost savings are simply not in the woods," Mr. Foster asserted. "As soon as some or all of this has matured to the point where it is subject to financial analysis, the AAAA is going, if possible, to commission a study by an accounting firm to remove the scales from our eyes. I wish we had it today for this meeting."

In addition, Mr. Foster made the point that in aligning themselves with outside advertising services, clients lose "something very real, however intangible": a relationship built on mutual respect between the advertiser and the agency. He explained that if one of the



**Atwood Richards Inc.**

**REQUESTS YOUR PRESENCE**

**IN THE**

**WILLIFORD ROOM**

**CONRAD HILTON HOTEL**

**CHICAGO, ILLINOIS**

**MONDAY, MARCH 29, 1971**

**6:30 P.M.**

**FOR COCKTAILS AND DANCING**

**ADMISSION BY INVITATION ONLY**

**SEE THE ARI REPRESENTATIVES IN SUITE 1923-24, CONRAD HILTON HOTEL**

## Commercials rejected, union appeals to FCC

A station's right to refuse "controversial" paid advertising has been challenged in a complaint filed with the FCC by the president of the Uniformed Fire Officers Association, New York. The complaint says WABC(AM) New York refused to run the union's commercials.

Captain Raymond Gimmler said that he also planned similar complaints against WCBS(AM) and WINS(AM), both New York. By refusing to carry the paid advertisements the stations engaged in censorship, Captain Gimmler charged.

A WABC spokesman said it was company policy to reject commercials on

controversial issues. The firefighters' union is engaged in salary negotiations with New York City.

Although the firefighters' president maintained that WINS and WCBS ran the commercial for one day (on March 1), then pulled it, spokesmen for both stations denied it.

A WCBS spokesman said the commercial "was never aired on our station. We never played it. We don't use advertisements from labor unions involved in negotiations or disputes."

And a spokesman for Group W (which owns WINS) was equally vehement in his denial. "We have a very clear policy. We do not accept paid announcements on controversial issues if they do not appear on a ballot."

parties "is simply a transient in the continuing enterprise, there is no sense of partnership."

Mort Heineman, vice president, advertising and publicity, Lanvin-Charles of the Ritz, said the company has six divisions, three of which have full-service advertising agencies. The other three are experimenting with what Mr. Heineman called the "general contractors" approach, with creative services, broadcast production and traffic, media buying and research parcel out to independent firms.

The advantages of using outside services, he said, are their top-level creative personnel; their emphasis on special lists in a particular field; the absence of long meetings; the diversity of ideas from different sources and the maintenance of control by the client. He cited the disadvantages as lack of depth in personnel; involvement of additional effort by the client and the need for the advertiser to put all the pieces together.

On costs, Mr. Heineman said a client might save a little on the contractors approach but insisted it is not a reason for doing it. In this context, he said the traditional 15% agency commission plan should be overhauled and suggested that a committee of advertisers, agencies and media representatives be formed to devise a new method of advertising compensation.

Marion Harper, who is former chairman of Interpublic Group of Companies, New York, predicted that during the late 1970's more and more top manufacturers (clients) would control more and more of the various functions. He said this would lead to a loss in profit performance by agencies.

Mr. Harper contended that it becomes increasingly costly for manufacturers to control their marketing costs as it becomes more expensive to enter new markets and as each unit of national media becomes higher priced. He noted that many parts of marketing, including all forms of sales and merchandising, other than advertising, are already outside the province of the advertising agency. He prophesied that more and more leading manufacturers of consumer products will turn increasingly to more and more specialized services in a minimum staff at the corporate level and maximum use of the outside organizations.

## AAAA extols virtues of full-service agency

The American Association of Advertising Agencies last week distributed to its members—and many advertisers—a "position paper" stressing the advantages of the full-service agency over

"piecemealism" as represented in the use of independent outside services to perform specific agency functions.

The AAAA commissioned the paper, which was written by John Monsarrat, formerly group executive vice president of the J. Walter Thompson Co., New York. In an introduction, John Crichton, president of the association, says: "There has been more talk than action among advertisers about the possibility of assuming or jobbing agency functions."

In the booklet, Mr. Monsarrat presents 10 major advantages for advertisers in dealing with a full-service agency. They are: centralization of responsibility and accountability; simplified coordination and administration; greater objectivity; sales-oriented creative work; synergistic experience because of diversity of clients; a stronger pool of talent; the promoting of professional and marketing strength in the financial area; the potential of low-cost costs; the opportunity for corrective change when required; better working climate and the esprit de corps of the agency.

Copies of the booklet were distributed last Thursday (March 18) at the workshop sponsored by the Association of National Advertisers in New York on "How the Changing Needs of Advertisers Are Being Met" (see story page 52).

Mr. Monsarrat pointed out that, as alternatives to the full-service agency, advertisers have the options today of opening their own house agencies or choosing among creative boutiques, media-buying services and outside research organizations. He called all these approaches "piecemealism," which "disperses responsibility throughout the component organizations employed and places the burden on the advertiser to coordinate the elements of the plan."

## New Chicago office

New York-based Media Corp. of America opened a new office in Chicago last week, headed by Jack Ragel, vice president-general manager, who recently resigned as vice president-media director of Campbell-Mithun there. Mr. Ragel is one of three timebuyer-negotiators in the new Chicago office of a dozen people.

It is designed to serve local advertising agencies as well as advertisers in "more efficient media money management and accountability." Post-buy analysis is emphasized, using the firm's New York computer.

The firm specializes in all major media, including radio-TV, he said, but the emphasis will be upon spot broadcast and network TV. Address: 36 South Wabash, Chicago, 60601.

## ACT draws meager support

### Adless children's shows favored by few in survey of the general public

Three out of four adult Americans approve the idea of commercial sponsorship of children's television programs, according to results of a nationwide survey being released today (March 22) by the Television Information Office ("Closed Circuit," May 15).

The study, conducted for TIO by the Roper Organization Inc., an independent research firm, found that 18% of 1,993 persons in the nationwide sample felt that there should be no commercials in any kind of children's programs, 74% said it is "all right to have them if they don't take unfair advantage of children" and 8% had no opinion.

Of the 18% who said there should be no commercials in such programs, one-half (9% of the total sample) said they would favor keeping the commercials if dropping them would considerably reduce the number of children's programs. Somewhat fewer (7% of total sample) favored "no commercials" even if fewer programs resulted, and the others had no opinion.

TIO commissioned the survey after the FCC initiated a study of the possibilities of setting up guidelines for children's programming, prompted initially by a demand of Action for Children's Television (ACT) that, among other things, commercials be banned from such programs.

"The findings indicate quite clearly that there is no groundswell of dissatisfaction with the present mode of advertiser support of programs designed for younger viewers," Roy Danish, TIO director, said in releasing the findings.

"Earlier Roper studies have repeatedly found an 80% level of agreement with the proposition that having commercials on television is a fair price to pay for being able to watch it. This feeling obviously extends to children's programs as well.

"Even among those who voiced a general objection to advertising to children, one-half were prepared to accept such advertising if eliminating it would mean a reduction in children's programming."

Text of the questions is presented below along with the replies, stated as percentages of the total sample of 1,993 persons aged 18 and over:

"Q. 1. Now I'd like to ask you about commercials on children's television programs—and I mean all kinds of children's programs. Some people think

From the Innovators

# Norelco...The First Family of color cameras

...one for every budget and purpose

One name stands pre-eminent among color television cameras: Norelco.

With good reason. From the PC-100A—the ultimate in colorimetry and reliability—to the LDH-1 Compact for modest budgets, Norelco has come to mean the very best.

"The very best" translates into such proven design innovations as the three-tube concept which has ceased to be a controversy when the subject is broadcast quality... The sealed prism beam-splitter... Solid, sleek, cast outsides that protect the insides and look new years after sheet metal boxes have developed frightful wrinkles... Modular, all-solid-state circuitry, with spare components interchangeable that means money in your bank... Reliability that affords peace of mind. Above all, the "Norelco look" on the TV screen. Faithful. Crisp. Today's worldwide standard for color television pictures.

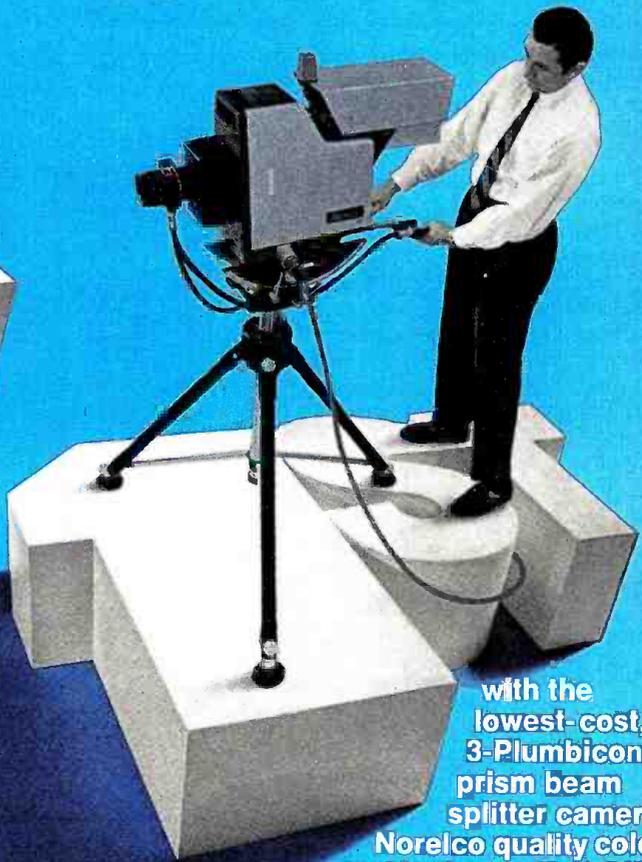
Norelco cameras are built for the Plumbicon® tube, not adapted to it. This accounts importantly for the quality that is consistent from one end to the other of the First Family of cameras. Happily, the best costs no more, and in many ways costs less. To meet the family, telephone or write Philips Broadcast Equipment Corp., One Philips Parkway, Montvale, New Jersey 07645 • 201/391-1000.



with the  
3-Plumbicon tube  
sealed prism  
beam splitter  
camera.  
Today's industry  
standard...  
the PC-70S-2.



with digital control... the PC-100A that turns lightweight, low-cost triax into color cable. And new A.C.T. (anti-comet-tail) Plumbicon tubes.



with the lowest-cost, 3-Plumbicon, prism beam splitter camera. Norelco quality color for limited budgets: the LDH-1. (Also, an LDH-1 telecine system.)



with the 3-Plumbicon PCF-701 film camera for unsurpassed motion picture color and PC-70 interchangeability.



with direct-broadcast color from a 3-Plumbicon portable. The PCP-90B is in a class by itself.

**Norelco**<sup>®</sup>  
PHILIPS BROADCAST EQUIPMENT CORP.  
A NORTH AMERICAN PHILIPS COMPANY

there should be no commercials in any kind of children's programs because they feel children can be too easily influenced. Other people, while perhaps objecting to certain commercials, by and large see no harm in them and think children learn from some of them. How do you feel—that there should be no commercials on any children's programs or that it is all right to have them if they don't take unfair advantage of children?

"No commercials, 18%.

"All right to have them, 74%.

"Don't know, 8%."

Those who chose "no commercials" in Question 1 were asked Question 2.

"Q. 2. If eliminating all commercials on children's TV programs meant considerably reducing the number of children's programs, which would you favor:

"Eliminating the commercials and considerably reducing the number of children's programs, 7%.

"Or keeping the commercials to keep the children's programs, 9%.

"Don't know, 2%."

## An FTC crackdown on all cigarette ads?

Federal Trade Commission Chairman Miles W. Kirkpatrick last week gave some observers reason to believe that the FTC may require health warnings in nonbroadcast cigarette advertising.

What triggered the speculation were his comments on a petition filed with the FTC by Warren Braren, executive director of the National Citizens Committee for Broadcasting. Mr. Braren had charged the cigarette industry with assorted deceptions and asked for FTC guidelines to prohibit them. In a letter to Senator Frank E. Moss (D-Utah), Chairman Kirkpatrick expressed "great interest" in this petition. He noted that the same law that bans broadcast cigarette advertising also prohibits FTC action until after July 1, but added:

"In the near future, the staff intends to present to the commission a detailed analysis of options available after July 1, 1971, and recommendations for commission action. Because many of the points made in Mr. Braren's petition are closely related to the absence of any warning in cigarette advertising about the dangers to health associated with cigarette smoking, the recommendations of the staff . . . and the commission's actions . . . may also be dispositive of many of the issues which Mr. Braren has raised."

Mr. Kirkpatrick also said that while the FTC has taken no position on whether a massive infusion of cigarette advertising money into nonbroadcast media would by itself constitute a violation of the Federal Trade Commission

## Production showplace unveiled by JWT

J. Walter Thompson Co., Chicago, formally opened its new quarter-million-dollar, in-house color-TV production center last week, complete with two-story studios and control room technical facilities that could put a TV station on the air if transmitter were added. Two International Video Corp. color cameras



Staff cinematographer Jack Pettee zooms in on a storyboard frame positioned by Darlene Seipps of JWT's creative department.

Act, the staff is gathering information that would permit study of that question.

Senator Moss went further than anyone else by taking these comments as a "clear indication" that the FTC will crack down on cigarette advertisers by treating increased advertising as a violation of the FTC Act.

The Kirkpatrick letter was written in response to one from Senator Moss accusing the cigarette industry of "unconscionable huckstering." The senator had asked for comment on the Braren petition.

Meanwhile, Mr. Braren interpreted the letter somewhat differently. He told Chairman Kirkpatrick in a letter that health warnings, while a "commendable and necessary" first step, would be "far too simplistic" a solution to a complicated problem and said the FTC "is giving the tobacco companies a free ride to virtually say and do anything in cigarette advertising and packaging short of claiming that cigarette smoking actually improves one's health." He said nothing about the inference drawn by Senator Moss—that the FTC might treat massive nonbroadcast advertising as a violation of law.

Mr. Braren also said the FTC should

are included at the production center.

The video-tape and film production center, to be used entirely for commercial testing and development, televised storyboards and similar creative purposes, is on the 28th floor of the new 100-story John Hancock Center. JWT has five floors in the building, all interconnected with coaxial cable to make the video center as flexible as possible, and interlace all key creative and executive offices with electronic capability.

JWT's new Chicago office, operated separately from New York and with its own long list of major broadcast accounts, has been attracting considerable comment in the trade not only because of its lavish layout but also its unusual functional design. Robert L. Edens Jr., executive vice president-managing director, and his staff were able to work with Hancock architects on concepts before the building construction was started, hence such features as the twin two-story studios that enable professional lighting and staging.

Mr. Edens explained that the video center is operated by one full-time technical director, Leo Heinz, with the assistance of anyone else who wants to get involved. Creative people can experiment with the gear, he explained, and this learning-by-doing process using other staff people as actors has even resulted in "underground" films that became highly successful fun-type pieces for client sales meetings.

have set forth a clear enforcement policy when cigarette advertising left television and radio earlier this year.

In a related development, the Tobacco Institute and nine cigarette manufacturers have filed a brief asking a Richmond, Va., federal appeals court to declare "unlawful" the FCC's ruling exempting antismoking messages from its fairness doctrine.

## New board elected for Advertising Council

Thomas B. McCabe, Jr., vice president, group executive and director-member of the executive committee, Scott Paper Co., Philadelphia, was elected chairman of the Advertising Council at the organization's annual board meeting in Los Angeles Wednesday (March 17). Samuel Thurm, advertising vice president, Lever Bros. Co., New York, was elected vice chairman. Retiring Chairman Henry Schachte, chairman of the executive committee, J. Walter Thompson, New York, was named honorary chairman.

Elected to the Advertising Council board of directors were John T. Morris, executive vice president, marketing, the F&M Schaefer Brewing Co., New York,

and Robert A. Sandberg, vice president, Kaiser Aluminum and Chemical Corp., Oakland, both representing the Association of National Advertisers: William Bernbach, chairman and chief executive officer, Doyle Dane Bernbach Inc., New York, representing the American Association of Advertising Agencies: Eugene S. Duffield, president, Popular Science Publishing Co., New York, representing the Magazine Publishers Association: Charles B. Burkhart, president, Burkhart Advertising Inc., South Bend, Ind., representing the Outdoor Advertising Association.

Also elected were Don Durgin, president, NBC-TV, New York, representing the National Association of Broadcasters: John E. Grimm III, vice president and general manager, toilet articles division, Colgate-Palmolive Co., New York, and Leonard Matthews, president, Leo Burnett Co., Chicago, the latter two as directors at large.

## Spending bill taking shape

### Pastore wants measure with tough disclosure provision, ceiling on broadcast buys

Sketchy details of the political-spending bill that the Senate Commerce Committee is hammering out in executive session became known last week.

A spokesman for Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee which held hearings on election-reform proposals earlier this month (BROADCASTING, March 8), said that Senator Pastore is pushing hard to have the bill contain his pet provision: a seven-cents-per vote limit on a candidate's TV and radio advertising expenditures. This source, however, had no comment on a report that the bill also would contain a ceiling on overall media spending that might include the broadcast limits.

Senator Pastore reported "tremendous progress" after the committee worked for two and a half hours last Tuesday (March 16) in its first executive session to deal with the problem. He predicted the committee would report out a campaign reform bill carrying "a very strong and very brutal" requirement for full public disclosure of the source of campaign funds.

He declined to discuss the actions taken by the committee. However, he indicated the bill would provide tax deductions for small campaign contributors. The senator said speed is essential if the bill is to become law.

The committee will meet in executive

session tomorrow (March 23) to consider the political-spending issue further.

In a letter to Senator Pastore, CBS President Frank Stanton has amplified comments he made during the subcommittee's hearings in regard to CBS's offer to provide free time to presidential and vice presidential candidates, contingent upon repeal of Section 315 (BROADCASTING, March 8).

Dr. Stanton said CBS would offer the candidates eight hours of free time next year between Labor Day and election day if the equal-time provision was repealed. He suggested that "in the opening and closing hours of what we hope would be a full eight-hour series, the candidates present their over-all views, either individually or in joint appearances." The format would be determined in consultation with the candidates and with their agreement, he said.

He said the intervening six hours would consist of various formats (again with the candidates' approval) designed to bring out the most information about the candidates' attitudes toward the campaign issues. Dr. Stanton said he hoped that some of these broadcasts "would be joint appearances or back-to-back interviews. . . ."

"CBS is making an extensive commitment of free time under circumstances we believe will be agreeable to the candidates and at the same time make for a far more invigorating flow of information on the campaign, with a greater access to the public, than perhaps ever before in our nation's history," he said. "This is the goal. And we urge Congress to remove the one insurmountable obstacle: Section 315."

Meanwhile, Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, said last week that President Nixon would approve the campaign-spending legislation that Congress sends to the White House this year. This was the first indication that the President feels called upon to go along with the end product that emerges from Congress, even if he may question some of its features.

However, there is also an indication that the Nixon administration is working to fend off this year's congressional drives to clamp tight restrictions on political financing.

A spokesman for Representative John B. Anderson (R-Ill.) said last week that Eugene S. Cowen, one of the President's special assistants, has approached Mr. Anderson and argued against the limits on political contributions and spending contained in Mr. Anderson's proposals (H.R.'s 5088, 5090, 5093 and 5096). Mr. Cowen urged the congressman to back Senate Republican Leader Hugh Scott's (Pa.) proposal (S. 956) that would remove all existing ceilings. Mr. Anderson refused, but the tactic may

indicate that the White House is seeking to persuade Republican congressmen to back a measure that would counter charges that the President is out to buy re-election next year, and at the same time would avoid cutting off the flow of Republican campaign contributions.

In another development, the National Citizens Committee for Broadcasting has submitted its own recommendations to the Communications Subcommittee.

Thomas P. F. Hoving, chairman of the National Citizens Committee, contended that political spot announcements provide little political information to the voter and should be abolished. If this is not feasible, he said, political spots should at least be limited to about 20% of a candidate's total broadcast expenditures. He said an overall limitation on media expenditures would be desirable, but "a limit at least on broadcast expenditures must receive the highest priority from the standpoint of the public." The combination of a limit on broadcast spending and a limit on the proportion spent on spot announcements "would help insure that these expenditures are used for the maximum informational benefit of the voter," he added.

Mr. Hoving had no recommendations on the suspension of Section 315, but said broadcasters should not use the existence of the equal-time provision as an excuse for failing to present in-depth coverage of political issues or candidates.

In addition, Mr. Hoving contended "it is not in the public interest to increase the already excessive amount of advertising time on the airways by adding political advertising at the expense of programing." Political advertising should be substituted for commercial time even if it is sold at a lower rate, he said.

At its regular quarterly meeting last week the national board of directors of American Women in Radio and Television passed two resolutions on political broadcasting.

The board endorsed a nondiscriminatory limit on political spending to give candidates latitude in their use of campaign funds. In addition, the board urged Congress to repeal Section 315 for federal, state and local candidates in general elections.

## Damper proposed on government ads

Lionel Van Deerlin (D-Calif.) introduced a joint resolution in Congress (H. Con. Res. 215) last week opposing the use of public funds by federal, state or local governments for the purchase of radio or TV advertising time. Mr. Van Deerlin's resolution

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(and all that surrounds it)

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Late News	33	24	39,000
<b>FIRST IN LATE EVENING</b>			
Tonight Show	13	10	17,000
<b>FIRST IN DAYTIME</b>			
<b>WOMEN'S SHOW</b>			
Party Line	14	13	22,000
<b>FIRST IN PRIME TIME</b>			
<b>LOCAL MOVIE</b>			
Red River Theater(9:30-11P.M.)	20	19	32,000
<b>First in metro share (Sign on—Sign off) 46.0%</b>			

\*Nov. 1970 ARB



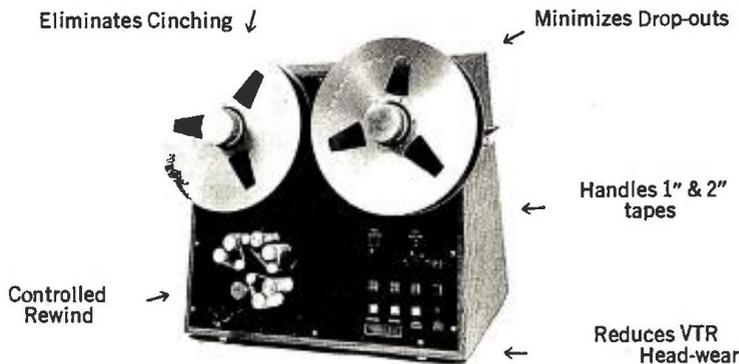
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was precipitated by the \$10.6-million advertising campaign recently launched by the Army (BROADCASTING, March 15). He called the campaign an unprecedented effort by a government agency to expend public funds for broadcast time that traditionally and rightfully has been donated as a public service. He also said the campaign would have the effect of eroding public access to the airwaves while increasing "the specter of government influence over sensitive media."

A former news broadcaster, Mr. Van Deerlin is opposed to such uses of public funds in principle, but said "there may nevertheless be rare instances in which this practice can be justified." Thus the resolution does not possess the power of a prohibitive law, but if adopted would allow "some leeway."

## Advertising code still developing

Revised AAF blueprint to be discussed with Commerce Department

Advertising and media representatives are scheduled to meet today (March 22) with a Department of Commerce group in Washington to consider means of inaugurating self-regulation in the advertising field—hopefully to counteract moves in Congress to establish a new consumer protection agency.

This will be the second meeting of the business group with the federal officials on this subject; the first took place last January.

Under consideration at the Commerce Department meeting will be the proposed American Advertising Federation code that would bring together in a single body advertisers, agencies and media. The AAF proposals were broached initially last year and publicized by Victor Elting, then vice president of the Quaker Oats Co., Chicago, who is chairman of the association. They were publicly introduced at the AAF government-affairs conference in Washington last month (BROADCASTING, Feb. 8).

Since then two significant changes have been made in the AAF proposals. A section that required media to refuse to carry an advertisement that had been found unsuitable by the code authority has been dropped. And, following consultations between AAF officials and those of the Council of Better Business Bureaus, it has been determined to use the council as the first level of the proposed code's staff. Also changed somewhat has been the composition of the review board which was to be the top

layer of the original three-tier plan.

Under the initial plan, the code authority was envisaged as having a first level, constituting a code staff and director, that would investigate complaints, monitor ads in all media and initiate studies. At a middle level, the code authority would have a standards committee consisting of representatives of advertisers, agencies and media. And at the top would be a national advertising review board, consisting of from seven to 15 members, with a majority representing the public, whose function would be to act as a final court of appeals in cases involving differences between an advertiser and the ruling of the other code groups. The review board also would have policy-making authority.

Under fire by antitrust lawyers, including Miles W. Kirkpatrick, chairman of the Federal Trade Commission, the AAF decided to delete the original provision that would have required media members of the code to refuse questioned advertising. AAF officials agreed last week that they have eliminated this provision on the advice of their own antitrust lawyers. In its stead, Howard H. Bell, president of AAF, said in a statement sent to members and others, the proposed code would rely on publicity and the referral of challenged advertisements to the FTC or other federal agencies where unfair or deceptive practices seem to be involved.

The decision to incorporate the nationwide Better Business Bureaus as the first line staff of the code organization also was announced last week. Originally the AAF proposal called for the establishment of a new staff. But the chairman of the Council of Better Business Bureaus, Elijah Gray II of the Whirlpool Corp., Benton Harbor, Mich., offered use of the 140 bureaus as the core of the proposed AAF code. Following consultations between the two organizations, the AAF officers agreed to accept that offer.

One other change has been made in the contemplated code. Initially, the policy-making review board was to be composed of seven to 15 members, with a majority representing the public. The revised version now calls for a review board of from 15 to 25 members, that would include public members but, it adds, the ratio of public representatives to the whole body is undecided.

Host at the Commerce Department meeting today will be William Lee, deputy assistant secretary. Among those attending, in addition to the AAF and the Council of Better Business Bureaus, will be representatives of the Association of American Advertising Agencies, the Association of National Advertisers, the American Newspaper Publishers, the Magazine Publishers Association, and

## ITT Continental hit in many ways by FTC

### Commission charges firm, agency with false claims; proposes 'disclosure' ads

The Federal Trade Commission announced last week it intends to issue a complaint against ITT Continental Baking Co., Rye, N.Y., alleging the company has made false claims in its TV commercials and other advertising.

ITT Continental is to be charged with making false nutritional claims for Wonder bread and Hostess snack cakes and with making false weight reduction claims in advertising for Profile bread. The agency for ITT Continental, Ted Bates & Co., New York, is also to be named in the complaint.

In addition to prohibiting the alleged misrepresentations, the proposed cease and desist order in the complaint would require that at least 25% of each advertisement for the three products for the next year consist of a disclosure that the FTC has alleged the products have been falsely advertised.

In response to the FTC's announcement, ITT Continental (a subsidiary of International Telephone and Telegraph Corp.) denied the allegations and pointed out that "Continental has been a pioneer in bringing nutrition to the public.

"It now appears that the FTC has adopted a new theory which would prohibit a company from advertising any of the qualities of its products unless they are unique," ITT Continental said. "This would effectively rule out much of today's advertising, including

the National Association of Broadcasters. The NAB was not at the first meeting.

The NAB's presence points up the growing interest by broadcasters in an industry-wide advertising code. Almost from the beginning of the AAF proposals, the NAB has indicated its support on the assumption that such a move would relieve the NAB code authority of much of its responsibilities. Broadcast code activities, particularly in the television field, are one of the reasons for a current evaluation undertaken by the TV code review board.

A special subcommittee of that board met with code officials in New York last week and reportedly came to the reluctant conclusion that the TV code budget must be raised if the code authority is to cope with increasing demands for policing TV channels. This

nutritional advertising, since few foods are unique. In effect, the FTC now proposes to punish Continental for violating a concept which has never been expressed as a rule of law," it added.

At an FTC news conference last Tuesday (March 16), at which the proposed complaint was announced, Robert Pitofsky, director of the commission's Bureau of Consumer Protection denied that the proposed complaint was in response to a petition filed with the FTC by consumer crusader Ralph Nader (BROADCASTING, Feb. 22). He said it was the result of a "staff-initiated" investigation prompted by a number of complaints.

John H. Schafer, legal counsel for ITT Continental, was also at the news conference. He said the company had offered to examine the FTC's claims and to change its advertising, however the commission did not respond to the offer and proceeded to announce its intention to issue the complaint. Now that the announcement has been made public, he said, ITT Continental plans to challenge the allegations in court.

In the past the FTC has cracked down on nutritional claims by Coca-Cola's Hi-C drink, Carnation's Instant Breakfast and, more recently, Ocean Spray's cranberry juice cocktail and Swift & Co.'s baby-food line (BROADCASTING, Feb. 18).

In a related development Borden Inc., New York, has agreed to an FTC consent order prohibiting the company from using deceptive tests, experiments or demonstrations to sell instant coffee or other nondairy products.

The tentatively adopted order would settle an FTC complaint that Borden's TV commercials distorted the measured acidity of Kava coffee compared to other unnamed brands.

burden would be lightened, all agreed, should an all-advertising code come into existence.

The code evaluation committee was said to have left it up to the code authority officials to review their needs, establish priorities and determine how they should be met. Among the topics discussed during the one-day meeting, in addition to finances, were promotion of code activities, fees, consumer representation, the establishment of a medical science advisory panel, and research on product claims.

The code authority, whose budget is almost \$500,000, is expected to be operating with a \$30,000 deficit this fiscal year that ends March 31.

The recommendations of the TV code evaluation committee will be submitted to the parent committee at its meeting March 28 at the NAB convention.

## FCC pleased with its cable free-for-all

Panel discussions of copyright, access, other issues seen as sharpening issues; oral argument lies ahead

The members of the FCC, showing little sign of weariness with the task at hand, are in the second phase and the third week of public hearings on the commission's proposals for overhauling its basic CATV regulations.

Already completed are four days of panel discussions that began on March 11 and produced a kaleidoscope of arguments on the issues confronting the commission—including the question of CATV copyright liability, the direction CATV development should take, and the appropriate relations between federal, state and local regulatory bodies.

And on Friday (March 19), the commission began hearing a schedule of some 130 set-piece oral arguments on the same subjects.

The unique panel discussions, in which spokesmen for various points of view debate among themselves and subject themselves to questioning by the commissioners, has proved a hit with the commission. Chairman Dean Burch said the panels "are a hell of a lot better than" the conventional oral argument in developing information.

The four panels held last week served to sharpen the arguments on the issues facing the commission, if they did not provide any answers.

On the question of public access, for

instance, there was general agreement, as there had been in panels the preceding week, that CATV channels should be made available to assure the public a voice. Ossie Davis, the actor and president of the Equal Opportunities Committee of the Academy of Radio and Television Artists, said: "No longer will we be black puppets on a white string. We want—and you can guarantee—access," he told the commission.

But John Summers, general counsel of the National Association of Broadcasters, wondered about the need for control over such channels to prevent the transmission of pornographic material or of material inciting to riot.

Irwin Karp, representing the American Civil Liberties Union, which advocates regulation of CATV as a common carrier, said that giving CATV operators any control over access "opens the door to censorship."

But the commissioners were not persuaded. Chairman Burch said that "the possibility for libel on CATV boggles the mind, if people are allowed to go on without control." And Commissioner Thomas J. Houser made it clear he had not heard any suggestions as to how the commission could handle the liability question in the absence of controls.

But it was the panel on CATV copyright liability that produced the sharpest clashes. Attorney Louis Nizer, representing copyright owners, James E. Denning, of MCA Inc., and David Horowitz, of Columbia Pictures Inc., argued that those producing the material used by television stations and CATV systems are entitled to full copyright payment and to the right to sell their product on an exclusive basis.

"How can the copyright owner exist if he cannot assure a television station of the exclusive use of his product," Mr. Nizer asked. And he had a caustic comment on the remark of Teleprompter Corp.'s Irving Kahn, at a panel two weeks ago, that he foresaw CATV subscriber fees dropping from \$5 a month to \$1 (BROADCASTING, March 15). "But at whose expense" will the fee be reduced?" Mr. Nizer asked. "The creative artist's."

The copyright owners also said the compulsory license-fee system the CATV industry has advocated—under which systems would pay a fixed percentage of their revenues for the use of copyrighted material—is inadequate. It would not, they said, enable copyright owners to obtain reasonable compensation they feel they could get through direct negotiations. However, they appeared willing to



Attorney Louis Nizer (l), representing copyright owners, Charlton Heston, president of the Screen Actors Guild, and Leonard Stevens (r), of U.S. Commissions Corp., were among

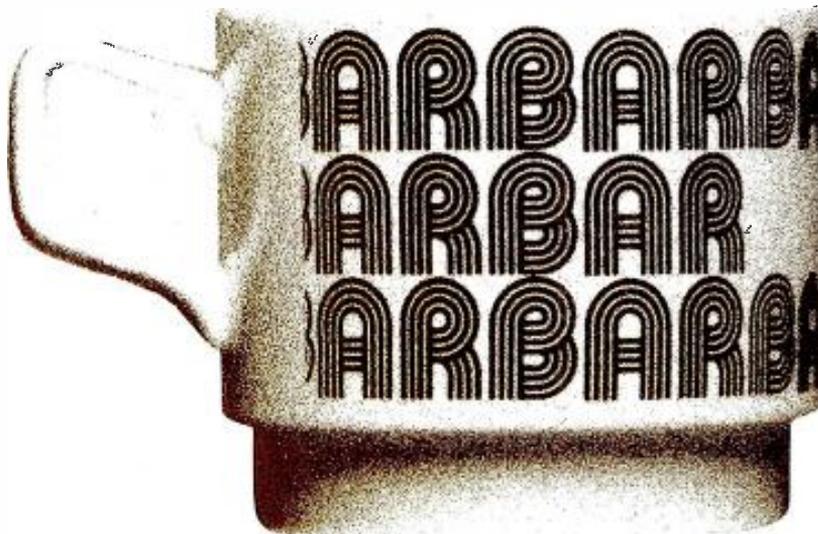
members of eight panels that discussed the FCC's proposed overhaul of CATV regulations. This week, the commission continues oral arguments (begun last Friday) on its proposals:

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...at the NAB Convention, March 28 – 31. And, we'll be serving up the same warm hospitality as we have at past conventions: continental breakfast and ARB coffee mugs.

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So, whether you have a research question to be answered or just want to sample our warm hospitality, come on by.



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**Sunday**—March 28  
12:00 noon to 6:00 PM

**Monday**—March 29  
8:30 AM to 6:00 PM

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## SEE ARB AT THE NAB

# Marconi comes back to America

Marconi announces the formation of a new company in the United States that will enable a direct and rapid service to be provided for its many North American customers. Marconi's association with the United States dates back to the turn of the century, when the Marconi Wireless Telegraph Company of America was formed. This was to become the Radio Corporation of America after the first World War, but Marconi has maintained strong links with America continuously ever since. The formation of Marconi Electronics Inc, the new company, will bring back the Marconi name in a United States based company.

Formed mainly to support the widespread activities in North America of Marconi Communication Systems, the new company will also be able to handle the interests of GEC-Marconi Electronics, who are Europe's foremost electronics group.

Marconi Communication Systems is Europe's largest manufacturer and exporter of broadcasting and radio communications systems, and its products extend from television cameras to space communications earth stations and from electronic telephone exchanges to mobile radios. More than 650 Marconi television cameras are currently in operation in North America, and through Marconi Electronics Inc it will be possible to strengthen the back-up services provided by the Company, and to widen its activities into other aspects of television and broadcasting as well as radio communications and electronics in general.

Mr Tom Mayer, Managing Director of Marconi Communication Systems, who has been appointed Chairman and President of the new company, stated, 'Marconi Electronics Inc will ensure the long-term continuity of comprehensive service and maintenance facilities for all our customers in the United States, particularly the television companies using Marconi cameras, but at the same time it will give us a firm base for the extension of activities into other communications and electronics markets. In addition, to major spares holdings, the Company will have a full planning, engineering and sales capability.

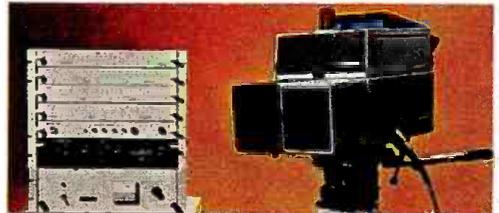
Mr Frank Cassidy, formerly Executive Vice-President of Marconi Philippines Inc, has been appointed to the same position in Marconi Electronics Inc. He is resident in the United States. Mr S. Clarke, who is Manager of Marconi International Division has been appointed a Director of the new Company.



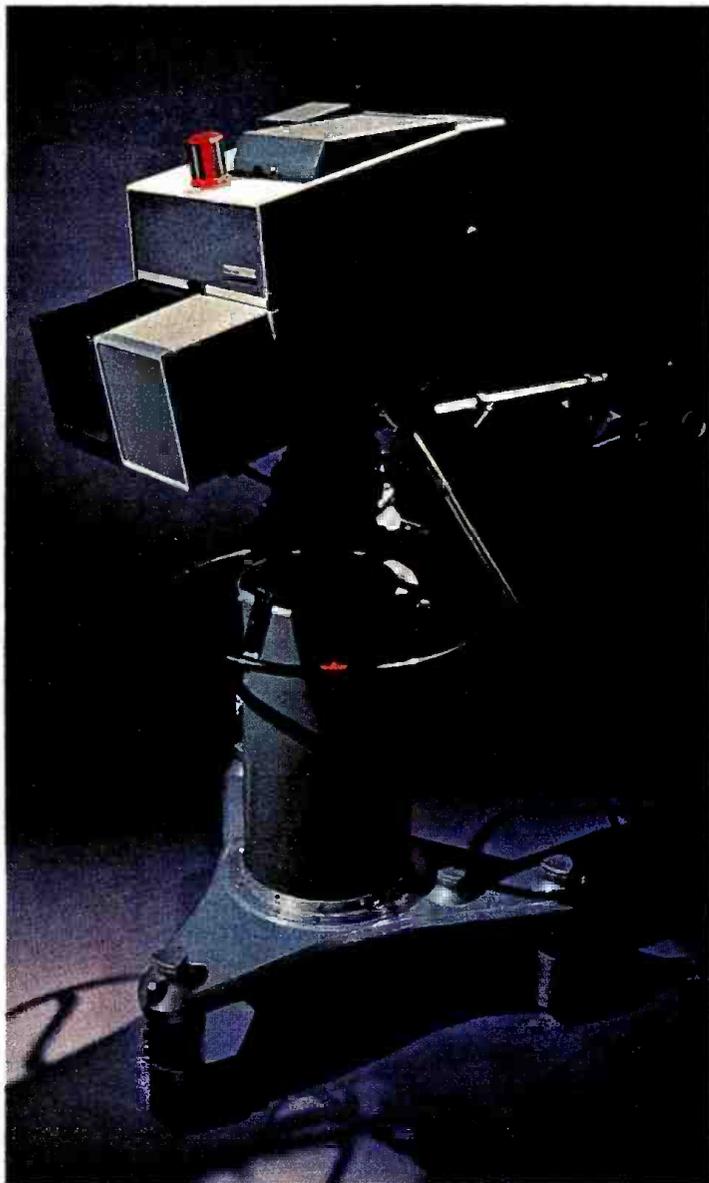
Mr Tom Mayer



Mr Frank Cassidy



# Marconi invites you to set up the Mark VIII in two minutes or less



## Marconi Mark VIII

The most automated color camera in the world.

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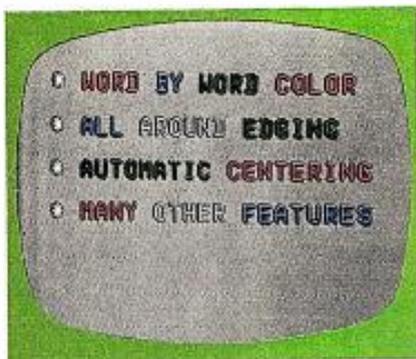
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64 (THE MEDIA)

accept compulsory licensing in markets below the top 50.

The copyright owners got strong support in a subsequent panel from Charlton Heston, who appeared as president of the Screen Actors Guild—as well, he said, as an actor and citizen. He painted a bleak picture of the screen actor's life, with 76% of the SAG's 24,000 members earning less than \$3,000 a year, then noted that actors depend on residuals from reruns of the films they make for television. It is those residuals, he said, that are threatened when CATV systems import distant signals without paying copyright.

Bruce Lovett, of American TV & Communications Corp., and attorney Frederick W. Ford, made the counter-arguments. Exclusivity, said Mr. Lovett, denies CATV subscribers the diversity of service CATV can make possible. And Mr. Ford, a former president of the National Cable Television Association as well as a former FCC chairman, said the commission has no authority to act on copyright and should leave the matter entirely to Congress.

There appeared to be an element of shadow boxing in the exchange for all the tough talk. Mr. Nizer, noting that copyright owners and CATV representatives have been attempting to settle their differences, indicated that a settlement might be reached. He said the pending copyright suit CBS has brought against Teleprompter might provide the necessary spur, since it represents the possibility that the courts may yet saddle CATV with full copyright liability. The case is expected to be heard this summer.

One of the panelists fingered the FCC itself as one of the factors blocking congressional action on a copyright bill that would include CATV. Barbara Ringer, assistant registrar of copyrights, who was the principal author of the copyright bill that died in the last session of Congress, said the commission's proposal, in December 1968, to require CATV systems to obtain retransmission consent of the distant stations whose signals they want to import "threw us back in our efforts to get a copyright bill." She said the same thing happened the following June, when the commission made an alternative proposal—one that would permit CATV systems to import distant signals if they deleted the commercials and made the time available for sale by local UHF stations. Neither proposal has received support in any of the panels.

"If the FCC acts unilaterally again without consultation with those in government responsible for copyright legislation," she said, "I am convinced that the situation will become worse and the impasse will continue." She urged the commission to co-ordinate any future action in the field with appropriate

members of Congress and the copyright office.

But CATV copyright liability was not the only issue, as Ernest Jennes, counsel for the Association of Maximum Service Telecasters, sought to make clear. Copyright, he said, won't solve the problem of "fragmentation" of audience by CATV, of importation of signals into overlapping markets and of the limit to be placed on distant signals.

One broadcaster who expressed his concern about such things was Leonard Stevens, of U.S. Communications Corp., a multiple UHF owner. He said the firm's WPHL-TV Philadelphia now provides the diverse programming CATV spokesmen say their industry could provide—children's programming, minority-group programming, sports programming not available elsewhere—and all, he said, "without a government-supplied economic base." This was a reference to CATV spokesmen's frequently stated argument that CATV needs the economic base of distant signals if it is to provide the kind of service technology makes possible.

But, he said, "we couldn't survive the heavy inroads of distant signals." He noted that the station needs financing but that if the commission accepts CATV's promises and abandons UHF, "so will the financial community, and we will die."

The question of whether CATV should be owned by public or educational entities also produced conflicting views. Stuart Sucherman, of the Ford Foundation, which has argued that such organizations should receive preference in obtaining CATV franchises, said non-profit ownership of CATV systems would bring competition and diversity and provide funds needed for local program production. Theodora Sklover, a CATV consultant associated with the Bedford Stuyvesant Restoration Corp. in New York, said the commission should not lift its ban on TV-CATV crossownership for educational stations. She favored the setting aside of one-third of a CATV system's channels for public use and putting them under the control of a local CATV board composed of community representatives.

NCTA President Donald V. Taverner opposed public ownership, arguing that communications development can best be accomplished by private ownership. He said public groups lack the necessary financing and are not necessary to assure public access. But on that point he said the commission should require only new CATV systems to make unreserved channels available on a lease basis.

It was that panel that produced what Commissioner Nicholas Johnson later characterized as "hair-raising" testimony regarding alleged local corruption. Frederick Reberman, of Community Television

BROADCASTING, March 22, 1971

Inc., licensee of WJCT(TV) Jacksonville, Fla., told of efforts by an individual he identified only as "Mr. Big" to buy him off in an attempt to prevent his obtaining a franchise. He also claimed his phone had been tapped.

The commission was given sharply conflicting advice on what would be the appropriate relations between state and local governments on the one hand and the federal government, on the other, in regulating CATV. William K. Jones, a member of the New York State Public Service Commission, said the commission should leave the bulk of regulation to the states. It should, he said, encourage diversity in regulation as well as diversity in programing—an idea anathema to CATV interests.

Amos B. Hostetter Jr., Continental Cablevision Inc., said the cable industry "may not long survive the jurisdictional hassle and potentially conflicting

directives of its present suitors. The social cost of continued regulatory confusion and divided jurisdiction will be high."

Former FCC Commissioner Kenneth A. Cox expressed a position echoed by a number of other panelists—let primary jurisdiction rest with the commission, with state and local governments exercising supplemental duties. The commission, he said, should set policy in such matters as signal carriage, nonduplication, broadcast policies (Section 315), and crossownership restrictions. The state and local regulatory bodies would handle such matters as selection of franchisees, rate regulation and rate of return.

He would also have the commission pin down CATV systems on the services they intend to provide—and on whether they will have the resources to provide them.

## A day in court: comparative hearings

### Arguments made pro and con for upsetting FCC policy favoring incumbent licensees

Two lawyers from disparate camps appeared last week before the U.S. Court of Appeals in Washington seeking to overturn the FCC's Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants. Edward P. Morgan, a long-time member of the federal communications bar, represented two television applicants seeking to depose licensees in Boston and Norfolk, Va. And William Dobrovir argued for the Citizens Communications Center and Black Efforts for Soul in Television, two establishment-hassling organizations whose purpose is to open the broadcast media to citizen groups, particularly minority groups.

The policy statement maintains that the commission will favor incumbents who are involved in comparative hearings if they can demonstrate that they have provided "substantial" service. But the controversial point is the statement's assertion that, if an examiner, at the conclusion of the initial phase of a hearing dealing with the licensee's past record, determines that it represents "substantial" service, he should "halt the proceeding . . . and issue an initial decision based on that determination."

In their appearances Monday (March 15), both attorneys argued that the statement—adopted in the wake of the furor kicked up by the commission's WHDH decision and designed to assure broadcasters a measure of "stability" and "predictability" while preserving the "spur" of competition that would-be licensees might pose at license-renewal time—went too far in the direction of

licensee stability and predictability.

And it was the member of the establishment, Mr. Morgan (whose firm is the leading one in representing renewal-challenging applicants), who appeared to make an impact on the three-judge court. His two clients, he said, are convinced they can offer superior service but "feel that the policy statement prevents them from showing their superior quality and forecloses them from any chance."

Mr. Dobrovir attempted to focus on the statement's impact on "minority groups," saying they were being "fenced out" of broadcast-media ownership and, thus, were being denied their constitutional right of equal protection of the laws.

But Judge George E. MacKinnon, after picking him up on the "minority" term and determining that Mr. Dobrovir had blacks and Spanish-surnamed Americans in mind but not, say, Catholics, said his definition appeared "indefinite." He also disputed Mr. Dobrovir's contention that, at a time when blacks and Spanish-surnamed Americans are accumulating the funds needed to compete for broadcast properties a policy statement is issued "that says, 'No more competition.'"

"It doesn't say that," Judge MacKinnon snapped.

"It's not just minority groups that are fenced out," said Mr. Morgan, in his turn before the judges. "Any group is fenced out."

"The commission has rewritten the Communications Act," Mr. Morgan

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Suite 1606 A

said. "If this statement stands, there will be no competing applications." He said would-be challengers would not commit the \$250,000 he said competing applications cost to prepare and to prosecute, in the face of the statement.

He noted that challenges to the renewal applications of NBC for KNBC-TV Los Angeles and of Post-Newsweek Stations for WPLG-TV Miami were withdrawn following issuance of the statement. He spoke from personal knowledge; he represented both challengers. And he said that one of the two challengers his firm still represents plans to dismiss its application if the policy statement is affirmed in court. (When asked later, he declined to say which client he had in mind—Hampton Roads Television Corp., which is opposing WTAR-TV Norfolk, or Community Broadcasting of Boston, which is one of two new applicants for the channel now occupied by WNAC-TV.)

FCC Associate General Counsel John Conlin argued—as the commission does in its statement—that the policy is not new, that it reaffirms policy dating back to 1951, when the commission, in awarding WBAL(AM) Baltimore renewal of its license in the face of a competing application, said that the station's past performance was "the" controlling factor.

The statement, Mr. Conlin said, was designed to ease industry fears growing out of the commission decision, a year earlier, denying WHDH-TV Boston renewal of its license and awarding the franchise for the contested channel 5 to a competing applicant, Boston Broadcasters Inc. The commission had held that the station's performance was not entitled to any weight because it was only "average." Subsequently, the commission attempted to reassure broadcasters by asserting that, because of the peculiarities in the background of the case—among other things, at one point, the commission invited challengers to compete for the channel 5 license—the

case was unique. But the fears did not subside.

Furthermore, Mr. Conlin said, the policy was not ironclad. He said the commission will listen to arguments that the policy should not be applied—if, for instance, in a hypothetical example cited by Judge Malcolm Wilkey, the Ford Foundation wanted to operate a station with a heavy budget of public-interest programming on a channel occupied by an outlet providing "substantial" service.

He also said no hearings had yet been cut off at the conclusion of the initial phase, on a licensee's past performance; he pointed out that an examiner would not terminate a hearing at that point if he had any doubt about that service. And he pleaded with the court to await the results of commission actions on cases now moving through the hearing process before passing on the statement's legality. Ten cases are in hearing status, all but two begun after the WHDH decision.

But the judges appeared troubled. Judge J. Skelly Wright, noting that no competing applications had been filed since the policy was issued, said: "The effect of the policy statement is catastrophic. We won't get the cases. No one will pay the money required to prosecute applications."

And when Mr. Conlin said that the complainants were "arguing in a vacuum," Judge MacKinnon said the commission's statement was issued "in a vacuum, and is subject to the conclusion that, in the perfect case—one in which 'meritorious competition' is offered—the rule isn't any good." He saw it running "counter to the requirement that you give a hearing, and I assume that means a full hearing."

Then he drew on personal experience. It is, he said, similar to the court cutting off an argument, and then waking up and giving more time to the parties. (The court argument held before the

one on the FCC policy statement ran one hour over the scheduled time.) "When you cut off a hearing at any point, you're on hazardous ground." That, he said, is the heart of the appellants' complaint.

## At Palmer House: the NAFMB

### Moss to be keynote speaker at four days of meetings prior to NAB gathering

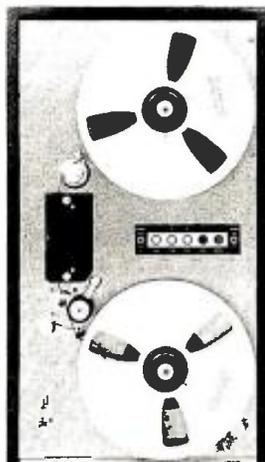
Senator Frank Moss (D-Utah), the sponsor of legislation that would require all radio sets to be capable of receiving FM broadcasts, will be the principal speaker at the annual convention of the National Association of FM Broadcasters March 25-28 at the Palmer House in Chicago. Senator Moss, a member of the Senate Communications Subcommittee, will speak at the concluding luncheon on Sunday (March 28).

All-channel radio legislation is also scheduled for discussion by the membership, Friday afternoon (March 26). The subject will be covered by a panel consisting of John Richer of WFIL-FM Philadelphia, who is president of NAFMB; Albert L. Holsen, director of radio activities for the Corp. for Public Broadcasting; and Edward F. Kenehan, Washington lawyer who is chairman of the All-Channel Radio Committee, Frederick Allen, NAFMB.

On Saturday (March 27), Dr. William McGill, president of Columbia University, New York, will keynote the awards luncheon of the Armstrong Foundation at which winners of the 1970 Major Edwin Armstrong competition for excellence in FM broadcasting will be announced. The late Major Armstrong is considered the father of FM radio.

The rise in the use of country-and-western music by FM stations will be acknowledged at the Friday luncheon (March 26) by Bill Anderson, recording artist and songwriter. The problems of FM broadcasters with music record manufacturers will be explored on Saturday morning (March 27) with representatives of the record industry. A major problem, it is reported, is the lack of service to middle and small-market FM stations. Also certain to be discussed is the latest FCC statement on the responsibility of broadcasters for screening the lyrics of records to insure that no drug-oriented words are played.

Another highlight of the four days of the NAFMB meeting will focus on



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the campaign to get more FM receivers in automobiles. At the present time, according to NAFMB sources, only 14% of all car radios are FM—and the percentage has remained steady at this level for the last few years.

Other features of the series of 20 discussion sessions cover FM sets, advertising, minority employment and sales.

On Sunday (March 28), NAFMB members will tour the newly installed FM transmitter facilities atop the 100-story John Hancock building in Chicago. There are six FM stations operating from that building, 1,107 feet above ground.

## AM-TV combination sale approved

### Financial situation used as lever for multiple ownership

Under its revised one-to-a-customer rules (BROADCASTING, March 8), the FCC has granted the sale of a Johnstown, Pa., AM-TV combination. Sold were WARD-AM-TV, financially troubled outlets of, respectively, the Rivoli Realty Co. and Central Broadcasting Co., which are commonly owned.

The buyer is the Ben Werk Group of Canton, Ohio: Benjamin C. Werk, Norman W. Sponseller, Shelby L. Estep and Dustin L. Lewis. It will pay \$175,000 for WARD(AM) and \$575,000 for WARD-TV. Mr. Werk is manager of the stations.

