



# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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The issues, all over the issue: Broadcasting covers the NAB  
 The furor won't down: TV journalism's trial goes on  
 BMI, TV music-licensing deal close to closing  
 The prices, the costs of the network's fall schedules

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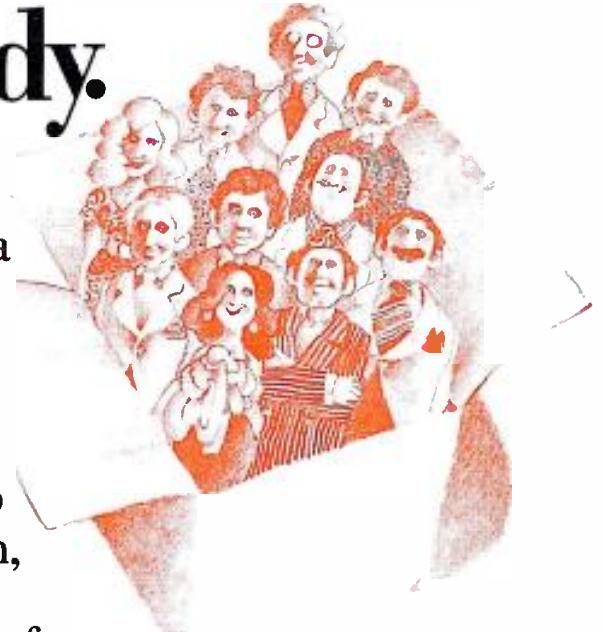
Every schedule you buy with us comes with a  
 "package" of iron-clad guarantees.

All nonpre-emptible, and available all year  
 round. To everybody.

Once you've made your buy, the rate will  
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 to 12 weeks. That includes per spot protection,  
 applicable even to renewals.

Your spot will not be lost in "clutter." In all of our  
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But don't buy us on our promises. Check our performance. Then call  
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**WCCO**  
 TELEVISION 4  
 We're with you.  
 Minneapolis St. Paul



## 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.



total kids almost 70% over lead-in.

Put their bone-crushing power to work  
our own market.

Call an MGM representative, (212) 262-2727,  
0 Avenue of the Americas, N.Y., and make  
competition... tremble.

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



MGM TELEVISION

# WHAT IS AVCO BROADCASTING?



In San Antonio, Avco Broadcasting is WOAI-TV and a bridge of understanding across the "generation gap."

Decisions being made today will affect the people of San Antonio for years to come. Yet, many of those who will be living with the results of those decisions had no opportunity to help shape them.

That is, not until WOAI-TV began its series of Advisory Conferences. The most recent involved 93 college and high school students in a "Search for Understanding."

During these open discussions, the students spoke out on the issues which they considered to be of importance to their community — socio-economic, ethnic and educational problems.

A list of over twenty high-priority needs emerged from these conferences. And, as a result, community leaders now have a better understanding of needs and concerns of youth.

The Youth Advisory Conferences held by WOAI-TV are just a single example of the station's efforts to attack the important problems facing San Antonio. Special programs on ethnic groups, drug control and community leadership are other activities that have helped build understanding through better communications.

WOAI-TV, just one of a progressive, involved group of twelve stations serving eight cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTH Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc.

**AVCO** BROADCASTING CORPORATION  
". . . shaping the 70's through communication"

Network news departments were singled out at NAB convention last week in attacks from several directions. News on local level was praised in President's message as other speakers opened fire on network journalists. See . . .

## **Network news: alone in target zone . . . 21**

Seventh in series of surveys conducted by Roper Organization indicates that public opinion rests in television's corner. Poll shows that public wants 'hands off' government policy toward television. See . . .

## **No avoiding it: TV's believed most . . . 24**

Madison Avenue agency executives, Hollywood producers and national advertisers woo TV station program buyers in Chicago; agency-advertiser barter versus traditional syndication seen as battle in program sales. See . . .

## **New breed in program sales . . . 26**

Tentative agreement reached between BMI and All-Industry Television Station Music License Committee would fix BMI rates on percentage of ASCAP's. The working formula: 58%. See . . .

## **TV stations, BMI close to terms . . . 38**

FCC Chairman Dean Burch advocates over-all review of airness doctrine by commission. In address to NAB convention, Mr. Burch indicates broadcaster fear of being choked off by demands for public access to airways. See . . .

## **Chance to get fairness under control . . . 40**

President Nixon's message last week to NAB convention indicates that Chief Executive favors repeal of Section 315 for federal elections. President also expresses concern for developments plaguing industry—especially CATV. See . . .

## **Nixon says it on the record . . . 41**

Vincent T. Wasilewski calls for congressional action to contain cable television in keynote address at National Association of Broadcasters convention; sees Frazier-Ali fight on closed-circuit as 'low blow.' See . . .

## **Cable seen leading to pay TV . . . 44**

American Newspaper Publishers Association casts doubt on economics and constitutionality of FCC's proposed ban on radio-TV ownership by newspapers; argues agency lacks authority to 'discriminate.' See . . .

## **ANPA states its cross-ownership case . . . 48**

Senate Communications Subcommittee under Chairman John O. Pastore reopens election-reform hearings for two days to hear conflicting testimony from Justice Dept., citizens and senators. See . . .

## **Big push now for campaign ceilings . . . 58**

Seasoned convention-goers touring Conrad Hilton exhibit halls last week generally agreed that refinement of existing equipment—with emphasis on automation—rather than major innovations was upshot of equipment exhibits. See . . .

## **The name of the game is hands-off . . . 68**

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## **Broadcasting**

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# This violin isn't gathering dust any longer



For more than fourteen years the Detroit Community Symphony has been providing musical training for inner city blacks—in almost total obscurity. Bookings were virtually non-existent. The struggles of this inspiring orchestra and its excellent music were spotlighted on WWJ-TV's prime-time "Profiles in Black" series. When Detroiters saw, they responded. Concert requests, donations for instruments, community support flooded in. Since The WWJ Stations are good for the people they serve, they're good for you.

***right on...Detroit***  
**WWJ AM-FM-TV**

Owned and Operated by The Detroit News • Affiliated with NBC  
National Television Representatives: Peters, Griffin, Woodward, Inc. • National Radio Representatives: McGavren-Guild-PGW Radio, Inc.  
Associated Stations: KOLD-TV Tucson, Arizona • WALA-TV Mobile, Alabama

## His own idea

Background of Al Capp's slashing attack on network newsmen in his appearance at National Association of Broadcasters convention last week (story, page 21) provides interesting footnote to what proved embarrassing incident for NAB brass. NAB staffers originally had cartoonist in mind as speaker on drug problem, and went to unusual length of checking out his qualifications for that assignment with White House. Alvin Snyder, assistant to White House communications director, Herbert G. Klein, who was contacted, says he did not know reason for NAB's interest, but that he told staffers that Mr. Capp had made many speeches on subject on college campuses and that administration "supported him in that area." When invitation to speak was extended to Mr. Capp, subject of drug abuse was discussed.

But when Mr. Capp arrived at convention, he told NAB he had switched subject; he would talk of "Agnew-CBS furor." He had been on program with Vice President in Boston on March 18 when Mr. Agnew delivered blast at CBS's *Selling of the Pentagon*, and felt media's critical reaction had been unfair. As to suggestion administration prompted him, he told BROADCASTING, "I'm old enough and rich enough to speak my mind."

## Relief

With network schedules firmed for next fall, biggest smiles are in "Black Rock—West," Universal Studios' executive tower, beyond beautiful downtown Burbank. Studio's 15½ hours, tops among TV production houses, means as much to Hollywood as to MCA, Universal's parent. Studio sources feel total network requirement will provide added work for at least 2,000 in industry struggling with 50% unemployment.

## Show biz

Despite disappointing rating of March 22 prime-time appearance of President Nixon in interview by Howard K. Smith on ABC, President intends to complete cycle of similar exclusives with CBS and NBC. There'll be effort, however, to get bigger build-up in advance and better position in schedule, after stronger lead-in and against weaker opposition than he faced on ABC. It's clear that White House wants Walter Cronkite for CBS's program and David Brinkley for NBC's.

In 70-market Nielsens, out last Fri-

day, Nixon-Smith program had 8 rating and 13 share of audience against 20 rating and 33 share for CBS's Doris Day and first half of Carol Burnett and 25.5 rating and 42 share for NBC's *World Premiere* movie.

## For sale

One of nation's leading classical-music broadcasters, *New York Times*, operator of WQXR(FM) New York since 1939 and WQXR(AM) since 1944, is considering sale of one or both stations. *Times* official said that if offers are right, negotiations could begin within week, or, if not, "we'll continue to play Beethoven."

*Times* is mindful that dual role as publisher and broadcaster in same market "is increasingly unpopular" in Washington. Stockholders of *Times* and Cowles Communications have approved *Times*'s purchase of several Cowles properties, including WREC-TV Memphis (BROADCASTING, March 29). Cowles transaction is subject to federal tax rulings, and station purchase is subject to FCC approval.

## Amateur acts

Professional pride of broadcast engineers has been hurt by news that some FCC commissioners are omitting engineering assistants on their staffs in favor of economists ("Closed Circuit," March 15; also see story, page 71). Association of Federal Communications Consulting Engineers, Washington, is working up official communication to FCC asking, "How come?" One AFCCE member has even suggested that if FCC members don't have engineering assistants on their staffs, then one of seven FCC members should by law be professional engineer.

## Heading for the hills

After consummation of its FCC-approved purchase of KIMN(AM) Denver—part of almost \$6.5-million package in which it is also acquiring KYXI(AM) Oregon City, Ore.—Pacific & Southern Broadcasting Co. reportedly plans to move its headquarters from New York to Denver. Closing in KIMN-KYXI deal is expected momentarily, as are closings in two other acquisitions FCC approved at same time (BROADCASTING, Jan. 11): WJRZ(AM) Hackensack, N.J., and KRHM(FM) Los Angeles. Move to Denver would position Pacific & Southern headquarters more centrally among its broadcast properties. Others in group are WQXI-AM-TV Atlanta and WQXI-FM

Smyrna, Ga.; WSAI-AM-FM Cincinnati and KHON-TV Honolulu and its satellites, KHAW-TV Hilo and KAII-TV Wailuku, both Hawaii.

## On the rise

Though *ABC Evening News* remains third in national ratings, ABC officials are elated with market-by-market progress it's been making, particularly since Harry Reasoner moved over from CBS News to join Howard K. Smith as co-anchorman. In Nielsen February-March sweep reports analyzed thus far, for example, they say *ABC Evening News* in Milwaukee moved from second place year ago to first this, with 30% gain in audience. In Chicago it has gone from second-place tie to undisputed second, in Philadelphia from third to first, in Rockford, Ill., from second to first. ABC officials blame newscast's third-place standing in national ratings on poor clearances. They say it's on 145 stations, versus 202 for CBS's News and 210 for NBC's, but they think local-market gains will help sell other stations on clearing.

## Action promised

Broadcasters complaining about American Research Bureau inaction on promised or implied improvements in ARB local-market TV reports ("Closed Circuit," March 29) are complaining too soon. That's nub of reaction from ARB sources, who said last week they had received and were still getting ideas and recommendations from variety of sources—from questionnaires sent to stations early last month, from talks with broadcasters at convention in Chicago last week, from recent meeting with ARB advisory council and from recommendations submitted by special consultant, James Seiler. When ARB officials have sifted all these they will draft plans for 1971-72 reports, sources said, but will then consult again with broadcasting representatives before making plans final.

## Revival

Andre Baruch and his wife, Bea Wain, prominent in nineteen-thirties and forties, as top-flight network announcer and prominent singer, respectively, are relocating to Florida in May and will co-host two-hour daily talk-interview-music show on WAWS(AM) Fort Lauderdale. Mr. Baruch is resigning as senior VP and account supervisor at Lennen & Newell, New York, to return to radio performing.

# Which of these cities has the most critical drug problem?



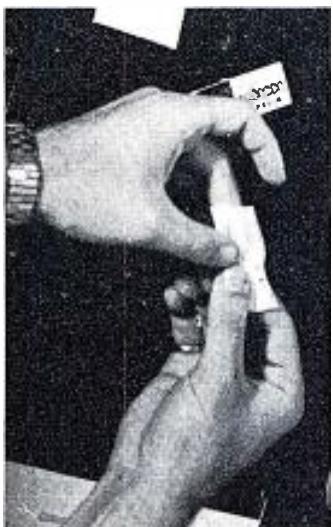
New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles



Boston

There are 30,000 New Yorkers who'll do just about anything to get their daily dose of drugs\*. That makes New York City the drug capital of America. But every one of these major American cities has a drug problem that's almost as bad.

There's a CBS Owned AM radio station in each of these seven cities, and they're all doing something about drug abuse. It's a big job, because our stations feel responsible to over 60 million people.

WCBS Newsradio is the station that's responsible to New York. Its award-winning series "Report on the Drug Scene" presents the whole ugly truth about drugs. Like it: report on newborn babies that are "hooked" because their mothers were addicts.

San Francisco hears about drugs on KCBS Newsradio's series "Drug Scene." Its target: run the range from pep pills to heroin. And its possible solutions range from drug education in the schools to methadone therapy.

Of course, when the seven CBS Owned stations aren't bringing you the news of the day, we're campaigning against things like pollution, crime, and the high cost of living.

Because community service is pretty habit-forming, too.

## The CBS Owned AM Stations

We feel responsible to over 60 million people.

WEEI Newsradio 59, Boston  
WCBS Newsradio 88, New York  
WCAU Radio 121, Philadelphia  
WBBM Newsradio 78, Chicago  
KMOX Radio 1120, St. Louis  
KCBS Newsradio 74, San Francisco  
KNX Newsradio 1070, Los Angeles  
Represented by CBS Radio Spot Sales

## ANPA outlines battle plan

American Newspaper Publishers Association will seek relief in courts and in Congress if FCC adopts rule that would require newspapers to sell broadcast stations in their markets, or to get out of newspaper business.

Stanford Smith, general manager of ANPA, and Harold W. Andersen, *Omaha World-Herald*, made that clear Friday (April 2), in Washington news conference called to release ANPA's comments in rulemaking proceeding (see page 48).

ANPA has distributed copies of three-volume comments to every member of House and Senate, as well as to attorney general and Justice Department's anti-trust chief.

Asked why copies were sent to members of Congress, Mr. Andersen said issue "could end up in Congress." Mr. Andersen is chairman of ANPA task force organized to oppose proposed rule.

And Mr. Smith said issue could reach courts. "Wherever we have to fight this battle, we'll fight it."

He said copies were being sent to Justice Department, which "goaded" commission into initiating rulemaking. Proposal would require multimedia owner to reduce holdings in market within five years to one television station, one or more daily newspapers, or one AM-FM combination.

ANPA, which comprises more than 1,000 daily newspapers whose publications represent more than 90% of total daily and Sunday circulation of papers published in country, is regarded as having potent lobbying power in Congress.

Arthur Hanson, ANPA counsel, said First Amendment argument—that proposal would deny newspaper's freedom-of-press right by forcing it to choose between publishing business and owning station on same market—is "sexy" argument.

But ANPA also says that if anyone is to act in area it is Congress, not independent agency.

## Macdonald unit gets moving

Three sets of hearings on three separate subjects will be held this month by House Communications Subcommittee. Spokesman for subcommittee Chairman Corbett H. Macdonald (D-Mass.) said Friday (April 2) that hearings will

cover FCC activities; use of government funds for broadcast advertising, and treatment of ethnic groups in television programming and motion pictures.

First item on agenda involves joint resolution introduced last month by subcommittee member Lionel Van Deerlin (D-Calif.). It expresses opposition to use of public funds by federal, state and local governments for purchasing TV and radio time (BROADCASTING, March 22). Hearings are scheduled for April 21-22.

Antidefamation hearings to be held following week—April 27-28—stem from number of joint resolutions introduced in House earlier this year. Resolutions asserted that if broadcasters and film makers do not move in next year to eliminate material derogatory to ethnic groups, Congress will take corrective action.

FCC oversight hearings are to be held April 29 and, according to Mr. Macdonald's spokesman, could explore any number of commission's activities.

## O'Brien turned down by ABC

ABC said Friday (April 2) that it has denied Democratic National Chairman Lawrence F. O'Brien's request that Democratic party spokesmen be given time to balance exposure given President Nixon in March 22 broadcasts (BROADCASTING, March 29).

ABC News President Elmer W. Lower, in wire to Mr. O'Brien, said ABC reviewed its coverage of "major controversial issues discussed by the President" on that telecast and said it showed that ABC's coverage had been "fair and balanced."

Mr. Lower noted that on 11 occa-

## Ray: The reply's the thing

Chief of FCC's Complaints and Compliance division said Friday (April 2) that broadcaster is in violation of fairness doctrine if he refuses time to spokesman for one side of controversial issue solely because that individual does not represent "significant" organization or body of public opinion.

William B. Ray ruled that CBS-owned KNX-AM-FM Los Angeles apparently failed to fully comply with fairness-doctrine obligations to present contrasting viewpoints to station editorials.

Action was in response to complaint by Thomas M. Slaten, contending edi-

sions, responsible spokesmen opposed to President's viewpoint on Laos controversy had appeared on ABC's evening and weekend news shows from Feb. 8 through March 27, and that both Senators McGovern and Muskie had presented their viewpoints on Southeast Asia on *Issues and Answers*, March 21 and Feb. 7 respectively.

## FCBA wants easing of drug-lyrics notice

Federal Communications Bar Association has asked FCC to clarify or reconsider its policy statement warning broadcasters of their responsibility to be familiar with song lyrics they broadcast (BROADCASTING, March 29).

FCBA says statement, in which commission notes it has received complaints about lyrics tending "to promote or glorify the use of illegal drugs," is not clear as to whether commission will conclude that licensee airing such lyrics violated his broadcast responsibilities.

FCBA petition, filed Friday (April 2), asks commission to make clear it was concerned only with licensee responsibility to be familiar with what he broadcasts and that it was not passing judgment "on desirability of broadcasting any song, even if a licensee should determine that it tended to promote the use of drugs."

But petition also says "requirement" that licensee learn and understand words to music he airs could involve "monstrous interference with musical creation." It notes that some composers of popular music do not intend that lyrics be clear and deliberately fail to clarify their meaning. In such cases, FCBA

editorial involved controversial issue—actions of some California judges in discharging their duties. Mr. Slaten said KNX did not broadcast reply to editorial and rejected his request because, as KNX said, he was not representative of specific organization.

Determination should hinge on basis of proposed reply, not on individual's membership in organization, Mr. Ray said.

KNX was requested to advise commission whether it intends to take measures to comply with doctrine," assuming that matter of public controversy is still involved," Mr. Ray added.

More "At Deadline" on page 10

says, commission can do no more than require licensee to make "a good faith ascertainment of the lyrics."

FCBA says that importance of uncertainty over meaning of notice stems from fact that notice can be interpreted as reflecting value judgment by commission on songs it feels tend to promote use of drugs. Such judgment, FCBA adds, would thrust commission into area of program control and would "be both ill-advised and illegal."

Policy statement is expected to take another blow this week, when group of public-interest lawyers file suit in federal district court asking that statement be declared unconstitutional abridgement of free-speech right.

Suit, in preparation several weeks ("Closed Circuit," March 15) will name several individuals and noncommercial stations as plaintiffs. It is expected to be buttressed with affidavits from performers claiming statement has already had chilling effect on music broadcasts.

### CBS in 1970: the details

CBS Inc., which has reported net income in 1970 of about \$64.1 million—down 10.85% from year before (BROADCASTING, Feb. 15)—has issued report which breaks down that figure to encompass its three divisions.

According to report, CBS's broadcast and technology division, including CBS/Broadcast Group and CBS/Comtec Group, accounted for approximately two-thirds of company's pre-tax income last year. But at same time, pre-tax income decreased in 1970, to \$82 million, from level recorded in 1969—\$113.5 million. That division accounted for \$681.7 million (little less than half) of CBS's total operating revenues last year, also down from 1969 figure of \$693.3 million.

Music and recreation division (CBS/Columbia Group and New York Yankees baseball team) contributed \$26.3 million to CBS's income before taxes, big increase from \$19.1 million attained in 1969. Revenues for division also rose, from \$345.2 million in 1969 to \$419.5 million last year.

Third division, education and publishing, had increased revenues in 1970 but registered \$800,000 decline in pre-tax income from previous year. CBS/Education and Publishing Group (also known as CBS/Holt Group) had revenues of \$129.3 million, increased from 1969's \$120.4 million, and income of \$11.5 million (down from previous year's \$12.3 million) before taxes.

All figures are for year ended Jan. 2.

### Court wants Banzhaf's views

Three-judge federal court, in considering broadcasters' suit to declare statutory ban on radio-TV cigarette commercials unconstitutional, has asked anti-

## Week's Headliners



Mr. Schlafly

Hubert J. Schlafly, senior VP and co-founder of Teleprompter Corp., New York, will succeed Irving B. Kahn as president. Mr. Kahn also will relinquish Teleprompter's chairmanship though he'll continue as consultant through 1976. (See story, page 49):

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

smoking crusader John Banzhaf to file friend-of-court brief.

Court, acting on its own motion, requested Mr. Banzhaf to address question of legislation's "present or future effect . . . on cigarette advertising in nonelectronic media." Mr. Banzhaf was asked to submit brief by April 26; government and broadcasters involved—six AM's and National Association of Broadcasters—have until May 10 to reply.

Court noted that thrust of complaint is that legislation discriminates against broadcasting in that it permits advertising in print and other nonelectronic media. Court also noted law "would preclude the Federal Trade Commission from following up on certain of its efforts to police nonelectronic media advertising for a stated period."

### TVC acquisition finalized

Television Communications Corp., New York-based leading CATV firm, completed acquisition of WKJG-TV (ch. 33) Fort Wayne, Ind., Friday (April 2), giving TVC its second TV and third broadcast property.

Purchase entailed exchange of 578,331 shares of TVC stock for all stock of WKJG Inc., principally owned by John F. Dille and family. Value of transfer was estimated at \$6,072,445.

In transaction, Mr. Dille, former chairman of National Association of Broadcasters, joins TVC as director of communications division. Mr. Dille and family own WSJV-TV and WFIM-FM Elkhart-South Bend, Ind., Elkhart Truth

daily newspaper, and cable system in Elkhart-South Bend area as well as minor interests in Lafayette, Ind. and Jamestown, N.Y.

### ACTION factions

Four action groups in broadcasting field have asked FCC for permission to examine films or tapes of children's programs carried on three networks during Saturday of composite weeks—Dec. 6, 1969—between 8 a.m. and 2 p.m.

Request was made in connection with commission's notice of inquiry and rule-making on children's television issued last January in response to petition by Action for Children's Television.

ACT and Council on Children, Media & Merchandising; National Citizens Committee for Broadcasting, and Office of Communication of United Church of Christ earlier had sought to inspect considerably more programming as well as TV-commercial material directed at children. They have now limited their request because commission notified them it would be "unduly burdensome" to broadcasters to make requested material available.

### The 'Passover' dispute

FCC may be brought into dispute between American Board of Missions to the Jews and six TV stations that canceled missions' sponsored program Passover.

Rev. Dr. Daniel Fuchs, general secretary of missions board, said Friday (April 2): "We are getting a clarification as to our rights and are talking to our lawyers about proceeding before the FCC."

Controversy began when independent WOR-TV New York canceled plans to broadcast TV program that reportedly depicts Jewish holiday as forerunner of certain Christian practices.

WOR-TV canceled show, scheduled to have been shown today (April 5) a 7:30 p.m., because, station spokesman said, "We did not think it would be serve the interest of the New York television audience."

Pointing out that program might be highly controversial and offensive to great many of its viewers, spokesman added: "Passover was interpreted in manner that was not in tradition."

Program had been scheduled on 12 stations throughout country. Of this total, however, Dr. Fuchs said, five other stations have also canceled: KCOP-TV Los Angeles, KPLR-TV St. Louis, WPHL-TV Philadelphia, WNIC-TV Pittsburgh and WTCN-TV Minneapolis.

He said program still is scheduled to be seen on KTVT-TV Dallas; KPHO-TV Phoenix, WCIU-TV Chicago, WDCA-TV Washington, KLZ-TV Denver and WCIX-TV Miami.

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## Datebook

### A calendar of important meetings and events in communications

■Indicates first or revised listing.

#### April

- April 4-6—Annual convention, *Southern CATV Association*. Sheraton-Peabody hotel, Memphis.
- April 5-7—Board of directors meeting, *Inter-American Association of Broadcasters*, Rio de Janeiro.
- April 6—Annual stockholders meeting, *Ameco Inc.* Ameco Offices, Phoenix.
- April 7—Annual Radio Newsmaker Luncheon, *International Radio and Television Society*. Chuck Blore, chairman of Chuck Blore Creative Services, Hollywood radio commercials producer, will speak on "Radio Means Never Having to Say You're Sorry." Waldorf-Astoria, New York.
- 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—Eighth annual *Publicists Guild* awards luncheon. Century Plaza hotel, Los Angeles.
- 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—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—Sales clinic sponsored by *Television Bureau of Advertising*, Buffalo, N.Y.
- April 13-14—Meeting, *New England CATV Association*. Sheraton Wayfarer, Bedford, N.H.
- April 13-15—Meeting, *Kentucky CATV Association*. Continental Inn, Lexington.
- April 13-16—*Public Television Conference*. Waldorf-Astoria, New York.
- April 14—Annual meeting of *Boston Herald-Traveller Corp.* Statler Hilton hotel, Boston.
- April 15—New deadline for reply comments on 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—National institute of *American Bar Association*, Institute, titled "New Techniques in Regulating Business," will analyze and evaluate recommendations of President's Advisory Council on Executive Reorganization. Mayflower hotel, Washington.
- 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 17—Board meeting, *Radio Television News Directors Association*. Statler Hilton, Boston.
- April 17-23—International Videorecord & Equipment Market (VIDCA) and International TV
- Program Market (MIP-TV), Cannes, France (New York office: (212) 489-1360).
- April 19—Annual meeting of the *Associated Press* followed by annual luncheon for broadcast and newspaper members and their guests with address by New York Governor Nelson A. Rockefeller. Waldorf-Astoria hotel, New York.
- April 19-25—23rd cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.
- April 20—Sales clinic sponsored by *Television Bureau of Advertising*. Salt Lake City.
- April 21—Annual meeting, *General Telephone and Electronics Co.* Keeneland Association Sales pavilion, Lexington, Ky.
- April 21—*George Foster Peabody Broadcasting Awards presentation and Broadcast Pioneers luncheon*. Pierre hotel, New York.
- April 21-23—Convention, *Ohio Cable Television Association*. Sheraton Columbus Motor hotel, Columbus.
- April 21-23—Meeting on CATV program origination, *National Cable Television Association*. Palmer house, Chicago.
- April 22—Sales clinic sponsored by *Television Bureau of Advertising*, Los Angeles.
- April 22—Sales clinic sponsored by *Television Bureau of Advertising*, Dallas-Fort Worth.
- April 22-23—Board meeting, *National Cable Television Association*. Arizona Biltmore, Phoenix.
- April 22-24—Spring convention, *Louisiana Association of Broadcasters*. Hodges Gardens Motor inn, Leesville-Many.
- 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 23-25—Symposium sponsored by *Ohio State University, College of Social and Behavioral Sciences*, in cooperation with *Association for Pro*

#### Major convention dates in '71

- April 28-May 2—20th annual national convention *American Women in Radio and Television*. Washington Hilton hotel, Washington.
- May 13-15—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.
- 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.

fessional Broadcasting Education, Corp. for Public Broadcasting and *National Association of Educational Broadcasters*. Topic to be studied "Global Broadcasting: Dimensions, Problems and Promises." Ohio State University Center for Tomorrow, Columbus.

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 Award 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 on proposed CATV policies and regulation. Sheraton-Mt. Royal hotel, Montreal.

April 26-28—Annual conference of State Association presidents, and executive secretaries, spor

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sored by National Association of Broadcasters. Mayflower hotel, Washington.

April 27—Sales clinic sponsored by Television Bureau of Advertising. San Francisco.

■April 27—Sales clinic sponsored by Television Bureau of Advertising. Indianapolis.

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

■April 27-30—Convention, Audio Engineering Society. Audio equipment used in broadcasting will be featured in addition to other exhibits. Guest speaker at convention luncheon will be Mort Sahl. Los Angeles Hilton.

■April 28—Annual stockholders meeting of Foote, Cone & Belding Communications Inc. Summit hotel, New York.

■April 29—Sales clinic sponsored by Television Bureau of Advertising. Seattle.

■April 29—Sales clinic sponsored by Television Bureau of Advertising. Atlanta.

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

■April 30-May 2—General Assembly of the Inter-American Association of Broadcasters. Bogota, Colombia.

## 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—Sales clinic sponsored by Television Bureau of Advertising. Hollywood, Fla.

■May 4—Sales clinic sponsored by Television Bureau of Advertising. Boston.

May 4-6—Spring meeting, Pennsylvania Community Antenna Television Association. Marriot 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—Dinner sponsored by Michigan Association of Broadcasters. Madison hotel, Washington.

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

■May 6—Sales clinic sponsored by Television Bureau of Advertising. Baltimore.

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 10-13—Spring convention, western chapter, National Religious Broadcasters. Honolulu.

■May 11—Membership meeting, National Public Radio. Twin Bridges Marriott hotel, Washington.

■May 11—Sales clinic sponsored by Television Bureau of Advertising. Minneapolis-St. Paul.

■May 11—Sales clinic sponsored by Television Bureau of Advertising. Roanoke, Va.

■May 11-13—Region six Institute of Electrical and Electronics Engineers conference "Engineering for the Conservation of Mankind" at Wood Lake inn, Sacramento, Calif.

■May 12-13—Public Radio Conference. Twin Bridges Marriott hotel, Washington.

■May 12-13—Spring convention, Illinois Broadcasters Association. St. Nicholas hotel, Springfield.

■May 13—Sales clinic sponsored by Television Bureau of Advertising. New Orleans.

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.

## BROADCASTING PUBLICATIONS INC.

Sol Taishoff, president; Lawrence B. Taishoff, executive vice president and secretary; Maury Long, vice president; Edwin H. James, vice president; Joanne T. Cowan, treasurer; Irving C. Miller, comptroller.



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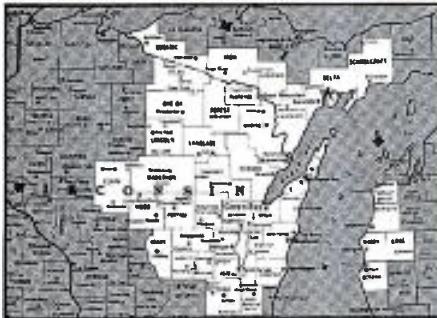
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Green Bay

- May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Detroit.
- May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Omaha.
- May 20—Spring managers meeting, *New Jersey Broadcasters Association*, Douglass College campus, Rutgers University, New Brunswick, N.J.
- May 20—Sales clinic sponsored by *Television Bureau of Advertising*, St. Louis.
- 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—Sales clinic sponsored by *Television Bureau of Advertising*, Albuquerque, N.M.
- May 25—Sales clinic sponsored by *Television Bureau of Advertising*, Kansas City, Mo.
- 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.

### OpenMike®

#### A second for Salant

**EDITOR:** I find it unusual, indeed amazing, that high-ranking government officials could oppose the educational and informative programming provided in CBS-TV's *The Selling of The Pentagon*. I found it interesting though disheartening to learn of this heretofore unrealized phenomenon of additional waste of taxpayers' time and money. To be sure, Richard Salant [president of CBS News] has every right to be proud of the report. In addition, he should be elated, jubilant and ecstatic over it. (Please note: My observations are based on having seen the program, not by having seen its reviews.)

If Messrs. Hebert and Agnew had one iota of the intelligence they claim credit to, they would stop pursuing the issue. They have only caused increased publicity to the situation by prompting the program to be aired a second time. With any luck, they and others with similar feelings and actions will give cause for Roger Mudd to receive an award for the effort.—Albert J. Dunning, State College, Pa.

#### Prenatal or post?

**EDITOR:** There appear to be some misconceptions about the all-industry advertising complaints proposal spearheaded by the American Advertising Federation as compared with the broadcasters' long-established self-regulatory codes. Your March 29 editorial, "Out of Sync," can be clarified by stressing the differences between the NAB codes and the AAF proposal.

Regardless of media used, under the all-industry advertising complaints proposal, advertisements challenged after they have reached the public would be screened by a national advertising review board and, if no resolutions were

reached, publicly censured and referred to the Federal Trade Commission or other pertinent federal agency, when appropriate. The NAB codes, by contrast, with the support of code-subscribing broadcasters who cannot abrogate their public-interest licensed responsibilities, operate to screen advertising in advance of use, see that claims are properly documented and serve a combined preventive-corrective role.

Even when the AAF plan becomes operational, the NAB codes must continue to perform the tasks assigned to them, given the unique licensed public-interest responsibilities of radio and television. The two approaches—the NAB codes and the all-industry advertising complaints proposal—would not overlap and would generally be "in sync."—Stockton Helffrich, director, NAB Code Authority, New York.

#### Illegality underscored

**EDITOR:** It's absolutely fantastic to note that not one single opponent of the FCC's drug lyric notice quoted in your March 22 issue mentioned the fact that drugs are *illegal* in this country—not like war protests or pollution or First Amendment rights or Shakespeare or Whitman, all of which are completely legal.

Do broadcasters or record companies or commentators want the right to decide whether or not they can promote an illegal activity? Until the drug laws are changed broadcasters had better remember that encouragement of others to flout the law of the land is tantamount to being an accessory [to breaking the law]. Remember that every time you hear of a kid in trouble over pot or speed, you can ask if you were an accessory.—Abe J. Voron, president, Sterling International Corp., Cherry Hill, N.J.

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Note: TV and Radio stations pay only for commercial use (film dubs and distribution on tape). Special rates for educational users and production houses.

## Seeing the trees in the audience-survey forest

There was a time, back in TV's black-and-white days, when those of us in small agencies could buy TV time by hunch—by the seat of our pants, so to speak. This was especially true of stations within our own Albany-Schenectady-Troy, N.Y., market. After all, the staff at Associate Communications Group was familiar with the stations, accepted their hospitality at, say, Saratoga Racetrack, and even knew most of their on-the-air talent. Who needed fancy, new-fangled audience-measurement surveys to know that the local TV's 11 p.m. news reached most of the market? But as they say: How times have changed.

Many of us in agencies were led to believe that the Nielsen and ARB audience measurement surveys—which we then were beginning to see on occasions when a station salesman pulled it out of his attache case to prove a point—were mostly intended for time buyers in New York or Chicago who had no handle on the market. While the stations used these surveys in selling their national business—in fact, they obviously lived by these ratings nationally—they seldom displayed them locally. Yet the number of blockbuster movies during certain November weeks, all heavily promoted on the air and in our six daily newspapers, proved the stations felt the ratings were all important.

And soon a new breed of cat emerged: the really "with it" agency time buyers or account executives who had discovered the rating books and were infatuated with all those columns and abbreviations: HUT, DMA, LOH. Suddenly their conversation was filled with references to "target consumers" and "primary demographics." And before they could buy any time, they needed from the station representative a full-scale breakout: ratings, men reached, women reached, C-P-M per spot, C-P-M per schedule and so on.

In the old pre-ARB/Nielsen days we could get instant availabilities, either on the phone or in person. The affable TV representatives made it all so easy, occasionally sketching out a schedule on the back of an envelope or a program schedule. Now we saw them less: presumably they were at their metal desks compiling those multicolumned availability submissions, borrowing the accounting department's calculator to figure out their C-P-M's.

The truth is that the TV salesmen were beginning to know their rating books well, but the agencies were not really on as solid ground in discussing the intricacies of the surveys.

And suddenly audience measurement surveys became the new toys of the time buyers. No buy was made without its being scientific; often the harried time salesmen were asked to submit both Nielsen and ARB figures, only to be confronted with the time buyer's query: "How can these two ratings be so far apart on *Teen-Age Barn?*" If a spot were missed, it took half an hour to get a make-good: The demographics of the lost spot had to be compared with the demographics of half of a dozen possible make-good slots.

Not only were we buying by the numbers, but on predictions. It seems that in late August, the stations' representatives would predict how the fall line-up would fare, sometimes taking into account how a syndicated show ran during the spring in Los Angeles. By adjusting the figures to a three-station market and taking the square root of the stations' zip code and factoring in the transmitter's ERP they'd come up with the whole ball-of-wax in advance: rating, share, homes reached, men, women—all of this duly recorded on the stations' submissions, merely asterisked as Est. for estimate.

It got so that any conversion between agency and station that wafted up over the time buyer's partition was numerical gibberish: "So I'm getting 856-thousand home impressions on the ARB, but I figure the same sked at 82 C-P-M's on the Nielsen with 746-thousand homes. Now if I go with a mixed schedule of 30's and 10's, etc. . . ."

It was about this time some of us

began to wonder whether we'd gotten carried away with our own numbers racket. An avalanche of statistics engulfed our agency and, to reverse the metaphor, we were getting to the point where we could not see the forest for the trees.

It occurred to us last spring that in our obsession with numbers, we were overlooking some vital factors which did not show up on the multicolumned rating books. For instance, what is the mood of the program and does our commercial fit with this mood?

Other questions we ask: How much clutter will surround our spot? If it's the 10 p.m. break, will it follow a minute of sign-off credits and network promotions, precede a station ID with built-in promo and another 30-second spot before the new show starts, possibly with credits? A great spot (with an equally great rating) can be immeasurably diluted by such clutter and receive maybe one-quarter the attention it might receive at some other time period—perhaps the 11 p.m. news. (By and large, TV news programs are attentively watched, I'd say, whereas the time period between 9:57 p.m. and 10:02 p.m. may actually get scant attention despite the high tune-in.)

What I'm saying is: We've not gone back to the pre-rating days when we bought by hunch rather than by numbers, but we are using the numbers now along with our observations of clutter and our guess concerning such things as mood or attention span. Admittedly these are abstract and ephemeral considerations. They aren't easily put into neat columns, but we feel they must be considered along with the audience surveys to make the best buys for our clients.



John D. Adams, president of Associate Communications, describes himself and his partner, Ron Blass, as New York City "drop-outs." Associate Communications is actually three firms: J. D. Adams Associates Inc. (public relations and publishing); R. T. Blass Inc. (graphics) and Edwards & Hennessey Inc. (advertising marketing and promotion). Mr. Adams also specializes in agency public relations in upstate New York. Mr. Adams was formerly administrative VP and chief editor for Slocum House Inc., New York.



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our disposal, to break the hellish circle of poverty."

The face of poverty in the Evansville area is shown on the WEHT-TV series. Community leaders appear. So do people who live in poverty. They discuss substandard housing and hunger. Being poor and white. Being poor and black. Being poor and old. The whole hellish circle of poor

housing, poor education, poor employment.

*For God's Sake* is a long-term educational effort — a basis for Evansville to act, with understanding, to break its hellish pocket of poverty.

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James S. Gilmore, Jr., president

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Harrisonburg

# Network news: alone in target zone

## The shooting is joined by some affiliates as President praises station journalism

Spiro T. Agnew said nothing publicly last week about the performance of network news departments, but practically everybody else did. As the argument heated up, it found a ready-made forum: the annual convention of the National Association of Broadcasters.

It started before the main convention was called to order in Chicago last Monday (March 29). A day ahead the CBS-TV Affiliates Board met by prearrangement to confer with network officials on business matters. The agenda and the status changed. To Chicago flew Frank Stanton, president of CBS Inc.; John A. Schneider, executive vice president of CBS Inc.; Richard W. Jencks, president of the CBS/Broadcast Group, and Robert D. Wood, president of the CBS-TV network, to mention only the highest brass.

At about the same time the March 29 issue of *Barron's*, the national weekly dealing with business and finance, arrived in Chicago with a cover story urging nothing less than the denial of broadcast access to CBS. The *Barron's* article also proposed that Dr. Stanton resign as chairman of the U.S. Advisory Commission on Information, which oversees the U.S. Information Agency.

On Monday afternoon, George Romney, secretary of housing and urban development, who had been invited to address an NAB convention session on subjects associated with his job, swerved from his primary course to widen the attack on news media. Pounding the lectern, he cried: "The channels of communication of America are dominated primarily by all the negatives that can be blown up and exploited in this country."

At a huge convention luncheon the next day Herbert Klein, the administration's director of communications, delivered a message from the President who referred tangentially to network journalism but was effusive in his praise of "the remarkable improvement in the

depth and quality of local radio and television news work."

Mr. Klein was followed by Al Capp, the cartoonist and conservative lecturer, who, originally invited to discuss other subjects, devoted his talk to a blistering condemnation of network correspondents. The prejudice against Mr. Nixon and his policies was overwhelming, Mr. Capp said. Delegates stood to applaud.

For years some CBS-TV affiliates (and like-minded affiliates of other networks) had occasionally objected to the network handling of some news. The affiliates' concern with "balance" in CBS News's *The Selling of the Pentagon* was the main topic of the extraordinary meeting with the Messrs. Stanton, Schneider, Jencks, Wood and other network officials in Chicago.

The affiliates were said to have questioned whether the program sufficiently presented the Pentagon viewpoint and official justification for the massive public-relations effort that the program reported and criticized—rather than the charges of misrepresentation and distortion that government and other critics have leveled at it.

Dr. Stanton reportedly defended the program, its accuracy and validity in a discussion that extended over more than an hour. Some affiliate sources said he did not deal specifically with the questions of in-program balance.

The meeting was described by both CBS and affiliate sources as calm and low-key.

It was extraordinary if only for the array of CBS brass on hand. CBS authorities insisted the size of the array

### Three on the offensive against network news



Mr. Capp



Mr. Klein



Secretary Romney

was partly happenstance: that Dr. Stanton as well as Mr. Wood and other network officials had planned to be on hand, but that Messrs. Schneider and Jencks had not but happened to arrive for the NAB convention just before the affiliates board meeting and accepted an invitation to attend.

The meeting had been requested by the affiliates board, headed by Ves Box of KDFW-TV Dallas, several weeks earlier. The affiliates wanted to express their concern about CBS-TV's "selling split networks" in what they considered direct competition with spot television.

But that was before the dramatic upturn in network TV sales became evident in mid-March (BROADCASTING, March 15) and also before CBS-TV's rebroadcast of *The Selling of the Pentagon* touched off new criticism and controversy. Accordingly, network sales practices took second place to *Pentagon* in the discussions.

On the selling of "split networks," Frank M. Smith Jr., CBS-TV sales vice president, reportedly told the affiliates that networks had "done it for years," and apparently there was little further protest. Mr. Box was quoted as saying that the issue "could have caused a riot" six weeks earlier, before the surge in network sales lifted and firmed network prices and gave promise of revitalizing spot sales as well.

One member of the committee had a copy of the March 29 *Barron's* with its blistering attack on CBS News, and this reportedly was circulated and read but not discussed. Most of the board's meeting when CBS officials were not present was said to have been devoted to "housekeeping matters."

The *Barron's* article was conceded to be one of the most bitter indictments aimed at any news medium.

"CBS, in our view, has forfeited its access to the nation's airwaves. The time has come to turn it off."

Thus *Barron's* wound up a long lead article in its March 29 issue, echoing—and amplifying by several decibels—charges made by Vice President Agnew and other critics against such documentaries as *The Selling of the Pentagon* and *Hunger in America*, CBS News's involvement in the never-broadcast "Project Nassau" and other instances of its news coverage.

The article held the "CBS television stations stand wide open to challenge on their license renewals, and we urge concerned, public-spirited citizens—as well as the FCC—to respond."

Under the heading "Broadcast License" and the subhead "CBS Has Forfeited Access to the Nation," the unsigned article filled page one and spread the March 29 *Barron's*.

Starting with CBS News President Richard S. Salant's defense of *The Sell-*

*ing of the Pentagon*, the article said:

"Lesser media of communications may occasionally run a correction or retraction; the *Washington Post*, not long ago, printed an extraordinary confession of error. CBS News, which is made of sterner stuff, stands defiantly on the record."

"Quite a record it is, too."

Mr. Salant answered "merely two of the many points of criticism raised," the article said, while the critics have made "a compelling, and thus far uncontested, case" as to the rest.

But "far worse" than the misstatements charged against *Pentagon*, the article continued, were "the omissions and distortion, including two episodes in which tapes were clipped and reassembled to convey false impressions of what the speakers said. Specific lapses aside, even the untutored eye could scarcely fail to detect, in a so-

support. "I don't think the President of the United States is getting a square break," he said.

Then, turning from the domestic scene, he said: "There is a front in Southeast Asia where our American boys are at war. And there is a front here in the channels of communication of America." It is those channels, he said, that are "dominated primarily by all the negatives." The positives, he said, "should get the degree of emphasis that they deserve."

President Nixon, Mr. Romney suggested, was being attacked "because there has grown in this country a large group of those who command respect in channels of communication who judge people on the basis of style." He said "style" in a tone of sarcasm. The President ought to be judged by the substance of what he is doing, Mr. Romney said.

As he was leaving the hall after his speech, Mr. Romney was intercepted by a reporter who asked whether his remarks about negative news coverage could be interpreted as corresponding to Vice President Agnew's recent comments. Mr. Romney turned in some heat and said: "If you will report what I said, and not try to embellish it and interpret it, and apply it to all the press, so then I will have all the press down on me, I'll appreciate it."

A lower-key interlude was managed at the NAB convention by Mr. Klein, the President's number-one PR man. Mr. Klein was back at another NAB convention to mend fences that had been trampled down in another encounter between broadcast journalism and the Nixon administration. He had been in much the same position a year earlier (BROADCASTING, April 13, 1970), a few months after Mr. Agnew invented the technique of making national issues out of national news coverage.

Speaking at the Tuesday luncheon, before reading a message he had brought from President Nixon, Mr. Klein was most lavish in his praise of the news media. "There's no question," he said, "that the American press and broadcasting industry" are unparalleled in their technical ability and that they are the "ultimate in fairness and objectivity" in presenting news to the public. "This," he said, "sometimes is forgotten in debate."

However, the message he carried from the President was seen by some at the luncheon as an effort to make clear the administration had no quarrel with local stations, whatever it thought of the networks. It also seemed part of an effort to enlist support for the President's program among local broadcasters who the administration may feel are more likely to be disposed to its position than the network newsmen.

*A quote attributed to the AP's Wes Gallagher:*

**"Gallagher's Law is that criticism by the government rises in direct proportion to the amount of news printed or broadcast which reflects unfavorably on government policy."**

called documentary, pervasive malice and editorial bias."

*Barron's* continued:

"On the CBS television network—which includes five wholly owned stations and 198 affiliates—slanted (or, in view of his authority and tenure, perhaps the word should be Salanted) journalism has long been the name of the game."

CBS had no official comment following *Barron's* attack, but a CBS News spokesman responded to newsmen's inquiries last week with this statement:

"Even though the article was atrocious journalism, totally one-sided and inaccurate, we do not suggest that *Barron's* be deprived of its second-class mailing privileges."

The extension of criticism to all "channels of information" by Mr. Romney came on Monday afternoon in a speech the cabinet officer was making on the President's domestic program. Mr. Romney had talked about federal sharing of revenue with the states and the reorganization of the federal administration, and he asked the broadcasters to support those programs.

He said the President needed more

Mr. Klein, at a news conference before his luncheon appearance, made it clear he is concerned about whether the President's domestic program, including proposals for revenue sharing and executive-brach reorganization (subjects that Mr. Romney had stressed)—are attracting enough public interest.

"I would like to extend special recognition today to the individual, local television and radio stations across the nation, and to the men and women who own and operate them and direct their news programs," the President said, in his message. "Much of the time spotlight of praise and the crossfire of criticism focus on the major national broadcasting networks—yet the local stations, without which the networks could not exist, are equally important. Particularly in the area of news and public-service programming, local broadcasting plays an influential and creative role in the life of the community."

The President added that he has been impressed "with the remarkable improvement in the depth and quality of the local radio and television news work. You are to be commended for this commitment to real excellence in broadcast journalism for your home markets."

Mr. Klein, in support of the criticism to which the networks have been subjects by Vice President Spiro T. Agnew and others in government, said the adversary relationship is good and proper for the media and government. With each criticizing the other, he said, both are more alert and responsive to their duties. (The President made the same point in his message.)

Furthermore, Mr. Klein said, his statement a year earlier—after the initial blast of criticism that the Vice President directed at the news media—that the administration would not intimidate the media, "has been borne out by the facts."

But in response to questions at a news conference—at which he expressed the view that the networks are "oversensitive" to the kind of criticism they have been receiving—he continued to keep the heat turned on CBS for its *The Selling of the Pentagon*.

He placed President Nixon squarely in the camp of the program's critics—a place he had not previously occupied.

The President has not yet seen the program. He has, however, seen reviews of the program, Mr. Klein said, "and would agree there is a lack of balance." Mr. Klein restated his personal view in that regard, asserting, "Everything in it [the documentary] is of a negative nature" (BROADCASTING, March 29).

Mr. Klein at the news conference said the credibility problem is shared

#### *Heard in a hallway:*

"Let Agnew—whom I'd vote for tomorrow—point the finger at the networks, not at me. I won't take the blame for what the network does."

by the government and the news media. But he said the credibility record of the administration is good, that the accuracy of its announcements on troop withdrawals has been established.

And he denied, as the aide in his office who was directly involved in the incident did earlier, that the administration applied pressure to secure a guest spot on the Dick Cavett show for a spokesman in behalf of the SST program (BROADCASTING, March 29). The White House had merely informed the show's producers that since they had shown so much interest in the subject—the show in recent weeks had presented three opponents of the project and one supporter—an administration representative could be made available, he said. "This has been a common practice over the years," he added.

As for network news coverage, he felt that "over-all" it is good. He said the criticism leveled by Secretary Romney and Vice President Agnew was that some stories were not balanced.