Rivoli Realty and Central Broadcasting are controlled by Walter M. Thomas, Margaret E. Gartland, Rita Gillespie, Shirley Jordan and Dr. George D. Gartland. They also own WARD-FM Johnstown, and are donating that station to the Cambria county (Pa.) Vocational Technical Institute for educational purposes.

Mr. Werk, who will remain at WARD-AM-TV as manager, is also national sales manager for WJAN-TV Canton, and owns a livestock feed distribution company. Mr. Sponseller is a Stark county (Ohio) commissioner and has an interest in a construction firm there. Mr. Estep owns a sporting-goods store and a mobile-home leasing firm. Mr. Lewis has an interest in a building supply firm.

The rule revisions permit transfers of radio-UHF television combinations on a case-by-case basis. The Werk group, in seeking to buy the stations, cited the stations' past financial troubles. The group argued that competition from broadcast and CATV in the Johnstown-Altoona market, combined with rugged terrain, high channel and low

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power of WARD-TV have limited the stations' revenues. The Werk group said that the stations would have to be operated together in order for them to achieve stability and if they hadn't been doing so in the past they would have long since ceased operation.

WARD-TV, which has been operating under special temporary authority since 1957, is on channel 57, 91 kw visual and 45.5 kw aural, with an antenna 640 feet above average terrain. It is affiliated with ABC and CBS. WARD-(AM) operates on 1490 khz with 1 kw day and 250 w night.

## A one-to-a-customer exception in Yuma

The FCC has waived its rule against acquisition of AM-VHF combinations in the same market to permit Combined Communications Corp. to retain KBLU-AM-TV Yuma, Ariz. The AM operates full time on 1 kw. The TV is on channel 13.

In its recently modified one-to-a-customer rule, the FCC said it would consider waivers of the ban against AM-TV consolidations only in exceptional cases. This one, it said, fit the specifications.

Combined Communications, then the

owner of the AM, was granted permission in October 1969 to acquire KBLU-TV on the condition that it comply eventually with whatever rule emerged from the one-to-a-customer proceeding that was then in progress. That condition was removed by the waiver.

The FCC said that the Yuma, Ariz.-El Centro, Calif., television market was among the smallest in the country, that both the AM and TV stations have suffered losses, that competition from other broadcast stations and CATV is abundant. To split the ownership of KBLU-AM-TV, it said, would be to increase the economic peril of each. In the 5-2 vote Commissioners Robert Bartley and Nicholas Johnson dissented.

## Changing Hands

### Announced:

The following sale of broadcast stations was reported last week subject to FCC approval:

■ WLYC-AM-FM Williamsport, Pa.: Sold by J. T. Keliher and others to Alpha Computer Service Corp., New York, for \$160,000. Mr. Keliher and his associates were the original owners of WLYC-AM-FM and have no other broadcast

holdings. Alpha Computer Services is the parent company of Salamanca Broadcasting Co., licensee of WGGO(AM) Salamanca, N.Y. WLYC(AM) operates on 1050 khz, with 1 kw day. WLYC-FM is on 105.1 mhz, 3.8 kw and has an antenna 1,140 feet above average terrain. Broker: Chapman Associates.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 132).

■ WARD-AM-TV Johnstown, Pa.: Sold by Walter M. Thomas, Margaret E. Gartland, Rita Gillespie, Shirley Jordan and Dr. George D. Gartland to Benjamin C. Werk, Norman W. Sponseller, Shelby L. Estep and Dustin L. Lewis for \$175,000 and \$575,000, respectively (see page 67).

■ WPFA(AM) Pensacola, Fla.: Sold by Kevin P. Reilly and others to William C. Woodall Jr., John H. Chastain, Alton R. Woolbright, Cecil H. Grider and Owen W. Paracott for \$398,333. Sellers own WMEN(AM) Tallahassee, Fla. Mr. Woodall has interests in WDSR(AM) and WTLD(FM), both Lake City, Fla.; WGSW(AM) Greenwood, S.C., and WDWD-AM-FM Dawson, WGRA(AM) Cairo and WBBK(AM) Blakely, all Georgia. Mr. Chastain is a student at the University of Georgia, Athens. Mr. Woolbright is an announcer at WDWD. Mr. Grider has an interest in WIMO(AM) Winder, Ga. Mr. Paracott is program director for WDWD. WPFA is a daytimer on 790 khz with 1 kw.

■ WIVY-AM-FM Jacksonville, Fla.: Sold by Jan L. and Nadine G. Brundage to Edwin B. Laughlin, Robert Lieb and T. Thomas Kirby for \$320,000. The commission simultaneously granted a transfer of 24% of Alumni Radio Inc. (the former licensee) from John J. Wheeler to Nadine Brundage in payment of a debt amounting to \$5,000. The Brundages have no other broadcast interests. Mr. Laughlin owns a textile mill in Waterford, N.Y., and has a 10% interest in WFTT-TV Bridgeport, Conn. Mr. Lieb owns Lieb Associates, a New York capital and management venture; is chairman of the board and 20% stockholder of Hospital Data Sciences, a management consultant and computer service for hospitals, and has a minority interest in Dalto Electronics, a Norwood, N.J.-based manufacturer of visual systems for aircraft pilot training. Mr. Kirby is a 49.75% owner of Synergetic Concept Inc., Jacksonville, a radio-TV programming concern. WIVY-(AM) operates on 1050 khz, with 1 kw day. WIVY-FM is on 102.9 mhz, 29 kw, with an antenna 205 feet above average terrain.



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■ **KWEB(AM)** and **KNCV(FM)**, both Rochester, Minn.: Sold by North Central Video Inc. (Joseph C. Poire and others) to Michael L. Sheedy for \$275,000. Mr. Sheedy is salesman for the stations. **KWEB** operates on 1270 khz with 5 kw day. **KNCV** is on 101.7 mhz with 3 kw and an antenna height of 46 feet above average terrain.

■ **WKAY(AM)** and **WGGD(FM)**, both Glasgow, Ky.: Sold by Jack Pedigo and others to Clovis and Moena Sadler for \$190,000. Mr. and Mrs. Sadler are employees of **WKAY** and **WGGD**—Mr. Sadler as general manager and Mrs. Sadler as program and sales manager. They also own an antique business together. **WKAY(AM)** is on 1490 khz with 1 kw day and 250 w night. **WGGD(FM)** operates on 95.1 mhz with 43 kw and an antenna 410 feet above average terrain.

■ **KBPI(FM)** Denver: Sold by William S. Pierson and others to Myriad Industries Inc. for \$175,000. Mr. Pierson is president of Signal Broadcast Productions Inc., the present licensee. Myriad Industries is headed by Marvin Spector, president, and Gene E. Keller Jr., vice president-treasurer. Mr. Spector was former owner of a machine-tools company. Mr. Keller is an attorney. **KBPI** is on 105.9 mhz with 30 kw and an antenna 200 feet above average terrain.

■ **WHCQ(AM)** Spartanburg, S.C.: Sold by Phillip A. Buchheit to E. M. (Pete) Johnson for \$160,000. Mr. Johnson owns **WCAW(AM)** and **WVAF(FM)** Charleston, W. Va.; **WZAM(AM)** Pritchard, Ala., and 50% of **WZAM-FM** Pritchard. He also owns 50% of **WMMN(AM)** Fairmont, W. Va., and 100% of an application to construct a new AM facility in Steubenville, Ohio. **WHCQ** operates on 1400 khz with 1 kw day and 250 w night.

■ **KVFM(FM)** San Fernando, Calif.: Sold by John D. Stroud and others to James Gordon Douglas III, Harry T. Starkland and others for \$110,000. Buyers are principals of Southwestern Broadcasting Inc., licensee of **KKAT(AM)** Roswell, N.M.; **KPRI(FM)** San Diego; **KYMS(FM)** Santa Ana, Calif.; **KRDS(AM)** Tolleson, Ariz., and **KKAM(AM)** Pueblo and **KBRN(AM)** Brighton, both Colorado. **KVFM(FM)** is on 94.3 mhz with 3 kw and an antenna 79 feet below average terrain.

## Lamar Life loses WLBT interim operation

The United States Court of Appeals for the District of Columbia has affirmed an FCC action granting interim operation for **WLBT(TV)** Jackson, Miss., to Communications Improvement Inc., a nonprofit interracial group.

The court, in a brief, unsigned order

last week, ruled against Lamar Life Broadcasting, former licensee of the channel-3 facility. Lamar had asked the court for an immediate decision on the merits of its appeal of the commission's ruling. The commission had given temporary authority to operate on channel 3 on September 4, 1970 (**BROADCASTING**, Sept. 7, 1970).

In its ruling last week, however, the court upheld the FCC action. It further dismissed Lamar's motion for an appeal of the action, thus canceling any possibility of the channel being returned to Lamar without a comparative hearing with other applicants for the facility.

Lamar lost its license as a result of a ruling from the same court on June 20, 1969. In that decision, the court overruled the commission's previous license renewal grant to Lamar. Complaints by the United Church of Christ and local blacks that **WLBT** practiced racial discrimination against the large black population in the Jackson area prompted the court's decision.

Lamar has been operating **WLBT** under temporary authority since it lost its license. Under a previous commission ruling, it must now surrender the channel to CII no more than 30 days after the court ruling.

The final verdict as to who will re-

ceive a permanent license to operate channel 3 will rest on the outcome of a comparative hearing. Lamar Life is joined in applying for the channel by Civil Communications Corp. and three member groups of Communications Improvement.

## A 'little FCC' for New York?

### State bills propose a cable commission and tight restrictions

A plan to create a five-member New York state commission on cable television has been introduced in both houses of the state legislature.

Offered in the New York Senate last Monday (March 15) by a Rochester, N.Y., Republican, Thomas LaVerne, the measure calls for a 10% state levy against CATV systems' gross income: 5% for local municipalities and 5% for the state. The proposal also calls for the budgeting of \$250,000 for operation of the commission to "establish a public-service fund for an educational, instruc-

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tional, community-interest and public-affairs program."

Both bills seek to aid in the "creation of public and community groups to organize, seek, charter when appropriate and request franchises for establishment of public nonprofit and not-for-profit CATV operations."

Republican Assemblyman Robert F. Kelly, Brooklyn, who introduced the bill March 9 in the Assembly, said about the over-all bill, "we are trying to create a small FCC in New York to pick up the slack where the FCC leaves off."

Michael B. Arnold, legislative chairman of the New York State Cable Television Association, said if the bill becomes law, "it will definitely end many existing [CATV] companies and put an end to further expansion of any CATV in New York."

The bill would prohibit CATV ownership and operation by any company that engages in newspaper publishing, public utilities, "or the production of program material and other communication program services for interstate syndication and/or distribution, including movies, entertainment, sports, business information and data services."

Mr. Arnold, manager of Teleprompter Corp.'s cablevision system in Olean, N.Y., appeared before the FCC Thursday (March 18) to urge the commis-

sion to pre-empt the entire field and set up guidelines for local municipalities (see story, page 60).

Another source said the governor's office is writing a bill under which cable-TV could possibly go under the jurisdiction of the public-service commission, which proposed that approach in a 300-page report issued early this year (BROADCASTING, Jan. 18).

## Johnson elaborates on his Capcities sale vote

FCC Commissioner Nicholas Johnson, normally an implacable foe of any transfer that would add to the media holdings of a large corporation, last week explained the reasoning behind his uncharacteristic vote to approve the \$110-million transaction between Capital Cities Broadcasting Corp. and Triangle Publications Inc.

In a concurring statement, Mr. Johnson asserted that the Capcities transfer "presents major policy questions about which I continue to harbor deep reservations." But the commissioner noted that two aspects of the transactions—the resulting deconcentration of group ownership and Capcities, proposed \$1-million minority-projects program—prompted him to go along with the other

six commissioners in granting the transfer (BROADCASTING, March 1).

## CATV is next interest for Rev. Parker's group

The United Church of Christ, which has been counseling citizen groups in dealing with commercial broadcasters for several years, announced last week that it would begin an advisory service to inform community groups of their rights in the area of cable TV.

The Rev. Dr. Everett C. Parker, director of the church's office of communications, told a news conference in New York last Monday (March 15) that he was concerned about the domination of cable by commercial interests and denial of access to minorities and the poor. He said the office of communications plans to prepare an informational booklet that will tell citizen groups how they can organize to gain access to cable television.

Dr. Parker said his group's activities would be centered initially in Kansas City, Mo., and Baltimore but said he would also be active in New York. He added that on several occasions he has questioned the activities of two of New York's cable operators, Manhattan Cable and Teleprompter Corp., urging them to "prove they're really going to serve the ghetto community."

Dr. Parker said on Wednesday (March 17) that he had received eight long-distance calls from community organizations asking for guidance in the area of CATV.

## A real gamble for support of ETV

Another in a long line of suggestions as to how noncommercial broadcasting can be supported economically is due to be offered by FCC Commissioner Robert E. Lee. Mr. Lee's proposal—perhaps a unique one—is for a national lottery to augment funds for noncommercial broadcasting.

The senior FCC commissioner was scheduled to voice that suggestion today (March 22) at the Forum on Federalism at St. Louis University. In the text of his speech, Mr. Lee states that "something above and beyond the normal means of financing noncommercial broadcasting must be found if this communications area is to grow strong and productive." The commissioner suggests that, insulated from politics, a national lottery could "... satisfy a human need for winning a prize, could supply noncommercial broadcasting with a ready and adequate source of funding and, hence, insure the continued operation of a medium in which

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millions of dollars have been invested."

Mr. Lee contends that some of the present methods of financing the educational broadcasting medium cannot enjoy a markedly successful future. "In order to finance ETV," he says, "it is clear that passing the hat and holding ETV auctions are cumbersome and cannot continue indefinitely." He also puts down the ideas of taxing television viewers on the programs they watch as "unpopular with the public," and taxing commercial broadcasters to support noncommercial broadcasters as "unwarranted." And while condoning President Nixon's revenue-sharing proposal, Mr. Lee pointed out that "while communications media are in the public arena, they are not under present circumstances a regular function of government."

Mr. Lee emphasizes the need to provide for noncommercial broadcasting's continuance. "It is my suggestion," he states, "that we put our minds, within and without industry . . . to seek out every possible means of finding the funds to serve a large and burgeoning public need."

"As our leisure increases," he notes, "so will our need for the . . . advantages of this special mode of communication."

## Golden West sets up minority project

A program to train minorities for careers in communications and involving broadcasters in three western states has been started by Golden West Broadcasters, Los Angeles group radio-television owner. Lincoln C. Holburn, the first black to win a Golden Mike award for his news and commentary while with KPOL(AM) Los Angeles, has been appointed director of minority affairs at GWB and will head the program.

Talks are currently underway with some 40 western radio and television stations to serve, along with the five GWB stations, as the training ground for approximately 12 to 15 minority students. The trainees will be recruited by Mr. Hilburn from regional trade schools, colleges and universities.

"The idea is to establish a sort of farm system," Mr. Hilburn said, "in much the same manner as the professional baseball teams. In our case, we won't be including a reserve clause. If the individual feels after his training that he can get a better job beyond the stations included in the program, he is encouraged to take advantage of the opportunity."

The trainees would be placed at co-operating stations in Washington, Oregon and California for a one-year training program. During that time, the par-

ticipating station would pay at least 60% of the individual's salary. Golden West would underwrite up to 40%. Mr. Hilburn pointed out that at the end of that year, it would be expected that the trainee will have learned enough to prompt the station to retain him paying his full salary. Clair Stout, vice president of GWB, said that while the program was being limited by the group owner to the western United States, he hoped the pattern GWB was setting would be followed by other stations and group owners. "The plan is at least worth a try," Mr. Stout said, "and if it works, we will have accomplished something for the industry, not just ourselves."

## A little help from friends

NBC and the CBS Foundation will participate this year along with the Ford Foundation in financing the fourth national summer program to train members of minority groups for careers in broadcast journalism.

The project was announced last week by Dean Elie Abel of the Columbia University Graduate School of Journalism, where the training will be conducted. The 1971 program in broadcast journalism will be held for 11 weeks this summer, starting June 21, and has a budget of \$362,000. NBC and the CBS Foundation will each contribute \$90,500 and it is anticipated the Ford Foundation will make a grant matching the combined contributions. The three previous programs were financed primarily by the Ford Foundation.

Approximately 30 students from all parts of the nation are being recruited for the training program. All students will be guaranteed full-time news positions contingent upon graduation, the announcement said.

In the previous program, 93 men and women were trained, 64 in broadcast news and 29 in newspaper reporting.

## 'Strike' application issue in S.C. renewals

The FCC last week set for hearing the license-renewal applications for WCRS-AM-FM and WGSW(AM), all Greenwood, S.C. The hearing was ordered to determine whether Greenco Inc., licensee of the WCRS stations, and Radio Greenwood Inc., the WGSW licensee, encouraged another party to file a "strike" application—one that is filed in order to block another application rather than for the purpose of building or operating a broadcast facility. That allegation was made by the FCC's review board.

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the filing by United Community En-  
terprises Inc., in September 1966, of an  
application for a new AM station at  
Greenwood. Two months later Seluda  
Broadcasting Co. filed for a construc-  
tion permit for a station with similar  
facilities at Seluda, S.C., which is only  
25 miles from Greenwood. That appli-  
cation, the review board charged, was  
encouraged by the two other Green-  
wood licensees, in hope that the United  
Community application would be  
blocked by the Seluda request.

After the filings, the review board  
conducted an investigation of the prepa-  
ration of Seluda's application. Grecco  
and Radio Greenwood were at that time  
made a party to the proceedings. And  
when Seluda asked that its application  
be dismissed, the board contemplated  
that a strike issue might have been the  
force behind that application.

The commission said that the guide-  
lines used in determining whether a  
strike application has been filed include  
the timing of the application, the good  
faith of the applicant and questions  
concerning a frequency study.

## More Colorado stations face petitions to deny

A Spanish-interest citizens' group last  
week urged the FCC to deny the li-  
cense-renewal applications of KWGN-TV  
Denver and KIXX-AM-FM Fort Collins,  
Colo., because of alleged discrimination  
in employment practices, failure to as-  
certain community needs, and other  
violations of commission rules. And  
while the protests were filed later than  
the extended deadline, the commission  
could regard them as bonafide com-  
plaints.

The deadline for filing protests  
against license renewals of Rocky  
Mountain-area stations was March 1.  
But the group, Colorado Committee on  
the Mass Media and the Spanish-Sur-  
named Inc. obtained 11 more days to  
file denial petitions with the commission.

The committee, which says it is com-  
posed of and responsible to the Span-  
ish-surnamed Americans in Colorado,  
has filed a total of three petitions—one  
against stations in Denver, another  
against stations outside Denver and the  
third against stations in Pueblo, Colo.  
(BROADCASTING, March 8).

## FCC steps out of San Diego CATV case

The FCC has terminated a San Diego  
CATV proceeding and removed itself  
from jurisdiction over the matter. The  
case involves three cable systems oper-  
ating in the San Diego area and their  
difficulty in bringing the signal of

KFMB-TV San Diego up to par.

The proceeding was initiated on June  
26, 1968, when the commission told  
San Diego CATV systems to limit their  
carriage of Los Angeles television sig-  
nals. At the same time, it instructed  
Trans-Video Corp., Mission Cable TV  
Inc. and Pacific Video Cable Co. to  
conduct tests aimed at eliminating  
degradation of the KFMB-TV signal. It  
authorized the San Diego cable opera-  
tions to work with Midwest Television  
Inc., the licensee of KFMB-TV, to end  
the problem. In December 1969, the  
commission ordered the four companies  
to file quarterly progress reports.

In its action last Wednesday (March  
17), the commission said that although  
some problems remained, reports  
showed that substantial progress had  
been made in improving cable reception  
of KFMB-TV. It ruled that the apparent  
success of the program indicated that  
its jurisdiction in the case is no longer  
necessary and consequently ended the  
proceeding. It further stated that any  
future problems experienced could be  
referred to the chief of its Cable Tele-  
vision Bureau.

### Media notes:

**Two more for ABC** ■ KROD(AM) El  
Paso, and KNOW(AM) Denver have be-  
come affiliated with the American En-  
tertainment Radio Network. Both sta-  
tions are owned by Doubleday Broad-  
casting Co., a division of Doubleday  
Publishing Co., Dallas. KROD broadcasts  
full time on 600 khz with 5 kw; KNOW  
is on 630 khz with 5 kw full time.

**Journalism fellowships** ■ The Washing-  
ton Journalism Center, an independent  
educational institution, Washington, is  
seeking candidates for 15-week fellow-  
ships in Washington this fall. The six-  
teen fellowships are open to college  
graduates: eight to young journalists  
with a minimum of two years experi-  
ence and eight to young blacks inter-  
ested in careers in journalism. The  
course includes seminars with members  
of Congress and time for investigative  
reporting projects or internships with  
Washington news organizations. Dead-  
line for applications is May 1. Contact:  
The Washington Journalism Center,  
2401 Virginia Avenue, N.W., Wash-  
ington 20037.

**CBS division renamed** ■ CBS Direct  
Marketing Services division of CBS Inc.,  
has changed its name to Columbia  
House. Cornelius F. Keating, president  
of the division, said Columbia House  
will be the name to identify all the divi-  
sion's direct-marketing activities. These  
include Columbia Record Club, Colum-  
bia Tape Club, Columbia Musical Treas-  
uries and Columbia Special Services.

## Coast-to-coast flap over drug lyrics

One firing, innumerable protests arise in wake of FCC's notice cautioning broadcasters on songs

"I smoke marijuana" is a line from the San Francisco-based rock group Quick-silver Messenger Service song "What About Me?" The question of whether it and lyrics like it promote or glorify the use of illegal drugs—and, moreover, whether they should be aired on radio—is one which broadcasters across the nation were asking themselves last week.

What about "What About Me"?

At K<sub>SAN</sub>(FM) San Francisco the answer is yes, it will still be played.

At W<sub>ABC</sub>(FM) New York the song is "under review," but temporarily silenced.

At W<sub>HMC</sub>(AM) Gaithersburg, Md., it—and all other drug-mentioning songs—is off the play list.

What prompted this closer scrutiny of rock music lyrics was the FCC's recent notice calling attention to complaints it has received concerning the broadcast of song lyrics. The notice (issued March 5) does not bar the broadcasting of lyrics which advocate drug abuse, but it pointedly reminds broadcasters that they are responsible for knowing what's in the lyrics they air (BROADCASTING, March 8).

An early—perhaps the first—combat over the FCC move came March 11 in Philadelphia. Max Leon, owner of W<sub>DAS</sub>-FM consented to the firing of his son Steve Leon as the station's program director and air personality. Steve was fired, said Max, because he "revolted to the censorship of songs." Both Steve and Max Leon believe the FCC notice is unconstitutional.

With Tracy Westen, Commissioner Nicholas Johnson's former legal assistant, as his attorney, Steve Leon announced plans last week to "sue the commission." The younger Mr. Leon contends that the commission notice caused his firing. Now preparing a series of professional lecture tours, Steve Leon is enlisting the help of record companies, recording artists, other broadcasters and the public to help him gain for broadcasting the same rights he feels the First Amendment gives to printed media. Mr. Westen said a suit will be filed this week in the District Court of Washington to enjoin the enforcement of the FCC's policy state-

ment as unconstitutional.

The W<sub>DAS</sub> incident was triggered by the playing of an Arlo Guthrie song which contains the lines "coming into Los Angeles, bringing in a couple of keys"—a reference, presumably, to kilos, a measure of weight commonly applied to marijuana.

The consensus among progressive rock stations contacted by BROADCASTING last week was that the commission's notice is vague as to what it wants of its licensees, and does not offer specific guidelines and strictures. All agreed that it will take a test case to feel the real impact of the commission's concern, and no station among those surveyed was anxious to be the guinea pig.

The sampling found, further, that the degree of concern the commission's notice has generated runs the full complement of emotions: from the banning of all songs relating to drugs by

---

"Whatever  
the date is  
today,  
it's 1984"

---

W<sub>HMC</sub>(AM), an independent serving the suburban Washington area, to the opinion of some that the FCC's notice has no effect whatsoever on the songs being aired.

None among the broadcasters contacted would admit to airing a song that advocated the use of any illegal drug. Moreover, all had some type of anti-drug abuse campaign in progress.

The stations contacted said that from the beginning of their progressive rock formats, records of questionable drug-orientation had been screened and that all knew what they were playing. All added, as did Paul Boucher, program director of K<sub>SAN</sub>(FM) San Francisco, that the use of drugs is "a fact of life."

Larry Shushan, station manager of K<sub>PRI</sub>(FM) San Diego, contended that drug abuse is not originating from songs, "it is the songs that are relating drug problems." In a station editorial,

copies of which he said would be sent to each FCC commissioner, Mr. Shushan warned that if broadcasters are intimidated by this commission notice "we may next have to censor all songs dealing with war protests, pollution" and other related subjects.

But the concern does not rest solely on broadcasters, who some say are "running scared," fearful that the broadcast of drug-oriented music may bring about a struggle at renewal time. Also concerned are record companies, at least one newsmen, FCC Commissioner Nicholas Johnson, and others as well as broadcasters, most of whom raise questions of First Amendment rights and censorship.

A Columbia Records spokesman said the commission action was an "illogical witch hunt." Music is a permanent part of the culture, he said. And marijuana, too, is part of the culture, echoed an RCA Records spokesman.

Ron Goldstein, director of special projects, Reprise Records, said his dealings are primarily with FM stations and that, by and large, they seem to be ignoring the request. Mr. Goldstein sided with Commissioner Johnson in terming the notice unconstitutional. A lot of songs, he said, will be interpreted as drug songs when they're not, simply because "station managers are running scared. We're not in favor of drug records, I don't know any record company that is and I personally wouldn't want to hear a record that tells kids to shoot up or sniff 'coke'."

He noted that he has not begun to provide lyric sheets because the request is not that great. The costs, he added, would probably be prohibitive. "We may lose a couple of records because of this but it's really government censorship. They can interpret the records any way they want to—a record will be pulled whether it's pro- or anti-drug. The larger chains may be having their problems and are not playing certain records, but most others are. On the AM level, it's a definite clampdown. The stations are scared to death and are definitely going to read into the lyrics. We had a call about a record that didn't even involve dope from a station that wanted the lyrics and our

interpretation of the lyrics."

Stanley Gortico, president of Capital Records, said he was opposed in principle to the FCC notice and considered it an infringement and a form of censorship. "We anticipate taking action but it will be through the Record Industry Association," he added but did not have any plans for legal action—"We're not even sure what legal steps we could take. But it would be through the RIA and not alone," he said. "I will write the FCC to tell them my own views as the head of a company. What is likely to happen is that we will continue in business as we have in the past, watching the songs as we always have. But do not expect any major changes in our operating procedure."

Barry Gross, national promotion director, Dunhill Records, said "we won't take it sitting down. We plan to redouble our promotion efforts on behalf of our latest record 'Snow Blind Friend,' which we consider anti-drugs. Whatever the date is today," said Mr. Gross, "it's 1984." He noted that he was not opposed to providing lyric sheets to stations. "No record company is interested in promoting drugs," he noted, adding that you can read into records what you want—"and how about 'How High The Moon'?" He said that Reprise was not planning any

legal steps but will double up on promotion of anti-drug records. "By the way," he asked, "isn't 90% of every radio station's I.D. a request to 'turn on'?"

The concern extends still further. Walter Cronkite, CBS News correspondent, took issue with the FCC's warning to broadcasters. During his March 10 program, *Walter Cronkite Reporting*, on CBS Radio, Mr. Cronkite raised questions of censorship and queried how the average broadcaster is to know what a hidden-drug song is.

"Should a broadcaster be expected to discover at a single hearing that the key initials of the Beatles song, 'Lucy In The Sky With Diamonds,' happens to spell LSD? And does that in itself make it a drug song, or just coincidence?" he asked.

Mr. Cronkite cited several other examples in his broadcast, then wondered: "What about all those other old songs—'The Green Grass Grew All Around,' 'Steamboat Bill,' 'Tea For Two,' 'You're Getting To Be A Habit With Me,' 'I'm Shooting High,' 'You Go To My Head,' 'Somewhere Over The Rainbow, Way Up High,' 'Orange Colored Sky,' and something from 1919 called 'Put On Your Slippers And Fill Up Your Pipe'?"

"Why stop at music?" Mr. Cronkite asked. "What about literature? Shakespeare himself: 'How lush and lusty the grass looks'; or Wordsworth and his 'hour of splendor in the grass.' And Walt Whitman: 'I believe a leaf of grass is no less than the journeywork of the stars.'"

Drug abuse is unquestionably a serious problem, Mr. Cronkite said. "But also serious is any infringement on free speech—especially when, as in the case of pop lyrics, the risk of misinterpretation by those who would be the censors is so great."

Commissioner Robert E. Lee, who piloted the notice through the commission, offered a few qualifications last week. He told BROADCASTING that if a broadcaster has some good socially-responsible reason for airing lyrics which might promote drug abuse, it will probably be all right in the commission's eyes. If he has no reason, he added, then that would be a different story. Commissioner Lee added, however, that he thinks the commission does have the authority to ban lyrics promoting the use of drugs.

One commission lawyer, however, asserted that the FCC in adopting its notice had not faced up to the question of what would happen if a broadcaster airs lyrics glorifying drug use with full knowledge of what the lyrics mean. In his view, there was real doubt that the FCC could move against a broadcaster.

Also concerned with the First Amendment implications of the com-

## Talk can be as touchy as lyrics

### Alex Bennett vs. WMCA: a confrontation of two American cultures

The problem of programming to the so-called counter-culture doesn't stop at drug references in records (see page 73). WMCA(AM) New York found that out, in spades, when it dropped Alex Bennett as a telephone talk-show host earlier this year. The talk hasn't completely died down yet, more than a month after the event.

The question in that case, as pieced together from public and private accounts of people close to both sides, boiled down to this: how long could the station afford to go on losing advertising—and how much advertising could it afford to lose—by keeping Mr. Bennett on the air? Advertising reportedly was being lost both by cancellations from active accounts and by reluctance of other advertisers to buy time and thus

mission's notice and its effect on the constitutional rights of lyricists, publishers and record companies is the Authors League of America Inc. That organization last weekend asked the commission to reconsider its notice, contending that "the inevitable result will be a chilling self-censorship by broadcasters that will ban from the airwaves lyrics that are fully entitled to the protection of the First Amendment."

### A 'Sesame Street' for teen-agers?

The techniques used by *Sesame Street*, noncommercial TV's popular preschool children's program, may be adapted to a new program designed to increase the skills of deficient high-school and first-year college students.

Experts representing the City University of New York, the Educational Broadcasting Corp. and the Educational Testing Service, met for four days last week in Tuxedo, N.Y., with educators from Amherst College, Amherst, Mass.; Hofstra University, Hempstead, N.Y., and the University of California at Berkeley.

The establishment of a separate organization to plan, program and produce an educational telecast in which students would participate as advisers, producers and actors, was discussed.

The aim of this proposed organization would be to increase significantly skills in reading, English composition and mathematics. Once these aims were attained, it is believed the student would

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be associated with the Bennett image.

WMCA hired Mr. Bennett in 1969 as a spokesman for the counter-culture. The idea apparently was both to provide balance—other WMCA talk-show hosts ranged from conservative to liberal in view—and to appeal to younger listeners for the sake of audience demographics. Management never expected to have, as one source put it, “an easy time.” But when Mr. Bennett signed on, the station was part talk and part music, and he drew the all-night talk assignment.

Almost from the beginning there apparently was some adverse audience and advertiser reaction to his outspoken discussions of sex and drugs, some of his “revolutionary” guests, his obvious dislike for some of his sponsors and his berating of people who disagreed with him. But that didn't keep WMCA from giving him a larger audience potential by moving him into the 7-11 p.m. spot when the station went all-talk last September. That move in itself has been cited as evidence that the station was not trying to stifle him.

But with the move to the evening

time period the complaints began to build. A real flap came when, in a conversation with a young caller who agreed with his basic views but protested that he was over-stating them, Mr. Bennett said that “Nixon is a pig.” That brought all sorts of complaints, probably some account cancellations—and an FCC call for the tapes.

R. Peter Straus, owner of the station and known as a liberal, used part of his own WMCA program to disassociate the station from the remark. He said it was improper, but he also said that because WMCA believed in freedom of speech, Mr. Bennett would be back on the air the next night as usual.

Sources insist that neither that event nor any other single incident led to the decision not to renew Mr. Bennett's contract when it expired. Rather, they attribute it to the depressed general economy, accentuated in WMCA's case by slowness in building ratings and advertising volume with the new all-talk format—a normal consequence of major format changes—and an apparent belief that the station could not afford to go on losing advertising revenue indefinitely

by renewing Mr. Bennett.

Mr. Bennett was advised about Feb. 1 that his contract would not be renewed. It had been due to expire at the end of March, but he and station officials reportedly agreed that he would work only a few weeks longer and then would have some time to look around. Mr. Bennett used some of that remaining air time to let his audience know he was being dropped—and also appeared on another New York station for a more outspoken discussion of the subject than he presented on his own programs. The audience responded with phone calls, mail and, one day, picketing of WMCA studios.

Ironically, there are sources close to the situation who would bet that Mr. Bennett would still be there—that WMCA would have elected to try to ride it out—if all this had happened a few years ago, when WMCA led the ratings and revenues were strong, instead of at a time when the economy is slow, when a new format needs time to catch on and when alienation of advertisers and audiences is therefore an especially profitless pursuit.

have increased interest in higher education and improved study habits.

*Sesame Street* uses graphics, dramatrics and real-life situations to teach children. These television techniques would be used to help the older student increase his skills.

Richard Meyer, director of the school television service of noncommercial WNET(TV) New York, said it would take about 18 months from the financing of such a project until the first program was broadcast. Some sources believe it would cost \$10 million to produce 26 teaching episodes.

## A TV re-creation of Panther trial

As part of its *Here and Now* series, noncommercial WNET(TV) New York last week presented portions of the New York Panther trial, now in progress, by hiring actors to read portions of the trial transcript. “From the Record of the Trial of the Panthers” was broadcast Tuesday, March 9, 8-9:30 p.m.

The trial of 13 defendants has been in progress for over a year. Charges include conspiracy to murder, attempted arson, possession of a weapon, and criminal mischief.

The station emphasized that it made no attempt to dramatize the portrayal. Thirteen actors and one actress read unexpurgated sections of the transcript of testimony heard in court Oct. 26-27, 1970.

At the beginning of the broadcast

WNET warned any juror or alternate juror who might be viewing not to watch the program. Judge John M. Murtagh, presiding at the trial, refused comment about the program.

## CBS O&O's will air drug-abuse special

A half-hour film on drug abuse, *11:59—Last Minute to Choose*, will be broadcast in prime time on all five CBS-owned TV stations this spring. The program, described as “not for the squeamish viewer,” will focus on young drug users and their hang-ups.

Your Movie, a California-based film production company, produced the program under the auspices of the Brentano Foundation, San Francisco. The

producer is Donald Zavin and the executive producer, Mary Kenney Wolcott.

The film will be shown on KMOX-TV St. Louis and KNXT(TV) Los Angeles on Tuesday, April 6; on WCAU-TV Philadelphia Friday, April 23, and on WBBM-TV Chicago and WCBS-TV New York, Tuesday, May 4.

## Youth market is target of new programing firm

The formation of a joint venture company to produce youth-oriented television programing has been announced by Harold Goldman, president of Gold Key Entertainment Inc., and Al Burton, president of Youth Marketing Inc., both Los Angeles. The new firm, Youth Entertainment Inc., has already begun production on a TV special, *Group En-*

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counter with D. George Bach.

Mr. Burton will create and produce the programs for the new firm while Gold Key will distribute the shows. Youth Marketing produces *The Teenage Fair* nationwide and is in the second year of production on *The Visual Girl*, half-hour syndicated TV series. Gold Key produces and distributes television programs and feature films.

## MPC syndicates specials and 'That Girl' series

Metromedia Producers Corp. has placed 24 one-hour *National Geographic Specials* into syndication and has completed initial sales to the five NBC-owned television stations. The outlets are WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WKYC-TV Cleveland and WRC-TV Washington.

Kenneth Joseph, MPC Vice President for syndication, said the programs are being made available for a fall start. The specials have been on CBS-TV for the past six years. New programs in the National Geographic series are expected to be produced next year, but no announcement has been made.

MPC also had acquired distribution rights to 136 half-hour episodes of *That Girl*, starring Marlo Thomas, according to MPC President A. Frank Reel. The series has been on ABC-TV for the past five years and will be offered for syndication at the conclusion of its run on ABC-TV daytime.

## No fairness faults found with WTOP

A complaint by Representative Joel T. Broyhill (R.-Va.) that WTOP-AM-FM-TV Washington had violated the FCC's fairness doctrine in an editorial broadcast on the stations two months ago has been dismissed by the commission.

William B. Ray, chief of the commission's complaints and compliance division, informed Mr. Broyhill that the WTOP stations had afforded critics of the editorial, broadcast Jan. 7-8, a reasonable opportunity to present contrasting views.

In his complaint, the Virginia congressman had acted on behalf of The Defenders of the American Constitution Inc., a Washington political-action group. The WTOP stations' management initially denied that organization time to respond to its editorial, which urged state legislatures to amend their constitutions to give 18-year olds the right to vote, before the U.S. Constitution is altered for this purpose.

The group had requested air time to present their view that the Supreme Court decision of Dec. 21, 1970, grant-

ing 18-year olds the right to vote in federal election (which the WTOP stations had made reference to their January editorial), was unconstitutional. They also wished to express their belief that Congress should be compelled to stick to the conventional constitutional-amending process in regard to the voting issue.

In an apparent reconciliation, however, the WTOP management reversed its earlier decision and allowed the DAC response to be aired in a condensed form on Jan. 16, and twice more during the following week in its complete version.

Congressman Broyhill, however, contended that WTOP's refusal to air the reply initially was a violation of the fairness doctrine.

But in his reply to the Broyhill complaint, Mr. Ray said that the WTOP stations did not appear to have been guilty of a fairness violation. He said that the stations' eventual offer of reply time to DAC and its grant of equal time to another party on Feb. 7 was reasonable.

## Networks all figure in Writers Guild honors

NBC and ABC divided four of the five Writers Guild awards that went to the commercial networks at the 23d annual presentation in Los Angeles last Thursday (Mar. 18). CBS, National Educational Television and WBBM-FM Chicago, a CBS-owned station, each won one.

Tracy Keenan Wynn and Marvin Schwartz won in the television anthology division for "Tribes" on the ABC *Movie of the Week*. The comedy episode award went to Richard DeRoy for "The Valediction" on ABC's *Room 222*. David Rintels, author of "The Continual Roar of Musketry," a senator segment of *The Bold Ones*, and Craig B. Fisher who authored *Survival on the Prairie*, an NBC special in cooperation with the National Academy of Sciences, won the dramatic episode and current events documentary awards for that network.

Garry Belkin, Peter Bellwood, Thomas Meehan, Herb Sargent and Judith Viorst won the variety division for *Annie, the Women in the Life of a Man*, a Monsanto special on CBS. The NET special *Gertrude Stein: a Biography*, won the feature documentary award for Marianna Norris.

The radio prize went to Michael Hirsh of the CBS-owned WBBM-FM Chicago for *Guerrilla Warfare in Cairo, Illinois: There are Three Sides to Every Story*.

Other awards were presented by the guild honoring individual achievements in the motion picture industry.

## Aspin bill would end CCTV sports incursions

Representative Les Aspin (D-Wis.) plans to introduce a bill this Wednesday (March 24) that would ban the carriage of major sports events on closed-circuit TV in a move to force promoters to use public network TV for distribution.

Mr. Aspin's bill is the result of what he called "the unjustified exorbitant profits made by a handful of professional promoters from the Ali-Frazier fight" and is the second such proposal to surface since the championship bout. The first bill is being drafted by Charles W. Sandman Jr. (R-N.J.) and has yet to be introduced (BROADCASTING, March 15).

Mr. Aspin said his proposal would equate closed-circuit TV with pay TV, and would place CCTV within the regulatory power of the Broadcast Bureau of the FCC.

If the proposal succeeds, future CCTV carriage of championship fights, Super Bowls, World Series games and other major sports events would be prohibited, with the rare exception of those which the Broadcast Bureau deemed unprofitable through regular network carriage alone.

Mr. Aspin maintains his plan is politically realistic and would be effective in preserving open, public spectator sports.

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So . . . let's do one for blacks only. Yes, we'll accept a qualifying white applicant, but this new "Magnificent 7" program really is aimed at training — or further training — blacks who would like to be a part of the future of radio.

We will pay airline expenses to and from company headquarters in Dallas and all living expenses for the 7 applicants chosen (not families, just the applicant). And we'll guarantee good jobs for all who survive. Like we told the original "Magnificent 7" applicants, though, it won't be easy. Get ready for some of the toughest work of your life.

Send a resume of your background, a tape (home recorder if need be) of your voice doing a simulated three minute newscast, three recommendations, and leave the rest to us.

The program will be April 1-30 on McLendon premises in Dallas, Texas.

Let us hear from you.

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## A major face-lifting at CBS-TV

Network drops 13, adds eight, keeps 17 shows; some old visages depart, Sullivan among them

CBS-TV's new fall schedule was issued last week with a boast that it represents the most extensive prime-time schedule changes the network has ever made.

CBS dropped 13 shows in taking on a more "urban" look in its schedule, is introducing eight new weekly series and carrying over 17. But only four of its series—*Doris Day*, *Medical Center*, the *Thursday Night Movie* and *Mary Tyler Moore*—will be in the same periods they now occupy.

The long-running *Ed Sullivan Show* is out, and such CBS star names as Andy Griffith and Jim Nabors do not appear on the schedule. Also to be dropped, besides Mr. Griffith, are such "rural" entries as *Beverly Hillbillies*, *Mayberry RFD*, *Hee-Haw* and *Green Acres*. The drop list also includes *Hogan's Heroes*, *Family Affair*, *Men at Law*, *The Interns*, *To Rome With Love* and *The Honeymooners* re-runs.

Star names to be added in CBS shows next season include Dick Van Dyke, Glenn Ford, David Janssen, Rod Taylor, Sandy Duncan, William Conrad, Dean Jones, Dennis Cole and Hope Lange. *Doris Day*, *Carol Burnett*, *Lucille Ball*, *Glen Campbell*, *Mary Tyler Moore* and *Fred McMurray*, among others, will continue on the network next season.

The new schedule calls for CBS to have a Sunday movie starting at 7:30—CBS also will start at 7:30 on Tuesday but at 8 the five other nights—and continue with both its Thursday and Friday movies, at 9 and 9:30 respectively.

NBC also will start its schedule at 7:30 on Sundays (it had obtained an FCC waiver for 3½ hours programming that night and is cutting back to 2½ hours on Fridays) and on Tuesdays. Both CBS and NBC are changing to the 7:30 starting time on Tuesday to remain competitive with ABC, which had received an FCC waiver to program 7:30-11 that night (BROADCASTING, March 15). ABC as of last week was expected to adopt the same 8 p.m. start times as NBC and CBS on the other nights.

The way was cleared for a full entertainment schedule for CBS when the network and CBS News jointly announced plans to schedule *CBS Reports* for two hours every fourth Thursday (9-11) in place of a movie and *60 Minutes* at 6-7 on Sunday except when preempted by live sports events (BROADCASTING, March 15).

The Sunday-night line-up following

the movie has the new *Cade's County* at 9:30-10:30 with Glenn Ford in a contemporary drama set in the Southwest (David Gerber Productions and 20th Century-Fox).

On Monday night, the line-up calls for a new arrangement of existing shows: *Gunsmoke*, *Here's Lucy*, *Doris Day*, *Arnie* and *All in the Family*. Tuesday starts at 7:30 with *Glen Campbell*, followed by *Hawaii Five-O* and at 9:30 by the new *Cannon*, a Quinn Martin show with William Conrad as a private detective. Wednesday returns *Carol Burnett* leading off at 8, followed by *Medical Center* and *Mannix*.

Thursday will start with a new one-hour Filmways western drama, not yet titled, with Rod Taylor and Dennis Cole, followed by movies.

Friday will begin with a half-hour *Chicago Teddy Bears*, a Warner Bros.-Arwin Productions comedy with Dean Jones in a role in which he and two friends run a speakeasy on Chicago's South Side in the late 1920's. Then comes a one-hour Mark VII production, *O'Hara, United States Treasury*, in which David Janssen has the role of a government agent, and a movie at 9:30.

The veteran series, *My Three Sons*, leads off Saturday at 8, with Paramount-produced *Funny Face* (Sandy Duncan as a model in TV commercials while she attends college) at 8:30, the new *Dick Van Dyke Show* at 9, *Mary Tyler Moore* continuing at 9:30 and *Mission: Impossible* at 10-11.

## NBC-TV prices still on escalator

Schedule revisions bring adjustments, most on high side

While CBS-TV was putting final touches on its 1971-72 prime time program schedule last week (story this page), NBC-TV was adjusting—mostly upward—some of the prices it had placed on its own new line-up (BROADCASTING, March 15).

When first circulated to agencies and advertisers, the NBC schedule anticipated a 7:30 p.m. start every night. Then the FCC got into the act and all three networks indicated they would start at 8 p.m. every night except Sun-

day and Tuesday (BROADCASTING, March 15).

The new NBC schedule circulated last week indicated the program line-up would be unchanged except moved back to start at 8 on all but the two nights. The new prices presumably reflected changes in audience values stemming from the new starting times.

None of the prices for the nights still starting at 7:30 were affected.

The networks price programs differently for winter, spring and summer, and the NBC revisions in some cases affected more than one season. For the winter season, the changes were as follows:

Increases—for 30-second announcements except where noted—were for *Laugh-In* (Monday), up \$2,000 to \$30,000; *Adam-12* (Wednesday), up \$2,000 to \$31,000; *Mystery Movie* (Wednesday and new title for show), up \$2,000 to \$28,000; *Flip Wilson* (Thursday and already NBC's highest priced show), up \$2,000 to \$43,000; *The Partners* (Saturday), up \$2,000 to \$30,000, and *The Good Life* (Saturday), up \$3,000 to \$27,000.

Decreases were in *Monday Movie*, down \$1,000 to \$26,000; *Night Gallery* (Wednesday), down \$2,000 to \$26,000, and *Nichols* (Thursday, sold by minutes), down \$1,000 to \$64,000.

CBS's new rate structure remained unknown. Agency sources said they had received no price lists from CBS as of late Thursday. ABC was still working on its program schedule late Thursday.

## Black congressmen will meet with ABC

The equal-time battle being waged against the TV networks by the 12 black Democratic members of the House is far from over. However, the group seems to be making headway with at least one of the networks—ABC.

A spokesman for Representative William Clay (D-Mo.) said last week that Mr. Clay, Louis Stokes (D-Ohio) and possibly other members of the group are tentatively scheduled to meet with ABC News President Elmer Lower on April 1 to discuss the issue.

The networks had turned down a joint request by the black group for "equal and comparable time" to respond to President Nixon's nationally televised state-of-the-union address Jan. 22 (BROADCASTING, Feb. 1, et seq.).

The congressmen decided to sue the networks. However, in mid-February while the preparations for the suit were being made, they again wrote the networks, asking for reply time and for a meeting with network executives. ABC turned down the second time re-

quest but agreed to a meeting. NBC also turned down the request, but made no reference to a meeting. CBS has not as yet replied, the spokesman said.

Mr. Clay's spokesman said the specific items to be covered at the meeting with Mr. Lower have not yet been decided. However, he indicated the group may ask Mr. Lower for an annual 30-minute program to discuss poverty and other problems in America.

The suit against the three networks is scheduled to be filed early next month, the spokesman said. But, he added, ABC may not be named in the suit if the network grants the congressmen's request for time.

## CBS to heavy up its children's fare

### Cronkite to anchor new 'You Are There' in Saturday upgrading

CBS-TV will present two hours of informational, educational and cultural programing for children in its Saturday daytime schedule next fall, highlighted by a return to television of the *You Are There* series.

Robert D. Wood, president of the network, said last week that the children's version of *You Are There*, the weekly scheduling of *Children's Film Festival* and the introduction of *In The News* segments represent "probably the most important programing for children in the history of television."

Walter Cronkite will serve as anchorman on *You Are There* (12:30-1 p.m.), which, as in its earlier radio and TV presentations, will depict events in history through researched dramatic reenactments. The series was on CBS Radio from 1948 until 1950 and on CBS-TV from 1953 until 1957. Its new edition will be designed for a young audience but will cover subjects of interest to all age groups, according to CBS spokesman.

*Children's Film Festival* has presented motion pictures made for children during a limited run over CBS-TV on Sunday afternoon. Starting next fall, it will be carried on Saturday, 1-2 p.m. Burr Tillstrom and his Kukla, Fran and Ollie (with Fran Allison) will be hosts for the telecasts.

Produced by CBS News, the *In the News* children's service will consist of two-and-a-half-minute segments, broadcast eight times each Saturday, starting at 8:56 a.m. and continuing four minutes before the hour and the half-hour until 12:26 p.m. Each news vignette will tell the fundamentals of a current or recurring news story.

Four new children's series will be

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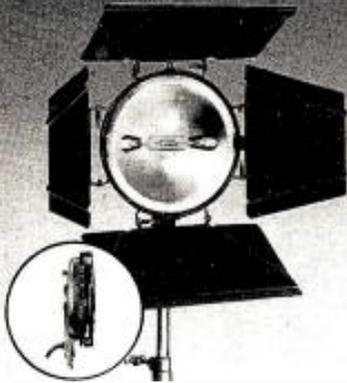
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added to the Saturday daytime schedule in the fall. They include *Archie's TV Funnies* (10:30-10:56 a.m.); *Sabrina, the Teen-Age Witch* (11-11:26 a.m.); *The Ye Ye Bears* (9:30-9:56 a.m.), and *Pebbles and Bam Bam* (10-10:26 a.m.). Rounding out the daytime schedule on Saturday are such continuing series as *Bugs Bunny*, *Scooby Doo*, *Where Are You?*, *The Harlem Globetrotters*, *The Monkees* and *Josie and the Pussycats*.

## Same-day delay of Indy will be aired by ABC-TV

The Indianapolis 500 auto race, usually a closed-circuit feature, this spring will be on ABC-TV (Saturday, May 29, 8:30-10:30 p.m. NYT) after an approximate five-hour delay. It will be the first time the race will be carried on free TV the same day it is held.

Indiana stations will be blacked-out for the telecast. Sponsorship has been sold out to the American Oil Co., Chicago (through D'Arcy, McManus & Intermarco); Goodyear Tire & Rubber Co., Akron, Ohio, (Young & Rubicam) and the STP division, Studebaker-Worthington Inc., Minneapolis (Media Buyers).

## AFTRA seeks protection for cassette performers

The American Federation of Television and Radio Artists has invited producers and manufacturers of video cassettes to a meeting in New York to discuss methods of compensation and working conditions for performers in this field.

Sanford I. Wolff, national executive secretary of AFTRA, said he has mailed

letters to more than 100 companies in the cassette field and invited them to meet with AFTRA officials on March 31 at union offices in New York. His letter said AFTRA "will be prepared to present . . . suggestions and proposals for consideration and deliberation, and we would hope that representatives of your organization will be . . . prepared to discuss working conditions with us."

Mr. Wolff said that AFTRA has been holding internal discussions with members and executives to formulate proposals for use of performers' talents on video cassettes. He said the union's contracts with employer groups now prohibits such use without AFTRA's consent.

## Program notes:

**Help for Veterans.** ■ Dick Whittinghill, morning personality on KMPC(AM) Los Angeles, has been helping returning Vietnam veterans who fall into the "hard core unemployable" category find jobs. His "veteran job placement" service began Dec. 7, 1970, with the reading of resumes and portfolios on the air. Since that time, 36 men have been placed in jobs or found on-the-job training.

**Consolidated awards** ■ The National Safety Council, Chicago, announced last week its 1970-71 competition for public service awards in radio, television and other media. The combination will replace awards this year alone. Any media activity involving safety during the two-year period will be considered for awards to be presented at the National Safety Congress this October. Address: 425 North Michigan, Chicago 60611.

## After Frazier-Ali: El Cordobes (ole)

Management Television Systems Inc., New York, has signed Manuel Benitez, "El Cordobes," the Spanish matador, for its next global closed-circuit television presentation scheduled June 13 from Spain.

The company, headed by former FCC Chairman E. William Henry, arranged the record-setting closed-circuit network of 362 theaters and auditoriums for the Frazier-Ali championship fight and Mr. Henry has said he would like eventually to get Super Bowl rights for closed-circuit TV (BROADCASTING, March 15).

The bullfight event so far is set for viewing at Madison Square Garden in New York, the Forum at Los Angeles, and the San Diego sports arena. MTS is negotiating now for other locations in the U.S. and in capitals around the

world. El Cordobes already has signed the contract, and will share in the gross receipts of the gate besides receiving a set fee.



*Good friends Norman Allen (l) of Management Television Systems and El Cordobes after the matador signed with the CCTV firm for a bullfight broadcast.*



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# NAB's 49th moving into Chicago

Speakers, panels and topics run the gamut: familiar and new, relaxed and controversial

Everything from broad issues of national concern to problems of the most specialized kind will occupy some portion of the spotlight in Chicago next week during the 49th national convention of the National Association of Broadcasters.

Prominent on the agenda are such topics as the latest threats of government controls from the FCC and Congress; management and sales problems, and, in separate meetings, engineering problems.

As always, there will be prominent speakers. This year, broadcasters will hear from the Rev. Theodore M. Hesburgh, president of Notre Dame University and chairman of the U.S. Civil Rights Commission; Al Capp, nationally-known cartoonist and lecturer on today's youth; Clifford Alexander, Washington lawyer and former chairman of the Equal Employment Opportunity Commission; George Romney, secretary of housing and urban development; John W. Macy Jr., president of the Corp. for Public Broadcasting and, as the convention finale, FCC Chairman Dean Burch making his second appearance at an NAB convention.

As a special event, broadcasters will see and hear for the second time in a decade Captain Alan B. Shepard Jr., who commanded the Apollo 14 mission to the moon. Captain Shepard appeared at the 1961 NAB meeting in Washington, after becoming the first American to orbit in space.

NAB President Vincent T. Wasilewski makes his annual report to the membership at the general assembly Monday morning (March 29). Also at that time, Neville Miller, Washington lawyer and first full-time paid president of the NAB (1938-1944) will receive the NAB's Distinguished Service Award.

Among the various sessions, panels and meetings, one has special promise of generating member participation. This is a freewheeling, open-ended participatory session that will include such figures as Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co.; Don Durgin, president of NBC-TV; John Comas, president-elect of the National Association

of Television Programming Executives; Kenneth A. Cox, Washington lawyer and former FCC commissioner; Richard Pinkham, senior vice president of Ted Bates & Co., New York, and Herb Jacobs, chairman of TelCom, New York. Moderator for this session will be Jules Power, TV program production executive.

Earlier in the convention, an FCC panel will field broadcaster inquiries as well as address itself to pending and forthcoming commission activity. Representing that agency will be Charles E. Wiley, the new general counsel; Robert J. Rawson, deputy chief of the

vision Information Office, is scheduled to present the latest Roper report on the public's view of TV.

Pre-convention features call for among others special meetings by networks, the Association of Maximum Service Telecasters, the Association for Professional Broadcasting Education, the American Forces Radio-Television Service, the Association for Broadcast Engineering Standards, and the All-Music Radio Music Licensing Committee.

During the convention six vacancies on the association's TV board will be filled. Nominations are to be made at the TV business meeting Monday (March 29) between 2:30 p.m. and 3:15 p.m. Voting takes place the next day, with the polls open until 5 p.m.

Also on Tuesday, the annual Broadcast Pioneers banquet takes place at the Sheraton Blackstone hotel. FCC Commissioner Robert Wells will speak.

For broadcasters who are concerned at the rise of violence in American life there is, for the first time at an NAB meeting, a session on broadcast security. It is designed to answer such questions as how to cope with bomb threats, civil disorders and natural disasters. On this panel are FCC Commissioner Robert E. Lee; Otto Claus, chief engineer of WBAL-TV Baltimore, and a representative of the Chicago Police Department.

The three-day convention is the result of a committee of 12. Co-chairmen are Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, and A. Louis Read, WDSU-TV New Orleans. Both are vice chairmen respectively of the radio and of the TV boards.

Other members of the convention committee: James M. Caldwell, WAVE (AM) Louisville, Ky.; Donald P. Campbell, WMAR-TV Baltimore; Eldon Campbell, WFBM-TV Indianapolis; George R. Comte, WTMJ-TV Milwaukee; Clint Formby, KPAN-AM-FM Hereford, Tex.; Ben A. Laird, WDUZ-AM-FM Green Bay, Wis.; J. Kenneth Marston, WDXI (AM) Jackson, Tenn.; Dale G. Moore, KGVO-TV Missoula, Mont.; Allan Page, KGWA (AM) Enid, Okla., and Alfred Sorenson, WKRS (AM) Waukegan, Ill.



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What syndicators will show	p. 88
Technical papers, agenda	p. 97
Major displays and exhibits	p. 106

Broadcast Bureau; Harold K. Kassens, chief of the Rules and Standards division, and William B. Ray, chief of the Complaints and Compliance division, both branches of the Broadcast Bureau.

In other sessions broadcasters will discuss minority employment and the challenges these groups have flung at renewal time; the TV and the radio codes, secondary markets for both TV and radio, radio news operations and the requirements of the wage-hour laws.

Roy Danish, director of the Tele-

# On tap in Chicago: official agenda

Here is the script for the 49th annual National Association of Broadcasters convention, to be held March 28-31 at the Conrad Hilton hotel. Listed separately are unofficial and related meetings and activities (see opposite page). The engi-

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## Monday, March 29

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### Early Bird Workshops 8:30-10 a.m.

**Minority Renewal Challenges—What to Expect:** Willford B Room. **Moderator:** John Summers, general counsel, NAB. **Panel:** Edgar W. Holtz, Hogan & Hartson, Washington; Arnette Hubbard, Chicago; Domingo Nick Reyes, National Mexican American Anti-Defamation Committee, Washington; Elbert Sampson, Community Film Workshop Council, New York.

**New Technical Developments for TV News Coverage:** Willford A Room.

**Moderator:** James McCulla, president, RTNDA, ABC, Los Angeles. **Panel:** Jack Eddy, KOMO-TV Seattle; Charles F. Harrison, WGN-TV Chicago; James Kitchell, NBC, New York. **Station Problems As Seen by the Commission Staff:** Waldorf Room.

**Moderator:** Louise O. Knight, NAB counsel. **Panel:** Robert V. Cahill, administrative assistant to the chairman, FCC; Harold L. Kassens, chief, rules & standards division, FCC; Robert Rawson, deputy chief, Broadcast Bureau, FCC; William B. Ray, chief, Complaints & Compliance division, FCC. **Broadcast Station Security:** Lower Summit.

**Moderator:** Spencer Denison, NAB regional manager. **Panel:** Hon. Robert E. Lee, FCC commissioner; Otto Claus, chief engineer, WBAL-TV Baltimore; a representative of the Chicago Police Department.

**General Assembly (Management and Engineering Conference) 10:30-noon:** Grand Ballroom. **Music:** WGN Orchestra, Robert Trendler, director. **Presiding:** A. Louis Read, WDSU-TV New Orleans, convention co-chairman. **Invocation:** The Rev. Kenneth Hildebrand, DD, minister of the Central Church of Chicago. **Presentation of Colors:** Marine Corps Color Guard; **The National Anthem:** Elizabeth Fischer. **Introduction:** Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, chairman, NAB board of directors.

**Remarks:** Capt. Alan B. Shepard, Jr., USN Apollo 14 commander.

**Address:** Vincent T. Wasilewski, president, NAB.

**Presentation of NAB Distinguished Service Award to:** Neville Miller. **Remarks:** Mr. Miller.

**Management Luncheon 12:30 to 2:30 p.m.,** International Ballroom. **Presiding:** Andrew Ockershausen, Evening Star Broadcasting Co., Washington, convention co-chairman. **Invocation:** Father John S. Banahan, radio-television department, Archdiocese of Chicago. **Introduction:** A. Louis Read, WDSU-TV New Orleans, convention co-chairman. **Address:** The Rev. Theodore M. Hesburgh, president, University of Notre Dame.

**Engineering Luncheon 12:30 to 2 p.m.,** Williford Room.

**Presiding:** Ralph F. Batt, WGN Continental Broadcasting Co., Chicago, Ill. **Invocation:** Rabbi Carl I. Miller, The Broadcasting Commission, Chicago Board of Rabbis. **Address:** Dr. Peter Goldmark, president, CBS Laboratories, Stamford, Conn.

**Television Assembly 2:30 to 3:15 p.m.,** Grand Ballroom. **Presiding:** Hamilton Shea, Gilmore Broadcasting Group, Harrisonburg, Va., chairman, TV board. **Report of All-Industry TV Stations, Music Licensing Committee:** Robert H. Smith, WCYB-TV Bristol, Va., chairman. **Nominations for New TV-Board Members (Ballot boxes will be available at designated location until 5:00 p.m.)**

**Joint Radio-Television Assembly 3:15 to 5 p.m.** Grand Ballroom. **Presiding:** Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, chairman, NAB board of directors. **Speakers:** Clifford Alexander, Arnold & Porter, Washington; Hon. George Romney, secretary of housing and urban development; John W. Macy, president, Corp. for Public Broadcasting.

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## Tuesday, March 30

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**Early-Bird Workshops 7:45 to 9:15 a.m.** Williford B Room. **Minority Renewal Challenges—What to Expect.** **Moderator:** John Summers, general counsel, NAB. **Panel:** Edgar W. Holtz, Hogan & Hartson, Washington; Arnette Hubbard, Chicago; Domingo Nick Reyes, National Mexican American Anti-Defamation Committee, Washington; Elbert Sampson, Community Film Workshop Council, New York.

**New Technical Developments for TV News Coverage.** Williford A Room. **Moderator:** James McCulla, president, RTNDA, ABC, Los Angeles. **Panel:** Jack Eddy, KOMO-TV Seattle; Charles F. Harrison, WGN-TV Chicago; James Kitchell, NBC, New York. **How To Save Money on Remote Broadcasts.** Boulevard Room. Joseph M. Lullo, operations supervisor, American Telephone & Telegraph Co., New York. **How To Improve the Effectiveness of Radio News,** Beverly Room. **Moderator:** Chet Caselman, president-elect, RTNDA, KSFO(AM) San Francisco. **Panel:** Richard Petrik, KOEL(AM) Oelwein, Iowa; Gerald B. Trapp, Associated Press, New York.

**What Broadcasters Need To Know About Wage-Hour Compliance.** Upper Summit. Jerald J. Mitchell, regional administrator, Workplace Standards Division, U.S. Department of Labor.

**Radio Management Conference 9:30 a.m. to 12:00 noon,** Grand Ballroom. **Presiding:** Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman, NAB radio board.

**Meet Your New Directors. Radio: "As We See It".** Mod-

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# for the 49th annual NAB convention

neering conference agenda begins on page 97 and equipment exhibits on page 106.

Unless otherwise noted, events are in the Conrad Hilton.

erator: Jules Fine, senior vice president, director of marketing services, Ogilvy & Mather Inc., New York. *Panelists:* John Cole, associate media director, Needham, Harper & Steers Inc., Chicago; Daniel Borg, vice president & media director, Ketchum, MacLeod & Grove Inc., New York; Ed Papazian, vice president & director of media, BBDO, New York; George Simko, senior vice president & director of media management, Benton & Bowles, New York.

*A New Radio-Code Service*, Ray Johnson, KMED(AM) Medford, Ore., chairman, Radio Code Board.

*"The 51st Year"* James L. Hayes, president & chief executive officer, American Management Association, New York.

*Radio Advertising Bureau Presentation*, Miles David, president, RAB; Robert H. Alter, executive vice president; Carleton F. Loucks, vice president & director of regional sales.

**Secondary Market TV Committee Presentation** 9:30 am. to 12 noon, Boulevard Room. *Presiding:* Dale G. Moore, KGVO-TV Missoula, Mont., committee chairman. *Committee Members:* *The Function of Congressional Offices*, William Patton, KATC-TV Lafayette, La.; *The FCC at Your Service*, J. Allen Jensen, KID-TV Idaho Falls, Idaho; *Economical Equipment for Improving Operations*, Joseph Bonansinga, WGEM-TV Quincy, Ill.; *The Methodology of Audience Measurements*, Dale G. Moore; *Acquiring New Commercial Accounts*, William F. Turner, KCAU-TV Sioux City, Iowa; *CATV*, panel discussion by all committee members.

**Management Luncheon** 12:30 to 2:30 p.m., International Ballroom. *Presiding:* A. Louis Read, WDSU-TV New Orleans, convention co-chairman; *Invocation:* Rabbi David Graubert, presiding rabbi of the Chicago Rabbinical Assembly; *Introduction:* Andrew Ockershausen, Evening Star Broadcasting Co., Washington, convention co-chairman; *Address:* Al Capp. Herbert G. Klein, director of communications for White House.

## Annual Business Meeting

(No sessions scheduled Tuesday afternoon)

**Broadcast Pioneer Banquet**, 7:30 p.m. Crystal Ballroom (Sheraton Blackstone).

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## Wednesday, March 31

**Early Bird Workshops**, 7:45 to 9:15 a.m. *Station Problems As Seen by the Commission Staff*, Waldorf Room. *Moderator:* Louise O. Knight, NAB counsel. *Panel:* Robert V. Cahill, administrative assistant to the chairman, FCC; Harold L. Kassens, chief, Rules & Standards Division, FCC; Robert Rawson, deputy chief, Broadcast Bureau, FCC; William B. Ray, chief, Complaints & Compliance Division, FCC. *Broadcast Station Security*, Lower Summit. *Moderator:*

Spencer Denison, NAB regional manager. *Panel:* Robert E. Lee, FCC Commissioner; Otto Claus, chief engineer, WBAL-TV Baltimore; representative of the Chicago Police Department.

*How To Improve the Effectiveness of Radio News*, Beverly Room. *Moderator:* Chat Caselman, president-elect, RTNDA, KSFO(AM) San Francisco. *Panel:* Richard Petrik, KOEL(AM) Oelwein, Iowa; Gerald B. Trapp, Associated Press, New York. *What Broadcasters Need To Know About Wage-Hour Compliance*, Upper Summit. Jerald J. Mitchell, regional administrator, Workplace Standards Division, U.S. Department of Labor.

**Television Conference**, 9:30 a.m. to noon, Grand Ballroom. *Presiding:* A. Louis Read, WDSU-TV New Orleans, vice chairman, TV board. *Announcement and Introduction of Newly Elected TV Board of Directors: The National Academy of Television Arts and Sciences presents The Station Award and The Special Citation. The Public's Vote on TV, a Report from Roper*, Roy Danish, director, TIO. *A New Code Service*, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman, TV code review board. *Program Conference '71*, *Moderator:* Jules Power, Jules Power Productions Inc., New York. *Panelists:* Donald H. McGannon, president & chairman of the board, Westinghouse, New York; Don Durgin, president, NBC-TV, New York; John Comas, president elect, NATPE, vice president, programming, WSJS-TV Winston-Salem, N.C.; Kenneth A. Cox, Haley, Bader & Potts, Washington; Richard Pinkham, senior vice president, Ted Bates & Co., Inc., New York; Herb Jacobs, chairman, TelCom Inc., New York.

**Joint Luncheon (Management and Engineering Conference)**, 12:30 to 2:30 p.m., International Ballroom

**Joint Management and Engineering Luncheon**, 12:30 to 2:30 p.m., International Ballroom. *Presiding:* Andrew Ockershausen, Evening Star Broadcasting Co., Washington, convention co-chairman. *Invocation:* The Rev. D. Williams McClurken, director of broadcasting, Broadcasting & Film Commission of the National Council of the Churches of Christ. *Introduction:* Vincent T. Wasilewski, president, NAB. *Address:* Dean Burch, chairman, FCC.

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## Special convention features

(Not a part of the official convention program; all events at Conrad Hilton unless otherwise designated)

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## Friday, March 26

2 to 5 p.m.—Association of Professional Broadcasting Education Committee Meetings, Pick Congress.

## On tap in Chicago: still more agenda events

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### Saturday, March 27

- 9 a.m. to 5 p.m.—APBE meeting, Florentine Room, Pick Congress.  
9 a.m. to 5:30 p.m.—American Forces Radio-Television Svc., Williford "C".  
12:30 to 2 p.m.—APBE luncheon, Pick Congress.  
5 to 10 p.m.—ABC Radio Affiliates Open House, suite 2306A-11A.  
8 to 10 p.m.—APBE workshops, Pick Congress.

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### Sunday, March 28

- 9 a.m. to 12 noon—Association for Broadcast Engineering Standards Technical Committee meeting, parlor 412.  
9 to 10 a.m.—ABC Radio Affiliates continental breakfast, Grand Ballroom, Drake hotel.  
9 to 10 a.m.—APBE committee meetings, Pick Congress.  
9 a.m. to 3 p.m.—Broadcast Music Board of Directors meeting and luncheon, parlors 512 and 513.  
10 a.m. to 12 noon—APBE meeting, Florentine room, Pick Congress.  
10 a.m. to 12 noon—Daytime Broadcasters Association membership meeting, Williford "A."  
10 to 11 a.m.—ABC Radio general affiliates meeting, Gold Coast room, Drake hotel.

**Small Market Radio Session, 9:30 to noon, Williford Room.**  
*Presiding:* Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, vice chairman, NAB radio board.  
*Moderator:* Clint Formby, KPAN(AM) Hereford, Tex., member, NAB radio board and chairman, small market radio committee. *Be a Better Manager*, Norton E. Warner, KIMB(AM) Kimball, Neb. *Small Market Political Action*, George Crouchet Jr., KPFL(AM) Lafayette, La. *Building Radio With Radio*, Walter L. Rubens, KOBE(AM) Las Cruces, N.M. *CATV and Radio*, Ross E. Case, KWAT(AM) Watertown, S.D. *Programing News for Profit*, Dean Miller, WMVR(AM) Sidney, Ohio; *A Case History*, Robert T. Olson, WMPL(AM) Hancock, Mich. *The FCC At Your Service*, J. R. Livesay, WLBH(AM) Mattoon, Ill.; *Moderator:* Commissioner Robert Wells.

*FCC Participants:* Richard E. Wiley, general counsel; Robert J. Rawson, deputy chief, Broadcast Bureau; Harold K. Kassens, chief, Rules & Standards Division; William B. Ray, chief, Complaints & Compliance Division.

- 11:15 a.m. to 1 p.m.—ABC Radio Affiliates Advisory Board meetings, Drake hotel.  
12 noon to 4 p.m.—Association for Broadcast Engineering Standards board of directors luncheon and meeting, parlors 413 and 412.  
12:30 to 2 p.m.—APBE luncheon, Pick Congress.

- 1 p.m.—ABC-TV Primary Affiliates meeting, Guild Hall, Ambassador West.  
2 to 6 p.m.—CBS-TV Network Affiliates meeting, parlor 415.  
2 to 5:30 p.m.—Society of Broadcast Engineers annual meeting, Williford "C."  
2 to 5 p.m.—AMST board of directors meeting, Bel Air room.  
2:30 p.m.—Nondenominational devotional service, Beverly room.  
4 p.m.—Association for Broadcast Engineering Standards membership meeting, parlor 414.  
4:30 p.m.—Catholic mass, Waldorf room.

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### Monday, March 29

- 7 to 10 a.m.—All Channel Television Society meeting, Bel Air room.  
8:30 a.m.—TelCom Associates Inc. annual membership breakfast, Crystal Ballroom, Sheraton Blackstone.  
2:30 to 4 p.m.—All Industry Radio Music Licensing Committee meeting, parlor 512.  
5 p.m.—Harvard business seminar-smoker, Bel Air room.  
6 p.m.—Atwood Richards Telescreen Inc.-reception, Williford room.

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### Tuesday, March 30

- 8:30 a.m. to 12:30 p.m.—AMST membership meeting, Waldorf room.  
2 p.m.—Young & Rubicam open house, Tower suite, 3903-4 Sheraton Chicago.  
2:30 to 4 p.m.—AMST board of directors meeting, Bel Air room.  
2:30 to 2:45 p.m.—Election of all industry television stations Music Licensing Committee, to be held in International Ballroom.  
6:30 p.m.—Broadcast Pioneers reception and dinner, Crystal Ballroom, Sheraton Blackstone.

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### Where, when to sign up

**Registration:** Sunday, March 28—8 a.m.-6 p.m.; Monday, March 29—8 a.m.-6 p.m.; Tuesday, March 30—9 a.m.-5 p.m.; Wednesday, March 31—9 a.m.-5 p.m. Lower Lobby, Conrad Hilton.

**Exhibit Hours:** Sunday, March 28—10 a.m.-7 p.m.; Monday, March 29—9 a.m. to 7 p.m.; Tuesday, March 30—9 a.m.-7 p.m.; Wednesday, March 31—9 a.m.-5 p.m. Continental Room, Normandie Lounge, East, North, West Exhibit Halls, Conrad Hilton.



Follow the leaders...

## Dick Van Dyke

...leads to jumbo-size audiences in middle-size markets. He's first in his time period in Harrisburg (41 percent share), Dayton (51 percent share), Evansville (37 percent share), Flint (42 percent share), Fresno (40 percent share). And first in his time period two years in a row in other medium-size markets like Jacksonville (50 percent share), Norfolk (48 percent share), Omaha (46 percent share), Sacramento (35 percent

share), Spokane (38 percent share).

*Dick* is also the leading man with advertisers' leading ladies: young women 18 to 49. In 26 markets he's tops in his time period with these all-important consumers.

One more point: If you're looking for an audience-builder, *Dick's* your man. In 35 markets he increased audiences over lead-in programs. By an average 43 percent.

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# Film sales: ready for a comeback?

## Syndicators head for Chicago hoping that proved winners and trade-outs will spark recovery from 1970's doldrums

Television program syndicators are bundling up their wares and heading for next week's National Association of Broadcasters convention in Chicago with a certain amount of trepidation. Nineteen-seventy was not the best of years and the FCC's prime-time rulings forestall any assurance about 1971. There were some signs of hope, however.

Nineteen-seventy was bad, but just how bad? It is difficult to obtain an estimate with any degree of exactitude. A number of large and middle-sized distributors canvassed by BROADCASTING last week either said that business was higher than in 1969, or reported it about even or only slightly off, but they invariably asserted that the industry as a whole was off markedly from the previous year.

Perhaps a more accurate reflection was the one obtained from a sampling of leading TV station groups and from several program-buying organizations. These sources stated that buying for their stations declined in the vicinity of 15% to 20% and blamed not only the economic draught but the indecision created by the prime-time access rule.

Figures in the syndication industry are not compiled by any centralized source. Estimates provided by a number of leading distributors indicated that sales in 1969 were around \$255 million—\$170 million for domestic and \$85 million for the international market. In 1970, a realistic estimate is that domestic sales dwindled by about \$30 million to \$140 million, while the growing international field may have climbed to \$95 million and perhaps as high as \$100 million.

Syndicators are reasonably certain that 1971 must be an improvement over 1970. They rationalize that many stations held back from buying, particularly in the last half of 1970, because of ambivalence created by the FCC prime-access regulation. But many are convinced that the general economy will be bolstered during the second half of the year and station programming dollars will be made available.

Distributors are not counting on the first year programed under the prime-time rulings to provide a bonanza for them. They are hard-headed enough to realize that during the first year of the ukase, stations are veering toward programing the recaptured periods either with expanded news shows or other locally oriented presentations. "But you must remember," one syndicator

pointed out, "a manager must program the entire station. In many instances, stations that expand their news or develop a show of their own in prime time may, as a result, have a hole in late afternoon that we can fill. I think the rule will help syndicators, even in the first year, even if it won't be as much as we had hoped for."

The syndicated offering that will prove most salable in 1971 will be, as usual, the proven off-network series and the feature film packages released by the major studios. Feature films, always a staple of the syndication inventory, will be in ample supply, though the number of new-to-station films is not expected to be extensive. United Artists Television recently issued a package of 30 features; MCA TV plans to assemble a large number of Universal motion pictures of both pre-1948 vintage and more recent years up to 1962. Other studios said they hoped to issue movie packages later this spring and summer.

The new off-network releases promise to develop into an avalanche in 1971, eclipsing previous years in number of series and number of available episodes. At this time last year, 18 off-network series were placed into syndication and the latest reading is that 16 such productions are on the market and the number may swell during the next few weeks.

Among the off-network series definitely committed to syndication this year are MCA TV's *Name of the Game* (76 episodes) and *The Virginian* (225), both of which are 90 minutes in length; Sandy Frank's *Bill Cosby Show* (52); TV Cinema Sales Corp.'s *Wyatt Earp* (225); Twentieth Century-Fox's *Bracken's World* (41), *Lancer* (51) and *Ghost and Mrs. Muir* (50); NBC Film's *Guns of Will Sonnett* (50) and *High*

*Chaparral* (96); Firestone Films' *Green Acres* (70); Independent Television Corp.'s *This is Tom Jones* (27); Metro-media Producers Corp.'s *National Geographic* specials and *That Girl* (136) and Paramount Television's *Mission: Impossible* (128). The last two series are being pre-sold to stations while they are still in their network runs.

Other current network series are candidates for release to syndication. Among these are *Julia*, *Hogan's Heroes*, *Jim Nabors*, *Beverly Hillbillies*, *Hee Haw* and *Mayberry R.F.D.*

The other pronounced programing trend in 1971 will be the traded-out (or barter) program, which has taken on added prominence during this bleak period of financial pinch. Under this approach, an advertiser obtains the rights to a series or specials in a selected number of markets and gives the programing to stations free in return for a specified number of spots to be used within the program or in other time periods. The station retains other spots for local, regional or national sales.

In the first-run syndication sector, distributors are testing the marketplace with a host of offerings. But it must be stressed that aside from programing produced abroad and already carried outside of the U.S., producer-distributors are merely making a pilot or assembling a number of scripts to gauge their salability. The favorite route in 1971 is to complete a sale on a trade-out basis to a sponsor or line up a group of sales in key markets before committing the project to full-blown production.

Among the first-run programs offered to stations this year are Four Star Entertainment's *International Show Time* and *Toward the Year 2000*; Metro-Goldwyn-Mayer's *Man to Man* and *High-Speed Living* (both sports); ITC's *The Protectors*; Time-Life Films' *The Wonderful World of Sports Illustrated*, *The World About Us*, *Children's Classic Drama* and *The Expert*; Screen Gems' *About Faces*; Century Broadcasting's *Nam? That Tune* and Roth Media Inc.'s *Most Valuable Player*, *World of Boating* and *Celebrity Bowling*.

Many of the larger TV advertisers have gone the barter route, including Colgate - Palmolive, General Motors, Breck, Chesebrough-Pond's, Carnation and Noxell Corp., and other advertisers are exploring the potential of this approach. For many advertisers, the barter method is said to be more economical than conventional syndication and

### BPI will be there

BROADCASTING Magazine will send 14 representatives to the National Association of Broadcasters convention in Chicago. Headquarters for Broadcasting Publications Inc. will be in suite 706A of the Conrad Hilton.

Representing BROADCASTING: Sol Taishoff, Ed James, Don West, Rufe Crater, Earl Abrams, Larry Christopher, Rocco Famighetti, Steve Millard, Len Zeidenberg, Larry Taishoff, Maury Long, Dave Whitcombe, Warren Middleton and Greg Masefield.



## Petticoat Junction

leaped into leadership after just a few months in syndication.

In New York *Petticoat Junction* tripled its rating in its first three months. First in its time period in Amarillo (35 percent share), Charleston (55 percent share), Denver (30 percent share), Grand Rapids (30 percent share), Louisville (39 percent share), Minneapolis-St. Paul (41 percent share).

In nine markets, *Petticoat Junction*

jumped ratings over preceding programs an average 29 percent. Like Charlotte (up 29 percent), Honolulu (up 20 percent), Kansas City (up 18 percent), Yakima (up 53 percent).

And ratings are up over programming in the same time slot a year ago in nine markets. Including Dallas (up 20 percent), Charleston (up 91 percent) and Richmond (up 40 percent).

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more efficient inasmuch as the programs and markets can be selected to meet a sponsor's requirements.

The accent on program syndication has spurred the development of a middle-man enterprise—companies that specialize in selling a proposed series to a sponsor on behalf of a producer and arranging for station placement. Among companies operating in the field are Media/Syndication Systems Inc., New York, headed by Larry O'Daly; Roth Media Inc., New York, headed by Paul M. Roth and Telpac Productions, New York, headed by Tom Shull.

Though barter programming came to the fore in 1970 and appears to be accelerating in 1971, station executives insist they accept these shows reluctantly. They blame the economic crunch for their decisions to go along with a trade-out deal, and, in retrospect, say most of the programming is mediocre. Despite these protestations, there were few first-run series launched in 1970 that were sold to stations directly.

Prices for programming slipped somewhat in 1970, according to various station and syndicator sources. The decline was most marked in the smaller

markets hurt by the business slump. Feature-film prices, which had risen for several years, leveled off in 1970 and dropped in some markets. But industry sources cautioned that prices for an attractive package of new syndicated features are still commanding top dollar.

One distributor summed up the attitude of many of his confreres as the NAB convention approaches when he said: "We just hope this FCC prime-time rule is settled once and for all, so we can talk sensibly with stations on what they plan and what we can offer."

## Programers and where they will be at the convention

Major television program producers and distributors are listed here; suite locations are in the Conrad Hilton hotel unless otherwise indicated. The programs are listed with the number of episodes available in parentheses. Radio program distributors follow the TV listings on page 96.

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### ABC Films

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#### 1100

**Headquarters:** 1330 Ave. of the Americas, New York 10019.

**Programs available:** *Prime I Features* (10), *Prime II Features* (16), *Dark Shadows* (1000), *The Fugitive* (120), *Ben Casey* (153), *The Invaders* (43), *N.Y.P.D.* (49), *The Fabulous Sixties* (10), *Casper Cartoons* (178), *One Man Show* (26), *Rosey Grier Show* (52), *One Step Beyond* (94), *Murl Deusing Safari* (130), *Combat* (152), *Africa* (4), *Anniversary Game* (260), *Beany and Cecil Cartoons* (78), *Breaking Point* (30), *Cowboy in Africa* (26), *Echo I* (17), *Eighth Man Cartoons* (52), *Garrisons Gorillas* (26), *George of the Jungle* (51), *King Kong Cartoons* (78), *Little Bit of Irish* (1), *Magic Clown* (60), *New Breed* (36), *New Year's Eve with Guy Lombardo*.

**Personnel:** Kevin O'Sullivan, Jerry Smith, Colin Campbell, Neil Delman, Scott Moger, Charles Atkins, Howard Lloyd, Robert Dowd, Jim Thomson, John Randall, Ray Russum and John Ryan.

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### Allied Artists Television Corp.

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#### Conrad Hilton, suite unassigned.

**Headquarters:** 15 Columbus Circle, New York 10023.

**Programs available:** *Golden Sixties—Group VI* (20), *Cavalcade of 60's—Group V* (25), *Cavalcade of 60's—Group IV* (26), *Cavalcade of 60's—Group III* (15), *Cavalcade of 60's—*

*Group II* (29), *Cavalcade of 60's—Group I* (34), *Cavalcade of 50's* (18), *Dial 'AA' for Action* (30), *Science Fiction* (28), *Bowery Boys* (48), *Bomba* (13), *Charlie Chan* (11), *Special 42* (42), *Camp & Classic* (50), *Westerns* (135).

**Personnel:** Andrew P. Jaeger, Leo M. Brody, Ken Weldon, Carl Miller and Hank Guzik.

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### CBS Enterprises Inc.

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#### 2319

**Headquarters:** 345 Park Ave., New York.

**Programs available:** *Andy Griffith Show* (249), *Petticoat Junction* (148), *Wild, Wild West* (104), *Gentle Ben* (56), *What's My Line?* (590), *Dick Van Dyke Show* (158), *Perry Mason* (245), *I Love Lucy* (179), *Candid Camera* (130), *Make Room For Daddy* (233), *Twilight Zone* (134), *Rawhide* (44), *Mighty Mouse* (150), *The Defenders* (78), *Password* (260).

**Personnel:** Ralph M. Baruch, Jak Arbib, Henry A. Gillespie, Robert Kolb, William Stynes, Donald Toye, Robert Donnelly, Warren Tomassene, Jack Waldrep, James McCormick, William Andrews, Edward Hewitt, Willard Block, Fred Gilson, Joseph B. Irwin and William C. Aden Jr.

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### Century Broadcast Communications Inc.

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#### Playboy Towers, suite unassigned

**Headquarters:** 321 East 51st St., New York 10022.

**Programs available:** *Name That Tune* (100), *Inside Business* (news featurettes produced weekly), *1971 Miss World Beauty Pageant* (1), American Telesports Network events.

**Personnel:** Eugene Malone, Joseph Lydon, William Templeton, Edward F. Moore and Richard E. Moore.

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### Filmways Television Presentations

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#### Conrad Hilton, suite unassigned

**Headquarters:** 1040 N. Las Palmas Ave., Hollywood 90028.

**Programs available:** *Ralph Story Specials of the Month* (6), *Blood, Sweat and Tears Special*, *The Trouble with Tracy* (130).

**Personnel:** Malcolm C. Klein and Lee Moselle.

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### Firestone Film Syndication Ltd.

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#### Conrad Hilton, suite unassigned

**Headquarters:** 540 Madison Ave., New York 10022.

**Programs available:** *To Tell the Truth* (260), *Green Acres* (170), *The Adams Family* (64), *Branded* (48).

**Personnel:** Len Firestone and Alton Whitehouse.

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### Four Star Entertainment Corp.

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#### 506/7

**Headquarters:** 555 Madison Ave., New York 10022.

**Programs available:** *International Startime* (13), *Big Valley* (112), *Towards the Year 2,000* (26), *Juvenile Jury* (26), *The Rifleman* (168), *Can You Top This* (195), *Burkes Law* (81), *Detectives Hour* (30), *Theatre One* (59), *The Rogues* (29), *Stagecoach West* (38), *Expose* (34), *Here Come the Stars* (26), *Holiday Specials* (5), *Something Special* (12), *Portrait of a Star* (12), *The Seekers Down Under* (1), *The World of the Seekers* (1), *Sajid* (1), *Seven Seas* (7), *Morey Amsterdam* (1) *I Dream of Trini* (1), *Sports Specials* (2), *The Westerners* (125), *The Zane Grey Theatre* (145), *Honey West* (30), *Detectives* (67), *Law & Mr. Jones* (45), *Richard Diamond* (26), *Ensign O'Toole* (32), *McKeever & The Colonel* (26), *Tom Ewell* (32), *Spectacular Showcase* (18), *Super Spy* (11), *Sher-*

Follow the leaders...



## Wild Wild West

leads to bigger audiences in all types of markets. First in its time period in such widely varying places as Washington, D.C. (33 percent share), Las Vegas (33 percent share), Honolulu (39 percent share). *Wild Wild West* gallops ahead of lead-in programming in 11 markets. By an average 56 percent. Markets like Hartford (up 200 percent), San Francisco (up 67

percent), Memphis (up 138 percent), Greenville (up 78 percent).

*Wild Wild West* increased audiences over programming in the same time slot a year ago in markets like Nashville (up 30 percent), Salt Lake City (up 11 percent), Greensboro (up 15 percent). Plus seven others for a total average increase of 28 percent.

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*lock Holmes* (12), *Over There* (1), *Elite Package* (5), *Della* (1), *Durable Dozen* (12).

**Personnel:** Richard Colbert, Alan J. Kraft, Richard Rosenbloom, Charlie Keys, Harvey Reinstein, John Louis and Joe Doyle.

---

**Sandy Frank Program Sales Inc.**  
1500

**Headquarters:** 790 Madison Ave., New York 10021.

**Programs available:** *The Bill Cosby Show* (52), *Lassie* (259), *Lone Ranger* (cartoons) (104), *Golden Voyage* (78), *High and Wild* (52), *The American West* (78), *Our Gang* (78), *Comedy Capers* (92).

**Personnel:** Sandy Frank, Irene Frydler.

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**Group W Productions Inc.**

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**Continental Plaza, suite unassigned**

**Headquarters:** 240 West 44th St., New York 10036.

**Programs available:** *The Mike Douglas Show* (5 per week), *The David Frost Show* (5 per week), *David Frost Presents, Doctor in the House* (52), *Rush Toward Freedom* (6), *Urban America, A Matter of Pride* (30), *Carry On* (16), *Emlyn Williams as Dylan Thomas, Sammy Davis Jr. in Europe, Eartha Kitt in Europe, Time for Joy, The Epic That Never Was, Riddigore, The Fisherman and his Wife, Battle for Bulge, Battle for Casino, Birth of the Bomb, If It Moves Shoot It, One Lord A Leaping.*

**Personnel:** David E. Henderson, Michael J. Gould, Jack Reilly, George Back, William Seiler, Roger B. Adams, Donal Joannes, Owen S. Simon.

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**Al Hamel Corp./Dick Clark Enterprises**

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**Palmer House, suite unassigned**

**Headquarters:** 9125 Sunset Blvd., Los Angeles.

**Programs available:** *Mantrap* (26).

**Personnel:** Dick Clark, Al Hamel.

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**Larry Harmon Pictures Corp.**  
1122-23A

**Headquarters:** 649 N. Bronson Ave., Hollywood.

**Programs available:** *Bozo the Clown* cartoons (156), *Bozo's Window on the World* (in production).

**Personnel:** Larry Harmon and Gus Nathan.

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**King Features**

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**Conrad Hilton, suite unassigned**

**Headquarters:** 235 East 45th St., New York 10017.

**Programs available:** *Beatles* cartoons (78, also available in 39 half-hours), *Popeye* (220), *Blondie* (28).

**Personnel:** Jerome Berger, Joe Dowling and Abe Goodman.

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**Mark Century Corp.**

1722-23-24

**Headquarters:** 3 East 57th St., New York 10022.

**Programs available:** *Commercialscope* (commercial library for local advertisers).

**Personnel:** Mitch Leigh, Milton Herson, Marvin Kempner and F. C. Beck.

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**MCA TV**

2400

**Headquarters:** 445 Park Ave., New York.

**Programs available:** *It Takes a Thief* (65), *Dragnet* (98), *Major Adams* (138), *Universal Star Time* (30), *Run For Your Life* (85), *Suspense Theatre* (53), *Wagon Train* (32), *Alfred Hitchcock Presents* (268 half-hours, 93 hours), *McHale's Navy* (138), *The Munsters* (70), *Leave It To Beaver* (234), *Mr. Ed* (143), *Jack Benny Show* (104), *The Name of the Game* (76), *The Virginian* (225), *Universal Feature Films*, current releases (40), (53), (50), mid-'60 releases (123), late-'50 releases, early '60 releases (102), *Paramount Feature Films*, pre-'48 releases (500).

**Personnel:** Lou Friedland, Keith Godfrey, D. Barton, Bob Greenberg, Layton Bailey, John Von Herberg, Carl Russell, Dick Cool, Jack Robertson, Carl Runge, Phillip Conway, Dick Cignarelli, Robert Davis, Bert Herbert, Hal Cranton.

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**Media/Syndication Systems Inc.**

600

**Headquarters:** 142 East 35th St., New York 10016.

**Programs available:** *No. 3 Peanut Place* (195), *Pet Set* (52), *NBA Highlights* (24).

**Personnel:** Lawrence P. O'Daly, Michael Klein, Brian O'Daly, Eric Mart and James K. O'Daly.

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**Metromedia Producers Corp.**

1600

**Headquarters:** 485 Lexington Ave., New York.

**Programs available:** *National Geographic Specials* (24); *Truth or Consequences* (52); *That Girl* (136); *The Young Country* (39); *My Favorite Martian* (107); *Rona Barrett; Johnny Cash in San Quentin; Jack Paar and His Lions; Laurel & Hardy* (156); *Crusader Rabbit* (260); *The Santa Claus*

*Lane Parade of Stars; Ray Conniff Christmas Show; The Mean Mr. Firecracker; specials portfolio II* (16); *specials portfolio I* (19); *The March of Time* (8); *Men in Crisis* (32).

**Personnel:** Kenneth Joseph, Jack Foley, Jack Donahue, Jack Garrison, Bob Greenstein and Joseph Hoffman.

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**MGM-TV**

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**Executive House, 3704**

**Headquarters:** 10202 West Washington Blvd., Culver City, Calif.

**Programs available:** *Man to Man* (26), *High Speed Living* (26), *Then Came Bronson* (26), *Flipper* (88), *Daktari* (89), *Man/Girl from U.N.C.L.E.* (128), *Dr. Kildare* (132), *Please Don't Eat the Daisies* (58), *The Lieutenant* (29), *The Eleventh Hour* (62), *The Forsyte Saga* (26), *Northwest Passage* (26), *National Velvet* (58), *MGM Library of Film Greats* (48), *MGM/7* (145), *MGM/6* (90), *Lion/70* (70).

**Personnel:** Paul R. Picard, Edward A. Montanus, A. Lennart Ringquist, Don Colapinto, Les Frenks, George Hankoff, Paul Hoffman, Joe Indelli, Enid Moore, Al Ordover, Barrie Richardson, Jack Swindell, Ben Wickham and Virgil Wolff.

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**National Telefilm Associates Inc.**

2506A

**Headquarters:** 8530 Wilshire Blvd., Beverly Hills, Calif. 90211.

**Programs available:** Feature films (1500), *Jack Douglas Series* (3), *Jack Douglas Program* (260).

**Personnel:** P. S. Rodgers and Marv Gray.

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**NBC Films**

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**Sheraton-Blackstone, suite unassigned**

**Headquarters:** 30 Rockefeller Plaza, New York.

**Programs available:** *Get Smart* (138), *I Spy* (82), *Divorce Court* (260), *Theater of Stars* (17), *Laramie* (124), *Laredo* (56), *Real McCoys* (223), *It's Your Bet* (390), *T.H.E. Cat* (26), *Challenging Sea* (26), *Ten Greatest* (10), *Bob Hope Features* (7).

**Personnel:** Gerald Adler, Bill Schmitt, Cliff Ogden and Eugene Moss.

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**Nightingale-Conant Corp.**

Essex Inn, 214

**Headquarters:** 6677 North Lincoln Ave., Chicago.

**Programs available:** *Our Changing World* (five per week), *The Earl Nightingale Program* (65).

**Personnel:** Earl Nightingale, Don Reaser, Bud Gillespie, Larry Stewart, Dorothy Wilt and Pat DeWine.



## What's My Line?

is the all-time leader among television game shows. None has equalled its long-term network and syndication success, its amazing staying power.

The new *What's My Line?* for syndication is first in its time period three years in a row in Boston (39 percent audience share), Philadelphia (40 percent share), Toledo (52 percent share).

First in its time period two years in a row in Flint (43 percent share), Portland, Me. (49 percent share), Providence (37 percent share), Tampa (42 percent share).

And an audience booster everywhere. In 17 markets large and small across the nation *What's My Line?* increased ratings over lead-in programming an average 37 percent.

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**Official Films Inc.**

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**Sheraton Blackstone, suite unassigned**

**Headquarters:** 445 Park Ave., New York.

**Programs available:** *Your Daily Horoscope* (365); *Let Us Entertain You, Swinging Scene of Ray Anthony, Movies for Swingers* (47); *Feature Group I* (9); *John Fitzgerald Kennedy, Marilyn Monroe, New Face of Israel, Sons for Christmas, Wire Service* (39); *Battle Line* (39); *Dateline Europe* (78); *Decoy* (39); *Biography* (65); *Colonel March of Scotland Yard* (26); *Dupont Theatre* (42); *International Detective* (39); *Mr. Lucky* (34); *My Hero* (33); *Overseas Adventure* (39); *Peter Gunn* (114); *Police Station* (39); *Rocky Jones, Space Ranger* (12); *Robin Hood* (143); *Star Performance* (153); *Survival!* (38); *Sword of Freedom* (39); *Adventures of Sir Lancelot* (30); *Big Story* (39); *Buccaneers* (39); *The Hunter* (26); *Invisible Man* (28); *Star and the Story* (26); *What Are the Odds?* (39); *Yancy Derringer* (34); *Cartoons* (44); *Almanac Newsreel* (377); *Greatest Headlines of the Century* (260); *Sportsfolio* (260).

**Personnel:** Louis C. Lerner, Robert Marcella, George Shaps.

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**Paramount Television Sales Inc.**

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**Sheraton Blackstone, 719**

**Headquarters:** 5451 Marathon St., Hollywood.

**Programs available:** *Portfolio I* (57), *Portfolio II* (50), *Portfolio III* (64), *Portfolio IV* (42), *Star Trek* (79), *Mission: Impossible* (149), *The Untouchables* (114), *The Texan* (78), *The Racers* (1), *Wonderful World of Wheels* (1).

**Personnel:** Robert M. Newgard, Con Hartsock, Robert Horen, Larry Hutchings, Louis Israel, Michael Mullins, Robert Neece, George Harper, Mal Orme, Stan DeCovnick, Charles Alsup and Frank Wright.

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**Rhodes Productions**

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**Conrad Hilton, suite unassigned**

**Headquarters:** 240 East 55th St., New York 10022.

**Programs available:** *Virginia Graham Show* (five per week), *Banana Splits & Friends Show* (125), *The Allen Show* (five per week).

**Personnel:** Jack E. Rhodes, John Davidson, Chris Remington and Will Tomlinson.

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**Romper Room Enterprises Inc.**

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**Palmer House Towers, 2228 West**

**Headquarters:** 660 Kenilworth Dr., Towson, Md. 21204.

**Programs available:** *Romper Room* (five a week), *Bowling for Dollars* (five a week), *Pinbusters* (one a week).

**Personnel:** Bert Claster, Nancy Claster, John Claster, Ken Gelbard, Jim McGarity, Ron Snyder, Dave Vennari, Bud Eklund and Bruce Battey.

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**Paul M. Roth Media Inc.**

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**DelMonico Hotel, suite unassigned**

**Headquarters:** 502 Park Ave., New York.

**Programs available:** *Most Valuable Player* (52), *World of Boating* (26), *Celebrity Bowling* (26).

**Personnel:** Paul M. Roth.

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**Schnur Appel Television Corp.**

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**Hotel unassigned**

**Headquarters:** 87 Woodland Road, Short Hills, N.J.

**Programs available:** *Felix The Cat* (260), *The Mighty Hercules* (130), *Mack & Myer For Hire* (200), *Gigantor* (52), *Speed Racer* (52), *That Show* (260), *Wide, Wide World* (26), *Sportsman's Holiday* (25), *17* (film), *The Big Attack* (39), *Hollywood Guest Shot* (26), *Pick a Show* (live), *Murray the K in N.Y.* (special), *Christmas at F. A. O. Schwarz* (special).

**Personnel:** Richard Carlton, Philip Besser, Joseph Schackner.

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**Screen Gems**

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**Pick-Congress, 600**

**Headquarters:** 711 Fifth Ave., New York 10022.

**Programs available:** *I Dream of Jeanie* (139), *The Flying Nun* (82), *Here Come the Brides* (52), *Hazel* (154), *Playboy After Dark I & II* (52), *Entertainment Specials I & II* (15), *Top Cat* (30), *The Flinistones* (166), *Dennis the Menace* (146), *Donna Reed* (175), *Gidget* (32), *Father Knows Best* (191), *Farmer's Daughter* (101), *Wackiest Ship in the Army* (29), *Post 48* (210), *Post 50* (73), *Post 50 II* (59), *Post 60 I* (60), *Post 60 II* (60), *Post 60 III* (51), *Post 60 IV* (33), *Post 60 V* (39), *Action* (50), *X Group* (13).

**Personnel:** William Hart, Paul Weiss, Don Bryan, Matt Pouls and Joe Abruscato.

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**Showcorporation**

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**10006**

**Headquarters:** 10 East 49th St., New York.

**Programs available:** *Movies Round the Clock* (140), *Sports Spectrum* (52), *Football Highlights* (13), *Sing Along With Mitch* (16), *Abbott & Costello* (156), *VIP Travel Guide* (260), *Firing Line* (52), *Della* (192), *The Shirley*

*Temple Storybook* (13), *Surf's Up* (26), *A Christmas Carol* (1), *Royal Ballet* (1), *A Midsummer Night's Dream* (1), *Meet Marcel Marceau* (1), *Aero Classic* (1), *Art in Peril* (1), *Great Mating Game* (1), *Hit the Surf* (1).

**Personnel:** C. Robert Manby, Fred Schneier, Richard A. Harper, Harris Rosenberg, Nathan Leipziger and William Wineberg.

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**Spangler Pictures Ltd.**

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**Suite unassigned**

**Headquarters:** 155 East 55th St., New York 10022.

**Programs available:** *Joe Namath Show* (13), *The New Explosion* (26), *Wyeth—Portrait of an American Family* (1), *Super Joe* (cartoon), *The Kid* (1), *Little Joe* (39).

**Personnel:** Larry G. Spangler, John R. Pfeffer and John C. Ranck.

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**Telcom-Bing Crosby Productions**

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**Sheraton Blackstone, 805**

**Headquarters:** 410 North Michigan Ave., Chicago.

**Programs available:** *Casebook of Dr. Chase, Dr. Loriene Chase* (260), *Kup's Show* (weekly or daily), *Larry Kane Show* (weekly), *Paul Harvey Comments* (260), *Win with the Stars, Alan Luden* (26), *A Night at the Factory* (1), *Championship Bowling* (104), *Cisco Kid* (156), *Let's Go to the Races* (325), *Fun at the Races* (104), *It's Racing Time* (234), *Harness Racing Sweepstakes* (39), *Grand Prize Racing* (13), *Sports Special Sweepstakes* (13), *All-Star Golf* (142), *World Famous Hunting and Fishing* (52), *All-Star Bowling* (156), *Ski Breed* (26), *Championship Racing* (26), *Championship Bridge* (78), *Sports Package* (196).

**Personnel:** Howard Christensen, Jack Martin, Ed Broman, Buzz Hassett, Al Shore.

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**Telepac Productions Inc.**

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**Suite unassigned**

**Headquarters:** 777 Third Ave., New York.

**Programs available:** To be announced.

**Personnel:** Thomas Shull.

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**Time-Life Films Inc.**

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**2300-01-02A & 2311**

**Headquarters:** Time & Life Building, New York 10020.

**Programs available:** *Life Around Us* (26), *World of Lowell Thomas* (41), *Great Zoos of the World* (8), *World About Us* (39), *Civilisation* (13), *Chil-*

Follow the leaders  
to the top!



## Perry Mason

continues to lead 'em all. Four years of syndication, and still number one in his time period in a record 38 markets.

*Mason* comes up a winner wherever he's slotted. Take early fringe time. He's first in his time period in markets like Albany (47 percent audience share), Atlanta (47 percent share), Columbia, S.C. (47 percent share), Little Rock (46 percent share), Miami (38 percent share), Reno (38 percent share), Spokane (38 percent

share), Wichita (44 percent share).

Or schedule *Mason* in late fringe time and win a whole new audience. Tops in his late time period in such places as Amarillo (43 percent share), Birmingham (50 percent share), Honolulu (42 percent share), Nashville (50 percent share), New Orleans (44 percent share), Phoenix (39 percent share), Salt Lake City (42 percent share), Tucson (34 percent share).

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SUITE 2319, THE CONRAD HILTON

*dren's Classic Drama Serial* (26), *The Expert* (39), *Special of the Month* (12 per year), *Monty Python's Flying Circus* (26), *Dr. Who* (45).

**Personnel:** Peter M. Robeck, Wynn Nathan, Don Hine, Frank Miller, John Grogan, Bill Finkeldey and Mort Slakoff.

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#### TV Cinema Sales Corp.

Conrad Hilton, suite unassigned

**Headquarters:** 9255 Sunset Blvd., Los Angeles.

**Programs available:** *Wyatt Earp* (225), *Buck Owens TV Ranch Show* (130), *Outdoor Sportsman* (208), *Flying Fisherman* (52), *Jai Alai* (39), *Spunky & Tadpole* (cartoons) (150), *Professor Kitzel* (cartoons) (104), *Terrible Adventures of Terrible Ten* (200), *Dusty's Treehouse* (52), *Always Another Wave* (1), *Thai Boxing* (1), *Valley of Death* (1), *Tokyo Olympiad* (1), *Chet Huntley Show* (260), *That's Show Biz* (260), *Man Around the World* (124), Feature library (200).

**Personnel:** Jerry Weisfeldt, Art Greenfield and Alton Whitehouse.

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#### 20th Century-Fox Television

1606A

**Headquarters:** 444 West 56th St., New York 10019.

**Programs available:** *Batman* (120), *Beat the Clock* (in production), *Broken Arrow* (72), *Dobie Gillis* (147), *The Felony Squad* (73), *The Green Hornet* (26), *My Friend Flicka* (39), *Peyton Place* (514), *Adventures in Paradise* (91), *Bus Stop* (25), *Daniel Boone* (165), *Five Fingers* (16), *Follow the Sun* (30), *Hong Kong* (26), *Judd for the Defense* (50), *Land of the Giants* (51), *Lost in Space* (83), *The Monroes* (26), *The Time Tunnel* (30), *12 O'Clock High* (78), *Voyage to the Bottom of the Sea* (110), *The Sound & The Scene* (1), *The Special Gentry I* (1), *The Special Gentry II* (1), *Century 5* (39), *Mark I* (11), *Famous Jury Trials* (in production), *The Ghost & Mrs. Muir* (50), *Lancer* (51), *Bracken's World* (41), *Mickey Finn's Happy Time Hour* (1).

**Personnel:** William Self, Alan Silverbach, William Clark, Herbert Lazarus, Frank Murray, Howard Anderson, Joseph F. Greene, Tom Maples, Alvaro Mutis, John P. Rohrs, Robert Kline, Robert P. Murray Jr., Frank Neill, Gerald Feifer and Joseph Fusco Jr.

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#### UCC Films Inc.

Suite unassigned

**Headquarters:** 540 Madison Ave., New York 10022.

**Programs available:** Feature length

motion pictures (174).

**Personnel:** Ben Barry and Jack Flax.

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#### United Artists Television Inc.

1800

**Headquarters:** 729 Seventh Ave., New York 10019.

**Programs available:** *UA Showcase* (30), *Showcase 5* (38), *Showcase 3* (34), *Showcase 2* (31), *Showcase 1* (28), *Award Package* (66), *Box Office* (58), *Premier* (66), *Warner Bros. Features* (741), *RKO Features* (706), *Warner & Popeye cartoons* (561), *Mothers-in-Law* (56), *Gilligan's Island* (98), *Patty Duke* (104), *Sea Hunt* (155), *Rat Patrol* (58), *Cesar's World* (39), *Ultra Man* (39), *Outer Limits* (49), *Circus Parade* (140), *Highway Patrol* (156), *Ripcord* (76), *Hollywood and the Stars* (31), *My Mother the Car* (30), *Science Fiction Theatre* (78), *Hey Landlord!* (31), *Favorite Story* (78), *East Side/West Side* (26), *Wolper Specials* (12).