The simmering differences between broadcasters and network news departments burst to the surface last Tuesday at the end of a luncheon speech at the NAB convention by the cartoonist, Mr. Capp, who accused network newsmen of prejudice against President Nixon. He was given standing applause.

Among network correspondents, said Mr. Capp, only ABC's Howard K. Smith "respects the President." The weight of broadcast prejudice puts the President at a disadvantage, the cartoonist said. Mr. Nixon can "borrow" the broadcast system occasionally, said Mr. Capp, "but the Chancellors and Brinkleys and Vanocurs have it every night of the year."

The prejudice extends beyond the network news departments, in Mr. Capp's view. "Dick Cavett used ABC to make a national political figure out of Jane Fonda," Mr. Capp said. There is also prejudice, he said, in other media. Tom Wicker, chief of the *New York Times*'s Washington bureau, was quoted by Mr. Capp as telling a Harvard lecture audience: "We kicked out one President. Maybe we can kick out another."

Mr. Capp said he had wondered

whether the intention of the anti-Nixon correspondents was to go beyond attacks on the President to attacks on the Presidency itself.

At one point in his speech Mr. Capp compared Ralph Nader and Spiro T. Agnew as "the same sort of crusaders." But, he said, "in my opinion Agnew has more guts." He was interrupted by applause only slightly less fervent than that at the end of his speech.

Mr. Capp had been invited by NAB officials in the expectation he would talk on curbing the use of drugs, the subject of much broadcast time. He never mentioned it.

With its members divided over the performance of network news departments, the NAB—to which the networks belong—adopted no official role in the dispute. Vincent T. Wasilewski, NAB president, endorsed the position CBS has taken. In answer to a question asked during a news conference, Mr. Wasilewski said he believed CBS "has done an exceptional job in responding to Vice President Agnew."

Asked whether he knew that a number of broadcasters disagreed with the CBS position, Mr. Wasilewski said: "I think all of us at one time or another disagree with particular news handling."

In his keynote address to the convention Mr. Wasilewski referred briefly to "pressures from government interests who make broad allegations of bias and lack of objectivity about the reportorial functions of broadcasting."

He said the question was: "How do we maintain our journalistic independence—even, if you will, the right to be wrong—in a licensed medium?" It was, he told the broadcasters, "a challenge you all must face."

## For the Pentagon, a successful sale

Representative F. Edward Hebert (D-La.), among the most vocal critics of CBS News's *The Selling of the Pentagon*, was said last week to have made the same points the program did—but many years ago.

William Small, CBS News Washington bureau manager, found a newspaper story of Feb. 26, 1952, quoting Mr. Hebert as railing against the Pentagon's "colossal propaganda machine on the banks of the Potomac."

That was before Mr. Hebert became chairman of the House Armed Services Committee, in which capacity he was the first to object to the CBS documentary—before he had even seen it.

Mr. Hebert's change of heart was reported by Mr. Small in a speech prepared for delivery at a regional conference of Sigma Delta Chi in Knoxville, Tenn., last Friday.

# No avoiding it: TV's believed most

Roper survey shows medium on ascending curves as nation's first and most credible news source

In a time when television news—and particularly its credibility—are under unparalleled attack, comes a new survey showing that television once again has extended its lead over all other media both as the primary source of news and as the most believable.

The survey, seventh in a series conducted for the Television Information Office by the Roper Organization since 1959, displayed public attitudes toward television at loggerheads with those of its chief adversaries not only on journalistic issues but also on such other current questions as program balance, fairness, limitations on TV political spending and commercials in children's programs.

Roy Danish, TIO director, revealed the independent research firm's latest findings in a report at Wednesday's (March 31) television conference at the National Association of Broadcasters convention in Chicago.

Summarizing principal findings on current regulatory issues, Mr. Danish told the NAB audience that "what the public is saying is 'hands off' television—don't increase government program control, don't single out television for political campaign spending limits, don't ban commercials for children."

Mr. Danish said TIO had sent summaries of the study to all TV stations for possible use on the air, will send slide presentations based on it to TIO members within four weeks, is taking full-page ads to promote it in Washington newspapers and will provide mats to stations for local promotion.

He also played a new TIO TV-promotion spot—a one-minute animated feature stressing television's public-service contributions—that he said will be sent to TIO members and be made available "for a modest fee" to others.

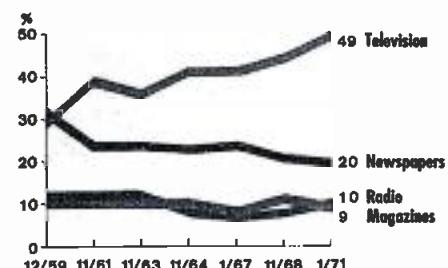
The new Roper study was conducted in January in personal interviews with a national sample of 1,993 persons aged 18 and over. Highlight findings and comparisons with those in the immediately preceding Roper study, conducted in November 1968:

■ Television, cited as the source of most news for most people since 1963, was number-one once again, and by a wider margin than ever. People naming TV their primary news source rose to 60%, while those naming newspapers dropped to 48%. Radio was named by 23%, magazines by 5%. The figures do not add to 100 because multiple

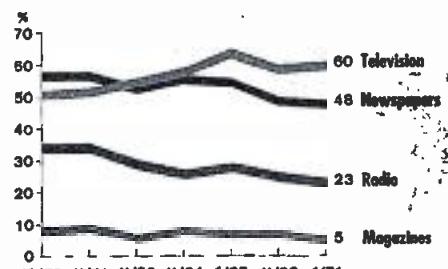
answers were allowed. But 31% named TV only, as against 21% who named only newspapers, while 22% named both.

■ The percentage of people naming TV the most believable mass medium rose five points to 49%, about two-and-a-half times the number who designated newspapers. This was in response to a question asking which source they would believe if they heard conflicting reports. In addition to the 49% who

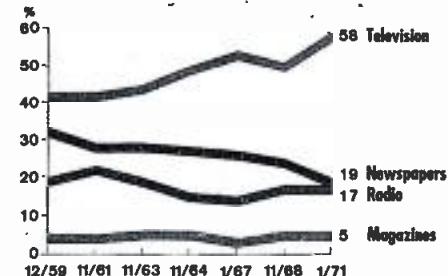
## Medium you most want to keep (a)



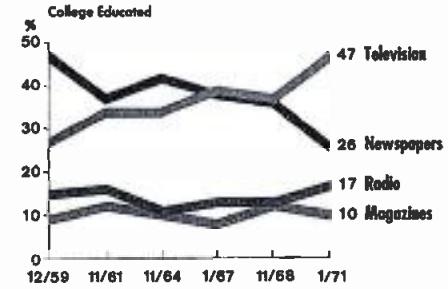
## Medium you most want to keep (b)



## Source of most news



## Most believable news source



Source: The Roper Organization Inc., March 1971

said TV, 20% said newspapers, 10% radio, 9% magazines. Conversely, television ranked lowest in unbelievability.

■ As between news/public affairs and entertainment, those who like the present balance increased five points to 64%. Those wanting more news and public affairs declined one point to 22%; those wanting more entertainment also declined one point, to 10%.

■ Between special and general interest programming, those liking the existing balance rose to 45% from 41%. Those wanting more special-interest programs went down a point to 30%, while those wanting more general-interest programs remained unchanged at 21%.

■ The view that there is "about the right amount of government control over television programming now" was held by 48%, up from 40% in 1968. But those favoring less control rose three points to 31%, while those wanting more dropped six points to 12%.

■ Television was named "the medium you most want to keep" by 58%, and extended its lead on this score among the college-educated by 10 points to 47%. In the upper economic levels an even 50% voted TV the most-wanted medium. Newspapers were ranked first by 19% of the total sample, 26% of the college-educated, 24% of the upper-income group. Radio was put first by 17% of the total sample, also by 17% of the college-educated and by 18% of the upper-economic group. Comparable figures for magazines were 5%, 10% and 7%, respectively.

Mr. Danish noted that this year's survey also asked some new questions having special significance in the current regulatory atmosphere. These, he said, found that:

■ Seven out of 10 people (69%) consider television fair in presenting the opinions of politicians, leaders and average citizens. Of the 21% who think it is unfair, 10% (of the total sample) feel there is "too much extreme and far-out opinion," while 6% feel there is "too much conventional, middle-of-the-road opinion." The rest said there is proper balance (4%) or didn't answer (1%). As to political leanings of people on TV news and discussions shows, 7% consider them "too much to the left," 3% "too much to the right," and 7% "pretty well balanced," with 4% not answering.

■ Half of the respondents (51%) feel that TV spends "about the right amount of time" presenting people in the expression of opinion, while 31% said it spends "too little" time and 9% "too much." This suggests, Mr. Danish told the NAB audience, that "a little more opinion might be in order."

■ As earlier reports had indicated, the study also found that 74% do not



## They married us for money.

As KALL, KOSI and IMN\* grew to dominate their markets, thereby offering advertisers more for their money, they—KALL, KOSI and IMN\*—began to feel an irresistible attraction.

An attraction for RRR, the representative of an elite and limited group of powerful, big-income-producing stations.

Namely, WOR, New York, KHJ, Los Angeles, WRKO, Boston, KFRC, San Francisco, CKLW, Detroit, WGMS, Washington, D.C., WHBQ, Memphis, WIXZ, Pittsburgh.

At the same time, RRR felt equally irresistibly attracted to KALL, KOSI and IMN\*.

In broadcasting, that's the way marriages are made.

At least, the successful ones.

*\*Intermountain Network, a regional network filling the gap for advertisers in the Rocky Mountains and North Central Region. As a single media entity, its market is major.*



Sales Offices: New York • Chicago • Los Angeles • San Francisco • Detroit • Atlanta

object to commercials in children's programs if they do not take unfair advantage of children (BROADCASTING, March 22), and that almost two-thirds (63%) oppose legal limits on specific items of political spending, with only 16% specifically favoring curbs on paid political TV programs and spots (BROADCASTING, March 1).

The study also found viewing still rising, up three minutes a day to a daily average of 2 hours 50 minutes. Among the college educated, viewing was up two minutes to 2:19 a day; at the upper-income level it rose six minutes to 2:30.

As in earlier surveys, the public voted 8-to-1 that having commercials "is a fair price to pay for being able

to watch" television. The number who felt that "most commercials are perfectly all right" or said "I often enjoy them" rose to 62% from 57% in 1968.

Public regard for the local performance ("good" or "excellent") of television rose from 57% in 1968 to 59% in 1971, while similar rankings for three other local institutions all declined: That of schools dropped from 58% to 50%, newspapers 51% to 48% and local government 41% to 34%.

Newspapers were the leading medium for acquainting the public with candidates for local office but television narrowed the gap, being named as number one by 32% as against 37% for newspapers. In 1968, TV trailed by 14

points. For state offices, TV led with 50% to newspapers' 30%, a 15-point gain for TV.

Mr. Danish summed up the findings this way:

"A good deal of criticism is directed at television by persons who claim to speak for the public. But what self-professed spokesmen allege seems to differ from the findings of a scientifically conducted survey of opinion. The Roper studies have used the same questions and the same techniques to get an accurate picture of trends in attitudes. Other polling organizations have reported findings that were very close to Roper's, thus serving to validate his data."

## Programming

# New breed, new battle in program sales

On one side, agency-advertiser barter; on the other, traditional syndication; the decision's far from in

Suave Madison Avenue agency executives, smooth-talking producers from Hollywood and even some friendly representatives of national advertisers trekked to NAB Chicago last week to make the acquaintance of that popular figure, the TV station program buyer. In the process, they wined, dined and occasionally even sold him one of their new syndicated series, either on a cash or trade-out basis (preferably trade-out).

The ubiquitous TV program syndicators were there too, in not quite full force and in slightly modified splendor. They felt a trifle upset over the incursion into their terrain of a new, perhaps more polished and certainly well-armed competitor. After all, the new breed could hold out the blandishment of free programs (in return for spots), an attractive bait during a period of economic crunch.

If the program buyer from, say, Wichita Falls, was flattered by the attention of executives from Young & Rubicam, J. Walter Thompson, N. W. Ayer, Ted Bates & Co., SSC&B, Grey Advertising, Foote, Cone & Belding and others, he was bewildered by the huge harvest of product that was available when he arrived at the Conrad Hilton, Sheraton-Blackstone or other hosteries. The week before the convention there was an abundant supply of off-network and first-run series released into the syndication mart (BROADCASTING, Feb. 22) but even this

plethora of product was vastly supplemented last week.

Several syndicators and a number of station buyers agreed wholeheartedly with Alan Silverbach, vice president in charge of worldwide sales for 20th Century-Fox TV, when he shook his head and said: "In the many years I have been coming to the convention, I can never remember the glut of programs, both for station sale and barter, on the marketplace. Many station

to the programming explosion. Without advance warning CBS Enterprises released 168 episodes of *Hogan's Heroes*; Metromedia added the off-network *Mayberry R.F.D.* and the first-run *Primus* action-adventure series; MCA TV issued the off-network *The Virginian*, and Group W Productions, the new first-run *David Frost Revue*, *Smothers Brothers*, *Norman Corwin Presents* and *The Street People*.

The advertiser-syndicator groups were involved in equally vigorous negotiating. In addition to promoting series announced in recent weeks, they were busy in the Loop and outlying hotel suites with new offerings. Ted Bates & Co., on behalf of Colgate, invited program buyers to the Palmer House to view the new half-hour dramatic series, *Dr. Simon Locke*. Young & Rubicam was nestled in the Chicago-Sheraton to solicit station opinion about (and perhaps buyers for) a daily, half-hour consumer-oriented strip, titled *The Most For Your Money*. The Scott Paper Co., through its newly-formed Scott Entertainment Co., held open house at the Conrad Hilton for showings of its new half-hour, comedy strip with a purported educational flavor, *Peanut Place*.

Two prestigious Hollywood producers, who invariably produce for the networks and were squeezed out, they said, because of the FCC prime-time access rule, wooed station buyers assiduously on behalf of their departed series. Don Fedderson Productions offered TV sta-

A TV program exhibitor:

"Why was business so much better this year?  
Because it was so bad last year."

buyers tell me they are thoroughly confused."

One program executive for a medium-sized New England station remarked: "I have never seen so much programming thrown at me. We'll have to make up our minds in three or four weeks. I'm looking into as many deals as I can and then we'll decide."

The conventional syndicator, as contrasted to the new but emerging category of advertiser-syndicator, was not exactly backward about contributing



# KID GALAHAD

ELVIS PRESLEY  
GIG YOUNG  
LOLA ALBRIGHT  
JOAN BLACKMAN  
CHARLES BRONSON

A Showcase Six

FERS YOU KID GALAHAD.

ONE OF 30 OUTSTANDING FILMS FROM

**United Artists Television**



Entertainment from Transamerica Corporation

# 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.

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



**KDFW-TV**  
DALLAS-FORT WORTH

The Dallas Times Herald Station    Ves R. Box, President    represented nationally by



tions a trade-out deal on *The Lawrence Welk Show*. Youngstreet Program Services, adopting a different tack, pitched stations new productions of *Hee Haw* and *The New Hollywood Palace* on a leased-line, same night feed.

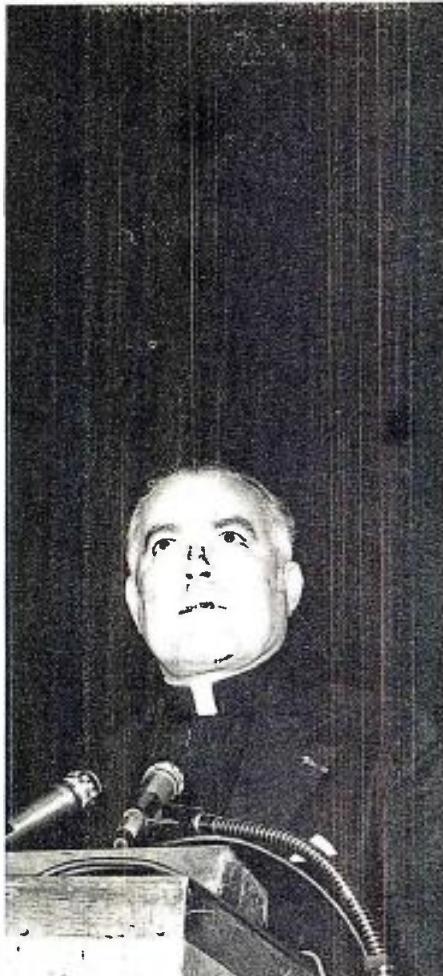
Alan D. Courtney, president of Youngstreet and formerly a vice president with CBS and NBC, flew to Chicago with Nick Vanoff, a partner in the company, and set up a suite in the Conrad Hilton. They said few station executives knew they were there but they immediately issued a press release and word spread. They reported interest from several sponsors in scheduling *Hee Haw* at Saturday 7-8 p.m. and *Palace* at Sunday 7-8 p.m. Mr. Courtney stressed that this is not a barter deal and said he had completed a cost study which indicated an interconnected network of upwards of 70 stations for each program was economically viable.

From all segments of the industry there was agreement that 1971 is a year of ferment and turmoil. For the station program official, it is the first year that many network affiliates have to fill prime-time spots, and they have a vast and bewildering assortment from which to choose. For the conventional syndicator, it is a year of golden opportunity but also a year of fierce competition. Many companies with investments in new or off-network series are fearful that the glut of programming may lead to a splintered sales pattern, with numerous series sold in relatively limited number of markets. And for the advertiser-syndicator, the new man in the middle, 1971 is the year in which his concept will get its trial on a meaningful basis. Is this type of programming a stop-gap that can flourish only in a pinched economy, as some critics (even stations) have claimed? Can it compete with off-networks and sold-to-station first-runs to the satisfaction of stations? And will it prove to be an effective vehicle for sponsors?

The pivotal figure is the station program buyer. There were no definite signs last week in Chicago as to which course he would follow in program selection, but there was strong sentiment to fill the 7:30-8 p.m. slot with family-type programming, perhaps situation comedy, light action-adventure or drama or music-variety—anything, it would appear, except heavy drama or violence.

A sampling of station executives pointed to a decision on programming in the next two to four weeks. Some buyers said they had bought as many series now as they had last year; were close to deals on others and were returning home to consult with their management on still others.

Network-affiliated buyers were discomfited by the Tuesday, 7:30-8 p.m.



*A plea for understanding of the young and for disengagement in Vietnam was made at the NAB convention last week by the Rev. Theodore M. Hesburgh, president of Notre Dame University and chairman of the U.S. Commission on Civil Rights. Father Hesburgh told the broadcasters that the college generation has qualities to be admired instead of rejected. His speech, to a management luncheon last Monday, drew standing applause—as did one the next day by Al Capp, whose philosophies were in sharp contrast (see page 21).*

exemption from the rule, pointing out it breaks the across-the-board placement of a series. They were not mollified by assurances from syndicators that a respite one night a week might be the pause that refreshes.

Buyers from independent stations, which have constituted up to 60% of syndication purchases (according to several distributors), expressed ecstasy over the prime-time rule. They pointed out that for years they have been buying programs for prime positions and consider themselves experts. And, beyond that, they will be competing on the same terms a half-hour each night in the period their competitive stations will have to fill.

"And with all these block-busting off-networks coming into syndication this year, many will be coming back in the fall to haunt the networks," one independent operator chortled.

The syndicator, the traditional purveyor of off-network and other programming, was fully aware of this year's competitive squeeze. Veteran station program visitors to distributor suites remarked on the reduced staffs; the lack of lavish entertainment and the absence, in some facilities, of even the curvaceous hostesses.

"The only real wingding I attended this convention was the Winters-Rosen Party last Sunday (March 28) at the Sheraton-Blackstone," one station buyer observed. "MCA had a nice combo the night I attended. But many of the suites were closed at 8 o'clock."

Most distributors said attendance was slightly down, or about the same, but the vital station officials attended. One distributor who reported that traffic was up over last year conceded that "one day we had some copy writers from an agency who stayed about four hours, a group of law students who said they were writing a thesis on broadcasting and a lot of radio engineers."

In a questionnaire prepared for Broadcasting, the vast majority of syndicators reported that both sales and leads had increased over last year. Syndicators have an understandable penchant for exaggeration and optimism, but as one veteran distributor remarked: "If everybody is up, then nobody is down, and how can that be?"

The best bets are the proven off-network series; the better programs offered on a bartered basis and first- and re-run feature film packages, according to a number of station program officials interviewed by BROADCASTING.

Jack Arbib, vice president, marketing, CBS Enterprises, said sales were up substantially on such proven off-network programs as *Hogan's Heroes*, *Andy Griffith Show* and *Petticoat Junction*. He said that a number of first-run series to be produced abroad are in development for next year.

Brad Marks, executive vice president, Winters-Rosen, called W-R "the company to watch in 1971" with *Rollin' On the River* and *Story Theater*, both trade-out series, with the former being placed in more than 100 markets for Noxell Inc. He observed that both shows are "in the family skew, reaching people from 8 to 80."

Time-Life is banking on an appeal for quality, adult shows and is bullish over various BBC-produced series, including *Life Around Us*, *Great Zoos of the World*, *The Expert*, *Civilisation* and *Dr. Who*, according to Wynn Nathan, director of sales.

Keith Godfrey, vice president and director of sales, MCA TV, pointed to such new off-network shows as *Name of the Game* and *The Virginian* to back his contention that MCA TV will have "a banner year." In addition, MCA TV

is releasing large groups of feature films this spring.

William Hart, vice president for syndication for Screen Gems, said that sales and leads during the convention were about the same as last year but he is "more bullish" about business for the rest of the year.

United Artists Television is placing emphasis on its new group of 30 features and on product already in release, such as *Gilligan's Island* and *Rai Patrol*. Pierre Weis, president, said that sales and leads were higher at this year's convention than in 1970.

Sandy Frank, president of Sandy Frank Programs Inc., scored a coup this spring when he obtained the syndication rights to the *Bill Cosby Show*—inasmuch as his company is a relatively small distributor. He said convention sales activity was brisk.

Kevin O'Sullivan, president of ABC Films, was delighted to say that more than \$250,000 in sales were made last week on the company's *Prime I* and *Prime II* group of features, and sales on *Dark Shadows* were substantial.

Richard Moore, president of Century Broadcasting, said completed sales were about the same but mentioned that station officials were impressed with Century's sports programming and *Inside Business* five-minute series.

Richard Colbert, executive vice president of Four Star Entertainment Corp., noted that 1970 was "a good year" with *Big Valley* and *Can You Top This?* He predicted that with four new first-runs, plus the re-introduction of *The Rifleman*, Four Star "should have another good year."

Ken Joseph, vice president of Metromedia Producers Corp., projected "an excellent year," adding that "we just have the product." He cited the acquisition of *Mayberry R.F.D.* and the *National Geographic*s as the main reason for the expected splurge.

Larry O'Daly, president of Media/Syndication Systems, which arranges for advertiser-syndication deals, said it was his first experience at the convention and he did as well as he expected. He set up a few station clearances and met many station executives.

Gus Nathan, international director of sales for the Larry Harmon Pictures Corp., said its new five-minute program, *Window on the World* (starring Bozo the Clown), 200 episodes, "inspired a tremendous flow of traffic and created many leads." He said the series is an educational-entertainment children's program.

Len Ringquist, director of syndicated sales for MGM Television, acknowledged that station customers seemed "more confused" this year about what they planned to do, but in general, they evinced sharper interest in MGM prod-

uct. He said both sales and leads had risen on new series, including *Man to Man*, *High Speed Living* and *Four And A Who Now*, and on its older series, such as *Please Don't Eat The Daisies*, *Flipper*, as well as on feature film packages.

Alan Silverbach, vice president of worldwide sales for Fox Television, said it would be a ruggedly competitive year in the syndication marketplace but he was hopeful that sales could be generated from its newly-released *Julia*, *Bracken's World*, *Lancer* and *Ghost and Mrs. Muir*. During the convention Fox launched a package of 50 feature films, titled *Golden Century* and consisting of movies from 1929 to 1935. The films are intended to exploit the current vogue for nostalgia. Remember Frances Dee, Marguerite Churchill, Lee Tracy, George Bancroft, Thelma Todd, Edmund Lowe, Janet Gaynor and El Brendel?

The Hughes Television Network, with vice president Joe DiMaggio on hand to greet visitors, was promoting four half-hour series to be produced by David L. Wolper Productions. They are *Explorers Club Adventures*, *Those Were The Days*, *Animal Gazette* and *What Ever Happened To . . . ?* A spokesman said there was considerable interest on the part of station officials who dropped by.

Considerable traffic was in evidence at the Group W Productions suite where the company was introducing four new half-hour TV series, *David Frost Revue*, *Smothers Brothers*, *Norman Corwin Presents* and *The Street People*.

Len Firestone, president of Firestone Films Syndication, remarked that "If you have top product, you'll make the sales." Firestone has the new off-network, *Green Acres*, in addition to new production on *To Tell The Truth*, plus *The Addams Family* and *Branded*.

## Radio programmers happy with convention

Radio program syndicators voiced confidence last week that sales for 1971 would be up at least slightly over 1970. Distributors of various music services and other forms of programming with exhibits at the NAB in Chicago said the recession probably kept attendance down slightly, but based on talks they had had with station visitors, they were optimistic about sales prospects.

Bryant Gillespie, vice president radio, Nightingale-Conant Corp., Chicago, said the sales closed for the radio *Earl Nightingale Show* were about the same as last year but he expected business would improve. A TV program starring Mr. Nightingale had been developed

and also is being offered to stations.

William C. French, sales manager of the Boston Symphony Transcription Trust, Boston, reported that fewer sales were closed during the convention but forecast that business would equal 1970's. The company distributes programs featuring the Boston Symphony, the Boston Pops Orchestra and the Cleveland Orchestra.

Business was "very brisk" at the suite of Charles Michelson Inc., according to Robert Michelson, general manager. He said there were substantial sales and many inquiries on the company's radio drama series, including *The Shadow*, *Gangbusters* and *The Green Hornet*.

Ralph Stachon & Associates, Memphis, attending the convention for the first time, was enthusiastic about its participation. A spokesman said the company staff had completed some immediate sales and had obtained a sizeable number of leads. The company produces radio and TV commercials.

International Good Music Inc., Bellingham, Wash., was pleased with both the sales and leads it had generated during the convention for its music services. Irving D. Law Jr., vice president, sales, said "customer interest continues to climb at an accelerated rate."

Merrill Barr, general manager, Hap Day Industries, Boston, said it enjoyed "an outstanding success." He noted that the convention gives Hap Day "an opportunity to tell our story to many small market stations that we cannot visit personally during the year."

## No equal time tomorrow for O'Brien on 'Today'

NBC last week turned down a request by Democratic National Chairman Lawrence F. O'Brien for free TV and radio time to even out exposure given President Nixon.

Mr. O'Brien had asked NBC for a two-hour program to balance a conversation with the President March 15 on NBC's *Today* program. At the same time it asked ABC for time to match an hour-long interview of the President by Howard K. Smith on March 22 (BROADCASTING, March 29).

In a letter to Mr. O'Brien last Tuesday (March 30), NBC said that the *Today* interview "was philosophical in nature, rather than a discussion of issues. It dealt mainly with his views on the role of women. . . ." Whatever incidental discussion of issues there was on the show had been counterbalanced by other programming, NBC said.

ABC late last week declined immediate comment on Mr. O'Brien's request, but indicated it would have a response soon.



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ABC Owned Radio Stations  
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It proves that when we listen to the  
things that make a city a hometown,  
the people listen to us. And that's what  
makes your ABC advertising work  
harder in seven ABC cities.  
AM and FM, A.M. and P.M.

**ABC OWNED RADIO STATIONS** 

NEW YORK WABC WPLJ / PITTSBURGH KQV WDVE  
DETROIT WXYZ WRIF / CHICAGO WLS WDAI  
HOUSTON KXYZ KAUM / SAN FRANCISCO KGO KSFX  
LOS ANGELES KABC KLOS

# The 1971-72 schedule: what it cost

The 1971-72 prime-time network-television schedule is shown on these pages, night by night, as it appears to advertisers and agencies negotiating and planning their buys for fall. This will be the first network season under the FCC prime-time access rule and accordingly, the networks have reduced the numbers of shows in prime time. There are 66 series, 15 fewer than started the 1970-71 season, and more than one-third (24) are new, two more than at the start of the current season. Listed are the program's title, the first year it appeared in a network's prime-time schedule for a full season (midseason entries are dated from the following season), and its production source. Then come asking prices for a commercial 30-second spot (or in some cases, a commercial minute), followed by an estimate of the production cost of a single original in the series.

The asking prices, which are based on quotations received at agencies, represent certain selling periods at each of the networks, and three prices are shown for shows on all networks. ABC prices quoted are for winter (30 weeks), spring (12 weeks) and summer (10 weeks). These are early prices, and for several shows at ABC are subject to a slight revision upward, toward the end of this month. CBS quotations are for the fourth quarter in 1971, and for the first and third quarters in 1972. For NBC—revised since original quotations were submitted to agencies (*BROADCASTING*, March 22)—the three prices quoted are for winter, spring and summer. Estimates—of prices and production costs—were based on a range of sources including advertising agencies and network authorities.

All three networks are expected to start the season in the same week (week of Sept. 12). But this was not officially confirmed as of this last week.

Not shown in the listings are special programs. Also omitted are the monthly news "magazines" to be telecast in prime time by CBS and NBC next fall. CBS's (*CBS Reports*) will be shown on every fourth week on Thursday 9-11 p.m. NYT. NBC's (as yet untitled) will be telecast once each month on Friday, 8:30-10:30 p.m. NYT.

ABC					
Time	Name	Year Introduced	Producer	Cost per 30	Pro- duction costs
<b>Sunday</b>					
8:00	*The FBI	1965	Quinn Martin Productions	\$ 71,000 48,000 38,000	\$205,000
8:30				31,000 23,000	
9:00	The ABC Sunday Night Movie	1964	Various	20,000	750,000
9:30					
10:00					
10:30					
<b>Monday</b>					
8:00	Nanny and the Professor	1970	20th Century-Fox	21,000 18,000 14,000	90,000
8:30	Local programming				
9:00	*NFL Monday Night Football	1970	—	72,000	654,000
9:30					
10:00					
10:30					
<b>Tuesday</b>					
7:30	The Mod Squad	1968	Thomas-Spelling Productions	29,000 21,000	215,000
8:00				17,000	
8:30	Movie of the Week	1969	Various	32,000 23,000	375,000
9:00				20,000	
9:30	Marcus Welby, M.D.	1969	Universal	42,000 35,000	210,000
10:00				30,000	
10:30					
<b>Wednesday</b>					
8:00	Bewitched	1964	Screen Gems	25,000 19,000 16,000	110,000
8:30	The Courtship of Eddie's Father	1969	MGM	28,000 21,000 17,000	90,000
9:00	The Smith Family	1971	Don Fedderson Productions	28,000 23,000	93,000
9:30	The Shirley MacLaine Show	New	Sheldon Leonard-Associated Television Corp.	18,000 27,000 22,000 18,000	93,000
10:00	The City (tentative title)	New	Universal	23,000 19,000	194,000
10:30				17,000	
<b>Thursday</b>					
8:00	Alias Smith and Jones	1971	Universal	22,000	192,000
8:30				18,000	
9:00	Longstreet	New	Paramount	14,000 27,000 22,000	193,000
9:30				18,000	
10:00	Owen Marshall: Counselor At Law	New	Universal	24,000 20,000	192,000
10:30				18,000	
<b>Friday</b>					
8:00	The Brady Bunch	1969	Paramount	22,000 17,000 13,000	89,000
8:30	The Partridge Family	1970	Screen Gems	28,000 21,000 17,000	95,000
9:00	Room 222	1969	20th Century-Fox	28,000 21,000 17,000	97,000
9:30	The Odd Couple	1970	Paramount	26,000 20,000 17,000	97,000
10:00	Love, American Style	1969	Paramount	28,000 22,000	196,000
10:30				20,000	
<b>Saturday</b>					
8:00	The Bobby Sherman Show	New	Screen Gems	22,000 16,000 13,000	87,000
8:30	Movie of the Weekend (tentative title)	New	Various	27,000 20,000	300,000
9:00				16,000	
9:30					
10:00	The Persuaders	New	Associated Television Corp.	23,000 19,000	194,000
10:30				17,000	

\* Minimum price only.

# to make, what it will cost to buy

## CBS

Time	Name	Year introduced	Producer	Cost per 30	Production costs
<b>Sunday</b>					
7:30	The CBS Sunday Night Movies	New	Various	\$32,000 31,000 18,000	750,000
9:00					
9:30	Cade's County	New	David Gerber Productions-20th Century-Fox	28,000 28,000 19,000	195,000
10:00					
<b>Monday</b>					
8:00	Gunsmoke	1955	Arness Productions	34,000 34,000 20,000	220,000
8:30					
9:00	Here's Lucy	1962	Lucille Ball Productions	34,000 33,000 22,000	123,000
9:30	The Doris Day Show	1968	Arwin Productions	29,000 27,000 20,000	100,000
10:00	Arnie	1970	20th Century-Fox	25,000 24,000 18,000	93,000
10:30	All In The Family	1971	Bud Yorkin-Norman Lear Productions	23,000 22,000 16,000	95,000
<b>Tuesday</b>					
7:30	The Glen Campbell Goodtime Hour	1969	Glenco Productions	26,000 27,000 15,000	210,000
8:00					
8:30	Hawaii Five-O	1968	Leonard Freeman Productions	36,000 36,000 23,000	208,000
9:00					
9:30	Cannon	New	Quinn Martin Productions	27,000 26,000 19,000	193,000
10:00					
<b>Wednesday</b>					
8:00	The Carol Burnett Show	1967	Burngood Productions	29,000 28,000 17,000	225,000
8:30					
9:00	Medical Center	1969	MGM	36,000 36,000 24,000	198,000
9:30					
10:00	Mannix	1967	Paramount	31,000 30,000 23,000	205,000
10:30					
<b>Thursday</b>					
8:00	The Big Wheels	New	Filmways TV Productions	24,000 24,000 14,000	197,000
8:30					
9:00	The CBS Thursday Night Movies	1965	Various	29,000 29,000 20,000	750,000
9:30					
10:00					
10:30					
<b>Friday</b>					
8:00	Chicago Teddy Bears	New	Warner Bros.-Arwin Productions	24,000 24,000 14,000	92,000
8:30	O'Hara, United States Treasury	New	Mark VIII Productions	29,000 30,000 18,000	194,000
9:00					
9:30	The CBS Friday Movie	1966	Various	27,000 28,000 19,000	325,000
10:00					
10:30					
<b>Saturday</b>					
8:00	My Three Sons	1960	Mac-Fedd	28,000 28,000 15,000	112,000
8:30	Funny Face	New	Paramount	29,000 29,000 18,000	91,000
9:00	The New Dick Van Dyke Show	New	Cave Creek Enterprises	32,000 31,000 19,000	98,000
9:30	The Mary Tyler Moore Show	1970	M.T.M. Productions	32,000 31,000 20,000	97,000
10:00	Mission: Impossible	1966	Paramount	29,000 29,000 20,000	220,000
10:30					

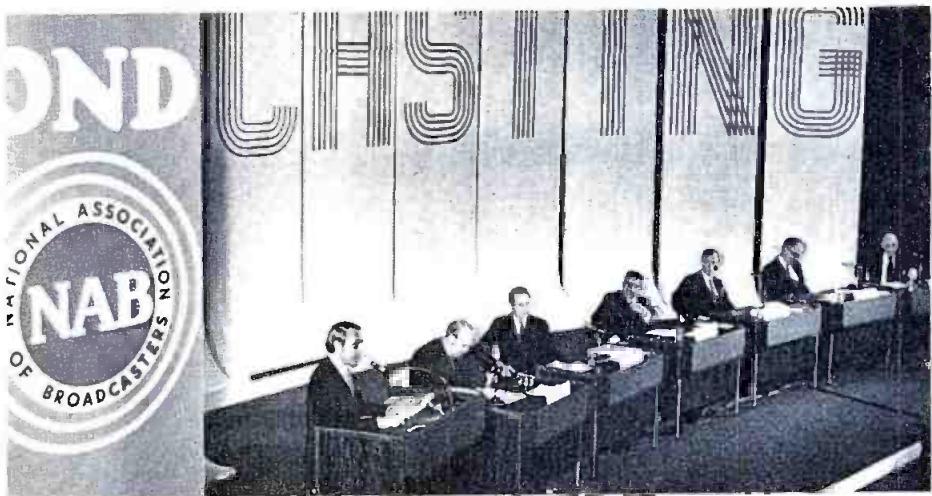
## NBC

Time	Name	Year introduced	Producer	Cost per 30	Production costs
<b>Sunday</b>					
7:30	*Walt Disney	1954	Walt Disney Productions	\$61,500 43,000 35,000	225,000
8:00					
8:30	†James Stewart (title to be announced)	New	Warner Bros.	†	105,000
9:00	*Bonanza	1959	NBC Productions	65,000 48,000 39,000	220,000
9:30					
10:00	Bold Ones	1969	Universal	29,000 25,000 21,000	200,000
10:30					
<b>Monday</b>					
8:00	Rowan & Martin's Laugh-In	1968	George Schlatter-Ed Friendly Productions and Romart	30,000 20,000 17,000	200,000
8:30	NBC Monday Night at the Movies	1968	Various	26,000 21,000 18,000	750,000
9:00					
9:30					
10:00					
10:30					
<b>Tuesday</b>					
7:30	Ironside	1967	Harbour Productions-Universal	28,000 18,000 15,000	210,000
8:00					
8:30	Sarge	New	Universal	27,000 21,000 18,000	180,000
9:00					
9:30	Marriage Can Be Fun	New	Sam Persky and Bill Denoff-Universal	24,000 21,000 18,000	150,000
10:00					
<b>Wednesday</b>					
8:00	Adam-12	1968	Mark VII-Universal	31,000 21,000 17,000	95,000
8:30	Mystery Tonight	New	Universal	28,000 23,000 19,000	300,000
9:00					
9:30	Night Gallery	‡	Universal	26,000 23,000 19,000	200,000
10:00					
<b>Thursday</b>					
8:00	Flip Wilson	1970	Street Garner Productions	43,000 31,000 21,000	205,000
8:30					
9:00	Nichols	New	Cherokee Production-Warner Bros.	64,000 50,000 42,000	210,000
9:30					
10:00	Dean Martin	1965	Claude Productions-Greg Garrison Productions	28,000 24,000 19,000	230,000
10:30					
<b>Friday</b>					
8:00	The D.A.	New	Mark VII-Universal	23,000 15,000 13,000	90,000
8:30	NBC World Premiere Movie	New	Various	24,000 18,000 15,000	750,000
9:00					
9:30					
10:00					
<b>Saturday</b>					
8:00	The Partners	New	Universal	30,000 19,000 16,000	90,000
8:30	The Good Life	New	Screen Gems	27,000 18,000 16,000	90,000
9:00					
9:30	NBC Saturday Night at the Movies	1961	Various	30,000 23,000 21,000	750,000
10:00					
10:30					

\* Program sponsorship (Alt. ½ hr. annual and sold in min. only).

† Sponsored by P&G. No prices quoted.

‡ Spin-off from series.



*"Adapt or Perish"* was the assigned subject for this Program Conference '71 panel at the National Association of Broadcasters convention last week, and much of its talk got down to the question of how—and whether—TV stations can adapt to the FCC's prime-time access rule. From left: Jules Power, Jules Power Productions, New York, moderator; Donald H. McGannon, Westinghouse Broadcasting Co.; Don Durgin, NBC-TV; John Comas, WSJS-TV Winston-Salem, N.C., president-elect, National Association of Television Program Executives; Richard A. R. Pinkham, Ted Bates & Co., New York; Kenneth A. Cox, Haley, Bader & Potts, Washington; Herb Jacobs, TelCom Inc., New York.

## How bright the prospect of new prime time?

As bright as you make it, programers, advertisers, networks tell each other at NAB program panel

The question of what advertisers and stations might do, businesswise, to encourage each other to experiment in local programming under the FCC's prime-time access rule was caught up in dispute in a TV Program Conference '71 panel session last week.

The question—one of many on a wide range of subjects dealt with by the Wednesday (March 31) panel at the National Association of Broadcasters convention—was raised first by panelist Richard A. R. Pinkham, senior vice president of Ted Bates & Co. and president of the International Radio and Television Society.

Mr. Pinkham had already warned that "it's tough to score" in the 7:30-8 p.m. NYT period, the one that stations will have to fill most often under the access rule. Then, in the question period, he suggested that "maybe the only way to encourage stations to experiment is to take out some of the risk for advertisers." His suggestion: A guaranteed cost-per-thousand.

That did it. Panelist Herb Jacobs, chairman of TelCom Inc., program consultant, wanted to know whether advertisers and agencies don't have as much to gain from effective programming as broadcasters do. "If you put your spots in meaningful programs and darn the rating," he said, "I think we'd accomplish [the prime-access rule's] purpose."

But meaningful programming is hard to

sell to advertisers, especially in a tight-money economy like the present, Mr. Pinkham replied, adding that he didn't think advertisers should underwrite "show business" anyway.

The brief debate ended indecisively, in the judgment of observers, and so did a much longer one, involving virtually all of the six panelists, on whether—and in what way—the access rule will prove successful.

Kenneth A. Cox, one of the drafters and most ardent supporters of the rule before he left the commission and joined the Washington law firm of Haley, Bader & Potts, said the rule was designed to diversify sources of programming, not necessarily to create better programming, although he hoped improvement might be "a fall-out" from it. If the rule failed, he said, FCC "three or four years from now" might return the time to the networks. But in that case he thought the networks might be subjected to other, perhaps more stringent rules.

Mr. Jacobs said flatly the rule "will work, it will succeed and the public will benefit." Earlier, scoffing at the notion that stations faced a serious problem in filling the newly opened periods, he said stations have 9,943 hours of viable programming to choose from and that almost 3,000 of these are first-run hours. In addition, he said, 1,862 hours of first-run barter pro-

grams are available. But he warned, too, that broadcasters had better start planning for the years ahead—which can be, he said, "the best years."

Don Durgin, president of NBC, was no less optimistic about the future for broadcasters but much more skeptical about the success of the prime-time rule. Now that it has been adopted, he said, "the rule deserves a fair and conscientious test," but from syndication sales and plans made to date he suggested that viewers will be seeing mostly reruns, game and panel shows and a variety of low-budget programs. More than that, he said, the rule is cutting down on specials, "by definition TV's highest quality programs."

At NBC, Mr. Durgin said, "we have had to stop buying additional specials for 1971-72 and have notified a number of advertisers that we are unable to accommodate their specials for 1971-72—so limited are the number of hour and 90-minute periods we can pre-empt in our restructured schedule and still carry political conventions, the Olympic games, news specials and the substantial number of previously committed specials we are obligated to carry by contract."

Mr. Pinkham thought that if FCC expected the rule to produce better programs it was "barking up the wrong tree." He had no doubt that responsible broadcasters would start off with strong programming, but if that fails, he asked, "what happens then?" His implication was that so far as programming goes, local broadcasters' "bench" is weak.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., whose advocacy of limitations on network program time has caused the rule to be dubbed the "Westinghouse rule," dismissed Mr. Pinkham's what-if-we-fail question as a negative approach and red herring.

The "second season" has as much program opportunity as the first, he said, and to the extent that local programming succeeds in the first season the prospects for local-program success in the second are enhanced.

Mr. McGannon, in response to a question, also presented a rundown on Westinghouse's plans for program production/syndication under the rule.

These included: a half-hour original drama with Norman Corwin, the well-known radio writer, as the director and frequently the writer; a half-hour featuring the Smothers Brothers, but mostly Tommy, "in the talent search area"; a half-hour of wit, humor and satire produced by David Frost; an interview, "talking-with-people" show featuring interviewer Mal Sharpe; a series on cinematology with Jerry Lewis as moderator; a "diversified" program by Mike Douglas, and "Doctor in the

House," acquired from England.

John Comas, programing vice president of WSJS-TV Winston-Salem, N.C., and president-elect of the National Association of Television Program Executives, saw the rule as another problem piled on top of many already confronting the "local television station trying to do a job in its community with its available resources from sign-on to sign-off."

Some regulatory incursions looked to him like a move toward "socialized television," and the access rule "a further encroachment on the right of the licensee to determine from a vantage point closest to those he is licensed to serve what is *truly* in the public interest."

Jules Power of Jules Power Productions, New York, was moderator for the panel.

## News gets nod at Petry seminar

### But barter figures big in discussion of futures; clutter is a concern

Local news and bartered programing shared most of the spotlight in an informal seminar conducted by Edward Petry & Co. last week to help its represented stations get a fix on likely prospects for local programing under the FCC's prime-time access rule next fall.

Local news received virtually unanimous support. Bartered programing had to take a lot of barbs along with the endorsements that came its way.

And while most of the spotlight concentrated on these two prospects, occasional shafts glinted off in other directions. For example:

■ In a discussion of so-called clutter and whether barter programs would contribute to it, Mike Shapiro of WFAA-TV Dallas, a forum member of the National Association of Broadcasters television code review board and an outspoken advocate of tighter commercial controls, speculated that the reason NAB doesn't underwrite serious research on clutter-related questions is that "they're afraid of the outcome."

■ In response to a question, Don Foote, a Young & Rubicam vice president on hand to argue the merits of bartered programing, denied that advertisers would—or could afford to— withhold spot budgets from stations that refuse to accept the programing they offer on a barter basis.

■ To still another question Mr. Foote said that although bartered programing might give advertisers a little better

grasp, he could not see their ever getting "control" over programing "in any depth" and "certainly not in prime time."

■ When a broadcaster wanted to know whether rising program costs would lead networks to start asking affiliates to help pay the freight, Ed Bleier, a former ABC-TV sales vice president, now vice president in charge of network programing and sales for Warner Bros., replied that "it's already happened—what has happened to your network compensation?" He foresaw networks continuing to ask for station assistance through reduced compensation, additional network commercial minutes, "or something," but said he wouldn't go so far as to say, as some suggested, that affiliates might be buying programing outright from networks in five years.

■ Mr. Bleier said: "We're fools if we don't realize that a lot of people out there feel that broadcasting has not pulled a heavy enough load," and suggested that "we'd all better address ourselves" to children's programs "specifically, before the government steps in."

■ In the same vein, Mr. Shapiro said that "broadcasters always say 'they can't do this to us.' But they do it anyway, and if we don't clean up our own house the government is going to make us clean it."

Sam Zellman, executive producer, CBS News, said stations could double the length of local newscasts without doubling the costs if they took an "informal approach," dealt with local issues and institutions and remembered that news doesn't have to be hard news to interest viewers. He also felt that stations with similar interests but in different markets might exchange news segments to the advantage of both, and in the matter of production suggested that "wire-service still pictures can really make the news zoom along."

Mr. Foote, whose agency is currently placing three programs on a barter-syndication basis, was put on the defensive almost from the start as some station executives protested that "barter" has a bad reputation and that bartered programing through its distribution of commercial spots between station and advertiser almost inevitably will add to

"clutter," particularly when placed in prime time.

The Y&R executive acknowledged that one of barter's problems is the name, a hand-me-down from earlier days when barter was synonymous with cheap. But he said stations should think of it as "a good alternative form of programing rather than cheap programing" and should remember that "you can be as selective in accepting or rejecting barter programs as you can with other forms."

Martin F. Connelly, president of Petry, and Bob Muth, vice president, conducted the seminar, assisted by Martin L. Nierman, board chairman, after a reception and buffet dinner for the Petry stations. It all took place Sunday night (March 28) during the National Association of Broadcasters convention in Chicago.

## Prime-time waivers: CBS wants in the club

### Time asked for all networks for news specials and for CBS news series

CBS last week asked the FCC to waive for one year its prime-time access rules to allow the officials of all networks to carry additional one-time-only news broadcasts in prime time, and to permit CBS's affiliated stations to carry additional news-series programs on Sunday evening during the '71-'72 season.

In its filing CBS pointed to the commission's earlier rule waivers for ABC and NBC. The commission first waived the rule to permit NBC to program three and one-half hours on Sunday nights, and then granted the same waiver to ABC for Tuesday evenings—with both networks planning to begin programing at 7:30 (BROADCASTING, Feb. 22 and March 15).

CBS also called the commission's attention to what it termed "certain problems stemming from the prime-time access rule's application to news and public-affairs broadcasts."

Under the current rule, CBS argued, there is no exemption for network news and information broadcasts except for special news programs dealing with fast-breaking news, on-the-spot coverage of news events and political broadcasts by legally qualified candidates for public office. Most network news and information broadcasts do not fall within these limits, CBS noted, including presidential news conferences.

CBS told the commission that the access rule should not apply to network news and public-affairs broadcasting at

*A voice from the back, as a barter programer rose to speak:*

"All right—  
you've got two  
minutes and  
we keep four."

# Jacobs forecasts NBC by two decimals

**CBS second, ABC third in handicapper's view; all 'bland as oatmeal'**

Herb Jacobs, handicapper of television-network races, forecast last week that NBC-TV would nose out CBS-TV next season. ABC-TV, he predicted, would run two points off the leaders in third.

Mr. Jacobs, head of the programming and consulting firm, Telcom, New York, presented his forecasts in Chicago at a breakfast meeting that has become an annual event during National Association of Broadcasters conventions. He said NBC-TV would win the first season of 1971-72 with a 19.1 average share of audience, CBS-TV would be a close second with 18.9 and ABC-TV third with 17.

All of Mr. Jacobs's figures are for shares of audience in half-hour periods in prime time when at least two of the three networks are competing, according to schedules as now planned. Mr. Jacobs said he expected at least some changes in the schedules before they begin.

According to his forecast, NBC will win 19 half hours, take second in 16 and third in seven. CBS will win 19, take second in 12 and third in 11. ABC will win five, take second in 15 and third in 21.

Mr. Jacobs took occasion to cite the record of his predictions a year ago for the season that opened last September.

He claimed an over-all average accu-

## Sunday

	ABC	CBS	NBC
7:30			
8:00	Local		Walt Disney 39
8:30	FBI 31 33	CBS Sunday Night Movie 28 28	James Stewart Show 36 34
9:00		29	34
9:30	31	30	Bonanza 35
10:00	ABC Sunday Night Movie 32 33	Cade's County 30	Bold Ones 31
10:30	37	Local	34

## Monday

	ABC	CBS	NBC
7:30			
8:00	Local	Local	Local
8:30	Nanny and the Professor 23	Gunsmoke 41	Rowan & Martin's Laugh-In 29
9:00	Local	44	33
9:30		Here's Lucy 36	30
10:00	NFL Monday Night Football 30	Doris Day Show 29	NBC Monday Night at the Movies 31
10:30	31	Arnie 26	32
	32	All in the Family 24	33

## Thursday

	ABC	CBS	NBC
7:30			
8:00	Local	Local	Local
8:30	Alias Smith and Jones 20 20	The Big Wheels 27 27	Flip Wilson 42 43
9:00		25	32
9:30	Longstreet 25		Nichols 34
10:00	Owen Marshall Counselor-at-Law 24	CBS Thursday Night Movie 33	34
10:30	24	35	Dean Martin 32
	36	36	32

all, alleging their exemption from the rule would "not result in the increased availability of such broadcasts from any other source. First-run syndicators," CBS said, "simply do not produce and distribute current news broadcasts."

The network also asked the commission to waive its rules to allow CBS to offer its affiliates the weekly magazine-format *60 Minutes* at 6:30-7:30 p.m. EST Sunday evening and *CBS Sunday News with Dan Rather* at 10:30 or 10:45 p.m. EST immediately following the conclusion of the CBS prime-time schedule, Sunday night. The former was previously slated for the 6-to-7 p.m. Sunday slot, while the latter is presently scheduled for alternate feeds at 11 and 11:15 p.m.

The net effect of these two Sunday-evening changes would allow an additional 45 minutes per week of news and information within the traditional 7-11 p.m. prime-time period.

CBS acknowledged that the commis-

sion has already waived its rules to permit network news to be scheduled from 7 to 7:30 p.m. if preceded by one hour of local news, making one and one-half hours of combined local and network news. CBS argued that in the case of many, if not most stations, the scheduling of *60 Minutes* from 6:30 to 7:30 p.m. during most of the year would follow one-half hour of local news, "thus similarly achieving an uninterrupted one and one-half hours of news."

## Blackout ban, bidding sought for sports

Legislation to ban nationwide TV and radio blackouts of major sports events was introduced last week by Representative Charles W. Sandman Jr. (R-N.J.). However, broadcast seasons of major sports would be limited under another bill by Morris K. Udall (D-

Ariz.) (*BROADCASTING*, March 29).

Mr. Sandman's bill (H.R. 6992), prompted by the exclusive closed-circuit television coverage of the Joe Frazier-Muhammad Ali heavyweight championship fight last month (*BROADCASTING*, March 15), would require promoters of the "final national or international championship events in professional sports" to obtain a permit from the FCC before holding the events. The permits would be issued only after a showing that broadcasters in "each type of electronic medium" (such as TV, radio and CCTV) have had a chance to bid competitively for broadcast rights and that the highest bid or bids in each medium have been accepted.

Co-sponsors of the bill were House Republican leader Gerald R. Ford (Mich.) and Republicans Jack F. Kemp (N.Y.), Wilmer Mizell (N.C.) and Robert B. Mathias (Calif.). The last three were prominent athletes.

Mr. Udall's bill (H.R. 6897) would

**Tuesday**

	ABC	CBS	NBC	
7:30				
8:00	Mod Squad 31 32	Glen Campbell Goodtime Hour 24	Ironside 24	33 34
8:30				
9:00	Movie of the Week 31 32	Hawaii Five-O 34 35	Sarge 25	
9:30				
10:00		Cannon 36	Marriage Can Be Fun 29 28	24 22
10:30	Marcus Welby, M.D. 43	NE	Local	Local

NE—No estimate because of no other network competition.

**Friday**

	ABC	CBS	NBC	
7:30				
8:00	Local	Local	Local	
8:30	Brady Bunch 28	Chicago Teddy Bears 25	D.A. 32	
9:00	Partridge Family 29	O'Hara, United States Treasury 31		30
9:30	Room 222 25		NBC World Premiere Movie 31	31
10:00	Odd Couple 24			32
10:30	Love, American Style 28	CBS Friday Night Movie 31	Local	—

eliminate what he believes is the over-exposure of broadcast sports. It would limit the broadcast of professional baseball to the period between the second Monday in April and the second Sunday in September. Football would be broadcast only between Sept. 1 and the second Sunday in January, and coverage of basketball would be limited to the period between Dec. 1 and the second Sunday in April.

**Racing on Telesports**

The American Telesports Network has acquired exclusive TV rights to 10 U.S. Auto Club events in 1971. Of these, at least five will be televised during the coming season. Among the races are the Pocono 500, third leg of auto racing's triple crown, the Milwaukee 150, the Michigan 200, and the Parkersburg 150. ATN has also been granted rights to a number of National Hot Rod Association events.

**Wednesday**

	ABC	CBS	NBC	
7:30				
8:00	Local	Local	Local	
8:30	Bewitched 26	Carol Burnett Show 26	Adam-12 32	30
9:00	Courtship of Eddie's Father 26		32	30
9:30	Smith Family 28	Medical Center 34	Mystery Tonight 29	
10:00	Shirley MacLaine 24	35		30
10:30	The City 24	Mannix 35	Night Gallery 31	31

**Saturday**

	ABC	CBS	NBC	
7:30				
8:00	Local	Local	Local	
8:30	Bobby Sherman Show 26	My Three Sons 34	Partners 28	
9:00		Funny Face 31	The Good Life 25	
9:30	Movie of the Weekend 31	Dick Van Dyke 33		29
10:00		Mary Tyler Moore 33		30
10:30	Persuaders 25	Mission: Impossible 30	NBC Saturday Night at the Movies 34	35

## Black powerhouses on ABC-TV grid opener

ABC-TV will kick off its 1971 National College Athletic Association football coverage Saturday evening, Sept. 11, when Grambling College meets Morgan State in New York's Yankee Stadium. Contest is said to be the first live national network telecast involving two predominantly black schools.

ABC-TV will be in the second year of a \$24-million two-year contract with the NCAA. The tab is split equally over the contract period.

The NCAA TV schedule will run through Dec. 4, 1971, and will include 36 games, one more than in 1970. Three are night games. Twelve of the contests will be telecast nationally and 24 regionally. Four regional games, to be announced, are scheduled for Nov. 13 (Saturday).

The package also includes the sched-

uling of one "wild card" game to be chosen during the season and shown beside the game or games already scheduled for that date.

Air times and areas for the regional games will be announced at a future date.

## PBS fills five days of programming

**Hampered by lack of funds, noncommercial network announces fall schedule**

The Public Broadcasting Service released its fall night-time programming line-up last week, starting the season on Sunday, Oct. 3, with a 202-station hookup. PBS works on a five-day week, Sunday through Thursday—attributed to a lack of funds.

Six new programs will be added in the fall and 10 series will return. PBS's schedule does not include local or regional programs which will be announced at a later date.

On Sundays, the 7-7:30 p.m. NYT slot will be filled by a number of children's specials from National Educational Television in addition to *Masquerade*, an improvisational children's drama series, and *Children to Children*, featuring programs from around the world. At 7:30-8 p.m., Julia Child returns with *The French Chef* from WGBH-TV Boston. At 8-9 p.m. the syndicated series, *Firing Line* with William F. Buckley, produced by the Southern Educational Communications Association, is scheduled. It will be followed at 9-10 p.m. with the return of the British Broadcasting Corp.'s *Masterpiece Theater* with all new programs in the series originating at WGBH-TV Boston. NET-produced *Apollo*, which has a musical-magazine format will fill 10-11 p.m.

*World Press*, a discussion of current events from KQED-TV San Francisco, will start Monday's schedule, 8:8:45 p.m.; *Critic At Large*, on arts in America, also KQED-produced, is slated for 8:45-9 p.m.; and major productions under the title, *Special of the Week*, will be at 9-10:30, with *Book Beat*—interviews of current authors—from WTTW-TV Chicago rounding out the evening at 10:30-11 p.m. There will be a regional split from 7:30-8:30 p.m. on Tuesday followed by *The Advocates*, debates on current issues, a co-production of WGBH-TV Boston and KCET-TV Los Angeles, at 8:30-9:30 p.m.; and a series of dramas (title to be announced) under the production of Lewis Freedman of the Hollywood Television Theater.

PBS's schedule on Wednesday, 9-10,

has repeats of Kenneth Clark's *Civilisation* series (from NET); NET's *This Week*, a public-affairs program, 10-10:30, and *Black Journal*, also from NET, examining issues of importance to black Americans, at 10:30-11.

The final day of PBS's programming

week begins at 9-10 p.m. Thursday with the return of *The Great American Dream Machine* from NET; *Washington Week in Review* is slated for the 10-10:30 time period from WETA-TV Washington; and WETA-TV's *Thirty Minutes with . . .* at 10:30-11, featuring

interviews of prominent world figures.

In addition, *Soul*, *American Humorists*, and several other series are in the planning stages and will be added to the schedule later in the fall. PBS will also program three hours of children's programs in the morning.

## TV stations, BMI close to terms

### Deal pegs new contract at 58% of ASCAP rate, brings two music licensing pacts closer to parity

Tentative agreement on new rates for television stations' use of the music of Broadcast Music Inc. was announced last week, subject to approval by the stations individually.

Robert H. Smith of WCYB-TV Bristol, Va., chairman of the All-Industry Television Stations Music License Committee, which negotiated the new contract, told a session of the National Association of Broadcasters convention in Chicago that over the next seven years the pact could save TV stations close to \$9 million in BMI payments. On top of an estimated \$53 million in savings envisioned over a 10-year span in a new contract the committee negotiated more than two years ago with the American Society of Composers, Authors and Publishers (BROADCASTING, Aug. 26, 1968, et seq.), Mr. Smith said, the BMI deal should bring TV stations' music-license savings to well over \$60 million spread out over the lives of the two contracts.

Following disclosure of the BMI agreement, members of the committee voted to expand their membership, elected Leslie Arries of WBEN-AM-FM-TV Buffalo, N.Y., as chairman to succeed Mr. Smith—who had served notice he would not stand for re-election but will remain on the committee—and launched a campaign to raise \$160,000 to sustain the committee in its administration of the ASCAP and BMI contracts.

Mr. Smith told an NAB television assembly that details of the new contract were being worked out by lawyers for the two sides but that he and his committee colleagues had shaken hands with President Edward M. Cramer and his BMI associates on basic terms.

For the first time, he said, the new BMI contract would be tied directly to the stations' ASCAP contract, providing for each station to pay BMI at rates equal to 58% as much as it pays ASCAP, starting this year (Jan. 1). In other respects the BMI and ASCAP contracts would be the same, including common expiration dates at the end of 1977 and common cancellation rights at the end of 1973.

The common cancellation and expiration dates were believed to reflect an intention by the all-industry committee to base the next round of negotiations more on the over-all value of music than on the relative values of the ASCAP and BMI repertoires. In the past the two contracts have been negotiated separately, usually ASCAP's first, then BMI's in some ratio to ASCAP's. With common termination dates, they can be negotiated simultaneously if not jointly.

This, it was believed, was what Mr. Smith had in mind when he told the TV broadcasters that "the fact that the [ASCAP and BMI] provisions are now the same and the terms are the same takes us a step closer towards the day

when a rate can be found which is fair and reasonable for music as a whole, including the amounts the stations pay through the networks."

The new BMI form, according to Mr. Smith, does not specify that stations will pay BMI 58% as much as they pay ASCAP, but sets up a rate structure having that effect. In addition, he said, it has a built-in assurance against a station having to pay BMI more under the new contract than the station would pay under the old.

As with the ASCAP contract, the new BMI form takes 1964-65 industry revenues as a base. Stations pay ASCAP 2% on revenues up to the base and 1% on revenues exceeding that level. In the new BMI contract, the comparable rates for BMI music are 1.16% and 0.58%, and these, according to committee sources, work out to 58% of the ASCAP rates.

If in any year the new rates would cost a station more than the old rate would, Mr. Smith said, the station may elect to pay BMI for that year on the old rate.

The net effect of the new BMI agreement would be to narrow the historic percentage gap between BMI and ASCAP from TV station receipts at the outset and keep their relationship constant thereafter.

The 58%-of-ASCAP effective rate compares with the present BMI rate of 1.09% of each station's gross revenues after specified deductions. The 1.09% rate comes out to about 61% of the amount stations are paying ASCAP under the new ASCAP contracts, or about 45% of what they paid ASCAP under the old ASCAP contracts.

The reported \$60-million-plus saving over the lives of the two contracts does not mean stations will pay less than they have been paying. It means they will pay \$60-plus million less than they would have paid if the old contracts had remained in effect, assuming that industry revenues grow at a "normal" rate of about 6% a year.

TV station payments to BMI currently are believed to be about \$9 mil-

### ChangingFormats

■ WMVM(FM) Milwaukee (formerly WMIL-FM)—Malrite of Wisconsin Inc. has ceased duplication of WMIL(AM) country-and-western programming and has begun programming easy listening music. WMVM is on 95.7 mhz, with 50 kw and an antenna 355 feet above average terrain.

■ WAVI(AM) Dayton, Ohio—WAVI Broadcasting Corp. has discontinued middle-of-the-road programming and inaugurated an all-news and conversation format. WAVI is a daytimer on 1210 khz with 250 w.

■ WPIC-FM Sharon, Pa.—Sharon Broadcasting Co., effective March 1, switched from a middle-of-the-road format to a combination of top-40, "oldies" and progressive rock. The station broadcasts in stereo on 102.9 mhz with 26 kw and an antenna 455 feet above average terrain.

■ KCAN(AM) Canyon, Tex.—Following acquisition of the station by Courtesy Broadcasting Inc., effective March 16, KCAN began programming country-and-western music. The station had previously broadcast entirely religious music. KCAN operates on 1550 khz with 1 kw day.

lion a year, exclusive of payments by network-owned TV stations. BMI plans to negotiate separately for new O&O station contracts, but Mr. Smith said BMI officials had agreed that if the O&O's get a more favorable contract than the one the committee negotiated for other stations, the O&O contract terms would be made available to other stations as well.

BMI had wanted a much simpler contract than the long, complicated one that the all-industry committee had negotiated, over a period of eight years, with ASCAP. When no agreement could be reached on a simplified form, the plan to make BMI payments a percentage of ASCAP payments was agreed upon as a compromise simplification.

The percentage of 58% was also said to be a compromise between a higher rate sought by BMI and a lower figure sought by the all-industry committee. BMI officials claimed the figure understates the value of BMI music but said it did reflect industry recognition of tremendous increases in the use of BMI music.

Mr. Smith urged stations to accept the contract form when it is submitted to them, to file the information it requires—including FCC form 324 presenting station financial data, also required under the ASCAP contract—and to be prepared to contribute "some of your savings" to further support of the all-industry committee, which is responsible for administration of the ASCAP contract and will have similar responsibility for BMI's.

The committee also must have adequate funding, he said, to be in "the best possible position" for negotiation with both ASCAP and BMI in 1974 if either side exercises its contractual right to terminate the agreements then, or in 1977 when they expire by their own terms.

The 58%-of-ASCAP rate is short of the approximately 70% that BMI is seeking from CBS-TV in current litigation over new network rates for BMI music. BMI officials contend, however, that networks use their music much more extensively than do TV stations.

BMI is engaged in a complex set of suits and counter-suits with CBS-TV and NBC-TV, which want new forms of licenses requiring them to pay only for the music they actually use.

BMI meanwhile has signed a new contract with ABC-TV, calling for ABC to pay a fixed-dollar amount for blanket rights to the BMI repertory. The dollar figure has never been disclosed but BMI officials say it is approximately 25% more than ABC-TV has ever paid BMI before.

In addition to Mr. Arries' election as committee chairman, John McClay of Taft Broadcasting was named vice chairman, Joseph Liss of WGN-TV Chi-



*The station award and Emmy for the outstanding local TV program of 1970 went last week to KNXT-TV Los Angeles, whose vice president and general manager, Ray Beindorf, is shown (r) receiving the Emmy from Richard Reinauer, vice president of the National Academy of Television Arts & Sciences and head of its Chicago chapter. KNXT won for If You Turn On, a study of drug-abuse problems. The program was one of 10 special plaque winners from which the top award was chosen. Others went to: KPRC-TV Houston, KOOL-TV Phoenix, WCAU-TV Philadelphia, WLBT-TV Jackson, Miss., WJW-TV Cleveland, noncommercial WGBH-TV Boston, WBBM-TV Chicago, WNAC-TV Boston and WMC-TV Memphis. The presentations were made during the NAB convention in Chicago.*

cago was elected treasurer and the committee's membership was expanded to 14 by the addition of Mike Kievman of Cox Broadcasting, John Gilbert of Pacific & Southern Broadcasting, Bill Duhamel of the Duhamel Group and M. N. Bostick of KWTX-TV Waco, Tex., and KWTX-associated stations.

The committee voted to launch a \$160,000 fund drive by assessing stations an amount equal to 20% of their NAB dues or, for non-members of NAB, 48% of their highest hourly rates. Mr. Smith said it was the committee's first fund-raising effort in three years.

### Action in the gap

The fairness doctrine got an in-the-family test last week on the Dallas-based McLendon station group.

On March 31 an editorial by Gordon McLendon, president, criticized the life sentence given Lieutenant William Calley. In the editorial, broadcast on all the stations in the group, Mr. McLendon said: "Don't psych a soldier to kill and later convict him for killing."

Mr. McLendon's 26-year-old son, Bart, demanded time to reply. His own editorial, commending the verdict, was broadcast the next day.

### Blacks meet CBS, ABC; make little headway

The House "black caucus" last week renewed its attempt to get free air time from ABC and CBS to answer President Nixon's state-of-the-union address last January (BROADCASTING, Feb. 1, et seq.).

Representative William L. Clay (D-Mo.), one of the 12 members of the caucus, met in New York last Wednesday (March 31) with ABC News President Elmer Lower and CBS/Broadcast Group President Richard W. Jencks. Mr. Clay was accompanied by E. Lavell Dyett, a media consultant, and Tracy Westen, of the Stern Community Law Firm. The caucus had requested the meetings last month in letters to all three networks, stating that the black group has the right to prime air time to present a state-of-black-America address. The networks turned down the request, but ABC and CBS agreed to meet with the caucus. NBC did not indicate whether it would agree to a meeting.

At the meetings last week, ABC and CBS said the black caucus had no right to rebuttal time, and that any minority view in response to the Nixon address would, if deemed newsworthy, be presented on news shows or panel talk shows.

After the meeting Mr. Clay said the network executives were cordial. "They listened, but I'm sure they haven't heard us," he said.

A spokesman for Mr. Clay said last week that the black caucus will continue meetings with CBS and ABC, which did indicate they would be willing to consider some vehicle for minority viewpoints. However, he added, the black caucus will file a suit against NBC within the next few weeks to obtain equal time.

### Program notes:

**Turn on the bubbles again** • Lawrence Welk, cancelled by ABC-TV after 16 years on the network, will continue next season in syndication. Don Fedderson Productions, Los Angeles, said the show would be bartered beginning the week after its departure from the network schedule. Mr. Fedderson said 78 stations have already indicated a willingness to air the broadcasts. All of Mr. Welk's sponsors have expressed a desire to continue their affiliation with the show, according to the producers of the show.

**For sale** • ABC Films Inc. is releasing 51 eight-minute cartoon segments of *The Smokey Bear Show* into domestic distribution. The series has been carried on ABC-TV since 1969.

# Chance to get fairness under control

Burch, seeing 'access' leading to breakdown, proposes sweeping review of the whole policy

FCC Chairman Dean Burch indicated last week he is as concerned as any broadcaster—and probably more concerned than most—about the evolution of the commission's fairness doctrine into a concept of public access to the airwaves. He sees broadcasters being turned into something akin to common carriers and channels of communications actually being choked off by overload.

Before those things can happen, he told the nation's broadcasters at the National Association of Broadcasters convention in Chicago last week, it would be well for the commission to step back and take an over-all view of the doctrine. He spoke of a formal inquiry.

The chairman—noting that the last time the commission attempted to pull together all accumulated experience in the field was 1949, when it adopted the doctrine in its Report on Editorializing—said an inquiry "would permit all interested parties to participate and not just those embroiled in specific complaints or cases."

The commission's policies may still be sound and its procedures fair and effective, he said. "But if they're not—if they unreasonably restrict the journalistic judgment of broadcasters, or if they permit broadcasters unreasonably to restrict access to the media—then surely it's time to do something more than simply brood about it."

Chairman Burch, who spoke at the convention's Wednesday luncheon, saw "the era of consumerism and even of participatory democracy . . . colliding head-on with the broadcasting industry." He noted that broadcasters are faced with demands not so much for fairness—demands, he noted, are sometimes made regardless of a station's track record for fairness on the issue involved—but for time, and often free time, "by groups that see themselves ombudsmen of the public interest."

Furthermore, he said, the demands go beyond traditional fairness issues to questions of whether advertising obligates a station to provide time to those wishing to answer it—as for instance,

demands of those concerned about air pollution that were triggered by commercials for cars and gasoline. "The Dodge rebellion" and 'the man who wears the star' are themselves the issues of controversy," he noted.

The chairman said that the arguments being advanced "come perilously close to turning broadcasters into mere common carriers—and turning both the agenda and this arena of public discussion over to the highest bidder. Ironically . . . in the name of the public interest, the power of the purse pure and simple could end up in command."

His questions, he said, are: "At what

his speech, is concerned about some court decisions that provide support for those claiming a right of access to the airwaves. One case involved a union that had demanded the right to buy time on a station that was carrying commercials for a store it was striking. The commission had rejected the union's complaint, but the appeals court sent the case back to the commission for a hearing and, in the process, raised the question of whether ordinary advertising constitutes "discussion" of a controversial issue.

The chairman believes an inquiry into the subject would enable the com-



Chairman Burch

point does access choke off the channels altogether? As the burdens are piled on, when do we break the industry's back? Does the broadcaster exercise balanced judgment—or does he just compile each day's agenda for public debate, in narrower and narrower segments as the petitioners line up?

"Would this be broadcasting—which, imperfections and all, gives the public about what it wants and what it needs? Or would we end up with one dead goose and a shrinking supply of eggs, golden or otherwise?"

The chairman was returning to a theme he first explored in remarks before the National Religious Broadcasters meeting in Washington, in January (BROADCASTING, Feb. 1). He hopes the commission can begin moving on the inquiry soon; he told BROADCASTING he would like to see the inquiry issued "in about three weeks or a month."

Chairman Burch, as he indicated in

mission to do a better job of defending its access decisions in court. He feels the courts would be less likely to overturn the commission in such matters if it can point to a solid review of the fairness question as the basis for its action. At present, he feels, the decisions are reached largely on an ad hoc basis.

Chairman Burch also dealt with two other subjects in his speech. And although he expressed sympathy for the broadcasting industry in connection with them, he made it clear that both would result in changes the industry might have difficulty facing. One was the proposed revision of the commission's license-renewal process—"I think the commission has major improvements under way," he said—the other, CATV.

On renewal matters, he said that although it is fruitless to seek anything like a mathematical formula in defining

"substantial service," neither the broadcasters nor the public should be left wholly without guidelines. The commission, in its Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants, said it will favor incumbents in such proceedings if they can demonstrate "substantial service."

The other proposals, he said, are aimed, first, at facilitating public participation in the entire broadcast operation. And, second, he said, the commission wants "to inhibit last-minute harassment of the renewal applicant—to make him less vulnerable not to reasonable and constructive criticism but rather to deadline pressures that are so unreasonable as to approach blackmail."

He had nothing definitive to say on CATV, on which the commission concluded oral proceedings a week earlier. The commission's purpose, he said, remains the same—to integrate CATV into the nation's communications system in a fair and orderly way.

But achieving fairness in CATV regulation, he said, is the "rub." The commission is "not in business to guarantee the broadcaster an easy ride and an automatic profit," he said. "And by the same token we're not in business to hurt you or to throw roadblocks in your way. We're out to serve the public interest in all its dimensions."

That, he promised, is how the CATV issue will be settled. "Our final decisions will probably please no one perfectly—and maybe that's the way it has to be."

But there were several references in his speech—as there were in President Nixon's message to the convention that was read on Tuesday—to the need for the preservation of the commercial broadcasting system. At one point, in describing the approach he feels the commission should take to its regulatory duties, Chairman Burch said that a balance must be struck between "smug super-cautiousness and a naive, and ultimately self-defeating adventurism."

The public interest, he said, can be served only if institutions like broadcasting "are constantly being reformed and constantly improved. But at the same time the foundations have to be preserved—else there won't be anything left to improve, and nothing left to do the serving."

The President, in his remarks, said that "it is unquestionably in the public interest that America have a free, responsible broadcasting industry," and added that he was speaking not only for the executive branch but for Mr. Burch as well (see this page). The FCC chairman said after his appearance at luncheon on Wednesday that there was nothing in the President's remarks with which he does not agree.

## Nixon says it on the record

### In message to NAB he wants Section 315 toned down, CATV kept from knocking broadcasting off the air

For broadcasters looking for some relaxation of the equal-time law and concerned about developments, both technical and social, that are rocking their industry, Herbert G. Klein, White House director of communications, had a welcome message last week.

President Nixon, he said, favors amending Section 315 to exempt campaigns for President, Vice President and all other federal offices from its equal-time requirements. Mr. Klein, who was making the first public disclosure of the President's feelings on the matter, which is the subject of legislation now pending in Congress, said the President feels that the exemption cannot apply to one office and not the others. Mr. Klein appeared at the National Association of Broadcasters convention in Chicago.

Furthermore, President Nixon, in a message that Mr. Klein read to the convention at the luncheon Tuesday, made it clear that his administration is aware of and concerned about developments troubling broadcasters—specifically including the growth of CATV—and will not permit them to get out of hand.

"I set great value on the contribution of broadcasting in American life, and it is the firm policy of my administration to encourage its continued success and to protect the vital traditions of free press and free enterprise that have nurtured it," he said.

The President's position on Section 315 does not appear to extend as far as had been indicated earlier by sources who said Mr. Nixon favored outright repeal of the equal-time law (BROADCASTING, March 22). But his views are bound to strengthen the hand of those in Congress seeking a broader relaxation of the equal-time law than one applying only to presidential and vice presidential contests.

And in discussing other aspects of the political-broadcasting bills under consideration, Mr. Klein drew applause from his audience when he stated that the President feels that any limitation on campaign spending should be applied "across the board," and not "discriminate" against broadcasting. He recalled that the President had vetoed the political-broadcasting bill passed by the last Congress because of such a "discriminatory" feature.

The President, in his message, was equally sympathetic in discussing broadcasters' problems. "I know that you have been through a rather stormy period with economic difficulties in your

industry and with some of the controversies surrounding the licensing process"—an apparent reference to the petitions to deny license renewals that have been filed by citizen groups and to challenges by applicants seeking to supplant incumbent licensees at renewal time.

"But I can assure you," he added, "that we respect the substantial investments of time and money required to equip and staff a broadcasting operation, and that we are aware of your need to be reasonably certain of the rules of the game and the prospects for success in order to maintain health and growth in your industry." However, he also said there is need for "public-interest improvement and for constant evaluation of fairness."

Perhaps even more significant was a passage that appeared to bear out earlier reports of the President's concern about the potentially adverse impact of CATV on broadcasting (BROADCASTING, March 22). He said that "it is unquestionably in the public interest that Americans have a vigorous, free, responsible broadcasting industry." The government, he added, will keep that in mind in dealing with such "sensitive matters" as "the tremendous potential of domestic satellite communications, the rapid development of cable television systems, and the equal-time and political-broadcasting regulations."

The President also went to the unusual length of identifying FCC Chairman Dean Burch with his view that the maintenance of a vigorous broadcasting system is in the public interest. "I think I know Dean Burch's basic philosophy well enough to say without trespassing on the prerogatives of the FCC chairman that I speak for him as well [as for the executive branch]," he said.

The President's comments were delivered at a critical juncture in the commission's development of basic CATV regulation. Four days earlier, the commission had wound up a unique proceeding in which it heard nine days of panel discussions and oral argument on its proposals for overhauling its CATV rules, and it is now in the midst of formulating policy that will concern the growth of the CATV industry.

Mr. Klein told a news conference before his appearance at the convention luncheon that the White House is reviewing studies on both CATV and domestic satellite matters. However, he declined to divulge their details and

said he did not know whether the White House would release its views on either subject.

The White House has already done a study on domestic satellite policy that concluded with the recommendation that the commission permit virtually unrestricted competition among domestic systems. That study, completed in January 1970 (BROADCASTING, Jan. 26, 1970), was prepared under the direction of Dr. Clay T. Whitehead, then a White House aide and now director of the Office of Telecommunications Policy.

Dr. Whitehead said as recently as last month that the conclusion of that study remains administration policy (BROADCASTING, March 15). However, Mr. Klein last week said that "other conclusions are under consideration." The same sources who said President Nixon is concerned about unrestricted cable television growth also reported that he leans toward a policy that would limit the number of domestic satellite systems.

## Washington-area AM ordered to go off air

Charging that the owner of WHMC(AM) Gaithersburg, Md., operated the station "in a negligent and inept manner" and that he made several misrepresentations and false statements in a renewal proceeding, the FCC has refused to renew

the station's license and has ordered it to go off the air within six months.

The commission upheld an earlier ruling by Chief FCC Hearing Examiner Arthur A. Gladstone, who recommended denial of a renewal to Nick J. Chaconas, owner and licensee of the Washington-area station that programs progressive-rock music. The commission agreed with the examiner's contention that Mr. Chaconas made several false statements to the FCC. It also said that Mr. Chaconas' alleged misrepresentation of facts in responding to 19 alleged rule violations at WHMC are "of far greater significance than the rule violations themselves."

All of the violations cited are of a technical nature, stemming from an FCC field investigation of WHMC's engineering facilities in 1966. That examination was said to have revealed certain misrepresentations and omissions in the station's maintenance logs. The commission charged, however, that explanations Mr. Chaconas subsequently offered in connection with the technical charges contained "false statements consciously made to escape embarrassing inquiry."

The commission and Examiner Gladstone both contended that Mr. Chaconas not only failed to clear his name at the hearing that was held last year, but gave false testimony in his own defense.

In denying the WHMC renewal, the

commission last week also dismissed Mr. Chaconas' appeal to the hearing examiner's decision and refused to consider the WHMC owner's contention that he has worked to improve the station since the original rule violations were disclosed.

Mr. Chaconas emphasized that he will "unquestionably" appeal the FCC's decision. "I fought through five years of hearings to get [the WHMC] license," he said, "and now they're calling me a liar . . . They're taking away my life."

## Changing Hands

### Announced:

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

- WWOM(FM) New Orleans: Sold by David W. Wagenvoord to Lawrence S. Gutter for \$325,000. Mr. Gutter is president of Chicagoland Broadcasters Inc., a Chicago radio time-sales agency. Mr. Wagenvoord will retain WWOM-TV (ch. 26). WWOM(FM) operates on 98.5 mhz with 54 kw and an antenna height of 290 feet above average terrain. Broker: Hamilton-Landis & Associates.
- KSRD(AM) Rapid City, S.D.: Sold by Harry and Eli Daniels to Northern States Broadcasting Corp. for \$150,000. Northern States' principals include F. R. Kadrie, president; Sherman Rutzick, vice president; Paul Hafnagle, secretary, and James Wolter, treasurer. All are Minneapolis-St. Paul area businessmen. The Daniels retain KSRD-TV Rapid City and KDSJ(AM) Deadwood, both South Dakota. KSRD is on 1340 khz with 1 kw day and 250 w night. Broker: John D. Stebbins, Lake Forest, Ill.
- KCLV(AM) Clovis, N.M.: Sold by Mr. and Mrs. Odis Echols Sr., Odis Echols Jr. and William R. Lask to Lonnie Allsup for \$230,000. Mr. Allsup is the owner of Allsup's 7-11 Stores Inc., a drive-in grocery chain in the Southwest. Mr. Lask has the option to repurchase his 15% interest in the station. KCLV is on 1240 khz full time with 1 kw day and 250 w night.

### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 77).

- WBMI(FM) Hartford-Meriden, Conn.: Sold by Carl W. Schultz to Communico Inc. for \$426,500. Principals of Communico Inc. are Frederic W. Constant, L. Stevens Edwards and others. Mr. Constant is an account executive for WNHC(AM) New Haven, Conn., and

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was formerly associated with ValJon Inc., Minneapolis-based group station owner. Mr. Edwards was formerly with Toro Manufacturing Co., Minneapolis, a lawn products concern. WBMI operates on 95.7 mhz with 17.6 kw and an antenna 760 feet above average terrain.

#### Cable television:

■ Liberty Television Inc., licensee of KEZI-TV Eugene, Ore., and operator of CATV systems in ten cities in that state, has acquired Televue Cable Alabama, which serves Birmingham, Ala., suburbs. Price was not disclosed. Liberty Television has also begun construction of a cable system at Albany, Ore.

## FCC staff takes on broadcasters' basics

#### How to handle the chief engineer takes first priority

In the waning minutes of a panel session on station problems at the National Association of Broadcasters convention in Chicago last week, Robert Cahill, administrative assistant to FCC Chairman Dean Burch, was moved to comment on the different perspective a bureaucrat acquires in the field. In Washington, he said, broadcasters' problems seem to revolve around public access to the airwaves, citizens' complaints and their participation in the renewal process. "But go out in the field," he said, "and you find everybody is interested in damn engineering problems."

Mr. Cahill was on the mark. Most of the 90 minutes devoted to the first of two early-bird sessions on "Station Problems as Seen by the Commission Staff" was taken up by questions from the audience dealing with engineering. One broadcaster, who apparently has had some painful experiences with his first-class engineers, commented on the difficulty of finding competent engineers, and wondered if there wasn't a way the commission could fine engineers rather than their employers for technical violations.

Another broadcaster had a different slant on the problem; as being not one of adequate competence standards, but one of outdated requirements. With the equipment available now, he said, "We could teach a 12-year-old boy" to keep within the required parameters.

The commission is considering a proposed rule that would ease requirements for radio station engineers. The proposal would permit directional AM stations, AM's with over 10 kw and FM's with more than 25 kw transmitter out-

put power to use third-class instead of first-class operators on a routine basis, provided the stations met certain criteria (BROADCASTING, Aug. 3, 1970).

The FCC's chief of rules and standards division, Harold Kassens, the only engineer on the panel, advised his listeners not to misread the purpose of the proposal. It is, he said, "to maintain technical competence." He noted that there is "a year's backlog" of renewal applications because of technical problems.

Mr. Kassens sought to provide some balance to the discussion of engineers. He said low starting salaries discourage a man with technical ability from entering the field. "He feels he can do better as a plumber." He also said engineers have told him that violations at stations occurred because they were following orders—and would be fired if they didn't.

Discussion of what Washington has in mind when it thinks of broadcasters' problems was confined principally to the last minutes of the session. Robert Rawson, deputy chief of the commission's Broadcast Bureau, asked about citizens groups "that are trying to take over the broadcast business," said: "You have to work with them, and they have to be reasonable. If they're not, you have a chance to respond to anything they file with the commission."

Mr. Rawson noted that 50 formal and informal petitions to deny renewal applications are on file and that indications are that the commission will receive "a lot more" when renewal applications are filed, in the next several months, by broadcasters in Texas and California. Both states have large Spanish-American minority groups. And in answer to a specific question, he said it was not the commission staff's function "to encourage or discourage" complaints, but that "the public has a right to be heard."

Mr. Cahill appeared to feel the commission's proposals to revise license-renewal procedures—particularly those aimed at bringing the public into the license-renewal proceeding—would ameliorate conditions. The heavy flow of petitions to deny will "continue until such time as a dialogue is established between broadcasters and minority groups," he said.

In another matter, Mr. Cahill had a hopeful forecast for broadcasters: that the commission's proposed rule dealing with call-in talk shows will not be adopted. The proposal, which would require broadcasters to obtain and keep on file the names of everyone calling in, has been roundly denounced in comments filed by scores of broadcasters, who say the requirement would cause the demise of that type of program.

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# Cable seen leading to pay TV

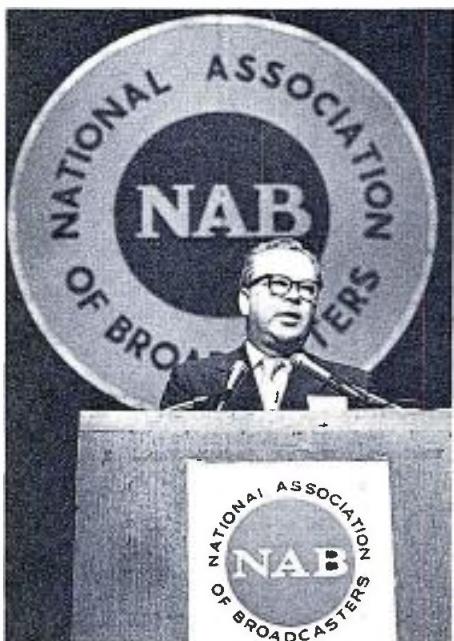
**That's a future NAB wants Congress to queer while broadcasters ward off other dangers**

The spokesman for organized broadcasters called last week for congressional action to contain cable television.

Vincent T. Wasilewski, president of the National Association of Broadcasters, made the appeal as one of the main points of his keynote speech to the association's annual convention. He also criticized the FCC for proposing to tighten controls over programming, saw consumerism threatening the economic base of broadcasting and deplored the trend toward increased public access to radio and television.

In arguing for containment of cable, Mr. Wasilewski pointed to the Joe Frazier-Muhammad Ali championship fight, shown only on closed-circuit television in the U.S., as a "low blow" that may have telegraphed the future.

The \$20 million or more in box-office receipts generated by the fight was an inducement for future exploitations, said Mr. Wasilewski. E. William Henry, "the former FCC chairman who used to instruct us on our public-service responsibilities and now president of Management Television Systems which handled the fight, has already announced his intention to capture football's Super Bowl in the next five years,"



Mr. Wasilewski

Mr. Wasilewski reminded the broadcasters.

With those prospects, said the NAB president, "perhaps at last Congress will realize that if they permit a CATV-wired system for this country, they will

be leading us straight down the road to pay television—a system which excludes those who cannot ante up the money for a ticket." Sports, added Mr. Wasilewski, would be only one of many kinds of programs of which the public "would be deprived if pay-cable television is allowed to take over the broadcasting system of the country."

Mr. Wasilewski also presented sharp objections to the FCC's recent proposals to overhaul its license-renewal standards (BROADCASTING, Feb. 22). As characterized by Mr. Wasilewski, the proposals would "prescribe that radio and television stations shall carry certain types of programming in certain percentage amounts and at certain times"; require regular announcements "inviting criticism"; make stations file reports on programming annually, instead of at the three-year intervals that are now standard, and rank stations according to programming categories.

Collectively, said Mr. Wasilewski, the FCC's proposals, if adopted, "would produce a jumpy, responsive, subservient broadcasting system."

On the consumer front, Mr. Wasilewski saw the possibility that the campaign for generally desired improvements would be perverted. He said a "few self-ordained arbiters of public taste" are engaged in a "hysterical attack on all who produce goods and services." If the attack were carried to an unobstructed end, he said, "advertising would be impossible."

Mr. Wasilewski said the NAB codes

## NAB is running a little behind

**With unexpected deficit, executive committee meets to get budget back in line**

While members of the National Association of Broadcasters were going about their convention business last Tuesday (March 30), the executive committee of the association was up in a 24th floor suite at the Conrad Hilton wrestling with finances.

In what was reportedly the first time that an NAB executive committee has formally met during a convention, the five-man governing body of the association plus NAB executive staff members pared and trimmed, shuffled and reshuffled budgets to bring income and expenses into line for the 1971-72 budget that went into effect last Thursday (April 1).

Key to the concern was the growing realization that what had been calculated as a \$72,000 deficit in the new

fiscal year threatened to turn into perhaps twice that amount.

Staff executives had found some items that had not been counted last January when the budget was made up. One example was a contribution of \$25,000 to the Broadcast Rating Council.

Further compounding the lapses were salary and other expenses that had been underestimated.

So the committee last week instituted what its chairman, Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, has termed an "austerity" program. The aim is to reduce the deficit to zero by June.

As explained by Mr. Walbridge, the program is two-pronged—cutting expenses and adding income.

On the cutting side, the executive committee agreed that no staff vacancies will be filled, that personnel assignments will be revised, that personnel will be used more efficiently, that contributions will be shaved or eliminated, that travel expenses will be reduced, and that meetings will be curtailed.

Some savings are already in effect. Air travel is in coach class. Regional

meetings were held in one day instead of two.

The only major vacancy at the NAB currently is the regional managership for the Far West. James T. McKnight, 46, died March 11 of a heart attack. The plan is to reallocate the country among the remaining six managers.

The added income that Mr. Walbridge spoke about is sought from increased station membership that the services provided by NAB are expected to attract.

At its January meeting in California, the board voted a 1971-72 budget of \$3,369,688, with income estimated at \$3,297,250—a deficit of \$72,438. In the previous fiscal year, the NAB had planned to wind up with a \$108,000 surplus (based on expenditures of \$3,172,000 and income of \$3,280,000) but this surplus was eaten up by extraordinary expenses during the year battling legislative and regulatory attacks on broadcasting. That year concluded with a \$52,700 deficit.

In other matters, the executive committee decided that members of its political-action committee should be con-

*Wasilewski on drug-  
lyrics, et al:*

**"On your behalf,  
I take intemperate  
offense at this action."**

provide refuge against rampant consumerism. The codes, he said, have done a "creditable job," but a larger job needs to be done "in this modern climate."

The NAB, said Mr. Wasilewski, would not only toughen its own codes but also "help others to develop codes." Although he made no explicit references, it was presumed that he had in mind the campaign by the American Advertising Federation to develop a system of self regulation for the entire advertising business.

Another development that Mr. Wasilewski identified as threatening to "undermine the very foundations of this industry" is "access" which he said "presupposes that broadcasters must extend their facilities to anyone who wishes or, in today's jargon, demands to express an opinion on any subject."

The theory of access, he said, had stemmed from the Supreme Court's decision in the Red Lion case, which, in affirming the FCC's rules on fairness, had spoken of the public's right "to receive suitable access to social, political, esthetic, moral and other ideas and

experiences." The decision, he said, was being stretched to mean that broadcasters were common carriers.

"To confuse the public's right of access with a spurious right of physical access to broadcast facilities would be a tragic mistake," said Mr. Wasilewski. "If that is allowed to happen, stations will cease to serve the broad public interest and will instead become the sounding boards for a cacophony of narrow interests."

There were other matters that Mr. Wasilewski said were of serious concern. He called the FCC's recent notice about drug lyrics "a real beaut." He said the inference to be drawn from that notice is that broadcasters must refrain from playing records that promote the use of drugs. "If there was ever a better example of regulation by lifted eyebrow, I have yet to see it," he said.

He also was disturbed, he said, by "pattern of discrimination" against broadcasting. The act to prohibit cigarette advertising on radio and television, alone among advertising media, was an example, he said. So was the FCC's rulemaking to break up multimedia ownerships. The pattern continues in legislative proposals to impose discriminatory rates on broadcasting for political advertising, he said.

All of these "drastic proposals" can be countered only if a "working partnership" of the NAB, broadcasters and the public "can demonstrate to the Congress and the FCC" that the broadcast system is in danger.

tinuously kept informed on legislative matters so that the organization doesn't fall into disuse. That committee, established last year, consists of six regional and 50 state chairmen. Its primary objective was CATV but it was called into action early this year in the congressional battle that saw Democratic senators attempt to overturn the President's veto of the political campaign-spending bill.

In addition to Mr. Walbridge, members of the executive committee are: Richard W. Chapin, KFOR(AM) Lincoln, Neb.; Andrew M. Ockershausen, Evening Star Broadcasting Stations, Washington; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., and A. Louis Read, WDSU-TV New Orleans.

## Now a truth squad for Nick Johnson

FCC Commissioner Nicholas Johnson managed to stir up small puffs of dust at the NAB convention, even without being on the program.

The commissioner, speaking on an interview program on WLS-TV Chicago,

Monday morning, said he had not been invited to the convention—a remark that provoked a prompt reaction from NAB President Vincent Wasilewski at a news conference later that day.

"Truly astounding," Mr. Wasilewski said, pulling out a Jan. 26, 1971, "Dear Vince" letter from the commissioner that began, "Thank you for inviting me to attend the NAB convention in Chicago the end of March."

The next day it was the turn of Herbert G. Klein, White House director of communications, to put the knock on the commissioner. Mr. Klein, asked about the commission's policy statement on drug lyrics, said it would be improper to comment on a commission matter—but he used the question as a vehicle for responding to Commissioner Johnson's criticism some time ago of the White House's call on broadcasters to aid in the fight on drug abuse.

Such criticism, he said, "does a disservice." Broadcasters "are doing a good job" in warning of drug abuse, he said, and any effort to persuade government not to encourage such action is "completely unwarranted."

## AMST blueprints role in FCC study

**Member at Chicago session  
told cable question  
will be one prime target**

Members of the Association of Maximum Service Telecasters were assured last week that their association will participate in the contemplated FCC proceeding that would be aimed at probing the future of broadcasting. Among other things, it would raise the question as to cable's "future potential" for "supplementing or supplanting over-the-air TV broadcasting service" (BROADCASTING, March 29).

AMST members were informed of the association's intention to enter the proceeding, in the course of their annual meeting in conjunction with the National Association of Broadcasters convention in Chicago last week. Their officers and staff brought them up to date on the association's activities in the past year in attempting to preserve adherence to technical standards and mileage separations, in seeking to prevent unrestricted CATV growth and in working on copyright legislation as it applies to cable.

The association also elected directors, officers and named two standing committees.

Following are members of the new board: Norman P. Bagwell, WKY Television System Inc., Oklahoma City; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N.C.; Joseph B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; Harold Essex, WSJS-TV Winston-Salem, N.C.; Jack Harris, KPRC-TV Houston; A. M. Herman, WBAP-TV Fort Worth; Ralph Jackson, WAVE-TV Louisville, Ky.; C. Howard Lane, KOIN-TV Portland, Ore.; Terry H. Lee, Storer Broadcasting Co., Miami Beach, Fla.; Lester W. Lindow, AMST, Washington; Arch L. Madsen, KSL-TV Salt Lake City; August C. Meyer, WCIA-TV Champaign, Ill.; James M. Moroney Jr., WFAA-TV Dallas; John T. Murphy, Avco Broadcasting Corp., Cincinnati; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; A. Louis Read, WDSU-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati; Willard Schroeder, WOOD-TV Grand Rapids, Mich.; Franklin C. Snyder, WTAE-TV Pittsburgh; Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston; Robert F. Wright, WTOK-TV Meridian, Miss.; and John A. DeWitt Jr., Ward Quaal and Harold C. Stuart, directors emeritus.

The officers elected by the board are

Mr. Harris, president; Mr. Crutchfield, first vice president; Mr. Rogers second vice president; Mr. Essex, secretary-treasurer; Lester W. Lindow, assistant secretary-treasurer and executive director.

The board also elected an executive committee consisting of Mr. Harris, Mr. Essex, Mr. Petersmeyer, Mr. Crutchfield, Mr. Madsen, Mr. Rogers and Mr. Lee.

Mr. Harris announced appointment of a technical committee of Albert Chrismark, WHEN-TV Syracuse, N.Y., chairman; Harold A. Dorschug, WTIC-TV Hartford, Conn.; A. James Ebel, KOLN-TV Lincoln; Joseph B. Epperson, WWS-TV Cleveland; Phillip B. Laeser, WTMJ-TV Milwaukee; and Carl G. Nopper, WMAR-TV Baltimore.

## No major alterations for FCC fee schedule

The FCC has disposed of numerous petitions for reconsideration of its new fee schedule without major alterations in it ("Closed Circuit," March 29). But the commission kept the door open for possible future changes. The fees, in effect since August 1, 1970, are aimed at making the FCC self-supporting.

In response to requests by the Senate Appropriations Committee and the National Association of Broadcasters that the new fees would not be too burdensome on small-market broadcasters, the commission said that it is continually reviewing all fees and will make any changes if warranted.

The FCC also noted objections to a \$50,000 flat fee for construction of earth satellite stations and the \$100,000 fee for construction and launching of a communications satellite. The commission said it would modify these fees and base them generally on a percentage of construction costs as stated in the application.

## Torbet branches into Atlanta

Alan Torbet Associates Inc., New York-based radio representative, will open on July 16 a staff office in Atlanta, managed by Bill Jones, it was announced last week. Mr. Jones's experience in the rep field includes positions as Southern radio sales manager for Katz and for Peters, Griffin, Woodward Inc. Torbet, whose Atlanta sales up to this time have been handled by an affiliate office, David Carpenter Co., also has staff offices in New York, Chicago, Detroit, Dallas, Los Angeles and San Francisco. The address of the Atlanta office had not yet been determined. Present writing address: Bill Jones, Alan Torbet Associates Inc., Box 7099, Station C, Atlanta 30309.



*Participating in the workshop on minority-group challenges at renewal time (l.-r.): Edgar W. Holtz, Arnette Hubbard, John Summers (moderator), Domingo Nick Reyes and Elbert Sampson.*

## The morning of the advocate

But despite some fireworks, there's an air of co-optation

The establishment and minority groups were not far apart in a forum on "Minority Renewal Challenges: What to Expect," at the National Association of Broadcasters convention in Chicago last week. The minority groups were saying broadcasters must listen to and act on their demands. And with perhaps one reservation, so did the establishment, as represented by a communications lawyer from Washington.