**Personnel:** Erwin H. Ezzes, Pierre Weis, Martin J. Robinson, Joseph Ceslik, Amos T. Baron, Selwyn Ginsler, Paul C. Kalvin, Frank Kowcenuk, Maury Lanken, Murray Oken, Fred A. Watkins and James Weathers.

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#### Winters/Rosen Distribution Corp.

Suite unassigned

**Headquarters:** 10 East 49th St., New York.

**Programs available:** *Specials of the 70's* (26), *The Barbara McNair Show* (52), *Classic Horrors* (11), *Roger Ramjet* (156).

**Personnel:** Burt Rosen, Brad Marks and Steve Leff.

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#### Radio program syndicators

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#### Alto Fonic Programing Inc.

1405-06

**Headquarters:** 6362 Hollywood Blvd., Hollywood.

**Programs available:** *Carmen Dragon Show* (65), *Bobby Troup Show* (65), *Tex Williams Show* (65), *Country Music with Larry Scott, M.O.R. Show with Pete Smith* (both six hours per day); six formats.

**Personnel:** Alan Clark, Don Clark, Lee Tate, William Ezell and Jack Hampton.

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#### American Independent Radio Inc.

922-923A

**Headquarters:** 8399 Topanga Canyon Blvd., Canoga Park, Calif.

**Programs available:** *Solid Gold Rock & Roll*, *Hitparade '71*, FM programing;

*The History of Rock & Roll* (50 hours); *Drake Jingle Series #1*.

**Personnel:** L. E. Chenault, Jerry Moore, Jon Troy, Ron Nickell, Joe Cuff and Wayne Decker.

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#### Boston Symphony Transcription Trust (Cleveland Orchestra Syndication Service)

1635-36A

**Headquarters:** Box 288, Boston.

**Programs available:** *Boston Symphony Orchestra* (52), *Boston Pops Orchestra* (273), *Music from Marlboro* (1), *Cleveland Orchestra* (52), *Cleveland Orchestra Pops* (26).

**Personnel:** Richard L. Kaye, William C. French and Robert Conrad.

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#### Hap Day Industries

1235, 36A

**Headquarters:** 119 Pembroke St., Boston.

**Programs available:** *Have a Happy Day*, radio programing package.

**Personnel:** Merrill Barr.

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#### Mark Century Corp.

1722-23-24

**Headquarters:** 3 East 57th St., New York 10022.

**Programs available:** Sales and programing services.

**Personnel:** Mitch Leigh, Milton Heron, Marvin Kempner and F. C. Beck.

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#### Charles Michelson Inc.

2357A, 2359A

**Headquarters:** 45 West 45th St. New York 10036.

**Programs available:** *The Shadow* (52), *Gangbusters* (52), *The Lone Ranger* (52), *The Sealed Book* (26), *Sherlock Holmes* (15), *The Green Hornet* (52), *The Clock* (52).

**Personnel:** Charles Michelson and Robert Michelson.

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#### Motherwell Bcstg. Systems Inc.

Palmer House, suite unassigned

**Headquarters:** 515 Madison Ave., New York 10022.

**Programs available:** To be announced.

**Personnel:** Roger Coleman, John Kelijikan.

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#### Nightingale-Conant Corp.

Essex Inn, 214

**Headquarters:** 6677 North Lincoln Ave., Chicago.

**Programs available:** *Our Changing World* (five per week), *The Earl Night-*

ingdale Program (3000), *Golden Moments in Sports* (312).

**Personnel:** Earl Nightingale, Don Reaser, Bud Gillespie, Larry Stewart, Dorothy Wilt and Pat DeWine.

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#### Pepper & Tanner Inc.

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700

**Headquarters:** 2076 Union Ave., Memphis.

**Programs available:** *Al Capp Radio Show* (15 per week), radio libraries, station ID's.

**Personnel:** William B. Tanner, Henry Tanner, John Hagerman, Wilson Northcross, Joe R. Bankhead, Al Hammer, Bill Laffey, Nick Causey, Scott Blake,

Jay O'Day, Tony Armstrong, Harold Shedd, Gary Haston, Bill Brown, Bob Evans, Howard Meagle, Jack Hernandez, Andy Phillips, Jim Ramsburg, Ernie Bernhardt, Bill Schiller.

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#### SESAC Inc.

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900

**Headquarters:** 10 Columbus Circle, New York 10019.

**Programs available:** To be announced.

**Personnel:** Alice H. Prager, W. F. Myers, Charles Scully, Norman Odlum, Sidney Guber, Salvatore Candilora, Al Ciancimino, Joe Talbot, Glen Ramsey, Hal Fitzgerald, Ed Cooney, Vic Vick-

rey, Earl Pollock, Ray Van Hooser, Ken Ovenden, Tom Snowden and Bob McGarvey.

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#### TM Productions

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906-07

**Headquarters:** 3103 Routh St., Dallas.

**Products available:** Animated ID's and titles for television; radio ID material.

**Personnel:** Tom Merriman, Jim Long, Mike Eisler, James West, Robert Wellborn, Joe Levin, Dick Drury, Fred Winton, Ted Hepburn, Norman Wain and Joe Zingale.

## EBS repercussions will be felt in Chicago

### Last month's fiasco dominates wide-ranging agenda for technical sessions; Wolfe to receive annual award

The future of the Emergency Broadcasting System may well be one of the major topics at the engineering conference during the annual convention of the National Association of Broadcasters next week in Chicago.

Failure of the EBS last month, when an authentic emergency alert message was inadvertently sent via the Associated Press and United Press International news wires to all broadcast stations at the time a test alert was scheduled (BROADCASTING, March 1 et seq.) has made EBS a subject of first importance to the engineers.

As an indication of the importance of the subject, two of the panelists who are to discuss the subject are from the White House itself. They are Brigadier General James D. Hughes, USAF, the military aide who is responsible for getting the President to a microphone in the event of a national emergency, and Colonel Albert T. Redman Jr., commanding officer of the White House Communications Agency, which must provide the President with the communications he needs not only regularly but in case of an emergency.

The moderator of this panel is FCC Commissioner Robert Wells, a former broadcaster, who is the FCC's defense commissioner.

For television broadcasters, perhaps the most significant subject will be remote control of transmitters, particularly for VHF stations. UHF stations have had this privilege since 1963. This is expected to be one of the major topics to be discussed at the conference.

Remote control for VHF stations originally was sought a decade ago by the NAB but was denied; in 1968, how-

ever, when the NAB again petitioned for this right, the FCC issued a notice of proposed rulemaking. Indications are that an FCC action in this area may be taken—presumably an affirmative one—before the Chicago convention.

The intense interest in remote control is indicated by the scheduling of a special panel, to be moderated by Malcolm M. Bureson, Washington consultant.

Another topic expected to arise at the conference is the matter of operator licenses. Again, spurred by the NAB, a rulemaking proceeding has been under way at the FCC since last year, that would relax present operator requirements for those radio stations using directional antennas. Since 1953, broadcast stations with nondirectional arrays have been permitted to have a single



*Final touches to the Chicago agenda were applied by this Broadcast Engineering Conference committee.*

*Standing (l-r): Leonard A. Spragg, Storer Broadcasting Co.; James D. Parker, CBS Television Network; George W. Bartlett, NAB; Ralph F. Batt, WGN Continental Broadcasting Co.; Lindsey G. Riddle, WDSU-TV Inc.*

*Seated (l-r): William J. Clark, RKO General Inc.; William H. Trevarthen, NBC; committee Chairman Charles F. Abel, KFMB-TV; James H. Hoke, Southern Broadcasting Co. Leslie S. Learned, MBS, was not present when picture was taken.*



*Mr. Jarratt  
RCA*



*Dr. Goldmark  
CBS*



*Mr. Flanders  
WFBM*



*Mr. Aurand  
Gates Radio*



*Mr. Smith  
FCC*



*Mr. Riggs  
Delco Radio*



*Col. Redman  
U.S. Army*



*Mr. Wallenhaupt  
WSJS-TV*



*Mr. Willett  
UPI*



*Mr. Benson  
CBS*



*Mr. Weber  
WDCA-TV*



*Mr. Wells  
FCC*



*Mr. Smith  
Consultant*



*Mr. Battison  
Carl E. Smith*



*Mr. Wintringham  
SMPTE*



*Mr. Hedlund  
McMartin*



*Mr. Atwood  
NBC*



*Mr. Schmid  
ABC*



*Mr. Varnum  
RCA*



*Mr. Abel  
KFMB-TV*

first-class operator employed. All the other operators can be third-class ticket holders, with broadcast endorsement, of course. At the present time, directionalized radio stations must have a first-class operator on duty at all times the station is transmitting. This, in many instances, requires three first-class operators for a single station.

The FCC complement on the FCC-industry panel is seen as further evidence of the significance of this, and other bread-and-butter problems of radio broadcasters. Scheduled as members of the panel are Harold L. Kassens, chief of the Rules and Standards Division of the FCC's Broadcast Bureau, and Lloyd R. Smith of the Broadcast Bureau's TV branch.

The new tape technology will also command attention. Video cartridge use by TV stations is due to be explored by Paul Weber of WDCA-TV Washington, and the use of tape cassettes for radio stations by C. E. Anderson of the Ampex Corp.

Status of the work of the Joint Committee on Intersociety Color will be presented by K. Blair Benson and Frank Davidow, both of CBS. JCIC, established in 1968, aims to overcome color changes that occur in home-TV receivers when viewers switch from channel to channel, or when broadcasters transmit from different locations during the same, or different, programs. Key interest has been expressed in the results of a test of a color reference signal during the vertical blanking interval.

Members of JCIC are the Electronic Industries Association, the Institute of Electrical & Electronic Engineers, the NAB and the Society of Motion Picture & Television Engineers.

Another problem to be discussed at the meeting is automobile radio reception, particularly in cars manufactured by General Motors. Since 1970, GM has been using a windshield antenna that reportedly has resulted in poor reception of both AM and FM signals—especially when the car is headed away from a broadcast transmitter. The topic is due to be discussed by Edward H. Herlihy, Kaiser Broadcasting Corp., Boston, and H. G. Riggs, Delco Radio Division of GM.

There are two principal speakers scheduled for the engineering conference. Dr. Peter Goldmark of CBS Laboratories, who is a principal developer of the electronic video recording (EVR) device, addresses the Monday (March 29) luncheon; Dr. Benjamin Adler, president of the Polytechnic Institute of Brooklyn, N.Y., and a former broadcast equipment manufacturer, talks at the Tuesday (March 30) luncheon.

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Mr. Clark  
RKO



Mr. Herlihy  
Kaiser



Mr. Parker  
CBS-TV



Mr. Batt  
WGN



Mr. Fulchino  
Post



Mr. O'Brien  
ABC



Mr. Anderson  
KTTV



Mr. Gluyas  
RCA



Mr. Kelly  
WNEW-TV



Mr. Hoke  
Southern



Mr. Spragg  
Storer



Mr. Moseley  
Moseley Assoc.



Mr. Pointer  
ABC



Dr. Adler  
Polytechnic Institute,  
Brooklyn



Mr. Riddle  
WDSU-TV



Mr. Hathaway  
NBC



Mr. Bonsignore  
CBS-TV



Mr. Jenkins  
Tapetronics



Mr. Learned  
Mutual



Mr. Eustis  
GE

jamin Wolfe, vice president for engineering of the Post-Newsweek Stations, with the annual engineering award. The presentation will be made during the Tuesday luncheon by George W. Bartlett, NAB vice president for engineering.

Chairman of the NAB Engineering Conference is Charles F. Abel, KFMB-TV San Diego. Members of his committee are Ralph F. Batt, WGN Continental Broadcasting Co.; William J. Clark, RKO General; James H. Hoke, Southern Broadcasting; Leslie S. Learned, MBS; James D. Parker, CBS; Royce LaVerne Pointer, ABC; Lindsey G. Riddle, wdsu-tv New Orleans; Leonard A. Spragg, Storer Broadcasting, and William H. Trevarthen, NBC.

Following is the agenda for the Broadcast Engineering Conference:

### Monday, March 29

10:30 a.m.-12 noon—Joint session with management for opening of convention, Grand Ballroom, Conrad Hilton.

12:30-2 p.m.—Engineering Luncheon, Williford Room.

Presiding: Ralph F. Batt, vice president and manager of engineering, WGN Continental Broadcasting Co., Chicago.

Invocation: Rabbi Carl I. Miller, chairman, The Broadcasting Commission, Chicago Board of Rabbis.

Address: Dr. Peter Goldmark, President, CBS Laboratories, Stamford, Conn.

2:30-5 p.m.—Engineering assembly, Great Hall, Pick Congress.

Presiding: Leslie S. Learned, vice president for engineering, MBS, New York. Coordinator: William J. Clark, director of engineering, RKO General, New York.

2:30-2:40 p.m.

Opening of the Conference: Vincent T. Wasilewski, president, NAB.

2:40-2:50 p.m.

NAB Engineering Advisory Committee Report: Albert H. Chismark, chairman, director of engineering, Broadcasting Division, Meredith Corp., Syracuse, N.Y.

Over the past several years, the NAB Engineering Advisory Committee, charged with recommending a course of action to be followed by the association in engineering matters, has been confronted with a multitude of technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV allocations; efficient use of the spectrum; operator licensing, and revisions to the FCC's technical rules and regu-

lations. This report by the chairman will cover the most important aspects of the committee's deliberations during the past year.

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#### 2:50-3:05 p.m.

*SMPTE Standards for Television:* W. T. Wintringham, engineering vice president, SMPTE, New York.

The Society of Motion Picture and Television Engineers has been engaged for many years in the preparation of American National Standards and SMPTE-recommended practices for the purpose of insuring satisfactory reproduction of motion-picture film and of video tape through the television broadcasting system. These documents serve two purposes: first, material produced in conformity with them can be interchanged freely between producers and users; and second, adherence to them increases the likelihood that the home viewers will receive satisfactory pictures.

The existing SMPTE-sponsored American National Standards and SMPTE-recommended practices are described in this paper. Available test materials (motion-picture films, slides, transparencies, and video tapes) useful for the adjustment of studio equipment to meet the requirements of these documents are mentioned.

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#### 3:05-3:25 p.m.

*JCIC Color Compatibility Progress Report; BTS/VIR Color Signal Field Test Results:* K. Blair Benson, chairman, JCIC ad hoc committee; Frank Davidoff, CBS Television, New York.

In September 1968, an ad hoc committee was set up by the Joint Committee of Inter-Society Coordination (JCIC) to study the problem of variations in color observed on television pictures as viewed in the home. The member organizations of JCIC are the Electronic Industries Association, the Institute of Electrical and Electronics Engineers, the National Association of Broadcasters and the Society of Motion Picture and Television Engineers. Since the organization of the ad hoc committee, investigations have been conducted into all phases of television broadcasting from the original scene through camera, recording and reproduction equipment, transmitters and receivers. A review of the committee activities to date is presented.

One important phase of these activities, which is being dealt with by the EIA Broadcast Television Systems Committee is the introduction of a color reference signal to be transmitted during the vertical blanking interval of television programs. This reference signal, known as VIR, will serve to maintain the proper luminance, chrominance and burst amplitudes, and also the chromi-

nance-burst phase so that program signals may be made more uniform. A film illustrating the application of this signal in typical broadcast situation will be shown.

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#### 3:25-3:55 p.m.

*Engineering Broadcast System Panel:* Moderator: Robert Wells, defense commissioner, FCC.

*Panelists:* Brig. Gen. James D. Hughes, USAF military assistant to the President, The White House, Washington; Joseph F. Keating, executive producer, Radio Special Events, ABC News, New York; Thomas A. O'Brien, vice president & director of radio news, ABC News, New York; Arthur Peck, director of broadcast operations, CBS Radio Network, New York; Thomas H. Phelan, director of TV technical facilities, NBC TV, New York; Col. Albert Redman, Jr., USA, commanding officer, The White House Communications Agency, The White House, Washington; Howard Schoeffler, sales manager-facilities, AT&T, New York; Gerald B. Trapp, general broadcast news editor, AP, New York; Peter S. Willett, general manager, broadcast services, UPI, New York.

The Emergency Broadcast System (EBS) is the mainstay of our vital communications link between the Executive Department and the general public in time of national emergencies. In the light of recent developments, there has been considerable discussion as to the operational aspects of the system including modification of the alerting methods which have been suggested or adopted within the past few weeks. This panel, consisting of recognized authorities from both government and industry, will participate in an overall discussion of the EBS and answer questions relating to this subject.

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#### 4-5 p.m.

*FCC/Industry Technical Panel.*

*Moderator:* Robert W. Flanders, director of engineering, WFBM stations, Indianapolis.

*Panelists:* Albert H. Chismark, director of engineering, Broadcasting Division, Meredith Corp., Syracuse, N.Y.; Harold L. Kassens, chief, Rules & Standards Division, FCC; Lloyd R. Smith, supervisory engineer, TV branch, Broadcast Facilities Division, FCC; Neil M. Smith, engineering consultant, Washington; Lee R. Wallenhaupt, vice president and station manager, WSJS-TV Winston-Salem, N.C.

A highlight of the Broadcast Engineering Conference has always been the exchange of ideas and information between the commission's staff and the conferees. To facilitate this exchange of information, a panel session consist-

ing of three commission and three industry representatives has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC Technical Rules were adopted.

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### Tuesday, March 30

**9 a.m.-noon—Radio Technical Session (Concurrent television technical session in the Great Hall). Gold Room, Pick-Congress.**

*Presiding:* James H. Hoke, vice president, Southern Broadcasting Co., Winston-Salem, N.C.

*Coordinator:* William H. Trevarthen, vice president, operations & engineering, NBC, New York.

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#### 9-9:20 a.m.

*Operational & Economic Considerations of the Aural STL:* John A. Moseley, president, Moseley Associates, Inc., Goleta, Calif.

Changes in the tariff structure for program and control circuits are causing many AM and FM broadcasters to seriously consider or reevaluate the need of aural STL equipment. A discussion on the capabilities of STL equipment will illustrate how the available bandwidth of an STL system can be utilized to replace wireline circuits to achieve reduced operating costs. An interesting approach tailored for the engineer is presented to assist in advising management on the feasibility of using STL equipment.

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#### 9:20-10:20 a.m.

*Stereo and SCA Compatibility Considerations:*

*Moderator:* James C. Wulliman, chief engineer-broadcasting, WTMJ-AM-FM-TV Milwaukee.

*Panelists:* Carl G. Eilers, division chief, circuits & communications systems, research department, Zenith Radio Corp., Chicago; Howard M. Ham, director of engineering, Moseley Associates Inc., Goleta, Calif.; Leonard E. Hedlund, vice president and director of research, McMartin Industries, Omaha; A. S. Jarratt, RCA, Camden, N.J.; Harold L. Kassens, chief, Rules & Standards Division, FCC.

With the advent of the multiplex system for the broadcast of both stereo and SCA signals, it became evident that the transmission and reception of both services could produce interference products which may have a detrimental effect upon the listener. This panel, comprised of experts in the fields of manufacturing, broadcasting, and government, will discuss in depth the various interference

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aspects, their causes and effects, along with possible solutions.

**10:20-10:40 a.m.**

*A Discussion of Automobile Radio Reception:* Edward H. Herlihy, assistant director of engineering, Kaiser Broadcasting Corp., Boston; H. G. Riggs, general manager, Delco Radio Division, General Motors Corp., Kokomo, Ind. Over the past several months numerous complaints have been received regarding substandard AM/FM reception in 1970 automobiles. The problem has centered around the receiving characteristics of automobiles equipped with the windshield antenna versus the conventional whip. Exhaustive field tests have been conducted by the association and the manufacturer to evaluate the newly developed windshield antenna. This two-part presentation will be delivered by representatives of both the broadcast and automobile industries and will discuss past engineering field studies, the situation as seen by the automobile manufacturer, and corrective measures which have been proposed or taken.

**10:40-11 a.m.**

*Design and Construction of a Recording Console for Broadcast Production Facilities:* Charles T. Morgan, assistant director of engineering, Susquehanna Broadcasting Co., WARM(AM) Wilkes-Barre/Scranton, Pa.

The requirements for recording facilities in a broadcast station are far different than those of a normal broadcast control room and a module constructed console designed to meet these specific requirements is described. Equalization and reverberation systems are incorporated within the console and the use of IC operational amplifiers for all active components including the high level mixing system is fully explained.

Complete construction details show how the use of commercially available modules and simplified wiring practices permit a custom console of the highest quality to be built by a station's technical staff with a minimum of time, effort and investment. The complete flexibility and tremendous expansion capabilities combined with the reliability of integrated circuits give this console a near infinite life expectancy.

**11-11:20 a.m.**

*Care and Treatment of Ailing Directional Antennas:* John H. Battison, Carl E. Smith Consulting Radio Engineers, Cleveland.

FCC is becoming far more critical of directional-antenna operation. Renewals especially are coming in for close examination.

The paper treats commonly found causes for erratic operation, FCC eye-

brow lifting, and the reasons for holding up renewal. It also presents tabulations of symptoms, effects and causes.

Renovation of DA system from ground to phase monitoring lines is described as well as the following: causes of erratic phase monitor readings, unusual variations in readings, importance of ratios, variations of common point impedance, in-line-bridge use and limitations; monitor points, effect of tuning adjustments on monitor point values, how to "rock" phasor and record for monitor point check and future use in adjusting DA.

Suitable slide figures will be used to illustrate the paper.

**11:20-11:40 a.m.**

*The Use of Ferrite Combiners for Parallel Operation of AM Transmitters:* Paul Gregg, product manager, Bauer Transmitting Products, Sparta Electronic Corp., Sacramento, Calif.

Parallel operation of broadcast transmitters has long been a preferred method of operation in Europe where the site was unattended and only monthly maintenance visits made a part of the operating budget. Now, in the U.S. with so many stations competing for top ratings and limited advertising budgets it is important that the signal remain on the air at maximum efficiency, day-in, day-out. This paper describes a method of combining the outputs of two equal power AM transmitters using modern ferrite techniques in a system that eliminates some of the problems of the past.

**11:40 a.m.-noon**

*Everything You Always Wanted To Know About Cartridge Machines . . . But Were Afraid To Ask:* Jack Jenkins, executive vice president and director of engineering, International Tapetronics Corp., Bloomington, Ill.

Tape cartridge machines were first developed in 1958 and have since been refined to a highly precision, electro-mechanical device. The cartridge machine is a useful tool providing the single most important innovation in modern radio programming since the turntable. This paper deals with the history of cartridge machines, a description of the design features of today's highly developed machines and how these design features affect maintenance. There is also a thorough analysis of cartridges and their maintenance.

**9 a.m.-noon — Television Technical Session, Great Hall, Pick-Congress.**

*Presiding:* James D. Parker, staff consultant, telecommunications, CBS Television Network, New York.

*Coordinator:* Leonard A. Spragg, vice president for engineering, Storer Broadcasting Co., Miami Beach, Fla.

**9-9:20 a.m.**

*A Progress Report on Technical Facilities Automation of TV Stations:* G. F. Eustis, project engineer, VCPD, General Electric Co., Syracuse, N.Y.

A review is given of the recent advances in television master-control automation at General Electric. Based in part on the results of field experience with a prototype system, operating software and new engineering features are discussed. Error checking routines, input and output methods and peripheral uses of input program materials are covered in depth. A glimpse is given at the future of station automation with the incorporation of business functions.

**9:20-9:50 a.m.**

*The CBS Computerized Lighting Control System:* S. J. Bonsignore, staff lighting consultant, CBS Television Network, New York.

CBS has developed a computerized memory lighting-control system which performs all the functions necessary for the proper presentation of a theatrical production.

The CBS system is based upon the use of an alphanumeric display with a light pen as the controlling instrument. The system's man-machine interface was designed to provide great functional flexibility and to preserve the creative integrity of the lighting designer.

The system will be briefly described in terms of its major components. The operational procedures by which lighting cues are composed, stored, modified and retrieved during performance will be illustrated.

**9:50-10:10 a.m.**

*Relationship of Television Picture Quality to Field Intensity:* Neil M. Smith, engineering consultant, Washington.

This paper describes studies in which field intensity measurements and picture quality observations were made at more than 200 locations on stations operating in the three television bands (low VHF, high VHF and UHF). From this data, the signal strength required to provide the various grades of picture quality is established, and these results are compared to the assumptions made by the FCC and TASO in setting coverage standards.

**10:10-10:30 a.m.**

*Magnetic Tapes in the 70's:* H. Lee Marks, video technical service engineer, Magnetic Products Division, 3M Company, St. Paul.

Recent developments in magnetic oxide research have resulted in methods of manufacturing production quantities of a new oxide particle possessing superior magnetic properties. The coercive force



Mr. Davidoff  
CBS-TV



Mr. Taylor  
CMX Systems



Mr. Marks  
3M



Mr. Morgan  
WARM



Mr. Schoeffler  
AT&T



Mr. Kassens  
FCC



Mr. Wolliman  
WTMJ



Mr. Eilers  
Zenith



Mr. Chismark  
Meredith



Gen. Hughes  
USAF



Mr. Phelan  
NBC-TV



Mr. Keating  
ABC News



Mr. Trevarthen  
NBC



Mr. Peck  
CBS Radio



Mr. Trapp  
AP



Mr. Ham  
Moseley Assoc.



Mr. Burleson  
Burleson Assoc.



Mr. Gregg  
Sparta



Mr. Sharman  
KOAT-TV



Mr. Anderson  
Ampex

of this new high-energy material can be varied from 300 to 1500 oersteds to meet any specific application and offers many new and exciting challenges to the industry. Comparison is made with this new oxide and traditional iron oxide in use situations, including quantitative information substantiating its advantages in terms of RF output and signal-to-noise on video recorders.

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**10:30-10:45 a.m.**

*Extending Video Head Wheel Life with Dust Control by Laminar Air Flow:* James H. Sharman, chief engineer, KOAT-TV Albuquerque, N.M.

A new concept of dust control was developed in 1961 in which a laminar flow of highly purified air is used to purge an entire room, resulting in the so-called "clean room." The technique has been applied in virtually all major industries where air cleanliness is required for product reliability. Recently its application in modular form to the field of video-tape recording has shown definite benefits and cost savings in increased head wheel life.

This paper discusses the theory as well as the design and operation of the laminar flow clean air system presently in use in the video tape area at KOAT-TV.

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**10:50 a.m.-noon**

*VHF TV Remote Control Panel*

*Moderator:* Malcolm M. Burleson, Burleson Associates Inc., Washington.

*Panelists:* Richard J. Anderson, chief engineer, KTTV(TV) Los Angeles; Sal Fulchino, president, Rust Corporation of America, Everett, Mass.; Thomas M. Gluyas, Mgr., RCA, Camden, N.J.; Harold L. Kassens, chief, FCC Rules & Standards Division; William D. Kelly, chief engineer, WNEW-TV New York; John A. Moseley, President, Moseley Associates Inc., Goleta, Calif.

On Feb. 7, 1967, the association filed a petition with the FCC requesting an amendment of the rules which would permit the remote control of VHF-TV transmitters. The request, based upon a series of field tests, resulted in the issuance of a notice of proposed rule making which attracted widespread attention. Anticipating a final report and order authorizing such operation prior to the opening of the NAB Engineering Conference, a panel session has been scheduled which will review the newly adopted VHF-TV remote control rules, and explain their intended implementation.

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**12:30-2 p.m.—Engineering Luncheon, Williford Room.**

*Presiding:* Charles F. Abel, manager of engineering, KFMB-TV San Diego, Calif., chairman, conference committee.

*Invocation:* The Rev. Kenneth Hilde-



*Mr. Wolfe*  
Post-Newsweek



*Mr. Bartlett*  
NAB

brand, D.D., minister of the Central Church of Chicago.

*Presentation of the Engineering Award to:* Benjamin Wolfe, vice president for engineering, Post-Newsweek Stations, Washington, by George W. Bartlett, NAB vice president for engineering.

*Remarks:* Mr. Wolfe.

*Address:* Dr. Benjamin Adler, president, Polytechnic Institute of Brooklyn, N.Y.

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**Wednesday, March 31**

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**9 a.m.-noon—Engineering Assembly, Great Hall, Pick-Congress.**

*Presiding:* Royce LaVerne Pointer, director, broadcast engineering, ABC, New York.

*Coordinator:* Lindsey G. Riddle, vice president, engineering, WDSU-TV New Orleans.

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**9-9:25 a.m.**

*Rapid Checkout of Audio and Video Transmission Performance in a Broadcast Plant:* Hans Schmid, senior engineer, ABC, New York.

Operating and supervisory engineers need a rapid checkout system to verify performance of studio and video circuits within a broadcast plant. Conventional methods are time-consuming in that they require a multitude of test signal generators and monitoring equipment. This paper will describe an audio transmission test signal which will verify level, frequency response, harmonic distortion and noise level within 25 seconds. Also, a video transmission test signal to verify level, waveform distortions, relative chroma level, relative chroma time and differential gain and phase within eight seconds.

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**9:25-9:40 a.m.**

*A New High-Impedance Low-Distortion Interphone Amplifier:* J. L. Hathaway, senior project engineer, NBC, New York.

Television broadcasters have, for several years, utilized small intercommunication (PL) amplifiers in studio and field over two-wire systems. In some units only the earphone signal is amplified, while in others the microphone also is amplified. Problems arise because of the low impedance exhibited by these units. With 15 or 20 of them loading

down a given PL buss, and each PL amplifier representing a load of approximately 45 ohms, signal levels usually are inadequate and distortion is objectionable. An amplifier has been developed which exhibits a several-fold higher impedance and which is capable of delivering much higher, undistorted output voltage to a given impedance. In addition, the new unit is stabilized and has good side-tone cancellation.

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**9:40-9:50 a.m.**

*A Signal-Loss Detector Suitable for Audio and Video Systems:* Sherman Atwood, manager, broadcast systems engineering, NBC, New York.

In broadcasting plants, there frequently is audio and video equipment which is turned on at all times but is not used "on air" continuously. Typically such equipment must be ready for use at a moment's notice. For such equipment in a standby mode, it is often desired to have assurance that their output signals are present, without having to monitor them by conventional means. A signal-loss detector with an adjustable threshold level has been developed. The detector, of unique but straightforward design, can be used to trigger either an audible or visual alarm or both. Further, this detector is usable with either audio or video signals.

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**9:50-10:15 a.m.**

*Role of the Cassette Videotape Recorder in Station Operation:* C. E. Anderson, manager of video engineering, Ampex Corp., Redwood City, Calif.

The introduction of cassette video-tape recorders and the capability of high-speed tape duplication contain an implication to the broadcast television industry which must not be overlooked. Together these two events will increase the use of tape for commercials far above the levels of today, and they will allow at least partial automation of station breaks and sequences of commercials without extensive computer control. This paper looks at the economics of operation and describes in detail the operation of an automatic cassette recorder during a typical station break in both automatic and manual modes.

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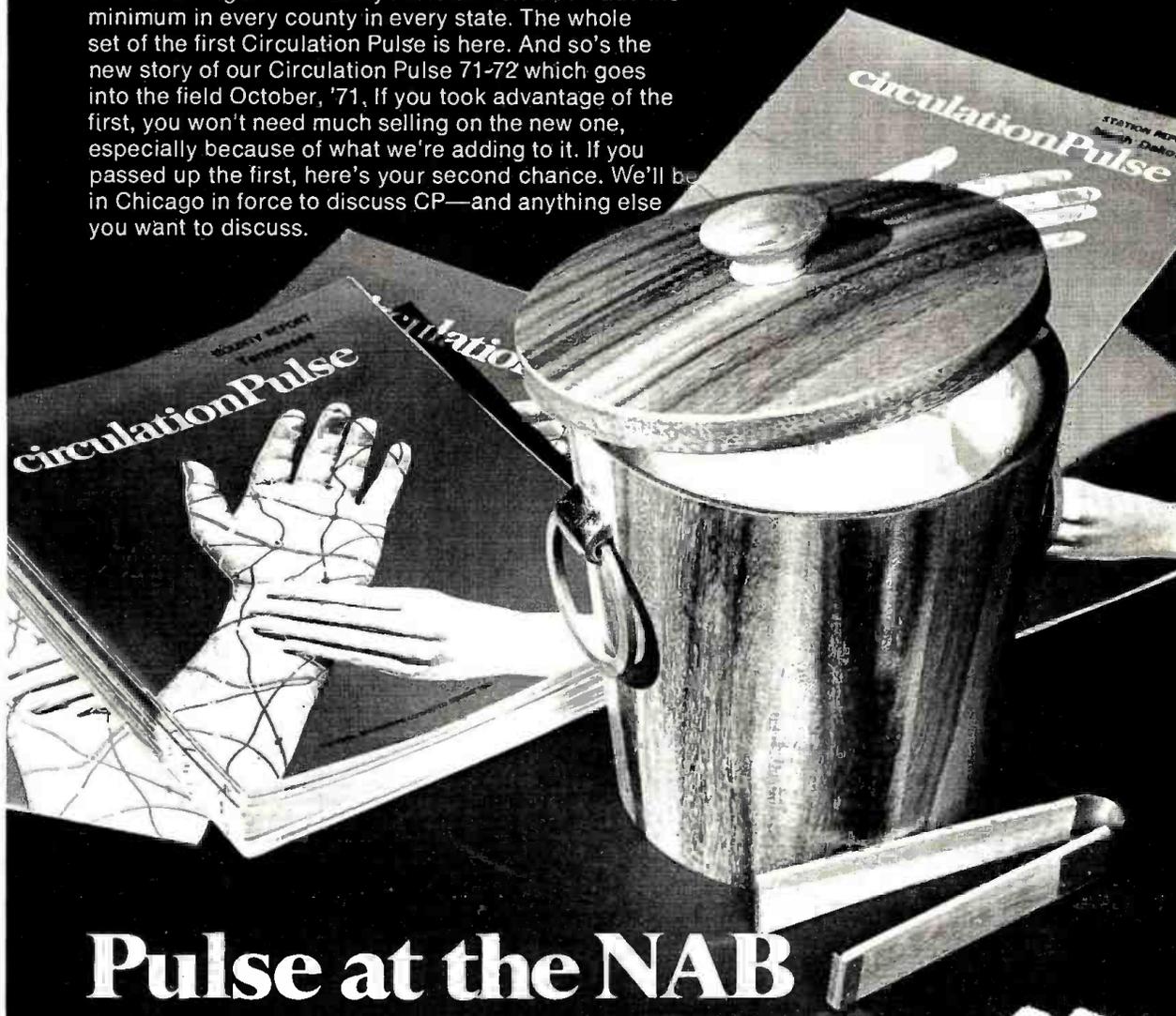
**10:15-10:40 a.m.**

*Operational Experience with Video Tape Cartridges:* Paul Weber, engineer, WDCA-TV Washington.

This is an operational report on the influence of the RCA TCR100 video-tape cartridge machine at WDCA-TV. The station is an independent U in a highly competitive market. It has a high VTR commercial and promo schedule. By using the TCR100 for air playbacks it has been able to schedule more production at the clients' convenience; utilizing the full station facilities even dur-

# Come up and see our last Circulation Pulse so you can decide if you want our next one.

We've got your last figures here. We've got the circulation figures for every radio station that made the minimum in every county in every state. The whole set of the first Circulation Pulse is here. And so's the new story of our Circulation Pulse 71-72 which goes into the field October, '71. If you took advantage of the first, you won't need much selling on the new one, especially because of what we're adding to it. If you passed up the first, here's your second chance. We'll be in Chicago in force to discuss CP—and anything else you want to discuss.



## Pulse at the NAB

Suite 2200, CONRAD HILTON HOTEL

George Sternberg  
Larry Roslow  
Richard Roslow

Ken Gross (L.A.)  
Paul Gillett (Chi.)

Ask about our  
LQR and  
RSA Reports

ing prime time. Without the cartridge machine, the current schedule would require three more VTR's. WDCa-TV has a smaller engineering staff and utilizes personnel more efficiently. It is able to run with one engineer/switcher during the evening—even prime time. Without the TCR100 it would need at least one more tape operator. Air quality has improved due to consistent chrome saturation and hue and precise switching, even between miss-timed promos or commercials. The TCR100 will be briefly described from an engineering and operational viewpoint. Routine maintenance procedures will be discussed as well as technical difficulties encountered and how they were cured. New educational requirements and skills required by the cart machine will be explained. WDCa-TV's experience has proven the TCR100 to be the most reliable and economical means of maintaining a high-quality air presentation and at the same time a full production schedule.

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**10:40-11:05 a.m.**

*The First 220 kw UHF Television Transmitter:* James Aurand, project engineer, Gates Radio Co., Quincy, Ill.

This paper will describe the design approach used during the development of the world's most powerful UHF television transmitter. Five klystron amplifiers are arranged through a system of 3 dB hybrids to produce 220 kw peak of sync visual and 22 kw average aural power. The transmitter utilizes IF modulation and incorporates a solid state exciter to drive the klystrons. The entire transmitter is designed to be remotely operated.

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**11:05-11:30 a.m.**

*Computer Assisted Video Editing System:* Kenneth I. Taylor, technical director, CMX Systems, Sunnyvale, Calif. Production techniques for film and video tape have historically developed along diverging paths. To date film has used a single camera technique and post-production editing, while video tape has used a multiple camera technique and real time editing. A new editing system is described which overcomes the basic limitations of present videotape post-production editing by separating the decision making and assembly steps, performing editing off-line and with facilities for the study of action

in slow motion and still frame. The system uses a new computer controlled random access video disc pack recorder to achieve a capacity on the order of one hour with the capability of performing immediate rehearsal and modification of splices individually or in complete sequences. A light pen-software control system with all frame code bookkeeping by the computer is used to enhance the human interface.

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**11:30-noon**

*Computers and Automation—Are They In Your Future?:* Walter B. Varnum, manager, western broadcast sales, RCA, Camden, N.J.

The advent of the computer and its application to many business operations may soon be destined to control the studio and transmitter operations in the broadcast industry. A concept for employing computers to control studio plants, transmitting plants, and the business operations of radio or television is discussed broadly to convey and provoke ideas for the future.

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**12:30-2 p.m.—Joint Management and Engineering Luncheon, International Ballroom.**

## Convention exhibits at NAB

*Broadcast-equipment manufacturers will be displaying and demonstrating their product lines, both new and established, in the Conrad Hilton exhibit halls. For these exhibits, the 100 series of spaces are in the east exhibit hall, the 200 series in the west exhibit hall, the 300 series in the Continental room, the 400 series in the north exhibit hall and the Normandie lounge in that room. Following are descriptions of the principal products to be on display. Station representatives, networks, radio program syndicators, brokers and miscellaneous industry-service firms are listed on subsequent pages, including personnel attending the convention, headquarters and suite numbers. These listings are based on information available as BROADCASTING went to press. A list of manufacturers who will have hospitality suites will be found in the Where to Find It directory elsewhere in this special report.*

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**ABTO Inc.****414**

**Headquarters:** 1926 Broadway, New York 10023.

Featured will be a color-film system utilizing black-and-white film for industrial, educational and CATV applications

**Personnel:** Frank L. Marx, Albert W. Malang, David G. Morgenstern and Edward G. Osborne.

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**Addressograph Multigraph Corp.****230**

**Headquarters:** 1200 Babitt Rd., Cleveland 44117.

The copier-duplicator division is featuring the AM "continuous total copy system" for high volume, short-run copy production. Also to be shown is the completely automatic AMCD copy-duplicator. The Varityper Corp., a subsidiary of A-M Corp., is displaying the new light-touch Varityper 1010 and Headliner 820 for text and headliner composition.

**Personnel:** D. W. Hassink, J. A. Culm, R. W. Hummerston, E. L. Goodwin, R. Blouin, F. X. Fenton, G. Hanna, A. L. Bussey, J. E. Hennigan, V. C. Medcraft and J. J. Roeder.

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**Afford Manufacturing Co.****210**

**Headquarters:** 120 Cross St., Winchester, Mass.

Being displayed are TV broadcast antenna, ITFS transmitting antenna, FM broadcasting antennas, diplexers, coaxial switchers, vestigial sideband filters and RF measuring instruments.

**Personnel:** Fred Abel, Andrew Alford, Gerald Cohen.

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**American Electronics Labs Inc.****243**

**Headquarters:** Box 552, Lansdale, Pa. 19446.

Shown will be AEL's advanced equipment line, FM-25-KD 25-kw transmitter and a demonstration of Model 2202A exciter and Model 2203 stereo generator.

**Personnel:** H. Anderson, E. Bard, P. Bartol, J. Belcher, B. Bernard, R. Edwards, I. A. Faye, C. J. Fowler, R. Markowitz, A. Masino, J. Mazzaglia, J. Moyer, J. Quinn, D. Richardson, Dr. Leon Riebman, J. Sacco, A. W. Smith, W. Videtto, J. Waitkeneus and W. Warren.

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**American Telephone & Telegraph Co.****248**

**Headquarters:** 680 Fifth Ave., New York 10019.

Communications consultants will discuss the Bell System's role in broadcasting. There will be a demonstration on March 30 of the voice coupler and the portable conference telephone in the Boulevard room.

**Personnel:** Joe Lullo, Ron Shaw,

John Von Weigen, Jim Meek, Frank Menconi, Joe Leonard and Phil Cunningham.

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**Ampex Corp.**

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**Normandie Lounge**

**Headquarters:** 401 Broadway, Redwood City, Calif. 94063.

Exhibited will be production models of the ACR-25 broadcast video-tape cassette recorder/reproducer; the ADR-150 high-speed broadcast video-tape duplicator; and the TA-8000 series of solid-state VHF transmitters. Other products to be demonstrated are the AVR-1 third generation broadcast video-tape recorder; RA-4000 automated programmer/editor; BC-230 medium-priced color studio and remote TV camera; VS-600 production switcher and special-effects generator; HS-200 instant replay disc recorder, ACC-1 automatic color corrector/programer; VL-7407 video-logging recorder; and components and systems of the RF department, which manufactures a full line of UHF and VHF TV transmitters, antennas and coaxial products.

**Personnel:** Thomas E. Davis, Lawrence Weiland, Charles Ginsburg, Don Kleffman, Dick Sirinsky, Frank Thompson, Jack V. Miller, Dean A. Johnson, William Slatkin, C. E. Anderson, B. M. Poole, Weldon Squyres, Howard Town, Richard Fiore, Ron Polster, Charles W. Crum, Al Slater, Len Hase, Frank Benson, Russ Williams, Frank Nault and Ken Herring.

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**Angenieux Corp.**

109

**Headquarters:** 440 Merrick Rd., Oceanside, N.Y.

Featured will be the 15x18E (f/2) zoom lens with a focal length capability of 18-270 mm and the 6x9.5 high aperture (f/1.6), wide-angle (68-degree) zoom lens with a focal length of 9.5-57 mm.

**Personnel:** B. Angenieux, J. Moret, A. Masson, H. Hobson, John Wallace, Ken Rice, Bern Levy, Walter David and Bob Jagemann.

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**Arriflex Company of America**

318

**Headquarters:** 25-20 Brooklyn-Queens Expressway West, Woodside, N.Y. 11377.

On display will be the Arriflex 16BL camera with Arri precision exposure-control system crystal-controlled motor for cordless synch module and amplifier for single-system sound and motor drive for 16BL zoom lenses. The Arriflex 16 S/B and Arriflex 16M/B will also be shown as will the Sonorex Double/16 interlocked sound projector and the portable Arrivox-Tandberg ¼-inch

tape recorder for synch sound recording with Arriflex and other motion-picture cameras.

**Personnel:** Paul Klingenstein, Volker W. Bahnemann and Glenn Elliott.

---

**Ball Brothers Research Corp.**

217

**Headquarters:** Box 2078, Boulder, Colo. 80302.

Featured will be monochrome and color special-effects generators (local or remote control); video processing and AGC amplifiers; video/pulse distribution amplifiers; waveform monitors; video-signal multiplexers; monochrome and color-television monitors for broadcast, educational, industrial and military use; high-resolution alphanumeric information display equipment; a new line of self-contained video switchers; a video production center (combination switcher and special effects generator); and a large-screen color monitor.

**Personnel:** W. A. Douglass, F. P. Dolder, O. E. Bartoe, W. S. Sadler, J. E. Sparks, D. N. James, R. S. Wise, R. J. Ryan, T. M. Olson, R. J. Jansen, L. R. Lemke and Mrs. S. Kimberlin.

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**Bardwell & McAlister Inc.**

340

**Headquarters:** 12164 Sherman Way,

North Hollywood, Calif.

Featured will be studio-lighting equipment.

**Personnel:** Arthur Florman, Stewart Martin, Keith M. Covey and L. Hollander.

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**Belar Electronics Lab Inc.**

205

**Headquarters:** P.O. Box 83, Upper Darby, Pa.

Featured will be frequency and modulation monitors, limiters, AGC amplifiers, RF amplifiers and "Mod-Minder", an automatic control for over-modulation.

**Personnel:** Arno M. Meyer, Ed Harper, Ed Chien, Allen Beck, Charles Baubrich, John Pilman and Jud Herman.

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**Berkey-Colortran Inc.**

123

**Headquarters:** 1015 Chestnut St., Burbank, Calif. 91502.

Shown will be the Featherlite line of soft-lights, Maxi-Brute 4, Mini-Pan 20; new modular dimmer system; Power-Pro battery pack; Mini-Pro lights with beam boosters; Gelatran and standard TV fixtures; the Multi-Broad, Super-10,

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*Advertisement*

## New system cuts cost of TV data processing

**Designed specifically for television; uses TvB and AAAA forms**

No start up fee and a fixed monthly cost of \$1700 are major innovations of the Starcom data processing system for TV stations. All computer processing, terminal equipment, maintenance, and programming improvements are included in the guaranteed monthly charge.

Developed by Sarkes Tarzian, Inc., Bloomington, Indiana, Starcom provides a complete business service for station administrative operations. This includes preparation of contracts, rough logs, final logs, daily and weekly summaries of avals and sales, sales backlogs, invoices, billing summaries, etc.

Starcom's inventory control is especially effective. Daily audits compare contracts to actual broadcast in-

formation, warning of make-good requirements at the earliest possible time. This also assures that a valid invoice run can be made immediately at the end of the month.

By utilizing an intelligent terminal within the TV station, Starcom eliminates the often prohibitive expense of being continuously tied on-line to a remote computer. The terminal can be operated by a clerk-typist without specialized computer or key punch training. All instructions for a particular entry are shown on the terminal video display. Then the operator, using a standard typewriter keyboard, simply enters the information requested by the display. Any data entry errors by the operator are identified instantly for immediate correction, an important advantage.

With the introduction of Starcom, Sarkes Tarzian, Inc. now offers complete data processing packages from the most basic system to the ultimate in total station automation—all of which have been proven in operation with their own broadcast stations.

Vari-10 set light and cyc strips.

**Personnel:** Joseph N. Tawil, Marion M. Rimmer, Gerry Lee, David Dever, Ed Gallagher, Arie Landrum, Gene Murphy, Russ Nelson, Richard Glickman and Thomas Pincu.

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#### **Bird Electronic Corp.**

**323**

**Headquarters:** 30303 Aurora Rd., Cleveland (Solon), Ohio 44139.

Exhibited will be instruments and components for RF power measurement; RF directional Thru-line wattmeters and lab standards; RF absorption Wattmeters and line terminations; 2-w to 50-kw coaxial filters, couplers and filter-couplers; coax switches; and RF power sensors for OEM transmitters.

**Personnel:** Ray Neitzelt, Ralph Chakerian, Herbert H. Heller, Richard J. Tanczos, Ralph Lee and Ronald Dahl.

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#### **B & K Instruments Inc.**

**124**

**Headquarters:** 5111 West 164th St., Cleveland 44142.

Displayed will be a calibration method of disc and tape recorder/playback systems and a selective voltmeter for CATV trunkline and distribution amplifier testing.

**Personnel:** Ted Lisbon and Carl Cathcart.

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#### **Robert Bosch Corp.**

**306A**

**Headquarters:** 2800 S. 25th Ave., Broadview, Ill. 60153.

On display will be French studio cameras and equipment.

**Personnel:** H. H. Schirmer, O. R. Oechsner, H. H. Zschau, W. J. Thoennessen, H. Klein, H. R. Groll, W. Saemann, H. K. Zickbauer, H. G. Buerk, W. Andres, W. Ohm and H. P. Lachner.

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#### **Boston Insulated Wire & Cable Co.**

**244**

**Headquarters:** 65 Bay St., Dorchester, Mass.

Shown will be TV-camera cables (closed circuit and broadcast); connectors and terminated camera-cable assemblies; adaptors allowing camera operation on color camera cable; new miniature TV-81N color camera, new miniature TV-85C connector; new TV85-C midi connector; new automatic camera cable tester; and information on camera-cable repair service. Also to be shown are power and control cables; portable metal cable reels; precision video coaxial cable; multipaired microphone and miniature cable; engineering and field service for studios, stadiums, schools and arenas.

**Personnel:** Robert P. Fanning, Alfred Garshick, Eli Manchester Jr., John Hathaway, Alden Davis, Edward McCusker and Derek Woodward.

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#### **Broadcast Computer Services**

**331**

**Headquarters:** 3021 North Hancock, Colorado Springs 80907.

A computerized traffic accounting system for broadcast stations will be demonstrated.

**Personnel:** James Vinall, Jack Finlayson, George Beattie, Tom Lawhorn, John Zimmerman, Tom Howard, Sheldon Singer and Beverly Trentz.

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#### **Broadcast Electronics Inc.**

**308**

**Headquarters:** 8810 Brookville Rd., Silver Spring, Md. 20910.

Displayed will be a full line of cartridge recorders and reproducers plus accessories. Other products spotlighted will include Titlemaster, a new concept employing a video character generator and tape cartridge equipment for storage and instant recall of TV titling material; a proposed series of multiple

cartridge units employing the building-block principle; a compressor-limiter; and a direct drive turntable.

**Personnel:** Jack Neff, Don Smith, Leo Darrigo, Don Herman, Marty Heckman, Cliff Ratcliff, Jim Lundquist, Ross Beville, John Hyde, Wilfred Fisher, Nelson Phelps, Mel Black, Bob Wyckoff, George Riggins, Russ Friend, Dick Witkovski, Bob Swanson, Bill Woods, Fitzroy Nesbit, Fran Gratz, Jose Fernandez, Warren Hartwell, Hank Broughall, Dick Hilbert, Carroll Cunningham, Clark Overton, Beecher Hayford, Ben Garving, Bud Durfee, Victor Schwartz, Jerry Fishman, Jacques Kellner, Sergio Lara Campos, A. W. Greeson, P. D. Thompson, Rick Maze, Marvin Bussey and Honus Shain.

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#### **Broadcast Facsimile Network**

**343**

**Headquarters:** 1 East 57th St., New York 10022.

Displayed will be facsimile receivers and transceivers and the Selectefax system to be used by stations in transmitting facsimile by subcarrier.

**Personnel:** William Allaun, William P. Bernton, Tony DeSalle, John W. Donovan, Irving D. Goodstein, Sherwood L. Monahan, John R. Poppele, John R. Porterfield, John R. Porterfield II, William Sharp and Carole Wimberg.

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#### **Broadcast Products Co.**

**242**

**Headquarters:** 12330 Wilkins Ave., Rockville, Md. 20852.

Demonstrated will be the new AR-2000 series broadcast automation system, a solid-state M.O.S. programmer with keyboard entry with full random select capability and facilities for up to 99 source inputs. Operating with the AR-2000 will be the Model EP-1500 English print-out logger system. Also displayed will be the Model 5025 time gate which will enable a station to control 25 separate functions of any hour, minute or second of any day of the week.

**Personnel:** James C. Woodworth, Gary M. Flynn and Tom Aye.

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#### **CBS Laboratories**

**304**

**Headquarters:** 227 High Ridge Rd., Stamford, Conn. 06905.

On display will be the Vidfont electronic character generator system; the Mark II image enhancer; masking amplifiers; masking processors, joy stick and paint control; digital display equipment and new automatic color corrector, all for television; new Audimax and Volumax, loudness controller, loudness indicator, wide-range program monitor;

Did you know that, if you come to Suite 3704 at the Executive House you could go home with Elizabeth Taylor's dress?

test records and Dynamic Presence Equalizer.

**Personnel:** Robert J. Estony, Richard Allen, Joseph Amalfitano, John Camarda, Robert Cochran, Langdon Cook, Marvin Kronenberg, Walter Muckle, David Parsons, Alan Schoenberg, Clyde Smith and Emil Torick.

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**CCA Electronics Corp.**

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234

**Headquarters:** 716 Jersey Ave., Gloucester City, N.J. 08030.

Exhibited will be a complete line of AM and FM broadcast transmitters from powers of 1 kw to 50 kw in AM and 10 w to 25 kw in FM; CCA's second second generation line of circularly polarized FM antennas; a new mini-automation system that sells for \$6,000 and a maxi-automation system which starts at \$15,000. Special consoles will be introduced that permit simultaneous operation of AM and stereo FM at the same location, as well as a special console designed for the "Top Forty" formats.

**Personnel:** Bernard Wise, Juan Chia-brando, Robert Sidwell, Richard Rarczyk, Thomas Smith, Bernard Gelman, Ridie DiVietro, John Bostwick, Bruce Emonson, Les Davis, William Barry, Lawrence Behr, Fred Chassey, Walter Adams, Edward De La Hunt, Gordon DuVall, Claude Hill, John McClamrock, William Moats, John Ring, Gerald Lainer and Charles Chiccereli.