Maybe it was the lack of tension at what was the second session of the two workshop sessions but whatever the reason, a young black in the audience denounced the purposes of the panel and said he was "ashamed" that "brothers" and "a sister" were participating on it. "I don't think the purpose of the panel is honest," he said. He felt it should be concerned with "action." Instead, he said, it was dealing with problems that will eliminate complaints. "Holtz [Edgar W. Holtz, the Washington communications attorney] never talks of action."

Then the young black, his voice rising at times to a shout, noted that at the minority workshop session he had attended earlier, "I heard businessmen talk of how depositing money in a black bank is irrelevant. That's idiotic." He felt that those who "extract money" from a community should put some back—in the form of bank deposits and thus help alleviate conditions that give rise to the problems now confronting society.

The black later identified himself as Pierre Coursey, a student under the model cities program associated with Brooklyn College in New York. He was clearly disappointed at what he saw and heard in Chicago. He felt the convention was more concerned with equipment than the message that equipment conveys.

"Either you become sensitive to the problems and meet them," he said, addressing the panel, or conflicting forces in the nation will become in-

creasingly polarized. "Listening to you people," he said, "there seems to be no alternative" to polarization.

Mr. Holtz disagreed with the view that the panel was not proposing action. "When groups talk to a licensee and talk about programming and hiring, and steps are taken, that's action." But he objected to the notion that banking with black-owned banks should be required of broadcasters. "That's a matter of personal choice. I see no justification of that in the renewal process."

In his opening remarks, Mr. Holtz had said broadcasters' responsibilities in implementing equal-employment programs and in presenting programs responsive to the needs of the community are clear. But he found it difficult to relate economic demands—to put money in black banks, or to give free time to minority group advertisers, or to appoint blacks or chicanos to licensee boards—to FCC requirements.

Domingo Nick Reyes, of the Mexican-American Anti-defamation League, who is known to broadcasters as a militant in demands he has made in behalf of Spanish surnamed Americans, was on the panel this year. At last year's NAB convention it was Mr. Reyes who rose from the audience of various workshops to express his dissatisfaction with the manner in which broadcasting was treating minority groups (BROADCASTING, April 13, 1970). And while he said, in response to Mr. Coursey's remarks, that he would not be part of any panel that "attempts to subvert the real issues of community groups," he also said "reasonable men of one point of view can get together and talk as reasonable men."

Earlier, he indicated that station owners in Texas, New Mexico, Arizona and California—who will be filing license-renewal applications over the next several months—will have an opportunity to demonstrate their reasonableness. "We're going to be involved" in the license-renewal proceedings, he

said, adding: "It's the only way to persuade broadcasters to meet our needs."

But for the most part, the comments of the panelists were in phase. Arnette Hubbard, an attorney with the Lawyers Committee for Civil Rights under Law of Chicago, who aided three Chicago citizen groups that made demands on all of the stations in the city last fall, even appeared to echo much of the advice given by Mr. Holtz (although not his attitude). Where he characterized demands at renewal time as a "gun at the head" of the broadcaster, Mrs. Hubbard likened them to the man who whacked a stubborn mule across the head—it was "a way of getting his attention."

Both Mr. Holtz and Mrs. Hubbard advised broadcasters to be open-minded and positive in talking to minority groups, not condescending. "Treat them as equals whether you believe it or not," Mrs. Hubbard said. "As a matter of fact, as owners of the airwaves, they are your superiors."

Mrs. Hubbard in addition advised broadcasters to look for evidence within their stations as to whether they are hiring enough minority group members, and for the right jobs. "A janitor is not a broadcaster," she said.

However, the fourth member of the panel, Elbert Sampson, of the Community Film Workshop Council of New York, which trains poverty-group members as television-news cameramen under a grant from the Office of Economic Opportunity, urged broadcasters to be sure they know what they are getting—and not getting—when they hire a black or a chicano. "Minority people won't protect you from challenges [at license renewal time]," he said. "They'll do the job for which they're hired. They'll give you a little credibility. But please don't fly them as a banner."

At one point, the panel moderator, John Summers, NAB general counsel, succeeded in enlivening matters by a provocative reference to the commission's decision in the WMAL-TV Washington case. In petitioning the commission to deny the station's license renewal, Washington blacks had singled out the city of license, which is largely black, as the station's primary responsibility. The commission, however, said the areas surrounding the city—which are almost entirely white—must be served also. "The minority groups," Mr. Summers said, "are trying to force on the commission a concept that the suburban resident is a second-class citizen," one who is entitled "to less service than the citizen of the city."

At that point, Mr. Coursey broke in with his denunciation of the panel. Mr. Summers' point was lost in the raising and settling of dust that ensued.



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# ANPA states its crossownership case

## Association casts doubt on economics and constitutionality of FCC's proposals to ban newspapers from radio-TV ownership

The FCC's proposals to bar newspapers from ownership of broadcast stations and CATV systems in their markets were challenged last week as illegal. Not only that, they would buy a minimum of added voices at a price of serious economic disruption of broadcasting.

Those are among the arguments made by the American Newspaper Publishers Association in opposing two commission proposals which are aimed at promoting diversification of media ownership.

ANPA's principal contention—in two separate filings, one consisting of three volumes—is that the commission lacks the constitutional as well as the statutory authority to bar newspapers, as a class, from owning broadcast stations or CATV systems.

ANPA argues that the commission itself—dating from a memorandum written by its first general counsel in 1937—Congress and the courts have always held that the agency lacks authority to "discriminate" against newspapers in the granting of broadcast licenses. And "even under the most

lenient view of the commission's jurisdiction," it says, the agency's authority to regulate CATV "is no greater than its authority over broadcasting."

One of the commission proposals under attack—the one that was the subject of ANPA's three-volume filing—would require multimedia owners to reduce, within five years, their holdings in individual markets to one or more daily newspapers, one television station or one AM-FM combination.

The proposed ban on newspaper-CATV crossownership in the same market spun off a proceeding in which the commission, last June, adopted rules prohibiting crossownership of CATV and television stations in the same market and barring networks from owning CATV systems anywhere.

One volume of the ANPA filing in the divestiture rulemaking contains five professional studies supporting ANPA's comments regarding the likely effects of the proposed rule in diversification of voices and economic impact on the industry. The other contains nine legal memoranda challenging the commission's authority to adopt the

proposal, on the ground, among others, that it would violate newspapers' free-press right.

The National Association of Broadcasters has also filed research papers in connection with its opposition to the divestiture rulemaking. The NAB is to file its comments by April 16. All other parties have until May 17.

ANPA, citing the professional studies backing up its comments, asserts the commission's basic premise—that newspapers and broadcasting stations are journalistically similar—is unwarranted. It contends that stations and newspapers perform a variety of functions.

Furthermore, it says, there is a great and growing number of voices and local viewpoints in local communities. It says the number of media voices, nationwide, has increased more than 30% since 1946, while the incidence of cross-ownership within markets of television stations and newspapers has declined from 40% to 14%.

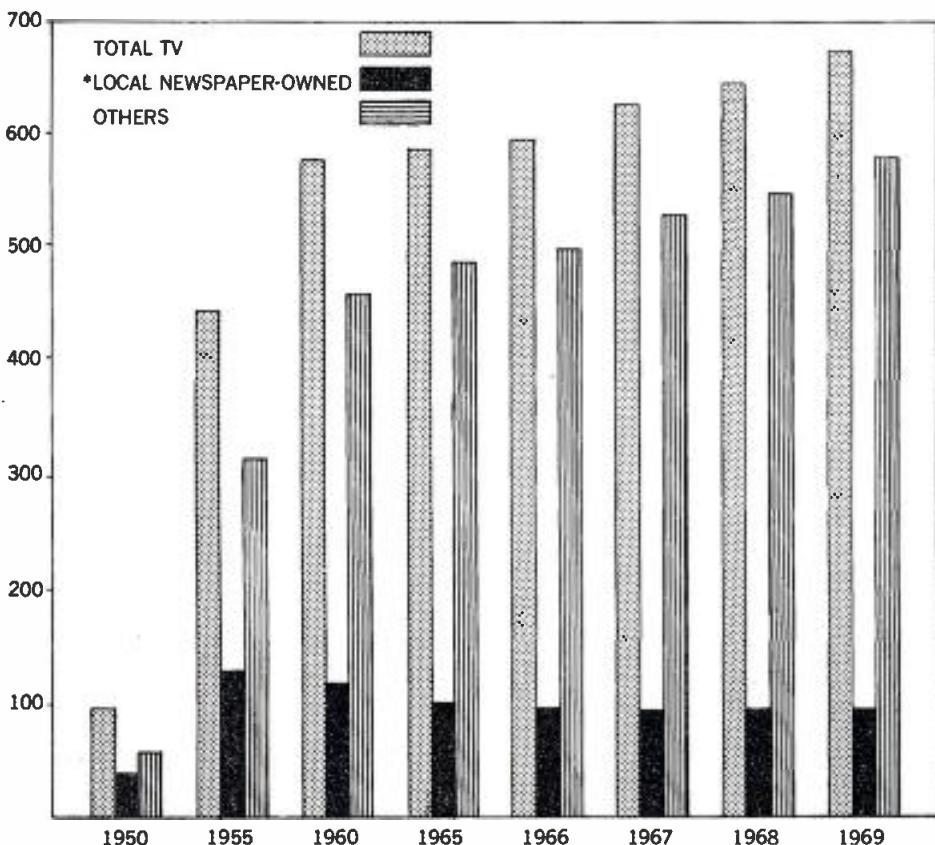
ANPA also contends that newspaper ownership is no guarantee a station will occupy a leading position in its market and that, consequently, divestiture would not be an automatic boon to competition; it would simply penalize those who pioneered broadcasting.

But it is the economic repercussions flowing from divestiture that would have a dramatic result, according to ANPA, one that would affect virtually every licensee in the business. ANPA cites a study asserting that 476 broadcast properties worth almost \$2 billion—representing about 20% of the total value of all broadcast stations—would have to be disposed of.

And Stanford Smith, general manager of ANPA, in a letter to FCC Chairman Dean Burch reporting on the filing, said dumping the stations—96 TV, 229 AM and 151 FM—on the market "for a forced sale would not only depress the market value of these stations by an estimated 20% to 40%, but would also depress the value of all other stations and result in a massive restructuring of the entire broadcasting industry."

The commission had expressed the view that many stations could be swapped among newspaper owners, "with no significant over-all loss" for the companies involved. ANPA's studies indicated there would be serious economic and social obstacles to swapping. But whether stations were swapped or sold, ANPA says, "the incidence of

### Local crossownerships: on the decline



\* Owned by newspaper within station's B contour.

local ownership of broadcast stations, long recognized as a desirable objective, would certainly decline."

In opposing the CATV-TV cross-ownership ban, ANPA points out that cable may become a part of the newspaper system in the future. "Publishers," ANPA adds, "have a direct stake in technological innovations which promise more rapid and efficient methods of promoting the widest possible dissemination of news and information."

The Department of Justice's antitrust division, whose proposals prompted the commission to initiate both proposals the ANPA calls "antinewspaper," came in for some sharp comment in the association's filing. The antitrust division originally suggested a divestiture proceeding in commenting on the commission's proposal, in 1968, imply to ban the owner of a full-time station from acquiring another full-time outlet in the same market—the so-called one-to-a customer proposal that has since been adopted.

In support of its proposal, the antitrust division attached a list of station and newspaper ownerships in the top 50 markets that it said showed a "striking concentration" of media ownership. ANPA said this statement is "little short of ridiculous," that the list "fails to make out even a semblance of a case of newspaper domination of media facilities."

And one of the legal memoranda, argued that the antitrust division's "initiation" of the proceeding "constitutes an unlawful intrusion by the executive branch on the commission's independence."

The ANPA response was prepared under the direction of a special task force that was originally headed by Grover C. Cobb, then a vice president of the Gannett Newspapers, and now a vice president of the NAB. The present task force chairman is Harold W. Andersen, president of the *Omaha World-Herald*.

## Cox-Cosmos divests CATV; crossownership cited

Cox-Cosmos Inc. announced last week the sale of its cable-TV system in Charlotte, N.C., to the Cable Corp. of America for a sum in excess of \$1 million. The system, founded in 1967, serves 5,000 subscribers.

Cable Corp. has Samuel S. Street, Washington CATV consultant and holder of a minority interest in the Shelby, N.C., CATV system, as president. H. Phillip Becker and Jack Weglarz are vice presidents, and George Schallman is treasurer, all businessmen in the Chicago area. Mr. Becker is an

investment banker; Mr. Weglarz, a builder, and Mr. Schallman, an accountant. The same group is an applicant for CATV franchises in Washington and Detroit.

Cox-Cosmos is 80% owned by Cosmos Cablevision Corp., a subsidiary of Cosmos Broadcasting Corp., and 20% by Cox Cable Communications Inc., an affiliate of Cox Broadcasting Corp.—both group broadcasters as well as multiple cable firms. The sale was required, Charles A. Batson, president of Cosmos, noted, because of a recent FCC ruling forbidding broadcasters to own cable systems in the same market that is served by their TV stations. Cosmos' WIS-TV Columbia, S.C., serves the Charlotte area; Cox's WSOC-TV is in that city.



Mr. Kahn

## Kahn steps down at Teleprompter

**Will devote efforts to fighting legal actions; Schlafly slated as successor**

Irving B. Kahn, president and chairman of the Teleprompter Corp., who currently is involved in two legal actions affecting the company, resigned his posts last week. He will remain as a director and a consultant.

Mr. Kahn and Teleprompter were indicted last January by a federal grand jury in New York, along with three city officials of Johnstown, Pa., on charges of bribery and conspiracy in the granting by the city of a cable franchise in 1966 to Teleprompter (*BROADCASTING*, Feb. 1, et seq.). Several weeks ago Mr. Kahn was named as a co-conspirator but not as a defendant by a Mercer county (N.J.) grand jury, resulting from an award of a CATV franchise in Trenton, N.J., to Teleprompter (*BROADCASTING*, March 29).

Mr. Kahn contended that in both instances he and Teleprompter were

victims of extortion in the award of franchises.

In announcing Mr. Kahn's resignation from his posts last week, Teleprompter said that it is contemplated that Hubert J. Schlafly, senior vice president and a cofounder of the company with Mr. Kahn 20 years ago, will be elected president and chief executive officer. The company also said that its directors had elected T. Newman Lawler, a senior partner in Lawler, Sterling and Kent, New York law firm, to fill one of two existing vacancies on the board.

The announcement said Mr. Kahn contemplated assigning to Mr. Lawler the voting rights Mr. Kahn now holds to about 500,000 common shares owned by director Jack Kent Cooke and to the 168,000 shares owned by Hughes Aircraft Co. Mr. Cooke was a principal stockholder of H&B American Corp., when it merged into Teleprompter last year, making Teleprompter the leading CATV multiple system with 137 systems serving 350,000 subscribers.

Teleprompter said that Mr. Kahn's agreement in principle to resign from his posts will enable him "to expend time and effort necessary to defense of himself and the company against an indictment for bribery and conspiracy now in federal court in connection with a CATV franchise award in Johnstown, Pa."

Mr. Kahn, who will serve as a consultant to Teleprompter through 1976, was one of three founders of the company, which began as a supplier of television prompting services in 1951. Teleprompter entered cable-TV operations in 1959. Earlier, Mr. Kahn was in publicity work.

Mr. Schlafly, along with Mr. Kahn and TV actor Fred Barkau, was a founder of Teleprompter. He has served in various top posts and has been the chief engineering officer.

The Johnstown indictment charges specifically that Mr. Kahn paid a total of \$15,000 in bribes to obtain the cable franchise there. The Trenton indictment accuses four present and one former city official of extorting \$50,000 from Teleprompter in return for granting the company the CATV franchise.

## Small market radio big on enthusiasm

If vigor and enthusiasm were to be found anywhere in Chicago last week, they were in ample evidence at the Wednesday morning small market radio meeting during the National Association of Broadcasters convention.

A sample catalyst in the far-ranging idea exchange: Can a 1-kw daytimer in a depressed-area market of 5,000 people go all-news and information, triple

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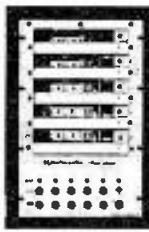
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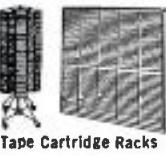


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- Ten-Spot (10-cartridge deck)

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its gross to \$300,000 the first year and repeat that performance three years running with an annual net of \$100,000?

You bet your hard and fast \$3-per-30 second rate card it can, Robert T. Olson, WMPL(AM) Hancock, Mich., related. The outlet has an FM partner simulcasting part of the day. The original staff of six now totals 30, of whom 10 are part-time. Billing volume is so detailed and so large it has been put on computer automation, he said.

Mr. Olson explained that complete format flexibility to meet the urgency of the moment—as in becoming a snow storm central—is part of the WMPL formula. Other ingredients include selling every possible local event and creating them when they don't exist (a snowball fight in Texas using Michigan snow) as well as full commitment to service such as solving listener problems on action-line phone talk shows.

Professional management techniques pay off in small market radio too, according to Norton E. Warner, KIMB-(AM) Kimball, Neb. New to radio 10 years ago, Mr. Warner now operates a four-station group. He began with only \$3,000 seed money. The right people are the key, he said, and if they can't keep the station running successfully in your absence part of the day or week you are a poor manager.

The dignity of the employe is vital, Mr. Warner said, and while money is important it is not the only factor. "You can't motivate anyone," he said, "but you can provide the right managerial climate for a man to grow by himself." A manager who uses the "high expectations" approach will stimulate response tending in that direction, he added.

"Pay your civic dues one committee at a time," Mr. Warner advised, suggesting managers concentrate their effort instead of being on every thing in town. "Invest your money, not your time," he added, stating it also is foolish to demand your staff be on everything too, unable to give much help in any one place.

Mr. Warner said it is better to pick a management type out of any field and introduce him to radio than merely to promote a radio man who may not have management talents. The professional manager, he concluded, should be able to handle his station in one hour a day, using the rest of the time with advertisers ("he handles about 50% of the billing").

Radio must be used more effectively to promote radio as a medium, was the theme for Walter L. Rubens, KOBE-(AM) Las Cruces, N.M. He felt radio has been taken for granted too long and lumped by a hyphen with TV when critics blast the visual form. Localizing all public service spots and having leg-

islators report on the air by phone on a regular basis were among various suggestions.

Failure of stations to effectively work with their elected congressmen and senators was cited by George Crouchet Jr., KPEL(AM) Lafayette, La. The NAB's Capitol Hill lobby can be effective only when stations keep the lines of contact open to their particular representatives. Waiting until an emergency is too late, he warned.

Commissioner Robert Wells, moderator of the FCC panel portion of the session, also felt too many stations have failed to do their legislative homework and do a poor job of congressional lobbying on their home scene. "Knowing your congressman and having him on your side are two different things," he said.

Small market radio operators appeared most concerned about the possibility of competitive injury from cable TV systems importing distant radio signals. The CATV issues were explored by Ross E. Case, KWAT(AM) Watertown, S.D. He said he was disturbed to the point of being "exacerbated viewing CATV." A comment was added from the audience by one operator who reported his station's programs are about to be carried on a CATV system 150 miles away. The hook: the cable system will use the radio station's automation cue tones to trigger eclipsing of the station's commercials and insertion of local commercials sold by the CATV firm. The station is thinking about going to court.

## Vermont UHF goes dark; sues GE over equipment

A sluggish economy has claimed the life of another UHF station, it was disclosed last week. And the station's general manager, Dean Slack, has said that prospects of putting WVNY-TV (ch. 22) Burlington, Vt., back on the air within the near future are "very bleak."

WVNY-TV, Vermont's second commercial television station and its only ABC-TV affiliate, was scheduled to go black last Friday (April 2). While Mr. Slack cited the slow economic picture in his area as the primary reason for the action, he also disclosed that WVNY-TV's licensee, Vermont-New York TV Inc., plans to bring a \$4.5-million suit against General Electric. The suit will charge GE equipment purchased by the station failed to operate during "crucial periods" including ratings surveys.

Two weeks ago it was disclosed that three other UHF stations were scheduled to or already have gone off the air. In each case, poor financial returns due to economic conditions were cited as the reason (BROADCASTING, March 29).

# Strong advice from the sidelines

Broadcasters get some basics on blacks, raps on negativism, comfort from CPB

The afternoon of the advocate—a new feature at the NAB convention—proved a fruitful forum last Monday for a trio of speakers with messages aimed at the collective ear of the industry.

A black lawyer, Clifford L. Alexander Jr., although commanding broadcasters for their continuing curiosity, especially concerning the problems of the black community, challenged them to provide the resources for black producers to present regular programs based on what the black man really thinks of the white community.

George Romney, secretary of housing and urban development, mounting a lengthy defense of the Nixon administration's domestic and Vietnam programs, complained that the media have overplayed the negatives and underplayed accomplishments. "I don't think the President of the United States is getting a square break," he charged (story page xx).

John W. Macy Jr., president, Corp. for Public Broadcasting, reviewed the progress of noncommercial TV and outlined its great educational potential if new and continued funding is assured. The aural counterpart, National Public Radio, embracing a network of some 100 stations, will debut May 3.

Mr. Alexander, a member of the Washington law firm of Arnold & Porter and former chairman of the Equal Employment Opportunity Commission, observed that so far broadcasters "have indicated, variously, concern for, contempt for, and, most of all, curiosity about the black—his views, his observations and his leaders. White owners, white managers, white intellectuals, white race-relations experts and

white reporters have interpreted blacks for blacks, whites for blacks and blacks for whites."

But, he noted, "many of you remain curious about your black brothers and sisters and with good reason. You don't know how white America appears to blacks."

His suggestion: "blacks creating, producing, writing and reporting their findings on the white America they see." Via both networks and stations. TV and radio. Regularly.

A typical program series might treat how the black worker views corporate America, Mr. Alexander explained. Another series might probe how a black looks at the media and those who regulate them, he continued, citing the absence of blacks in high FCC jobs ("never in the history of the FCC has a black man or a chicano been a com-



Mr. Alexander

ander said. "Not your guess," he added, "but black finding out from black and passing it on through your industry to black and white. What is on the mind of a black in a federal courthouse in the South, knowing there has never been a black federal judge appointed in the old Confederacy? How assured does a black lawyer feel when every employee in the courtroom is white despite the fact that the state's population is 40% black—no black clerks, no black guards, no black stenographers and no black prosecutors?"

The black view of the white State Department was included. "Pronouncements about freedom and preserving the right of peoples to choose their leadership by the ballot should be as applicable in South Africa as it is in South Vietnam," he argued, recalling examples of "slavery 1971 style" during his visit to Johannesburg.

"Blacks who look at you day after day" know more about the white man's habits, living patterns, thinking and religion than "you know of us," Mr. Alexander concluded, and black America will continue to watch.

"We will watch to see if those of you who profess equality . . . those of you who say you are interested in showing a true and accurate picture of society will give us the money—much of it provided to your advertisers by black purchasing power—the proper time and facilities to produce for you our picture of white America.

"Don't put us on," he added, asking for an answer to his plan soon. "The production of such shows will not solve all of our hangups and certainly not all of yours," he said, "and it may not do any good, but it certainly would help to satisfy your curiosity."

As for black employment in broadcasting, Mr. Alexander pointed out "the FCC declares that you owners better set some hiring goals and get

missioner") and low incidence of blacks in broadcasting.

"Are you getting a little uneasy about how such a program or programs would deal with the white creation of black leadership?" Mr. Alexander asked. "Are you interested in how a number of black race-relations experts view the white production of black versus white with what I call race-relations hobbyists as their experts? The white hobbyist is big on race one week, Vietnam the next and pollution the third."

Another series, Mr. Alexander said, might deal with how black America sees the white man's government. He suggested starting with the White House, where "its principal occupant . . . has failed to address the nation on the racial issues during his 26 disastrous months as Chief Executive." (Mr. Romney subsequently pointed out that on this subject President Nixon had early decided to let deeds speak rather than rhetoric, of which there too long had been a surfeit in all quarters.)

Other series might explore the black's view of American justice, Mr. Alex-



Mr. Macy

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minorities on the job and fast. Most of you have callously ignored this call for you to obey the law."

The broad accusation of "callously ignored" evoked specific denial from the session moderator, NAB Chairman Willard E. Walbridge. On the contrary, he said, broadcasters are addressing themselves to these problems "and we are probably the best reflection of our total society as it exists today." He noted the broadcaster audience response to Mr. Alexander's proposal and the very fact he had been invited by the NAB and given such a platform was more than sufficient to demonstrate anything but callously ignoring the issue.

Mr. Macy, reporting on noncommercial broadcasting's achievements to date, said a careful study concludes that the medium's best role lies in education at every level, young and old, formal classroom and informal. Public TV and radio, he felt, may help solve the school crisis and functional literacy problems of post-schoolers too. Next fall, he said, a more advanced type of *Sesame Street* will seek to help some 20-million youngsters who are in school but are considered "reading cripples." He asked for broadcasting's support for the funds and assistance to make these further ventures possible.

Commercial broadcasting and non-commercial broadcasting until now have peacefully co-existed, he noted, "but I believe that is no longer adequate. I think we must enter a stage of active cooperation."

"We in public broadcasting need more of your discipline, skill and professionalism," he said, "and in turn we offer you an ideal broadcast laboratory by virtue of our greater freedom to innovate." The exchanges of ideas and people can be enlarged, he hoped.

Sharing common problems and opportunities, he concluded, will help. "I think we serve neither ourselves nor our audience if we re-invent each other's wheels," he said.

### 11 join ABC Radio networks

ABC Radio has added 11 affiliates to its four network services. Joining the American Contemporary Network are: WDIZ-FM Orlando and WKXY(AM) Sarasota, both Florida, and WTBC(AM) Tuscaloosa, Ala. On the American Entertainment Network: WCBI(AM) Columbus, Miss.; WWHW(AM) Trenton, N.J.; WDKA(AM) Nashville, and WRIC(AM) Richlands, Va. New stations on the American Information Network: WBRD-(AM) Sarasota, Fla., and WIBV(AM) Belleville, Ill. On the American FM Network: KXTC(FM) Phoenix; WHMA-FM Anniston, Ala., and WKWL(FM) Rockford, Ill.

## FCC change of heart not cheered by FM's

Ease in one-to-customer may be challenged; other news is upbeat

FM broadcasters, unlike their AM colleagues, are not all heartened by the FCC's decision to remove AM-FM ownership from its one-to-a-customer rule. To many among them, the move is a step to the rear. This was evident at the meeting of the National Association of FM Broadcasters in Chicago last week. They feel the commission action is a setback in FM's drive for competitive equality with AM.

The NAFMB board, according to John Richer, WFIL-FM Philadelphia, president of the FM organization, has decided to petition the FCC to reimpose divestiture of AM-FM ownership as one of the issues in the one-to-a-customer proceeding. FM broadcasters, Mr. Richer explained, feel that they will not be able to compete equitably with those AM stations that also own FM outlets.

The dual-ownership issue was just one of several that FM broadcasters feel they face. Two others relate to CATV and FM sets in automobiles. A principal objective of FM broadcasters is the drive to persuade Congress to pass legislation that would require radio-set manufacturers to include FM in all radio sets. This was discussed in one session at the NAFMB convention by Mr. Richter, Al Husen of the Corp. for Public Broadcasting, and Arch Madsen, president of the Bonneville International station group. The NAFMB audience also heard comment on this campaign from Senator Frank Moss (D-Utah), the author of a bill to require all-channel radio sets (*BROADCASTING*, March 29).

On the other hand, FM broadcasters did hear some warming news. One was the activity under way to bring four-channel sound broadcasting to regular FM broadcasting. A panel of experts talked of quadraphonic broadcasting, among them: John Eargle, Mercury Records; Lou Dorren, Quadracast Inc.; Ryosuke Itoh, Sansui Electric Co.; Morley Kahn, Dynaco Inc.; Richard Kaye, WCRB-FM Boston, and John Kelly, Electro-Voice Inc.

And, promising better reception, was Dolby Laboratories Inc., London, which announced it had developed a Dolby system for noise reduction in FM receivers that would provide the equivalent of increasing signal strength from five to 20 times. These circuits, already being used for record, cassette and film recording, were described by Dolby rep-

representatives Robert Berkovitz and David Robinson, as well as Richard Kaye, WCRB-FM Boston and Alfred Antlitz, WFMT(FM) Chicago.

But perhaps the best news for FM broadcasters came from Gordon H. Hastings, RKO Radio Representatives, New York. He told his audience that FM stations ranked third and fifth among all radio stations in New York, and that an FM station was number three in Boston. These successes, Mr. Hastings said, come to those stations that forget they are FM and go after their share of the total radio market.

There is one special selling point for FM, Mr. Hastings noted. This is stereo. And, he continued, although FM is frozen out of automobile listening in the early morning and late afternoon rush-hour traffic periods, it does have audiences in other hours of the day—stores, factories and office buildings.

The automobile problem was discussed sometimes heatedly, with James Guyton and H. G. Riggs, both of Delco Electronics Division of General Motors Corp. (*BROADCASTING*, March 29).

Mr. Richter, who is the pending purchaser of WFIL-FM, which he manages, was re-elected president of NAFMB. Robert Ardrey, WCCO-FM Waterbury, Conn., was elected chairman. Newly elected vice presidents were Donald Lebrecht, WBT-FM Charlotte, N.C. (East) and John J. McGuiness, KADX-FM Denver (West). New directors-at-large: Elmo Ellis, WSB-FM Atlanta, and Harold Neal, ABC Owned Radio Stations Division.

## Chapin as chairman all but set at NAB

Richard W. Chapin, president of Stuart Enterprises, Lincoln, Neb., was nominated last week to be the next chairman of the National Association of Broadcasters. Mr. Chapin is presently



Mr. Chapin



*The National Association of FM Broadcasters heard some good news from a station rep at its convention last week. Gordon H. Hastings (l), RKO Radio Representatives, New York, told the FM broadcasters that their stations were moving up in audience ranks, particularly in New York and Boston. John Richer, WFIL-FM Philadelphia (c), who was re-elected president of the association, was the moderator and leader in a number of panels. The NAFMB elected Robert Ardrey, WCCO-FM Waterbury, Conn. (r), as chairman.*

chairman of the radio board of the association.

Also at the NAB convention in Chicago last week six directors were elected to the TV board.

Election to the chairmanship of the association will take place at the joint board meeting in Washington in June. The present chairman, Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, retires from two terms in that post at the June meeting.

Stuart Enterprises is a group broadcaster, owning KFOR(AM) Lincoln and KRG(AM) Grand Island, both Nebraska; KMNS(AM) Sioux City and KOEL(AM) Oelwine, both Iowa; KSAL(AM) Salina, Kan., and WMAY(AM) Springfield, Ill.

The Chapin nomination was made by a special NAB committee headed by Mr. Walbridge and including these outgoing directors: James M. Caldwell, WAVE(AM) Louisville, Ky.; A. F. Sorenson, WKRS(AM) Waukegan, Ill.; N. L. Bentson, WLOL-AM-FM Minneapolis; B. Floyd Farr, KEEN(AM) and KBAY(FM) San Jose, Calif.; Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WSJS-TV Winston-Salem, N.C., and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va.

Mr. Chapin's election is expected to be pro forma.

In the TV board elections, two members were re-elected and four new members chosen. A total of 10 television broadcasters were nominated. A record 292 ballots were cast in that election, out of 535 member stations.

Re-elected were Bill Grant, KOAA-TV Colorado Springs-Pueblo, Colo.; and

Peter Storer, Storer Broadcasting Co., Miami Beach.

The four new TV board directors are Earl W. Hickerson, WCEE-TV Rockford, Ill.; Leonard J. Patricelli, WTIC-TV Hartford, Conn.; Wilson Wearn, WFBC-TV Greenville, S.C., and Robert F. Wright, WTOK-TV Meridian, Miss. Mr. Patricelli announced his candidacy only a week before the start of the convention.

Nominated but unsuccessful were Robert F. Bennett, WNEW-TV New York; Bruce Hebenstreit, KGGM-TV Albuquerque, N.M.; Mort Watters, Scripps-Howard Broadcasting Co., Cleveland, and Fred Weber, Rust Craft Broadcasting Co., Steubenville, Ohio. All the TV board candidates were nominated from the floor at Monday's TV management assembly.

The new members of the TV board, all taking office at the June meeting, succeed Messrs. Bagwell, Campbell, Essex and Shea who were ineligible to succeed themselves. NAB by-laws confine board members to two successive two-year terms—although they can run again after they have been off for one term.

## May means radio

National Radio Month, an annual promotion sponsored by the National Association of Broadcasters, again takes place in May. The NAB is sending its new 1971 radio month kit to more than 3,000 radio member stations and the four networks (also members).

The kit, featuring the theme "Radio . . . The Greatest Sound on Earth!" consists of a record album plus a wide range of promotional materials.

# ABC takes offense, mounts offensive

TV network, affiliates find much to cheer, little to lament in Chicago

ABC announced plans last week to mount a counterattack against broadcasting's growing band of "vituperative" critics, and urged its affiliated stations to join in at the local level.

I. Martin Pompadur, vice president of the ABC division of ABC Inc., standing in for President Elton H. Rule, told ABC-TV affiliates, meeting at the National Association of Broadcasters convention in Chicago last week, that ABC was setting up a speakers' bureau to "seek out platforms from which ABC executives can state the case" for broadcasting. In addition, he said, ABC will seek representation as members or officers of "various national organizations" that the company has often "ducked" in the past because of the time or money involved. "It is time we grew up," he said, "and we have."



First NAB chief honored

Twenty-seven years after he concluded his tenure as the first paid president of the National Association of Broadcasters, Neville Miller was presented that organization's Distinguished Service Award. Making the presentation at the opening session of the Association's convention in Chicago last Monday (March 29) was Vincent T. Wasilewski (l.) NAB's incumbent president, who was a schoolboy when Mr. Miller began his six-year NAB term in 1938.

Mr. Miller punctuated his acceptance with recollections of people and events that included the American Society of

Mr. Pompadur said the "responsible criticism" in the mounting clamor against television "merits contemplation, response and maybe change. We welcome that. The vituperative criticism, on the other hand, merits quick and factual response at both national and local levels." He said that "ABC nationally will mount a continuing public-relations campaign in behalf of ourselves and our industry. Locally we prevail on you to do the same and we call on the other networks to accentuate their positive along with us."

Mr. Pompadur spoke after President Rule, at home recovering from infectious hepatitis, told the affiliates in a brief filmed appearance that he was "proud at the way the ABC family has weathered the many storms that blew through our industry" during the past year and, more than that, "came through stronger and better."

Mr. Rule said ABC-TV had never been closer than it is now to realizing its goal of being the number-one network in the nation.

Mr. Pompadur and ABC-TV officials addressed a closed meeting of ABC-TV affiliates that was described by network

and affiliate sources as amicable and largely unmarked by complaint or criticism. It was held in Chicago March 28, preceding the National Association of Broadcasters convention.

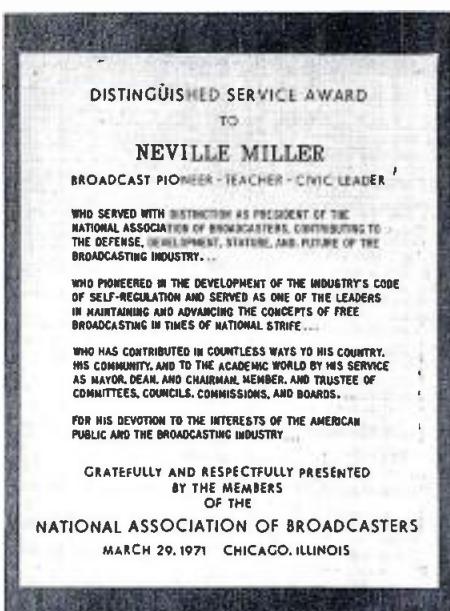
There was some question about the network's intent to sell against spot TV, but ABC-TV officials responded that although they may have received some normally spot-oriented dollars in the recent recessive months, they have not and would not consciously solicit spot business—a reply that reportedly seemed to satisfy the affiliates, possibly because the recent surge in network sales made them less fearful for the future.

There were some protests about the West Coast feeds of Monday-night pro football, because the time differential starts them at 6 p.m. West Coast time, and network and affiliate representatives undertook to look for solutions. Some affiliates inquired about the possibilities of a weekend news show from ABC-TV and were told it was a possibility but that network officials first wanted to see improved clearances of the Monday-Friday news.

Mr. Pompadur cited growth in audiences for ABC-TV's early-evening news, particularly since Harry Reasoner moved over from CBS News to join Howard K. Smith as co-anchorman last December; new high audience levels for "every sports network"; presentation on the advances in entertainment programming and growth in ABC's radio network and owned-and-operated stations divisions as evidence that 1970 marked "a coming of age for the entire broadcast division."

And this, Mr. Pompadur added, "means new maturity and a new sense of responsibility" for leadership in countering critics who, for their own reasons, make television "a favorite whipping boy."

James E. Duffy, president of the ABC-TV network, said ABC-TV's 1971-72 prime-time schedule was forged in ways that were "not easy" and often with decisions that "took courage." Among these, he said, were the dropping of *Lawrence Welk* after 16 years (but negotiations, he said, are in progress for a series of Welk holiday specials); the return to the stations of the Monday-night 8:30-9 p.m. NYT period immediately preceding National Football League games, "a \$24-million franchise" ("but we did see an ideal opportunity for you to program this vital time period locally, enabling many of you to build your own sports franchise [that] can be pure gold"); and, earlier, the January cutback, over vehement protests by the stations, in volume of network prime-time programming (and that "took courage on your part" too, because despite "your questions and doubts, you gave



Composers, Authors and Publishers copyright encounters that led to the creation of Broadcast Music Inc. and the birth of the first NAB code of fair practice which he said sometimes was used as a shield against free-time grabs or questionable advertising pitches. Then he concluded on a serious note. Broadcasters, he said, had little to fear from the public as long as they rendered unselfish service. But, he warned, "when you cease to do that, when you let selfish motives predominate, when you let government or segments of the public tell you what you can or cannot broadcast, then you will find that there will soon be a reckoning."

us strong and manful backing that was decisive in bringing ABC" into a leadership position).

For all the hard decisions, Mr. Duffy said, "I know that when you see the fall schedule in full regalia at our meetings in Los Angeles a few weeks from now, affiliates convention in May, you will see that our decisions were both sound and progressive."

Mr. Duffy, alluding to the sudden surge in sales that appeared to have turned the recessive three-network economy around a few weeks ago (BROADCASTING, March 15, et seq.), said "we are back on a stronger, more even-keeled course in the second quarter, and most emphatically in the fourth quarter. For the new fall schedule, in fact, both our sights and our activities are directed toward a goal I have been espousing and urging for years. And that is a return to program sponsorship as opposed to the fractionalization of commercials that has given both broadcasters and the viewing public such grievances over the years. I might add that the advertising community has already evinced a really enthusiastic acceptance of the new schedule."

Mr. Pompadur also had touched on a trend toward sponsorships. He said that "ABC Evening News is at a 96% sell-out position for the second quarter" with total gross revenues representing the program's highest second quarter in history and its biggest single quarter in four and a half years and added: "Another encouraging aspect has been the return of program sponsorship to the *Evening News*. Large orders have come from such advertisers as Glass Container, Bank of America, Block Drug, Ford and Miles."

Messrs. Pompadur and Duffy both called attention to plans for new programming for children. A new ABC News program, *Make a Wish*, will replace the nine-year-old *Discovery* series, also by ABC News, in the Sunday 11:30-12 noon NYT period effective Sept. 12. *Make a Wish*, Mr. Pompadur said, will combine graphics, animation and film in a series "for all children in the context of the real world of today."

Mr. Duffy pointed to the new *Curiosity Shop*, scheduled to go into the Saturday-morning children's line-up this fall, and also reaffirmed his plan to invite all major advertisers and agencies identified with ABC children's programs to meet with ABC executives and producers, along with representatives of affiliates, for a workshop "within the next few weeks" to "seek ways in which, together, we can bring about a commercial television for children that we can be proud of."

Mr. Duffy also said ABC intends to "take" daytime as well as prime time, foresaw further gains in both news and

## Down but not out

Members of the staff of the National Association of Broadcasters went into Chicago frankly worried about attendance at the 49th annual convention. But two days after the opening on Sunday (March 28) they relaxed. Things weren't so bad after all. The registration was 5,137, only 6.6% less than the 5,498 attending in 1970.

The number of exhibitors fell also but to a minor degree. There were 142 exhibitors filling the five exhibit halls at the Conrad Hilton last week, with an estimated 3,000 salesmen and engineers in attendance. Last year, there were 151 exhibitors.

sports and described Dick Cavett, ABC's much in the news but off in the ratings late-night host, as being "as much a part of our future as he is of our present."

## A plan to even out board representation

A special committee of the National Association of Broadcasters radio board has recommended changing population standards for two categories of membership entitled to at-large seats on the board.

If the recommendations are accepted by the radio board at its June meeting, Class D membership would represent markets of up to 15,000 population, as against the present 25,000 ceiling, and Class C membership would represent markets of 15,000 to 100,000, rather than the present 25,000 to 100,000. Class A markets, with populations of more than 500,000, and Class B markets, with 100,000 to 500,000, would be unchanged. Each of the four market groups is represented on the board with two at-large directors.

Under the recommended new categories, Class D markets would have 1,126 member stations, rather than the present 1,428, and Class C markets would have 783 member stations instead of the present 481.

Class A markets now consist of 728 member stations; Class B, 730.

The reapportionment committee consisted of Allan Page, KGWA(AM) Enid, Okla., chairman, and William A. Merrick, KBMN(AM) Bozeman, Mont.; Ben A. Laird, WDUZ-AM-FM Green Bay, Wis.; Wendell Mayes Jr., KNOW(AM) Austin, Tex., and N. L. Bentson, WLOL-AM-FM Minneapolis.

## Strengths claimed for ABC radio

### Four-network system is working as planned, affiliates are told

A keynote address filled with optimism based on progress projected to future gains greeted affiliates of the four ABC Radio network services at their fourth annual meeting, held March 28 preceding the National Association of Broadcasters convention in Chicago.

"Despite the soft economy, despite the loss of cigarette advertising revenues, radio is more dynamic, more vital than ever," they were told by Walter Schwartz, president of the ABC Radio network.

Mr. Schwartz said affiliates of the four network services now exceed 1,250, not a remarkable gain in numbers during the past year—because there was no longer any need "to affiliate large numbers"—but "distinguished by outstanding gains in market penetration" through the addition of major stations.

He put the Contemporary network's line-up at 280 stations, the Information network's at 450, the Entertainment network's at 321 and the FM network's at 204. And if the networks' growth in numbers in 1970 was small, he said, their defections were "infinitesimal."

In sales, he said, "throughout 1970 and in these first months of 1971 we have succeeded in establishing the four demographic networks of ABC Radio with the nation's top advertisers. While network radio sales and profits still lag behind the steadily rising curve of local and national-spot radio, we have demonstrated time and again the validity of this concept by our ability to attract new advertisers to the radio medium."

More than that, he emphasized, ABC Radio continued its practice of pushing spot-radio buys as "a logical and natural extension" of its advertisers' network buys.

"While we deliver a national target audience," Mr. Schwartz said, "spot is needed to flesh out these schedules. What we are really selling is the total use of radio as a marketing tool."

"Our continuing sales efforts are designed to bring large-scale package-goods advertisers into the network-radio scheme in a way that would make use of network as a national umbrella buy supplemented by national spot."

"We have studiously avoided clashes between network and spot money appropriations as often as it has been humanly and professionally possible

within our ability to exercise some control."

The meeting was described by affiliate and network sources alike as remarkably amicable and upbeat. As further evidence of this mood, it was pointed up repeatedly that of all the national networks, TV as well as radio, ABC Radio was the only one in Chicago last week that held a full-scale reception for its affiliates.

An estimated 350 affiliates attended the general meeting; they and several hundred guests were on hand for the three-hour, three-band reception.

## The ubiquitous Mr. Wells: commissioner in demand

FCC Commissioner Robert Wells, a former Kansas broadcaster who has served 17 months as a Washington regulator and whose public speaking style gives the impression of a Jayhawk Will Rogers, was in great demand at the Chicago convention of the National Association of Broadcasters and at associated meetings in Chicago.

He was on six programs: as guest speaker March 27 to Alpha Epsilon Rho, national radio-TV fraternity; breakfast speaker to the FM Pioneers March 28; luncheon speaker to the Association for Professional Broadcasting

*Commissioner Wells to the Pioneers:*

"With a few more rulings in the name of 'free' broadcasting the government will print your logs for you and mail them weekly. That is 50 years of progress."

Education March 28; featured speaker at the Broadcast Pioneers banquet March 30; moderator for a panel on the Emergency Broadcasting System March 29, and for the "FCC at Your Service" panel at the small-market radio session March 31.

Among his comments:

On the public notice regarding drug-oriented lyrics—"One of the most innocuous statements we ever put out, blown up out of all proportion because of overreaction."

On regulation—"This was a regulated industry from the very beginning . . ."

On the prime-time rule—"Let's live with it for a year or two and then see what happens."

To students attending AER and



Mr. Wells

APBE meetings—"A good idea is worthless until somebody figures how to make a profit from it."

## Druckman among founders of new CATV firm

A group of former CATV operators are among those who have formed Century Cable Communications Inc. to develop CATV franchises and acquire existing systems.

Principals of the new company include H. Lee Druckman, Richard G. Laventhal, Henry R. Goldstein, Ronald R. Morrissey and EMW Ventures Inc., an affiliate of New York investment banking firm E. M. Warburg, Pincus & Co.

Mr. Druckman and his associates formerly owned Trans-Video Corp., a multiple-CATV operator that merged with Cox Broadcasting Corp. in 1967.

Prior to forming Trans-Video, Mr. Druckman was Western regional manager of Jerrold Electronics Corp., and Mr. Laventhal was associated with an accounting firm. Mr. Goldstein, formerly with Washington communications law firm Fletcher, Heald, Rowell, Kenehan & Hildreth, was most recently a vice president of Cox Cable Communications Inc.

Century Cable has offices in Tucson, Ariz., and San Diego.

## Small-market TV's stress money problems

Rating service problems and finding new advertiser money for the medium were among the subjects highlighted during the secondary market TV committee presentation Tuesday at the National Association of Broadcasters in Chicago. Establishing better rapport with Congress and the FCC followed close on

the agenda of the meeting.

The committee's chairman, Dale G. Moore, KGVO-TV Missoula, Mont., noted that stations in secondary markets probably have a bigger stake in audience measurement since they compete for revenues which constitute the smallest percentage of national and regional spot budget allocations. He recalled that members of his group "have not been enthusiastically happy with methodologies employed by the research services and we have made that fact known in diverse ways."

Although stations in this category serve areas of sparse population and vast distances, he said, "we do not serve second class citizens. We believe, as do all broadcasters, in paying fair prices for premium research data. But that data and the methodologies employed to secure it must realistically conform to market characteristics."

As a specific, Mr. Moore said small market telecasters "are unanimously opposed to the third annual sweep, not alone on the basis of the additional cost which our nominal operations simply cannot absorb, but also because the additional measurement does not reflect the move outdoors of farmers, ranchers, sportsmen and travel and recreational activities of our citizens during that season."

Other methodology problems, he cited, include: placing the burden of proof upon the broadcaster to show evidence that CATV systems carry his signal and provide non-duplication protection to his programs; the tendency to over-weight CATV homes or to value CATV home diaries disproportionate to over-air homes.

Also, the growing clutter or product usage data, the relatively small sample sizes and number of diary placements, and the frequently unrealistic ADI and NSI market designations "which tend to overlook realities of commerce, traffic flow and political subdivisions," he said.

Stations also have their responsibilities, Mr. Moore agreed. They must provide the measurement services with ample advance program schedule information, source of programs, translator locations and CATV systems carrying the signals.

The increasing sources of new advertising dollars for television were surveyed by Jacob Evans, vice president, Television Bureau of Advertising, Chicago. He noted that while Sears continues to soar in its TV spending, Wards is starting to move too. Wards used TV in 17 markets last year, he related, but now is undertaking a new thrust to get local store managers more aware and involved with the medium. The key to Sears expansion is "moving the mer-

chandise," he advised the gathering. Goodyear is undertaking a TV push for tires, Mr. Evans reported, and Chevrolet has a massive drive using more than 400 stations for trucks.

Additional TV money from Western Auto stores and fast growing discount chains were on Mr. Evan's list of good news, as were new TV co-op advertising opportunities involving clients such as Arrow shirts and Buster Brown shoes. But the real boom of the 1970's will come from food supermarkets. Mr. Evans predicted, citing A&P as the current front runner in using TV.

Bill Turner, KCAU-TV Sioux City, Iowa, told how new TV dollars can be built by getting related small businessmen to joint together for umbrella promotions. A grouping of independent insurance agents was one example. He said the station has developed 17 new local accounts in this manner so far this year.

Practical tips on keeping open the station position lines to Congress were provided by Jim Guirard, administrative assistant to Senator Allan Ellender (D-La.), and Wayne Thevenot, legislative assistant to Senator Russell Long (D-La.). Regular contacts win hands down over the save-me-in-a-crisis approach, they reaffirmed.

A panel of FCC representatives assured the broadcasters they are there to serve them as well as regulate. So use the long distance telephone and inquire informally about questions on your mind, they urged. This approach often will smooth out a problem before it becomes one, they indicated.

As it was explained by Bill Ray, chief of the FCC complaints and compliance division, "After all, we're not trying to ambush anyone."