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**Central Dynamics Ltd.**

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103

**Headquarters:** 147 Hymus Blvd., Pointe Claire, Quebec, Canada.

To be shown will be the WSP-850, VSP-830 television switchers; PEC-102 VTR editing systems; Marconi test equipment, Ward-Beck audio systems.

**Personnel:** G. Pugh, K. Davies, R. Hueffed, D. Cadora, B. Tee, J. Ross, H. Shephard, R. Faulkner, C. Buzzard, E. Dalton, C. Beard and M. Henning.

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**Century Strand Inc.**

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118

**Headquarters:** 3 Entin Rd., Clifton, N.J. 07014.

To be shown are television lighting and controls.

**Personnel:** Larry Nelson, Walter S. Brewer, John Russell and David Brown.

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**Chrono-log Corp.**

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321-A

**Headquarters:** 2583 West Chester Pike, Broomall, Pa. 19008.

Featured will be a solid-state STEP system for full TV automation at low

cost including manual override, preview capability for checking sequences in advance and program storage for re-use. Also displayed will be a TV studio digital clock system with precise central timing source and absolute sync, which shows time in the corner of TV monitors throughout the station.

**Personnel:** Arthur Freilich, David Biberman and Alfred Roy.

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**Cintel Corp.**

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114

**Headquarters:** 11801 West Olympic Blvd., Los Angeles 90064.

Exhibited will be a new PD-18A TV camera pedestal, the new matching Model LWH light duty head, new Cintel-designed AGTEC series of silver recovery units, and the new Spectra film processor for rapid processing of color news film.

**Personnel:** G. Waterman, R. Arlen, A. Kjontvedt, B. Henshaw, D. Macho, R. Winkler, R. Stiles, F. Gross and M. Buster.

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**Cohu Electronics Inc.**

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325

**Headquarters:** 5725 Kearny Villa Rd., San Diego.

Featured will be a video switcher, color film chain, video-termination equipment, color sync generator.

**Personnel:** W. S. Ivans, R. J. Schlicht, R. H. Boulio, J. R. Dean, E. Crow, James Kimball, James Barnes, Richard Hiatt, Roy Stein and Dave Cooper.

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**Collins Radio Co.**

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212

**Headquarters:** Bldg. 447-200, Dallas 75207.

To be shown will be FM transmitters, AM transmitters, audio-control systems and automated programing systems.

**Personnel:** K. A. Blake, T. S. Butler, R. C. Evans, R. J. Henry, J. F. Knorr, L. H. Leggett, W. J. Monroe, J. H. Speck, C. R. Rollert and J. M. Haerle.

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**Colorado Video Inc.**

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338

**Headquarters:** Box 928, Boulder, Colo. 80302.

Demonstrated will be color generators, a special-effects generator and video test equipment.

**Personnel:** Beryl M. Cropley, Clarence A. Elliott and Glen R. Southworth.

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**Commercial Electronics Inc.**

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401

**Headquarters:** 880 Maude Ave., Moun-

tain View, Calif. 94040.

Shown will be the Model 270 color-TV camera.

**Personnel:** R. M. Collins, Fred W. Grab, R. R. Maddison, M. W. Broemelsiek and W. A. Porter.

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**Compunet Inc.**

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310

**Headquarters:** 61 S. Lake Ave., Pasadena, Calif. 91101.

Demonstrated will be computer software application to the broadcast industry on time-sharing terminals including Datapoint, Execuport, Gulton, IBM Magnetic Card Selectric, Memorex and Novar.

**Personnel:** Edwin J. Stevens, Ernest E. Holling, William G. Hunefeld Jr., Hal McCormick, R. E. Moore, George R. McCannless and Tom P. Curry.

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**Continental Electronics Manufacturing Co.**

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200

**Headquarters:** Box 17040, Dallas, 75217.

Featured will be a Type 317 50-kw AM transmitter, Type 317F 10-kw AM transmitter and Type 517C dummy load.

**Personnel:** J. O. Weldon, Thomas B. Moseley, Mark W. Bullock, Vernon Collins, Everett L. King Jr., W. D. Mitchell, Joseph B. Sinton and Ray Tucker.

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**Conrac Corp.**

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107

**Headquarters:** 600 North Rimsdale Ave., Covina, Calif. 91722.

Featured will be monochrome, color and high-resolution monitors for educational, broadcast and industrial fields.

**Personnel:** W. J. Moreland, M. Sanders, L. M. Ryan, W. J. Neely, D. J. Griffin, J. G. Jones, C. H. Odom, W. A. Ems, J. McClimont, F. Heyer and W. Bourske.

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**Cooke Engineering Co.**

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417

**Headquarters:** 900 Slaters Lane, Alexandria, Va. 22314.

To be shown will be video patch fields and accessories, audio-distribution amplifiers, program timers, real-time digital clock systems, impulse clocks, numerical character generators and broadcast intercom systems.

**Personnel:** Jesse F. Lancaster, Charles T. Leverich and Thomas Abercrombie.

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**Cybrix Corp.**

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1735A

**Headquarters:** 5633 Topanga Canyon

Blvd., Woodland Hills, Calif. 91364.

To be shown will be a traffic verification system for real-time program logging, the CTC 25-hz time-delay transport-control device, and an automatic tower-antenna de-icing system.

**Personnel:** James W. Harford, Elinore Freeland, Milton Rice, Ronald Crider and Betsy Ebert.

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#### Delta Electronics

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206

**Headquarters:** 4206 Wheeler Ave., Alexandria, Va. 22304.

Model OIB-1 operating impedance bridge, OIB-2 operating impedance bridge and model CPB-1 5-kw common point impedance bridge will be shown. Also featured will be model CPB-1A 50-kw common point impedance bridge, model RG-1 receiver-generator and NJ-50 in-line high-power meter jack and accessories.

**Personnel:** C. S. Wright, K. Owen and W. H. Cottles.

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#### Dynair Electronics Inc.

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215

**Headquarters:** 6360 Federal Blvd., San Diego 92114.

On display will be professional television accessory equipment, featuring

Series 150 low-cost, solid-state vertical interval production switches.

**Personnel:** E. G. Gramman, Max Ellison, Dwain Keller, Bill Killion, Gary Beeson, George Bates and Mike Bingham.

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#### Eastman Kodak Co.

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128

**Headquarters:** 343 State St., Rochester, N.Y.

To be featured will be Model CT-500, the new 16-mm TV projector; television film preview room, and a presentation of outstanding station-produced films.

**Personnel:** J. D. Agin, C. G. Arnold, A. F. Florack, R. W. Hardisty, R. G. Hufford, P. T. Kurtz, W. H. Low, T. R. McMurtray, L. G. Paulini, J. A. Pistor and R. A. Steelneck.

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#### Effective Communications Systems Inc.

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316

**Headquarters:** Box 98, White Haven, Pa.

On display will be Marathon audio-tape cartridges and Acrodyne translators.

**Personnel:** John P. Gallagher, William McFadden, Garr Johnson, Nat Ostroff, Joe Nagy, John Parke, Mike

Gable and Jessie Maxchense.

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#### Electronics, Missiles & Communications Inc.

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324

**Headquarters:** Box 116, White Haven, Pa.

On display will be TV translators, TV transmitters and 2500-mhz equipment.

**Personnel:** Steve Koppelman, Don Meier, Jerry Landgon, Jack Shearer and Ross V. Swain.

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#### Fairchild Sound Equipment Corp.

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315

**Headquarters:** 10-40 Forty-fifth Ave., Long Island City, N.Y.

To be shown are custom broadcast consoles and components, portable consoles, audio systems, reverberation devices and a conference communication system.

**Personnel:** Sherman Fairchild, Edwin J. Everitt, George Alexandrovich, David Bain, Corey Kerness, David Knorr and Dick Burden.

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#### Fort Worth Tower Co.

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329

**Headquarters:** 5201 Bridge St., Fort Worth 76112.

## STRIP-LINE CIRCUITRY IS THE BEST TRANSMITTER INSURANCE YOU CAN BUY

Strip-line non-moving contacts end pitting and burning. Our 20 KW FM model 620 uses Strip-line. This reduces maintenance up to 60% and insures longer component life. If an overload occurs, our exclusive "tally light" system remembers the fault and where it was.

The 620 also has a VSWR sampling system which turns off the power if VSWR is excessive, and an automatic power output control. These features are offered at no greater cost than ordinary transmitters.

There's a Sparta Transmitter to fill every Broadcast need.



**SPARTA ELECTRONIC CORPORATION**

5851 FLORIN-PERKINS ROAD SACRAMENTO, CALIFORNIA 95828 (916) 383-5353

14616 SOUTHLAWN LANE, ROCKVILLE, MARYLAND 20850 (301) 424-2920

A DIVISION OF COMPUTER EQUIPMENT CORPORATION

Displayed will be AM-FM-CATV microwave towers, passive reflectors and equipment buildings.

**Personnel:** T. W. Moore and A. C. Tilton.

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**Gates Radio Co.**

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**221**

**Headquarters:** 123 Hampshire St., Quincy, Ill. 62301.

Exhibited will be BT-55U 55-kw UHF TV transmitter; BT-50H 50-kw high-band and BT-25L 25-kw low-band VHF transmitters; and BT-1300H transmitter with a complete set of test equipment. AM transmitters on display will include the vapor-cooled 50-kw model, in addition to the BC-10H 10-kw and BC-1G 1-kw transmitters. FM transmitters with power ratings of 2, 3 and 20 kw will be shown. A complete studio control room will be in operation, including a part-time automation system and an automated radio station with complete programing and transmitter logging facilities.

**Personnel:** Lawrence J. Cervon, Gene Edwards, Joe Engle, Curtis Kring, Edward S. Gagnon, Bob Steigler, Nibs Jochem, Gene Whicker, Neil Arveschoug, R. G. Bousman, Joe Cole, London England, Robert Gorjance, Robert Hallenbech, E. R. Lowder and David Orienti.

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**General Electric**

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**101**

**Headquarters:** Electronics Park, Syracuse, N.Y. 13201.

Displayed will be two new color-TV film cameras; new update kits for color-TV film cameras; color optical multiplexers; complete station-automation systems; production and distribution switchers; TE-201 live color-TV camera; PE-400 live color-TV camera; VHF and UHF TV transmitters, all with solid-state drivers; TV transmitting antennas; monochrome and color video projectors; CCTV cameras for security surveillance and other applications; and Quartzline (R) lamps for TV.

**Personnel:** P. D. Brooks, R. E. Lauterbach, T. F. Bost Jr., J. T. Tillman Jr., A. P. Haase, J. M. Comer Jr., J. H. Douglas, G. I. Hardy, R. L. Manahan, H. W. Morse, L. F. Page, R. D. Peterson, E. H. Platt, V. H. Russell, A. Terzano and E. O. Turner.

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**Gotham Audio Corp.**

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**237**

**Headquarters:** 2 West 46th St., New York 10036.

Displayed will be all new equipment: the Gotham Delta-T 101 solid-state, nonmechanical audio delay system; the

Mellotron program-effects generator; the Stellavox SP-7 sync tape recorder with stereo capability; the EMT 156 compressor-limiter-expander; the EMT 930 stereo-broadcast turntable system; the Studer 089 broadcast-production console; the Studer A-62 stereo tape recorder; the Gotham-Danner step-type and stepless linear motion and rotary faders; the Neumann FET-80 condenser microphones; Woelke wow and flutter meters, and the Lyrec TM-4 precision tape timer.

**Personnel:** Stephen F. Tommer, Hugh S. Allen and Steve Ralston.

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**Grass Valley Group**

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**115**

**Headquarters:** Kentucky Ridge, Bitney Spring Road, Grass Valley, Calif. 95945.

Displayed will be video-line and terminal equipment including a number of production and distribution switching systems. The APC-2000 computer-based TV automation system, in conjunction with the firm's new model 1400-24 master control A/V switching system will be shown.

**Personnel:** Dr. D. G. C. Hare, Hazel S. Hare, William L. Borden, Stephen Hare, William Barnhart, Merv Graham and Roger Johnson.

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**Gray Research and Development Co.**

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**228**

**Headquarters:** 150 Park Ave., East Hartford, Conn. 06108.

Professional tone arms, turntables and turntable amplifiers will be shown, in addition to broadcast equalizers, studio furniture and antenna-heater control systems.

**Personnel:** William E. Stacy, Mahlon Stacy and Hy Lehrman.

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**Harwald Co.**

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**235**

**Headquarters:** 1245 Chicago Ave., Evanston, Ill. 60202.

Featured will be the Series 70 deluxe automatic film-inspection machine with electronic cleaner, Mark X professional film inspection, cleaning and editing machine, and the Media Tron film booking system.

**Personnel:** Richard Wallace, Larry Beilin, Bill Bednar, Tom Tisch, Fred Spinner, Sandi Warren and Alvin Brooks.

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**Ingersoll Products division of Borg-Warner Corp.**

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**219**

**Headquarters:** 1000 W. 120th St., Chicago.

Featured will be EMCOR(R) I and II cabinets and modular enclosure systems featuring new low-silhouette and sloped-front units with larger panel mounting space than former units. Also to be introduced will be the new ESQ series of low-cost, contemporary-styled cabinets.

**Personnel:** Daniel Jones, John Jaworski, Gary Ellis, Jim Reitz, Mike Talaga, Ed Mekebak and Ray Zielinski.

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**Innovative Television Equipment**

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**322**

**Headquarters:** Box 681, Woodland Hills, Calif. 91634.

Featured will be the ITE-P4 counterbalance studio-camera pedestal; the ITE-H2 camera-mounting head; the ITE-T10 elevator camera tripod; and the ITE-D3 camera dolly.

**Personnel:** Bert I. Rosenberg and Stanton Hollingsworth.

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**International Good Music Inc.**

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**247**

**Headquarters:** 3950 Home Rd., Bellingham, Wash. 98225.

An automated time and temperature announcer, real-time switcher, program-logging device, tape-cartridge machines and automated audio-control systems will be exhibited.

**Personnel:** Rogan Jones Jr., Lee Facto, Irv Law Jr., Danny Coulthurst, Nick Solberg, Fred Harkness, Steve Grayson, Bill Kane, Arnie Smeltzer, Dick Lamoreaux, Bob Popke, Dave Hill, Duncan Mounsey, Tim Waide, Jerry Bassett, Cal Vandegrift, Carlos Villa Jr. and John Forrest.

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**International Tapetronics Corp.**

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**202A**

**Headquarters:** 2425 South Main St., Bloomington, Ill. 61701.

On display will be a complete line of cartridge and cassette tape recorders and reproducers.

**Personnel:** Andy Rector, Jack Jenkins, Merle Wilson, Elmo Franklin, Dick Loerscher, John Burmaster, Bob Hoeglund, Bob Wilson and Rick Francisco.

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**International Video Corp.**

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**238**

**Headquarters:** 675 Almanor Ave., Sunnysvale, Calif. 94086.

Exhibited will be color studio TV cameras, film chain systems, and helical scan video-tape recorders.

**Personnel:** M. A. Moscarello, R. H. Fried, C. G. Dillon, W. Menefee, R. N. Henson, C. J. Hayworth, D. J. Schmitt, D. G. Christensen, H. C. Blakeslee, R.

W. Kuhl, R. J. Reilly, C. Martin, E. D. Reynolds, W. D. Stickney, R. O. Rex, R. M. Cezar, E. Adamyk and C. C. Snider.

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**Jamieson Film Co.**

**330**

**Headquarters:** 9171 King Arthur Dr., Dallas 75247.

A color-film processor will be shown.

**Personnel:** Hugh V. Jamieson Jr., Rex F. May, Charles Melze and Hugh V. Jamieson III.

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**Jampro Antenna Co.**  
(subsidiary of Computer  
Equipment Corp.)

**225**

**Headquarters:** 6939 Power Inn Rd., Sacramento, Calif. 95828.

To be exhibited are new low-power, low-price Performer series FM antennas. Other items on display will include television antennas, high-power FM antennas, plumbing and diplexing equipment.

**Personnel:** Peter Onnigian, Bud Blaksley, Jim Olver, Bill Cunningham and Hassan Ghandour.

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**Johnson Electronics Inc.**

**240**

**Headquarters:** Box 7, Casselberry, Fla. 32707.

SCA solid-state multiplex tuners, receivers and amplifiers will be featured, along with the portable SCA multiplex demonstrator and educational receiver.

**Personnel:** Ralph L. Weber, Clyde S. Redwine, Robert Thomas, Melvin Kelch, Wayne Wainwright, Jack Hyde, James M. Flora, Scott Ormsky, Bill Weller, Jim Forristal, Logan C. Young and Lorne A. Parker.

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**Jerrold Electronics Corp.**

**314**

**Headquarters:** 401 Walnut St., Philadelphia 19105.

Shown will be the Commander demodulator, the Starlin 20 push-pull distribution equipment, a complete line of CATV test equipment and system accessories, and the ITFS systems products.

**Personnel:** Robert H. Beisswenger, Lee R. Zemnick, John Malone, James Nelson, Michael Jeffers, Simon Pomerantz, Jerry Hasits, Joseph Romasco, Earl Fletcher, C. David Batalsky, Frank Martin, Walter MeCleary, Bruce Lane, Ray Pastie, Al Micheli, Chuck Moody, Jim Orwick, Joseph Conowall, Leo Borin, Tony DeLoss, Dennis Ashcroft, Claude Holiday, Al Kushner, Wendell Woody, Bert Wolf, Allen Pawlowski

and Helmut Hess.

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**Kaiser CATV**

**319**

**Headquarters:** Box 9728, Phoenix 85020.

Displayed will be CATV equipment, CATV turnkey construction, CATV surveys and estimates and CATV field-engineering assistance.

**Personnel:** Walter Baxter, James Taglia and Ray Davis.

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**Kliegl Brothers Lighting**

**111**

**Headquarters:** 32-32 48th Ave., New York 11101.

A lighting-control memory system will be exhibited.

**Personnel:** John H. Kliegl, Joel E. Rubin, Herbert R. More, Franc Dutton, Mike Connell, Wheeler Baird, Robert Bullock, William Crocken, Harry Donovan, Gerry Marks, Dan Silberman, Seth Galbraith, Alwin Lassiter and Bruce Kelly.

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**Liberty Industries Inc.**

**121**

**Headquarters:** 598 Deming Rd., Berlin, Conn. 06037.

To be featured are the Isolair clean-air unit for VTR equipment; a rewind station, a clean-room display model, and a clean-room shoe-brush machine and mats.

**Personnel:** John J. Nappi, John J. Nappi Jr., James MacKay, Victor Baccaro and Val Baccaro.

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**Lipsner-Smith Corp.**

**112**

**Headquarters:** 7334 North Clark St., Chicago 60626.

To be shown are a self-contained film conditioning system and the LSC Vedette projector.

**Personnel:** Eph Werner, Jerry Lipsner, E. A. Smith, Leonard Giarraputo, Edward Sullivan and Karel Smits.

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**Listec Television Equipment Corp.**

**313**

**Headquarters:** 35 Cain Dr., Plainview, N.Y. 11803.

Featured will be the Hokushin model TC-701 16-mm cassette loading projector; E.D.S. slide projector and a range of Vinten television camera monitoring equipment.

**Personnel:** Jack Littler, Mike Stechly, Gordon Ballantyne and Peter McDonnell.

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**Marconi Electronics Inc.**

**203A**

**Headquarters:** 500 Executive Blvd., Elmsford, N.Y. 10523.

Featured will be the Mark VIII automatic color camera with built-in mini computer to control alignment and color balance.

**Personnel:** Tom Mayer, Frank Cassidy, John Leeson, John Bowers, Cyril Teed and Norman Parker-Smith.

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**Marti Electronics**  
(Division of Marti Inc.)

**222**

**Headquarters:** Box 661, 105 Poindexter, Cleburne, Tex. 76031.

Exhibited will be the 950-mhz aural studio transmitter and intercity relay system working in conjunction with the ACL-100 automatic digital transmitter logging system which will be operational. Three new products will also be shown: 150-mhz solid-state remote pickup system, three-channel solid-state remote amplifier and 2d generation CLA-40A compressor/limiter amplifier.

**Personnel:** George W. Marti, M. E. McClanahan, Robert L. Ryter, Roger I. Bast and Robert E. Richards.

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**McMartin Industries Inc.**

**232**

**Headquarters:** 605 North 13th St., Omaha 68102.

On display will be the new B-800 series audio consoles; TBM-5500 VHF modulation monitor; TBM-8000 digital AM frequency monitors; full line of FCC type-approved FM frequency, stereo and SCA monitors; FM relay receivers, SCA generators; modulation calibrators; background-music receivers and amplifiers; and professional audio equipment.

**Personnel:** Ray McMartin, Leonard Hedlund, Tom Humphrey, Don Jones, Gary Heimsroth, Mort Liebman, A. W. Greeson Jr., P. D. Thompson, Joel Joseph, Bob Amos, Forrest Eckhoff, Al Dodds, Joe Goetz, Felix Bonvouloir and Tom Campbell.

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**McCurdy Radio Industries Inc.**

**311**

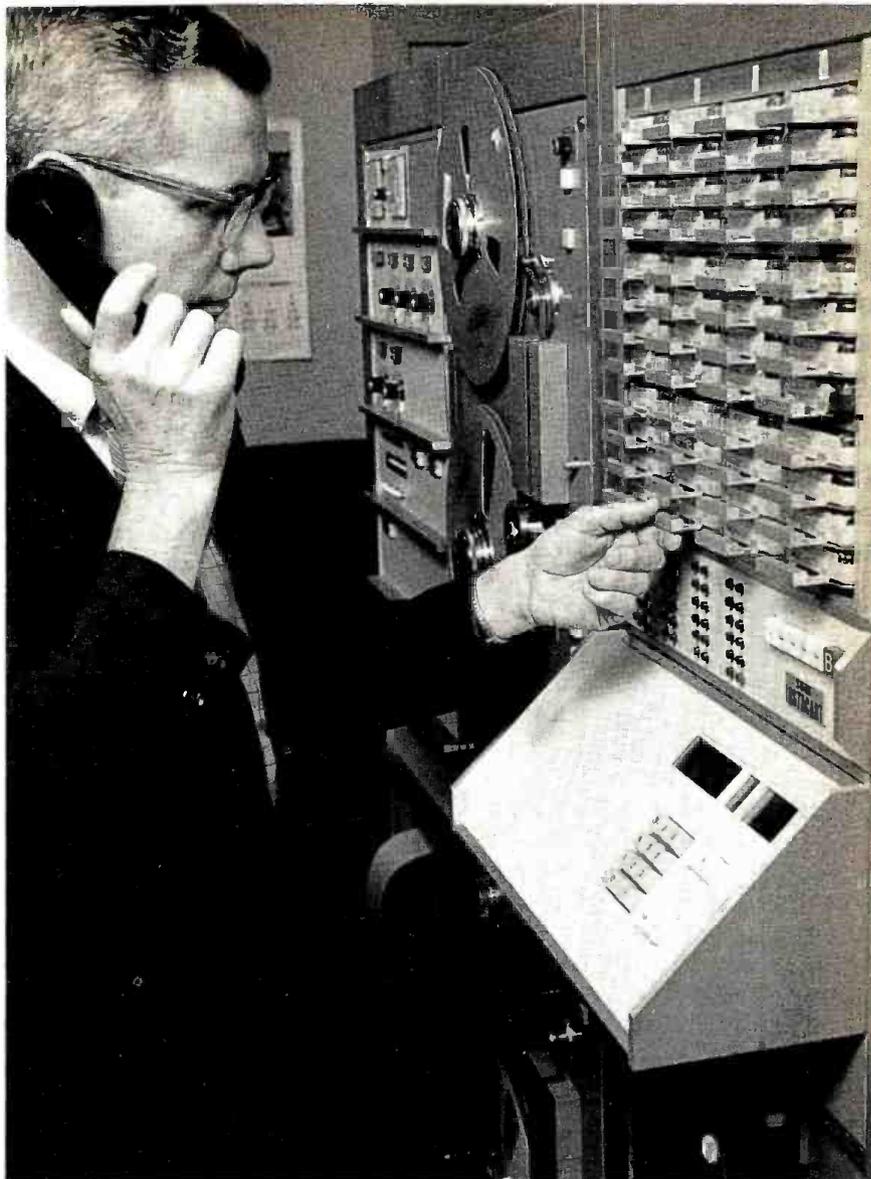
**Headquarters:** 1051 Clinton St., Buffalo, N.Y. 14206.

Shown will be audio consoles; mono, stereo, TV production, recording TV intercom systems; audio switchers and amplifiers; power suppliers and accessories; audio distribution equipment; and turntables.

**Personnel:** G. E. McCurdy, G. Fawcett, J. Visser, S. Maruno, K. Poling, P. Lomath and R. Mitchell.

# How are IGM's new INSTACART and MOS MEMORY performing?

Let's ask Russ Morgan, general manager of station WTTR, Westminster, Maryland, after six months' experience with the first IGM 500 system to incorporate both Instacart and MOS memory.



Above, general manager Morgan with WTTR's IGM 500 equipment, including 10-step music sequencer, network switcher, automatic logger with verified printout, time announcer, Instacart, and MOS memory.

"Sensationally well," says Russ. "The 200-event MOS random select memory has been flawless."

"It handles a heavy commercial load and allows us to program spot breakers and PSA's as we want them. It has more than enough capacity to allow us to program 6 a.m. to 6 p.m. at one time. It's flexible enough to allow us to add last minute fill-ins without reprogramming."

*Thanks Russ. Don't forget that anytime you need more capacity, say 300 events, you can have it as a plug-in at modest cost. Now, how about your 48-tray Instacart, Russ?*

"It's been trouble free, also—and the most versatile cart-playing unit on the market. In combination with the MOS unit, it gives us fast programming. And that's not all. We use *one* of the 48 trays for fill music and ID's. It's controlled by the real time switcher while the rest

are controlled by the MOS memory. This saves the cost of another single cart player."

*Some IGM 500 system users, Russ, control three or more Instacart trays from separate channels, saving still more money by completely eliminating single cart players. Since all 48 trays can be called on instantly, there's no worry about having time to cue them up.*

After three years of investigating automation equipment, Station WTTR is convinced that the IGM 500 system was the right choice. Many other IGM 500 and 600 control systems equipped with Instacarts are now in the field, and many additional IGM MOS memory units are in operation. All are working flawlessly. They add to IGM's ability to match any station's needs exactly, with exclusive modular approach to control and playback equipment.

*For "tomorrow's engineering today" in automation equipment,  
write or call International Good Music, P. O. Box 943,  
Bellingham, Wa. Tel. (206) 733-4567.*



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**Memorex Corp.**

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**306**

**Headquarters:** 1200 Memorex Dr., Santa Clara, Calif. 95052.

Exhibited will be Chroma 90, new quadruplex recording tape; broadcast video and helical scan media, and a video recording on the CMX 600 computer-assisted video editing system.

**Personnel:** Gerald Heitel, Jesse Blount, George Cotroneo, Mike Barkman, Peter Locascio, James Leonard, George Grasso, Stanley Vinocur, Roy Holmes, William Fitts and Torrance O'Connor.

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**Microwave Associates**

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**117**

**Headquarters:** Communications Equipment Division, Burlington, Mass. 01803.

Exhibit will feature seven new products: 10-w 2,000-mhz and three-w 7,000-mhz solid-state heterodyne TV network microwave repeaters; one or two-way 13-ghz broadcast or CATV microwave solid-state TV relay; solid-state and audio program multiplex modulators and demodulators for broadcast microwave links; helicopter-TV 15-w solid-state air ground relay, 10-w and 20-w power amplifiers three-w power amplifiers for 7-ghz TV relay. Also on display will be solid-state high-performance portable microwave links and TV relay repeaters.

**Personnel:** Lew Morris, Stan Beecoff, Warren Ramsdell, E. Stromsted, P. Cass, M. Knold, J. Morrissey, J. Toropovsky and J. Van.

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**3M Company  
(Magnetic Products Division)**

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**245**

**Headquarters:** 3M Center, St. Paul, Minnesota 55101.

Scotch high-energy video tapes, Scotch quadruplex and helical video tapes, sound-recording tapes, magnetic films and recording-tape accessories will be on display.

**Personnel:** Duane Windahl, Joe Leon, Lee Marks and Norm Ritter.

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**Mole-Richardson Co.**

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**328**

**Headquarters:** 937 N. Sycamore Ave., Hollywood 90038.

To be shown will be the latest family of quartz Solarspots, designed especially for quarter tungsten halogen globes. Also to be displayed are new 2,000-w baby junior Molequartz Solarspot, 5,000-w baby senior Molequartz Solarspot, 10,000-w baby tener Molequartz Solarspot, new 1,000-w 2,000-w

Molequartz Nooklite, new 2,000-w Molequartz Molette bare bulb fixture, junior-size location folding stand, three versions of Molepac Litewate stands, new Molequartz Molekit for compact location lighting and new Molegator grips. Also featured will be the regular family of Molequartz focusing spots, broods, scoops, cyc-strips and accessories.

**Personnel:** Howard R. Bell, Larry Mole Parker.

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**Moseley Associates**

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**224**

**Headquarters:** 111 Castilian Dr., Goleta, Calif. 93017.

New products to be exhibited include modulation monitor, remote control system and tolerance alarm unit. In addition aural studio-transmitter links; wire and wireless remote-control systems for AM-FM-TV; stereo generator; subcarrier generator; status indicator system; automatic data printer for automatic transmitter logging and remote pickup equipment will be displayed.

**Personnel:** John A. Moseley, Howard M. Ham, James L. Tonne, Isaac S. Wingfield, Karl F. Zimmermann II and John E. Leonard Jr.

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**Nortronics Co.**

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**341**

**Headquarters:** 6140 Wayzata Blvd., Minneapolis 55416.

Displayed will be a new professional cassette alignment tape, spray or liquid professional tape-head cleaner, Ampex and Scully nest rebuilding service and multichannel head relapping service.

**Personnel:** Roger Czerniak, Ray DeMont and Art Honegger.

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**Paillard Inc.**

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**332**

**Headquarters:** 1900 Lower Rd., Linden, N.J. 07036.

Display of new products features both a single and a double sound system, fully automatic camera and the electric double sound system camera. Lightweight camera with bayonet and turret mounts, magnetic optical sound projector and the super-eight changer projector will also be shown.

**Personnel:** Jerry J. Kovanda, Fred Onderka and Robert Katsch.

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**Philips Broadcast Equipment Corp.  
(Subsidiary of North American Philips Corp.)**

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**Continental Room**

**Headquarters:** One Philips Parkway, Montvale, N.J. 07645.

There will be a continuous live cam-

era demonstration including: digitally controlled studio and field camera using triaxial cable, broadcast-quality portable color camera, studio and field camera, a three-plumbicon tube telecine TV film camera, economy color camera with three pickup tubes and a sealed prism beam splitter. The booth will also have a 17.5-kw VHF transmitter with IF modulation plus an entire line of audio mixing, signal processing and tape equipment including studio, master and logging recorders.

**Personnel:** John S. Auld, Robert Bass, Robert Blair, Fred B. Bundesmann, Lee L. Caput, R. Cavanagh, James Collins, David Drury, George Garnes, N. Glimmerveen, A. T. Goldfarb, Kenneth Gustafson, Z. Hamid, E. Herud, T. Hori, Ray Johns, Larry W. Karkela, Kenneth K. Taylor, Michael Koo, D. Krak, Edward Levine, P. Loughran, John P. Maloney, S. B. McCollum, Robert Miller, B. N. Moore, James Morrison, Gino Nappo, Robert Natwick, N. Neubert, J. Paling, Donald J. Pounds, R. Ranieri, F. Renes, Clifford Rogers, E. Rosulek, Joseph Sapinski, J. Schatt, J. Schipper, Herman Schkolnick, Hal Schneider, Geoffrey Steele, T. Synak, G. R. Tingley, Eugene Trelewicz, T. Tsutumi, G. van der Spank, Fred Van Roessel, James L. Wilson, L. E. Wolff, Walter Wolthers and Kip Zaporoshan.

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**Phelps Dodge Communications Co.  
(Division of Phelps Dodge Copper Products Corp.)**

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**122**

**Headquarters:** 60 Dodge Avenue, North Haven, Conn. 06473.

On display will be coaxial cable, rigid line and specialty antennas.

**Personnel:** David H. McGilliard, William P. Meola, Edward F. Boehm and Saul Esocoff.

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**Potomac Instruments Inc.**

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**207**

**Headquarters:** 932 Philadelphia Ave., Silver Spring, Md. 20910.

On display will be the FIM-21 and FIM 41 field-strength meters, the AM-19 and the PM-112 antenna-phase monitors, remote indicators, both analog and digital, as well as repair and recalibration services.

**Personnel:** William H. Casson, Robert H. Ellenberger, Clifford C. Hall and David G. Harry.

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**Power-Optics Inc.**

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**307**

**Headquarters:** 1055 Germantown Pike, Fairview Village, Pa. 19409.

A three-camera system of cameras, remotely controlled in a news studio

set up, will be on display.

**Personnel:** H. A. Challinor, T. N. Streeter, Richard Fordham, S. C. Sommer, Ian Young and Michael Agranoff.

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**QRK/Rek-O-Kut**  
(Subsidiary of CCA Electronics)

402

**Headquarters:** 1568 N. Sierra Vista, Fresno, Calif. 93703.

On display will be a complete line of tape cartridge equipment including multiple three spotter, Rek-O-Kut continuous variable speed turntables, Rek-O-Kut professional turntable type B-1271 and the new QRK 12S1 turntable and QRK-102 tonearms.

**Personnel:** Bernard Wise, Robert Sidwell and Robert Brugh.

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**Quick-Set Inc.**

209

**Headquarters:** 8121 Central Park Ave., Skokie, Ill. 60076.

Company will be showing instrument-positioning equipment with a capacity to 175 pounds. Also displayed will be tripods, pedestals, dollies, wall and ceiling mounts, pan and tilt heads, counter-balance spring heads, cradle heads and geared heads.

**Personnel:** A. J. Briglia and A. J. Weber.

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**Q-TV Sales & Distributing Corp.**  
(Division of Q-TV Inc.)

110

**Headquarters:** 342 West 40th St., New York 10018.

Featured will be VPS prompter system, both cartridge and standard prompter system, videotyper and complete prompting accessories.

**Personnel:** George Andros, Sam Monteforte and Al Eisenberg.

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**RCA**

100

**Headquarters:** Moorestown, N.J. 08057.

The TCR-100 video-tape cartridge system and a new time code editing system will be demonstrated, along with a color studio camera, a single-tube color camera, new TV and radio transmitters, TV film systems, and new audio equipment.

**Personnel:** I. K. Kessler, A. F. Inglis, J. P. Taylor, E. J. Dudley, A. L. Hamerschmidt, E. C. Tracy, J. P. Ulasewicz, G. W. Bricker, J. H. Cassidy, C. H. Musson, N. R. Vander Dussen, A. J. Barrett, G. D. Black, A. M. Miller, L. Slutzky, J. A. Gimbel, J. L. Grever, E. N. Luddy, J. L. Nickels, D. Pratt, J. P. Shipley, W. B. Varnum, I. Barton, O. G. Bjerke, J. Butts, M. M. Corbett, H.

Dover, W. G. Eberhart, R. S. Emch, D. Forbes, D. Freeman, E. Frost, C. Gaydoes, R. Giles, W. Happel, R. E. Harding, E. H. Hoff, F. Huffman, W. G. Kelley, C. Koriwchak, L. Laabs, G. M. Lewis, B. Lloyd, G. McClanathan, R. J. Newman, A. Nobo, C. Raasch, W. R. Ramsay, J. R. Sims, J. Smith, C. Tarver, F. Timberlake, R. Varda, O. E. Wagner and P. G. Walters.

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**Rank Precision Industries**

317

**Headquarters:** 260 North, Route 303, West Nyack, N.Y. 10994.

Featured will be a photo-conductive telecine, the Mark VII flying spot color slide scanner, a new slide change mechanism, a 22-inch color monitor, a 20-inch monochrome monitor, a new Colorgrade RGB corrector, a new automatic Colorgrade unit, and the new Rank/Taylor-Hobson 10:1 and 16:1 Varitol zoom lenses.

**Personnel:** Charles R. McLendon, Robert Ketner, Gus Dato, Pete Stuart, Bob Jones, Neil Burtonshaw and Jack Keyes.

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**Raytheon Co.**

106

**Headquarters:** 141 Spring St., Lexington, Mass. 02173.

To be shown will be the KTR line of microwave radios and systems used for studio-to-transmitter links, intercity relays and educational TV systems.

**Personnel:** Don Burnside, John Cheval, George Hinckley, Robert Keller, Stuart Rugg, Chris Thomas, Sidney Topol and Mark Whitty.

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**Recortec Inc.**

342

**Headquarters:** 160 East Dana St., Mountain View, Calif. 94040.

There will be a demonstration of the video-tape evaluator which identifies tape surface defects and edge damages and also doubles as a cleaner/winder to condition tapes with recorded program material.

**Personnel:** Dr. Lester H. Lee and Eldon A. Corl.

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**Reynolds Printasign Co.**

334

**Headquarters:** 9830 San Fernando Rd., Pacoima, Calif. 91331.

Featured will be the Leteron Tape-signer which die cuts letters in sequence from continuous pressure sensitive tape for applications, including TV, where opaque white letters are needed for titles.

**Personnel:** John Shepler and Peter Hesse.

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**Rodelco**

404

**Headquarters:** 127 Ridge Rd., Wyandanch, N.Y. 11798.

A UHF TV translator with all silicon solid-state circuitry and front panel metering of all important functions will be shown as well as an FCC type-accepted UHF-TV translator and a VHF output transistorized translator.

**Personnel:** Joseph M. Rodgers and Andrew Daniher.

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**Rohde and Schwarz**

239

**Headquarters:** 111 Lexington Ave., Passaic, N.J. 07055.

Displayed will be a home receiver and precision measuring instrument for transmitter and off-air measurement; a test modulation VSB TV transmitter; DSB TV signal generator; fully transistorized video sweep generator and SB analyzer; pulse and bar generator; 2DT gain and delay test set for direct readout of group delay and amplitude response, and a differential phase and gain meter, as well as a video noise meter; RF sweep generator; stereo coder and decoder, and field strength meters.

**Personnel:** R. Goebel, H. J. Beck, T. Maier, R. Feldt, G. Stoeppel, A. Free-land, E. Bick, J. L. Fisher, L. F. Green, W. Warlin, S. Danko, A. Stevens, W. Krainik, F. Nebel, J. McElroy, J. Prestidge, R. Cvitan, T. Stewart and J. Walter.

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**Rohn Communication Facilities Co.**

113

**Headquarters:** Box 2000, Peoria, Ill. 61601.

On display will be examples of work done in designing, fabricating, erecting tubular and angle towers and related accessories for AM, FM, TV broadcast, microwave, passive reflectors; also CATV and communications towers, tower obstruction lighting, and steel communication equipment buildings.

**Personnel:** Dwight Rohn, R. A. Kleine, Donald Rohn, Richard Rohn, Grady Rooker, J. M. Fleissner, Kenneth Cordrey, Al Repsumer, Gene Francis, Burt Evans, Marion Athans, Robert Kennedy, Larry Grimes, Jim Rodney and Robert Slack.

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**Rowe International Inc.**

223

**Headquarters:** 75 Troy Hills Road,

Whippany, N.J. 07981.

To be displayed are CPC-10 and CPC-60 tape reproducing units for background music, as well as background-music tape libraries.

**Personnel:** William Fox, H. Hoevenaar, Robert Johnson and H. Tanner.

### Rust Corporation of America

232

**Headquarters:** 168 Tremont St., Everett, Mass. 02149.

Exhibit will feature a demonstration of digital readout remote-control equipment; transmitter automatic logging (both printout and chart strip); video/audio dial access switching systems; AM, FM RF preamplifier, D.C. amplifiers and solid-state status/alarm equipment.

**Personnel:** Sal Fulchino, Wilma Fulchino, Sal Marino and Madhav Damle.

### Schafer Electronics (Subsidiary of Applied Magnetics Corp.)

213

**Headquarters:** 9119 DeSoto Ave., Chatsworth, Calif. 91311.

Computerized broadcast automation system will be shown with one computer operating an AM/FM configura-

tion running separate programming plus Schafer 800 Automation with verified encoded logging.

**Personnel:** Jim Cunningham, Paul Schafer, Tom Magowan, Earl Bullock, Ted Overbey, Don Borad, Bob Levinson, Jack Krebs, Ron Dagenais and Charles Vanderford.

### Schafer International

214

**Headquarters:** Box 666, Chatsworth, Calif. 91311.

Broadcast-automation equipment and computers, and broadcast cassette recorders will be displayed.

**Personnel:** Paul C. Schafer and James E. Barham.

### Seeburg Music Library Inc.

241

**Headquarters:** 1500 N. Dayton St., Chicago 60622.

Displayed will be the Seeburg background-music library for telephone line and FM multiplex. To be introduced is the new Langevin-Seeburg tape transport and background-music equipment.

**Personnel:** Joseph F. Hards, Dan Hart, Tom Stewart and Milton Blink.

### Shively Laboratories Inc.

333

**Headquarters:** Route 302, Raymond, Me. 04071.

TV & FM antennas, coax transmission lines and components, tower combiners, harmonic filters, coax switches, water- and air-cooled dummy loads, AM & FM isolation units and reflectometers will be displayed.

**Personnel:** Edward H. Shively, Cole N. Plummer, Walter F. Spencer, Michael A. LaTointe, Melvin L. Long, Paul E. York, Leonard J. Groves and Fred W. Rogers.

### Shure Brothers Inc.

204

**Headquarters:** 222 Hartrey Ave., Evanston, Ill. 60204.

Shown will be the Shure line of professional broadcasting microphones, microphone mixers, disc reproducers, tone arms and accessories.

**Personnel:** R. W. Carr, K. R. Reichel, H. J. Blumenthal and R. W. Ponto.

### Skirpan Lighting Control Corp.

320

**Headquarters:** 41-43 24th St., Long



## ★ Abe Lincoln Award Honorees ★



**The Abe Lincoln Award**  
**CHARLES A. BATSON**, President, Cosmos Broadcasting Corp., Columbia, S. C.—for creative public affairs and religious programming for a TV group.



**Award of Merit**  
**KENNETH SMALL**, Manager, WRUF AM-FM, Gainesville, Fla.—for distinguished service to the public and broadcasting through industry affairs and education.



**Certificate of Honor**  
**RAY MOORE**, Senior News Analyst, WAGA-TV, Atlanta, Ga.—for outstanding community service through TV editorializing.



**Award of Merit**  
**ROY H. PARK**, President, Park Broadcasting, Inc., Ithaca, N. Y.—for outstanding community service through a radio group.



**Award of Merit**  
**RAY CULLIN**, Bureau Chief, NBC News, Sacramento, Calif.—for advancing moral and spiritual values as private citizen and network newsmen.



**Certificate of Honor**  
**ARCH L. MADSEN**, President, Bonneville International Corp., Salt Lake City, Utah—for creativity and consistency in religious programming for radio.



**Award of Merit**  
**ALLAN PACE**, General Manager, KGWA Radio, Enid, Okla.—for outstanding community service through radio editorializing.



**Award of Merit**  
**HANK LINDSEY**, News Director, WHOP Radio, Hopkinsville, Ky.—for ingenious use of small-market facilities in community service.



**Certificate of Honor**  
**TOM W. MATHIS**, Manager, WTLC Radio, Indianapolis, Indiana—for creative use of radio to serve economic interests of an ethnic group.

What IS an Abe Lincoln Award Honoree? Well, the late J. C. Penney once observed that men of outstanding accomplishment often possess a significant characteristic. "They do not work to passing purposes," he said, "but in terms which will continue their influence." This precisely describes the broadcasters receiving the 1971 Abe Lincoln Awards. What distinguishes these men is not so much what they DID as what they ARE. All are men who have consistently sacrificed beyond the call of business

duty to serve the interests of their communities, their industry and their nation. Each Abe Lincoln Award recognizes a broadcaster who has served diligently, both as a citizen and as a representative of the industry, to advance the moral and spiritual values that have made America great.

**PAUL M. STEVENS**, Director  
Southern Baptists' Radio-Television Commission  
Fort Worth, Texas 76116

Island City, N.Y. 11101.

Featured will be modular lighting-control systems. The 40 different available control panels and solid-state dimmer modules enable individual stations to assemble lighting systems with reduced cost and unlimited expandability.

**Personnel:** Stephen J. Skirpan, Robert A. Slutske, Carol V. Hoover and Frank C. Weymouth.

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**Joseph M. Soll Inc.**

**339**

**Headquarters:** 311 East 72d St., New York 10021.

Typical RF control panel will be shown in addition to slide presentations of Soll broadcast installations.

**Personnel:** J. M. Soll, R. Soll, S. Soll and A. Labe.

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**Sparta Electronic Corp.**

**225**

**Headquarters:** 5851 Florin-Perkins Rd., Sacramento, Calif. 20036.

AM & FM transmitter, automated broadcast systems and complete audio control centers will be displayed at the convention.

**Personnel:** William J. Overhauser, Jack J. Lawson, Paul Gregg, David W. Evans, John Andre, Loren H. Williams, Donald E. Lowery, Douglas E. Laue, Edward M. Fitzgerald, Gary Anderson, David Veldsma, Bob Windsor, Russ Sutton, H. M. Holzberg, Jess Swicegood, Glenn Webster, Bob Walsh, Dick Eaton and Reck Morgan.

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**Spindler & Sauppe Inc.**

**312**

**Headquarters:** 1329 Grand Central Ave., Glendale, Colo.

On display will be the Spectrum 32 color film-chain slide projector, plus a complete line of selectroslide sequential and random access slide projectors for use in black-and-white and color film chains.

**Personnel:** Norm Sauppe, Jim Hulfish and Carroll Sager.

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**Stanton Magnetics Inc.**

**208**

**Headquarters:** Terminal Dr., Plainview, N.Y.

To be featured will be Stanton 500 broadcast standard series of magnetic cartridges.

**Personnel:** John Bubbers, George Petetin, John Kuehn, Dan Collins, Paul Torraca and Joel Gordon.

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**Step Corp.**

**229**

**Headquarters:** Box 527, Havertown, Pa. 19083.

Exhibited will be the CRT/STEP System allowing full, all-day, computerized automation of a TV station's master control. The system enables automatic program scheduling.

**Personnel:** Saul Meyer.

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**Systems Marketing Corp.**

**219-220**

**Headquarters:** 1019 W. Washington St., Bloomington, Ill. 61701.

To be shown are the DP-1, Digicard 600 systems and other program-automation equipment. Also to be displayed is automatic verified program-logging equipment.

**Personnel:** William E. Moulic, Jon Housour, Michael Flood, Ted Bailey, L. Eugene Striegel, Joe Toher and Pete Charlton.

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**Systems Resources Corp.**

**108A**

**Headquarters:** 223 Newtown Rd., Plainview, N.Y. 11803.

Electronic television titling equipment will be exhibited.

**Personnel:** Eugene Leonard, Newland Smith, Frank D'Ascenzo, John Tweedy Jr., David Worster, Vern Bertrand, Fran Wagner, Lin Hargreaves, Roy Price, Dale Schoenmeyer, Al Dodds, Herb Holzberg, Del Black, F. R. Bernard and Miguel Reyes.

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**Taber Manufacturing and Engineering Co.**

**406**

**Headquarters:** 2081 Edison Ave., San Leandro, Calif. 94577.

Featured will be Ampex replacement heads for audio recorders and VTR audio heads.

**Personnel:** William D. Taber and Ronald W. Golick.

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**Tape-Athon Corp.**

**236**

**Headquarters:** 502 S. Isis, Inglewood, Calif. 90301.

Professional recorders-reproducers, broadcast automation for main line and SCA background music, 14-inch reel-to-reel recorder-reproducer, slow speed loggers and background-music library will be featured.

**Personnel:** George M. Anthony,

David J. Anthony, Thomas L. Anthony, H. J. Halvorson, Wally Rubin and Edward N. Severson.

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**Tapecaster TCM Inc.**

**227**

**Headquarters:** 2326 Wilkins Ave., Rockville, Md. 20851.

Series 7000 8000 tape-cartridge machines; a broadcast-audio console; a digital clock and digital tape timer will be shown.

**Personnel:** Paul Shore.

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**Sarkes Tarzian Inc.**

**104**

**Headquarters:** East Hillside Dr., Bloomington, Ind. 47401.

Shown will be data-processing systems, auto-MC switchers, production switchers, Rotec effects, CompPulse systems and color camera equipment.

**Personnel:** Sarkes Tarzian, B. Presti, R. Goodspeed, R. Adamson, J. Guthrie, A. Busch, R. Dougherty, V. Pearson, G. Peters, J. Morse, J. Roden and J. Meek.

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**Tektronix Inc.**

**102**

**Headquarters:** Box 500, Beaverton, Ore. 97005.

Featured will be a complete line of video-signal measurement and monitoring instrumentation including TV test-signal generators, sync generators, waveform monitors, picture monitors, vectorscopes and oscilloscopes.

**Personnel:** Ralph Show, Tom Long, Ron Marquez, Charles Rhodes, Steve Roth, John Horn, Dave Jorgenson, Klaus Van Dam, Art Anderson, Norberto Mazzoni, Ed Vaughan, Chuck Bouffiou, Jim Sandberg, Jim Richardson, Joe Gayer, Bob McAll, Jim Quinn, Marcel Kay and Howard Vollum.

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**Tele-Cine Inc.**

**116**

**Headquarters:** 294 E. Shore Dr., Massapequa, N.Y. 11758.

The Schneider 11.2 to 1, f/2.1 manual/servo zoom lens will be demonstrated. Also a new line of special effects optics including a film lens adaptor for color TV cameras and a behind-the-zoom prism will be shown. In addition, model 5404 Tele-Tec video-tape editing programer, model 294 Tele-Slate, the Sondor magnetic film recorder/reproducer and a complete line of Schneider camera lens will be featured.

**Personnel:** Donald R. Collins, Frank-

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**Telemation Inc.**

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127

**Headquarters:** Box 15068, Salt Lake City 84115.

Color and monochrome cameras, digital sync generators, video/audio distribution switchers, color encoder, Videodisc, video and pulse-distribution amplifiers, video test equipment, control of VTR's via vertical interval, character generators, titling generators, optical multiplexers and digital programmer.

**Personnel:** Lyle O. Keys, Robert C. Bacon, Jack R. Daniels, Richard Peterson, Terry Hoffman, Tom Ivers, Barry Kenyon, Ken Schneider, Richard Williams, Stan Paterson, Mike Richardson, Russ Ide, Jerry Cudlipp, John Sparkman, Vicki Moffatt, Jake Gibbons, Bud Mills, John Cahill and Dave Ladd.

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**Telemet**

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221

**Headquarters:** 185 Dixon Ave., Amityville, N.Y. 11701.

Precision demodulator, production switchers, chroma keyers, new modular video test set, CATV type modulators & domodulators and VIT keyers will be shown.

**Personnel:** Eric King, B. Griffiths, R. Trevillian, D. Chapman, A. Bolletino, J. Williamson, E. Lawson and R. Ekenberg.

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**Telestrator Ind. Inc.**

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337

**Headquarters:** 166 East Superior St., Chicago 60611.

Electronic systems for instant animated graphics will be displayed.

**Personnel:** Dr. Leonard Reiffel, Dr. Phillip Lewis, E. Hoy McConnell and Carl Groom.

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**Television Equipment Associates**

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105

**Headquarters:** Box 1391, Bayville, N.Y. 11709.

Astrolite communications headsets; TV Colorgard meter; IRT, Dirti Girti and BBC color monitor comparators; Cuemaster cartridge tape recorders and playback units; Sennheiser microphones; test pattern light box and film chain test slides; color camera color separation optics; video-tape slicer; portable audio mixer; Matthey video-delay lines; audio program limiter and amplifier; Clean Air Shower for video-tape recorders and automatic music synthesizer will be shown. Magnetek video-tape cleaner will be demonstrated.

**Personnel:** Bill Pegler, Marilyn Pegler, Bill Endres, R. Medding, Spencer Soanes and Peter Kelsey.

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**Telex Communications Division**

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309

**Headquarters:** 9600 Aldrich Ave., South, Minneapolis 55420.

On display will be broadcast audio-tape equipment and broadcast headphones and headsets; and an educational cassette duplicator.

**Personnel:** Paul Bunker, Dick Turner, Sidney T. Kitrell, James S. Arrington, Ansel Kleiman, Peter Schwarz, Loren F. Green, Chet Mylin, Will Warlin, Steven Danko, Ashby Stevens, Jerry Hines and Theodore Pappas.

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**Thomson-CSF Electron Tubes Inc.**

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110-A

**Headquarters:** 50 Rockefeller Plaza, Room 916, New York 10020.

To be shown are several new power grid tubes for broadcasting and TV transmitting applications including Model TH 537 high-power tetrode with a 330-kw carrier output. Also to be dis-

played are UHF tetrodes for TV translators. In addition, Model TME 1238—1" miniature storage tube with silicon target and Model OMM 1339—flying spot scanner for black and white image and telecine image tubes will be featured.

**Personnel:** Ernest Stern, Bill McLaughlin, Claude Treval, Max Turtle-taub, Odette Pielak, Bernard Levi, Lucien Guiot and Daniel Maillart.

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**Telesync Corp.**

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226

**Headquarters:** 20 Insley St., Demarest, N.J. 07627.

Exhibited will be prompting equipment, horizontal-vertical crawl and retro-reflective front-screen projection system.