## Cox Cable set to add 28,000-customer system

Cox Cable Communications Inc., Atlanta, has agreed in principle to acquire Cable TV of Santa Barbara (Calif.) Inc., from Independence Communications Inc., Philadelphia. Independence Communications is a holding company for the parent, The Bulletin Co., also in Philadelphia. Terms are pending final execution of a formal agreement.

Henry W. Harris, president of Cox Cable, said the Santa Barbara system serves over 28,000 subscribers, and is believed to be the second largest system in the country.

Cox Cable, a 56.3%-owned affiliate of Cox Broadcasting Corp., Atlanta, operates what it terms the largest system in the U.S. in San Diego, serving over 49,000 customers, and another in Bakersfield, Calif., with 12,000 subscribers.

## Up in alarms over government regulation

APBE speakers decry heavy hand of Washington in radio-TV

A vigorous attack on the amount of paperwork required of broadcasters was mounted last week in Chicago even before the NAB meetings officially began.

The kickoff came from Eldon Campbell, WFBM - AM - FM - TV Indianapolis, speaking on a panel at the meeting of the Association for Professional Broadcasting Education. Mr. Campbell was one of four members of a panel discussing "Broadcasting 1975 and Beyond."

The increase in "tinkering" with broadcasting, like the proposed eight-day rule, Mr. Campbell said, is damaging to American broadcasting. Continuation and growth of laws and regulations will lead, he said, to strangulation. He excoriated Dr. Barry Cole, Indiana University professor, who is the FCC's special consultant on license-renewal procedures.

Mr. Campbell had a word for today's young people, too. He attacked their notion that, because business needs a profit to survive, it will not or cannot be a full-fledged participant in social concerns. When business does get into causes of wide public interest, he added, it profits more, and "when it

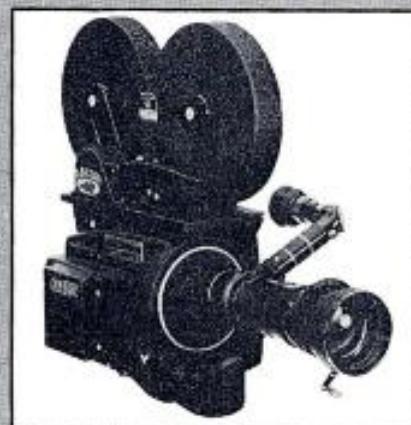
profits more it becomes the victim of a new onslaught of regulation, ridicule and regimentation."

"Why," he asked, "is there such contempt for profits among educators and their students?"

Other members of the panel were more pragmatic. Donald Taverner, president of the National Cable Television Association, referred to broadcasting as entering a period of obsolescence. The move in the future, he said, is toward broad-band telecommunications. CATV, because it can provide many channels, up to 40, he said, can become the medium for local service and local advertising. He admitted that CATV will compete with local radio stations for advertising, but he said: "That's the American way, competition."

Joel Rosenbloom, Washington lawyer, said that there undoubtedly will be more, not less regulation in the future. The reason TV and broadcasting has been singled out for criticism, Mr. Rosenbloom said, is because they are the most powerful of the media. Pressures will continue on broadcasters, he added, because it is "the main event." What

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The most exciting program at the Chicago meeting of the Association for Professional Broadcasting Education, by the members' own evaluation, was the panel on "Broadcasting in 1975 and Beyond." The protagonists (l to r): Jack Lee, LIN Broadcasting Corp., the moderator; Al Horley, director of telecommunications, U.S. Department of Health, Education and Welfare; Joel Rosenbloom, Washington attorney; Donald Taverner, president of the National Cable Television Association, and Eldon Campbell, vice president and general manager of WFBM-AM-FM-TV Indianapolis.

good are special CATV channels for minorities, for example, Mr. Rosenbloom asked, if no one watches?

Al Horley, director of telecommunications, Department of Health, Education and Welfare, told the broadcast educators that HEW plans to experiment this year with health programs via

TV to 25 or 30 Alaska communities by way of the applied technology satellite no. 1. By 1973, he said, HEW hopes to serve low-cost community TV receivers throughout the U.S. with two channels. He noted that receiving antennas for this purpose would be at the \$150 price level. In the future, Mr. Horley said,

there is likely to be a single, full-time satellite to transmit instructional television programs throughout the country to schools.

Panel members agreed that there is not great future in home use for video recording devices and other such developments. Mr. Horley said he saw the use of these developments for network and station scheduling for delayed broadcasts and for library and other special uses. All agreed also that the major problem for cassettes is program material.

Former FCC Commissioner Lee Loewinger, now a Washington lawyer, repeated his call for a broadcasting bill of rights and warned that the FCC through its latest proposal to "categorize" programs is leading to program control.

Commenting on the commission's proposed one-to-a-customer rule, Mr. Loewinger declared that it was suggested "without a scintilla of evidence" and could lead to remaking the patterns of broadcast ownership. He warned again, as he has before, that if controls are placed on broadcasting, controls on newspapers will not be far behind.

## Broadcast Advertising

# Big push for campaign ceilings

**Justice Department moves to Pastore's side, but opposes discrimination among media**

The Justice Department came out last week for limits on political-campaign spending. But it said the nature of the spending ought to be left to the candidates. It opposed the imposition of limits on individual media.

These positions were taken at a new series of hearings by the Senate Communications Subcommittee under the chairmanship of Senator John O. Pastore (D-R.I.). The hearings, held last Wednesday (March 31) and Thursday (April 1), were called at the request of Justice and the Republican membership of the subcommittee (*BROADCASTING*, March 29).

Deputy Attorney General Richard G. Kleindienst spoke to the committee in general terms on political spending and did not attempt to evaluate any particular bill. He noted that, contrary to its intended effect, Section 315 (equal-time provision) of the Communications Act has discouraged broadcasters from offering free time to candidates and has favored incumbents over challengers. These

effects, he said, have not been limited to presidential and vice-presidential candidates, and consequently Justice favors total repeal of Section 315 to benefit candidates for all federal offices.

Mr. Kleindienst said Justice endorses the lowest-unit-cost concept and favors spending limitations. However, he made it clear that low rates and spending limitations should apply to both broadcast and nonbroadcast media. "There is no rational justification for singling one media category out for special restrictions or limitations . . .," he said. He added that there is no constitutional basis for extending spending limitations beyond elections for federal office.

He added that there should be one over-all spending limit to give candidates leeway in deciding how they want to allocate their advertising budgets. Limits should be "workable and realistic," he said.

Mr. Kleindienst said the department is "strongly" opposed to limitations on campaign contributions because they

could prove as "ineffective, unrealistic and incapable of enforcement" as the present limitations. The main emphasis, he said, should be on full disclosure and reporting of contributions and expenditures to enable the voter to decide if he thinks too large a percentage of a candidate's revenues came from particular special interests.

Senator Pastore asked Mr. Kleindienst if his views are those of the Nixon administration. Mr. Kleindienst replied that his statement was that of the Justice Department and that the White House had not cleared it. The senator then asked that a specific reply to his question be submitted later.

Jerome A. Barron, professor at George Washington University Law School, stressed media access throughout his testimony.

He endorsed the section of Senator Hugh Scott's (R-Pa.) bill (S. 956) that states that broadcasters have an affirmative duty to present all sides of controversial issues. However, he said, the

provision is defective in that it does not make clear whether a particular group or individual may ever claim a right to specific presentation of an issue. "I think if access to the electronic media is to become a true right of the American people some indication in revisions of the Communications Act should be given to allowing particular groups to have rights of entry to broadcasting apart from the sufferance of broadcasters," Mr. Patterson said.

The provision of the Scott bill that would exempt the presidency from the requirements of Section 315 raises constitutional doubts, Mr. Patterson added, because it favors the two main political parties and assures permanent minority status for minority parties.

He endorsed the Scott proposals "in so far as they insist that the press comply with basic notions of fairness in political debate." However, they should require that debate take place, he said. "Assuring debate raises no constitutional obstacles," he said. "But the present opportunity of monopoly newspapers to silence debate by refusing political advertisements by some candidates does present obstacles to freedom of the press...."

Mr. Patterson termed Senator Mike Gravel's bill (S.1) "a welcome breakthrough in the legal approach to political broadcasting" because of its section requiring free broadcast time for candidates. This would provide some free access to minority parties, he said. "There is no basis for legislation that gives special broadcast rights only to the major parties, he said. The feature of the Gravel proposal that would keep Section 315 in force when charges are made for broadcast time is imperative to assure nondiscriminatory treatment of candidates by broadcasters, Mr. Patterson added. However, he said, provisions that place limitations on entry into the media, such as spending limitations, are denials of access. "I would rather have a time period for political campaigning than restrict campaign expenditures," he asserted.

And, he added, restrictions on non-broadcast spending are direct abridgments of freedom of the press.

Ralph K. Winter, a professor of law at Yale University, said that "a limit on what a candidate may spend is a limit on his political speech as well as on the political speech of those who can no longer contribute money to his campaign for effective use."

He pointed out that the First Amendment "plainly prohibits the setting of a legal maximum on the political activities in which an individual may engage."

Raising and spending money is usually the only way a challenger can overcome the advantages of incumbents, he said. And, he added, spending limits

only aggravate all other inequalities. To "equalize" opportunity by limiting spending is to put challengers at great disadvantage and in the long run reduce the number of individuals willing to run for office against incumbents, he said. He said such legislation also discriminates against those who have full-time jobs and must limit campaign activity to monetary contributions.

In further arguing against spending limitations, Mr. Winter said limits do not differentiate between geographic areas and different campaign styles, and may be changed every Congress because of inflation. S. 1 and S. 382 should "be viewed as fundamental threats to our basic liberties," he said.

Herbert E. Alexander, director of the Citizen's Research Foundation, testified as a private citizen and contended that, if spending limitations are not effective, they breed disrespect for the law; if they are effective they may inhibit free expression.

He argued that limits that are too high encourage spending to that level, and low limits invite forms of evasion. "A comprehensive and effective public reporting system should help control excessive spending and undue reliance on large contributions from special interests. . . .," Mr. Alexander said. And, he added, to counteract the advantages of incumbency or wealth emphasis should be placed on establishing "floors"—minimal levels of access to the electorate for all candidates. "This shifts concern to guarantees of free broadcast time or free mailing privileges or subsidies that assure that candidates will get exposure to potential viewers," he said.

Howard R. Penniman, professor at Georgetown University, recommended that any new legislation be enforceable

and include primaries as well as general elections.

Ceilings on spending and contributions should be avoided or set with caution, he said, because the need for money varies from state to state and there is the danger that unrealistically low ceilings will be set.

He suggested rules "to enable stations to give time to serious, competitive candidates" without also having to give equal time to minority candidates. "A rigid equal-time rule so ties policy to an abstract principle that the reality of the democratic process is denied," he said.

Mr. Penniman said he opposed ceilings on broadcast expenditures because, like all spending limits, they fall unevenly on candidates in different states and districts and tend to favor incumbents.

The spending limits of S. 382—sponsored by Senators Pastore, Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.)—"are so low that they invite wholesale violation," stated David Adamany, professor at Wesleyan University.

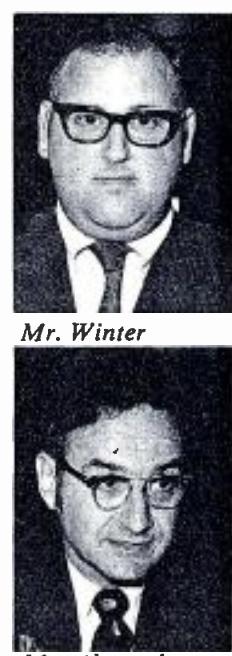
(The bill limits broadcast advertising to seven cents per vote in general elections and three and a half cents per vote in primaries; nonbroadcast spending is limited to 14 cents per vote in general elections, seven cents in primaries.)

Studies of recent campaigns, Mr. Adamany said, show that political costs are substantially higher. He urged the subcommittee to set limits that "strike somewhere near the reality of current practice." However, he warned that unless limits can be automatically increased in line with cost increases, they will be obsolete by 1976.

He added that separate ceilings on broadcast and nonbroadcast spending



Mr. Penniman



Mr. Alexander



Mr. Kleindienst



Mr. Adamany



Mr. Barron

"ignore the political situations in many large metropolitan areas, where candidates for the House of Representatives cannot use radio or television advertising without great inefficiency."

Senator Paul J. Fannin (R-Ariz.) warned that the subcommittee, in its haste to pass a bill, should not overlook the need to cure "one of the most flagrant abuses of political spending—the misuse of compulsory dues by organizations to finance election campaigns and related political activity." He proposed an amendment to the Scott bill that would deny such organizations tax-exempt status.

In a statement submitted to the subcommittee, Senator William B. Spong Jr. (D-Va.), a member of the parent Commerce Committee, answered those who questioned the need for campaign spending controls. "Reducing the cost of campaigns, broadening the base of citizen participation and requiring all public office holders to fully disclose their campaign financing and expenditures is an essential step toward restoring public faith in those who make our laws and run our government. This committee needs no better justification for acting than that."

## MPO ad outfit in operation

The new animation production division of MPO Videotronics, New York, has been named Peridot Films. Jordan Caldwell is head of production and sales, Jack Dazzo is animation director and Burt Harris is live-action director. The four-week-old unit has completed or started work on 36 commercials including Marathon Oil, through Campbell-Ewald, and Monsanto Astro turf, through Rumrill-Hoyt. Headquarters are at MPO: 22 East 44th Street. Phone: (212) 867-8200.

## Northwest rep growing

Simpson/Reilly & Associates, Seattle station representative, has acquired the Charles L. Burrow Co., a firm with offices in Portland, Ore., and Seattle. Charles L. Burrow, owner of the firm bearing his name, will become S/R's promotion director and will work out of the company's Portland office. Station clients are in the Northwest and Alaska.

## Rep appointments:

- WPEN-AM-FM Philadelphia: Katz Radio, New York.
- KRIZ(AM) Phoenix: Radio Advertising Representatives Inc., New York.
- KOL-AM-FM Seattle and WCM(AM) Ashland, Ky.: Petry Radio Sales, New York.



RAB's David

## An upbeat session on radio medium

### Buyers affirm its power but want it easier to buy; RAB offers new sales aids

Radio's future as an advertising medium was painted in generally rosy tones last week by three top advertising-agency officials, but they emphasized the continued need for innovation and responsiveness to change in the marketplace.

Their views were presented during the management radio conference at the National Association of Broadcasters convention in Chicago last Tuesday (March 30). Other speakers during this session discussed such topics as the new NAB radio code book, a computer capability for radio advertisers and proper management for broadcasters.

Daniel Borg, vice president and media director, Ketchum, McLeod & Grove, New York, observed that radio has been "a powerful means of social change," and said its growth and success have caused it to change. In this context, he pointed out that radio stations once were recognized by the type of music they played, while today many outlets are distinguished as sources of information.

He said he considered radio today as a foreground rather than a background medium. Mr. Borg stated that radio will continue to flourish if it continues to be responsive to change.

A prediction that advertisers will increase their use of radio was made by George Simko, senior vice president and director of media management, Benton & Bowles, New York. He said he was "bullish about radio's present" and its future promises to be brighter.

Mr. Simko told the audience that there is increasing discussion and analysis of radio by advertisers. He urged both buyers and sellers of the medium to develop new ideas and techniques that will make radio more attractive to the audience and to the advertisers.

John Cole, associate media director, Needham, Harper & Steers, Chicago,

voiced the view that the top-100 national advertisers and agencies regard radio as "very flexible," but "hard to buy." He urged broadcasters to continue to develop patterns aimed at simplifying the buying of radio and to provide even more research material that is now available.

The panel moderator was Jules Fine, senior vice president and director of marketing services, Ogilvy & Mather, New York.

Acting as if on cue, the Radio Advertising Bureau said it plans to deliver research data that it regards as important to advertisers because it will help identify the clients' customers.

Miles David, RAB president, announced that the bureau has developed a tool it calls "Customer Reach Computer." RAB, he said, will combine Brand Ratings Index data on use of various products with audience data from the American Research Bureau and Pulse to generate "customer reach and frequency." He said a computer terminal from the Telmar Co. has been installed at RAB headquarters in New York.

"In other words, once we know an advertiser's potential budget, we can document what that budget will buy in radio among customers rather than merely among numbers of people," he explained.

Mr. David said that a preliminary check among station representatives indicates that spot radio grew by more than 5% in the first quarter of 1971 over the comparable period of 1970. He was optimistic about the year as a whole but warned that the industry must not relax its efforts. In this connection, he said, RAB will publish a book of planning charts for quick calculation of four-week reach and frequency figures, drawing upon its new "customer reach" resources.

Robert H. Alter, RAB executive vice president, called for "fuller dialogue between RAB and broadcasters." He said this closer cooperation was necessary so that RAB could serve as coordinator of data for possible "re-selling of advertisers."

"We intend to communicate directly with broadcasters getting new business in any situation in which we feel various industry sales forces can provide information in keeping the advertiser sold," Mr. Alter stated.

Carleton F. Loucks, RAB vice president, regional sales, provided a preview of various bureau projects designed to encourage professionalism in local radio selling. These include a service in which psychological testing is used to help broadcasters screen, hire and train new salesmen; two new fall series of local sales clinics and a "school for radio salesmen."

## Consider the freedom.

How do you capture the nightmare of pollution? Or the geometric purity of a snowflake? Use the freedom of film, and the unique power of animation.

Animation lets you exaggerate without losing the attention or belief of your audience. And with today's new techniques, and the elimination of on-camera talent, you can often produce an animated commercial for less cost than a live-action spot.

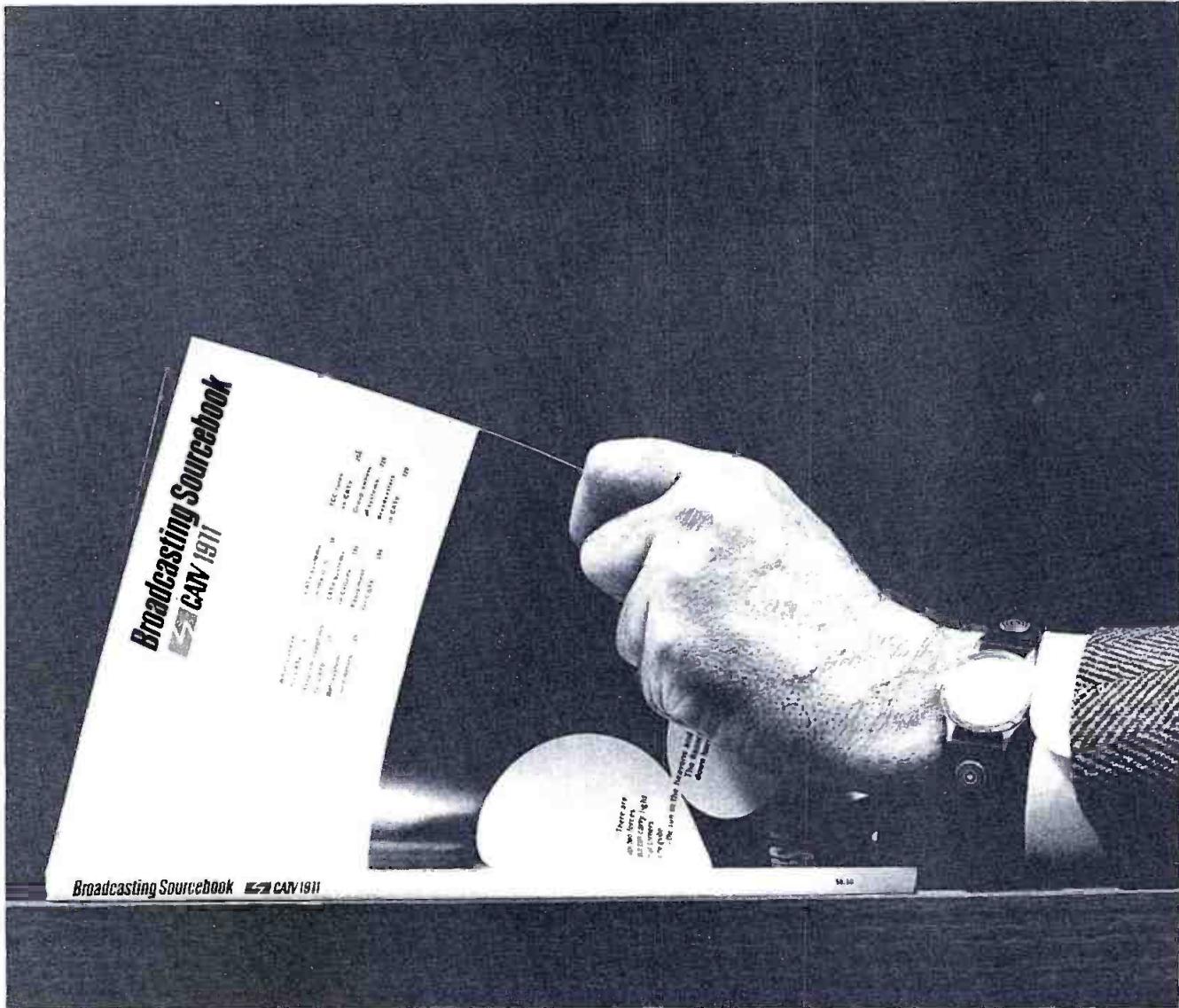
But whether you use animation or live action, or a combination of both, the possibilities are endless. Like music, film has the power to convey any mood or style, reality or fantasy. Exactly the way you saw it.

You can make a name for your product or service in 60 seconds or less. If you find the right place for your ideas: on film.

### EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-5300; Dallas: 214/351-3221;  
Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.





## 1971 Broadcasting CATV Sourcebook

### *Most Complete and Up-to-Date CATV Data Available:*

The 1971 CATV Sourcebook will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada:  
 —Operator's name and full address—Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—for TV stations carried; call sign and location, channel of broadcast and channel of carriage on the cable—O-A for picked off the air, or Mic for microwave—Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and

owners, with ownership percentages—Finally, an industry first, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

*A Complete CATV Guide*  
 —But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:  
 —Group Ownership of both U.S. and Canadian Systems—Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada  
 —FCC Rules and Regulations for CATV, including CATV Program Suppliers

**Equipment Directory**  
 —CATV Associations, including NCTA and state groups—Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

Send me my own copy of the 1971 Broadcasting CATV Sourcebook. My payment for  copies @ \$8.50 each is enclosed.  Bill me.

Name: two initials and last name  
 1      2      3-16

Company Name  
 17-35

Address  
 36-53

City  
 54-66

Home?  
 Yes  
 No

State  
 \_\_\_\_\_

Zip Code  
 67-71

Title/Position

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Feb. 28, 1971  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 28	Total dollars week ended Feb. 28	1971 total minutes	1971 total dollars
	Week ended Feb. 28	Cume Jan. 1-Feb. 28	Week ended Feb. 28	Cume Jan. 1-Feb. 28	Week ended Feb. 28	Cume Jan. 1-Feb. 28				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 135.7	\$ 995.5	\$ 351.7	\$ 2,135.5	79	\$ 487.4	544	\$ 3,139.0
Monday-Friday 10 a.m.-6 p.m.	1,592.4	11,689.9	3,256.6	26,807.7	1,732.2	14,605.6	884	6,581.2	6,733	53,103.2
Saturday-Sunday Sign-on-6 p.m.	2,056.5	11,458.6	1,107.0	10,789.2	261.9	7,555.5	282	3,425.4	2,289	29,803.3
Monday-Saturday 6 p.m.-7:30 p.m.	522.7	3,109.3	548.0	4,338.0	580.9	5,614.7	98	1,651.6	717	13,062.0
Sunday 6 p.m.-7:30 p.m.	337.2	901.7	167.7	2,830.1	211.6	2,034.6	23	716.5	163	5,766.4
Monday-Sunday 7:30-11 p.m.	5,650.0	45,538.2	6,609.8	51,541.2	7,541.0	61,175.7	441	19,800.8	3,631	158,255.1
Monday-Sunday 11 p.m.-Sign off	208.9	2,498.5	253.4	1,597.5	607.1	4,227.9	125	1,069.4	856	8,323.9
Total	\$10,367.7	\$ 75,204.2	\$12,078.2	\$ 98,899.2	\$11,286.4	\$ 87,349.5	1,932	\$33,732.3	14,933	\$ 271,452.9

## Moss bill seeks truth in advertising

"Can there be anyone who will find offensive a requirement to preserve truth in advertising claims?" Senator Frank E. Moss (D-Utah) asked last week as he introduced a bill to enforce just that. Cosponsored by Senator George McGovern (D-S.D.), the legislation is labeled "the truth in advertising act of 1971" (S.1461).

If enacted, the law would require advertisers to make available to the public "full documentation" to substantiate any claims made in their advertising. The media would also be required to tell the public that the documentation was available.

The bill also would provide authority to the Federal Trade Commission to insure that the advertisers and the media are complying with the other provisions of the bill.

## Automated system for Metromedia Radio Sales

Metromedia Radio Sales has announced it will begin operating a computerized system in early June for use in the planning of radio schedules in the 21 markets where it represents stations.

Robert Williamson, president of Metro Radio Sales, said its system, called Metroline, will provide reports and analyses to agency buyers and planners, clients and its own salesmen. Based on both ARB and Pulse audience data, the system will supply information, including quarter hour, cume, gross impressions, reach and frequency, audience and gross rating points.



Ten years later for the NAB, and millions of miles later for U.S. astronauts, Captain Alan Shepard, USN, encored for special acclaim before an opening session of a National Association of Broadcasters convention. His first appearance was with President John F. Kennedy in Washington following the first U.S. suborbit space flight; last Monday he was in Chicago to be presented with a crystal memento of his mission to the moon as commander of Apollo 14.

The Metroline computer programs were designed by Kathryn Lenard, director of research for Metro Radio, in association with System Sharing Corp., a computer consulting company.

## Computer link-up provides spot avails to agency

Grey-North Inc., Chicago, has announced to local station representatives that the agency next month will begin evaluating and processing spot television availabilities via the affiliated Com-Step computer in New York. Eventually the service may be offered to other Chicago agencies as well.

Com-Step is the computer services subsidiary of Grey Advertising, New York, which already is providing spot TV analysis and other functions for Grey and other New York agencies. Nathan Pinsof, senior vice president-media director at Grey-North, said availabilities will be fed into the Chicago terminal of Com-Step at 5 p.m. each day and the evaluations will be ready for Grey-North timebuyers at 9 a.m. the next morning.

But cutting the paperwork, Mr. Pinsof explained, the buyers will have more time to consider the quality factors of a particular buy apart from the usual efficiency-type considerations. "It will also give us more time to negotiate," he noted.

## What's on tap for marketers

The growing issues of consumerism and the mass media's impact upon the marketplace will be highlighted in San Francisco April 12-15 at the annual international convention of the American Marketing Association at the Fairmont hotel. Among the speakers will be Caspar W. Weinberger, deputy director of the Office of Management and Budget; Seymour Banks, Leo Burnett Co.; E. B. Weiss, Doyle Dane Bernbach, and Matthew Culligan, Diebold Group.

## Here a code, there a code

### Broadcasters boost budget for expanded operations despite all-industry plan

The TV Code Authority received virtual assurance last week that it will have \$140,000 more yearly for expanded activities it thinks should be done.

That additional sum will come from a boost in subscriber dues. The new dues structure will call for a minimum of \$500 or a maximum of \$2,000, based on six times the member's 30-second rate. There will be no change in network contributions, currently at \$30,000 yearly each and doubled only two years ago. At present the annual \$500,000 budget is raised from dues calculated at the member's hourly rate plus 15%.

The increased revenue is seen as helping not only to wipe out the anticipated \$30,000 deficit this year but also to permit the code authority to expand operations.

The new dues structure was recommended by a special evaluation committee of the TV code review board, whose chairman was Thad M. Sandstrom, WIBW-TV Topeka, Kan. The recommendations were accepted in principle last week at the convention of the National Association of Broadcasters in Chicago. The review board will take up the recommendations officially at its May 25-26 meeting in Washington. If approved, the dues proposal will be submitted to the TV board at its meeting in June, also in Washington. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., is the chairman of the TV code review board.

With the increase in income, the Code Authority will undertake more research, such as studying the reactions of children to types of toy advertising. It will use more scientific consultants to determine product safety and the validity of product claims. It will hold more meetings with advertisers, agencies and representatives of consumers to give them a "voice" (but not a vote) in developing guidelines on broadcast advertising. It will do more to publicize the activities of the code authority.

The extra income will also permit expansion of New York headquarters by the addition of two editors and two secretaries.

Also to be continued and expanded are the Code Authority's use of medical and science advisers. And to be studied is machinery to permit advertisements that are deemed unacceptable for broadcasting to be tested over a code station under controlled conditions. At present,



#### The good book

Broadcasters who are subscribers to the TV and radio codes will begin receiving in a few days—the mailman willing—copies of the new "Working Code Manual of Broadcasting Self-Regulation," displayed above by Ray Johnson, KMED-AM-FM Medford, Ore., who is chairman of the radio code.

In preparation for 18 months, the \$30,000 project resulted in a loose-leaf, indexed, alphabetized tool to be revised periodically by the code authority. It covers more than 100 problem areas facing broadcasters and advertisers in programming and commercials that have arisen in the last 10 years.

Nonsubscribers may buy the manual for \$20 per copy.

unacceptable advertisements are placed on noncode stations, with the advertiser presenting results of his tests on suitability to the Code Authority.

At one time there was a recommendation that code membership become mandatory with membership in the NAB. This was turned down by the TV board at its January meeting in California (BROADCASTING, Jan. 25). But the idea won't stay down; it was a consensus at the TV review board meeting in Chicago that the idea has merit and should be kept alive.

Also discussed at the meeting, among other things, was the pending all-industry advertising code sponsored by the American Advertising Federation, and its potential impact on broadcast code activities. In general there was agreement that such a code would be welcome and beneficial but, in large measure, it was agreed it would not have a significant effect on the responsibilities and activities of the TV code.

Stockton Helffrich, Code Authority director, noted in a statement to members last February that the advertising code sponsored by AAF will supplement but not supplant the broadcast codes.

In the radio code field, the only

problem is membership, according to Ray Johnson, KMED-AM-FM Medford, Ore., who is chairman.

The radio code, he told a radio management assembly at the convention, now has a membership of only 38.9% of all radio stations in the country. What is needed, Mr. Johnson said, is an increase in membership to 3,000. This, he noted, would give the radio code a 50% membership.

Contrary to the TV code's financial problems, the radio code is operating in the black, he said.

## Firestone drops JWT, will do its own ad thing

In what was termed "a basic disagreement in advertising philosophy" the Firestone Tire and Rubber Co., Akron, Ohio, parted company last week with its agency, J. Walter Thompson Co., New York. Firestone said it would handle its own advertising with the help of outside independent services. JWT was named Firestone's agency for domestic advertising in September 1969.

It was estimated that \$8 million of Firestone's \$20-million media advertising budget was allocated to JWT. Much of the remainder is used for retail advertising, not handled by Thompson. Network-TV accounted for approximately \$5.7 million and spot-TV an estimated \$1.8 million in billings last year.

Firestone indicated that at times it has created its own advertising. According to Michael Connor, Firestone's advertising director, the firm has done its own newspaper advertising, recently did some network radio, and has initiated ideas for national print and television campaigns that were executed by the "agency of record."

Sweeney & James, Cleveland, which has been placing Firestone's retail advertising, will handle all advertising placement.

## Kraft comes back with 1971 specials

Kraft Foods, Chicago, announced last week that it will sponsor a once-a-month series of one-hour specials in the 1971-72 season. The food company has been an NBC-TV sponsor for 25 years. For the last three years it has had *Kraft Music Hall* (Wednesday, 9-10 p.m. NYT) on NBC. That series will not return next fall.

Another NBC-TV stalwart, Bob Hope, will star in three of the specials, scheduled for telecast between October 1971 and March 1972. In addition, Kraft announced it would share sponsorship of three or four weekly nighttime programs and continue in daytime

TV programming on NBC, CBS and ABC. Kraft also will use spot-TV substantially. J. Walter Thompson Co., New York, is the agency for Kraft.

## Monkeyshines for Colt 45

Actor Billy Van is once again in the act for Colt 45 malt liquor. This time he is enjoying his favorite drink on stage during a re-creation of the late Ernie Kovac's "Nairobi Trio" comedy act. The one-minute and 30-second commercials were created by W. B. Doner and Co. for The National Brewing Co., both Baltimore. The campaign is scheduled to start in early April on the TV networks.

## Agency appointments:

- Glenbrook Laboratories, a division of Sterling Drug Inc., New York, has chosen Lois Holland Callaway, there, to handle its Vanquish analgesic account. Advertising campaign was backed by \$4 million in television billing while with Benton & Bowles, there.
- Dunfey Family Corp., Hampton, N.H., hotel and resort owner, and Smith & Wesson, Springfield, Mass., sporting equipment manufacturer, have

appointed Kenyon & Eckhardt, Boston, to handle their accounts which together will total \$700,000.

■ Bordon Inc., foods division, New York, in a move said to be designed to consolidate its canned products group, has appointed Dodge & Delano, there, to handle advertising for four products. They are Aunt Jane's pickle products; formerly with Keller-Crescent, Evanston, Ill.; Calo pet foods, from Foote, Cone & Belding, New York; Comstock-Greenwood foods, from Richard K. Manoff Inc., New York, and Snow Foods, from Daniel F. Sullivan Inc., Boston. Dodge & Delano already handles Bordon's Sacramento tomato products as well as several new product assignments. The new accounts are estimated at over \$1 million in billings.

## Business briefly:

General Foods Corp., White Plains, N.Y., through Ogilvy & Mather, New York, is launching a network and spot-TV campaign to introduce in 11 western states its "Max-Pax," pre-measured ground coffee packed in filter bags. General Foods, through Young & Rubicam, New York, is also using a spot-TV campaign in California, Arizona and

part of Nevada, to introduce its Parisian style vegetables.

Burlington Industries Inc., New York, through Doyle Dane Bernbach, there, announced plans last week for a \$3-million network-TV campaign for its new home fashions brand name designate, Burlington House. The campaign, set to begin this fall and run through 1972, is expected to run in prime time and over the year's time will be on all networks.

The American Oil Co., Chicago, through D'Arcy, MacManus, Intermarco Inc., New York; Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, and STP Division of Studebaker Corp., Minneapolis, through Media Buyers Inc., Des Plaines, Ill., have bought complete sponsorship for the Indianapolis 500 auto race, scheduled on a five-hour delay basis on ABC-TV, Saturday, May 29 (8:30-10:30 p.m. NYT).

Coca-Cola USA, division of Coca-Cola Co., Atlanta, through McCann-Erickson, New York, will be the major sponsor of "Once Upon a Wheel," auto-racing special narrated by Paul Newman, on ABC-TV, Sunday, April 18.

## *FocusOnFinance*

### Multimedia shines in fiscal 1970

Consolidated revenues from broadcasting, newspaper and other interests amounted to nearly \$33.7 million for Multimedia Inc., Greenville, S.C., in 1970. The 8% increase in revenues and 10% rise in net income over 1969 prompted the firm to announce "the most successful" year in its history, according to J. Kelly Sisk, Multimedia president and treasurer.

Operating revenues for Multimedia's newspaper group—which includes three papers in Alabama (*Montgomery Advertiser*, *Alabama Journal* and *Prattville Progress*), two in Asheville, N.C. (*Citizen and Times*), and two in Greenville, S.C. (*News* and *Piedmont*)—totaled \$22,022,212. Its broadcast interests—WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga., and WWNC(AM) Asheville—contributed revenues of \$8,889,794. Multimedia's other business ventures added another \$2.8 million to the consolidated revenue figure.

Last year was the sixth straight year that Multimedia registered increases in revenues in net income. Between 1965 and 1970, the firm's revenues have

more than doubled; net income has increased from \$2.1 million in 1965 to \$3.6 million in 1970.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.32	\$ 1.20
Revenues	33,692,413	31,147,705
Net income	3,592,772	3,276,178

Note: Per-share earnings are fully diluted.

### Fuqua-foundry merger planned

J. B. Fuqua, chairman and chief executive officer of Fuqua Industries Inc., Atlanta, has agreed to purchase 40% (300,000 shares) of Central Foundry Inc., manufacturer of cast-iron piping. Mr. Fuqua will pay, through his personal holding company, Fuqua National, \$4.5 million or \$15 per share to Central stockholders. Mr. Fuqua also said that he proposes to merge Fuqua National, licensee of WJBF(TV), Augusta, Ga., into Central Foundry in a stock-exchange transaction. Both Fuqua Industries and Central Foundry are traded on the New York Stock Exchange.

### Company reports:

Transamerica Inc., San Francisco, multiple-interest conglomerate and parent of United Artists, reported record revenues for 1970, but "disappointing" in-

come, according to John R. Beckett, chairman and president. United Artists Corp. and United Artists Records lost \$18 million in 1970, as compared with profits of \$16.2 million year before.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.66	\$ 1.37
Revenues	1,483,916,000*	1,405,776,000
Net income	42,645,000	87,190,000
Shares outstanding	63,534,000	62,694,000

\* Represents outcome after deducting additional provisions for losses on film production and securities and including cumulative effect of accounting change related to life insurance operations.

Rahall Communications Corp., New York, group station owner and parent of E.B.S. Tax Services Inc., reported rise in income and revenues in 1970, compared with similar figures for year ago. Broadcast interests accounted for \$3,916,768 of Rahall's gross volume in 1970.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.61	\$ 0.62
Revenues	5,180,321	3,953,548
Net income	626,947	524,483
Shares outstanding	1,033,091	847,089

Note: In 1969, extraordinary gain attributed for additional \$35,000 or four cents per share incorporated into net income.

National Telefilm Associates Inc., Beverly Hills, Calif., film-rental concern, reported net loss of income in fiscal 1970, compared with gain after extraordinary items in 1969 of nearly

\$300,000.

For year ended Sept. 30, 1970:

	1970	1969
Earned per share	(\$ 0.04)	\$ 0.04
Revenues	3,876,679	3,751,118
Net income	(234,921)	291,904*

\* Extraordinary gain from disposition of film library amounting to \$1,319,037 in 1969 offset loss of \$1,027,133, which would have otherwise been experienced in that year.

**Transmedia International Corp.**, New York television-facilities supplier and broadcast service organization, reported net loss in consolidated statement of operations for first three months of

fiscal 1971. Since company was in developmental stage until March 1, 1970, no comparative operating results were available for 1970.

For three months ended Jan. 31:

	1971
Earned per share	(\$ 0.01)
Revenues	780,751
Net income	(4,852)
Average shares outstanding	634,834

### Financial notes:

▪ Entron Inc., New York, CATV owner and equipment manufacturer, disclosed

that it has obtained \$1.15-million loan from Shawmut National Bank, Boston. Interest will be payed at 3.25% over four-year term. Company spokesman said most of loan will be used to convert existing debt into long-term obligation, with remainder being added to working capital.

▪ CBS Inc., New York, has agreed to acquire, for undisclosed amount of cash, assets of Pacific Electronics Inc., Emeryville, Calif. and its related companies. Agreement in principle has been

## 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 31	Closing March 24	% change in week	1971	High	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N	37 1/2	36 1/2	+ 3.8	37 1/2	37 1/2	37 1/2	7,073	\$205,117
ASI Communications	O	4 1/2	3 3/4	+16.5	3%	2 1/2	1,789	5,152		
Capital Cities	CCB	N	42 1/2	41 1/2	+ 1.8	42 1/2	42 1/2	42 1/2	6,061	220,499
CBS	CBS	N	38 3/4	39 1/4	- 2.5	38 1/2	38 1/2	38 1/2	27,042	990,548
Corinthian	CRB	N	34 1/2	32 1/2	+ 5.7	35	34 1/2	34 1/2	3,381	109,883
Cox	COX	N	27 1/2	27 1/2	—	28 1/2	27 1/2	27 1/2	5,789	128,111
Gross Telecasting	GGG	A	14 1/2	15 1/2	- 3.3	15 1/2	14 1/2	14 1/2	803	11,041
Metromedia	MET	N	26 1/2	26 1/2	- 1.3	26 1/2	24 1/2	24 1/2	5,734	137,616
Mooney	O	4 1/2	4	+12.5	5%	4	250	1,188		
Pacific & Southern	O	17 1/2	17 1/2	- 1.4	17 1/2	12 1/2	1,636	24,949		
Rahall Communications	O	17 1/2	18 1/2	- 3.4	29	17 1/2	1,040	23,275		
Reeves Telecom	RBT	A	3 1/2	3 1/2	- 4.0	3 1/2	3 1/2	2,288	7,733	
Scripps-Howard	O	25	23 1/2	+ 5.3	25	18	2,589	55,016		
Sonderling	SDB	A	28	28 1/2	- .4	28	27 1/2	991	27,748	
Starr	SBG	M	14 1/2	14 1/2	- 1.7	14 1/2	8 1/2	461	5,302	
Taft	TFB	N	43 1/2	40 1/2	+ 7.1	44	42 1/2	3,712	128,547	
								Total	68,400	\$2,081,725
<b>Broadcasting with other major interests</b>										
Avco	AV	N	15 1/2	15 1/2	+ .8	16	15 1/2	11,470	\$182,144	
Bartell Media	BMC	A	6 1/2	6 1/2	- 1.9	6 1/2	6 1/2	2,254	14,651	
Boston Herald-Traveler	O	23	22	+ 4.5	28	24	574	13,776		
Chris-Craft	CCN	N	7 1/2	8 1/2	- 6.1	7 1/2	7 1/2	3,804	32,829	
Combined Communications	O	16 1/2	17	- 3.0	16 1/2	10 1/2	1,945	27,483		
Cowles Communications	CWL	N	10 1/2	11 1/2	- 9.6	10 1/2	10 1/2	3,969	37,229	
Fuqua	FQA	N	23 1/2	22 1/2	+ 4.5	23 1/2	23 1/2	6,401	132,053	
Gannett	GCI	N	44 1/2	42 1/2	+ 4.7	44 1/2	44 1/2	7,117	275,784	
General Tire	GY	N	25	24 1/2	+ 2.0	25 1/2	25	18,344	449,428	
Gray Communications	O	7 1/2	7 1/2	+ 1.7	7 1/2	6	475	3,325		
ISC Industries	ISC	A	7 1/2	7 1/2	+ 1.8	7 1/2	7 1/2	1,628	10,582	
Lamb Communications	O	2 1/2	2 1/2	+ 4.8	2 1/2	2 1/2	475	1,249		
Lee Enterprises	LNT	A	25	25	—	25 1/2	25	1,957	45,990	
Liberty Corp.	LC	N	21 1/2	21 1/2	+ 1.7	21 1/2	21 1/2	6,744	151,740	
LIN	O	12 1/2	12	+ 4.2	12 1/2	6 1/2	2,244	21,879		
Meredith Corp.	MDP	N	27 1/2	27	+ 2.8	27 1/2	27 1/2	2,744	71,344	
Outlet Co.	OTU	N	19 1/2	21 1/2	- 10.5	19 1/2	19 1/2	1,342	22,814	
Post Corp.	O	9 1/2	12	- 20.8	12 1/2	10 1/2	713	8,378		
Ridder Publications	O	20	20 1/2	- 4.2	27 1/2	18	6,217	145,353		
Rollins	ROL	N	34 1/2	35 1/2	- 2.5	35	34 1/2	8,053	267,762	
Rust Craft	RUS	A	45	39 1/2	+12.9	45	44	1,159	38,247	
Schering-Plough	PLO	N	66 1/2	68 1/2	- 2.4	66 1/2	65 1/2	25,084	1,749,609	
Storer	SBK	N	27 1/2	26 1/2	+ 4.2	27 1/2	27 1/2	4,223	97,129	
Time Inc.	TL	N	50 1/2	52 1/2	- 2.9	51	50 1/2	7,257	342,022	
Trans-National Comm.	O	7 1/2	1 1/2	- 30.4	1 1/2	3	1,000	380		
Turner Communications	O	2 1/2	2 1/2	+ 5.0	3	2	1,328	3,825		
Wometco	WOM	N	22 1/2	22 1/2	+ .6	22 1/2	22 1/2	5,817	114,188	
							Total	134,338	\$4,079,221	
<b>CATV</b>										
Ameco	ACO	A	11 1/2	11 1/2	+ 1.2	11 1/2	11	1,200	\$10,800	
American Electronic Labs.	AEL	O	7 1/2	7 1/2	+ 1.6	8 1/2	3	1,620	12,555	
American TV & Comm.	O	23 1/2	23 1/2	+ .6	23 1/2	17 1/2	2,042	36,246		
Burnup & Sims	O	32 1/2	29 1/2	+ 8.0	34 1/2	23	987	30,232		
Cablecom-General	CCG	A	16	15 1/2	+ 1.6	16	15 1/2	1,605	21,074	
Cable Information Systems	O	3 1/2	4 1/2	-12.1	4 1/2	2 1/2	955	2,989		
Citizens Financial Corp.	CPN	A	17	16 1/2	+ .8	17	17	994	15,536	
Columbia Cable	O	11	11 1/2	- 4.4	11 1/2	9 1/2	900	8,892		
Communications Properties	O	7 1/2	7 1/2	- 3.2	9 1/2	7 1/2	1,800	15,534		
Cox Cable Communications	O	21 1/2	21	+ 1.2	22 1/2	18	3,550	69,687		
Cypress Communications	O	8 1/2	9 1/2	- 6.6	9 1/2	7	1,679	12,173		
Entron	ENT	A	5 1/2	5	+ 2.4	5 1/2	5	1,320	4,950	
General Instrument Corp.	GRL	N	23 1/2	23	+ 2.2	23 1/2	22 1/2	6,250	128,938	
Sterling Communications	O	4 1/2	4 1/2	—	5	3 1/2	1,100	5,093		
Tele-Communications	O	16 1/2	16 1/2	—	17 1/2	12	2,704	37,856		
Teletypewriter	TP	A	64 1/2	64 1/2	+ .6	64 1/2	63 1/2	3,086	199,818	
Television Communications	O	9 1/2	9 1/2	+ 1.2	10 1/2	7	2,897	25,001		
Viacom	VIA	N	18 1/2	19 1/2	- 1.9	19	18 1/2	3,760	76,629	
Vikoa	VIK	A	12 1/2	12	+ 1.0	12 1/2	11 1/2	2,316	26,055	
							Total	40,865	\$840,058	

reached between CBS and Pacific, retailers of high fidelity component systems and selected accessories. Privately-owned Pacific Electronics maintains eight retail outlets—three in Los Angeles and five in San Francisco.

■ Lamb Communications Inc., Toledo, Ohio-based multiple-CATV owner and licensee of WICU-TV Erie, Pa., reported that it has completed payment on all of its bank loans and has negotiated long-term loan with undisclosed New York insurance company. New loan,

company spokesmen said, amounting to \$2.6 million, will be used to further develop firm's CATV and television holdings.

■ Cox Broadcasting Corp., Atlanta, filed registration statement last Wednesday (March 31) with Securities and Exchange Commission covering proposed secondary offering of about 120,000 shares of stock by J. Leonard Reinsch, president. Expenses of stock are to be borne by Mr. Reinsch, who seeks to diversify his holdings for his estate

planning. He owns estimated 232,000 shares. Underwriters are Lazard Freres and Co., New York.

■ Wometco Enterprises Inc., Miami-based group broadcaster, announced its acquisition of approximately 11% of Norfolk, Va., Coca-Cola bottling franchise for undisclosed amount. Firm acquired minority interest in Roanoke, Va., Coca-Cola plant in 1969, from same party—Knisely family of Roanoke.