**Personnel:** Bob Swanson, John Maffe, Ron Wilson and K. Hyde.

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**Time and Frequency Technology Inc.**

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404

**Headquarters:** Box 2072, Sunnyvale, Calif. 94087.

FCC type-approved TV frequency and aural modulation monitors will be featured.

**Personnel:** Joe Wu, Pete Madison, Vern Behlen, George Shell and Bob Reese.

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**United Research Laboratory Corp.**

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338A

**Headquarters:** 681 Fifth Ave., New York 10022.

To be shown will be Autotec professional tape recorders, conversion amplifiers, and replacement parts for professional equipment, filters, motors and head assemblies.

**Personnel:** George Adams, John Hawkins, L. Durfee, C. Preston, Phil Pollard and Carlo Krause.

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**Utility Tower Co.**

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231

**Headquarters:** Box 12027, 3200 Northwest 38th St., Oklahoma City 73112.

Featured will be computer-designed towers for every purpose. Full size samples will be displayed.

**Personnel:** C. E. Nelson, V. G. Duvall, J. J. Bennett, Ron Nelson and M. N. Sholar.

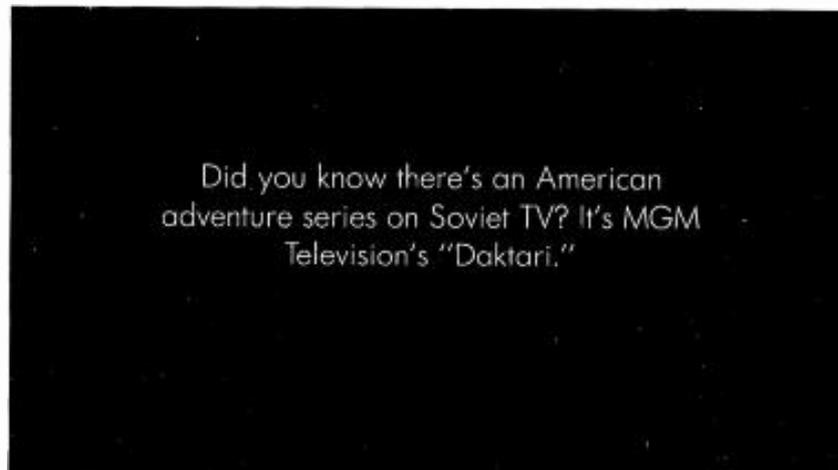
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**Varian Associates**

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246

**Headquarters:** 611 Hanson Way, Palo



Alto, Calif. 94303.

Featured will be power grid tubes including triodes, tetrodes, pentodes and vapor-phase cooling tubes, as well as CW Klystron amplifiers.

**Personnel:** R. Perkins, J. Driscoll, J. Quinn, G. Badger, W. Barkley, R. Sutherland and H. Breese.

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### Vega Electronics (division of Computer Equipment Corp.)

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225

**Headquarters:** 2115 De la Cruz Blvd., Santa Clara, Calif. 95050.

Displayed at the Chicago convention will be a professional wireless microphone system.

**Personnel:** P. L. Gundy, W. W. Papenfus, B. M. Kaufman and J. C. Beaman.

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### VIF International

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108

**Headquarters:** Box 1555, Mountain View, Calif. 94040.

To be shown are background-music tape reproducers, stereo automation systems, video test generators, up-dating kits for Ampex audio recorders and stereo modulation equipment for cable television.

**Personnel:** Gordon MacKechnie, Eric Breeze and C. C. Abernathy.

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### Vikoa Inc.

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321

**Headquarters:** 400 Ninth St., Hoboken, N.J. 07030.

Futura 300 expanded-range amplifier series including integrated-circuit line-extender amplifiers, external power supply and expanded-range passive devices will be displayed. Also to be shown are the Chromadyne headend equipment, along with co-channel filter, field-strength meter calibrator, pilot-carrier generator and solid-state MATV amplifiers.

**Personnel:** L. Cull, J. Dolar, J. Einsidler, S. Gins, G. Mattison, J. Russell and J. Shmaitis.

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### Vital Ind. Inc.

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203

**Headquarters:** 3614 S.W. Archer Rd., Gainesville, Fla. 32601.

Displayed will be new amplifiers, special effects, production and routing switchers and video processing equipment.

**Personnel:** Nubar Donoyan, Dale Buzan, G. Jaeger, R. Bachus, J. Lagana, C. Moore, M. Beavers, L. Litchfield and Steve Suszko.

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### Ward Electronic Industries

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202

**Headquarters:** 142 Central Ave., Clark, N.J. 07066.

On display will be the VPM 2,000 line of switchers, both four-bar and six-bar; production switchers for educational TV; an audio console and miscellaneous studio equipment.

**Personnel:** Bernard Munzelle, Ian Fleming, J. Lahtonen, Doug Patterson, Jim Landy, Gene Sudduth, Vince Lyons, P. S. Hughes, Ken Hartwick, Robert Torpey and J. A. Leitch.

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### Wilkinson Electronics Inc.

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201

**Headquarters:** 1937 MacDade Blvd., Woodlyn, Pa. 19094.

A new 250-w FM station completely housed in one rack will be shown including stereo generator, limiter, automatic gain control, amplifier and required monitors. Also to be shown will be new 10-kw and new 10-w FM transmitter, new audio console and new remote amplifier.

**Personnel:** Guffy P. and Catherine C. Wilkinson, William H. and Richard B. Johnson, Michael Merkel and Walter C. Voelker.

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### World Video Inc.

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322

**Headquarters:** Box 263, Cornwells Heights, Pa. 19020.

Highlighting the display will be the new CB-6200, one-gun 12-inch color monitor, offered in both cabinet and rack-mount versions. Also new will be the WV-500, a 5-inch waveform monitor. To be shown also are three versions of the 12-inch color monitors, including the CL-4200, a 9-inch portable color receiver/monitor and a waveform monitor.

**Personnel:** Robert Webb, Jack Taylor, Steve Cisler, Vernon Bertrand, John Baumann, Bert Rosenberg, Fran Wagner and Stan Marks.

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### Networks

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**ABC Inc., ABC-TV, ABC Radio, ABC Owned Radio Stations, ABC Owned Television Stations, ABC Broadcast Operations and Engineering**

**Conrad Hilton, 2106A, 2306A, 1100; Continental Plaza, Governor's suite**

**Personnel:** Alfred R. Schneider, I. Martin Pompadur, Roone Arledge, Elmer W. Lower, Ellis O. Moore, Richard A. O'Leary, Richard N. Savage, William Sheehan, James E. Duffy,

Marvin Antonowsky, David App, Richard Beesemyer, Milton Carney, Mark Cohen, Warren Denker, Robert Einhorn, Donald Foley, Leonard Golden-son, Richard Hasbrook, Eugene P. Klimek, Richard Kozak, Leonard Mas-kin, Joseph Neidzwiecki, Frederick Pierce, James T. Shaw, Paul Sonkin, Martin Starger, Edwin T. Vane, Peter Zobel, Walter A. Schwartz, Frank At-kinson, Ted Brew, Leo Collins, Kent Coughlin, Harry Curtis, George Davies, Richard Dressel, William Gilmore, Peter Katz, Joseph Keating, Joseph Kelly, Steven Lindberg, William Mac-Callum, Robert O. Mahlman, Thomas A. O'Brien, Alvin Pariser, George T. Phillips, Mark Richards, Alexander Smallens, Michael Weinstock, Harold L. Neal Jr., Allen Shaw, Glen Atkins, Max Berry, Michael Fisher, Thomas Flynn, Benjamin Greenberg, Royce Pointer, Herbert Riedel, Hans Schmid, Fred Zellner and Joseph Giaquinto.

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### CBS Inc., CBS/Broadcast Group, CBS-TV, CBS News, CBS Radio

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**Conrad Hilton, Suite 2325; Royal Skyway suite, 2306**

**Personnel:** Maurie Webster, Theodore Koop, Richard W. Jencks, Robert D. Wood, Harry J. Feeney, William H. Tankersley, William Lodge, Carl Ward, Gordon Hayes, Donald Clancy, David R. Williams, Leonard Denooyer, Drew Brinckerhoff, Joseph B. Flaherty, J. D. Parker, Al Dwyer, Joe DeFranco, Michael Goldy, Robert Chandler, John Cooper, Casey Davidson, Dick Hyde, Art Kane, Sid Kaufman, Ralph Daniels, Sam Digges, George J. Arkedis, W. Russell Barry, Robert Cole, Sherril W. Taylor and Charles H. Warner.

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### Hughes Sports Network

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**Pick-Congress, 700**

**Personnel:** Richard E. Bailey Sr., Richard E. Bailey Jr., Roy Sharp, Ralph MacFarland, Robert Martin, John Koushouris, Thomas Calhoun, Charles Voso, Charles Shellenberger and Bob Toski.

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### Keystone Broadcasting System

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805-6

**Personnel:** Sidney Wolfe, Arthur Wolfe, Harry Albrecht, Kathy Gaines, Jane MacFaden, Anita Laire and George Caccippio.

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### Market 1 Network

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**Essex Inn, 1201**

**Personnel:** Sidney K. Halpern, David L. Halpern, Jack Isaac and Ernest

Zlochower.

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**Mutual Broadcasting System**

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1806

**Personnel:** Victor C. Diehm, Charles W. Godwin, Del Raycee, Stephen McCormick, Dudley J. Cox, Leslie S. Learned and Charles A. King.

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**NBC Inc., NBC Radio, NBC-TV**

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**Sheraton-Blackstone, Presidential suite**

**Personnel:** Julian Goodman, Thomas E. Ervin, Peter Kenney, Don Durgin, William H. Trevarthen, Stephen Flynn, Arthur J. Johnson, Mortimer E. Dillon, Sherman Atwood, Edward Bertero, Robert J. Butler, Charles E. Corcoran, Jack R. Kennedy, Oden Paganuzzi, Thomas Phelan, Reginald Thomas, Richard C. Welsch, Frank Flemming, Arthur A. Watson, Marion Stephenson, Ludwig Simmel, Cliff Ogden, Donald J. Mercer, Raymond O'Connell, Joseph Berhalter, Anthony Cervini, Raymond Diaz, William M. Kelley, Malcolm B. Laing, Pierson Mapes, Paul Rittenhouse, Thomas J. White, Herminio Traviesas, Michael Laurence and Josh Kane.

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**Station reps**

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**ABC-TV Spot Sales**

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**Continental Plaza, Governor's suite**

**Personnel:** Richard N. Savage.

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**Avco Radio-TV Sales**

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**Continental Plaza, 1200**

**Personnel:** H. Peter Lasker, F. Clazer, T. Nunan and Phyllis Seifer.

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**Avery-Knodel Inc.**

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**Sheraton-Blackstone, 407-08-10**

**Personnel:** J. W. Knodel, Robert J. Kizer and Robert Kalthoff.

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**Mort Bassett & Co.**

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**Essex, suite unassigned.**

**Personnel:** Mort Bassett.

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**Charles Bernard Co. Int.  
(Country Music Network)**

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**Ascot House, suite unassigned**

**Personnel:** Charles Bernard.

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**John Blair & Co.**

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**Sheraton-Blackstone, suite unassigned**

**Personnel:** Josef Rosenberg, Francis Martin Jr., Jack Fritz, Thomas Harri-

son, John White, Jim Theiss, Jack Kelley, Briggs Palmer, Dick Gideon, Bob Galen, Pete Fulton, Dick Driscoll, Ed Whitley, Jim Jurist, Dave Herman and Dave Klemm.

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**Broadcast Time Inc.**

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**Ascot House, suite unassigned**

**Personnel:** Thomas Hayes, Thomas Griffin and Dave Schele.

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**Gert Bunchez & Associates**

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**Ambassador East, suite unassigned**

**Personnel:** Gert Bunchez.

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**CBS-TV National Sales**

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**2306, 2325**

**Personnel:** Robert Perez.

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**CBS Radio Spot Sales**

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**2325, 2306**

**Personnel:** Charles H. Warner.

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**Henry I. Christal Co.**

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**Drake Hotel, 824-25**

**Personnel:** Philbin S. Flanagan, John Fouts, Pete Megroz, Joe Archer and Howard Stasen.

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**Robert E. Eastman Inc.**

---

**Continental Plaza, suite unassigned**

**Personnel:** Frank Boyle, Steve Riddleberger, Pete Schulte, Bill Marselles, Bill Burton, Charles Columbo, Jerry Schubert and Carol Gilbert Mayberry.

---

**Roger Coleman Inc.**

---

**Palmer House, suite unassigned**

**Personnel:** Roger Coleman and John Keljikan.

---

**Herbert E. Groskin & Co.**

---

**Sheraton-Chicago, suite unassigned**

**Personnel:** Herbert Groskin and Dianna Groskin.

---

**Harrington, Righter & Parsons**

---

**Continental Plaza, suite unassigned**

**Personnel:** James O. Parsons Jr., John F. Dickinson, John J. Walters Jr., Cris Rashbaum, Peter Ryan and Ronald Kreuger.

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**Bernard Howard & Co.**

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**Executive House, suite unassigned**

**Personnel:** Bernard Howard, Jack Davis, Harry Wilbur and Robert Lazar.

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**HR/Stone Inc.**

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**Conrad Hilton, suite unassigned**

**Personnel:** Peggy Stone, Jim Alspaugh, Saul Frischling, Jack Canning, Dwight Reed, Sy Thomas, Stephen Dinkel, Ron Yarnick and Robert Dolph.

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**HR Television Inc.**

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**Continental Plaza, suite unassigned**

**Personnel:** Ed Shurick, Harry Wise, Phil Corper, Al Ritter, Dwight Reed and Roy Edwards.

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**The Katz Agency**

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**Executive House, 3803**

**Personnel:** David Abbey, Sal Agovino, David Allen, John Amey, Oliver Blackwell, Kenneth Donnellon, James Greenwald, Geoffrey Hall, Robert Lefko, Pete Long, Frank McCann, Donald McCarty, Michael Membrado, Tod Moore, Walter Nilson, Gordon Zellner, Jack Beauchamp, Victor Ferrante, Joseph Hogan, Arne Ramberg, John Roberts and Geno Cioe.

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**Major Market Radio**

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**Sheraton-Chicago, suite unassigned**

**Personnel:** Jerry Glynn, John Barry, Ernie Kitchen and Bob McCarthy.

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**Jack Masla Co.**

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**Executive House, 3104**

**Personnel:** Jack Masla, Allan Klamer, Michael Sears, Richard Greener, Bud Pearse, Art Bagge, Dick Sheppard, Gene Gray and Lee O'Connell.

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**McGavren-Guild-PGW**

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**Continental Plaza, Crown & Coronet suites**

**Personnel:** Ralph Guild, Dan McGavren, Robert Williams, Ralph Conner, Ellen Hulleberg, Ed Argow, Les Goldberg, Fred Botwinik, Tony Maisano, Harvey Levin, Monte Lang and Dick Benson.

---

**The Meeker Co.**

---

1700

**Personnel:** Robert Dudley, Jack Hardingham, Powell Ensign, Charles Standard, Marc Nagel, Audrey Tanzer, Carl Jewet, Hugh McTernan, Bill Decker and Gene Gray.

---

**Metro Radio Sales**

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**Personnel:** Bob Williamson, John Brady, Harry Durando, Pat Norman, Tim Sullivan, Kevin Cox, Dick Kvale,

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**Sheraton-Blackstone, 307-08-10**

Personnel: Lloyd Griffin, Bill Walters, Ted Van Erk, Charles Kinney and James Sefert.

---

**Edward Petry & Co.**

---

**Continental Plaza, Crown suite**

Personnel: Martin F. Connelly, Bob Muth, Roger LaReau, Bill Bee, Art Scott, Keith Lewis, William Yoder and Richard Hughes.

---

**Petry Radio Sales**

---

**Watertower Hyatt House, suite unassigned**

Personnel: Robert V. Coppinger, Richard D. Buckley, George Ponte, Thomas Beauvais, Samuel L. Hall, Lloyd McGovern and Cy Ostrup.

---

**Pro Time Sales Inc.**

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**Conrad Hilton Towers, 2418-19-20**

Personnel: Sam Bronstein, James P. Smith, Edward Sherinian, Paul V. Elsberry and Homer Griffith.

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**Radio Advertising Representatives**

Personnel: Richard Harris, Dennis Israel and James Aberle.

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**RKO Radio Representatives**

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**Continental Plaza, suite unassigned**

Personnel: Ross Taber, John Poor, James F. O'Grady, Warren Earl, William Clark, Ed Delepena, Victor E. Forker, Robert S. Smith, Perry Ury, Hugh Wallace, R. John Stella, Gordon

Hastings, Harold S. Tower, James Forrer and Marv Roslin.

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**RKO Television Representatives**

---

**Continental Plaza, suite unassigned**

Personnel: Thomas Judge, Jim Marino, Francis S. Mangan and H. V. Greene Jr.

---

**Savalli/Gates**

---

**1300**

Personnel: Joseph Savalli, Carmine Patti, Russ Walker, William Wilson, Ken Schaefer and Thomas Sims.

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**Tele-rep Inc.**

---

**Watertower Inn, suite unassigned**

Personnel: Al Masini, Bob Schneider, Jerry Mulderrig and Rich Frank.

---

**Alan Torbet Associates Inc.**

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**2100**

Personnel: Herb Hahn, Alan Torbet, Len Sable, Bill Smutzer, Bob Ward and Bob Allen.

---

**Grant Webb & Co.**

---

**2000**

Personnel: Grant Webb, Judi Sue Robin, Bill Dahlsten, Michael Quaide and Lawson Ball.

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**Adam Young Inc./VTM**

---

**800**

Personnel: Adam Young, Arnie Kohler, Bill Bauchgen, William Peavey, William Wallace, Fred France, John Riggs and Otis Rawalt.

---

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**Blackburn & Co.**

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**Pick Congress, 801**

Personnel: James W. Blackburn,

Eugene Carr, Wendell C. Doss, Jack V. Harvey, H. W. Jackson, Clifford B. Marshall, Robert A. Marshall, Frank Nowaczek, Roy Rowan, Colin M. Selph and Joseph M. Sitrick.

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**Chapman Co.**

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**Pick Congress, suite unassigned**

Personnel: Paul H. Chapman, J. William Chapman, Keith Horton, Richard Kozacko, Bob McKendrick, Bud O'Donnell, William Kepper, Tom Karavakis, Ted Hodge and Joe Leonard.

---

**R. C. Crisler Co.**

---

**Executive House, suite unassigned**

Personnel: R. C. Crisler, Ted Hepburn, Edwin G. Richter Jr. and Frank Kalil.

---

**Wilt Gunzendorfer & Associates**

Personnel: Wilton Gunzendorfer.

---

**Hamilton-Landis & Associates**

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**Pick Congress, 1233**

Personnel: Ray V. Hamilton, William A. Exline, Milton Q. Ford, George W. Moore, Donnelly C. Reeves, C. L. Richards, R. A. Shaheen and E. P. Whitney.

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**Hogan-Feldmann Inc.**

---

**2109A, 2112A**

Personnel: Arthur B. Hogan and Jack Feldmann.

---

**Larson/Walker & Co.**

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**Pick Congress, suite unassigned**

Personnel: G. Bennett Larson, William L. Walker and Sandra D. Gibson.

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**Larue Media Brokers Inc.**

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**Continental Plaza, suite unassigned**

Personnel: H. B. LaRue, L. Van Billingham and Suzanne Link.

---

**Malarkey, Taylor & Associates**

---

**Pick Congress, suite unassigned**

Personnel: Archer L. Taylor.

---

**Howard E. Stark**

---

**Ambassador East hotel, suite unassigned**

Personnel: Howard E. Stark.

---

**Jack L. Stoll & Associates**

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**Pick Congress, suite unassigned**

Personnel: Bruce A. Stoll.

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**Edwin Tornberg**

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**Pick Congress, suite unassigned**

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### Associated Press

**Sheraton-Blackstone Hotel, Hospitality Suite in the Sheraton Room.**

**Personnel:** Robert Eunson, Roy Steinfert, Jerry Trapp, Bob Shipley, Jim Smith, Justin Anderson, R. Hull, B. Sidman.

### Atwood Richards Inc.

1923

**Personnel:** Jacques Liebhenguth, Stanley Grayson, Charles Glasnow, Sidney Hoenig, Judie Paris and Laura Forrest.

### Broadcast Information Bureau

**Conrad Hilton, suite unassigned**

**Personnel:** Avra Fliegleman.

### Film Services Corp.

**Essex House**

**Personnel:** Sid Cohen, Harvey Seelowsky and Dick Thiriot.

### Graham-Ruttenberg Inc.

**Ambassador East, suite unassigned**

**Personnel:** Jerry Graham and Bernard Ruttenberg.

### A. C. Nielsen Co.

1000

**Personnel:** George Blechta, William Hammill, David Traylor, Paul Baard, Mahlon Edmonson, William Ryan, Ben Wilson, Eugene McClure, William Miller, George Baillie, Dennis McColly, Elmer Swanson, James Shoemaker, Carroll Carter and Joseph Matthews.

### Promotional Services Inc.

**Essex Inn, 1201**

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### Radio Advertising Bureau

1706-A

**Personnel:** Miles David, Robert H.

Alter, Carleton F. Loucks, Richard J. Montesano, Keith Andre, Edward A. Whitney Jr., Peter Romanov, Allan Hundley, Joseph Vincent, Kenneth Costas, Robert Smith and Robert Weed.

### TelCom Associates Inc.

**Sheraton Blackstone, 608-9**

**Personnel:** Herb Jacobs, Jerome (Tad) Reeves, Don Menchel, Allan Miller, Larry Lynch, Al Hartigan, Gerry Pearsen and Grace Jacobs.

### Television Information Office

705-706

**Personnel:** Roy Danish, Henry Levinson, Carl Burkland and Bert Brillier.

### Television Bureau of Advertising

**Continental Plaza, suite unassigned**

**Personnel:** George Huntington, Jacob Evans and Walter Vetter.

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2006-A

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**NAB Booth 103.**

## NAB taking pulse of its membership

The National Association of Broadcasters for the last six months has been engaged in a feedback program that promises up-to-date communication to the staff from the membership.

The program is confined at present to the television membership. It has been under way since last fall. It has taken William Carlisle, vice president of television who initiated the idea, over 10,000 miles to 11 cities—with four more on the itinerary next month. He has been to Des Moines (Iowa), Oklahoma City, Indianapolis, Columbus (Ohio), Akron (Ohio), Charlotte (N.C.), Columbia (S.C.), Phoenix, Los Angeles,

Fresno (Calif.) and San Francisco. In April he will go to New Orleans, Omaha, Denver and Bismarck, N.D.

At the meetings, Mr. Carlisle sits with 10 to 20 television broadcasters in an unstructured, no-agenda, frank exchange. The results of these meetings—the problems and suggestions of the broadcasters—are collected and circularized among the NAB's executive staff.

As of mid-March, Mr. Carlisle estimated that he has talked to one-fifth of NAB's 535 TV members. By May, he calculates, he will have spoken to fully half of the association's TV members.

At the "mini-conferences" Mr. Carlisle is accompanied by the NAB regional manager, who sets up the meetings, and an NAB staff executive, usu-

ally John Summers, general counsel of the association, but on occasion by such others as John A. Dimling, research vice president, or George Bartlett, engineering vice president. Also present at most of these meetings is the regional member of the TV board. In early March, for example, Richard Block, Kaiser Broadcasting Corp., attended Mr. Carlisle's California circuit meetings in Los Angeles, Fresno and San Francisco.

Why the special conferences? It's Mr. Carlisle's view—and television broadcasters support this—that the annual convention has become too large and the fall regional conferences too public. "The need," Mr. Carlisle said last week, "is for 'head-to-head' communications."

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## Equipment & Engineering

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# Remote control approved for V's

## FCC eases transmitter-operating rules, seeks further word on test signals

For the first time, VHF television stations will be permitted to operate by remote control. That was the decision of the FCC last Wednesday (March 17) in a sweeping revision of its rules pertaining to TV transmission and calibration.

In a separate action on the same day, the commission asked for comments on proposed rulemaking regarding test signals sent out during TV remote-control operation.

The revised rules pertain to both VHF and UHF stations. UHF's, which have previously been permitted remote-control operation, will be given a year to conform to the new provisions set forth in the commission's latest action.

The amended rules set new standards for television off-air monitoring facilities. Stations are now required to be equipped with a visual wave monitor, a picture monitor (which must be fed an off-air signal), a loud speaker and an aural modulation monitor.

Stations will also be required to conduct inspections of their transmitting and calibration equipment at least five days each week. Exceptions to this ruling, however, will be permitted if licensees maintain transmitting equipment capable of operating at 20% of the station's authorized power. Stations must also provide for automatic or manual switching from the remote-

control point in case of a transmitter malfunction. Under these conditions, the commission said, weekly inspections will be permitted.

Stations will be allowed to use a single subcarrier for multiplexing the aural carrier, when telemetry signals are sent to the remote-control point from the transmitter.

The commission said that when a station transmits in color, it must have a color monitor and a vectorscope, or some other instrument capable of measuring color components. Specifically, the commission ruled that licensees must measure the instantaneous phase of color components and their amplitude relationship.

The rule amendment stems from a commission action on Jan. 15, 1969 (BROADCASTING, Jan 20, 1969), in which it issued a notice of proposed rulemaking to authorize remote-control operation for VHF stations. That action was in response to a petition by the National Association of Broadcasters.

Initially, the commission had intended to require the constant monitoring of the transmitter during remote-control broadcasts. However, this provision was not implemented last Wednesday pending a further proceeding to determine what type of test signal should be used as a monitor.

Broadcasters and other concerned

parties will have an opportunity to voice their opinions on the test-signal issue. The commission asked for replies to specific questions, but emphasized that replies need not be limited to those questions. The inquiry will seek to determine:

- Which of the generally employed test signals should be used and what are the various advantages of using that particular signal, or combination of signals? (The commission has recommended that the test signals be generated in the vertical interval of remote-control signals.)

- Should the rule require that each of the selected signals be transmitted for a fixed period of time, or should a composite of the signals be generated on a single line? Should the manner of use be left to the individual?

- Should the rules specify the levels at which the particular test signals are employed?

- During which periods should the signals be sent?

- Should different signals be used for color and monochrome?

- Would it be advisable for the rules to specify the line to be occupied by the signals?

The deadline for comments on the issue was set at April 30; reply comments should be submitted no later than May 10.

# CBS-Memorex venture hits paydirt

## Computerized video-tape editor is said to cut costs, post-production time and enhance creativity

A newly developed electronic computerized system will be put to use this summer by CBS in the production of "at least some fall programming." CBS authorities said last week that CMX Systems, formed by CBS and Memorex Corp., Santa Clara, Calif., is expected to deliver the equipment in mid-April to CBS-TV's studio center in Los Angeles and that in a minimum of time the network will be using it on "pieces" of fall production.

Other CBS/Memorex sources indicated that some "letters of intent" to acquire equipment had been received from other companies but refused to identify them. It was indicated that interest has been received from a wide range of production organizations, "both major and small independents and production houses," and from foreign broadcasting companies. Prototype demonstrations have been held privately.

The new technological advance is applied in the post-production, or editing, process, which in the Hollywood film industry is considered a crucial phase in film making. As a source in New York closely associated with CMX explained last week: "The system will permit the creativity in tape editing that is inherent with film, and will drastically cut the time of editing when using either film or tape."

Some sources estimated that savings as much as \$5,000 per episode in a program series could be realized with the new editing process.

A CBS source gave as an example of what can be expected from CMX the experience of the producers in preparing a 90-minute *CBS Playhouse* drama special that "applied film techniques while working with tape." He said it took 500 machine hours to edit (using two machines, one playback and one recorder or 250 hours with each). In working days, the editing took over two months. "With the same material and CMX, the job would be accomplished in about one week or less," he said.

He said CMX presents "the economies of tape and technique of film." Economic considerations, it was said, make the process particularly opportune in a period when cost savings are sought in all areas of TV (and motion picture) production. Aside from the obvious savings in time, production schedules and facilities, producers could look to a speeded-up post-production that would free venture capital that is tied up in a program or feature film.



As explained by CMX Systems the editing and assembly processes permit either video tape or film to be edited electronically "with equal ease and a higher level of artistic flexibility than any previous editing system." The CMX 600, an instant image-access system, automatically assembles broadcast-ready tapes to take maximum advantage of economies inherent with "high picture quality two-inch tape."

Heart of the system is the synchronization of tape recorders, computer memory banks and magnetic disks. The CMX 600 consists of an editing console, which has two monitors side-by-side, and an audio speaker. The editor controls the console's instant image access with a light-pen. He touches the light-pen to the monitor to direct and edit.

The system also includes—but usually located separately from the editing studio—a control console that houses video signal-processing circuitry, mini-computer and power supplies and from one to 12 specially modified computer disk drives.

The editor uses the light-pen com-

mand, on the right-hand monitor to present editing "menus" and with it can summon up scenes frame-by-frame and view them in fast, slow, stop or reverse motion, all with audio. With the pen, the editor can initiate the "splice" command and the last frame will immediately appear on the left-hand monitor. In selecting the transitions to the next scene the editor can summon the first frame of the next take of his choice to the right-hand monitor. Thus, he can view exit and enter frames at the same time and can jockey scenes back and forth, review his decisions and modify the work, still on a frame-by-frame basis. The man in control can review his progress at any speed, re-edit, cut to time, move, delete, etc., via the mini-computer storage and all before the assembly of a "work print."

CBS/Memorex officials said that with tape, a finished master is produced and with film a negative cutting list is prepared, both with immense savings in time.

Edward L. Saxe, president of CBS Services division and a co-chairman of CMX with John del Favero, executive vice president of Memorex, said that the company has already found itself "overwhelmed with inquiries here and abroad."

Mr. Saxe said that the economic problems in TV production had been subject of much discussion at CBS some five years ago and "we asked programing people how, if we were to start afresh, would you make the product today" to effect savings and break through high cost factors. The feedback, he said, was recognition of post-production as "the big problem." It was said that the photography and recording technology was available but post-production, in terms

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of cost and time, was the costly block.

CBS and Memorex announced the formation of what was then called "a new joint venture company" last May (BROADCASTING, May 25, 1970). The firm—CMX Systems—is based in Sunnyvale, Calif., and was expected to develop, manufacture and market "specialized, advanced equipment and systems for use in TV and related fields."

Officials said last week that "CBS had the concept—and the need—for such a development as CMX, and Memorex had the computer-storage technology and could manufacture product." The concepts actually were cohesive some three and a half years ago, they explained. According to CBS engineers initial use of CMX will be in production for TV in both tape and film. Motion-picture and industrial applications presumably will come later. It was estimated that most customers would probably invest from \$225,000 to \$250,000 for the console and disk-drive equipment and from \$35,000 to \$40,000 for the assembling equipment.

Authorities close to the development declined to offer specific information on revenue prospects, but they left little doubt that expectations are high.

## Facsimile tryout OK'd by FCC for convention

An experiment in the use of an FM subsidiary carrier for the transmission of facsimile was authorized by the FCC last week, and the authority will be used to demonstrate a facsimile service for FM broadcasters at the conventions of the National Association of FM Broadcasters this week and of the National Association of Broadcasters next week in Chicago.

Granted test SCA authority for a 30-day period was WCLR-FM Skokie, Ill. The transmissions will be used to demonstrate the radio reproduction system being promoted by Broadcast Facsimile Network Inc., New York, an exhibitor at both the conventions.

## Eight will vie for satellite system

### WU revisions, Western Tele-Communications, Fairchild-Hiller proposals make deadline

Last Monday (March 15) was the FCC's deadline for acceptance of applications for a domestic satellite system and three last-minute entries brought the total of proposals to eight.

Last in line were Western Union, with a revised \$93-million, three-satellite plan (BROADCASTING, March 15); Western Tele-Communications, offering a two-satellite, \$66-million system; and Fairchild Hiller Corp., with a two-satellite, \$216-million proposal.

The other applicants: American Telephone and Telegraph Co., Communications Satellite Corp., Hughes Aircraft Co., MCI Lockheed Satellite Corp., and RCA Global Communications.

The Fairchild Hiller filing provides for telephone, data service, and TV programming distribution to customers of the continental U.S. through two satellites with a 240-channel capacity, six major earth stations (New York, Atlanta, Chicago, Dallas, Seattle, and Los Angeles), 100 receive-only stations, and interconnecting facilities. The system would utilize narrow four and six ghz "pencil beams" for point-to-point message service and broader seven and 13 ghz "area coverage beams" for 24-channel color TV capability, and would allow for later extension of facilities to serve Hawaii, Alaska, Puerto Rico, and the Canal Zone.

In addition, the proposal offers "public interest options" including free full-time TV channels for noncommercial broadcast use, a telephone and telegraph service for geographically isolated areas, and free part-time use of two channels for medical purposes.

Western Tele-Communications, a subsidiary of Tele-Communications Inc., both Denver, offered a 24 transponder system to serve both commercial and noncommercial broadcasters, TV networks and cable-TV operators of the

continental U.S., Alaska and Hawaii through a combination of satellites; four initially constructed transmit-receive stations near New York, Chicago, Denver, and Los Angeles, two receive-only stations near Las Vegas and Huron, S.D.; and TCI's existing 11,000-mile common-carrier microwave network. The system would be able to simultaneously carry 20 TV channels and would provide 2,400 voice and high-speed data communications channels, utilizing both low microwave and high-frequency bands. In addition, TCI is aiming for the eventual construction of "hundreds of earth stations" and seeks "parking space" for a third satellite.

Western Union's 36 transponder system application (BROADCASTING, March 15) offers service to TV networks at approximately \$1.25-million per channel per year but offers little hope of free service to noncommercial broadcasters. At a press briefing Monday (March 15) F. William Ziegler, program manager for Western Union, said in response to the question of free noncommercial service: "There is no such thing as a free lunch." Mr. Ziegler said that the operating revenues for such a system must come from some source, and that the cost of "free" service would have to be absorbed by other clients.

Reacting to what he feels is a general lack of specific explanation of the free noncommercial service among applicants, John W. Macy Jr., president, Corp. for Public Broadcasting, sent a letter to FCC Chairman Dean Burch last week pointing out the commission's March 20, 1970, notice of proposed rulemaking (Doc. 16495) requires all satellite applicants whose proposed services include TV and radio transmission to address "the terms and conditions under which satellite channels will be made available for noncommercial . . . networks." Mr. Macy said that some proposals have not met this requirement and asked the FCC to request specific information on noncommercial services and to allow sufficient time for all factions to reply.

Also filing an application on Monday was Teleprompter Corp., proposing to construct five earth stations to receive programming and data from a communication satellite. A Teleprompter spokesman said the application represented "a first step toward establishing a CATV programming network." Earth stations were proposed for New York, Los Angeles, St. Petersburg, Fla., Elmira, N.Y. and Eugene, Ore., and additional applications for construction of other sta-

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tions to serve Teleprompter CATV systems are planned.

At least two other multiple system cable TV companies, Twin County Trans-Video Inc., Northampton, Pa. and LVO Cable Inc., Tulsa, Okla. are drawing up earth station applications.

## CBS Labs set to unveil new color corrector

An automatic color corrector—described as the first of its kind to operate unattended in real time, to sense and balance color variations in TV programs while they are being broadcast—is being announced this week by CBS Laboratories.

The solid-state electronic device, to be priced at "less than \$5,000," will be shown to broadcasters for the first time at the National Association of Broadcasters convention in Chicago next week.

Joseph A. Flaherty, general manager of engineering and development for the CBS-TV network, said the new system—automatic color corrector model 6000—has been under evaluation by CBS-TV and will be integrated into the network's broadcast operations for on-line use as soon as possible.

Robert W. Cochran, director of marketing for CBS Labs, said the new device will be marketed under an exclusive franchise distribution by the CBS Labs professional products department, with deliveries beginning this summer.

The system was said to "preview" color tones and balance them automatically as needed. It does so by generating a correction signal that is added to the incoming signal only when required. Officials said the system closely simulates operating controls used to balance one camera or video tape against another.

It will eliminate, they said, color-matching problems such as those that occur when a studio program, for example, is followed by tape or film or



*FCC Chairman Dean Burch (l) pushed the button that activated the new transmitter at WDCA-TV Washington last week, as station vice president and general manager Milton Grant looked on. The Gates BT 220U transmitter, completely transistorized, puts the ch. 20 station at its maximum power—4 million watts.*

by a segment made outdoors under varying lighting conditions. The system also makes it possible to adjust color balance during a video-tape playback, officials said, and color tones of program segments and commercials shot at different times under differing light conditions can be balanced automatically to match the over-all program.

The automatic color corrector was invented by Renville H. McMann Jr., CBS Labs vice president for engineering, and Clyde W. Smith, a senior engineer with the electronic systems department. Officials said CBS had applied for patent protection.

## Tarzian wants in for its UHF tuner

Sarkes Tarzian Inc., Bloomington, Ind., broadcast-equipment manufacturer, last week asked the FCC to ease requirements of its UHF-VHF comparable tuning rules. The firm asked the commission to rule that television receiver manufacturers may use a UHF detent

tuning device of its design, with a VHF detent memory tuning system, to meet the requirements.

The commission said a receiver using the Sarkes Tarzian device (without automatic frequency control) and a VHF memory tuning system does not "provide approximately the same degree of tuning accuracy with approximately the same expenditure of time and effort," and therefore would not meet all requirements of the tuning rules.

With a VHF memory tuning system, the commission added, fine tuning is rarely necessary. With the Sarkes Tarzian device, unaided by AFC, the user selecting a UHF channel would receive a picture, but would usually have to fine tune the channel.

The commission said if the request were denied, manufacturers could still use the device for meeting the requirements if they upgraded UHF tuning accuracy by adding AFC.

The firm told the commission the added cost is less than one-third of the present added cost of any preset memory device now on the market. The Tarzian device employs 70 detent positions, one for each UHF channel.

## GE's Clifford gets two hats

An out-and-out advocate of more frequency space for land-mobile services has become the chief of General Electric's TV broadcast-equipment division. GE announced the change last week.

GE's visual-communications division, as it is called, has been placed under the direction of R. P. Gifford, vice president and general manager of the communications-systems division, headquartered in Lynchburg, Va. The broadcast-equipment plant, however, will remain in Syracuse, N.Y.

Mr. Gifford was one of the leaders in the campaign by land-mobile users to acquire UHF television frequencies.

## FocusOnFinance®

### Financial notes:

■ Cox Cable Communications Inc., Atlanta-based cable-television systems operator, will file with Securities and Exchange Commission, seeking secondary public offering of about 730,000 common shares. Group of stockholders, representing major share of Cox's outstanding stock, have notified company of their intention to sell substantially all of their remaining stock. Cost of offering will be borne by selling stockholders.

■ Doyle Dane Bernbach Inc., New York, has declared a dividend of 24 cents per share for the current calendar quarter on its common stock. The dividend will be payable on April 15 to holders of record on March 31.

■ Marvin Josephson Inc., New York, talent agency and program packager, has gone public through a distribution of 225,000 shares at \$12 per share. The proceeds of approximately \$2,486,250 will be used in repayment of bank in-

debtedness incurred during Josephson's acquisition of International Famous Agency Inc. in April 1969. The underwriting was handled by Bear, Stearns & Co., New York. Josephson stock is traded over-the-counter.

■ Cartridge Television Inc., New York-based subsidiary of Avco Corp., has filed with the Securities and Exchange Commission a proposed initial public offering of 1.1-million common shares for sale through underwriters led by Horn-

blower & Weeks-Hemphill, Noyes. Proceeds from the sale will be used to help defray additional pre-operating costs, to pay accrued interest to Avco, to provide funds to meet future operating needs and to acquire more capital equipment and tooling.

■ Cypress Communications Corp., Los Angeles-based cable television operator, has received over \$2.3 million from sale of 350,000 shares of its common stock. Public offering was concluded March 4. The \$2,387,000 proceeds will go toward

retiring short-term indebtedness. Company had recently retired \$1-million short-term note by issuing 146,627 additional shares.

## CCA reports 1970 down, first-quarter 1971 up

CCA Electronics Corp., Gloucester City, N.J., broadcast-equipment manufacturer and licensee of WABY(AM) Albany, N.Y., reported a decline in profits in fiscal 1970. Net income in 1970 dropped to

\$158,000 or 19 cents per share, from the \$172,000 or 30 cents per share earned a year before.

The firm simultaneously released its first-quarter figures for fiscal 1971, a period which ended Jan. 30. Net income for this period showed a marked increase over the first quarter of 1970, from \$44,645 or six cents per share a year ago to \$72,054 or eight cents per share.

Bernard Wise, CCA president, explained that the figures for fiscal 1970,

## The Broadcasting stock index

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

	Stock Symbol	Ex-change	Closing March 17	Closing March 10	% change in week	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
<b>Broadcasting</b>										
ABC	ABC	N	36	35½	+ .69	36	19½	7,073	\$205,117	
ASI Communications		O	3¾	3½	+19.80	7	1¾	1,789	5,152	
Capital Cities	CCB	N	41½	41¼	+ .60	41½	19½	6,061	220,499	
CBS	CBS	N	41¾	39¾	+ 5.75	49¾	23¾	27,042	990,548	
Corinthian	CRB	N	34½	34¾	— .38	34¾	19¾	3,381	109,883	
Cox	COX	N	28¾	27¾	+ 3.17	28¾	10¼	5,789	128,111	
Gross Telecasting	GGG	A	15½	15½	—	17¾	9¾	803	11,041	
Metromedia	MET	N	26¾	27¾	— 4.06	27¾	9¾	5,734	137,616	
Mooney		O	4¾	4¾	+ 2.90	8¼	4	250	1,188	
Pacific & Southern		O	17½	15½	+12.90	20¼	5½	1,636	24,949	
Rahall Communications		O	20¼	20½	— 1.22	28½	5½	1,040	23,275	
Reeves Telecom	RBT	A	3½	3¾	— 6.67	15¾	2	2,288	7,733	
Scripps-Howard		O	24¼	23¾	+ 4.21	25	14	2,589	55,016	
Sonderling	SDB	A	28¾	29½	— 2.11	34¾	10¼	991	27,748	
Starr	SBG	M	14	13	+ 7.69	18¼	7½	461	5,302	
Taft	TFB	N	40	39	+ 2.56	40	13¾	3,712	128,547	
								<b>Total</b>	<b>68,400</b>	<b>\$2,081,725</b>
<b>Broadcasting with other major interests</b>										
Avco	AV	N	17	15	+13.33	25¼	9	11,470	\$182,144	
Bartell Media	BMC	A	6¾	6¾	—	14	3¾	2,254	14,651	
Boston Herald-Traveler		O	21	22	— 4.55	44	24	574	13,776	
Chris-Craft	CCN	N	8¾	8¾	— 2.82	11½	4¾	3,804	32,829	
Combined Communications		O	15¼	14¾	+ 5.17	17	5¾	1,945	27,483	
Cowles Communications	CWL	N	11½	9¾	+17.94	10¾	3¾	3,969	37,229	
Fuqua	FOA	N	24¼	21¾	+14.76	31¾	7	6,401	132,053	
Gannett	GCI	N	41¼	41	+ .60	41¼	10½	7,117	275,784	
General Tire	GY	N	25	24¾	+ 1.01	25	12¾	18,344	449,428	
Gray Communications		O	7¾	7¾	+10.51	7¾	3¾	475	3,325	
ISC Industries	ISC	A	7¾	7¾	+ 6.77	7¾	4½	1,628	10,582	
Lamb Communications		O	2¼	2¾	—14.45	6	2	475	1,249	
LNT Enterprises	LNT	A	26	26¼	— .96	26¼	12	1,957	45,990	
Liberty Corp.	LC	N	22½	23¾	— 2.73	23¾	13	6,744	151,740	
LIN		O	12	12¼	— 2.05	12¼	3¼	2,244	21,879	
Meredith Corp.	MDP	N	28¾	28¾	— .89	44¾	18	2,744	71,344	
Outlet Co	OTU	N	20¾	19½	+ 5.79	20¾	10	1,342	22,814	
Post Corp.		O	12	12	—	17½	8	713	8,378	
Ridder Publications		O	19¼	18	+ 6.94	24¼	9¾	6,217	145,353	
Rollins	ROL	N	35½	33	+ 7.57	40¾	19¾	8,053	267,762	
Rust Craft	RUS	A	37¾	33¾	+11.85	37¾	18½	1,159	38,247	
Schering-Plough	PLO	N	68¾	70¼	— 2.31	70¼	46	25,084	1,749,609	
Storer	SBK	N	25¼	27¾	— 5.93	30¾	14	4,223	97,129	
Time Inc.	TL	N	52	53½	— 2.81	53½	25¼	7,257	342,022	
Trans-National Comm.		O	¾	¾	+39.68	4½	1/16	1,000	380	
Turner Communications		O	2¼	2¾	— 4.95	8¾	2¼	1,328	3,825	
Wometco	WOM	N	20¾	22	— 5.10	22	13¾	5,817	114,188	
								<b>Total</b>	<b>134,338</b>	<b>\$4,079,221</b>
<b>CATV</b>										
Ameco	ACO	A	12¼	10¾	+13.95	16	4	1,200	\$10,800	
American Electronic Labs.	AEL	O	7¾	8¾	— 9.95	8¾	2½	1,620	12,555	
American TV & Comm.		O	23¼	21½	+10.46	24	10	2,042	36,246	
Burnup & Sims		O	29¾	29¼	— .42	34	14	987	30,232	
Cablecom-General	CCG	A	16½	14½	+11.24	23¾	7¾	1,605	21,074	
Cable Information Systems		O	4	4¾	—15.79	5	¾	955	2,989	
Citizens Financial Corp.	CPN	A	18¾	17½	+ 7.88	18¾	9¾	994	15,536	
Columbia Cable		O	10	9¾	+ 1.21	15½	6¾	900	8,892	
Communications Properties		O	8¾	8¾	— 1.56	10½	6	1,800	15,534	
Cox Cable Communications		O	20¾	20½	+ 1.21	25	12	3,550	69,687	
Cypress Communications		O	8¾	8¼	+ 6.06	17¾	6	1,679	12,173	
Entron	ENT	A	5½	4¾	+29.41	8¾	2½	1,320	4,950	
General Instrument Corp.	GRL	N	25¾	24¼	+ 3.62	41¾	11¾	6,250	128,938	
Sterling Communications		O	4¾	4¾	— 2.53	7¼	3	1,100	5,093	
Tele-Communications		O	17	17¼	— 1.45	17¼	8½	2,704	37,856	
Teleprompter	TP	A	63¾	61	+ 4.72	133½	46	1,161	75,175	
Television Communications		O	10¾	10¾	—	19¼	3¾	2,897	25,001	
Viacom	VIA	N	20¼	19¾	+ 5.85	20¾	15½	3,760	76,629	
Vikoa	VIK	A	13	12¼	+ 6.12	27½	6¾	2,316	26,055	
								<b>Total</b>	<b>38,840</b>	<b>\$615,415</b>

which ended on Oct. 31, 1970, did not clear the auditors until near the end of the current year's first quarter, thus necessitating the joint report. Mr. Wise indicated that 1971 should be a record year in both revenue and income.

For the year ended Oct. 31, 1970:

	1970	1969
Earned per share	\$ 0.19	\$ 0.30
Revenues	3,888,314	3,000,845
Net income	158,000	172,000
Average shares outstanding	900,000	797,000

Note: Decline in 1970 per-share earnings represented dilution of publicly-owned common stock.

For the three months ended Jan. 30:

	1971	1970
Earned per share	\$ 0.08	\$ 0.06
Revenues	1,015,601	796,589
Net income	72,054	44,645

## 20th Century shows heavy 1970 loss

Twentieth Century-Fox Film Corp. reported last week a net loss of more than \$77 million for 1970, as compared with a net loss of more than \$25 million

in 1969, after an extraordinary gain in excess of \$11.5 million.

Darryl F. Zanuck, board chairman of Fox, forecast the substantial losses for 1970 in a report released several weeks ago. He attributed the losses principally to reduction in the theatrical-inventory value of certain films and in the residual values of feature films for TV.

Figures show that income from features sold to TV rose in 1970 to \$3,609,000 from \$638,000 in 1969, but

	Stock Symbol	Ex-change	Closing March 17	Closing March 10	% change in week	1970-71 High	1970-71 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	16 1/4	17	- 4.42	31 1/2	8%	6,150	\$96,125
Disney	DIS	N	100	108 1/2	- 7.84	177 1/2	89%	6,012	1,067,912
Filmways	FWY	A	9%	10 1/2	- 5.91	18 1/2	5%	1,754	19,084
Four Star International	O		1%	1%	—	4	1%	666	1,086
Gulf & Western	GW	N	26	25 3/4	+ 2.44	26	9 1/2	14,964	374,100
Kinney National	KNS	N	33 3/4	34 1/4	- 1.46	36	20%	10,469	341,603
MCA	MCA	N	29 1/2	26 3/4	+ 8.89	29 1/2	11%	8,165	206,166
MGM	MGM	N	25	24 1/4	+ 1.01	29 1/2	12%	5,883	126,485
Music Makers	O		2 1/2	2%	- 4.95	9	2 1/2	589	1,696
National General	NGC	N	27	26	+ 3.84	27	9	4,910	112,341
Tele-Tape Productions	O		2%	2%	+11.73	8%	1 1/2	2,183	4,368
Transamerica	TA	N	17 1/4	17 1/2	+ 1.42	26 3/4	11 1/2	63,630	1,097,618
20th Century Fox	TF	N	13 1/2	13%	- 1.82	20 1/2	6	8,562	99,576
Walter Reade Organization	O		4	4	—	8%	2	2,414	7,242
Wrather Corp.	WCO	A	8	8%	- 1.60	10%	4%	2,200	16,500
<b>Total</b>								<b>138,551</b>	<b>\$3,571,900</b>
<b>Service</b>									
John Blair	BJ	N	22 1/2	21 1/2	+ 4.73	23 1/2	10%	2,583	\$45,538
Comsat	CQ	N	72 1/4	71%	+ .69	72 1/4	25	10,000	630,000
Creative Management	CMA	A	16 1/2	17%	- 4.35	17%	10	1,102	17,500
Doyle Dane Bernbach	O		27 1/4	26%	+ 1.86	27 1/4	13 1/4	1,919	47,265
Elkins Institute	O		11 1/2	11%	+ 1.10	12%	9	1,664	17,888
Foote Cone & Belding	FCB	N	9 1/2	9%	+ 4.05	12%	7%	2,175	20,402
Grey Advertising	O		14%	16%	- 8.56	16%	5%	1,207	15,546
LaRoche, McCallfrey & McCall	O		14 1/2	13%	+ 5.45	17	8 1/2	585	8,190
Marketing Resources & Applications	O		18 1/2	16%	+12.30	16%	1	504	7,182
Movielab	MOV	A	3%	3%	—	7%	2	1,407	4,573
MPO Videotronics	MPO	A	8 1/2	7 1/2	+ 8.40	9%	4%	558	3,767
Nielsen	O		44%	45	- 1.67	45	26	5,299	233,156
Ogilvy & Mather	O		32 1/4	31	+ 4.03	32 1/4	14 1/2	1,029	27,526
PKL Co.	PKL	A	5%	5%	- 4.50	12%	2 1/2	743	4,087
J. Walter Thompson	JWT	N	47 1/2	48	- .25	48	21 1/2	2,746	116,019
Transmedia International	O		3 1/2	3%	+11.82	5%	1 1/4	535	1,873
Weills, Rich, Greene	WRG	A	24%	23 1/2	+ 7.00	24%	5	1,581	37,596
<b>Total</b>								<b>35,637</b>	<b>\$1,238,108</b>
<b>Manufacturing</b>									
Admiral	ADL	N	12%	12%	—	14%	6 1/2	5,158	\$56,738
Ampex	APX	N	22 1/4	22%	- 2.76	48 1/2	12 1/2	10,874	209,325
CCA Electronics	O		2%	2%	-14.45	5	1 1/2	2,096	5,512
Collins Radio	CRI	N	19%	18%	+ 1.95	37%	9	2,968	48,230
Computer Equipment	CEC	A	5%	5%	+ 2.13	12%	3 1/2	2,406	12,944
Conrac	CAX	N	22%	24%	- 5.66	32%	11	1,262	29,026
General Electric	GE	N	110 1/2	108%	+ 1.72	110 1/2	60%	90,884	9,827,287
Harris-Intertype	HI	N	65%	66	- .94	75	36%	6,308	397,404
Magnavox	MAG	N	45 1/4	44%	+ 2.25	45%	22%	16,674	679,466
3M	MMM	N	113	107	+ 5.60	114%	71	56,058	5,745,945
Motorola	MOT	N	72 1/2	67	+ 8.20	72 1/2	31	13,334	848,442
RCA	RCA	N	35%	33%	+ 5.92	35%	18%	68,403	2,146,486
Reeves Industries	RSC	A	3 1/2	3%	- 9.80	5%	2 1/2	3,458	13,417
Tefemation	O		13 1/2	13%	- 1.82	24	8 1/2	14,040	154,440
Westinghouse	WX	N	81%	80	+ 2.35	81%	53%	40,705	3,190,458
Zenith	ZE	N	47	46 1/2	+ 1.07	47	22%	19,020	829,842
<b>Total</b>								<b>353,648</b>	<b>\$24,195,052</b>
<b>Grand total</b>									<b>769,414</b> <b>\$35,781,421</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>111.33</b>	<b>109.31</b>	<b>+ 1.84</b>				

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over-the-counter (bid price shown)

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

revenues from TV-film series dropped to \$35,609,000 from \$44,073,000.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ (9.03)	\$ (3.07)
Revenues	202,146,000	139,164,000
Net income	(77,355,000)	(25,249,000)

### Company reports:

**Television Communications Corp., New**

York, cable systems owner and operator, reported a 12% increase in net income for the first half of fiscal 1971.