	Stock Symbol	Ex-change	Closing March 31	Closing March 24	% change in week	High	1971	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	14 1/4	15 1/8	- 7.1	15	14 1/4	6,150	\$96,125
Disney	DIS	N	101	100	+ 1.0	104 1/8	101	6,012	1,067,912
Filmways	FWY	A	9	9 1/8	- 1.3	9 1/8	8 1/8	1,754	19,084
Four Star International		O	1 1/8	1 1/8	—	1 1/8	1 1/8	666	1,086
Gulf & Western	GW	N	28 1/8	27 1/2	+ 5.1	29 1/8	28 1/8	14,964	374,100
Kinney National	KNS	N	36	34 1/4	+ 3.6	36 1/8	35 1/8	10,469	341,603
MCA	MCA	N	29 1/2	28 1/2	+ 3.5	29 1/8	29 1/8	8,165	206,166
MGM	MGM	N	25 1/4	22 1/4	+13.2	25 1/4	24 1/8	5,883	126,485
Music Makers		O	2 1/2	2 1/2	—	3 1/8	2 1/2	589	1,696
National General	NGC	N	25 1/2	24 1/8	+ 3.6	26 1/8	25 1/2	4,910	112,341
Tela-Tape Productions		O	2 1/8	2 1/8	—	2	1 1/8	2,183	4,366
Transamerica	TA	N	17 1/8	16 1/8	+ 1.5	17 1/8	16 1/8	63,630	1,097,618
20th Century Fox	TF	N	13 1/8	12 1/8	+ 5.8	14	13 1/2	8,562	99,576
Walter Reade Organization		O	3 1/8	3 1/8	-10.9	3 1/8	2 1/8	2,414	7,242
Wrather Corp.	WCO	A	7 1/2	7 1/8	- 4.7	7 1/8	7 1/8	2,200	16,500
							Total	138,551	\$3,571,900
<b>Service</b>									
John Blair	BJ	N	19 1/8	19 1/8	+ 1.3	20	19 1/8	2,583	\$45,538
Comsat	CQ	N	74 1/8	69 1/8	+ 6.6	75 1/8	74 1/8	10,000	630,000
Creative Management	CMA	A	14 1/8	15 1/8	- 6.3	14 1/8	14 1/8	1,102	17,500
Doyle Dane Bernbach		O	24 1/2	24 1/2	—	26 1/2	21	1,919	47,265
Elkins Institute		O	13 1/4	13 1/4	+ 1.0	13 1/4	8 1/8	1,664	17,888
Foote Cone & Belding	FCB	N	9 1/2	9 1/2	- 1.3	9 1/2	9 1/2	2,175	20,402
Grey Advertising		O	13 1/8	14	- 4.5	13	9 1/4	1,207	15,546
LaRoche, McCaffrey & McCall		O	16 1/2	17 1/2	- 5.7	16 1/2	10 1/4	585	8,190
Marketing Resources & Applications		O	15 1/4	16	- 1.6	18 1/4	2 1/8	504	7,182
Movielab	MOV	A	3	3 1/4	- 7.7	3 1/8	3	1,407	4,573
MPO Videotronics	MPO	A	7 1/4	8	- 5.1	8 1/8	5 1/8	558	3,767
Nielsen		O	45 1/4	45	+ .6	45 1/4	39 1/4	5,299	233,156
Ogilvy & Mather		O	31 1/2	30 1/4	+ 2.4	31 1/2	24	1,029	27,526
PKL Co.	PKL	A	4 1/8	4 1/8	- 5.1	4 1/8	4 1/8	743	4,087
J. Walter Thompson	JWT	N	48	49	- 2.1	48	47 1/4	2,746	116,019
Transmedia International		O	3 1/8	3	+20.7	3 1/4	3	535	1,873
Wells, Rich, Greene	WRG	A	24	23 1/2	+ 2.1	24	22 1/8	1,581	37,596
							Total	35,637	\$1,238,108
<b>Manufacturing</b>									
Admiral	ADL	N	10 1/8	11 1/8	- 6.6	10 1/8	10 1/2	5,158	\$56,738
Ampex	APX	N	23 1/8	21 1/8	+ 6.9	23 1/8	22 1/8	10,874	209,325
CCA Electronics		O	2 1/8	2 1/8	—	3	2 1/8	2,096	5,512
Collins Radio	CRI	N	18 1/2	18 1/2	—	19	18 1/8	2,968	48,230
Computer Equipment	CEC	A	5 1/8	6 1/8	-12.3	5 1/8	5 1/8	2,406	12,944
Conrac	CAX	N	22	22 1/4	- 3.2	22	20 1/2	1,262	29,026
General Electric	GE	N	112	110 1/8	+ 1.2	112 1/8	112	90,884	9,827,287
Harris-Intertype	HI	N	68 1/4	66	+ 3.4	68 1/8	68 1/8	6,308	397,404
Magnavox	MAG	N	45 1/2	43 1/2	+ 3.7	45 1/8	44 1/8	16,674	679,466
3M	MMM	N	112 1/4	110 1/8	+ 2.4	113 1/8	112 1/4	56,058	5,745,945
Motorola	MOT	N	72 1/8	69 1/2	+ 4.1	72 1/8	70	13,334	848,442
RCA	RCA	N	35 1/8	34 1/8	+ 2.2	35 1/8	34 1/8	68,403	2,146,486
Reeves Industries	RSC	A	4 1/8	3 1/8	+13.8	4 1/8	3 1/8	3,458	13,417
Telemation		O	12 1/2	12 1/8	- 2.3	13 1/8	9 1/4	14,040	154,440
Westinghouse	WX	N	81 1/8	78	+ 4.6	82 1/8	81 1/8	40,705	3,190,458
Zenith	ZE	N	45 1/8	46	+ .8	46 1/8	45 1/4	19,020	829,842
							Total	353,648	\$24,195,052
							Grand total	771,339	\$35,906,064
<b>Standard &amp; Poor Industrial Average</b>									
			110.42	109.58	+ .8				
A-American Stock Exchange									
M-Midwest Stock Exchange									
N-New York Stock Exchange									
O-Over-the-counter (bid price shown)									

# The name of the game is hands-off

Machines lengthen their lead in broadcast technology; automation trend paces strengthening equipment market

The advertising manager beamed as his hands swept over a new automatic radio program controller. It was an undeniably impressive machine, but there was something disconcerting in the way he kept referring to it as "this person" or "him." (The controller could be used for either live or automated programming; as the conversation moved from human announcer to machine and back again, it was difficult to decide which was which.) Finally he stopped to contemplate his own words. "It is a person," he said confidently. "This is the best damned switch-thrower in the United States. It just doesn't think." Perhaps next year....

The scene was but one example of automation's large and growing place in broadcast technology. Automation, with all it implies, thoroughly dominated the equipment exhibits and surrounding discussion last week at the National Association of Broadcasters convention in Chicago.

It was not that the hardware was radically new. Seasoned, dispassionate observers of many previous conventions toured the Conrad Hilton's five exhibit

halls and generally agreed that refinement of existing equipment, rather than major innovation, was the rule. But the refinements were usually in the direction of no-hands operation.

The sales themes dealt, directly or indirectly, with the benefits of refined automation. To broadcasters still concerned about the economy, sales representatives talked about "cost savings" and "ease of operation," which invariably meant that the equipment could be handled by less skilled, less expensive employees, or by no one at all. Or, viewed from another angle, it meant new creative possibilities and freedom from drudgery for more skilled people.

Perhaps the most widely discussed items at the convention were RCA's video-tape cartridge system, the VCR-100, and Ampex's ACR-25 broadcast videotape cassette recorder (See "The Contenders," below).

A principal attempt to show the added creative freedom automation can afford was the Memorex exhibit, where the company's computerized video-tape editing machine was on display (BROADCASTING, March 22). Through the syn-

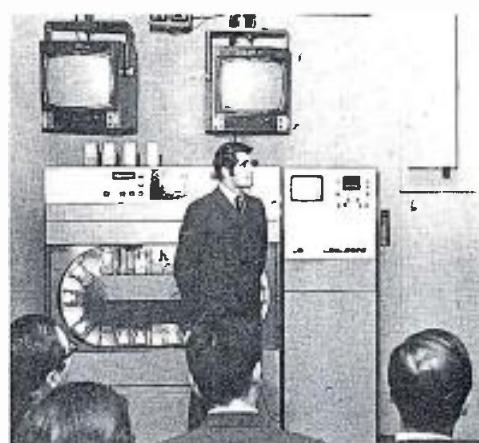
chronization of tape recorders, computer memory banks and magnetic disks, the editor can direct and edit scenes with a light-pen. Cost of the system is in the neighborhood of \$250,000.

Automation in cameras was exemplified by the Marconi Mark VIII color camera. It was the first appearance at the convention for the new company, Marconi Electronics Inc.—which has just been formed by England's GEC-Marconi Electronics Ltd. (BROADCASTING, March 15)—and the firm displayed what it called the first fully automatic color camera.

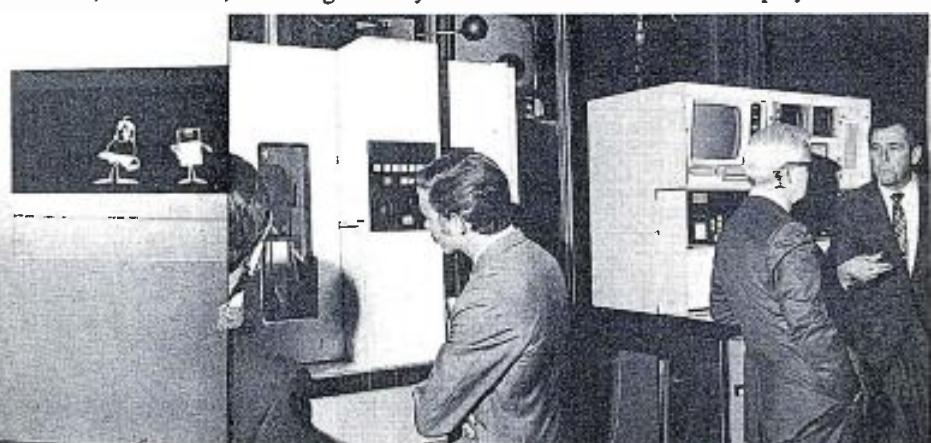
The Mark VIII features automatic line-up, color balance, dynamic centering and check-out, all push-button-controlled. It was one of many elaborate camera exhibits, and typified the trend toward simpler handling, lighter weight, greater stability and lower light levels.

Progress in camera-related equipment was also in evidence. For example, Power-Optics Inc. displayed a remote control system for operation of studio cameras. Its cost: about \$40,000.

CBS Laboratories displayed its new



**The Contenders** • The RCA VCR-100 video-tape cartridge machine and the Ampex ACR-25 broadcast video-tape cassette recorder are not only two of the most talked-about items in today's generation of broadcast equipment; they are also direct competitors in the marketplace. But there are differences between them. For example: RCA



utilizes an open carousel into which cartridges are inserted manually; Ampex has placed the carousel inside. RCA uses a three-minute cartridge; Ampex, six-minute. RCA's machine plays the tape cartridges in a predetermined sequence; Ampex is set up to provide random access.

The RCA unit, shown in a production

model last year, is now being shipped. It is available as a slave unit, operated in conjunction with a high-band tape recorder (\$98,500) or as an independent system with integrated signal-processing unit (\$135,000). The complete Ampex system, which is promised for shipment in about nine months, sells for slightly over \$190,000.



Reflections on a spring afternoon: the equipment scene at the NAB

color corrector, completely automatic and capable of keeping color in balance without human intervention.

These and other equipment features showed that, like radio—long along the road to automation—television is moving more and more toward hands-off operation or something very close to it.

But the tone in the exhibit halls, while hardly ascetic, was quieter than in some years. Traffic was equal to or slightly greater than past years at most exhibits, and the largest exhibitors all reported high interest, but broadcasters weren't touring the halls with open checkbooks.

Most exhibitors acknowledged from the start that they did not expect heavy sales volume on the floor; they rely upon convention exhibits to arouse interest and produce heavier sales in the months ahead. In fact, exhibitors who in the past had attempted to place a dollar volume on convention activity elected not to volunteer that information this year; they said the figures would not be meaningful.

A typical comment was that of James L. Davis, market planning manager for GTE-Sylvania. "We do not sell directly via this show," he said. "NAB is our opportunity to talk to all users of our products at one time. As a result, we can quickly determine product need." Other representatives who expressed similar sentiments commented that they particularly welcome the opportunity to meet with broadcasters from smaller markets who they might not otherwise meet face-to-face.

However, by whatever criteria they used, major manufacturers sounded bullish. A. L. Hammerschmidt, vice president, broadcast systems, RCA, found a "high degree of interest" from

broadcasters and predicted improved business for the rest of 1971.

In addition to its video cartridge-tape recorder, RCA also featured its new 50 kw VHF transmitter for high-band operation, the TT-50FH, which sells for \$330,500, and refinements of its TK-44 color camera.

Ampex's Lawrence Weiland reported "substantial evidence of an imminent upturn" in that company's business. "Broadcasters and teleproduction people realize that automation is here," he said, and Ampex is therefore optimistic about acceptance of its third-generation equipment.

Among featured Ampex products in addition to the cassette recorder was a production model of the TA-8000 series of solid-state VHF transmitters with modular construction designs.

Lawrence J. Cervon, vice president and general manager of Gates Radio Co., said the convention indicated that 1971 would be about the same as last year for that company's radio products, but "much better" in television because of "fantastic" interest in Gates VHF and UHF transmitters. Attracting most interest, Mr. Cervon said, was the Gates 50-kw high-band VHF transmitter consisting of five cabinets—a 1300-watt exciter/driver, an aural amplifier, a visual amplifier driver, and two 25-kw single-tube visual amplifiers, paralleled for 50-kw output. It is priced at about \$225,000.

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BROADCASTING's annual exhibit-by-exhibit coverage of the NAB convention technical exhibits will appear as a special feature on April 12.

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Tom F. Bost Jr., broadcast products manager for General Electric's Visual Communications Division, said customers were responding well to GE's emphasis on cost savings. Typical of that emphasis was the company's Mini-Telecenter—a compact film island that also can be used in live camera configuration for studio work.

These reactions were characteristic among larger companies. Others had more varied reactions. Some found it to be the best convention ever; others found business somewhat lighter.

Wally Rubin, national sales manager for Tape-Athon Corp., said traffic was lighter but added: "Broadcasters who came to the show were more prepared to do business. They came to see specific items and to place orders." G. P. Wilkinson, president of Wilkinson Electronics, reacted similarly. He said that for the first time, fresh customers were signing orders on the floor.

Firms below the largest level were often disinclined to make sweeping judgments about customer attitudes and business prospects. Arthur Freilich, president of Chrono-log Corp., said active leads were about the same as last year despite somewhat lighter traffic, but was cautious in assessing whether there was a real buying mood. "It's hard to tell whether budget funds are available," he commented.

Some of the more enthusiastic comments about the convention came from those who were exhibiting equipment for the first time this year. Theodore E. Davey, vice president of Low Power Broadcast Co., was one who pronounced himself pleased with the convention. The company has expanded into broadcast products after specializing in carrier-current transmitters for

several years, and Mr. Dewey found a "definite demand for moderately-priced equipment."

David McGalliard, sales manager of Phelps Dodge Communications Co., was another who expressed satisfaction with first-time results at NAB. "Traffic, interest and active leads are all better than we had anticipated," he said, based in part on experience at other industries'

conventions. The company displayed a line of coaxial cable and rigid transmission lines.

There was one unhappy sidelight to this year's exhibits: For the first time in anyone's memory, sabotage was attempted. Who it was, and why it happened, remains a mystery, but someone entered the General Electric and Grass Valley Group Inc. exhibits and at-

tempted to remove or damage components of switching and projection equipment. At the GE exhibit, the man was reportedly apprehended but escaped while a guard looked for assistance. There was said to be no real damage at the GE exhibit. The Grass Valley exhibit, however, was not as fortunate. It suffered a larger, so far undetermined amount of damage.

## TV may be next in EBS lash-up

### But radio procedures still aren't clear in wake of false alarm

There is a TV picture in the future of the Emergency Broadcasting System. The inclusion of TV in the voluntary warning service has been requested by the White House, it was announced at a meeting on EBS at the Chicago convention of the National Association of Broadcasters last week. The announcement was made by Thomas H. Phelan, NBC, who is chairman of a special subcommittee of the National Industry Advisory Committee studying revision of the EBS.

Although many broadcasters anticipated a report on new procedures for EBS in response to last February's foul-up, none was made. (An official—but false alarm—alert message was transmitted inadvertently to all broadcast stations on Feb. 20 via Associated Press and United Press International news circuits. The error occurred when the operator at the National Warning Center at Colorado Springs, Colo., transmitted a real alert message instead of the test that was scheduled to be sent at that time.)

(Although many stations reacted according to instructions, many more did not because they were suspicious of the authenticity of the emergency action notification [EAN] coming at the exact time the test message was due. Many others reported that they received the notification and the cancellation at the same time.)

Although a major change has not yet been decided, the wire services were authorized last month to confirm any alert with the White House before sending it on to station subscribers. The new White House requirements, it was reported at the panel meeting, are being considered by the special NIAC working group. Its recommendations will be forwarded to the FCC, which after coordination with the Office of Telecommunications Policy, will impose the new

procedures. This was the first notice that Clay T. Whitehead and his OTP are now involved in EBS.

Sentiment among broadcasters that they are to be more commended than condemned for using "common sense" during the mistaken alert, thus preventing a national panic, was expressed by Charles Upton, KRDO-AM-FM-TV Colorado Springs. His remarks were greeted with heavy applause.

The self-admiration attitude of broadcasters was indicated also by Vincent T. Wasilewski, president of NAB, said at a news conference that EBS may have been a good thing. I think it probably was a good experience . . . , Mr. Wasilewski said, "to realize the deficiencies that apparently were present in the warning system."

The NAB president said he was glad that some broadcasters checked the alert. If they hadn't, he said, "we might have had the greatest panic that we've ever seen since Orson Welles."

But FCC Defense Commissioner Robert Wells told the broadcasters that they should not be too smug about their actions. Too many broadcasters, he noted, did not get the alert message until after it had been canceled.

"Don't take too much credit," he added. He also announced that the commission had no intention of punishing any broadcaster for his actions, or lack action, that day.

Opposition was expressed by all members of the panel to a suggestion from the floor that the White House automatically "seize" all broadcasting stations in the event of an emergency. This is technically feasible, according to CBS's Arthur Peck, but would change EBS from a voluntary to a captive service.

## Super 8 advocates gain momentum at NAB

The possibility of using super 8 film in television news operations has been discussed for years, but it remains a rarity in day-to-day coverage. At two early-morning sessions during last week's National Association of Broadcasters convention in Chicago, however, broadcasters were told that super 8 is "an idea whose time has come," and that

they should take the initiative in translating the idea into working reality.

In fact, a representative of NBC-TV told the audience that his network is starting to use super 8 and to encourage the technical developments that will permit its expanded use in the future. And he said broadcast managers ought to do the same.

"I truly believe that it is now in the hands of management—whether it be network, local station or cable—to get off the dime and start moving forward," said James Kitchell, general manager of news services, NBC-TV.

The advantages of super 8, as described by Mr. Kitchell and others at the session, were precisely those most emphasized throughout the equipment exhibits during the convention (see page 68): savings, mobility, ease of operation. The basic problem has been the lack of a complete system for super 8 filming. "Slowly, ever so slowly," Mr. Kitchell said, "that system is developing, but it hasn't been happening fast enough."

At NBC, he said, super 8 film has been used in isolated instances since the beginning of this year—for example, film obtained from inside Poland during the upheaval in that country. The network expects to start using a new sound camera system for super 8; to make some "relatively simple modifications" that will give existing processing machines both 16 mm and super 8 capability; it has developed special editing and screening techniques, Mr. Kitchell said, while waiting "for equipment manufacturers to get moving on some more sophisticated tools," and it is working on new projection techniques at the present time.

Noting that some people fear a deterioration in quality if the smaller film is used, Mr. Kitchell said NBC has found "no serious deterioration" in picture quality on the television screen.

"After 10 years of talking," Mr. Kitchell said in summary, "I think it's time for some action."

One indicator of action came when panelist J. A. Pistor of Eastman Kodak announced that his company will be introducing a super 8 projector this summer, and a single-sound system camera in the fall. It is also developing

special color formulations for newsfilm, he said.

Another came from Charles Harrison, manager of news, WGN-TV Chicago, who announced the formation of a "committee of two" broadcasters to serve as a clearinghouse for information on matters relating to development of super 8. They are Dick Neville, WGN-TV, and Charles Cyberski, KDUB-TV Dubuque, Iowa.

Information and inquiries may be sent to Mr. Cyberski at P.O. Box 1600, Dubuque.

The fourth panelist—Jack Eddy, news director of KOMO-TV Seattle—expressed an interested skepticism toward the possibilities of super 8. However, he did anticipate one of Mr. Kitchell's points when he emphasized that the developments necessary to super 8 use must be preceded by hard evidence of real demand in the broadcasting business.

Moderator of the panel was James McCulla, director of ABC News, West Coast, and president of the Radio Television News Directors Association.

## Up in the air over satellites

**Networks, NCTA filings keep door open on systems; Hughes offers CPB channel**

As expected, ABC, CBS and NBC last week notified the FCC in a joint filing that they favor the proposed domestic satellite-systems of Comsat, RCA Global Communications and Western Union in lieu of one of their own at this time. However, they did not completely abandon the thought of applying for their own system and urged the commission to allow them to file such an application at a later date if other proposed systems could not meet their needs ("Closed Circuit," March 29). The deadline for the networks to notify the commission of their intent to file a satellite-system plan was last Monday (March 29).

In their filing, the networks told the commission that a study initiated on their behalf had indicated that either a satellite system or a terrestrial microwave system devoted exclusively to program transmission could be constructed and operated with "multimillion dollar annual savings to the networks."

However, before the networks can submit their own plan, they told the commission, they will need more time for further negotiations between broadcast and satellite interests. They also noted that there must be further consideration of technical requirements "to

assure continuity of services, access to common-carrier facilities for special news origination, as well as the regulatory policies adopted by the commission."

The negotiations, which have been in progress for several months, the networks said, "have involved more than a half-dozen entities interested in meeting program transmission requirements as a part of more comprehensive service proposals." They said that such requirements can be met through this approach "at a cost considerably below that of current AT&T program transmission rates" and that rather than submit a separate domestic-satellite application at this time, their intention is to "pursue such possibilities fully."

Following the networks' filing, Comsat stock traded on the New York exchange registered a new high for 1971 (at close of business, March 30). Comsat rose 3½ on the big board to 74¾ per share, on 30,300 shares traded.

Also pursuing possibilities of its entry into communications satellite programming ventures last week were CATV interests represented by the National Cable Television Association.

NCTA filed comments urging the commission to "relax the freeze on CATV systems' ability to receive and distribute nonlocal television signals in the nation's one hundred largest television markets, so that demand by those CATV systems will be present when it is possible for the domestic satellite systems to transmit program material and provide other services."

The CATV organization argued that the commission could avoid the possibility of anticompetitive abuses by authorizing the use of at least one satellite channel on a reasonable cost basis for members of the CATV industry, as well as channels for other responsible parties.

In a similar vein, NCTA contended, operators of CATV systems should have the right to own earth stations, or to participate with other local users in each community in their ownership.

NCTA also suggested that it would

make better public policy to "spread the cost of educational television distribution among all those who benefit from its programs rather than to single out those who use a particular transmission mechanism as the suppliers of a subsidy."

Hughes Aircraft Co., one applicant for a satellite system, last week in a letter to FCC Chairman Dean Burch and concurrently to the Corp. for Public Broadcasting and to each of the other satellite applicants told of its plans concerning educational programming.

Hughes, initially offering CPB one channel free of charge during the full life of the system, last week reported it had modified its offer by providing CPB free use of two channels on the first satellite of its system with preemptive rights to two channels on the spare satellite for back-up purposes. In addition, Hughes said it will provide free access to these channels from any ground terminal which it is authorized to establish as a part of its system.

## Is engineering being slighted?

**That's trend seen at FCC by upholders of standards; daytimers plan next moves**

The Association for Broadcast Engineering Standards was told last week that the FCC is insulating itself from technical expertise in the broadcast services.

The association's Washington attorney, William Potts, in a report to the members in Chicago, said senior members of the commission's engineering technical staff appear not to have adequate access to the commission when it decides technical matters.

He also noted an apparent "trend" among commission members to do without engineering advisors on their personal staffs. Commissioners Nicholas

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Johnson and Thomas J. Houser have no engineers; they have filled out their staffs with nontechnical assistants. And Chairman Dean Burch is reported ready to give up his engineering aide.

Commissioners without engineering aides are obliged to rely on the office of Chief Engineer which, Mr. Potts feels, is not "adequately expert in the commission's technical broadcast rules and their implementation."

Mr. Potts said the commission's attitude toward engineering expertise could have far-reaching influence on the role of the commission itself. He said the commission may be in danger of losing some of its authority over spectrum management to other government agencies, like the Office of Telecommunications Policy.

The association has another basis for its concern over the quality of the commission's engineering. The association, which is one of the principal opponents of the Daytime Broadcasters Association in its efforts to prolong its members' broadcast day, feels the commission was wrong in the blanket presumption authorizations it gave daytimers, on "an arbitrary basis," to begin operating at 6 a.m. local time with 500 w.

Meanwhile, the daytimers themselves were meeting and, as always, expressing an interest in a longer broadcast day. Some 1,800 daytimers now have a licensed right to sign on at 6 a.m. local time or sunrise, whichever is earlier. Some 280 received that right as a result of ratification of the revised treaty with Mexico on use of the AM band. Benedict Cottone, DBA counsel, said the association's next goal is to win the same right for the remaining 500 daytimers, which operate on U.S. Class IA and IB clears and on Canadian clears. The daytimers will also continue to press for 6 p.m. signoff.

## Engineers may move for stiffer permits

Broadcast engineers may ask the FCC to require special endorsements on first-class operator licenses as a means of upgrading the capabilities of station engineers. The subject was vigorously



J. P. Taylor (l.), division vice president, marketing programs, RCA Broadcast Systems, Camden, N.J.—who will retire from RCA later this year after more than 40 years service—receives first RCA distinguished service citation from P. G. Walters, RCA Broadcast Equipment Sales representative, as a tribute from the sales force during last week's NAB convention. The citation describes Mr. Taylor as "engineer-field representative—marketeer—writer—strategist—about whom his colleagues said: He was a salesman."

discussed by the Society of Broadcast Engineers in Chicago last week and climaxed with a vote directing the board to consider the matter and to poll the membership for a decision on petitioning the FCC.

Impetus for the move came from the New York chapter of the 1,200-member organization. The aim is to require that first-class operators pass special examinations for FM or TV stations or for AM stations with directional antennas. Under present FCC rules, the holder of a first-class ticket is considered capable of handling any type of AM, FM or TV station. There was general agreement that present first-class operators should be grandfathered in their present jobs.

The society's move is at odds with a proposal by the National Association of Broadcasters asking the FCC to relax present operator requirements. (BROAD-

CASTING, March 23, 1970). NAB would have present FCC rules changed to permit the employment of only one first-class operator on call, instead of requiring that a first-class ticket holder be on duty at all times at directional stations. FCC rules already are relaxed for stations operating with omni-directional arrays.

Some opposition to the proposal came from broadcast engineers who feel there is no need for special examinations for various types of stations since the present procedure has worked well, and transmitter equipment now is fairly stable.

Robert Flanders, chief engineer of WFBM-AM-FM-TV Indianapolis, is the new president of the SBE. He succeeds Lewis D. Wetzel of Triangle Stations. The new executive vice president is Richard T. Monroe, Group W, New York. Charles Hallinan, WKOP-AM-FM Binghamton, N.Y., remains executive secretary. New directors: Steve De Santick, Educational Broadcasting Corp., New York; Frederick L. Street, KSTP-TV Minneapolis-St. Paul, and John T. Willner, New Jersey Public Broadcasting Authority, Trenton.

## Latest Intelsat bird now in operation

The first in a new series of communications satellites, the Intelsat IV, began commercial service last week over the Atlantic. The satellite, launched Jan. 25 and built by Hughes Aircraft Co., is carrying 830 circuits and is providing service to 15 earth stations in Western Europe, Latin America and North America.

Largest of all communications satellites (it weighed 3,094 pounds at launch and is over 17 feet high), it is capable of carrying 3,000 to 9,000 telephone circuits simultaneously or 12 TV channels. Other Intelsat IV's are scheduled to be launched for service over the Pacific and Indian Oceans.

Communications satellites are operated by the Communications Satellite Corp., Washington, for the International Telecommunications Satellite Consortium, a partnership of 77 nations.

## International

### BBC may no longer rule the radio airwaves

Commercial radio may be a reality in the British Isles by the end of next year. Christopher J. Chataway, minister of posts and telecommunications, proposed

a commercial radio system for the country in a policy paper presented to the House of Commons last Monday (March 29).

To comprise up to 60 local stations, the commercial system would end the radio monopoly of the state-sponsored British Broadcasting Corp. It would

permit spot advertising—but not sponsored programs—and the income from spot advertising would be used to finance the stations. The Independent Television Authority, which regulates commercial television in England, also would be responsible for commercial radio. The authority, to be renamed the

Independent Broadcasting Authority, would be required to involve local authorities and other local organizations in a system of advisory committees for local radio. It probably will take some years to establish a full network, the white paper stated.

Opposition to the proposal was voiced by Ivor Richard, Labor member of Parliament, who termed the plan "as nothing more than the establishment of another 60 pop stations, and there is no demand for it." He also asked how much it would cost to finance this venture, and wondered whether it protected minority interests "and the proportion of advertising time for each hour of broadcasting time."

Mr. Chataway assured Commons there would be no public subsidy for

commercial radio "any more than there is for commercial television. While specific regulations about advertising would be for the authority," he continued, "it is practicably inconceivable that the advertising of tobacco would be allowed on radio."

One aim of the commercial radio system, Mr. Chataway said, was to "combine popular programming with good service of local news and information." Another objective is to provide a source of radio news other than the BBC.

## Marconi cameras for Canadian center

Canadian Marconi Co., associate company of Marconi Broadcasting Division,

London, reports it will supply Mark 21 VIII automatic color-TV cameras for Place de Radio-Canada, the Canadian Broadcasting Corp.'s building complex currently under construction in Montreal. Also included is an order for ancillary equipment. The new complex, scheduled to open in the fall of 1972, will be used for program origination and will bring together broadcasting services which are now operating from 18 different locations in Montreal.

The Marconi firm in London also announced a \$600,000 contract from Radiodiffusion Television Algerienne, Oran, Algeria, for a complete TV and sound broadcasting studio complex to be installed there. The order was won in competition with American, German and French firms, Marconi said.

# Fates & Fortunes

## Broadcast advertising

**William F. X. Byrne**, VP and director of account services, Gardner Advertising, New York, appointed general manager of New York office, succeeding **Rudolph Massei**, executive VP, who assumes management responsibility for agency's newly formed media and programming module, Advanswers.

**Charles F. Mikuta**, senior VP-general manager, Compton Advertising, Chicago, joins Clinton E. Frank there as VP-management supervisor.

**Martin L. Cole**, manager of sales proposals, ABC-TV, New York, joins McCann-Erickson there as TV-programing executive.

**Tyrone Wyatt**, assistant buyer, Warwick & Legler, New York, appointed media buyer.

**Ron Eastburn**, account executive, Doyle Dane Bernbach, New York, joins Knox Reeves Advertising, Minneapolis, in same capacity.

**Thomas F. Fleming**, creative director and senior copywriter, Lorne Pratt Enterprises, Scottsdale, Ariz., agency, joins Patton Agency, Phoenix, as account executive.

**Albert R. Carrell**, with radio division, Robert E. Eastman & Co., Dallas, joins Media Corp. of America, broadcast services firm, there, as Southwest division manager.

**Frank Martin**, VP-director of media services, Clyne Maxon Inc., New York, joins SMY Inc., Chicago-based media-services company, as VP and general manager of New York office.

**Henry C. Filter**, Richard T. Murphy and David R. Sackey, account super-

visors, Norman, Craig & Kummel, agency, New York, elected VP's.

**Jerry Lyman**, regional manager, RKO Radio Representative, Los Angeles, joins WGMS-AM-FM Washington as general sales manager.

**T. King-Hedinger**, executive VP and director of high performance products division, Palm & Patterson, Cleveland, agency; **James S. Wightman**, VP, Brand Advertising, Cleveland, and **Louis J. Cariffe Jr.**, director of marketing services, Professionals in Motion, Cleveland services agency, form new advertising-PR-marketing firm, Com/Max there.

**John Brown**, creative supervisor, Seattle office, Cole & Weber, agency, moves to Portland, Ore., office of Cole & Weber in same capacity.

**Jack Rafferty**, account executive, Television Advertising Representatives, New York, appointed group sales manager.

**Donald E. Barnett**, VP and general manager, Finn Investments, San Diego, appointed general sales manager, KOLO-(AM) Reno.

**Donn B. Duffy**, local sales manager, WCBM(AM) Baltimore, appointed general sales manager.

**James J. Robinette**, account executive, WCHS-TV Charleston, W. Va., appointed sales manager.

**Harry T. Floyd**, Western sales manager, NBC-TV, Los Angeles, retires after 23 years with NBC.

## Media

**Edward B. Gradinger**, assistant director of business affairs, East Coast, ABC-

TV, New York, appointed director of business affairs there. **Al Rabin**, director of production control, West Coast, ABC-TV, appointed director of business affairs for West Coast.



Mr. Pennybacker

**Dr. John H. Pennybacker**, Louisiana State University communications professor, was elected president, Association for Professional Broadcasting Education at its annual meeting in Chicago last week. He succeeds **Thomas E. Bolger**, executive VP and general manager, WMTV(TV) Madison, Wis. Other elections: **Clark Pollock**, Nationwide Communications Inc., Columbus, Ohio, VP; **Robert L. Snyder**, Wisconsin State University, Oshkosh, Wis., secretary-treasurer. Re-elected executive secretary was **Dr. Harold Niven**, NAB VP for planning. New members of board are **Gordon Gray**, Temple University, Philadelphia, and **Joseph Ripley**, University of Kentucky, Lexington. Leaving the board are **Arthur Hungerford**, Pennsylvania State University, State College, and Mr. Synder.

**William W. Warren**, KOMO-AM-TV Seattle was elected chairman of ABC-TV Network Affiliates Association's Board of Governor's at meeting in Chicago preceding last week's National Association of Broadcasters convention. He succeeds **George A. Koehler** of Triangle Stations, retiring chairman. **George B. Hagar**, WQXI-TV Atlanta, Samuel T.

**Johnson**, WKRC-TV Cincinnati, and **Richard S. Stakes**, Evening Star Stations, Washington were elected to board of governors, respectively succeeding **Morton S. Cohn**, VP and general manager, WLOS-TV Asheville, N.C.,

**Mr. Warren** **Donald L. Perris**, VP and general manager, WEWS-TV Cleveland and Mr. Koehler.

**William J. Lamb**, senior VP, Educational Broadcasting Corp., New York, elected president, Sterling Manhattan Cable Television there.

**J. Law Epps**, VP, sales and development, Cosmos Broadcasting Corp., Columbia, S.C., appointed station manager, WTOL-TV Toledo, Ohio, Cosmos station.

**Robert E. Lee**, manager of station operations, WSVA-TV Harrisonburg, Va., named VP, station manager and chief operating officer, KODE-TV Joplin, Mo. Both are Gilmore Broadcasting stations.

**Ira Littman**, part owner, WBFI(FM) Southampton, N.Y., under construction, moves to WAYE(AM) Baltimore as general manager.

**Richard B. Belkin**, general manager, KOA-AM-FM Denver, elected VP, General Electric Broadcasting Co. of Colorado, licensee of KOA-AM-FM.

## Programming

**Frank Price**, VP for production, Universal Television, Universal City, Calif., appointed VP, television production.

**Frank Herman**, program sales representative, CBS Enterprises, New York, joins Teleprompter Corp. there in newly created position of Western regional programming manager.

**Thomas Cherones**, assistant general manager for production and engineer-

ing, noncommercial WITF-TV Hershey, Pa., appointed director of production operations, noncommercial WQED(TV) and WQEX(TV) Pittsburgh.

**William Bowers**, WSVA-TV Harrisonburg, Va., appointed production manager.

**Donald W. Rice**, broadcast producer, WWDC-AM-FM Washington, appointed production manager.

**Robert Strauber**, architectural designer, Donald B. Ratcliffe firm, Baltimore, appointed program and music director, WAYE(AM) there.

**Bruce Buchanan**, with WFBG-AM-FM Altoona, Pa., appointed program manager.

## News

**William T. Wooten**, bureau manager, UPI, Charlotte, N.C., appointed to similar post at UPI, Richmond, Va. **J. Robert Penick**, bureau manager, Minneapolis, appointed UPI regional executive for Kentucky and West Virginia, Lexington, Ky.

**Nicholas George**, ABC Radio News managing editor, appointed bureau chief, ABC News, Saigon.

**John Aubuchon**, newscaster, Metro-media Radio News, Washington, joins WTOP-AM-FM there as editor.

**Ben Tipton**, general manager, KBYE-FM and program manager, KBYE(AM) Oklahoma City, joins WLS(AM) Chicago as news director.

## Ex-governor turns newsmen

**David F. Cargo**, former governor of New Mexico, has joined the news staff of KGGM-TV Albuquerque, N.M. Mr. Cargo, who was controversial figure when governor, has turned his focus to proceedings in governor's office and state legislature. In addition to his TV commentaries, Mr. Cargo also broadcasts daily five-minute radio report over CBS stations in state.

**Richard Puttkamer**, producer-director, WTTG(TV) Washington, appointed manager of program and production sales.

**Terry Kahn**, account executive-producer, Niles Communications Centers Inc., program producer, Hollywood, named VP-general manager for West Coast operations.

**Paul Beece**, announcer, WJAR-TV Providence, R.I., appointed bureau chief of station's newly opened Washington office.

**Peter Larkin**, with WLIR(FM) Garden City, N.Y., joins WAYE(AM) Baltimore as news director.

**Clay Scott**, news director, KTVE(TV) El Dorado, Ark., joins WEAT-TV West Palm Beach, Fla., in same capacity.

## Promotion

**Dennis McCormick**, promotion manager, WKBG-TV Boston, appointed to similar position at WPLG-TV Miami.

**Robert Spina**, promotion director, WKRC-TV Cincinnati, appointed promotion and public-service director, WKRC-AM-FM-TV.

**William R. Hohmann**, director of information services, WCBS-TV New York, appointed director of sales promotion, WFAS-AM-FM White Plains, N.Y.

## Equipment & engineering

**John Morris**, chief engineer, WHRF-AM-FM Riverhead, N.Y., joins WAYE(AM) Baltimore in similar capacity.

**G. Norman Penwell**, director of engineering, National Cable Television Association, Washington, joins Malarkey, Taylor & Associates, CATV consulting firm, there as VP, research.

## International

**Derek Hall**, general manager, Young & Rubicam Benelux, Brussels, named VP, Y&R International there.

**Herbert R. Banquer**, VP, United Artists, New York, assumes additional responsibilities as director of international operations, United Artists TV International, in charge of offices in London; Frankfurt, Germany; Mexico City; Sao Paulo, Brazil; Buenos Aires; Tokyo and Sydney, Australia.

## Deaths

**Herbert G. Richek**, motion picture and TV executive, and former VP of Warner Bros.-Seven Arts, 60, died March 24 of heart attack at his home in Rockville Centre, N.Y. Mr. Richek is veteran of more than 40 years in industry. He is survived by his wife, Estelle, and three daughters.

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As compiled by BROADCASTING, March 22 through March 30 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

### Application

■ Montclair, N.J.—New Jersey Public Broadcasting Authority. Seeks to change from ch. 77 (848-854 mhz) to ch. 50 (686-692 mhz); ERP to vis 882.9 kw aur. 132.4 kw; change trans. location approximately 1,400 ft. west-northwest of presently requested site; type trans. to RCA TTU-60B; changes in ant. structure; and height 797 ft. Ann. March 25.

### Final actions

■ Annandale, Va.—Northern Virginia Educational Television Association. FCC granted ch. 53 (704-710 mhz); 724 kw vis, 110 kw aur. Ant. height above average terrain 674 ft.; ant. height above ground 1,049 ft. P.O. address: 8333 Little River Turnpike, Annandale, Va. 22003. Estimated construction cost \$1,450,484; first-year operating cost \$463,300; revenue none. Geographic coordinates 38°37'52" north lat.; 77°26'9" west long. Type trans. GE TT-57-B. Type ant. GE TY-205-A. Legal counsel J. R. Wollenberg; consulting engineer Howard T Head. Principals: Dr. Barnard Joy, president. et al. Ann. March 10.

## Existing TV stations

### Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Western Broadcasting Corp., Warman Communications Inc.), TV proceeding, set certain procedural dates; scheduled commencement of hearing for June 15, in lieu of March 29 (Docs. 18938-9). Action March 19.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp., [WTAR-TV]), Hampton Roads Television Corp., TV proceeding, rescheduled evidentiary hearing from July 13 to Sept. 14, in Norfolk, at time and place to be later specified (Docs. 18791-2). Action March 19.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [\*WITV(TV)], et al.), TV and Educational TV proceeding, denied request by Palmetto Radio Corp., Cosmos Broadcasting Corp. and Columbia Television Broadcasters Inc. for continuance of hearing proceedings (Docs. 18569-72). Action March 22.

### Other actions

■ FCC gave notice that interested persons were requested to comment on "use of a new 70-channel UHF detent tuning device to meet comparable TV tuning requirement." Comments were requested by March 26. Notice is hereby given, pursuant to request of Electronics Industries Association, Consumer Electronics Group, that comments may be submitted on or before April 9. Ann. March 24.

■ FCC ruled CBS was not unreasonable in determining that program segment dealing with bullfighting on *60 Minutes*, broadcast Feb. 3, 1970, did not involve discussion of controversial issue of public importance. Action March 24.

■ FCC restricted regularly affiliated VHF's serving markets which have three or more stations from carrying program from a "second" network when UHF's in market lack regular affiliation. Ann. March 25.

■ FCC will examine improved TV reception and alleviation of interference from FM broadcasting and other sources. Ann. March 25.

### Final actions

■ WATR-TV Waterbury, Conn.—Broadcast Bu-

reau granted CP to change ERP to vis. 151 kw, aural 1.67 kw. Action March 18.

■ WLCY-TV Largo, Fla.—FCC denied petition by WLCY-TV Inc., licensee, for reconsideration of FCC order denying its motion to reopen proceeding and to review review board decision denying station's request for CP for changes in facilities (Doc. 17051). Action March 29.

■ Chief, Broadcast Bureau, granted request of Professional Telecasting Systems Inc., licensee of WBKO-TV, Bowling Green, Ky., and extended through March 26 time to file reply comments in matter of amendment of TV table of assignments (Doc. 19045). Action March 23.

■ WPTZ-TV North Pole, N.Y.—Broadcast Bureau granted license covering aux. trans.; granted license covering changes. Action March 18.

■ WPGH-TV Pittsburgh; WXIX-TV Newport, Ky.; KEMO-TV San Francisco—FCC granted applications of U.S. Communications of Pittsburgh Inc., U.S. Communications of Ohio Inc. and U.S. Communications of California Inc. for TV licenses for WPGH-TV, WXIX-TV and KEMO-TV, respectively. Action March 24.

■ WFBC-TV Greenville, WSPA-TV Spartanburg, both South Carolina—FCC requested Multimedia Inc., licensee of WFBC-TV, and Spartan Radio-Casting Company, licensee of WSPA-TV to respond within thirty days to merits of distant signal waiver petition filed by Cablevision of Hendersonville Inc., operator of CATV at Hendersonville and Laurel Park, both North Carolina. Action March 24.

■ Broadcast Bureau granted requests for SCA on 67 kHz for following: WNIB(AM) Chicago; WDSK-FM Cleveland, Miss.; WXRY(FM) Columbia, S.C.; WSVA-FM Harrisonburg, Va.; KIRO-FM Seattle. Action March 27.

### Rulemaking petitions

■ Nevada—Nevada Educational Communications Commission. Requests amendment of rules as follows: McGill, Nev. from ch. 8+ to 13; Richfield, Utah, from ch. 13 to 8; McGill and Ely-McGill, both Nevada, from ch. 8+ to 13; Richfield, Utah, from 13 to 8. Ann. March 5.

■ Keyser, W. Va.—Four Star Broadcasters. Requests assignment of ch. 231 to Keyser. Ann. March 5.

## New AM stations

### Final actions

■ Lebanon and Bagnell, both Missouri—AM and FM CP applications FCC remanded to review board application by Risner Broadcasting Inc. for CP's for new AM and FM in Lebanon, denied in Dec. 5, 1969 review board decision, to allow submission of amended Suburban Broadcasters showing. FCC denied petition by mutually exclusive applicant Lee Mace for CP for new AM station in Bagnell appealing review board denial of application. Action March 24.

■ Houston—FCC granted petition of Strauss Broadcasting Co., and Space City Broadcasting Co., both Houston, for approval of agreement in which interests of principals of Space City application would be reduced, and stock in Space City made available to certain principals of Strauss

Broadcasting Co. and application of Strauss Broadcasting dismissed. Action March 24. Memorandum Opinion and Order. Commissioners Burch (Chairman), Bartley, Robert E. Lee, Johnson, H. Rex Lee, Wells and Houser.

■ Humble, Houston, Nassau Bay, all Texas—FCC set for hearing mutually exclusive applications of Albert C. Crain, Humble, Artilite Broadcasting Co., Space City Broadcasting Co., and Houston Radio Inc., Houston and Jester Broadcasting Co., Nassau Bay, for CP's for new D AM's on 850 kHz, DA. Action March 25.

■ Pharr, Tex.—FCC denied request by Rio Grande Family Radio Fellowship Inc. for review of Broadcast Bureau dismissal of further petition for reconsideration of action denying waiver of clear channel rules to permit construction of AM. Action March 24.

### Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Elmhurst and Wheaton, both Illinois. (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding. Chief Hearing Examiner granted request of Broadcast Bureau and extended to April 14 time to file proposed findings of fact and conclusions of law and to April 28 time to file replies thereto (Docs. 16965-6). Action March 23.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding, granted motion by Broadcast Bureau and reopened record; received in evidence stipulation three previously received during hearing; and closed record (Docs. 16965-6). Action March 17.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communications Associates Inc.), AM proceeding, scheduled prehearing conference for April 6 (Doc. 18987). Action March 17.

■ Hearing Examiner Ernest Nash in Mt. Pleasant, Iowa (Pleasant Broadcasting Co. et al.), AM proceeding, dismissed petition by Chariton Radio Co. for leave to amend application (Docs. 18594-6). Action March 19.

■ Hearing Examiner Chester F. Naumowicz Jr. in Livingston and Pikeville, both Tennessee (Sound Inc. of Livingston, Tennessee and Pikeville Broadcasting Co.), AM proceeding, ordered hearing to be governed by procedures set forth on record of March 22 prehearing conference, and shall commence May 11 (Docs. 19145-6). Action March 22.

### Other action

■ Review board in Warren, Ohio, AM proceeding, granted petition by The Chicago Federation of Labor and Industrial Union Council for extension of time to April 5 within which to file reply to responsive pleadings to its petition to enlarge issues and conditions in Warren-Parma, Ohio (Docs. 18369, 19144-5). Action March 26.

## Existing AM stations

### Final actions

■ KICO Calexico, Calif.—Broadcast Bureau granted CP to increase daytime power to 1 kw. Action March 18.

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## Summary of broadcasting

Compiled by FCC, March 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,314 <sup>†</sup>	2	16	4,332 <sup>†</sup>	58	4,390 <sup>†</sup>
Commercial FM	2,179	0	32	2,211	125	2,336
Commercial TV-VHF	497	2	12	511 <sup>‡</sup>	13	524 <sup>‡</sup>
Commercial TV-UHF	167	0	18	185 <sup>‡</sup>	96	281 <sup>‡</sup>
Total commercial TV	664	2	30	696	109	805
Educational FM	436	0	12	448	47	495
Educational TV-VHF	78	0	8	86	4	90
Educational TV-UHF	102	0	9	111	16	127
Total educational TV	180	0	17	197	20	217

\* Special Temporary Authorization.

† Includes 25 educational AM's on nonreserved channels.

‡ Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

■ KRLA Pasadena, Calif.—FCC informed Oak Knoll Broadcasting Corp., interim operator of KRLA, that it has no objection to release of \$135,000 from escrow accounts to Community Television of Southern California. Community Television, licensee of \*KCET(7), Los Angeles, will use funds to remodel newly acquired studio property purchased through loan from Ford Foundation. Action March 24.

■ WTOR Torrington, Conn.—FCC notified Torrington Broadcasting Co., licensee, that it has incurred apparent liability for forfeiture of \$700 for failure to observe provisions of its license and rules in failing to make daily base antenna current readings and equipment performance measurements. Action March 24.

■ WMYQ Miami—Broadcast Bureau granted mod. of license covering change in main studio and remote control location to: 825 41st Street, Miami. Action March 22.

■ WEAS Savannah, Ga.—Broadcast Bureau granted CP to install new trans. for aux. use. Action March 22.

■ KMRC Morgan City, La.—FCC ordered Tri-City Broadcasting Inc., licensee, to forfeit \$1,000 for repeated failure to observe rules in that the licensee's operators on duty on three days made false log entries of plate current. Action March 24.

■ KBET Reno—FCC ordered Robert L. Stoddard, Sierra Broadcasting Co., licensee, to forfeit \$5,000 for willfully or repeatedly failing to observe provisions of rules (fraudulent billing practices). Action March 24.

■ WTTF Tiffin, Ohio—FCC relieved WTTF Inc., licensee, of payment of \$1,000 forfeiture. Action March 24.

■ KHUZ Borger, Tex.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans. Action March 18.

■ KTSA San Antonio, Tex.—FCC notified Waterman Broadcasting Corp. of Texas, licensee, that it has incurred apparent liability for forfeiture of \$2,000 by failing to log announcements of concerts although station received consideration for announcements based upon gross receipts of concert. Action March 24.

■ KCPX-AM-FM Salt Lake City—Broadcast Bureau granted mod. of licenses to change name of licensee to Screen Gems Stations Inc. Action March 12.

### Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Poughkeepsie, N.Y. (Olympian Broadcasting Corp. [WKIP], AM proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer and scheduled prehearing conference for April 26 and hearing for May 24 (Doc. 19171). Action March 12.

■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), granted request of Broadcast Bureau for reconsideration of March 12 order and set aside order insofar as it granted joint petition for approval of agreement and approved agreement tendered therewith and dismissed application of Trend Broadcasting Inc.; further ordered that Christian Fellowship Mission Inc. and Trend Broadcasting Inc., file such supplemental documents or data as they believe appropriate in response to questions raised in response of Broadcast Bureau to which Broadcast Bureau will be afforded time provided under rules for filing opposition or response thereto (Docs. 18971-2); scheduled further prehearing conference for April 29 (Doc. 18971). Action March 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss., and Americus, Ga. (Charles W. Dowdy [WROA] and Sumter Broadcasting Co. [WISK], AM proceeding, on request of applicants extended to April 23, 1971 date for reply to Broadcast Bureau's opposition to their joint peti-

tion to approve agreement (Docs. 18941-2). Action March 24.

### Rulemaking petitions

■ WIRY(AM) Plattsburgh, N.Y.—WIRY Inc. requested amendment of FM table of assignments of rules to add ch. 281 or 287 to Plattsburgh. Ann. March 5.

■ KWIV(AM) Douglas, Wyo.—Seeks CP to change frequency to 1470 kHz increase power to 1 kw and change hours of operation to U, type trans. to Gates BC-IT. Ann. March 26.

### New FM stations

#### Application

■ \*Valdosta, Ga.—Valdosta State College seeks 88.9 mhz, 10 w. Ant. height above average terrain 63 ft. P.O. address North Patterson Street 31601. Estimated construction cost \$4,225.25; first-year operating cost \$2,500; revenue none. Principals: Henry G. Neal, board of regents, et al. Ann. Feb. 3.