For the six months ended Jan. 31:

	1971	1970*
Earned per share	\$ 0.09	\$ 0.08
Revenues	3,473,079	2,847,860
Net income	248,853	218,364
Shares outstanding	2,900,945	2,800,586

\* Restated to include four companies on a pooling of interest basis.

**General Telephone & Electronics, New York, group-CATV owner,** reported a 5% increase in revenues in 1970 but said net income was 8% below 1969 total.

For year ended Dec. 31:

	1970	1969
Earned per share	\$ 1.93	\$ 2.23
Revenues	3,439,219	3,261,998
Net income	205,449	234,678

## International

### A far-out radio system

**International broadcasts direct to home from space talked up in Geneva**

When the World Administrative Space Conference opens in Geneva next June, it will be presented with a recommendation from its technical committee foreseeing a new, independent, international broadcasting service.

This definition of space broadcasting was adopted at last month's meeting, also in Geneva, of the International Radio Consultative Committee (CCIR): a space service for direct reception of radio signals by the general public by way of individual radio sets or for larger audiences by way of community receivers.

Taking no position on the desirability of the service, politically or socially, the CCIR delegates also adopted a series of recommended standards for interference and for sharing frequencies with terrestrial services not only for a broadcast service but also for other space-telecommunications services (common carrier, navigation, weather and even earth sensing). More than 600 officials, representing 60 countries, attended.

The conference for space telecommunications opens in Geneva June 7. It is expected to run to July 17 and is charged with establishing frequencies for the future of space telecommunications. The first international space-telecommunications conference was held in Geneva in 1963 when 15% of the radio frequency spectrum was made available for satellite communications.

The meeting this summer, under the aegis of the International Telecommunication Union, is expected to draw representatives of 139 countries.

The meeting will also see a first world telecommunication exhibition, Telecom '71, to be held in Geneva in conjunction with the conference.

Also in conjunction with the conference, a worldwide television program, provisionally entitled *Children of the World*, is scheduled for broadcast on June 17, the opening date of the exhibition. The program will be handled by the European Broadcasting Union, whose 88 members represent broadcast systems in 65 nations. Segments of the program will originate from the United States. The United Nations International Children's Emergency Fund is cooperating.

The U.S. delegation to last month's CCIR meeting was led by Gordon Hufcutt of the U.S. State Department. Dr. John Hagan of the Pennsylvania State University, was deputy chairman.

Among others in the 60-man U.S. delegation were James D. Parker, CBS; John Serafin, ABC; Willmar K. Roberts, Harry Fine and Harold L. Kassens of the FCC; George Jacobs of the United States Information Agency, and A. Prose Walker, Washington communications consultant.

### Hearings will be held on RFE funding bill

The Senate Foreign Relations Committee plans to hold hearings in late April on a bill that would give Congress funding power over Radio Free Europe and Radio Liberty.

No dates or witnesses have been scheduled, but the intention to hold hearings is firm, committee sources said last week.

The hearings will focus on a bill (S. 18) introduced earlier this year by Senator Clifford Case (R-N.J.), under which funding authority for the two principal U.S. radio propaganda arms would be taken from the Central Intelligence Agency and vested solely in Congress (BROADCASTING, Feb. 1). A companion bill (H.R. 2219) has been introduced in the House by Representative Ogden Reid (R-N.Y.).

In introducing the bill earlier this year, Senator Case disclosed what many have known but few have discussed publicly: that CIA is very much behind the operation of both Radio Free Europe, which beams programming to Eastern European countries other than Yugoslavia, and Radio Liberty, which broadcasts only to the Soviet Union. Both are ostensibly supported by private foundations, corporations and individuals; however, Senator Case said, CIA money and resources have gone into their operation for 20 years.

Meanwhile, reports from Washington indicated that the White House plans to act independently to remove CIA from involvement with the operations. Now said to be under consideration is the formation of an independent agency to fund both RFE and Radio Liberty.

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## Broadcast advertising

**Clare L. Simpson**, VP, Young & Rubicam, New York, appointed director of Y&R's TV-radio department. He succeeds **David Y. Bradshaw** who retires.

**Thomas F. Randolph**, general manager, San Francisco office of Foote, Cone & Belding, named senior VP.

**Paul L. Richey** and **Claude P. Fromm**, associate media directors, LaRoche, McCaffrey & McCall, New York, named VP's. **John B. Collins** and **John G. Likakis**, account supervisors, also named VP's.

**Joseph P. Henry**, associate media director, Leo Burnett, Detroit, appointed media director; **Jack Walsh**, assistant media director, broadcast, appointed assistant media director; and **Thomas A. Rickey**, art director, appointed executive art director.

**Alden R. Ludlow III**, art director, Warwick & Legler, New York, appointed creative supervisor.

**Robert Spaulding**, media planner, MacManus, John & Adams, Bloomfield Hills, Mich., joins Kenyon & Eckhardt Advertising, Detroit, as media supervisor.

**Anita Baron**, creative supervisor, J. M. Mathes, New York, joins Warwick & Legler there in same capacity.

**Robert E. Welsh**, VP and management supervisor, Clinton E. Frank, Chicago, appointed to additional duties as management supervisor for West Coast accounts.

**Betty Darling Gwyer**, head of media buying and research departments, **Henry J. Kaufman & Associates**, Washington, retires. She has been with the agency since 1936.

**Neil Randell**, with WADO(AM) New York, joins WHOM-AM-FM there as general sales manager.

**Roland Horn**, manager, McGavren-Guild-PGW, Detroit, joins KWST(FM) Los Angeles as sales manager.

## Media

**Andrew J. Chitica**, senior VP, finance, Whittake Corp., industrial-products manufacturer, Los Angeles, named to similar post with Signal Companies Inc., there, 49.9% owner of Golden West Broadcasters, radio-TV station group.

**Charles M. Smith**, associate director, planning and analysis, ABC Inc., New

York, elected VP, business analysis.

**Richard A. Fletcher**, secretary-treasurer, Arizona Equities, Phoenix, named VP, finance, Combined Communications Corp., group owner there. **Murray Topham**, VP, finance, KTAR Broadcasting Co., CCC subsidiary, named VP-controller for parent.

**Roger Turner**, general manager, WNAX(AM) Yankton, S.D., Roy H. Park Broadcasting station, named executive VP of parent. His responsibilities will expand to include Park-owned KRSI-AM-FM St. Louis Park and WEBC(AM) Duluth, all Minnesota.

**Peter J. Callahan**, assistant to president, Bartell Media Corp., diversified firm with broadcast interests, New York, named VP.

**Allen Hedgecock**, VP and general manager, WDOV-AM-FM Dover, Del., named president, International Air, licensee of WSUX(AM) Seaford, Del.

**Gerald Blum**, general manager, WQXI-AM-FM Atlanta; **George Burns**, director of radio programming, Radio Operations Center, division of Pacific & Southern Broadcasting there; and **Jack Carnegie**, general manager, WSAI-AM-FM Cincinnati, named VP's of Pacific & Southern. WQXI-AM-FM and WSAI-AM-FM are all Pacific & Southern stations.

**Robert E. Klose**, general manager, WBNF(AM) Binghamton, N.Y., elected president, New York State Broadcasters Association. **W. Edmund Cramer**, program director, WCBS-TV New York, elected association VP.

**Edward I. Lubin**, general sales manager, WOR-FM New York, named VP and general manager, SJR Communications, licensee of WKLS(FM) Atlanta.

**John G. Enoch**, station manager, WXLW(AM) Indianapolis, joins KRSI-AM-FM Minneapolis as general manager.

**Richard J. Fixaris**, program director, WGAN-AM-FM Portland, Me., appointed station manager.

**Max Falkenstien**, news and sports manager, WIBW-AM-FM Topeka, Kan., appointed radio manager.

**Ray Leafstedt**, with KOEL(AM) Oelwein, Iowa, appointed general manager.

**John T. Gallus**, program director, WMOU-AM-FM Berlin, N.H., appointed general manager.

**W. L. Hedgpeth**, station manager, WTOP-FM Washington, appointed eastern sales manager, Washington offices, Stardust hotel, Las Vegas. He had been with WTOP-AM-FM-TV for 19 years.

## Programming

**Dennis E. Doty**, program executive, West Coast, ABC-TV, appointed director of program administration and assistant to VP in charge of programming, ABC-TV, New York.

**Barry Lowen**, director of program development, West Coast, ABC, joins MGM-TV, Culver City, Calif., in similar capacity.

**Ervin Zavada**, associate director, KNXT-TV Los Angeles, joins Sagen Arts, tape-production firm, North Hollywood, Calif., as VP, program development.

**Roy Carlson**, director-advertising and PR, Tele-Tape, TV program producer, New York, appointed director, marketing services.

**Dusty Street**, with KSAN(FM) San Francisco, appointed program director.

**Charles Cunningham**, news director, WDXB(AM) Chattanooga, appointed program director.

**Wayne R. Bearor**, with WGAN-AM-FM Portland, Me., appointed program director.

**Lance D. Hammer**, program director, KRSI-AM-FM St. Louis Park, Minn., appointed operations manager.

## News

**Robert L. White**, news producer, KOGO-TV San Diego, appointed news director, KLZ-AM-FM-TV Denver. All are Time-Life stations.

**Ric London**, assistant news director, WJEF(AM) and WJFM(FM) Grand Rapids, Mich., appointed news director.

**Lou Davis**, reporter, Saigon bureau, NBC News, appointed network correspondent, Cleveland.

**Alice L. Neff**, freelance correspondent in Vietnam and Cambodia, joins WBAL-TV Baltimore, as reporter.

**Tom Hedrick**, sportscaster, KCMO(AM) Kansas City, Mo., and **Bob Waller**, sportscaster, WLWT-TV Cincinnati, appointed sportscasting team for Avco Broadcasting coverage of Cincinnati Reds baseball. Avco owns WLWT.

## Promotion

**Thomas G. Kyle**, director-cameraman-editor, KTAR-TV Phoenix, appointed promotion director.

**Alan Lawrence**, producer-director, Talco Productions, New York film pro-

ducer, joins Herbert J. Farber Associates, PR firm there, as director of audio-visual communications.

## Equipment & engineering

**Dr. Elmer W. Engstrom**, former president and chairman of executive committee, RCA, and **W. Walter Watts**, former RCA executive VP, retire from their positions on firm's board.

**Art Hafer**, chief engineer, WPBT(TV) Miami, appointed director of engineering.

## Allied fields

**Neil M. Smith**, with **Kear & Kennedy**, Washington consulting engineers, leaves to form own broadcasting and telecommunications consulting firm there.

**Charles Warren**, Washington bureau chief, Mutual Broadcasting System, joins United States Equal Employment Opportunity Commission there as director of public affairs.

## Deaths

**Philo T. Farnsworth**, 64, considered by many to be father of TV, died March 11 in Latter-Day Saints hospital, Salt Lake City. He had obtained first patent for electronic TV system in 1927 at age 20. Mr. Farnsworth is also credited with inventing basic principles of image orthicon and image dissector camera tubes. In 1938, he formed Farnsworth Radio and Television Corp., Fort Wayne, Ind., which became Capehart-Farnsworth Electric, later acquired by International Telephone & Telegraph Corp. In all Mr. Farnsworth held 165 domestic and more than 100 foreign patents including those for scanning, synchronizing, focusing, contrasting, controls and power. He is survived by his wife, Elma.

**Edwin Raymond Borroff**, 72, of Three Oaks, Mich., retired network and station executive, died Feb. 17 at St. Anthony's hospital, Michigan City, Ind., of heart attack. At various times Mr. Borroff was VP in charge of central di-

vision of Blue network and its successor, ABC; general sales manager of Westinghouse Radio Inc.; account executive of NBC Radio in Chicago. He is survived by his wife, Ruth, and son, Robert E. Borroff, with S. C. Johnson & Son, Racine, Wis.

**William P. Massing**, 77, retired assistant secretary, FCC, died March 14 at Sibley hospital, Washington, after cerebral hemorrhage. Mr. Massing joined commission when it was Federal Radio Commission. In addition to serving as assistant secretary, he was also chief of license division. Mr. Massing is survived by his wife, Gertrude, son and daughter.

**Roy Glenn**, 56, national recording secretary, American Federation of Television and Radio Artists, died March 12 of apparent heart attack at his home in Los Angeles. Mr. Glenn was actor and singer in motion pictures and television and appeared in *Amos 'n' Andy* series and more recently in *Tarzan* programs. Mr. Glenn is survived by his wife, Lilla.

## ForTheRecord®

As compiled by BROADCASTING, March 9 through March 16 and based on filings, authorizations and other FCC actions.

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

## New TV stations

Start authorized

■ **Aberdeen, S.D.**—State Board of Directors for Educational Television. FCC granted UHF ch. 16; ERP 378 kw vis., 56.7 kw aur. Ant. height above average terrain 1,147 ft.; ant. height

above ground 1,055 ft. P.O. address: c/o Martin P. Busch, University of South Dakota, Vermillion 57069. Estimated construction cost \$677,674; first-year operating cost \$90,450; revenue none. Geographic coordinates 45° 29' 55" north lat.; 97° 40' 35" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Cohn & Marks, Washington; consulting engineer none. Principals: Rex Messersmith, chairman of board, et al. Applicant is licensee of \*KBHE-TV Rapid City. \*KUSD-AM-FM-TV Vermillion, and \*KESD-FM-TV Brookings, all South Dakota. Action March 10.

## Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al), TV proceeding, granted petitions for leave to amend applications filed by Lamar Life Broadcasting Co., Civic Communications Corp., Dixie National Broadcasting Corp. and Channel 3 Inc. (Docs. 18845-9). Action March 11.

■ Hearing Examiner David I. Kraushaar in Homewood and Birmingham, Ala. (Chapman Radio and Television Co., et al.), TV proceeding, reopened record for purpose of considering motion by Birmingham Television Corp. requesting extension to March 12 to file proposed findings;

granted motion, and again closed record (Docs. 15461, 16760-1, 16758). Action March 9.

## Rulemaking petitions

■ **Bloomington, Ind.**—Indiana University School of Law. Requests rulemaking proceeding to improve broadcasting license transfer procedures, specifically requesting commission to: recommend to Congress amendment of Section 310 of Communications Act and, notwithstanding an action on proposal, to adopt new rules on license transfers. Ann. Feb. 26.

■ **Bloomington, Ind.**—Indiana University School of Law. Requests rulemaking proceeding to limit amount a candidate for public office is permitted to spend for political advertising, and require a minimum time segment of five minutes for all political advertising. Ann. Feb. 26.

## Call letter applications

■ **Tex-Ark TV Co.**, Texarkana, Tex. Requests KTKX(TV).

■ **Educational Communications Board**, Green Bay, Wis.—Requests \*WPNE(TV).

## Existing TV stations

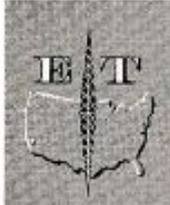
### Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc., WESH-TV and Central Florida Enterprises Inc.), TV proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer and scheduled prehearing conference for April 20 in Washington and hearing for May 17 in Daytona Beach, Fla. (Docs. 19168-70). Action March 5.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, rescheduled evidentiary hearing for July 13 in Norfolk, Va. (Docs. 18791-2). Action March 11.

■ Hearing Examiner Forest L. McClennan in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend its application to provide current data as to issuance of and subscription to its stock and to provide current financial data (Docs. 18759-61). Action March 11.

■ By Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV]), TV proceeding, scheduled further

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hearing session for March 19 (Doc. 18880).  
Action March 8.

## Other actions

■ **WMAL-TV Washington**—FCC announced 16 individuals or representatives of organizations advancing interests of Black community, have filed notice of appeal in U.S. appeals court from FCC's memorandum opinion and order of Feb. 3 which denied citizens' petition to deny application of The Evening Star Broadcasting Co. for renewal of license of WMAL-TV. Ann. March 10.

■ **Review board in New York, TV proceeding**, denied petition by Forum Communications Inc. to enlarge issues on application for renewal of license of WPIX(AM) New York. Action March 12.

## Final actions

■ **KNXT-TV Los Angeles**—Broadcast Bureau granted CP to install a precise carrier frequency control system. Action March 8.

■ **WTHS-TV Miami**—Broadcast Bureau granted CP to change ERP to vis. 81.3 kw; aur. to 16.2 kw; change type trans. and ant.; ant. height 680 ft.; granted mod. of license covering change in name to Dade County School Board. Action March 5.

■ **\*WPBT(TV) Miami**—Broadcast Bureau granted CP to change ERP to vis. 81.3 kw; aur. 16.2 kw; change type trans. and ant. Action March 5.

■ **WECT(TV) Wilmington, N.C.**—Broadcast Bureau granted license covering alternate main trans.; granted license covering changes. Action March 4.

■ **WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and KERE-TV Fresno, Calif.**—FCC denied petition by Radio Free America, signed by Anthony R. Martin-Trigona, to deny transfer of control of licenses for stations WFIL-TV, WNHC-TV and KFRE-TV from Triangle Publications Inc. to Capital Cities Broadcasting Corp., and assignment affirmed by FCC. Action March 10.

■ **WTMJ-TV Milwaukee**—Broadcast Bureau granted CP to install precise frequency control equipment. Action March 8.

## Network affiliations

### ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WAGM-TV Presque Isle, Me.**—Aroostook Broadcasting Corp. Amendment dated Jan. 11 renews contract for maximum of two years, effective Feb. 1.

■ **KOCO-TV Oklahoma City**—Cimarron Television Corp. Amendment dated Dec. 18, 1970, effective Jan. 1 to Jan. 1, 1973. Network rate, \$818; compensation paid at 30% prime time.

■ **KOMO-TV Seattle**—Fisher's Blend Stations Inc. Amendment dated March 13, extends one dated May 25, 1967, from July 2, 1969 to July 2, 1971.

### NBC

■ **Formula:** NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **KGTO-TV Fayetteville, Ark.**—Noark Investment Co. Amendment dated Jan. 11, revises one dated Nov. 1, 1968; effective Feb. 9 to no later than Feb. 9, 1973 (extension of previous contract),

■ **WBBH-TV Fort Myers, Fla.**—Telecasting Services Inc. Contract dated Feb. 12; effective Feb. 27 to minimum of 13 weeks thereafter. Programs rebroadcast from WEAT-TV West Palm Beach, Fla. Network rate, \$100; compensation paid at 11.25%. Contract applies to certain programs only.

■ **WAJA-TV Miami**—Spanish International Communications Corp. Contract dated Feb. 12; effective Jan. 22. Programs delivered to station. Compensation paid at 25% of prime-time rate. Contract applies to one program only.

■ **WXIX-TV Cincinnati**—U.S. Communications of Ohio Inc. Contract dated Dec. 21, 1970; effective Dec. 21, 1970 to no later than Dec. 21, 1973.

Network rate, \$300; compensation paid at 25% of all equivalent hours multiplied by prime-time rate.

■ **WFIL-TV Philadelphia**—Triangle Publications Inc. (now licensed to Capital Cities Broadcasting Corp.). Contract dated Jan. 21, effective Jan. 18 to Jan. 18, 1972, and self-renewable for one-year periods thereafter. Contract pertains to station's subscription to ABC News Graphics Service. Network rate, \$16 per week.

## New AM stations

### Final actions

■ **Greenfield, Mass.**—Greenfield Broadcasting Corp. FCC granted 1520 khz, 5 kw-DA. P.O. address: 4 Bank Row, Greenfield 01301. Estimated construction cost \$61,097; first-year operating cost \$115,000; revenue \$90,000. Principals: David F. Shurtleff, president, Monadnock Broadcasting Corp. (100%). Monadnock is licensee of WKBK Keene, N.H. Action March 10.

■ **WMVI Mechanicville, N.Y.**—Broadcast Bureau granted CP to replace expired permit for new station; condition. Action March 10.

### Actions on motions

■ **Hearing Examiner Forest L. McClenning in Jacksonville, N.C.** (SENCLand Broadcasting Systems Inc. and Seaboard Broadcasting Corp.), AM proceeding, ordered SENCLand Broadcasting Systems Inc. return to counsel for Seaboard Broadcasting Corp. depositions forwarded on Dec. 8, 1970; further ordered that in event said depositions are not returned for submission to FCC secretary within 10 days of release date of this order application of SENCLand Broadcasting Systems Inc. shall be considered dismissed for failure to prosecute (Docs. 18813-4). Action March 11.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Flora, Ill.** (Virginia Broadcasting Corp.), AM proceeding, granted petition by applicant for leave to amend application; continued date for commencement of hearing from March 10 to March 30 (Doc. 19025). Action March 8.

### Other actions

■ **Review board in Alexander-Clanton, Ala.** AM proceedings, granted motion by Martin Lake Broadcasting Co. to enlarge issues on competing application of Clanton Broadcasting Corp. to determine whether Clanton Broadcasting has submitted complete and accurate information in response to FCC's application form as required by rules, and if not, to determine whether Clanton Broadcasting possesses requisite or comparative qualifications to be licensee (Docs. 18782-3). Action March 12.

■ **Review board in Costa Mesa-Newport Beach, both California.** AM proceeding, granted petition by Voice In Pasadena Inc. (Doc. 15764) for extension of time to and including March 15 to file responsive pleadings to petition to reopen record, filed by Goodson-Todman Broadcasting Inc. (Doc. 15754). Action March 10.

■ **Review board in Warren, Ohio.** AM proceeding, granted petition by North East Communications Corp. for extension of time to and including March 17 within which to file responsive pleadings to petition by Chicago Federation of Labor and Industrial Union Council to enlarge issues and conditions in the proceeding on mutually exclusive applications for use of 1000 khz by Howard L. Burris at Warren, Ohio; Davis Enterprises and North East Communications Corp. at Parma, Ohio (Docs. 18369, 19114, 19115). Action March 11.

■ **Review board in Yorktown, Tex.** AM proceeding, granted petition by Broadcast Bureau to enlarge issues on application of Don Renault and Edwin Zaintz dba Dewitt Radio to determine whether Don Dewitt, 75% partner in Dewitt Radio had violated rules, and if so, effect on qualifications of Dewitt Radio to be licensee. Action March 12.

### Call letter applications

■ **Mace Broadcasting Co., Globe, Ariz.** Requests KWJB(AM).

■ **Morro Bay Broadcasters, Morro Bay, Calif.** Requests KBAT(AM).

■ **R. G. Blaskow, Cuthbert, Ga.** Requests WCUG(AM).

### Call letter actions

■ **Largo Broadcasting Co., Largo, Fla.** Granted WSST(AM).

■ **Cameron Broadcasting Co., Sparta, Tenn.**

Granted WUCR(AM).

## Existing AM stations

### Final actions

■ **KBYR Anchorage**—Broadcast Bureau granted CP to change frequency to 700 khz and decrease night power to 500 w; conditions (BP-18918). Action March 5.

■ **KBLU-AM-TV Yuma, Ariz.**—FCC granted waiver to Combined Communications Corp., licensee of KBLU-AM-TV of its recently modified "one-to-a-market" multiple ownership rules to permit common ownership and control of the two stations. Rules were waived to make grant. Action March 10.

■ **KFSA Fort Smith, Ark.**—Broadcast Bureau granted CP to install new trans. for aux. use and use remote control daytime only. Action March 5.

■ **KXAR Hope, Ark.**—Broadcast Bureau granted mod. of license covering change in hours of operation to weekday 5:30 a.m. to 6:30 p.m., and Sunday, 6:30 a.m. to 6:30 p.m. Action March 10.

■ **KENA Mena, Ark.**—Broadcast Bureau granted mod. of license covering extension of specified hours from 6:00 a.m. to 6:30 p.m., daily, Monday through Sunday. Action March 10.

■ **KOSI Aurora, Colo.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control for 1565 Elmira Street, Aurora; conditions. Action March 5.

■ **WUFF Eastman, Ga.**—Broadcast Bureau granted license covering use of former main trans. Action March 5.

■ **WMPP Chicago Heights, Ill.**—Broadcast Bureau granted CP to install new trans. and operate by remote control. Action March 5.

■ **WLCC Lincoln, Ill.**—Broadcast Bureau granted remote control. Action March 3.

■ **KJRG Newton, Kan.**—Broadcast Bureau granted CP to increase tower height to 450 ft.; conditions. Action March 10.

■ **WKIP Poughkeepsie, N.Y.**—FCC set for hearing application by Olympian Broadcasting Corp. for change in daytime operation of WKIP from directional to nondirectional. Action March 10.

■ **WPKO Waverly, Ohio**—Broadcast Bureau granted CP to modify the daytime horizontal pattern. Action March 10.

■ **KIHN Hugo, Okla.**—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans. Action March 3.

■ **WIVV Vieques, P.R.**—Broadcast Bureau granted mod. of license covering change in corporate name to The Calvary Evangelistic Mission Inc. Action March 10.

■ **WFIC Collinsville, Va.**—Broadcast Bureau granted CP to change 1 kw DA to 1 kw non-directional operation during the daytime; conditions. Action March 8.

### Actions on motions

■ **Hearing Examiner Isadore A. Honig in Pine Bluff, Ark.** (James J. B. Scanlon [KCAT] and Lovelle Morris "Jack" Beasley), AM proceeding, granted petition to dismiss filed by Lovelle Morris "Jack" Beasley and dismissed with prejudice the application (Docs. 19093-4). Action March 10.

■ **Hearing Examiner Forest L. McClenning in Smyrna, Ga.** Laurence N. Polk Jr. (transferor) and Times Journal Inc. and M. W. Kinney Jr. (transferees), transfer of control of Jonquil Broadcasting Co., licensee of WYNX, granted motion to dismiss pleading filed by Laurence N. Polk Jr. (Doc. 18784). Action March 11.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Titusville and Fort Pierce, Fla.** (WRMF Inc. [WRMF] and St. Lucie Broadcasting Co.), AM proceeding, ordered hearing to be governed by procedures set forth on record of March 9 pre-hearing conference; scheduled hearing to begin June 9 (Docs. 19022-3). Action March 9.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss. and Americus, Ga.** (Charles W. Dowdy [WROA], Sumter Broadcasting Co. [WISK]), AM proceeding, having under consideration a joint petition to approve agreement filed by applicants; ordered that all procedural dates are continued pending further order (Doc. 18941-2). Action March 8.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Hermiston, Ore.** (Hermiston Broadcasting Co. [KOHU]), AM proceeding, scheduled hearing for April 27 (Doc. 18966). Action March 11.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga, Tenn.** (Jay Sadow [WRIP], Rock City Broadcasting Inc.), AM proceeding, ordered further hearings governed by procedures set forth March 8; and ordered hearing to recommence June 4 (Docs. 18901-2). Action March 8.

### Other action

■ **Review board in Jacksonville, Fla.**, denied

petition by Belk Broadcasting Co. of Florida Inc. asking for amendment and enlargement of issues of hearing order on renewal of license of station WPDQ, Jacksonville, Fla. Action March 8.

## Fines

■ **WNRS(AM) Saline, WNRZ(FM) Ann Arbor, WJPW(AM) Rockford, all Michigan**—FCC notified Lester Broadcasting Corp., licensee of WNRS and WNRZ and Jack Lee Payne, licensee of WJPW of their apparent liability for forfeitures for failure to comply with provisions of rules, unless otherwise directed licensee must file application for renewal of license at least 90 days prior to expiration date. Action March 10.

■ **Galax, Va.**—FCC notified Carroll-Grayson Broadcasting Corp., licensee, that it has incurred apparent liability for forfeiture of \$2,000 for violation of terms of license, and for operating with full power before sunrise instead of reduced power allowed in its presunrise authorization. Action March 10.

## Call letter applications

■ **WQSA, RCA Ltd., Asheboro, N.C.**—Requests WZOO.

## Call letter actions

■ **WDCJ, Jones College, Jacksonville, Fla.**—Granted WKTZ.

■ **KOZN, Reconciliation Inc., Omaha**—Granted KOWH.

■ **WEPN-AM-FM Smith Communications Inc., Elizabethtown, Pa.**—Granted WPDC-AM-FM.

## New FM stations

### Final actions

■ **\*Houston**—William Marsh Rice University. Broadcast Bureau granted 91.7 mhz, 10 w. Ant. height above average terrain 157 ft. P.O. address 6100 Main Street, Houston 77001. Estimated construction cost \$2,095.95; first-year operating cost \$1,420.33; revenue none. Principals: Dr. Norman Hackerman, university president, et al. Action Feb. 19.

■ **\*Longview, Wash.**—Lower Columbia College. Broadcast Bureau granted 90.5 mhz, 10 w. P.O. address 1600 Maple Street, Longview 98632. Estimated construction cost \$9,477; first-year operating cost \$8,270; revenue none. Principals: Dr. David Story, president-secretary, board of trustees, et al. Action March 4.

### Actions on motions

■ **Hearing Examiner Basil P. Cooper in Fort Smith, Ark. (KFPW Broadcasting Co.)**, FM proceeding, scheduled further prehearing conference for March 11; the matters to be considered at conference will include, but not be limited to, what steps, if any, applicant proposes to take in matter of amending its application to comply with ascertainment of community needs issue, and establishment of procedural dates (Doc. 18241). Action March 9.

■ **Hearing Examiner Arthur A. Gladstone in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.)**, FM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer and scheduled prehearing conference for April 19 and hearing for May 17 (Docs. 19165-6). Action March 5.

■ **Hearing Examiner Isadore A. Honig in Rochester and Henrietta, N.Y. (Auburn Publishing Co., et al.)**, FM proceeding, in accordance with procedural arrangements agreed upon at March 9 hearing conference, set certain procedural dates, and scheduled further hearing to begin June 8 (Docs. 18674-6). Action March 9.

■ **Hearing Examiner Jay A. Kyle in Gahanna and Delaware, Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.)**, FM proceeding, scheduled oral argument for March 16 on matter of petition for leave to amend its application filed by Delaware-Gahanna FM (Docs. 18308, 18793). Action March 10.

■ **Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.)**, FM proceeding, upon request of applicant, ordered that replies to proposed findings of fact and conclusions may be filed by March 16 (Doc. 17885). Action March 10.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, all California (Major Market Stations Inc. et al.)**, FM proceeding, scheduled hearing for May 20 (Docs. 19062-6). Action March 11.

### Other actions

■ **Review board in Live Oak, Fla.**—FM proceeding, in response to motion by WNER Radio Inc., applicant in comparative proceeding for FM ch. 251 at Live Oak, Fla., has authorized addition of issue concerning the facts and circumstances in the insurance license revocation of Curtis W. Robert Harrell, principal of Live Oak

Broadcasting Co., competing applicant (Docs. 18975-76). Action March 11.

■ **Review board in Anderson, Ind.**—FM proceeding, denied petition by Eastern Broadcasting Corp. for addition of a limited financial qualifications issue against competing applicant, Broadcasting Inc. of Anderson (Docs. 19018, 19019). Action March 10.

■ **Review board in Chattanooga, Tenn.**, granted motion by Rock City Broadcasting Inc. for extension of time to March 17 to file responsive pleadings to further petition by Jay Sadow to enlarge issues (Docs. 18901-2). Action March 9.

## Rulemaking petition

■ **Rochester, Minn.**—Obed S. Borgen. Requests amendment of FM table of assignments to add ch. 276A at Hampton, Iowa, and to add ch. 276A at Cedar Rapids, Iowa, to accompany ch. 275 there. Ann. Feb. 26.

## Call letter applications

■ **Raymond I. Kandel, Oxnard, Calif.**—Requests KDAR(FM).

■ **Area Vocational-Technical School, Thief River Falls, Minn.**—Requests \*KAVS(FM).

■ **Lincoln University, Jefferson City, Mo.**—Requests \*KLUM-FM.

■ **Centerville City Schools, Centerville, Ohio**—Requests \*WCWT-FM.

■ **William Marsh Rice University, Houston**—Requests \*KRMC(FM).

## Call letter actions

■ **Progressive Broadcasters of Arkansas, Paragould, Ark.**—Granted KHIG(FM).

■ **Fannin County Broadcasting Co., Blue Ridge, Ga.**—Granted WPPL(FM).

■ **West Side Broadcasters Inc., Zeeland, Mich.**—Granted WZND(FM).

■ **South Dakota School of Mines, Rapid City, S.D.**—Granted \*KTEQ(FM).

## Existing FM stations

### Final actions

■ **KSEA(FM) San Diego, Calif.**—Broadcast Bureau granted CP to install trans.; ant.; ERP 50 khz; ant. height 215 ft.; remote control permitted from KSON studios, College Grove Center, San Diego. Action March 8.

■ **KOME(FM) San Jose, Calif.**—Broadcast Bureau granted mod. of license covering change in main studio and remote control location to 1901 South Bascom Avenue, Campbell, Calif. Provisions of rules are waived to extent of permitting relocation of main studio beyond the corporate limits of San Jose. Action March 10.

■ **KVEZ(FM) San Mateo, Calif.**—Broadcast Bureau granted request for mod. of SCA to change 67 and 21.5 khz to 67 khz and make changes in programming. Action March 5.

■ **WLVH(FM) Hartford, Conn.**—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz. Action March 10.

■ **WETA-FM Washington**—Broadcast Bureau granted mod. of license covering change in name of licensee to The Greater Washington Educational Telecommunications Association Inc. Action March 10.

■ **\*WTHS(FM) Miami**—Broadcast Bureau granted mod. of license covering change in name of licensee to Dade County School Board. Action March 10.

■ **WQYK-FM Saint Petersburg, Fla.**—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action March 8.

■ **WTCX(FM) Saint Petersburg, Fla.**—Broadcast Bureau granted CP to install trans.; change TPO 7.5 kw, ERP 50 kw. Action March 8.

■ **\*WTUM(FM) Macomb, Ill.**—Broadcast Bureau granted CP to install new aux. ant. at main trans. location, to be operated on 91.3 mhz; ant. height 280 ft.; ERP 890 watts; for aux. purposes only. Action March 8.

■ **WRWC(FM) South Beloit, Ill.**—Salter Broadcasting Co.—FCC granted application of Salter Broadcasting Co. to change station location from South Beloit to Rockton, Ill. (three miles southwest). Action March 10.

■ **KRNT-FM Des Moines, Iowa**—Broadcast Bureau set aside Feb. 16 grant. Action Feb. 3.

■ **\*KSDB-FM Manhattan, Kan.**—Broadcast Bureau granted CP to change trans. and studio location to Kedzie Hall, Kansas State University, Manhattan; install trans.; ant.; make changes in ant. system. Action March 8.

■ **KJRG-FM Newton, Kan.**—Broadcast Bureau granted CP to install ant.; make changes in ant. system; ant. height 390 ft.; condition. Action

March 4.

■ **WEVD-FM New York**—Broadcast Bureau granted CP to replace expired permit. Action March 8.

■ **WHBM(FM) Xenia, Ohio**—Broadcast Bureau granted CP to change trans. and studio location, 1000 ft. northwest Prouty Drive, Xenia, Ohio; change remote control location, 500 ft. west of intersection Prouty Drive and Drake Drive, Xenia, Ohio; install ant.; make changes in ant. system; ant. height 160 ft.; ERP 1 kw. Action March 8.

■ **\*WUHY-FM Philadelphia**—Broadcast Bureau granted CP to operate by remote control from 46th and Market Streets; install trans. and ant. Action March 10.

■ **Chief, Broadcast Bureau on request of Broadcasting Co. of the Carolinas**, extended through April 5 time in which to file responses to petition for rule making in matter of amendment of FM table of assignments (Elberton, Ga.). Ann. March 11.

## Actions on motions

■ **Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.)**, FM proceeding, granted petition by Christian Fellowship Mission Inc. for leave to amend application to show results of annual election of officers and directors and to show a change of address; granted joint petition for approval of agreement and approved agreement with repayment for expenditures to Trend Broadcasting Inc., however being limited to sum of \$10,952.46 rather than maximum specified; dismissed with prejudice application of Trend Broadcasting Inc. and retained in hearing status application of Christian Fellowship Mission Inc.; scheduled further hearing conference for March 16 (Docs. 18971-2). Action March 11.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], et al.)**, FM proceeding, ordered that further hearing shall be governed by procedures set forth March 8; and ordered hearing to recommence June 7 (Docs. 18210-2). Action March 8.

■ **Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc., et al.)**, FM proceeding, granted joint petition and supplement to joint petition by Virginia Seashore Broadcasting Corp. and Sea Broadcasting Corp.; approved merger agreement between Virginia Seashore and Sea Broadcasting; dismissed application of Sea Broadcasting (Doc. 19097); ordered application of Virginia Seashore Broadcasting Corp. which

(Continued on page 141)

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## RADIO

### Help Wanted Management

**Aggressive Ohio group** needs strong, sales-oriented manager for small AM-FM in one of northern Ohio's richest markets. Station grossing six figures but has stiff and potential to do much better under qualified, take-charge manager. Many fringe benefits. Salary negotiable. Outstanding opportunity for self-starter. Send complete resume to Box C-178, BROADCASTING.

One of Indiana's top FM stations needs a dedicated pro to head up operation. Manager that knows sales, programming, public affairs/service, play-by-play and willing to become totally immersed in the affairs of our beautiful small community. Resume, references, photo and tape first letter. Replies confidential. Box C-206, BROADCASTING.

Experienced sales manager, who will personally solicit new accounts, and service and who can effectively direct the sales effort of sales staff. Salary, bonus, benefits. Send resume, photo and references. Box C-246, BROADCASTING.

If you have the track record in management and sales you are worth more as a consultant. During NAB call (312) 939-4721 or send brief resume to Box C-253, BROADCASTING.

Las Vegas "Soul" station has immediate opening for a general sales manager. Must be able to reorganize sales staff, must have experience selling "soul" radio, must have a good track record. Man selected can be general manager within 12 months. Salary, commission, override. Interviews arranged either in Las Vegas or at NAB convention Chicago. Send complete resume plus recent photo to Cy Newman, President, KVQV Radio, 301 South Highland, Las Vegas, Nevada 89106.

Program director. University public FM. CPB qualified. 12 month contract starting July 1st. Salary \$9,500+. Masters Degree preferred. Contact Terry Gottschalk, WBGU Radio, Bowling Green, Ohio 43403. Bowling Green State University is an equal opportunity employer.

Michigan-northern-St. Ignace. General manager needed immediately. 5000 watts. Good opportunity for right man. Days 517-482-9695. Evenings 517-484-0702.

## Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

East coast station seeking experienced, aggressive salesman. Must be a self-starter who is willing to work. Send complete resume and salary requirements to Box C-223, BROADCASTING.

Popular midwest low-frequency station in progressive, growing two station city of 40,000 has unusual opportunity for qualified salesman with good background. Potential is excellent. Right man can earn in excess of \$15,000 annually. Box C-281, BROADCASTING.

Salesman opening—could lead to sales manager—with market's No. 1 station in one of Virginia's most beautiful and historic cities. Rapidly growing market, great potential for knowledgeable, energetic person to join a young group organization. Send resume, references, requirements and current picture. Our employees know of this advertisement. Box C-292, BROADCASTING.

If you enjoy small town radio working and living with friendly people. . . . If you are mature, have ambition, and can sell, service and help produce good small market radio. . . . If you enjoy fishing, hunting and room to relax in good clean air . . . then you'd love working at KVOW, Riverton, Wyoming. Call Tony Kehl, 307-856-2251 now.

WAVZ needs a pro . . . now. KOPS-Monahan flagship station is expanding. Weekly guarantee, not a draw. Protected account list. Commission set-up designed to make big money fast. Top fringe benefits: CMS, Blue Cross, Major Medical, Life Insurance, profit sharing. Send confidential resume now to WAVZ, New Haven, Connecticut 06510.

## Sales continued

Salesman. WFTL AM & FM has opening for commission salesman. Fulltime job—benefits, profit sharing. Seeking self-starter. Address all replies to Bill Sherry, sales manager, Box 1400, Ft. Lauderdale, Florida 33302.

WPIK/WXRA-FM—Washington, D.C.'s country giant needs a hard nosed, tough, creative RAB trained salesman. Right man will be assigned strong agency list plus some on-the-air business. FM going 50kw stereo in fall. Rush resume, 3 business, 3 personal references (they'll be checked) plus your billing last 6 months to: John R. Boissy, WPIK, 523 1st Street, Alexandria, Va. 22314.

If you're a Pennsylvania area time salesman and would like to join a group of progressive young broadcasters in the state capital . . . the opportunity is waiting for you. Harrea Broadcasters, Inc. has just purchased WKBO in Harrisburg (the 75th market). We are building a professional staff and a totally new sound for the area. The potential is tremendous. We have fringe benefits . . . but our greatest asset is an opportunity to contribute and learn. We have a ready made account list . . . liberal guarantee and commission system. Group also operates WRSC/WQWK fm at the Pennsylvania State University. Immediate opening. Contact: J. Albert Dame, Vice President & General Manager. Call 717-234-0191.

Broadcast equipment sales engineer: CCA Electronics is expanding and we have vacancies for the California, Arizona, Nevada and Utah territories as well as the Colorado, New Mexico and Texas territories. Applicants must be familiar with AM and FM broadcast equipment, have an interest in sales and be able to travel. Apply with resume to Robert Sidwell, Sales Manager, CCA Electronics, 716 Jersey Avenue, Gloucester City, N.J. 08030.

## Announcers

This ad is for professionals only—no problem children please! We have opening for personality/more music formatted contemporary morning show in medium market. You must be able to keep the pace moving while communicating with the listeners in a personal style. We are professionals—are you? We provide our professional announcers with up to \$10,000. Send resume, references, and air check first letter. References will be checked—then we will call you. Box C-227, BROADCASTING.

N.Y.C. suburban station looking for solid contemporary DJ, and a good newsman. Box C-228, BROADCASTING.

Top rated contemporary—strong secondary east coast market is looking for a "real live morning drive man." A man who can take charge, be topical and know today's music. This man must be able to deliver teens and adults. Excellent pay with numerous fringe benefits. Only pros need apply. Box C-234, BROADCASTING.

Positions open for announcer and salesman-announcer at growing southeastern state contemporary station. At least two years experience necessary. Send tape and resume. Box C-252, BROADCASTING.

Wanted: 1st phone, heavy voiced, rock jock for daytime slot on great midwestern contemporary. Production ability a must. Good pay, stable station, profit sharing, paid insurance. Send tape, resume, photo and salary required to Box C-287, BROADCASTING.

If you have a first class ticket, a mature voice, are good at production, and have a few years in the biz, then read on. KTAC, Tacoma is looking for a man like you. We do prefer Northwest or West Coast men. KTAC is a 10,000 watt rocker at 85; and we're number one. Rush resume, tape, and pic to: Derek Shannon, KTAC, Box 11335, Tacoma, Wash. 98411.

Modern country, 10 kw powerhouse offers good announcer with experience and first ticket (no maintenance) good pay, good conditions, hours available. Great area to live. WAXU, Box 759, Lexington, Kentucky 502-863-1580.

WEKT-FM stereo in Hammondsport, New York needs announcers with a good voice. We serve wine country U.S.A.

## Announcers continued

Wanted: Professional, experienced talk man for midwest station in metro market of over 300,000. Call 608-274-1070 for Program Director. No collect calls.

M.O.R. personality . . . for 10,000w, top rated, station in Central Pennsylvania, minimum 2 years experience, 1st phone and sports knowledge helpful, call Bob Manning, (717) 286-5838.

## Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Chief engineer. Permanent opportunity. Growing organization. Require experience and directional FM MX. Immediate opening. Salary reflects experience. Midwest Metro. All details and requirements first letter. Box C-114, BROADCASTING.

Chief engineer—Large group broadcaster needs aggressive, experienced chief for one of its radio properties in large east coast market. Will be responsible for engineering administration and operations. Salary commensurate with experience. Excellent company benefits. Reply in full confidence. Resume must include experience, past salary history and expected salary. Box C-148, BROADCASTING. An equal opportunity employer.

Engineer with good credentials looking for permanent home in midwest can find it by writing Box C-161, BROADCASTING. Include resume.

Chief engineer, AM-FM. Top 40 market, east coast, Box C-203, BROADCASTING.

Experienced engineer for AM/FM. Strong on maintenance. New Jersey seashore. Box C-222, BROADCASTING.

Midwest directional station needs chief engineer who has technical know-how and can announce. Willing to pay for right man. Box C-282, BROADCASTING.

Chief engineer, WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812-425-2221.

Hard working chief engineer who can do more than routine maintenance. Must know stereo, RCA 20E transmitter, and Schafer Automation. Stereo and SCA experience required. Great job in beautiful South Florida for right man. WMJR, 3101 N. Federal Highway, Ft. Lauderdale, Florida 33306. 305-564-7613.

## News

News director—to lead an aggressive department at top-rated, contemporary, major, northeast station. Send tape and complete resume to Box C-235, BROADCASTING.

Farm director for big Iowa farm station. Must know agriculture. Must be top notch broadcaster. Plenty of opportunity. Plenty of hard work. Generous rewards. Send tape, complete resume and salary requests to Manager, KMA Radio, Shenandoah, Iowa 51601.

Medium metro market has immediate opening for qualified news man in news oriented MOR operation. Writing ability and good air delivery essential. Group insurance and pleasant working conditions with genial staff. Send tape, resume and salary requirements to Lou H. Murray, WRTA, Box 272, Altoona, Pennsylvania 16603.

Major Ohio market has excellent opportunity for an experienced newsmen, or one with potential, in a heavy news operation. Call Paul Burke 513-224-1137.

## Situations Wanted Management

General manager—good administrator, community-minded executive. Left comfortable major corporation for managerial challenge. Currently complete charge medium market daytimer. Built faltering operation to record gross. Background includes sales, programming, promotion, television, accounting. Degree, family, 17 years broadcast experience. Current owner selling property, will give top references. Give me responsibility with authority, you'll have quality product with outstanding P&L statement. \$25M. Personal interview at NAB. Box C-103, BROADCASTING.

## Management continued

**General manager**—must see resume to appreciate. Box C-112, BROADCASTING.

**Somewhere in the south**, there's a radio station needing a general manager, salesman, promotional ability, programing administration. Present station from last to first in less than year and still # one. Seeking solid incentive and/or equity situation. Box C-145, BROADCASTING.

**General manager**—Top salesman seeks opportunity AM or FM. Any size market. Will invest substantial amount of cash. Box C-209, BROADCASTING.

**General manager**—20 years at this level, seeks challenging opportunity. Experience in large and small markets. Active community affairs. Excellent sales record. Box C-213, BROADCASTING.

**Need a top manager**. I will make money in your station for you and for myself. 18 year veteran of broadcasting. Complete know-how of all positions in your station. Will run a smooth and strong sales staff. I know the men I want on the air. I know how to assemble a good crew and how to keep them. I know the control room inside-out. If the need arises, I can write copy, do traffic, jock with MOR-CW-R&B-Top 40, do play-by-play (professional sports experience). I want to manage and work for you and me. Let me give you my complete background and qualifications. I'm not cheap but I am good. Box C-229, BROADCASTING.

**Young dynamic radio sales executive** seeks greater rewards. No advancement here. Holder of 8 radio sales records in top 30 market. Organizer. Leader. Did \$1,000,000 in creative sales in 7 years. Proven track record. Give me the job—I can do it! Box C-231, BROADCASTING.

**General manager**, small to medium market, south-west preferred, sales management background, 15 years broadcasting experience, 6 in management association. Box C-239, BROADCASTING.

**Manager/engineer**. Sixteen years in management, sales, production, programing, news, all formats . . . Resume tells it all. Box C-250, BROADCASTING.

**No chance for ownership with present employer**. I'll resign my executive position with major corporation for opportunity to manage and earn part ownership. 419-893-7330 evening or Box C-256, BROADCASTING.

**General manager radio or TV**. Long on experience, strong on sales, programing, managing personnel. FCC know-how. Highest references. \$25,000 minimum with bonus options. Made highest ratings and profits, 1970. Box C-265, BROADCASTING.

**Manager-sales manager**. Experienced, radio, TV. Desires real challenge. Dedicated professional. Family man. Box C-275, BROADCASTING.

**Good, hardworking, selling sales manager**. Will train and develop staff plus carry good personal billing. Twenty years all phases. Box C-280, BROADCASTING.

**New owners—manager out**. 20 years experience all phases—all size markets. Top ratings—top billing—top references. Family man, community minded, available now. Call (812) 466-2157.

**Professional medium and small market broadcaster**, seeking opportunity to achieve your station potential. Creative, aggressive, salesman with local radio motivation know-how. Good staff and community organizer. Excellent references. Write Box 382, Arlington Hts., Illinois 60005.

**Vietnam veteran, AFVN**, former night news editor KSTT, et al. B.A. Political Science—Sociology. 25, married, will get first phone if needed. Steve Hyatt, 16 N. Warwick Ave., Apt. 2, Westmont, Illinois 60559.

## Sales

**Seasoned sales representative** open to offer! Experienced in FM, AM, UHF, VHF! Presently AM sales manager. Box C-198, BROADCASTING.

**Sales—looking in N.E. for medium market**. Married. Family. Resume. Picture. Track record. Looking? It's worth a stamp. Box C-221, BROADCASTING.

**Millions will be made by Chris Kidd**, personality salesman. 55 Arrowhead Way, Darien, Conn. 06820. 203-655-2170.

## Announcers

**MOR, first, BA, small market, Calif.**, anywhere 315-478-8896. Box B-209, BROADCASTING.

**DJ, tight board, good news, commercials**, 3rd phone. Box C-7, BROADCASTING.

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

## Announcers continued

**Creative first phone rock jock**. Writes, produces good spots. Box C-143, BROADCASTING.

**Creative announcer** able to handle an account. Make me an offer. Box C-163, BROADCASTING.

**Fact: to have good business**, you need good people. Experienced first phone. Box C-165, BROADCASTING.

**C/W jock yearns for warmer climate**. Industrious, ambitious, knowledgeable with easy-going style and third. 8 years experience. Need \$700. Box C-167, BROADCASTING.

**Good music, good news, good copy, good vintage**. (817) 665-9418 or 665-2567. Box C-168, BROADCASTING.

**DJ/PD/Talk show host** who is nice to his audience, is not a "know-it-all". 30-years old, single, no floater, 3rd endorsed, 5-years experience MOR & rock. Knows music well. Midwest, medium market. No news or sales desired. Excellent references. Box C-172, BROADCASTING.

**Having troubles getting top 40 listeners?** Have the experience and the ability. Pulse rated #1 in N.E. regional market despite Bruce. Will relocate. Box C-173, BROADCASTING.

**7 years experience in broadcasting, married, and ready to work for you**. Prefer Rocky Mountain region but will consider all areas. 3rd endorsed. Heavy on news and production. Good deep voice and smooth delivery. Box C-176, BROADCASTING.

**First phone experienced announcer-newman** looking to move up. Have done air shift, extensive news, talk show and play-by-play. Age 27, married, a hard worker with intelligence, personality and know how. West coast preferred. Box C-195, BROADCASTING.

**News—College grad, professionally trained**, 3rd phone, prefer N.Y., N.J., Conn., Pa. Box C-225, BROADCASTING.

**3 years experience—All phases of broadcasting** including play-by-play sports. Preferably N.Y. or surrounding areas. Box C-241, BROADCASTING.

**Sports announcer professionally trained**. Play-by-play all sports. Married, will relocate. Box C-245, BROADCASTING.

**Major suburban market jock**, seeks solid spot with good station. M.D. & P.D. background top. Top references!!! Mike Jeffries (516) 798-8935 or write Box C-254, BROADCASTING.

**Warm, cheerful communicator with first phone**. BS Degree, 3 1/2 years experience. Presently at good minor market—ready to grow. Box C-255, BROADCASTING.

**Personality jock with six years' experience**, good contemporary young adult sound. Box C-258, BROADCASTING.

**Young male announcer**, 23, engaged, from Northeast U.S. with 3rd endorsed. Graduating college senior with good non-regional voice. Five years experience college sports play-by-play, rock, MOR, with some writing. Can do news, music, talk. Tape and resume upon request. Box C-260, BROADCASTING.

**Wanted chance to advance with professional organization**. Experienced in small to medium metro market, announcer with heavy voice, production, copy, traffic, sales, have college, family and best references. Available in south May or June, C&W or MOR format. Box C-264, BROADCASTING.

**Female announcer C.A. grad**, wants on air job with small progressive station. 3rd oper. lic. Box C-267, BROADCASTING.

**Newscaster-writer**. Major market experience—Can dig out the news—Heavy on actualities—Good voice—Strong, authoritative delivery. Box C-271, BROADCASTING.

**Announcer, first phone**, 2 1/2 years experience. Will relocate. Box C-272, BROADCASTING.

**University grad, 3rd endorsed, intelligent, enthusiastic sportscast, play-by-play . . . and music, talk, news**. Box C-277, BROADCASTING.

**Philadelphia, New York or any other nice town** in the northeast. Progressive rock, MOR-up tempo or soft sell top 40. Box C-278, BROADCASTING.

**"Black enough," articulate and experienced**. For tape and resume Box C-286, BROADCASTING.

**Illinois, Iowa, Indiana**. Seventeen years professional experience. Strong on news. Finest background. Veteran with college. Third ticket, with endorsement. Solid references. Salary open. Box C-290, BROADCASTING.