#### Final actions

■ Chicago—Loyola University of Chicago. Broadcast Bureau granted 88.3 mhz, 10 w. Ant. height above average terrain 212 ft. P.O. address 6525 North Sheridan Road. Estimated construction cost \$2,227; first-year operating cost \$4,423; revenue none. Principals: Reverend Raymond C. Baumhart, president, et al. Action Feb. 9.

■ Metter, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant. of FM; ERP 3 kw; ant. height 185 ft. Action March 18.

■ Rantoul, Illinois (Rantoul Broadcasting Co. and Regional Radio Service), FM proceeding—Broadcast Bureau granted request and continued all procedural dates specified in order released January 21, without date, including scheduled date of April 5 for commencement of hearing. (Docs. 19111-2). Action March 18.

#### Actions on motions

■ Hearing Examiner Millard F. French in Camarillo, Calif. (Camarillo Broadcasting Co., Hot Air Radio), FM proceeding, granted joint request for approval of agreement as modified; dismissed, with prejudice application of Camarillo Broadcasting; and retained in hearing application of Hot Air Radio (Docs. 18969-70). Action March 22.

■ Hearing Examiner Arthur A. Gladstone in Albuquerque, N.M. (ZIA Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer and scheduled prehearing conference for May 4 and hearing for June 2 (Docs. 19178-9). Action March 19.

■ Hearing Examiner Isadore A. Honig in Live Oak, Florida (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, extended to March 30 time to file proposed findings of fact and conclusions and extended to April 12 time in which to file replies (Docs. 18975-6). Action March 19.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, postponed further prehearing conference from April 1 to April 8 (Doc. 18852). Action March 19.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, granted in part petition by Delaware-Gahanna for leave to amend application in financial respects and denied said petition as it relates to amending application in certain programming respects (Docs. 18308, '18793). Action March 24.

■ Hearing Examiner Forest L. McClenning in Scottsdale, Pa. (L. Stanley Wall), FM proceeding,

granted motion by applicant, and continued without date time for filing proposed findings of fact and conclusions of law (Doc. 19054). Action March 19.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, set certain procedural dates and scheduled hearing for July 12 (Docs. 19095-6). Action March 23.

### Existing FM stations

#### Final actions

■ WCRT-FM Birmingham, Ala.—Broadcast Bureau granted CP covering changes in ant.-trans. location; install new ant.; make changes in ant. system; ERP 50 kw; ant. height 680 ft.; remote control permitted from 2004-20th Avenue South; 31 Woodhill Road; 725 South 22nd Street; or 2008-8th Avenue South, Birmingham. Action March 23.

■ KEAR(FM), San Francisco—Broadcast Bureau granted CP to install trans.; ant.; ERP 82 kw; ant. height 1100 ft.; remote control permitted from 2728 San Bruno Avenue, San Francisco. Action March 18.

■ KTIM-FM San Rafael, Calif.—Broadcast Bureau granted CP to replace expired permit. Action March 19.

■ WCLR(FM) Skokie, Ill.—FCC granted application by Radio Skokie Valley Inc., for CP to relocate trans. to John Hancock Building, Chicago, and make related changes. Action March 24.

■ WYCA(FM) Hammond, Ind.—Broadcast Bureau granted CP to replace expired permit of aux. trans. Action March 19.

■ \*KVPC(FM) Fairfield, Iowa—Broadcast Bureau granted CP to change trans. location to: Armstrong Dorm 122B, Room 9, Fairfield; change studio location to Armstrong Dorm 122B, Room S, Fairfield; make changes in ant. system. Action March 22.

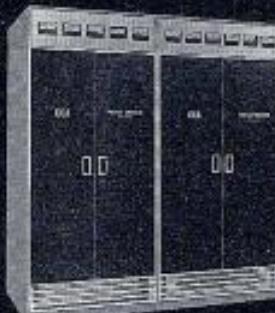
■ \*WMUA(FM) Amherst, Mass.—Broadcast Bureau granted CP to change trans. location to University of Massachusetts, Emily Dickinson Hall, Amherst; operate by remote control from studio site Engineering Building; install new trans. and ant.; make changes in ant. system—ERP 1 kw, ant. height 27 ft. Action March 23.

■ WCOP-FM Boston—Broadcast Bureau granted (Continued on page 83)

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## RADIO

### Help Wanted Management

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.

Midwest—Aggressive general manager candidate able to invest (10k minimum) with us in a small/medium market station. Ideal applicant is about 35, a family man with no problems. Must be strong in sales, experienced in all phases. Blood, sweat, and tears plus a salary/commission/bonus potential of 10k. Address a resume in confidence to: Box D-7, BROADCASTING.

Equal opportunity employer needs immediately-experienced broadcasters for Black programed group operation. Positions open for station managers and sales managers. Better than average salary. Box D-16, BROADCASTING.

Immediate. Need manager for newly acquired AM-FM facility in midwest college town. Current gross indicated real potential for sales oriented manager. Guarantee plus commission, plus percentage of net plus other benefits. Need references and resume. Box D-38, BROADCASTING.

California FM multi station group looking for aggressive sales manager. Must be self-starter, send complete details and picture to KNNU, Box 1358, Tulare, California.

### 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.

Salesman-announcer. Young single station, small market, southern Virginia. Corporation managed by majority owner. Experienced, productive salesmen-announcer can be second largest stockholder with no cash down and guaranteed return. Salary, commission and expenses. Box C-347, BROADCASTING.

Immediate opening, AM-FM in top 40 market. Send resume, Box D-15, BROADCASTING.

(Two salesmen!) KEZR-FM, Southern California's newest, needs two experienced salesmen. Send resume to Ed Bushman, c/o KEZY-AM, 1258 North Highland, Hollywood, California 90038. Suite 301. (213) 463-5621 or (714) 776-1190.

### Announcers

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 lock 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.

Morning man—Somewhere there's a mature individual willing to follow directions, be a part of a closely knit team of personalities, play top-forty music with an adult approach . . . no screamers or prima donnas need apply . . . in return for the above, you will receive above average pay, paid vacation, free hospitalization, life insurance. Present morning guy resuming PD post of our FM stereo affiliate. We need you to start April 1st. If you meet the qualifications, send tape, resume, and recent photo to Box C-294, BROADCASTING.

Announcer: For full time top rated AM Black programed station, in large southern market. Must be experienced, top-flight air man. We are interested only in mature, articulate, low-key conversational delivery . . . no screamers need apply. The right salary for the right man, with fringe company benefits. Send tape, complete resume and photo to Box C-372, BROADCASTING.

Wanted: Experienced broadcaster for instructor position in well established broadcasting school. Chance for advancement to national supervisory position. Send tape and resume first letter. Box C-377, BROADCASTING.

### Announcers continued

Opportunity for MOR station morning personality in pleasant 100,000 college market. Must be experienced. Box D-24, BROADCASTING.

DJ/newsman capable of combination slot. Do bright, mature, professional morning show. Excellent mid-west medium market near large college. Expanding group. Start \$600. Tape and resume. Equal opportunity employer. Box D-42, 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.

Immediate opening for talented announcer with sales potential. 1st phone required. Northern New England, small market, group station. Management potential for right man. Send tape, resume and salary requirements to: General Manager, WCVR Radio, Randolph, Vermont 05060.

Announcer, 1st class ticket, for May 15 through Labor Day. Must have experience, good voice. Technical knowledge not all-important. Salary, willing to negotiate. Tape plus personal interview to follow, mandatory. H. M. Thayer, WGHQ, 82 John Street, Kingston, New York.

Established, professional MOR station in community of 40,000 near Atlanta has immediate opening for afternoon DJ shift. Good salary and working conditions. Must have at least 1 year experience, 3rd ticket, and be draft exempt. Equal opportunity employer. Apply to P.D., WKUE, Griffin, Georgia.

Expanding staff—need 2 experienced jocks for contemporary-progressive format—exciting university area. Tape, resume, first letter. WNRS-WNRZ, P.O. Box 5, Ann Arbor, Michigan 48108.

Announcer with pleasant, personable voice and production experience needed for beautiful music station in Miami. Mail tape of commercials and news with resume to Box 3456, Miami, Florida 33169. Equal Opportunity Employer.

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.

Class IV station in Missouri with excellent facilities and high standards is looking for the same in a chief engineer. Excellent pay. Outstanding opportunity. Reply to Box D-9, BROADCASTING.

Want young, aggressive announcer/engineer with first class license to maintain and operate an AM/FM stereo operation. Want a man who wants to grow with the company. Send salary requirements and background information to Box D-23, BROADCASTING.

Permanent opportunity for chief engineer to play mother hen for two AM, one FM, one microwave plus all other equipment to make them go. No announcing. Some travel. Need references and resume. Box D-39, BROADCASTING.

Chief/dj must be competent engineer able to deliver a professional early morning show and assist in news. Medium midwest market near major college. Expanding group. Start \$700. Tape and resume. Equal opportunity employer. Box D-41, BROADCASTING.

Have early opening for experienced reliable chief engineer at established successful 5kw daytimer with finest facilities and equipment. Top pay and added benefits for man who can maintain transmitter and studio equipment and handle a moderate easy paced board shift. Family man preferred for this permanent position in a rural trade center where family living is pleasant. References checked, so prima donnas, drifters and trouble-makers need not apply. Others send photo, personal details, references and employment resumes to Al Clair, KWYR, Winner, S.D. 57580. Also opening for announcer-first class with interest in engineering.

### Technical continued

Chief engineer, WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812-425-2221.

### News

News director or newsman wanted by a Negro programed station in a southern mid-Atlantic major market. This man must be experienced, know what the Black community wants, know how to get it, and report it on the air. Know how to editorialize, be able to take complete charge of the news department. Starting salary \$750.00 per month, with company fringe benefits. If you can qualify, send tape, complete resume and photo to Box C-371, BROADCASTING.

Want 4th member . . . #1 newsteam on #1 station in Fort Lauderdale, Florida. Want resume and tape and salary from man who wants to work hard . . . but live right. Mike Green, P.D., WFTL, P.O. Box 1400.

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.

WTRX, Flint, Michigan has an immediate opening for an experienced news director. Must have an authoritative, fairly deep voice. Starting salary \$10,000 plus excellent fringe benefits. Please send tape and resume to Robert E. Eastman II, WTRX Radio, P.O. Box 1330, Flint, Michigan.

Immediate opening for news-operations director. New station going on the air April 15, 1971. Send tape, photo, and resume to WWTO, 232 S. W. Jefferson Street, Suite 201, Peoria, Illinois.

Major Ohio market has excellent opportunity for an experienced newsman, or one with potential, in a heavy news operation. Call Paul Burke 513-224-1137.

Seattle radio news operation seeks a newsman. The successful applicant will have a record of high academic achievement and at least two years' experience in broadcast journalism. Salary open; based upon past earnings and experience. Liberal fringe benefit program. An equal opportunity employer. Send resume and tape to P.O. Box 592, Seattle, Washington 98109.

### Situations Wanted Management

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.

36 years old, 1st class ticket, experienced all phases radio. Desire chance to manage in small market. Prefer C&W operation. Must be good financial arrangement with chance to own "A Piece of the Rock" later. Let my references help you decide. Reply to Box C-350, BROADCASTING.

Selling general manager, aggressive self generating, motivator. 18 successful years management-sales. Age 34, stable, honest, sober. Will invest substantial cash. Will consider all offers. Looking for growth opportunity. Box C-375, BROADCASTING.

Dynamic, hard-hitting, profit-minded, result-oriented, complete-charge station manager seeks challenging, rewarding situation. Box D-59, BROADCASTING.

Sales manager—52 years, mature, eager. Extensive experience. Pattern of promotion, success in positions of responsibility selling, managing, developing both sales and salesmen. Eager to take full responsibility for further building your sales in large market. Box D-67, BROADCASTING.

Combo-manage-program-sales-announce . . . hypo A.M. telephone talk, etc. 3rd ticket, upper Michigan-Wisconsin. Third ticket-experienced. Write Box 3344, Madison, Wisconsin.

### Sales

Seasoned sales representative open to offer! Experienced in FM, AM, UHF, VHF! Presently AM sales manager. Box C-198, BROADCASTING.

## Sales continued

Salesman-announcer-first. Ability for sales manager. Single, sober, age 40. State salary. Box D-61, BROADCASTING.

Experienced, self starter, ambitious, 26. Available May. Prefer medium market in Ohio or Cape Cod. Box D-70, BROADCASTING.

## Announcers

Creative announcer able to handle an account. Make me an offer. Box C-163, BROADCASTING.

Major suburban market jock, and production pro, seeks spot with good station. Good references. Larry Freed (212) 343-9528 or write Box C-307, BROADCASTING.

Young announcer, MOR. Experience, 2 years. Good personality, good voice, keep tight board. Looking for board work and production. Midwest location. Box C-323, BROADCASTING.

Talented, responsible, unorthodox female seeks station with integrity and professionalism. Box C-331, BROADCASTING.

Radio veteran. Highest character references. Strong on announcing music, commercial and news. Strong but friendly voice. Available now. \$15,000 minimum. Box C-336, BROADCASTING.

Country personality. Strong on production, imagination. Ten years experience. College. Vet. Twenty-seven. Single. Third phone. Available June. Box C-342, BROADCASTING.

Anybody can cue a record—I can do more. Young pro, experienced, first phone, copy, production. Box C-344, BROADCASTING.

Heavy larynx, first, top five experience relishes gig where intellectualism, imagination, and social awareness are not stifled. Long hair stays. Don't rush, in no hurry. Box C-351, BROADCASTING.

Don't pass up this chance. MOR-play-by-play, phone talk too, bright, alive, 2B, married, 3rd. Write Box C-363, BROADCASTING.

First phone Nights. Mature adult music. Pro. Audience builder. No maintenance. 4B. Married. \$160 minimum. All markets. Box D-4, BROADCASTING.

Recent broadcast grad wishes disc jockey in southern Connecticut. Part time preferred, but would consider fulltime. Box D-6, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box D-8, BROADCASTING.

1st ticket, married, draft exempt. Currently employed. Seeking congenial atmosphere, security, and advancement. Air check and resume upon request. Box D-10, BROADCASTING.

First phone ten year pro. Married, contemporary, country, employed . . . \$175 weekly . . . less if moving expense considered. Call (518) 561-1684. Box D-13, BROADCASTING.

Attention broadcasters in New England/New York, young, experienced Jack of all trades wants to get back into the business. Will consider summer replacement opening(s). Anything except engineering. Box D-22, BROADCASTING.

Soul jock, 3rd endorsed. Worked WTLC, Indiana, WWRW, New York. Box D-26, BROADCASTING.

Sports . . . News and sports man in midwest capital city looking for sports opportunity including play-by-play. Will move anywhere if job is right. Degrees plus experience in play-by-play and in reporting and anchoring news and sports on radio and television. Box D-28, BROADCASTING.

Time, temperature, weather. Hooey! This old timer believes in making them worthwhile for the advertiser. Good music, news and copy. Talk to and with the listeners, not at 'em. (817) 665-9418. Box D-32, BROADCASTING.

Experienced music director, top 40 on MOR. Witty with bright sound. College degree. Box D-34, BROADCASTING.

Unique knowledge of MOR and top 40—3rd endorsed, college grad, teacher, NYC broadcast school grad. Box D-36, BROADCASTING.

6 years experience, currently southern secondary, married, 25, minimum \$150. Call 912-987-0257 or Box D-43, BROADCASTING.

Community minded announcer, 10 years experience, 28, married, 3rd ticket, seeks stable position with middle-roader. Need opportunity to progress. With present NYS station 7 years. Will accept announcing, PDship, or combo with sales at a stable station. Box D-44, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box D-50, BROADCASTING.

## Announcers continued

Michigan . . . surrounding area, disc jockey, copy, production, 1-313-881-9348. Box D-51, BROADCASTING.

DJ—announcer—newscaster—technician, creative, dynamic, colorful, versatile, authoritative. Graduate of announcer and electronic schools. Tight-board, first phone, will relocate. Box D-53, BROADCASTING.

Soul salesman-announcer seeks top 25 market. 4 years experience, 3rd phone, tight, no screamer. Box D-56, BROADCASTING.

Black announcer 3 years experience, tight board, production. Looking for top 40 or R&B station, 3rd endorsed. Box D-57, BROADCASTING.

College graduate seeks off-air position in radio or television. 23, married, veteran, willing to relocate in northeast United States. Reply Box D-58, BROADCASTING.

Experienced beginner. Twenty-one, mature, undraftable. Announcing, news, production. Box D-63, BROADCASTING.

Actor prefers radio—3rd endorsed. Any format/time. Will relocate. Box D-64, BROADCASTING.

Jock with six years' experience in contemporary music. Good young, adult personality. Box D-65, BROADCASTING.

Female DJ, versatile, dependable, with 3rd endorsement, good commercials and news, will relocate. Box D-71, BROADCASTING.

Top 10 market country jock wants back into rock. Will consider any station with a top 40 format. Box D-76, BROADCASTING.

Broad top 40 or heavy FM: I've got one year of hard work behind me at a tertiary uptempo MOR. I'm 22, educated, and looking for a chance to better myself and the station I work for. Northeast preferred. For tape, resume and me, call (212) 241-7108.

When numbers mean money—dial a pro. 219-743-4611.

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 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.

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.

Sportscaster, disc jockey, newscaster, tight board, third endorsed. Available immediately full time, dependable. George Daney, 201-442-4510.

Top sports, play-by-play, want to move up to college level. Four years in radio, third phone, 30, married. Brown grad. Orin Harris, Box 121, Humboldt, Iowa 50548.

Sportscaster available for medium or major market. Experienced in radio and TV play/play; basketball; football; track; hockey; baseball; golf; bowling . . . sports shows; interviews . . . mature pro. College. Family man Fred Lindy, (616) 651-8465.

Sportscaster, announcer, broadcast school graduate, 3rd phone, some experience but needs a break. Single. Could host jazz or MOR show. I like to be kept busy. Tape, resume on request. Salary is secondary. Prefer northeast. 401-944-2296.

Radio-television personality looking for major market position. Six years experience including New York TV. College graduate, 3rd ticket. Married, will relocate. All offers considered. Ron Barry, 2190 Gateway Terrace, Easton, Pennsylvania.

Spring is here. Big bear out of hibernation in Wisconsin. She bear and six cubs need plenty berries. Twelve and one-half years in wilds of radio/TV make bear wily and crafty. Ask denmaster for past five years: Jerry Collins at 414-836-2021. Air/production. PD my basket of goodies. Location of your thicket no hindrance. Will visit if near enough. Approximately mid five figures bear minimum. Drunks, dead beats, bad check artists and shock operators need not send signals. Jack Davison 414-324-4382. Hurry if I have to bear thru very long I may be bruised.

Young, ambitious, broadcast school graduate with third. Available immediately, will relocate anywhere. Tape and resume available. Don Doucette, 18 Washington Terrace, Newtonville, Mass. 02160. (617) 527-1876.

## Announcers continued

Graduating Wesleyan University this June. Two years FM program director. Seek challenging, creative work. Intelligent, dedicated. Prefer New York-northeast. Call Peter Gutmann, 203-347-0273 afternoons, or write 485 Wesleyan Station, Middletown, Conn. 06457.

Experienced but willing to work with someone who is willing to teach more about radio broadcasting . . . they must be patient because I am a slow learner but when through I will have the job done. I am twenty-five and hold my third ticket . . . have worked six months in rock and one and a half years in country format. Married and wish to move to a climate with definite seasonal changes . . . small market is preferred. I will start at no less than \$500.00 per month on a contract basis only . . . I am not a prima donna or a floater and I'm as honest as I can be . . . if you wish more information please contact Mr. Brian M. Johnson (805) B24-2787 . . . Mojave, California.

College junior, 25 years old, AFRTS vet, now top campus station personality, 3rd, relocate anywhere for summer opportunity. Bob Merritt, 4314 Unity Ave. No., Minneapolis, Minn. 55422.

Mature voice wants DJ in pop-country, modern C&W, or middle-of-road. Broadcasting school graduate, 3rd phone. Now working part-time at local FM station. Ladd Nelson, 2420 Peoria Rd., Springfield, Illinois. Call after 5:30 217-528-5778.

Someone needs a young, mature and experienced professional rock announcer. I need a job. Robert Olson, 4713 N. 16th St., Arlington, Va. 703-525-3216.

1st class ticket announcer needs break. Some experience. Marv Patton, 2217 E. 2nd, Spokane, Washington 99202.

First phone, stable with family, don't want smog. Will relocate to midwest, S/west, or New England. Bill Wade graduate. Tight board, tape, resume, etc. Salary \$100 minimum. Gene Shepard, 906 Pass Avenue, Burbank, California 91505 (213) 843-5571. Return all calls, available now.

Hello! I need help getting a start. I am young, broadcast grad, 3rd endorsed, single, veteran, will relocate. I laugh a lot, love to talk, and I am poor and starving. Steve Werring, 716 Ocean Parkway, Brooklyn, N.Y. 11230.

## Technical

Chief Engineer—AM/FM construction—maintenance—proofs—directionals—to 50 KW. Box C-300, BROADCASTING.

Competent chief engineer. 10 years experience all phases AM/FM. Can announce and do news. Will relocate. (408) 637-3667. Box C-343, BROADCASTING.

First phone experienced all phases wants assistant or chief in New England. Married. Employer knows ad. Box D-3, BROADCASTING.

Chief engineering position; 15 years experience AM/FM stereo, Schaffer automation multiplexed microwave; North Central states: prefer Ohio. Box D-31, BROADCASTING.

Experienced chief engineer and announcer. AM directional, C&W format. Excellent reference, clean cut, mature, 32 and married. Prefer south western U.S. or Florida. Box D-33, BROADCASTING.

AM/FM MX broadcast maintenance engineer. Experienced chief. Progressive engineering. Knows rules, regulations, proofs, and directional antenna systems. Salary open. Box D-72, BROADCASTING.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

Tech grad available April First. 609-494-6734, 5400 Ocean Blvd., Brant Beach, New Jersey.

First phone. 7 years radio, TV servicing. Graduate of leading N.Y. broadcast school. Consider any position with a future. Relocate. References, resume on request. Contact Jack Doerfler, 2805 Pond Place, N.Y. 212-LU4-8085.

## News

Award-winning newsman wants to return to Illinois. Any market. Former news-director and loves work. 203-677-7501 or Box C-353, BROADCASTING.

Experienced married newsman New England position as director of newsmen. Employer knows ad. Box D-2, BROADCASTING.

Forecast: Air Pollution. Young, married broadcaster wants to breathe easy. Presently in one million plus California market. First, A.A., and B.S. Broadcasting. Experienced. Wants news position in challenging but healthy environment. Box D-5, BROADCASTING.

## Situations Wanted

### News continued

**Newspaper/announcer.** Experienced, creative, versatile, tight board, currently working FM. Rock, N.Y. area. 3rd. Endorsed. Broadcast school graduate. Will relocate, will do sales. For air check and resume write Box D-48, BROADCASTING.

**Radio newsman** available immediately—good-on-air delivery, 2 years announcer, 1 year news, small or medium market, call 406-453-2890.

**Right now—young TV pro** wants back into radio news, sports, play-by-play, talk shows. Stable—college grad, married, draft exempt. Anywhere. Jim Brodson, 2329 Allied, Madison, Wisconsin 53711, 608-271-2423.

**Vietnam veteran, AFVN, former night news editor KSTT, et al. B.A. Political Science—Sociology.** 25, married, will get first phone if needed. Steve Hyett, 16 N. Warwick Ave., Apt. 2, Westmont, Illinois 60559.

### Programming, Production, Others

**Articulate, personality, actor interviewer** interested in youth, church and community. Over 30 but still tuned in. Stable family man seeks unique challenge above \$13,000. Box C-315, BROADCASTING.

If I could reach the man who can say yes, instead of the intermediate who can only say no, it could be the best thing that's ever happened to his station . . . in a southern major market. Box C-345, BROADCASTING.

**Talk-show personality, news, sports, play-by-play,** many years experience. Presently employed major market. Desire same or step up. Consider P-D post. Box D-11, BROADCASTING.

**Fifteen years production and programing experience,** will relocate, available immediately. Box D-14, BROADCASTING.

**First ticket with three years experience,** currently program director at station in half million market. Took station from bottom of ratings to number one in seven months. I was recently married and would like a shorter work week (40-44 hrs.). Draft exempt, MOR-top 40, news, production, \$170 per week (neg.). Box D-35, BROADCASTING.

I know what the next successful format will be, either AM or FM. Am available as consultant or program director. Box D-40, BROADCASTING.

**Personable, reliable, original, gregarious, receptive, able, magnetic, decisive, inventive, ready, experienced, consistent, talented, orderly, rewarding spell your next program director.** Let my fifteen years experience go to work for you. Box D-47, BROADCASTING.

**Program director seeks small station opportunity west.** Experienced, professional. Box D-68, BROADCASTING.

**Newspaper and sportscaster.** Ten years experience. College graduate. Box D-73, BROADCASTING.

**Experienced continuity director, imaginative, creative.** Also, experienced in news and sports. Box D-74, BROADCASTING.

**University graduate, 27—married. BA in broadcasting-journalism.** Experienced, excellent references. Resume available. Box D-78, BROADCASTING.

**Announcers gadly, the cross-eyed bear.** See announcers column.

**Triple-threat income builder** available April 20. Phenomenal production track record. News director, morning man (top 40 or MOR); 87% sales spec closers! 1 of 5 top "trick voice" men in U.S. Prolific writer. Seek MOR-TV sister operation where talents can apply on both sides. Top 10-30 markets only. Mike Dix 406-761-3941.

**1st phone 5 years. B.A. degree in radio/journalism.** Want PD job in June. Howie Thayer, Box 373, LaMoille, Ill. (815) 638-2083.

## TELEVISION

### Help Wanted, Management

**Manager.** Major group broadcaster seeks manager for top 12 market VHF station. Send qualifications to Box C-318, BROADCASTING. An equal opportunity employer M/F.

**CATV manager.** 5,000-customer system, New York state. Technical background helpful. Send resume. Box D-27, BROADCASTING.

### Sales

**Experienced, hard hitting, professional news man wanted.** Good appearance and delivery. Comprehensive writing a must. Send resume with complete broadcast experience and salary requirements to Box D-18, BROADCASTING.

## Television Help Wanted

### Announcers

**Love to sell and need the money?** Can you document a proven record? Have a second love for on-air sports or news with some experience? Send resume. It's North Dakota. Box D-54, BROADCASTING.

### Technical

**Chief engineer** VHF station in medium-sized mid-west market. Experienced in operations, VTR and micro-wave. Want man who can direct people and assume responsibility. \$12,000 annually plus company paid insurance and hospitalization. Please send resume and when available. First letter to Box C-299, BROADCASTING.

**Experienced, creative technical director** for studio productions and on air, with a first class license, and willing to work. Send resume and salary requirements to Box D-17, BROADCASTING.

**Engineer, communication arts** for California University. Assist with installation, operate and maintain—TV studio equipment: color and B&W cameras; quad recorders; associated terminal equipment. Magnetic film audio recording and mixing equipment. Technical school plus experience. Salary commensurate with experience. Available now. Box D-66, BROADCASTING.

### Programming, Production, Others

**Film editor wanted** to handle independent programming and receiving/shipping department. Send background information and salary requirements to Box D-19, BROADCASTING.

**Producer/director/continuity/announcer** needed. If you are experienced in every aspect of production and want to move up, send complete resume to Box D-20, BROADCASTING. Include salary requirements.

**Graphic Arts department** needs an artist that can handle all phases of graphic production—Send background information and salary requirements to Box D-21, BROADCASTING.

### Television

### Situations Wanted Management

**Operations manager—15 years professional experience** in all phases of TV. Strong in programming/production. Proven administrative leadership. Box C-279, BROADCASTING.

**Broadcaster with operations and engineering background** desires full management responsibility. Experienced in planning, budgeting, construction, procurement, staffing and operations. Box D-45, BROADCASTING.

**TV executive seeks operations-production position.** Ten years experience CBS and ABC O&O's Chicago, ABC Net, New York. Reply: P.O. Box 223, Chetek, Wisconsin 54728 or phone: 715-859-2879.

### Announcers

**Articulate, personality, actor interviewer** interested in youth, church and community. Over 30 but still tuned in. Stable family man seeks unique challenge above \$13,000. Box C-315, BROADCASTING.

**Versatile performer not getting promised air work.** Let me fill your talent needs if you are in the top 40 markets. Write Box D-49, BROADCASTING.

**Chicago sportscasting experience** including fulltime NBA background and sports management. Outstanding references. Young. Desire on-camera sports. Box D-60, BROADCASTING.

**Authoritative anchor news . . . Great MC for panel or variety shows.** Keen producer. Top-drawer audio production. Exciting VTRs and film available. Age 35. Married. Top references. Sister AM-TV operation best bet. Current contract up April 20. Mike Dix, 406-761-3941.

**First phone, professionally trained, will travel.** Lee Erickson, 5037 Bakman #3, North Hollywood, Calif. 91601 (213) 985-7418.

### Technical

**BSEE, PE with 20 years active marketing/technical experience, domestic/international,** in broadcast, communications, instrumentation, seeks active participation in broadcast, TV or CATV opportunity or in attractive turnkey consulting capacity. Member SMPTE, IEEE. Box C-297, BROADCASTING.

**Wanted, assistant chief or xmtr supervisor position;** 17 years experience, EE engineering. Installation, maintenance, microwave; Ohio, Michigan preferred. Resume, references on request. Box D-30, BROADCASTING.

## Technical continued

**Progressive, chief engineer and operations manager** desires change. Ten years experience. Box D-46, BROADCASTING.

**1st phone, 2 years experience—studio operations, switching, VTR, directing, etc.** Unemployed—full character references furnished—relocate. Tim Yashur, 94 Franklin, Hazleton, Pa. 717-455-7892.

## News

**Network producer/writer** wants to be news director. Excellent credits. Extensive local experience in creative and management roles. Box D-69, BROADCASTING.

**Professional weatherman—Competent, personable, excellent on camera appearance with major market background** seeks relocation. (301) 246-1358. Box D-79, BROADCASTING.

**Newswoman, writer, editor, film.** Attractive air personality. 23, M.A., one year experience state network. 919-682-6652.

### Programming, Production, Others

**Television trainee position** wanted by responsible, industrious and talented man. Successful prior business experience plus recent graduate in TV production and studio operation. Box C-296, BROADCASTING.

**Program/operations manager.** 11 years TV, two employers, college graduate, family. Desires opportunity to apply abilities and experience for medium market station. Box C-327, BROADCASTING.

**Director/switcher,** 4 years commercial TV experience in directing news, live and taped shows. Degree in radio-TV-film. Box C-354, BROADCASTING.

**Hungry A.D., top ten market,** seeks director's job. Married, degree. I will do the job for you. Box C-376, BROADCASTING.

**Producer/director;** experienced top 30s, all phases, B.A., family, will consider all offers. Box D-25, BROADCASTING.

**Producer-director.** Three years experience, currently head of university ITV and A-V departments. Seeking position as production manager or producer-director. Box D-37, BROADCASTING.

**Producer-director** experienced 7 years. Commercial-ETV. Award winning studio-remote. Box D-55, BROADCASTING.

**Newsman with experience.** Gather, write, and announce local news. College grad. Box D-75, 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 Iturbide St., Laredo, Texas 78040.

We are seeking a one thousand watt transmitter. Box C-251, BROADCASTING.

Studio-transmitter links, monochrome, wanted for Philippines. Write Don Davis, 350 East Limberlost, Tucson, Arizona 85705.

Wanted, self-supporting TV tower. 200 to 250 feet. U. S. Towers, 249 Bartow Lane, Petersburg, Virginia.

Federal 101C F1 meter loop 3600-7000 khz. Vir James, Consulting Radio Engineers, 345 Colorado Blvd., Denver, Colorado 80206.

## FOR SALE Equipment

Heliax-styroxflex. 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: 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 Dunterry Place, McLean, Virginia 22101.

## FOR SALE Equipment

### continued

HJ7-50 Andrews Heliax 15% 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.

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.

\$30,000.00 broadcast equipment for lot sale. \$3,000.00 cash. Complete AM-FM station. First check takes. Money back guarantee. James Hutchens, 835 Wall Street, Bend, Oregon. 503-382-3822.

Ampex 3200 Master, 3 slaves. TEAC 310. Crown Model 742, 3 transports, dual electronics. Best offer. Ken Metzger, 914 Dirksland, Colorado Springs, Colorado 80901. 303-635-0622.

Complete Schafer 80 Automation. 2 years old. All or part. Ampex 440 Recorder-playback, \$1600. Control Unit/Clock, \$3,000. 3 Ampex 445 Playbacks, \$900 each. Logger, \$1000. SA-100-B Spotter, \$1500. Racks. Unit like new. Bill Woodruff, (602) 635-4488.

Audio studio sacrifice sale! Agency quitting production business, will sacrifice less than two year old audio studio. \$35,000 new, we owe bank \$15,432, and that's our price. List of equipment on request. 4 track capabilities. (316) 265-2684, P.O. Box 18122, Wichita, Kansas 67218.

RCA Console model 8C-6A. Excellent condition. Call 212-247-6010.

RCA color TR-22 video recorders, TR-3 playbacks. Excellent condition. P.O. Box 2989, Bon Air, Virginia 23235. 703-272-8428, 703-598-3246.

RCA 5K transmitter—stereo equipped—excellent condition. RCA 7 Bay antenna—99.7 going higher power. WYFI, Box 33, Norfolk, Virginia.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

New and used self-supporting and guyed. Erect any type towers. Bill Angle, Box 55, 919-752-3040. Greenville, N.C. 27834.

Broadcast Crystals: New or repairs for Gates, RCA, Biley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Fairchild 659 Reverbertron II, excellent, \$825. Ampex 351-2P two track stereo portable recorder 7 1/2, 15 ips, \$1500. Precision Audio Service, 1720 S. 13th St., Goshen, Indiana 46526. 219-642-3852.

Breeze video test generator, Model VTG2B, produces long window, composite NTSC sync in small 2 1/4 lb. package @ \$395.00. Made in USA for VIF International, Box 1555, Mt. View, California 94040. (408) 739-9740.

Three new factory-sealed RCA 7038 Vidicons. Best offer. R. Wentworth, 5801 Roanoke Street, San Diego, 92139.

## 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! 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.

Computerized FM frequency search. \$100.00. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

## Miscellaneous continued

Need a public service program for FCC points? Why not a high school quiz show? We have the questions and can help with a format successfully used for nine years. Low price. Write Categories, 2045 Michigan Ave., N.E., St. Petersburg, Florida 33703.

1971 wage survey for radio and television technicians. Survey includes starting salaries of stations located in 75 major cities. To order mail \$5.00 to: Research Company, Box 22141, Tampa, Florida 33622.

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

Impressions of John Wayne, Walter Brennan, Karloff, Stewart, Cagney, others doing your commercials, cross plugs. Any station or agency can afford Free sample tape. Voices Unlimited, 9536 W. Ohio Place, Lakewood, Colorado 80226.

## 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.

Zero to first phone in 5 weeks. R.E.I.'s classes begin April 19, May 24 and June 28, tuition \$395. Room \$15-\$20 per week, call or write R.E.I. We try harder. We are number two.

R.E.I., 1336 Main St., Sarasota, Fla. 33577. Call "the Pope" (813) 955-6922.

R.E.I., 3123 Gillham Rd., Kansas City, Mo., 64109. Call Joe (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Va. 22401. Call Ray (703) 373-1441.

R.E.I., 625 E. Colorado St., Glendale, Cal., 91205. Call Stan (213) 244-6777.

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.

F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

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.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education! Classes begin June 2, 1971, Sept. 2, 1971 end Jan. 2, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

Why do radio and TV stations throughout the nation recommend the Don Martin School as the best training ground for top broadcasters?? With a background of 33 years in education, we do not cut corners by using "quicky" methods. Our graduates have their 1st phones, are thoroughly schooled in D.J. console operations, announcing, programming, newscasting, sportscasting, sales and management. With this intensive training and an instructional staff second to none, our students become "Good Broadcasters." With six radio studios and complete television facilities we provide our students with practical "on the job" training. (All courses are approved for veterans training). For complete details call or write Don Martin School, 1653 N. Cherokee, Hollywood, Calif. 90028 HO 2-3281.

## RADIO

### Help Wanted

## NEW MEXICO IS A GOOD PLACE TO LIVE

Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.

New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

## Help Wanted

### Management (continued)

## SAGGING PROFITS?

Maybe it's time to hire a new manager, or sales manager, or even a new sales department.

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Station in growth area has immediate opening for two salesmen. Working conditions excellent. Outstanding opportunity for good salesman. Send resume, picture, references to:

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### SUMMER REPLACEMENT

May 15 - September 15

Experienced contemporary MOR air talent for 50,000 watt WLW - Cincinnati. Send actual air check and resume to Cliff Hunter, Program Director, WLW Radio, 140 West Ninth Street, Cincinnati, Ohio 45202.

An Equal Opportunity Employer M/F

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### PROGRAM DIRECTOR

WLW, Cincinnati, Ohio (50,000 watts—NBC) up-tempo, MOR with sports and top personalities, seeking fully qualified Program Director.

Candidates should have had successful Administrative & Programming experience. Top compensation package available to persons selected.

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### PRODUCER-DIRECTOR

Work in an outstanding facility with the latest equipment. We need a highly creative producer-director for our top-quality production center located in a top ten midwestern market. Emphasis is on commercials for national, regional, and local use, plus some entertainment specials. Only those with heavy commercial experience in a major market need reply. We are a large company in the entertainment business and offer top surroundings and working conditions, plus a good future. Reply with resume and letter to Box D-12 Broadcasting. An equal opportunity employer.

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Have created something SPECIAL; Something DIFFERENT; YES DIFFERENT! Warm. Sincere Communicator. Quality Voice. Must be good music or easy listening with wave makers! Much research. Shows strong potential. A Professional with a quality product.

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Experience: Network O&O—top ten market, writer, producer, correspondent, investigative reporter, special events, first hand reports, several major local scoops. Complete resume and references.

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**SEASONING** 13 years polishing trade. One of Midwest's best callers . . . major college play-by-play, all sports.

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**SELLS** Extra dimension added by this sales executive who generates high revenues.

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### Announcers

#### TALK SHOW HOST

Solve local programming dilemma. Hire this former net correspondent for talk show your station five nights per week or whatever. I'll produce and host at reasonable salary.

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### SURPLUS EQUIPMENT SALE

2 New Marconi Mark VII camera chains, complete with Varitol V 10 to 1 zoom lenses, complete control and monitoring equipment. No pedestals or heads. New price \$80,000 each ..... \$35,000 each

Tektronix 525 Waveform Monitors .... \$350 each

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2 Rebuilt Ampex VR-7800 color VTR's. Complete. New price \$16,000 ..... \$8,900 each

1 Demo Conrac CYB-17R Color Monitor .... \$900

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Write for full details.

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Miscellaneous continued

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Experienced Broadcaster Wants to Buy  
Station with Low Down Payment

Will consider buying minority with management contract and option to buy rest.

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\$100,000 down will handle and owner will finance balance on good terms. Write:

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**MEDIUM MARKET  
IN SOUTHEAST**

5 kw—AM & FM  
Growth Area  
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For Best Results

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(Continued from page 77)

CP to install new aux. trans. at main trans. location to be operated on 100.7 mhz; ERP 4.2 kw; ant. height 500 ft. Action March 22.

■ WKOX-FM Framingham, Mass.—Broadcast Bureau granted CP covering change of trans. location 0.33 miles east of Highland Avenue, and Rt. 128, Needham, Mass.; install trans.; make changes in ant. system; ERP 10.5 kw; ant. height 950 ft.; remote control permitted from 100 Mount Wayne Ave., Framingham. Action March 23.

■ \*WTMO(FM) Tishomingo, Miss.—Broadcast Bureau granted CP to replace expired permit. Action March 19.

■ \*KXCV(FM) Maryville, Mo.—Broadcast Bureau granted request for SCA on 67 kilocycles and 41 kilocycles. Action March 22.

■ WTGN(FM) Lima, Ohio—Broadcast Bureau granted CP to install new trans.; ant.; ERP 3 kw; ant. height 300 ft. Action March 18.

■ \*WMUH(FM) Allentown, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to 500 ft. East of Old Site 25th & Gordon Streets, Allentown; make changes in ant. system. Action March 22.

■ WCAU-FM Philadelphia—Broadcast Bureau granted CP to install former aux. trans. as alternate main trans. to be operated on 98.1 mhz; granted CP to install main trans.; ant.; make changes in ant. system; ERP 3.6 kw; ant. height 1,000 ft. Action March 23.

■ WKDE-FM Altavista, Va.—Broadcast Bureau granted CP to install ant.; make changes in ant. system; ERP 3 kw; ant. height 120 ft.; remote control permitted at Iola Avenue Extension, Altavista, Va. Action March 23.

■ WOAY-FM Oak Hill, W. Va.—Broadcast Bureau granted CP to install trans. and ant.; ERP 25.5 kw; ant. height 650 ft. Action March 22.

Action on motion

■ \*KRAB-FM, Seattle—Hearing Examiner Ernest Nash proposed in initial decision grant of application of The Jack Straw Memorial Foundation for full term, three-year license renewal for \*KRAB-FM, Seattle (Doc. 18943). Ann. March 25.

Rulemaking petitions

■ St. Petersburg, Fla.—George N. Manthos. Request amendment of FM table of assignments to assign ch. 253C (98.5 mhz) to Crystal River, Fla. Ann. March 5.

■ Emmett, Idaho—Emmett Valley Broadcasters. Request amendment of FM table of assignments to add ch. 269A (101.7 mhz) at Emmett.

■ WXXX Hattiesburg, Miss.—Triple X Broadcasting Co. Request amendment of rules to change of FM table of assignments from ch. 279 and 283 to ch. 279, 283 and 221A. Ann. March 5.

■ Gregory, S.D.—West Central Investment Co. Request amendment of FM table of assignments to add FM ch. 260 (99.9 mhz) to Gregory. Ann. March 5.

■ Front Royal, Va.—WFTR(AM) Request amendment of FM table of assignments to make available a second FM at Front Royal. Ann. March 26.

■ Parkersburg, W. Va.—Electrocom Inc. Request amendment of rules to assign FM ch. 236 (95.1 mhz) to Parkersburg. Ann. March 26.

Renewal of licenses, all stations

■ Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Greenco Inc. and Radio Greenwood Inc.), renewal of WCRS-AM-FM and WGSW(AM), designated Hearing Examiner Arthur A. Gladstone to serve as presiding officer and scheduled prehearing conference for May 4, in Washington and hearing for June 1 in Greenwood, S.C. (Docs. 19176-7). Action March 19.

■ KWBG(AM) Boone, Iowa—Broadcast Bureau granted renewal of license. Action March 19.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K74BW Williams, Ariz.; K11DO, K13DI Emery, Utah. Action March 25.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KDFN(AM) Doniphan, Mo.; KHOG(AM) Fayetteville, Ark.; KLEE(AM) Ottumwa, Iowa; KMAM(AM) Butler, Mo.; WAEL(AM) Mayaguez, P.R.; WBBA-AM-FM Pittsfield, Ill.; WBEX(AM) Chillicothe, Ohio; WBRB-AM-FM Mt. Clemens, Mich.; WCCN-AM-FM Neillsville, Wis.; WCRW(AM) and WFMF(AM) both Chicago; WFUL(AM) Camden, Tenn.; WIOI(AM) New Boston, Ohio; WLAV(AM) Grand Rapids, Mich. and WLBI(AM) Denham Springs, La. Action March 23.

Other actions, all stations

■ Washington—Humane Society of the United States. Request that FCC adopt requirement prohibiting broadcasting of rodeos or prohibiting broadcasts unless it includes full disclosure of all

artificial methods used to cause animals to buck, act wildly, or otherwise appear to be wild, unbroken or dangerous. Ann. March 26.

■ FCC received total of 1,822 complaints from the public during February, an increase of 326 over January. Other comments and inquiries totaled 1,624, a decrease of 86 from previous month. FCC sent 1,854 letters in response to comments, inquiries and complaints. Ann. March 24.

## Translator actions

■ Baker, Calif. Baker Community Service District—Broadcast Bureau granted CP for new UHF translator to serve Baker operating on ch. 11 by rebroadcasting programs of KSHO-TV Las Vegas. Action March 18.

■ K74BC Lihue, Kauai, Hawaii—Broadcast Bureau granted CP covering changes in ant. system of UHF translator. Action March 18.

■ KOSEI Absarokee, Mont.—Broadcast Bureau granted license covering new VHF T translator. Action March 3.

■ K10AH Paradise Valley, Miner Basin, Emigrant, all Montana—Broadcast Bureau granted mod. of CP covering change of trans. and changes in ant. system of VHF translator station. Action March 18.

■ Hinsdale, N.Y.—Board of Cooperative Educational Services. Broadcast Bureau granted CP for new UHF translator to serve Hinsdale on ch. 80 by rebroadcasting programs of WPSX-TV Clearfield, Pa. Action March 1.

■ Olean, N.Y.—Board of Cooperative Educational Services. Broadcast Bureau granted CP for new UHF translator to serve Allegany, N.Y. on ch. 78 by rebroadcasting WPSX-TV Clearfield, Pa. Action March 1.

■ Olean, N.Y.—Board of Cooperative Educational Services. Broadcast Bureau granted CP for new UHF translator to serve Allegany and Hinsdale, both New York on ch. 76 by rebroadcasting WNED-TV Buffalo. Action March 1.

■ K76AE La Grande, Ore.—Broadcast Bureau granted CP covering change of trans. and increase power output to 20 w of UHF translator. Action March 18.

■ Lonerock, Ore.—Lonerock Television. FCC granted CP for new VHF translator to serve Lonerock on ch. 10 by rebroadcasting KEPR-TV Pasco, Wash. Action Feb. 26.

■ Damascus, Pa.—Broadcast Bureau granted CP for a new UHF translator to serve Damascus, operating on ch. 82, by rebroadcasting programs of WVIA-TV ch. 44. Action March 18.

■ Honesdale, Pa.—Broadcast Bureau granted CP for a new UHF translator to serve Honesdale on ch. 80 by rebroadcasting programs of WVIA-TV Scranton, Pa. Action March 18.

■ Lakewood, Pa.—Broadcast Bureau granted CP for a new UHF translator to serve Lakewood on ch. 72 by rebroadcasting programs of WVIA-TV Scranton, Pa. Action March 22.

■ K71CJ Garden City, S.D.—Broadcast Bureau granted license covering new UHF translator and change trans. Action March 17.

■ K76CZ rural Aberdeen area, S.D.—Broadcast Bureau granted license covering new UHF translator and change trans. Action March 17.

■ Three Brady, Tex.—FCC granted applications by Doyle J. Todd, dba Heart of Texas TV, Brady, Rochelle and rural area, all Texas, for modifications of permits of VHF translator K04GL and K05EF to specify new trans. locations and ant. orientation; and for modification of permit of K12HW to specify use of ch. 2. FCC set aside Sept. 23, 1970, grant of permit for station K10HF; considered Todd's application for modification of that permit to specify ch. 11 as amendment; returned application BPTTV-3949 to pending status, and designated that application for hearing. Action March 24.

## Modification of CP's, all stations

■ WFMT(FM) Chicago—Broadcast Bureau granted mod. of CP to change ant.; ant. height 1,170 ft.; remote control permitted from 500 North Michigan Avenue, Chicago. Action March 18.

■ WBBM-FM Chicago—Broadcast Bureau granted mod. of CP to extend completion date of alternate main trans. to July 15; granted mod. of CP covering change of ant. of alternate main trans.; granted mod. of CP to extend completion date of main trans. to July 15; granted mod. of CP covering change of ant. of main trans.; ERP 6 kw; ant. height 1,170 ft.; remote control permitted from 630 North McClurg Court, Chicago. Action March 19.

■ Lincoln, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action March 22.

■ Metter, Ga.—Broadcast Bureau granted mod. of

CP to change trans., and ant., of FM; ERP 3 kw; ant. height 185 ft. Action March 18.

■ \*WMKY(FM) Morehead, Ky.—Broadcast Bureau granted mod. of CP to change trans.; ant. Action March 18.

■ WJTO-FM Bath, Maine—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw; ant. height 175 ft.; remote control permitted. Action March 22.

■ Drew, Miss.—Broadcast Bureau granted mod. of CP to change trans.; ant. of FM. Action March 23.

■ K10AH Paradise Valley, Miner Basin, Emigrant, all Montana—Broadcast Bureau granted mod. of CP covering change of trans. and changes in ant. system of VHF translator. Action March 18.

■ Hershey, Pa.—Broadcast Bureau granted mod. of CP to change trans., and ant. of non-commercial educational FM; make changes in ant. system; ERP 15.0 kw. Action March 18.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WTVG(TV) Joliet, Ill., to Sept. 22; WONH(TV) Syracuse, N.Y., to Sept. 22; WUNK-TV Greenville, N.C., to Sept. 22; WUNJ-TV Wilmington, N.C., to Sept. 22; WANC-TV Asheville, N.C., to Sept. 22; KVTV(TV) Laredo, Tex., to Sept. 22. Action March 22.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WJMS-FM Ironwood, Mich., to Oct. 1; KWK(AM) St. Louis to Sept. 15; WCII-TV New Bern, N.C., to Sept. 25. Action March 25.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following VHF and UHF translators; K09JP, K11JV, both Lee Vining, Calif., to Sept. 24; K27AB Wenatchee, Wash., to Sept. 15. Action March 24.

## Ownership changes

### Actions

■ KWEB(AM) and KNCV(FM), both Rochester, Minn.—Broadcast Bureau granted assignment of license from North Central Video Inc. to JMT Broadcasting Inc. for \$275,000. Sellers: Edward J. Foster, vice president, et al. Buyer: Michael L. Sheedy, sole owner. Mr. Sheedy is salesman for North Central Video. Action March 10.