**School principal turned announcer, first phone**, experienced, 32. Box C-291, BROADCASTING.

## Announcers continued

**When numbers mean money—dial a pro**. 219-743-4611.

**College grad, radio & TV major**; 4 years experience, MOR—top 40, third phone, single, draft exempt. 22, air check available—take me 1'm yours. (213)-939-3660

**Professionally trained announcer**, 1st phone, 25, married, up-tempo, MOR. Dennis Carlson, 1552 North Lake, Pasadena, California 91104.

**Announcer-newscaster**. 18 years experience. The last nine years with major Ohio market station. Versatile. Best references. Good appearance. Family. Tom Edwards, 412 Overla Blvd., Englewood, Ohio 45322, phone 836-1376.

**First phone, one and a half years air experience** MOR. Family man looking for permanent position in Minnesota. Write H. Escherich, 3649 2nd Avenue South, Minneapolis, Minn. 55409. Call area code 612-825-2176.

**Mature young announcer**, some experience, single, college graduate, professionally trained, 3rd endorsed, draft exempt. Am ambitious, hard-working, dedicated, available immediately, willing to relocate, work any hours, salary open. James Lusitg, 217 Chance Drive, Oceanside, New York 11572. (516) 764-2408.

**Unique talk show host—MOR dj northeast preferred** but open minded, track record, references. Prefer interviews, success story transcends tapes. Call collect—M. Sandler, 292 Smith St., Perth Amboy, New Jersey (201) 442-3488.

**First phone top 40 announcer**. Experience in Montana and Oregon. Financially stable. Ready to work. Area code 206-827-1484.

**1st phone**, experienced in announcing and electronics, looking for up-tempo MOR or top 40. Prefer Florida. Will consider other. 1800 Bluebird Lane, Munster, Indiana.

**Experienced pro**. Relaxed. MOR or country. Production. South. P.O. Box 733, Palm City, Florida.

**Professional jock needs job**. Family. All size market experience. 218-845-2489.

**Hey! Wake up! R.I., Conn., Mass., N.Y., and N.J.** . . . Someone's trying to tell you something. Good mornings get going with Brian Clendenen, 500 N. State St., Concord, N.H. 03301; 603-224-7595.

**Beginner—Resident broadcasting school grad**. Desires first job. Hard worker. Ed Coyle, 209 Stanford Drive, Wallingford, Pa. 19086. 215—TR 4-0880.

**Top 40 or MOR**. Talented young deejay, 21 years old. Some experience. Tight board. Pat DeMarco, 1505 South 8th Street, Philadelphia, Pennsylvania 19147.

**First phone, college grad, experienced**, all formats. Wayne Erickson, 621 W. Hyde Park Blvd., Inglewood, Calif. 90302. Phone (213) 671-0584.

**Deejay, sales, third, draft exempt**, southeast, southwest or California, but will consider all replies. About a year's experience. Shel Green, 212-FI 7-5149.

**First phone experienced DJ-music director**. Reliable, dedicated and hard worker. Desire medium market top 40 or contemporary station position. Available immediately. Contact: Henry Kastell, 607 Lincoln Avenue, Saint Paul, Minnesota 55102. Phone: 612-225-1529.

**1st phone air personality, engineer, salesman**. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820. 203-655-2170 or person to person 203-324-9419.

**Have been a top 40 jock for several years and now I want to get into a progressive format**. I'm mature and not trying to freak anyone out. Robert Olson, 4713 N. 16th St., Arlington, Virginia; 703-525-3216.

**Announcer, newscaster, DJ, broadcast school graduate**, 3rd endorsed, single, draft exempt, above average beginner desires part-time weekend position, Philadelphia area, AM &/or FM, tape and resume on request, Byron Rader, 5661 Florence Avenue, Philadelphia, Pa. 19143, phone (215) SA 6-3850.

**Tiger for sale read on**. Creative, often nutty, but seriously ambitious personality needs DJ, news slot now. 3rd ticket. Broadcasting school grad. 20, no draft worries, little experience but I'll work, work, work, my rump off. Paul Rogers (203) 649-9325.

**Completing military service**. Five years civilian and military experience. Would like to get back into contemporary radio news, with a little TV on the side. Sgt. Bob Young, AFVN Det #4, APO San Francisco 96309.

## Situations Wanted

### Technical

AM-FM staff or chief position near military base. Retired Army, experienced, first phone. Box C-220, BROADCASTING.

1st to assist. Other broadcast duties if desired. Technical school, mature, married. Carolinas, June. Box C-236, BROADCASTING.

Chief engineer. Experienced in complex directional antennas, transmitter, studio and construction. Prefer northeast. Box C-237, BROADCASTING.

Radio engineer: With experience in directional and non-directional AM. Dependable and eager; no experience in FM but can learn fast. I do not drink, and not a drifter. Would like upper Pennsylvania, Michigan or northern U.S. small station. Box C-288, BROADCASTING.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

### Situations Wanted News

Major markets: 13 years experience college graduate—good reader, writer—heavy on phone actualities. Box C-16, BROADCASTING.

If you want a good outside reporter, I want a better job. Box C-200, BROADCASTING.

We'd like to raise a family, but my salary is prohibitive. Young broadcaster seeks position with reputable, sports-minded station. Currently news director of New England daytime. Experience in talk radio with large female audience. Will deliver sports-talk show that can be sold. Solid play-by-play. Station must appreciate and demand quality. Box C-243, BROADCASTING.

News director in medium capital city market wishes to get in a more news oriented station. Strong on actualities, local news, and interviews. I have worked on legislative sessions, and have experienced feature reporting. Good news voice. 2 years of college, single. Prefer N.J.-Phila. locale, but will consider other areas. Tape and resume on request to Box C-247, BROADCASTING.

Experienced reporter, writer seeks position in northeast or Florida. College grad. Draft exempt. Write Box C-248, BROADCASTING.

Journalism graduate; 3 years radio-film-newspaper experience; strong writing-producing; likes investigative-interpretive reporting. Box C-249, BROADCASTING.

Desire full-time sports. Radio and/or TV, Play-by-play. 18 years experience. Reliable. Married. Presently employed. Tape available. Request interview. Box C-269, BROADCASTING.

Don't settle for second best! Experienced newsmen seeks challenging position with medium or major market station. Can also handle talk show. Call Gene Steinberg, 803-556-0885.

Just completed service. Six years experience including gathering, writing, editing and as a news director. Good voice. Journalism degree. No children. Happy to relocate. Mike Hessen, (618) 532-0526 or 532-1885, 21 Mitchell Avenue, Centralia, Illinois 62801.

Minneapolis newsmen seeking position with radio station serious about news. 2 1/2 years experience. 3 NBNA Awards in 1970. Contact Roger W. Kortekaas, 612-771-0698.

3rd phone, broadcast school trained, wants to break into newscasting and commercial advertising. Good voice and reader. Single, 24, will relocate. Contact Any Maristuen, Thief River Falls, Minnesota, 218-681-5424, Ext. 8.

Experienced newsmen MS Journalism. Completes service July. Mark Wisan, 8 Everett Street, Jamaica Plain, Mass. 02130. Resume available.

### Programing, Production, Others

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

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

Program/operations management. Successful experience programing, production, promotion, all phases management, all areas air work. Hard work plus diversified background produces results for you. Box C-152, BROADCASTING.

Nationally recognized major market PD seeks home and challenge. #9 to #1 in 8 months. Wide operational experience from national sales to budget. Security, honest relationships, creative freedom paramount. Market size optional. Excellent references. Box C-224, BROADCASTING.

## Programing, Production, Others

### continued

Sharp, experienced program director looking for air shift, production challenges in rock or MOR, with or without title. Background of dependability, good track record, excellent references. Working now, but available immediately. Prefer eastern and central New York, and metropolitan area, but will answer all interested inquiries. Medium markets and up, only. Box C-262, BROADCASTING.

Dependable major market pro seeks new opportunity. Programing, production, announcing, copywriting, music. Degree, first phone, married. Serious offers only, please. Box C-270, BROADCASTING.

Radio production pro available. Heavy experience in movie and record spots. West coast only. Box C-274, BROADCASTING.

Military just finished. Six years experience including heavy news, production, announcing, traffic, and programing. Excellent voice. Journalism degree, major radio-TV. No children. Very flexible. Mike Hassan (618) 532-0526 or 532-1885, 21 Mitchell Avenue, Centralia, Illinois 62801.

PD/sports director/news or combination. Long on experience, very diversified. Heavy play-by-play. Available now! Bob Miller, 530 Pennsylvania Avenue, Marion, Ohio 43302. (614) 389-1349.

## TELEVISION

### Help Wanted

#### News

Creative, hard working newsmen wanted for aggressive TV news operation in beautiful Texas coastal city. Need man who knows all phases of TV news, and has air experience. Send resume, sample of works, video audition, salary requirements to Box C-263, BROADCASTING.

### Programing, Production, Others

Wanted: Summer relief producer-director for top ten group owned station. Must be good news director. Have knowledge of sports. From April 1st to October 1st, chance for permanent employment. "Equal opportunity employer." Box C-182, BROADCASTING.

Equal Opportunity Employer. Experienced TV continuity writer wanted. Emphasis to be on commercial copy. Box C-293, BROADCASTING.

Immediate opening for experienced studio supervisor GE equipment in northeastern U.S. Four season recreation, good salary. Call Mr. Sequin (802) 655-2222.

Travell Radio/TV oriented business is looking for gal, 25-45, with good experience in traffic/operations and/or accounting. This person must be able to travel extensively throughout U.S.; someone who meets and works well with progressive stations in top markets. Position includes station consultation, personnel training, service installation. Salary based on experience. Send resume, references, picture to Broadcast Computer Services, 3021 N. Hancock, Colorado Springs, Colorado 80907.

## Television

### Situations Wanted Management

Attn: CATV operators: Experienced three man CATV production team. Local origination specialists. All aspects of operation. Management, sales, production, engineering. We can save and make you money! Phone: 1-301-334-9118 or write Box C-230, BROADCASTING.

Experienced CATV manager, with technical background desires position with CATV system anticipating local origination. Experience includes TV station directing and maintenance. Box C-238, BROADCASTING.

Operations manager—15 years professional experience in all phases of TV. Strong in programing/production. Proven administrative leadership. Box C-279, BROADCASTING.

Operations/program director. 15 years VHF/UHF experience, seeks challenging medium sized market or cable opportunity. Cost-budget conscious, film buyer, all phases production. Now employed, accustomed to much responsibility—including total station operation. Box C-283, BROADCASTING.

TV operations manager-traffic. 23 years TV operations. Looking for place to stay. Dedication, hard work. Employer knows of this ad. Resume, details on request. Box C-289, BROADCASTING.

## Television Situations Wanted

### Sales

Experienced, young, TV syndication saleslady interested in creative sales position. Box C-259, BROADCASTING.

### Announcers

All-around personality . . . news, sports, weather. Will specialize. Currently employed. Box C-111, BROADCASTING.

Male college graduate, professional acting experience, desires television work. Can handle any type show. Salary least important. Box C-257, BROADCASTING.

### Technical

First phone, 26 years experience transmitter or maintenance. Box C-232, BROADCASTING.

### News

Professional TV journalist—10 years major market experience: Anchorman/reporter/cameraman. Produced documentaries. Newspaper, advertising, PR credits. VTR, film, resume available. Box C-22, BROADCASTING.

3 years experience Broadcast Journalism. Writing, film, sports, news-anchor. BA degree Communications. Presently in public relations. Want back into news, any market. Box C-135, BROADCASTING.

Strong anchorman-reporter; 10 years experience in two major markets; B.A. plus graduate study; 28 years old; top five market only. Box C-210, BROADCASTING.

Experienced weatherman—with major market background, competent, personable and not afraid to work, seeks new affiliation. Box C-276, BROADCASTING.

### Programing, Production, Others

Director, switcher, first, studio-operations, B.A. anywhere. 315-478-8896. Box B-210, BROADCASTING.

Director—stage manager—AD seeks position as director-production assistant. BFA. Five years experience. Last job with nationally syndicated variety show. Box C-164, BROADCASTING.

TV program director. Currently promotion manager ready for step up. Consider combo if conditions right. Heavy TV background. Box C-186, BROADCASTING.

Top 10 market experience 16mm photography/editing; videotape; remotes (2 years). Produced and directed. Seek smaller market with future. Box C-211, BROADCASTING.

Program executive, in four years have reached top spot, heavy producing-directing, seeks production job in challenging market. Resume, tape upon request. Box C-219, BROADCASTING.

Vietnam veteran. Talented director-producer-writer. Experience: Houston, Saigon, New York, 27, married, college degree. Consider any offer—production or promotion. 201-437-2840 or Box C-226, BROADCASTING.

I think my resume and samples are a good reflection of my outstanding capabilities, showing solid experience in both lower echelon management and broadcasting creativity. Producer/director/writer with more than two years at this top ten station actively seeking new opportunity. Great references! All markets welcome! Resume tells all, and it's yours for the asking. Box C-242, BROADCASTING.

Talented, creative, have puppets, children's specialty. Prefer south. Box C-244, BROADCASTING.

Art director/designer, ten years experience, in all phases of television and advertising art. College graduate in advertising. Want to move up, move out and relocate. Write Box C-268, BROADCASTING.

### Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irubide St., Laredo, Texas 78040.

We are seeking a one thousand watt transmitter. Box C-251, BROADCASTING.

### FOR SALE Equipment

Hellax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

## FOR SALE Equipment

### continued

Save \$\$\$ on Andrews Hellax fittings. We have excess stock on new couplers, flanges, adaptors with and without gas barriers, Phelps Dodge, Sylvania and Prodelein fittings also available. Box B-280, BROADCASTING.

For sale: Three (3) G.E. PE-250C updated color cameras in "Mint" condition, with CBS Labs Model 501 image enhancer, 100' cables, monitoring, encoders, and pan and tilt heads. Good sharp color pictures for a low price. Call Al Hillstrom, KOOL-TV (602)-271-2345.

Cassette Blanks. Lowest price in nation. Best Quality for money. Try dozen C-60 postpaid, \$7. Newsroom Brand—Look for our address under recording tape, this section.

Recording Tape. Lowest price in nation. Best quality for money. Try dozen 7"-1200' for only \$11 postpaid, money back guarantee. Newsroom Brand, 1602 Dunberry Place, McLean, Virginia 22101.

Gates-BCSC FM transmitter-stereo . . . Now in service, excellent condition. Make offer. WBUD, Trenton, N.J.

Immediately available. 2 new Altec 6508L Cardoid Microphones, \$50.00 each. Two Altec 181A Boom Mounts for above, \$30.00 each. Two new Altec 6868 Lav. Mikes, \$50.00 each. Two rebuilt RCA TK-10 camera chains, reconditioned & repainted, complete except for tripods and pan heads, \$2000.00 each. Two reconditioned 525 Waveform monitors, \$550.00 each. Five 17" Conrac monitors w/cabinets, \$125.00 each. One new Tektronix 535 Scope with plug-in's and large assortment of probes \$600.00. For these and other bargains in used and surplus broadcast equipment write, wire or phone Ed Ries and Associates, 414 No. Alfred Street, Los Angeles, California 90048, (213) 651-5080.

Black and white television mobile unit. Body by Gerstnslager. Equipped with (6) RCA TK-11 cameras. L. A. Pierce, WBMM-TV, Chicago, 60611. (312) WH 4-6000.

Automation-Gates ATC, 4 Scullys, Magnecord, programmer, cart, three years old. Current list about \$24,000, best offer over \$14,000. Also 100-150 hours of specially created MOR tapes that made the station great. Separate deal. Bob Locke, WTOA, Box 9750, Trenton, N.J.

HJ7-50 Andrews Hellax 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Close-out sale on major television color lenses. See ad on page 141 under G. B. Electronics.

Remote console. Bogen 5-input. Mic, phono, line. Excellent. Will sell under \$100. Rolat Engineering, Box 1682, Athens, Georgia.

Equipment sale: Auricon super 1200 camera—\$1900.00, 35mm RCA Telecine projector, 16mm JAN projectors, Ampex 600 recorder, dollies, tripods, and much more. Buy-sell-trade-new and used. List. S. K. Film Equipment Co., Inc., A/C 305-661-9490—6340 S.W. 62nd Terrace, Miami, Florida 33143.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1—\$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade — better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Klassroom KWIZ"—Produce local and live—high school TV quiz in your studio. Top-rated across country—proven format. Questions furnished. Details—Hayden Huddleston Productions, Shenandoah Building, Roanoke, Virginia 24011.

## Miscellaneous continued

"Reminiscing in Old Time Radio". Two 60-minute specials available—actual voices and events last 50 years. Details contact: Hayden Huddleston Productions, Shenandoah Building, Roanoke, Virginia.

Computerized FM frequency search. \$100.00. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

Need production? . . . Too many "same voice" commercials? . . . Working NYC professionals voice and produce your spots, program intros, etc. Top quality; reasonable! Mediascan, Box 91, Dobbs Ferry, N.Y.

Ideas wanted. Your thoughts on or experiences in radio programming, production or promotion. Penny per word paid on publication (excluding edits). Type or tape (r/r). Not returnable. Receipt acknowledged. "Radio-Pro," Box 20775, San Diego, Calif. 92120.

## INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools\*\*. Write or phone the location most convenient to you. ELKINS INSTITUTE\*\*\* in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS\*\*\* in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

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 312-286-0210

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

ELKINS\*\*\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS\* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

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

ELKINS\*\* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

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

ELKINS\* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

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

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans\* and accredited member of NATTS\*\*. Write or phone the location most convenient to you. ELKINS in Dallas\*\*\* — Atlanta\*\*\* — Chicago\*\*\* — Houston\*\*\* — Memphis\*\*\* — Minneapolis\*\*\* — Nashville\*\*\* — New Orleans\*\*\* — San Francisco\*\*\*.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Apr. 14—July 7—Oct. 6. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

## Instructions

### continued

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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—\$333. Complete daily course. Write or call for class schedule. 2622 Old Lebanon Rd., Nashville, Tenn. 37214, 615-889-0469 or 889-2480.

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00, Broadcast endorsement \$5.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Need a 1st phone fast?? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin April 5, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

FCC first phone in one to eight weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut St., Philadelphia, Pa. 19106. Phone (215) WA 2-0605.

## Radio

### Help Wanted Management

## SAGGING PROFITS?

Maybe it's time to hire a new manager, or sales manager, or even a new sales department.

We know where to find top people who can produce more profit, which is why television and radio station owners retain us.

## NATIONWIDE

BROADCAST PERSONNEL INC.  
645 North Michigan Avenue  
Chicago, Illinois 60611  
Tel. (312) 337-5318

### Situations Wanted

#### Management

#### B. MARC SOMMERS

Nationally recognized and respected #1 program manager, administrator, and air personality, seeks to apply 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

**Situations Wanted**

**Announcers**

**A NEW (SUNNIER) HORIZON**  
 wanted by AL CUMMINGS, 20 years of top mornings, top earnings in Pacific NW.  
 ask  
 Bert West, KSFO  
 Otto Brandt, ex-KING  
 Archie Taft, ex-KOL  
 Max Bice, KTNT-TV  
**BOX C-284, BROADCASTING**

**Contemporary Music Personality**  
 Top 10 Markets  
 Wants to Relocate in S. Calif.  
 Top 40 or MOR  
**BOX C-273, BROADCASTING**

**NEWS**

**Young, aggressive radio newsman**  
 Experience with network O&O in a top ten market. Excellent references. Seeking position with a station programming heavy news or one with all news format. Primary talent in beat work. Willing to work long hours for right company.  
**BOX C-158, BROADCASTING**

\*\*\*\*\*  
**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 go-getter!!  
 Known as "The Astrologer of the Stars", Mr. Omarr records from Hollywood and offers anecdotes of famous names sharing an interest in astrology. For a detailed brochure, audition disc and market costs: **CALL COLLECT to: (312) 644-4840**  
 Cambridge Productions, Ltd.  
 Box 6712 - 505 N. Lake Shore Drive  
 Chicago, Illinois 60611  
 \*\*\*\*\*

**TELEVISION**

**Help Wanted Technical**

**CHIEF ENGINEER FOR MICHIGAN**  
**CCTV SYSTEMS COMPANY**  
 Must have strong background in maintenance of CCTV, VTR's and CAMERAS, plus management ability. Salary open with benefit program.  
**Write BOX C-285, BROADCASTING**

**Television Situations Wanted Technical**

**Here's someone you should meet.**



**He's one of our graduates, and he may be the man you're looking for. He's an exceptionally qualified FCC-Licensed Broadcast Engineer or Transmitter Operator . . . the cream of our crop!**

Cleveland Institute of Electronics has enjoyed spectacular success in more than 35 years of preparing thousands of people for positions in Broadcasting and other Electronics careers. Our instructional methods are the very latest. We keep our students *and* graduates up-to-date on the developments that occur in our fast-changing field. And they respond by landing the best jobs and by maintaining a 9-to-1 pass/fail ratio for FCC License exams.

CIE has just the man you need. Our placement service will be happy to introduce him to you. **At no cost to him or you.** Inform us of your requirements today.

Call collect: **(216) 781-9400**  
 Or write: **Placement Director**

**CIE** Cleveland Institute of Electronics  
 1776 East 17th Street, Cleveland, Ohio 44114

**Business Opportunity**

College degree professional trio of experienced salesman, top jock and newsman with Los Angeles progressive rock sound wish to invest talent and cash (5 figures) in smog-free market. We program and sell—want good location and investment. Can send air checks, background, etc.  
**WRITE P.O. BOX 5513,**  
**BUENA PARK, CALIF., 90620.**

**Miscellaneous continued**

**TV AND RADIO**  
**GENERAL MANAGERS...**  
**SALES MANAGERS...**  
 Are you getting your share of the spot money being placed from St. Louis?  
 Would you like quality, in-depth representation by a limited-list rep?  
*If so, see me at the ESSEX INN Sunday, March 28 & Monday, March 29.*  
 For appointment contact...  
**BRUCE SCHNEIDER**  
 112 N. 4th St., Rm. 243, St. Louis, Mo. 63102  
 (314) 231-5143

**Miscellaneous**

**BEFORE YOU RENT OR LEASE**  
**IN LOS ANGELES**  
 Mobile Units—PC-70 Cameras—Ampex Video Tape Machines—Video Tape Editing and Dubbing Facilities:  
 Check with us!  
 Contact: **George Tokar**  
**KHJ-TV**  
**5515 Melrose Avenue**  
**Los Angeles, Calif. 90038**  
 Telephone: **(213) 462-2133, Ext. 365**

\*\*\*\*\*  
**WASHINGTON FILM WITH**  
**A LOCAL TWIST**  
 You call, we film. Reasonable rates for coverage of your area news as made in Washington. Call collect, 202-547-2:55 or write:  
**Washington Film Associates**  
**808 Maryland Ave., N.E.**  
**Washington, D.C. 20002**  
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Want some  
**GLOW IN YOUR PRODUCTION ?**  
 Complete spots  
 Format Items  
 Creativity  
 \$ 6<sup>85</sup> BASIC PRICE  
 (STUDIO & CARRY)  
**WRITE: BOX 707 • College Park, Md. 20740**



### For Sale Equipment

G B ELECTRONICS MAJOR TELEVISION LENS SALE	
	SALE PRICE
Angenieux 10x18 J1 Manual Lens	\$6,500.00
Less Controls	
Angenieux 10x18 J1 Servo Lens Less	
Amplifier and Controls	8,000.00
Schneider 11:1 Manual Lens Less	
Controls	6,000.00
RTH 10:1 Servo Lens Less Controls	6,000.00
RTH 10:1 Servo Lens System W/C	7,000.00
Angenieux 10x18 J1 Manual Lens System	6,500.00
Angenieux 10x18 J11 Manual Lens	
System	6,000.00
Schneider 11:1 Manual Lens System	7,000.00
Angenieux 10:1 J11 Manual Lens	
System	7,000.00
Closeup Attachment/Bayonet Type for	
Angenieux Lens	150.00
Eastman Kodak Pneumatic Multiplexer	3,500.00
G. B. ELECTRONICS, INC.	
410 Meadow Lane, Oreland, Pa. 19075	

### Employment Services

527 Madison Ave., New York, N.Y. 10022

# B

**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

### Wanted To Buy Stations

17 years owner—operator of top station in major Florida market—sold out 3 years ago.

**Wants**

**AM-TV-FM or CATV**

on either east or west coast of Florida. Will also consider partnership or share purchase.

BOX C-261, BROADCASTING

**For Best Results**

**You Can't Top A**

**CLASSIFIED AD**

in

# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

### For Sale Stations

**\$75,000 buys**

FM in West Coast garden spot.  
New equipment. Terms to qualified principals.

BOX C-240, BROADCASTING

**TEXAS**

full-time AM station in growing Metropolitan market  
Price—\$350,000

BOX C-233, BROADCASTING

**Considering the sale of your station?  
or**

**Planning an acquisition?**

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(Continued from page 135)

remains in hearing along with application of Payne of Virginia Inc., is amended, as requested in joint petition and supplement, and proposed amendments are accepted (Docs. 19095-7). Action March 1.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold, Sun City Broadcasting Corp.), FM proceeding, ordered that all exhibits to be exchanged among parties shall be effected on or before May 10 in lieu of previously fixed dates (Docs. 19087-8). Action March 1.

### Rulemaking petitions

■ KOSI-FM Denver—Requests amendment of rules to substitute FM ch. 244A for ch. 265A at Steamboat Springs, Colo. Ann. Feb. 26.

■ WHAG-FM Halfway, Md.—FCC proposed assignment of FM ch. 244A to Brunswick, Md., in a rulemaking notice, and an order has been issued directing Regional Broadcasting Co., licensee of WHAG-FM and present user of ch. 244A, to show cause why its license should not be changed to ch. 240A, if it is concluded that ch. 244A should be reassigned to Brunswick. Action would delete ch. 240A from Williamsport, Md., a small community without local AM or FM station. Action March 10.

### Call letter applications

■ KSDO-FM, Gordon Broadcasting Inc., San Diego—Requests KOZN(FM).

■ WAKE-FM, Porter County Broadcasting Corp., Valparaiso, Ind.—Requests WLJE(FM).

### Call letter actions

■ WTCK(FM), Rowland Broadcasting Co., St. Petersburg, Fla.—Granted WQYK-FM.

■ WANZ(FM), Francis J. Matrangola, Sebring, Fla.—Granted WSEB-FM.

■ WPHF(FM), Ken-Sell Inc., West Palm Beach, Fla.—Granted WIRK-FM.

■ WLOB-FM, Dirigo Communications Inc., Portland, Me.—Granted WDCS(FM).

■ WXTO(FM), WXTO Broadcasting Co., Grand Rapids, Mich.—Granted WGRD-FM.

■ WZIP-FM, Margaret S. Sudbrink, Cincinnati—Granted WWEZ(FM).

■ KYED(FM), Sudbrink Broadcasting Incorporated of Texas, Pasadena, Tex.—Granted KYND(FM).

■ WOWI-FM, Brinsfield Broadcasting Co., Norfolk, Va.—Granted WOWI(FM).

■ WMIL-FM, Maritre of Wisconsin Inc., Milwaukee—Granted WMVM(FM).

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: \*KCUI(FM) Pella, Iowa; KFBD-AM-FM Waynesville, Mo.; WFIB-AM-FM Marshalltown, KLG(A)M Algona, KMAQ-AM-FM Maquoketa, all Iowa; \*KNOS(FM) Marshall, Mo.; KRIB(AM) Mason City, Iowa; KRMO(AM) Monett, Mo.; KROS-AM-FM Clinton, Iowa; WAAA-AM-FM Winston-Salem, N.C.; WHHH(AM) Warren, Ohio; WNOX(AM) Knoxville, Tenn.; WRHS(FM) Park Forest, WRMS(AM) Beardstown, both Illinois; WVOJ(AM) Jacksonville, Fla.; and WXTA(FM) Greencastle, Ind. Action March 8.

■ WCHS-FM-TV Charleston, W. Va., WEAR-TV Pensacola, Fla., WPTZ(TV) North Pole, N.Y.—FCC granted license renewal applications of wholly owned subsidiaries of Rollins Inc. for stations WCHS-FM-TV, WEAR-TV and WPTZ(TV) for remainder of stations' regular license terms—until Oct. 1, 1972 for WCHS-FM and WCHS-TV; Feb. 1, 1973, for WEAR-TV; and June 1, 1972 for WPTZ(TV). WCHS-AM-TV Corp. is licensee of WCHS-FM and WCHS-TV and Rollins Telecasting Inc. licensee for WEAR-TV and WPTZ(TV). Action March 10.

### Modification of CP's, all stations

■ KPAY-FM Chico, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action March 4.

■ \*KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 15. Action March 8.

■ WPCS(FM) Pensacola, Fla.—Broadcast Bureau granted mod. of CP to install trans.; ant.; ant. height 520 ft.; remote control permitted from studio location at 123 East Saint John Street, Pensacola, Fla.; condition. Action March 8.

■ WSHN-FM Fremont, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action March 8.

■ \*WSAE(FM) Spring Arbor, Mich.—Broadcast Bureau granted mod. of CP to extend completion

date to May 15. Action March 10.

■ **\*WSAE(FM)** Spring Arbor, Mich.—Broadcast Bureau granted mod. of CP to change TPO 1.10 kw; trans. and studio sites, 220 Cottage Street, Spring Arbor, Mich. Action March 8.

■ **KILA(FM)** Henderson, Nev.—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action March 8.

■ **\*WEOS-FM** Geneva, N.Y.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height 72 ft. Action March 8.

■ **W70BA** Williamsport, Pa.—Broadcast Bureau granted mod. of CP to extend completion date for UHF TV translator to Sept. 10. Action March 10.

■ **WTPM(FM)** Aguadilla, P.R.—Broadcast Bureau granted mod. of CP to extend completion date to May 8. Action March 8.

■ **KYND(FM)** Pasadena, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action March 8.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: **KNOM(AM)** Catholic Bishop of Northern Alaska, Nome, Alaska to July 15; **KLOV-AM-FM**, **KLOV AM/FM Inc.**, Loveland, Colo. to June 1; **WSBC(AM)** WSBC Broadcasting Co., Chicago, to Aug. 24; **WELV-FM**, Catskill Broadcasting Corp., Elleville, N.Y. to July 15; **WCID(AM)** Juncos Broadcasting Corp., Juncos, P.R. to June 17; **WFAA-AM-FM**, A. H. Belo Corp., Dallas to July 15; **WBAP-AM-FM**, Carter Publications Inc., Fort Worth to July 15. Action March 10.

## Other actions, all stations

■ FCC has been requested by Sarkes Tarzian Inc., a TV tuner manufacturer, to rule that TV receiver manufacturers may use UHF detent tuning device of its design with VHF detent memory tuning system, to meet requirements of FCC's comparable tuning rules. Authority is requested for period of three years. Comments may be submitted by letter to chief engineer on or before March 26. Ann. March 15.

■ FCC adopted new standard RS-378, developed by Electronic Industries Association in conjunction with FCC staff engineers for measuring level of oscillator radiation from FM and TV broadcast receivers. Action March 10.

■ Brandywine-Main Line Radio Inc., has filed notice of appeal in U.S. appeals court from FCC's decision of July 1, 1970, denying applications for renewal of licenses of **WXUR-AM-FM** Media, Pa. (Doc. 17141), and from FCC's memorandum opinion and order Feb. 3 which denied Brandywine's petition for reconsideration. Ann. March 5.

■ FCC granted petition by ABC Inc. for waiver of rules to permit its affiliates to carry three and one-half hours of network programming between 7:00 p.m. and 11:00 p.m. (6:00 to 10:00 p.m. in Central Time Zone) on Tuesday evenings each week during first year of operation of "prime time access rule," provided each affiliate broadcasts not more than two and one-half hours of network programs on another day of week. Action March 10.

■ FCC informed three TV networks that it believes selection of 8:00 to 11:00 p.m. for prime-time programming, to carry out requirements of prime-time rule, would better serve public interest than 7:30 to 10:30 p.m. Action March 11.

■ Broadcast Bureau Chief Francis R. Walsh has notified Robert M. Light, president of Southern California Broadcasters Association, that proposal, by Association, to use research organization for survey of community problems meets FCC standards for ascertainment of community needs. Ann. March 12.

## Translator actions

■ **K13HU** and **K04EQ** Ft. Jones, Greenview, Etna and Callahan, all California—Broadcast Bureau granted CP to add amplifier to present equipment and increase output power to 5 w on VHF translator. Action March 9.

■ **K12HP** Denton, Mont.—Broadcast Bureau granted CP to replace expired permit for changes in VHF TV translator. Action March 10.

■ **Shelby**, Mont.—Broadcast Bureau granted CP for new UHF translator to serve Toole, Glacier and Liberty counties, all Montana, operating on ch. 74 by rebroadcasting **CFCN(TV)** Lethbridge, Alberta, Canada. Action March 4.

■ **KMSO-TV** Virginia City, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Virginia City by rebroadcasting **KTVM(TV)** Butte, Mont. Action March 10.

■ **K07JH**, **K09IT**, **K11JL** Overton and Upper Muddy River area, all Nevada—Broadcast Bureau granted licenses covering new VHF TV trans-

lators. Action March 10.

## Ownership changes

### Applications

■ **WIOM(AM)** Pittsfield, Mass.—Seeks assignment of license from Blue Ribbon Broadcasting Inc. to Radio Pittsfield Inc. for \$35,819.72. Seller: Herbert M. Levin is president and majority stockholder. He is general manager of **WQBA(AM)** Miami and the licensee is applicant to purchase **WKIS(AM)** Orlando, Fla. Buyers: Jerry Graham (30 5/6%), Bernard Louis Ruttenberg (30 5/6%), Melvin Gordon (33 1/4%) and Alvin H. Perlmutter (5%). Mr. Graham is president and owns 50% of **Graham-Ruttenberg Inc.**, New York, radio and TV consultants, and is secretary-treasurer, director and 45% stockholder in **Graham-Ruttenberg Public Relations Corp.**, New York. Mr. Ruttenberg is secretary-treasurer, director and 50% stockholder in **Graham-Ruttenberg Inc.** and president, director and 45% stockholder in **Graham-Ruttenberg Public Relations Corp.** Mr. Gordon is stockholder and senior vice president of **Printing Corp. of America**, New York. Mr. Perlmutter is vice president, director and stockholder in both **Spectrum Associates Inc.**, TV production firm and **Spectrum Editing Inc.**, film editing concern, both New York, and also owns real estate. Ann. Feb. 8.

■ **WFIS(AM)** Fountain Inn, S.C.—Seeks transfer of control of **Fountain Inn-Simpsonville Enterprise Inc.** from Leroy A. Hamilton (100% before, 50% after) to Ben Hill Davis Jr. (none before, 50% after). Consideration \$34,000. Mr. Hamilton is president of licensee, Mr. Davis was sales representative for **WFBC(AM)** Greenville, S.C., and was formerly minority stockholder in that station. Ann. Feb. 8.

### Actions

■ **WTRL(AM)** Bradenton, Fla.—FCC granted assignment of license from **Fletcher-Mitchell Corp.** to **WTRL Broadcasting Inc.** for \$266,702. Sellers: Jonathan Fletcher, president, et al. Buyers: J. McCarthy Miller, president, Boris Mitchell (each 40%), Jessie K. McKendree, vice president-assistant secretary (10%), William Twell, secretary, and Gordon Towne, vice president-treasurer (each 5%). Messrs. Miller, Mitchell and Twell own 57%, 19% and 5%, respectively, of **WCOA-AM-FM** Pensacola, Fla. Messrs. Miller and Mitchell own 26% and 22%, respectively, of **WKIS-AM-FM** Orlando, Fla. Mr. Miller owns 46% of **Pensacola Omnivision**, CATV system. Action Feb. 19.

■ **WOGO(AM)** New Smyrna Beach, Fla.—Broadcast Bureau granted assignment of license from **Radio New Smyrna Inc.** to **William Henry Brown** for \$40,000. Sellers: A. J. McCreery, vice-president-secretary, et al. Buyer: **William Henry Brown**. Mr. Brown holds interest in **WWBC(AM)** Cocoa, Fla. Action Feb. 22.

■ **WACI(FM)** Freeport, Ill.—FCC granted transfer of control of **Freeport Broadcasting Co.** from Lois Dagle (13.7% before, none after) and Donald A. Dagle Jr. (31.3% before, none after) to **Ruth Mahoney** (10% before, 32.5% after) and **Francis X. Mahoney** (45% before, 67.5% after). Consideration \$4,291.09. Action Feb. 24.

■ **WCVL(AM)** Crawfordsville, Ind.—FCC granted transfer of control of **WCVL Inc.** **Robert M. Sinclair** (25% before, none after) to **John L. Sinclair Jr.** (25% before, 50% after). Consideration \$2,500. **John and Robert Sinclair** each own 50% of **WANT(AM)** Richmond, Va. (Action Feb. 24).

■ **KWLA(AM)** Many, La.—Broadcast Bureau granted assignment of license from **Sabine Broadcasting Co.** to **Toledo Investments Inc.** for \$8,300. Sellers: **Donald T. Lyons** (51%) and **Ivan D. Murry** (49%). Buyers: **Donald T. Lyons**, vice president, (50%), **Leonard Q. Abington**, president, (25%) and **William T. Hanna Jr.**, secretary-treasurer, (25%). Mr. Abington is secretary-treasurer of **Mid South Fleet Leasing Inc.**, Shreveport, La., leasing cars and trucks; president **Hanna-Abington Ford**, Many, La.; secretary-treasurer **DeBeau Ford Inc.**, DeRidder, La. and secretary **JB Vandzear Insurance Agency Inc.**, Many, La. Hanna is president **Bill Hanna Ford Inc.**, Shreveport, president **Mid South Truck Leasing Inc.**, vice president **Hanna-Abington-Ford Inc.**, vice president **DeBeau Ford Inc.**, and secretary-treasurer **JB Vandzear Insurance Agency Inc.** Action Feb. 25.

■ **KPWV(AM)** Piedmont, Mo.—Broadcast Bureau granted transfer of control of **Wayne County Broadcasting Co.** from **Gaylon Watson** (61% before, none after) to **Gloria Bumpus** (29% before, 90% after). Consideration \$29,000. Mr. Watson is officer and director and 51% stockholder in **Iron County Broadcasting Inc.**, Ironton, Mo. Mrs. Bumpus holds 29% of **KPWV** as executrix of **Joseph Bumpus**. Action Feb. 24.

■ **KRNY-AM-FM** Kearney, Neb.—FCC granted assignment of licenses from **Radio Kearney Inc.** to **Semeco Broadcasting Corp.** for \$185,000. Sellers: **John W. Payne**, president, et al. Buyers: **W. O. Corrick**, president (90%), and **Charles A. Barber**, secretary (10%). Buyers own **KICX(AM)** McCook, Neb. Mr. Barber is general

manager of cattle feeding operation. Action March 10.

■ **KFWT-FM** Fort Worth—Broadcast Bureau granted assignment of license from **Trinity Broadcasting Co.** to **Marsh Media Ltd.** for \$315,000. Seller: **W. C. Windsor Jr.**, president, sole owner. Mr. Windsor owns **KFWT-TV** Fort Worth. Buyers: **Stanley Marsh III**, **Tom F. Marsh**, **Michael Marsh** and **Estelle Marsh Watlington** (all 22.5%), and **John S. Tyler** (10%). **Marsh Media** has 50% interest in **Amarillo, Tex.**, brake repair business and 25% of **CATV** system in **Amarillo**. **Stanley Marsh III** has interest in cattle business; real estate and investment companies; is director and stockholder of banks in **Amarillo** and **Fritch** and **Canyon**, both Texas; has interest in coin collecting agency and building firm, and owns book store. He also has interest in **Marsh family real estate** business. **Tom F. Marsh** has share in family real estate and investment businesses; owns oil and real estate investment fund; has interest in cattle feeding business and chain of stores and is director of credit agency. **Michael Marsh** and **Mrs. Watlington** have interest in family investments. **Mr. Tyler** owns **CATV** system in **Gainesville, Tex.**, and has interest in **CATV** in **Jonesboro, Ark.** Action Feb. 19.

## CATV

### Final actions

■ **Humboldt county, Calif.**—FCC denied petition by **H B Cable TV**, operator of **CATV** in **Humboldt county** for stay and reconsideration of mandatory cablecasting requirement of rules (Doc. 18397). In same action, FCC granted request by law firm for clarification of cablecasting waiver procedures outlined in memorandum opinion and order in Doc. 18397 released January 25. Action March 10.

■ **Allentown and Bethlehem**, both Pennsylvania—FCC directed **Service Electric Cable TV Inc.**, operator of **CATV** at **Allentown** and **Bethlehem** to comply within 30 days with carriage and program exclusivity requirements of rules. Action March 10.

■ **Fairless Hills, Pa.**—FCC granted request of **Bucks County Cable TV Inc.**, **Fairless Hills**, asking that **UHF WKBS-TV** be included in commercial switching experiment authorized by FCC and that **WBKS-TV**, Philadelphia be authorized to supply commercials for switching noncommercial \***WNET-TV**, New York, may be carried by **Bucks**, provided fund raising appeals of \***WHYY-TV** and \***WUHY-TV**, both Philadelphia, are substituted for fund raising appeals of \***WNET-TV**. Action March 10.

■ **Whitehall Township**, **North Whitehall Township** and **South Whitehall Township**, all Pennsylvania—FCC directed **Parkland Cable TV Inc.**, operator of **CATV**, to cease and desist from operating in violation of rules (Doc. 18872). Action March 10.

### Actions on motions

■ **Hearing Examiner Frederick W. Denniston** in **Berwick, Foundryville** and **Nesconeck**, all Pennsylvania (**Cable TV Co.**), **CATV** proceeding, granted motion by **Cable TV Co.** and corrected transcript of hearing sessions of Dec. 16, 1970 and Jan. 6 (Doc. 18986). Action March 10.

### Other actions

■ **Union City, Ind.** and **Union City, Ohio**—**Cable Television Bureau** granted petition for waiver of rules to carry signal of \***WMUB-TV** Oxford, Ohio. Action March 8.

## Cable actions elsewhere

The following are activities in community-antenna television reported to **BROADCASTING** through March 16. Reports include applications for permission to install and operate **CATV's**, changes in fee schedules and grants of **CATV** franchises.

Franchise grants are shown in *italics*.

■ **Live Oak, Calif.**—**Arco Electronic Co.** of **Orangevale** has applied for a franchise.

■ **Sterling, Colo.**—City council has granted a 10-year franchise renewal to **Sterling Community TV Co.**, a subsidiary of **Community Tele-Communications Inc.** (multiple-CATV owner), **Denver**.

■ **Herkimer, N.Y.**—Town Council has approved a 50-cent monthly rate hike from \$4.50, to **Antenna-Vision Inc.**

■ **Northport, N.Y.**—**Huntington TV Cable Corporation** has applied for a franchise.

■ **Roanoke, Va.**—Four firms have applied for a franchise: **Booth Communications** of **Detroit**; **Roanoke Cablevision Inc.**; **Clearview Cable TV Inc.**; and **Clear-View Corp.** of **Norfolk**.

Through dozens of different practices and mannerisms, Hank Greene reveals his preoccupation with that go-getter form of personal development known as "self-improvement." In everything from his selection of reading matter to his devotion to physical fitness, the concern is manifest. Most days, he even carries in his pocket a list of about 10 words, studies them when he has a spare moment, and uses them in conversation, (A list in his pocket several days ago contained such words as "odious," "unctuous," and "perfidious"—some of which might lend curious twists to office discussions.)

But some of this dedication must have paid off. As vice president in charge of RKO General Inc.'s television operations, Henry Vincent Greene Jr. has both stern responsibility and considerable power.

He came to the job after many years of tough preparation in sales, station management and group operation (at Westinghouse Broadcasting Co.). Today, his work week is long—it begins Sunday night at home in suburban Greenwich, Conn., and totally envelops his energies until Friday evening. Weekends are devoted to his family, but "the week belongs to the broadcast business."

Anybody with his responsibility and rigorous schedule would almost have to develop some special brand of tenacity, but not everyone is as conscious of the fact as Hank Greene.

Discipline and drive show in his tall, thin, wiry frame and his daily habits. "Many years ago," he says, "I joined the six-o'clock club. I get up before 6 a.m. I believe it gives me the jump on what's happening in the day."

That belief came early in life. A voracious reader, he devoured such how-to books as "How to Promote Yourself," "How to Be a Better Salesman," and "How to Develop a Better Personality." He found the early-to-rise advice in one of them.

This jump on the day is only part of the picture. When jogging became popular a few years ago, he started a routine. After exercising three mornings a week he leaves his suburban Greenwich, Conn., home for the local YMCA, jogs for an hour and then makes the 8 a.m. commuter train for New York. He continues the routine when out of town (while on a business visit to Los Angeles, he was stopped and questioned by local police who saw him jogging through the Beverly Hills area early in the morning).

The job to which he gives so much of this energy is demanding not only because of the responsibilities involved. Unlike most corporate posts, Mr. Greene's is held virtually without staff complement. And the TV stations he

## Man in motion: RKO General's Hank Greene

oversees for RKO constitute quite a mix: There are two major-market independents (WOR-TV New York and KHJ-TV Los Angeles); two network affiliates (WVAC-TV Boston and WHBQ-TV Mem-

### Week's Profile



*Henry Vincent Greene Jr.—Vice president of television, RKO General Inc.; b. July 13, 1922, Weston, Mass.; attended Boston University college of business administration, 1941-42 and in 1946; USN pilot, South Pacific (World War II), 1942-46; salesman, WBZ-AM-TV Boston, 1946-51; manager of Boston office, Weed & Co., 1951; recalled to active duty, Korean War, as naval pilot, 1951-53 (now retired with rank of commander); TV salesman in New York Weed Television Co., 1953; assistant sales manager, WBZ-TV Boston, 1956-59; general sales manager, KDKA-TV Pittsburgh, 1959-62; general sales manager for Westinghouse Broadcasting Co. TV stations, 1962-65; assistant general manager, WBZ-TV, also attended Massachusetts Institute of Technology-Sloan School of Management, 1965-66; vice president, Westinghouse Broadcasting Co., 1966-68; present post 1968; m. May Hewitt of Coronado, Calif., Feb. 3, 1945; children—sons Henry III, 24 (Lt. J.G. USN), and Marty, 19, and daughter, Rita, 13; hobbies—reading, sailing, flying, jogging, skiing.*

phis, both with ABC); and one UHF independent (WHCT-TV Hartford, Conn.), as well as RKO Television Representatives and RKO General Productions. And there is Showcorporation, a separate company that handles program distribution but reports to Mr. Greene.

Amid all this activity, the energetic Hank Greene manages to keep a firm grip on both himself and the businesses he directs. Associates have nicknamed him "The Velvet Glove," for his diplomacy in getting results.

One result that concerns him most is continuation of the trend he sees toward greater public-affairs programming. More and more, he says, stations are "making cameras available weekly or even daily to people who want to air problems—of the environment, or whatever a segment of the population's specialties and interests may be."

The economics of TV are also in flux, he notes. In particular, there is the escalating cost of programming for stations to consider. Mr. Greene points out that RKO General is experimenting on some of its stations with local-live programming that provides feedback to the communities. "We've learned a lot—how to handle people, how to staff up. We understand the need for preparation."

For example, he says, RKO General now has a half-hour weekly broadcast of a modern Catholic mass running on WOR-TV New York and drawing "substantial favorable feedback from the community." The program, Mr. Greene says, is "non-stereotyped, modern, and with lay people involved"; he hopes other stations in the group will consider it. He is also engaged in RKO's development of a three-part documentary "on an everyday community problem." Both may be made available to stations outside the group.

(His appreciation of the economics of this matter stems in part from a stint of several months at Massachusetts Institute of Technology's Sloan School of Management, in the 1940's while with Westinghouse in Boston. It was then, he recalls, that "I acquired the ability to read a profit-and-loss statement.")

When he leaves the office at the end of a week, Mr. Greene says, he puts it behind him completely and devotes his attention to family matters and a variety of hobbies. An ex-Navy pilot, he is a qualified commercial pilot and checked out in instrument flying; and, although he flies less frequently than in the past, he wants to try gliding and soaring. He notes with some pride that his oldest son, Rick, now flies for the Navy.

Mr. Greene also skis and is a skilled sailor (he races on Long Island sound)—and both on the job and away from it, he hews to "an old-fashioned philosophy of life. I believe in hard work."

## GI series

As might have been expected, the Army's \$10.6-million radio and television campaign to lure recruits has aroused mixed reactions.

Most broadcasters who were included in the four-month spot and network blitz have accepted the business without question. Some rejected it on the grounds that theirs is a patriotic duty to carry recruitment appeals at no charge. Among those who were left off the paid schedules there is an understandable disinclination to go on broadcasting the unpaid messages that the Army continues to send out.

In the Congress there has been criticism of the campaign as a waste of taxes, and questions are raised about its ultimate derivatives. Will government advertising be used to punish or reward the media and so influence them toward the government's view? Is there a danger of government underwriting propaganda? Representative Lionel Van Deerlin (D-Calif.) has asserted that broadcasters are obligated to give free time for messages of public importance and is moving to prohibit any governmental purchases of radio and television advertising.

In all the gusts of talk, several simple facts are receiving little notice.

In the first place, this is an innovative media purchase made for experimental purposes. It is not so much a test of radio and television advertising as a test of the Army's attraction as a place to work and of the larger question of whether the country can raise a professional armed force and abandon conscription.

It is unrealistic to pretend that an unpaid publicity campaign could achieve anything approaching the exposure that the Army's paid messages are getting. It is discriminatory to suggest that radio and television be denied paid advertising while other media may be bought.

## 23 skidoo

Ed Sullivan began and is about to end an era. No other television program has stayed live and alive for 23 years.

What Mr. Sullivan lacked in performing talent (he didn't sing, dance, tell jokes or ad lib very well) he made up with a unique genius. He was a talent scout without peer and a perfectionist. The slipshod had no place on his variety show.

There is an interesting statistic that relates to the Sullivan record. The combined Broadway and road-company runs of such theatrical greats as "Abie's Irish Rose," "Oklahoma," "My Fair Lady," and even the still-performing "Fiddler on the Roof" would not equal in aggregate audience that which currently watches a single Sunday-night performance of the *Ed Sullivan Show*.

## 27 years later

Most of the several thousand who will attend the opening ceremonies of the 49th convention of the National Association of Broadcasters in Chicago next Monday never knew the recipient of the Distinguished Service Award—the highest tribute their profession can bestow. Some were not even born when he was a newsmaker.

But those who know Neville Miller, the first paid president of the NAB, wonder why the selecting committee waited so long. And Mr. Miller himself has a right to muse

about the 27 years that have elapsed since he left the association in 1944.

Mr. Miller had been the mayor of Louisville, Ky., a university executive (Princeton) and a practicing attorney. His six-year tenure at NAB was fraught with problems that seemed just as onerous as those that plague broadcasters today. Neville Miller displayed remarkable integrity under siege. He refused to knuckle under to the then FCC chairman, James Lawrence Fly, or to the networks, or to James C. Petrillo, the musicians' czar, or to the ASCAP monopoly. Mr. Miller was in office during the copyright showdown when "Jeanie With the Light Brown Hair" and other public-domain compositions were the only music on the air. It was then that competition was introduced to music licensing with the formation of Broadcast Music Inc.

It was his resistance to some of the inside politics and the outside pressures that, in the long run, did him in.

During the Miller tenure, the NAB also spawned the first code of good practice for broadcasters. It was a good code. If it had stopped there it would have been sufficient.

Neville Miller, at 77, is troubled a bit by arthritis. But, as his audience will detect next Monday, the years have not dimmed his vision, his sense of humor, or his spirit.

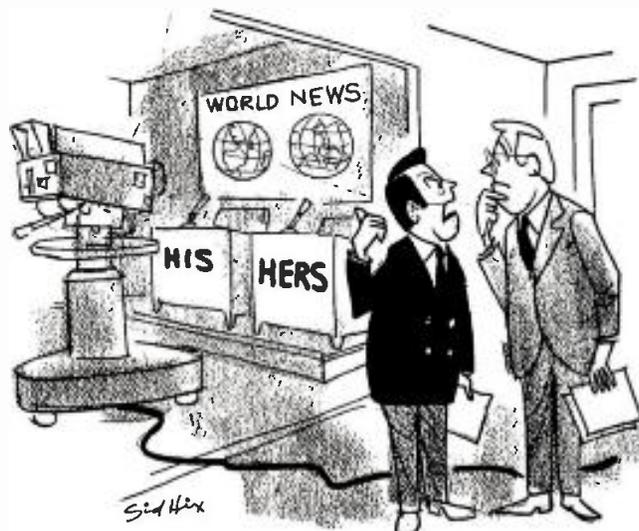
## The dreamers

The following advisory is commended to the attention of all of those members of the U.S. Congress who thought that their vote to prohibit cigarette advertising on radio and television was a vote against cigarette smoking.

The U.S. Internal Revenue Service reported last week that 50.6 billion cigarettes were manufactured last January, more than 3 billion more than were manufactured in the same month of 1970.

Cigarette advertising went off the air last Jan. 2.

If the trend in cigarette consumption continues, as there is every reason to believe it will, it will confirm a central argument that the majority of Congress ignored: Broadcast advertising was never intended to induce people to smoke. It was aimed at persuading them to switch brands. Banning broadcast will have only one positive effect: improving the tobacco companies' P&L statements.



Drawn for BROADCASTING by Sid Hix

"I'll bet women's lib is behind this move."



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Source: Pulse Nov.—Dec. 1970



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- Complete Station Automation
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- Faster Maintenance

GE proves the point at the NAB Show —  
in live and film cameras, station automation,  
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