■ KXXL(AM) Bozeman, and KWYS(AM) West Yellowstone, both Montana—Broadcast Bureau granted assignments of licenses from Richard D. and Eloise W. Smiley to Empire Broadcasting Corp. for \$250,000. Sellers: Mr. and Mrs. Richard D. Smiley (jointly 100%). Buyers: Eldon Mengel, president (12.9%); Eugene L. Russell, vice president-director (8.04%), Russell L. Culver and Gene Huntley (each 6.5%), et al. Empire is licensee of KFLN(AM) Baker; KPWDFM Plentywood, both Montana and KBRU Soda Springs, Idaho. Mr. Mengel owns electric supply and furniture sales firm; Mr. Russell owns clothing store; Mr. Culver and Mr. Huntley are attorneys. Action Feb. 26.

■ WAKS(AM) Fuquay Springs, N.C.—Broadcast Bureau granted transfer of control of Wake County Broadcasting Inc. from Gray Broadcasting Corp. (100% before, none after) to Joseph B. Wilder, James M. Butts (each none before, 40% after) and L. Keith Whittle (none before, 20% after). Consideration: \$125,000. Principals of Gray Broadcasting: Theodore J. Gray Jr., president, et al. Mr. Wilder has majority interest in WBAA-AM-FM Barnwell, WBHC(AM) and WJBW(FM), both Hampton, all South Carolina. Mr. Butts is presently manager of WAKS. Mr. Whittle is attorney and owns real estate company. Action Feb. 26.

■ WBZA(AM) and WXQL(FM), both Glens Falls, N.Y.—Broadcast Bureau granted transfers of control of Pathfinder Communications Inc. from Harry V. Barker (62.56% before, none after) to Soundcasters Inc. (none before, 62.56% after). Consideration: \$37,000. Principals of Soundcasters: Dennis H. Curley and Wesley H. Richards (each 29.13%) et al. Mr. Curley is vice president-general manager and 4.3% stockholder of Pathfinder; Mr. Richards is sales manager of stations and also has 4.3% interest. Action Feb. 26.

■ WPME(AM) Punxsutawney, Pa.—Broadcast Bureau granted transfer of control of Punxsutawney Broadcasting Co. from Mrs. Iris Ruth Pruitt (68% before, none after), executrix of estate of Sheridan W. Pruitt, to Charles M. Erhard Jr. (28% before, 87.5% after) and Joseph A. Pelletier (4% before, 12.5% after). Consideration: \$85,000. Mr. Erhard is partner of WSGB(AM) Sutton, W.Va. The Corporation is purchasing Mrs. Pruitt's stock and holding it as treasury stock. Action Feb. 26.

■ WHCQ(AM) Spartanburg, S.C.—Broadcast Bureau granted assignment of license from Mid-South Broadcasting Inc. to Capital Broadcasting Corp. for \$160,000. Sellers: Philip A. Buchheit, president, et al. Buyers: E. M. Johnson, president, et al. Assignee owns WCAW(AM)-WVAF(FM)

both Charleston, W. Va., and has 50% interest in license of WMMN(AM) Fairmont, W. Va., and WZAM(AM) Prichard, Ala. and 100% application for new AM in Steubenville, Ohio. Action March 11.

## CATV

■ Fort Smith, Arkansas—FCC granted petition by Fort Smith TV Cable Co., CATV operator, for temporary waiver of April 1, effective date of rules (program origination) to Oct. 1, 1971.

■ Concord, Calif.—FCC granted petition by Concord TV Cable, CATV operator, for temporary waiver of April 1, effective date of rules (program origination) to October 1. Action March 24.

■ Lewiston-Auburn, Me.—FCC denied petition by Cable Vision Inc., CATV operator at Lewiston and Auburn, asking reconsideration of order released Dec. 15, 1970, directing CATV to show cause why it should not cease and desist from carrying signal of WABI-TV Bangor, Me., and dismissed system's motion for stay of proceeding (Doc. 19109). Action March 17.

■ Flint, Mich.—FCC prohibited Flint Cable TV Co., division of Wonderland Ventures Inc., from carrying signals of Detroit and Windsor, Ontario, TV's on its Flint, Michigan, CATV beyond areas served on Dec. 24, 1969, pending reconsideration of FCC's action authorizing Flint Cable to carry signals. Action March 24.

■ Chief, Office of Opinions and Review in Warrensburg, Miss. (Warrensburg Cable, Inc., complainant—United Transmission Inc. and United Telephone Company of Missouri), CATV proceeding, granted motion by Harriscope Broadcasting Corp. and extended through March 30 time to file responsive pleadings to "request for interim relief" filed by Warrensburg Cable Inc. (Docs. 19151-2). Action March 24.

■ Fort Eustis, Va.—Peninsula Broadcasting Corp. Cable Television Bureau dismissed as moot "petition for special relief," filed Feb. 5 by WAVY Television Inc. and dismissed as moot request for special relief filed Feb. 5 by WTAR Radio-TV Corp. Action March 24.

## Action on motion

■ Hearing Examiner Ernest Nash in Brookings and Willmar, both Minnesota (Kota Cable TV Co., Minnesota Microwave Inc.), CATV proceeding, upon request of Kota Cable TV Co., postponed hearing scheduled for March 24 until further notice (Doc. 19044). Action March 19.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 30. 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*.

■ Fortuna, Calif.—Redwood Cablevision Inc. has begun construction.

■ Live Oak, Calif.—Bi-Cities Co., a subsidiary of Nor-Cal Cablevision (multiple-CATV owner), Sacramento, Calif., has applied for a franchise.

■ Newport Beach, Calif.—Newport Beach Cablevision, a subsidiary of Foote, Cone & Belding, has been acquired by Telegromper Corp. (multiple-CATV owner), New York.

■ Anderson, Ind.—Rust Craft Cable Communications Inc., Steubenville, Ohio, has applied for a franchise.

■ Red Bank, N.J.—CBC Television of Red Bank and South Amboy Cablevision Inc. have applied for a franchise.

■ Guilderland, N.Y.—Town board has granted a 15-year nonexclusive franchise to Capital Cable Vision Systems Inc.

■ Westchester, N.Y.—Saw Mill River Cablevision, a subsidiary of Time-Life Broadcast Inc. (multiple-CATV owner), New York, has been acquired by Telegromper Corp., New York.

■ Columbus, Ohio—The All-American Cablevision Co. has applied for a franchise.

■ Georgetown, Ohio—City council has granted a franchise to Sabre Cable Vision Inc. Installation charge will be \$15, with a \$5 monthly rate.

■ Cuero, Texas—Community Antenna Systems Inc. (multiple-CATV owner), Junction City, Kan., has applied for a franchise.

■ Salt Lake City—Coaxial Communications of Salt Lake City Inc., a subsidiary of Coaxial Communications Inc. (multiple-CATV owner), has applied for a franchise.

An inauspicious four-man operation on Manhattan's West Side has snowballed in 15 years into a multimillion dollar sports and entertainment network employing hundreds of people in four offices across the country. The man primarily responsible for starting that ball rolling is Richard E. Bailey Sr., founder and president of the venture now known as Hughes Television Network, formerly Hughes Sports Network.

The idea for a sports network was nurtured by Mr. Bailey while working at ABC as a network coordinator for radio and TV in the fall of 1955. At that time he was already a 16-year veteran of network operations—three years at NBC, 13 at ABC after it was formed from the NBC Blue Network in 1942.

"I thought there was a need for such a network because there weren't enough sports being televised on a regular basis. The fights and baseball were only broadcast once a week and some football was televised. I knew it had to work."

ABC wasn't quite as confident as Mr. Bailey, however. He presented the idea to the network but it was rejected—"I felt out of loyalty I would give them first refusal"—and the new sports network was incorporated Jan. 1, 1956.

The infant firm didn't waste any time getting into big-time sports programming. It was considered for the 1956 World Series by the rights owner, Gillette. Meetings with advertisers, agencies, top baseball people and Gillette ensued but the multimillion-dollar deal went to the more prestigious NBC. "We came very close to getting the rights," he said, but "they only had my say-so that I would do the job for them. I had no track record."

If there were any doubts about Mr. Bailey's performance they were soon alleviated by an extremely busy and lucrative first year. Sports Network Inc. set up a radio and television network for all the away games of American and National baseball leagues. In the fall it telecast football games for the Cleveland Browns, and basketball games for the Big Ten conference. In addition, Sports Network produced and fed to stations a religious program entitled *Hand to Heaven*.

A soft-spoken man of conservative demeanor and dress, Mr. Bailey looks younger than his 60 years. He spoke proudly of the beginnings of Sports Network: "It took every penny I had to keep going until the first bills were sent out and paid," Mr. Bailey reminisced. "We got agencies to change their billing procedures around and pay us weekly instead of monthly so that we could pay our personnel and AT&T."

And keep going it did. From its start with baseball, the network now pro-

## Richard Bailey: calling the plays for Hughes TV

grams 1,000 events, approximately 2,500 hours of local, regional and national sports programming a year. The list of sports covered includes auto racing, baseball, basketball (professional and collegiate), bowling, boxing, dog shows, football (professional and collegiate), frostbite sailing, golf, gymnastics, horse racing, ice boating, ice hockey, jai alai, lacrosse, polo, skiing, soccer, swimming, tennis, track and wrestling.

Agreements are first made with individual stations to carry a program and then the event is fed through AT&T lines. (Hughes Television Network's telephone bill last year was estimated at \$8 million.) Station hook-ups have reached as high as 210—in 1968 for the East-West College All Star basketball game—and often as low as two for a regional event.

In October 1968 Sports Network Inc. was purchased for a reported \$18 million by millionaire Howard Hughes and

the name was changed to the Hughes Sports Network. The transaction was accomplished at Mr. Hughes's Las Vegas hotel, the Desert Inn, with the Hughes organization. Mr. Bailey counts himself among the many who have done business with the elusive Mr. Hughes without seeing him. "Those that say they see him don't," Mr. Bailey said, smiling. "Those that do, don't say."

The Hughes Sports Network expanded into the field of nonsports programming in October 1969 and changed its name to the Hughes Television Network. In 1970 Hughes distributed to stations four Aluminum Co. of America programs produced by *Life* magazine, and *The Front Page* adaptation of the Broadway play sponsored by Xerox. This year it plans to program four half-hour shows from David Wolper Productions (BROADCASTING, March 29).

Sports have always figured prominently in Richard Bailey's life. His father owned a baseball club in the old Sally League in his home town of Macon, Ga., and managed clubs in the South and Southwest. He died when Mr. Bailey was 6. The sports bug was transmitted by his older brothers and he boasts of having played "almost every sport at one time or another."

As a teen-ager he harbored aspirations for a career in professional baseball and had tryouts with minor-league clubs. His dream was shattered, however, when he broke his right ankle playing semiprofessional baseball. And nowadays he confines his sports activities to tennis, swimming and golf—although he says that golf "takes too long." He plays in the Hughes Invitational Tournament.

His big passion is thoroughbred horse racing. The latest addition for the Bailey family is a new colt, born at the Bailey weekend home in Colts Neck, N.J., and Mr. Bailey is looking forward to watching the horse train at the track.

He enjoys traveling with the Hughes sports crews throughout the country and tries to be present at most of the nationally televised events.

Mr. Bailey admitted that if he started today, he would face competition that was nonexistent 15 years ago. "When I began," he observed, "it was all my own. The networks hadn't thought of the idea. Now there are about a dozen others trying to copy what I originally started."

Now, 15 years after the start of his network, Mr. Bailey credits "good luck and good friends," along with hard work and ambition, in bringing the organization to the fore in sports programming. But he still keeps up the pace—"most of the time I don't go out to lunch"—and spends over one-third of his time on the road.

### Week'sProfile



Richard Eugene Bailey Sr.—president, Hughes Television Network; b. Dec. 20, 1910, Macon, Ga.; BA University of Maryland, 1933; traffic coordinator, NBC, 1939-42; network coordinator for radio and TV, ABC-TV, 1942-1955; president, Sports Network Inc., 1956; m. Patricia Kig, 1970; children by former marriage—Richard Jr., Roger, Linwood, Gene, Stephen and Denise; hobbies—thoroughbred horse racing, bridge, tennis, swimming and reading classics.

# Editorials

## Return to reason

At the National Association of Broadcasters convention last week the rising clamor of access to the broadcast media was a topic of concern to both the regulated and the regulator. The association's president, Vincent T. Wasilewski, called access one of the major problems of the times. The FCC's chairman, Dean Burch, said broadcasting could be broken under the burden of demands if the present trend goes on.

Both are right. Hopefully there may be a chance to get the thing back in focus if Mr. Burch can bring off the kind of over-all inquiry that he suggested in his speech.

These days broadcasters are conditioned to reject any new proceeding at the FCC—which has created little but trouble and obstructionism in recent years. The broadcasters may find it to their advantage, however, to encourage a complete review of the policies and rules that add up to the fairness doctrine. Such a review may provide the means of undoing some of the repressive precedents of recent years.

As long as the Supreme Court's ruling in the Red Lion case stands, it will be used as a device to convert broadcasting from an agency of journalism to a common carrier of random talk. If the FCC could be persuaded to start all over in its consideration of the fairness questions that led to the present state of chaos and to build a responsible record on the subject, there is a chance to move broadcasting back toward its original role as an organism of the press.

Since both advertising and programming are now involved in the campaign for more access, the issue goes to the broadcasters' pocketbooks as well as to their hearts. If the FCC's inquiry is initiated, they owe it to themselves to underwrite a scholarly and comprehensive presentation of their cause.

## That's journalism

The dispute over balance in network journalism intensified last week, and perhaps to the ultimate good. At this point there may be benefits to be derived from a demonstration of the pluralism of the total broadcast-journalism system.

As became evident last week during the NAB convention, a good many station people side with the Spiro Agnews in believing that network news departments tilt toward the left of the political spectrum, to the inevitable coloration of their news. They were the delegates who stood to applaud Al Capp when he said network correspondents were almost unanimous in their prejudice against Richard Nixon.

It is more than possible, however, that applause of equal fervor would have greeted any speaker who stated, as none did, that the President was being given broadcast time disproportionate to that accorded his opponents. Only recently the networks, with support from affiliates, were fending off demands for time by Democratic senators, led by William Fulbright, who complained that their opposition to the administration's Vietnam policy was being overwhelmed by the pro-administration coverage of network news.

In all the talk among NAB delegates last week not much was said about the demand by Lawrence O'Brien, chairman of the Democratic National Committee, for time to answer recent appearances by Mr. Nixon on NBC-TV's *Today* and on ABC in prime time with Howard K. Smith. Whatever the Agnews, Capps and like-minded broadcasters were thinking about a tilt toward Mr. Nixon's opposition, the hired spokesman for the opposition was clearly convinced that the tilt was the other way.

All of these conflicts in reaction sum up what journalism is really all about. The role of the press—print and broad-

cast—is fulfilled only when components of the press are numerous and their prejudices diverse. That fundamental point is often lost when people get to arguing about this television program or that newspaper column. It is a point that totally escaped the overheated writer and editor of the unlabeled editorial in the March 29 *Barron's* urging that CBS be denied access to the air.

As long as broadcasters go on practicing the craft of journalism, attempting to reveal the hidden and to straighten out the twisted, their work will arouse disputes. It is only the bland and unimportant story that gets no attention.

In the future, we would suggest that broadcasters react with somewhat less rigidity when their work is criticized. It is one thing to defend a piece of journalism and another to deny that imperfection is ever possible. Next time an Agnew makes a national issue out of a broadcast program; the appropriate response might go something like this:

"Journalism is a very fallible calling. We intend to keep on doing the best we can at it, knowing we will sometimes err. But we don't need a lot of mouth from outside."

## The vote that counts

Strangely, the one voice that usually goes unheard—and unsought and unheeded—in the kind of controversy we have been describing is the one that, in the end, counts most. It is the voice of the people, and the Television Information Office arranged for it to be heard once again last week through another in a long series of National Opinion Research Studies conducted by the Roper Organization Inc., a respected independent research firm.

The findings give broadcasters, and broadcast newsmen in particular, one of the precious few moments of relief they have had lately. They show that despite the Agnews television news remains—indeed, has extended its lead as—the most credible medium in the public mind.

None of this is to suggest—and nothing in the Roper findings suggests—that either television broadcasters or television newsmen can sit back and relax. There is much room for improvement. But they can breathe more easily. As between the carping of the critics and the opinions of the public, it is hard to think that it's the great majority of Americans who are out of step.



Drawn for BROADCASTING by Sid Hix

*"If you want the general for a customer, you'd better take that eye out of the window."*



The Security Station.

Poor you. The dubs were late, the coffee cold, and even man's best friend growled at you this morning. And to top it off, all day long the whole world's been trying to get right to your eyes.

Lucky for you you're advertising on a station that will get to theirs. The Security Station,

KPRC-TV in Houston.

We telecast in all colors, and the way you feel advertising on KPRC-TV, you'll never feel blue. We're the solid kind you can depend on.

With availabilities in a stylish blend of spot announcements, programs, and participations. Featuring Perma-View material

so the channel never needs changing. The Security Station.

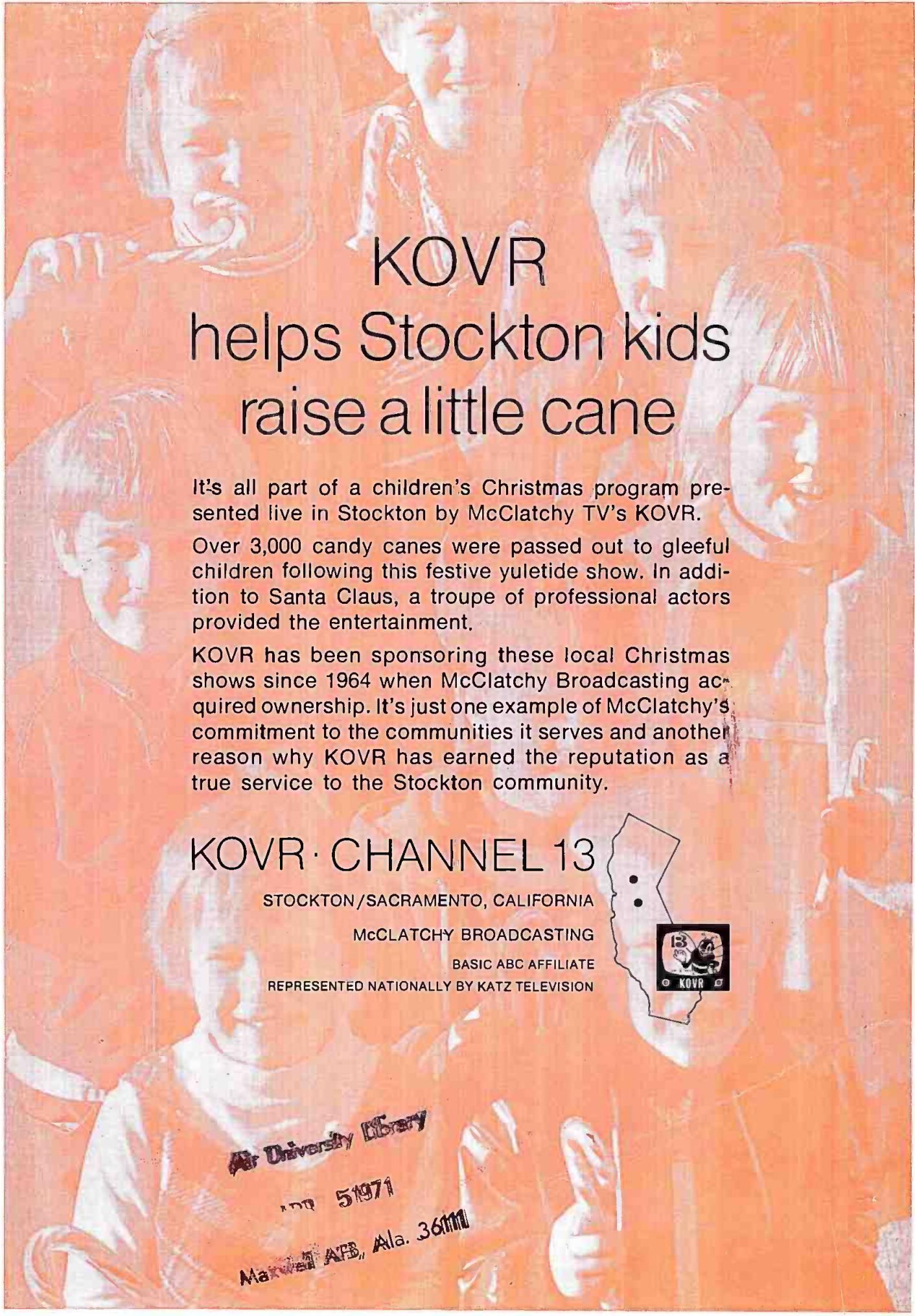
In total color, with the Madison Avenue collar. KPRC-TV, Channel 2, Houston. When an advertiser needs a friend.

**-KPRC-TV-**

National representatives: Edward Petry & Co.

**From KPRC-TV,  
the <sup>colorful</sup> color Television Station.**

Courtesy: Arrow Shirts



# KOVR helps Stockton kids raise a little cane

It's all part of a children's Christmas program presented live in Stockton by McClatchy TV's KOVR.

Over 3,000 candy canes were passed out to gleeful children following this festive yuletide show. In addition to Santa Claus, a troupe of professional actors provided the entertainment.

KOVR has been sponsoring these local Christmas shows since 1964 when McClatchy Broadcasting acquired ownership. It's just one example of McClatchy's commitment to the communities it serves and another reason why KOVR has earned the reputation as a true service to the Stockton community.

## KOVR CHANNEL 13

STOCKTON/SACRAMENTO, CALIFORNIA

McCLATCHY BROADCASTING

BASIC ABC AFFILIATE

REPRESENTED NATIONALLY BY KATZ TELEVISION



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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

The issues, all over the issue: Broadcasting covers the NAB  
 The furor won't down: TV journalism's trial goes on  
 BMI, TV music-licensing deal close to closing  
 The prices, the costs of the network's fall schedules

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## The "WCCO-TV package." Available all year round. To everybody.

Every schedule you buy with us comes with a "package" of iron-clad guarantees.

All nonpre-emptible, and available all year round. To everybody.

Once you've made your buy, the rate will change. You have contract rate protection up to 32 weeks. That includes per spot protection, applicable even to renewals.

Your spot will not be lost in "clutter." In all of our full programming we guarantee no more than 3 commercials per break. Lastly, your client's product will not be aired anywhere near a competitor. We guarantee a minimum of 15-minutes product protection.

But don't buy us on our promises. Check our performance. Then call us, Griffin, Woodward or the WCCO-TV sales staff.



**WCCO** TELEVISION **4**  
 We're with you.  
Minneapolis St. Paul



## 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, 'Man from U.N.C.L.E.' builds adult audiences 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.



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

total kids almost 70% over lead-in.  
Put their bone-crushing power to work  
our own market.

Call an MGM representative, (212) 262-2727,  
0 Avenue of the Americas, N.Y., and make  
competition...tremble.

 **MGM TELEVISION**

# WHAT IS AVCO BROADCASTING?



In San Antonio, Avco Broadcasting is WOAI-TV and a bridge of understanding across the "generation gap."

Decisions being made today will affect the people of San Antonio for years to come. Yet, many of those who will be living with the results of those decisions had no opportunity to help shape them.

That is, not until WOAI-TV began its series of Advisory Conferences. The most recent involved 93 college and high school students in a "Search for Understanding."

During these open discussions, the students spoke out on the issues which they considered to be of importance to their community — socio-economic, ethnic and educational problems.

A list of over twenty high-priority needs emerged from these conferences. And, as a result, community leaders now have a better understanding of needs and concerns of youth.

The Youth Advisory Conferences held by WOAI-TV are just a single example of the station's efforts to attack the important problems facing San Antonio. Special programs on ethnic groups, drug control and community leadership are other activities that have helped build understanding through better communications.

WOAI-TV, just one of a progressive, involved group of twelve stations serving eight cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTI Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc.

**AVCO** BROADCASTING CORPORATION  
" . . . shaping the 70's through communication"

Network news departments were singled out at NAB convention last week in attacks from several directions. News on local level was praised in President's message as other speakers opened fire on network journalists. See . . .

## **Network news: alone in target zone . . . 21**

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## **No avoiding it: TV's believed most . . . 24**

Madison Avenue agency executives, Hollywood producers and national advertisers woo TV station program buyers in Chicago; agency-advertiser barter versus traditional syndication seen as battle in program sales. See . . .

## **New breed in program sales . . . 26**

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## **Chance to get fairness under control . . . 40**

President Nixon's message last week to NAB convention indicates that Chief Executive favors repeal of Section 315 for federal elections. President also expresses concern for developments plaguing industry—especially CATV. See . . .

## **Nixon says it on the record . . . 41**

Vincent T. Wasilewski calls for congressional action to contain cable television in keynote address at National Association of Broadcasters convention; sees Frazier-Ali fight on closed-circuit as "low blow." See . . .

## **Cable seen leading to pay TV . . . 44**

American Newspaper Publishers Association casts doubt on economics and constitutionality of FCC's proposed ban on radio-TV ownership by newspapers; argues agency lacks authority to "discriminate." See . . .

## **ANPA states its cross-ownership case . . . 48**

Senate Communications Subcommittee under Chairman John O. Pastore reopens election-reform hearings for two days to hear conflicting testimony from Justice Dept., citizens and senators. See . . .

## **Big push now for campaign ceilings . . . 58**

Seasoned convention-goers touring Conrad Hilton exhibit halls last week generally agreed that refinement of existing equipment—with emphasis on automation—rather than major innovations was upshot of equipment exhibits. See . . .

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### **Broadcasting**

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# This violin isn't gathering dust any longer



For more than fourteen years the Detroit Community Symphony has been providing musical training for inner city blacks—in almost total obscurity. Bookings were virtually non-existent. The struggles of this inspiring orchestra and its excellent music were spotlighted on WWJ-TV's prime-time "Profiles in Black" series. When Detroiters saw, they responded. Concert requests, donations for instruments, community support flooded in. Since The WWJ Stations are good for the people they serve, they're good for you.

*right on...Detroit*  
**WWJ AM-FM-TV**

Owned and Operated by The Detroit News • Affiliated with NBC  
National Television Representatives: Peters, Griffin, Woodward, Inc. • National Radio Representatives: McGavren-Guild-PGW Radio, Inc.  
Associated Stations: KOLD-TV Tucson, Arizona • WALA-TV Mobile, Alabama

## His own idea

Background of Al Capp's slashing attack on network newsmen in his appearance at National Association of Broadcasters convention last week (story, page 21) provides interesting footnote to what proved embarrassing incident for NAB brass. NAB staffers originally had cartoonist in mind as speaker on drug problem, and went to unusual length of checking out his qualifications for that assignment with White House. Alvin Snyder, assistant to White House communications director, Herbert G. Klein, who was contacted, says he did not know reason for NAB's interest, but that he told staffers that Mr. Capp had made many speeches on subject on college campuses and that administration "supported him in that area." When invitation to speak was extended to Mr. Capp, subject of drug abuse was discussed.

But when Mr. Capp arrived at convention, he told NAB he had switched subject; he would talk of "Agnew-CBS furor." He had been on program with Vice President in Boston on March 18 when Mr. Agnew delivered blast at CBS's *Selling of the Pentagon*, and felt media's critical reaction had been unfair. As to suggestion administration prompted him, he told *BROADCASTING*, "I'm old enough and rich enough to speak my mind."

## Relief

With network schedules firmed for next fall, biggest smiles are in "Black Rock—West," Universal Studios' executive tower, beyond beautiful downtown Burbank. Studio's 15½ hours, tops among TV production houses, means as much to Hollywood as to MCA, Universal's parent. Studio sources feel total network requirement will provide added work for at least 2,000 in industry struggling with 50% unemployment.

## Show biz

Despite disappointing rating of March 22 prime-time appearance of President Nixon in interview by Howard K. Smith on ABC, President intends to complete cycle of similar exclusives with CBS and NBC. There'll be effort, however, to get bigger build-up in advance and better position in schedule, after stronger lead-in and against weaker opposition than he faced on ABC. It's clear that White House wants Walter Cronkite for CBS's program and David Brinkley for NBC's.

In 70-market Nielsens, out last Fri-

day, Nixon-Smith program had 8 rating and 13 share of audience against 20 rating and 33 share for CBS's Doris Day and first half of Carol Burnett and 25.5 rating and 42 share for NBC's *World Premiere* movie.

## For sale

One of nation's leading classical-music broadcasters, *New York Times*, operator of WQXR(FM) New York since 1939 and WQXR(AM) since 1944, is considering sale of one or both stations. *Times* official said that if offers are right, negotiations could begin within week, or, if not, "we'll continue to play Beethoven."

*Times* is mindful that dual role as publisher and broadcaster in same market "is increasingly unpopular" in Washington. Stockholders of *Times* and Cowles Communications have approved *Times*'s purchase of several Cowles properties, including WREC-TV Memphis (BROADCASTING, March 29). Cowles transaction is subject to federal tax rulings, and station purchase is subject to FCC approval.

## Amateur acts

Professional pride of broadcast engineers has been hurt by news that some FCC commissioners are omitting engineering assistants on their staffs in favor of economists ("Closed Circuit," March 15; also see story, page 71). Association of Federal Communications Consulting Engineers, Washington, is working up official communication to FCC asking, "How come?" One AFCCE member has even suggested that if FCC members don't have engineering assistants on their staffs, then one of seven FCC members should by law, be professional engineer.

## Heading for the hills

After consummation of its FCC-approved purchase of KIMN(AM) Denver—part of almost \$6.5-million package in which it is also acquiring KYXI(AM) Oregon City, Ore.—Pacific & Southern Broadcasting Co. reportedly plans to move its headquarters from New York to Denver. Closing in KIMN-KYXI deal is expected momentarily, as are closings in two other acquisitions FCC approved at same time (BROADCASTING, Jan. 11): WJRZ(AM) Hackensack, N.J., and KRHM(FM) Los Angeles. Move to Denver would position Pacific & Southern headquarters more centrally among its broadcast properties. Others in group are WQXI-AM-TV Atlanta and WQXI-FM

Smyrna, Ga.; WSAI-AM-FM Cincinnati and KHON-TV Honolulu and its satellites, KHAW-TV Hilo and KAII-TV Wailuku, both Hawaii.

## On the rise

Though *ABC Evening News* remains third in national ratings, ABC officials are elated with market-by-market progress it's been making, particularly since Harry Reasoner moved over from CBS News to join Howard K. Smith as co-anchorman. In Nielsen February-March sweep reports analyzed thus far, for example, they say *ABC Evening News* in Milwaukee moved from second place year ago to first this, with 30% gain in audience. In Chicago it has gone from second-place tie to undisputed second, in Philadelphia from third to first, in Rockford, Ill., from second to first. ABC officials blame newscast's third-place standing in national ratings on poor clearances. They say it's on 145 stations, versus 202 for CBS's *News* and 210 for NBC's, but they think local-market gains will help sell other stations on clearing.

## Action promised

Broadcasters complaining about American Research Bureau inaction on promised or implied improvements in ARB local-market TV reports ("Closed Circuit," March 29) are complaining too soon. That's nub of reaction from ARB sources, who said last week they had received and were still getting ideas and recommendations from variety of sources—from questionnaires sent to stations early last month, from talks with broadcasters at convention in Chicago last week, from recent meeting with ARB advisory council and from recommendations submitted by special consultant, James Seiler. When ARB officials have sifted all these they will draft plans for 1971-72 reports, sources said, but will then consult again with broadcasting representatives before making plans final.

## Revival

Andre Baruch and his wife, Bea Wain, prominent in nineteen-thirties and forties, as top-flight network announcer and prominent singer, respectively, are relocating to Florida in May and will co-host two-hour daily talk-interview-music show on WAVS(AM) Fort Lauderdale. Mr. Baruch is resigning as senior VP and account supervisor at Lennen & Newell, New York, to return to radio performing.

# Which of these cities has the most critical drug problem?



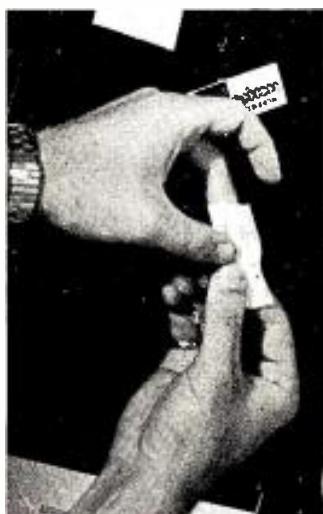
New York



Philadelphia



Chicago



St. Louis



San Francisco



Los Angeles



Boston

There are 30,000 New Yorkers who'll do just about anything to get their daily dose of drugs\*. That makes New York City the drug capital of America. But every one of these major American cities has a drug problem that's almost as bad.

There's a CBS Owned AM radio station in each of these seven cities, and they're all doing something about drug abuse. It's a big job, because our stations feel responsible to over 60 million people.

WCBS Newsradio is the station that's responsible to New York. Its award-winning series "Report on the Drug Scene" presents the whole ugly truth about drugs. Like its report on newborn babies that are "hooked" because their mothers were addicts.

San Francisco hears about drugs on KCBS Newsradio's series "Drug Scene." Its target: run the range from pep pills to heroin. And its possible solutions range from drug education in the schools to methadone therapy.

Of course, when the seven CBS Owned stations aren't bringing you the news of the day, we're campaigning against things like pollution, crime, and the high cost of living.

Because community service is pretty habit-forming, too.

## The CBS Owned AM Stations

We feel responsible to over 60 million people.

WEEI Newsradio 59, Boston  
WCBS Newsradio 88, New York  
WCAU Radio 121, Philadelphia  
WBBM Newsradio 78, Chicago  
KMOX Radio 1120, St. Louis  
KCBS Newsradio 74, San Francisco  
KNX Newsradio 1070, Los Angeles  
Represented by CBS Radio Spot Sales

\*Source: Federal Bureau of Investigation, Narcotics Addicts Ranking as a Percent of Population, 1969.

## ANPA outlines battle plan

American Newspaper Publishers Association will seek relief in courts and in Congress if FCC adopts rule that would require newspapers to sell broadcast stations in their markets, or to get out of newspaper business.

Stanford Smith, general manager of ANPA, and Harold W. Andersen, *Omaha World-Herald*, made that clear Friday (April 2), in Washington news conference called to release ANPA's comments in rulemaking proceeding (see page 48).

ANPA has distributed copies of three-volume comments to every member of House and Senate, as well as to attorney general and Justice Department's anti-trust chief.

Asked why copies were sent to members of Congress, Mr. Andersen said issue "could end up in Congress." Mr. Andersen is chairman of ANPA task force organized to oppose proposed rule.

And Mr. Smith said issue could reach courts. "Wherever we have to fight this battle, we'll fight it."

He said copies were being sent to Justice Department, which "goaded" commission into initiating rulemaking. Proposal would require multimedia owner to reduce holdings in market within five years to one television station, one or more daily newspapers, or one AM-FM combination.

ANPA, which comprises more than 1,000 daily newspapers whose publications represent more than 90% of total daily and Sunday circulation of papers published in country, is regarded as having potent lobbying power in Congress.

Arthur Hanson, ANPA counsel, said First Amendment argument—that proposal would deny newspaper's freedom-of-press right by forcing it to choose between publishing business and owning station on same market—is "sexy" argument.

But ANPA also says that if anyone is to act in area it is Congress, not independent agency.

## Macdonald unit gets moving

Three sets of hearings on three separate subjects will be held this month by House Communications Subcommittee. Spokesman for subcommittee Chairman Robert H. Macdonald (D-Mass.) said Friday (April 2) that hearings will

cover FCC activities; use of government funds for broadcast advertising, and treatment of ethnic groups in television programming and motion pictures.

First item on agenda involves joint resolution introduced last month by subcommittee member Lionel Van Deerlin (D-Calif.). It expresses opposition to use of public funds by federal, state and local governments for purchasing TV and radio time (BROADCASTING, March 22). Hearings are scheduled for April 21-22.

Antidefamation hearings to be held following week—April 27-28—stem from number of joint resolutions introduced in House earlier this year. Resolutions asserted that if broadcasters and film makers do not move in next year to eliminate material derogatory to ethnic groups, Congress will take corrective action.

FCC oversight hearings are to be held April 29 and, according to Mr. Macdonald's spokesman, could explore any number of commission's activities.

## O'Brien turned down by ABC

ABC said Friday (April 2) that it has denied Democratic National Chairman Lawrence F. O'Brien's request that Democratic party spokesmen be given time to balance exposure given President Nixon in March 22 broadcasts (BROADCASTING, March 29).

ABC News President Elmer W. Lower, in wire to Mr. O'Brien, said ABC reviewed its coverage of "major controversial issues discussed by the President" on that telecast and said it showed that ABC's coverage had been "fair and balanced."

Mr. Lower noted that on 11 occa-

sions, responsible spokesmen opposed to President's viewpoint on Laos controversy had appeared on ABC's evening and weekend news shows from Feb. 8 through March 27, and that both Senators McGovern and Muskie had presented their viewpoints on Southeast Asia on *Issues and Answers*, March 21 and Feb. 7 respectively.

## FCBA wants easing of drug-lyrics notice

Federal Communications Bar Association has asked FCC to clarify or reconsider its policy statement warning broadcasters of their responsibility to be familiar with song lyrics they broadcast (BROADCASTING, March 29).

FCBA says statement, in which commission notes it has received complaints about lyrics tending "to promote or glorify the use of illegal drugs," is not clear as to whether commission will conclude that licensee airing such lyrics violated his broadcast responsibilities.

FCBA petition, filed Friday (April 2), asks commission to make clear it was concerned only with licensee responsibility to be familiar with what he broadcasts and that it was not passing judgment "on desirability of broadcasting any song, even if a licensee should determine that it tended to promote the use of drugs."

But petition also says "requirement" that licensee learn and understand words to music he airs could involve "monstrous interference with musical creation." It notes that some composers of popular music do not intend that lyrics be clear and deliberately fail to clarify their meaning. In such cases, FCBA

## Ray: The reply's the thing

Chief of FCC's Complaints and Compliance division said Friday (April 2) that broadcaster is in violation of fairness doctrine if he refuses time to spokesman for one side of controversial issue solely because that individual does not represent "significant" organization or body of public opinion.

William B. Ray ruled that CBS-owned KNX-AM-FM Los Angeles apparently failed to fully comply with fairness-doctrine obligations to present contrasting viewpoints to station editorials.

Action was in response to complaint by Thomas M. Slaten, contending edi-

torial involved controversial issue—actions of some California judges in discharging their duties. Mr. Slaten said KNX did not broadcast reply to editorial and rejected his request because, as KNX said, he was not representative of specific organization.

Determination should hinge on basis of proposed reply, not on individual's membership in organization, Mr. Ray said.

KNX was requested to advise commission whether it intends to take measures to comply with doctrine," assuming that matter of public controversy is still involved," Mr. Ray added.

More "At Deadline" on page 10

says, commission can do no more than require licensee to make "a good faith ascertainment of the lyrics."

FCBA says that importance of uncertainty over meaning of notice stems from fact that notice can be interpreted as reflecting value judgment by commission on songs it feels tend to promote use of drugs. Such judgment, FCBA adds, would thrust commission into area of program control and would "be both ill-advised and illegal."

Policy statement is expected to take another blow this week, when group of public-interest lawyers file suit in federal district court asking that statement be declared unconstitutional abridgement of free-speech right.

Suit, in preparation several weeks ("Closed Circuit," March 15) will name several individuals and noncommercial stations as plaintiffs. It is expected to be buttressed with affidavits from performers claiming statement has already had chilling effect on music broadcasts.

### CBS in 1970: the details

CBS Inc., which has reported net income in 1970 of about \$64.1 million—down 10.85% from year before (BROADCASTING, Feb. 15)—has issued report which breaks down that figure to encompass its three divisions.

According to report, CBS's broadcast and technology division, including CBS/Broadcast Group and CBS/Comtec Group, accounted for approximately two-thirds of company's pre-tax income last year. But at same time, pre-tax income decreased in 1970, to \$82 million, from level recorded in 1969—\$113.5 million. That division accounted for \$681.7 million (little less than half) of CBS's total operating revenues last year, also down from 1969 figure of \$693.3 million.

Music and recreation division (CBS/Columbia Group and New York Yankees baseball team) contributed \$26.3 million to CBS's income before taxes, big increase from \$19.1 million attained in 1969. Revenues for division also rose, from \$345.2 million in 1969 to \$419.5 million last year.

Third division, education and publishing, had increased revenues in 1970 but registered \$800,000 decline in pre-tax income from previous year. CBS/Education and Publishing Group (also known as CBS/Holt Group) had revenues of \$129.3 million, increased from 1969's \$120.4 million, and income of \$11.5 million (down from previous year's \$12.3 million) before taxes.

All figures are for year ended Jan. 2.

### Court wants Banzhaf's views

Three-judge federal court, in considering broadcasters' suit to declare statutory ban on radio-TV cigarette commercials unconstitutional, has asked anti-

## Week's Headliners



Mr. Schlaftly

**Hubert J. Schlaftly**, senior VP and co-founder of Teleprompter Corp., New York, will succeed **Irving B. Kahn** as president. Mr. Kahn also will relinquish Teleprompter's chairmanship though he'll continue as consultant through 1976. (See story, page 49).

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

smoking crusader John Banzhaf to file friend-of-court brief.

Court, acting on its own motion, requested Mr. Banzhaf to address question of legislation's "present or future effect . . . on cigarette advertising in nonelectronic media." Mr. Banzhaf was asked to submit brief by April 26; government and broadcasters involved—six AM's and National Association of Broadcasters—have until May 10 to reply.

Court noted that thrust of complaint is that legislation discriminates against broadcasting in that it permits advertising in print and other nonelectronic media. Court also noted law "would preclude the Federal Trade Commission from following up on certain of its efforts to police nonelectronic media advertising for a stated period."

### TVC acquisition finalized

Television Communications Corp., New York-based leading CATV firm, completed acquisition of WKJG-TV (ch. 33) Fort Wayne, Ind., Friday (April 2), giving TVC its second TV and third broadcast property.

Purchase entailed exchange of 578,331 shares of TVC stock for all stock of WKJG Inc., principally owned by John F. Dille and family. Value of transfer was estimated at \$6,072,445.

In transaction, Mr. Dille, former chairman of National Association of Broadcasters, joins TVC as director of communications division. Mr. Dille and family own WSJV-TV and WFIM-FM Elkhart-South Bend, Ind., *Elkhart Truth*

daily newspaper, and cable system in Elkhart-South Bend area as well as minor interests in Lafayette, Ind. and Jamestown, N.Y.

### Action factions

Four action groups in broadcasting field have asked FCC for permission to examine films or tapes of children's programs carried on three networks during Saturday of composite weeks—Dec. 6, 1969—between 8 a.m. and 2 p.m.

Request was made in connection with commission's notice of inquiry and rule-making on children's television issued last January in response to petition by Action for Children's Television.

ACT and Council on Children, Media & Merchandising; National Citizens Committee for Broadcasting, and Office of Communication of United Church of Christ earlier had sought to inspect considerably more programming as well as TV-commercial material directed at children. They have now limited their request because commission notified them it would be "unduly burdensome" to broadcasters to make requested material available.

### The 'Passover' dispute

FCC may be brought into dispute between American Board of Missions to the Jews and six TV stations that canceled missions' sponsored program *Passover*.

Rev. Dr. Daniel Fuchs, general secretary of missions board, said Friday (April 2): "We are getting a clarification as to our rights and are talking to our lawyers about proceeding before the FCC."

Controversy began when independent WOR-TV New York canceled plans to broadcast TV program that reportedly depicts Jewish holiday as forerunner of certain Christian practices.

WOR-TV canceled show, scheduled to have been shown today (April 5) at 7:30 p.m., because, station spokesman said, "We did not think it would be serve the interest of the New York television audience."

Pointing out that program might be highly controversial and offensive to great many of its viewers, spokesman added: "Passover was interpreted in a manner that was not in tradition."

Program had been scheduled on 12 stations throughout country. Of this total, however, Dr. Fuchs said, five other stations have also canceled: KCOP-TV Los Angeles, KPLR-TV St. Louis, WPHL-TV Philadelphia, WIC-TV Pittsburgh and WTCN-TV Minneapolis.

He said program still is scheduled to be seen on KTVT-TV Dallas; KPHO-TV Phoenix, WCIU-TV Chicago, WDCA-TV Washington, KLZ-TV Denver and WCIX-TV Miami.

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## Datebook®

### A calendar of important meetings and events in communications

■Indicates first or revised listing.

#### April

- April 4-6—Annual convention, *Southern CATV Association*. Sheraton-Peabody hotel, Memphis.
- April 5-7—Board of directors meeting, *Inter-American Association of Broadcasters*. Rio de Janeiro.
- April 6—Annual stockholders meeting, *Ameco Inc.* Ameco offices, Phoenix.
- April 7—Annual Radio Newsmaker Luncheon, *International Radio and Television Society*. Chuck Blore, chairman of Chuck Blore Creative Services, Hollywood radio commercials producer, will speak on "Radio Means Never Having to Say You're Sorry." Waldorf-Astoria, New York.
- 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—Eighth annual *Publicists Guild* awards luncheon. Century Plaza hotel, Los Angeles.
- 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—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—Sales clinic sponsored by *Television Bureau of Advertising*. Buffalo, N.Y.
- April 13-14—Meeting, *New England CATV Association*. Sheraton Wayfarer, Bedford, N.H.
- April 13-15—Meeting, *Kentucky CATV Association*. Continental inn, Lexington.
- April 13-16—Public Television Conference. Waldorf-Astoria, New York.
- April 14—Annual meeting of *Boston Herald Traveler Corp.* Statler Hilton hotel, Boston.
- April 15—New deadline for reply comments on 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—National institute of *American Bar Association*. Institute, titled "New Techniques in Regulating Business," will analyze and evaluate recommendations of President's Advisory Council on Executive Reorganization. Mayflower hotel, Washington.
- 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 17—Board meeting, *Radio Television News Directors Association*. Statler Hilton, Boston.
- April 17-23—International Videorecord & Equipment Market (VIDCA) and International TV
- Program Market (MIP-TV), Cannes, France (New York office: (212) 489-1360).
- April 19—Annual meeting of the *Associated Press* followed by annual luncheon for broadcast and newspaper members and their guests with address by New York Governor Nelson A. Rockefeller. Waldorf-Astoria hotel, New York.
- 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 20—Sales clinic sponsored by *Television Bureau of Advertising*. Salt Lake City.
- April 21—Annual meeting, *General Telephone and Electronics Co.* Keeneland Association Sales pavilion, Lexington, Ky.
- April 21—*George Foster Peabody Broadcasting Awards presentation and Broadcast Pioneers luncheon*. Pierre hotel, New York.
- April 21-23—Convention, *Ohio Cable Television Association*. Sheraton Columbus Motor hotel, Columbus.
- April 21-23—Meeting on CATV program origination, *National Cable Television Association*. Palmer house, Chicago.
- April 22—Sales clinic sponsored by *Television Bureau of Advertising*. Los Angeles.
- April 22—Sales clinic sponsored by *Television Bureau of Advertising*. Dallas-Fort Worth.
- April 22-23—Board meeting, *National Cable Television Association*. Arizona Biltmore, Phoenix.
- April 22-24—Spring convention, *Louisiana Association of Broadcasters*. Hodges Gardens Motor Inn, Leesville-Many.
- 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 23-25—Symposium sponsored by *Ohio State University College of Social and Behavioral Sciences*, in cooperation with *Association for Professional Broadcasting Education*, Corp. for Public Broadcasting and *National Association of Educational Broadcasters*. Topic to be studied "Global Broadcasting: Dimensions, Problems and Promises." Ohio State University Center for Tomorrow, Columbus.
- 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 Award 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 regulation: Sheraton-Mt. Royal hotel, Montreal.
- April 26-28—Annual conference of State Association presidents, and executive secretaries, spor-

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sored by *National Association of Broadcasters*.  
Mayflower hotel, Washington.

April 27—Sales clinic sponsored by *Television Bureau of Advertising*. San Francisco.

■April 27—Sales clinic sponsored by *Television Bureau of Advertising*. Indianapolis.

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

■April 27-30—Convention, *Audio Engineering Society*. Audio equipment used in broadcasting will be featured in addition to other exhibits. Guest speaker at convention luncheon will be Mort Sahl. Los Angeles Hilton.

■April 28—Annual stockholders meeting of *Foote, Cone & Belding Communications Inc.* Summit hotel, New York.

■April 29—Sales clinic sponsored by *Television Bureau of Advertising*. Seattle.

■April 29—Sales clinic sponsored by *Television Bureau of Advertising*. Atlanta.

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

■April 30-May 2—General Assembly of the *Inter-American Association of Broadcasters*. Bogota, Colombia.

## 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—Sales clinic sponsored by *Television Bureau of Advertising*. Hollywood, Fla.

■May 4—Sales clinic sponsored by *Television Bureau of Advertising*. Boston.

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—Dinner sponsored by *Michigan Association of Broadcasters*. Madison hotel, Washington.

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

■May 6—Sales clinic sponsored by *Television Bureau of Advertising*. Baltimore.

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 10-13—Spring convention, western chapter, *National Religious Broadcasters*. Honolulu.

■May 11—Membership meeting, *National Public Radio*. Twin Bridges Marriott hotel, Washington.

■May 11—Sales clinic sponsored by *Television Bureau of Advertising*. Minneapolis-St. Paul.

■May 11—Sales clinic sponsored by *Television Bureau of Advertising*. Roanoke, Va.

■May 11-13—Region six *Institute of Electrical and Electronics Engineers* conference "Engineering for the Conservation of Mankind" at Wood Lake inn, Sacramento, Calif.

■May 12-13—Public Radio Conference. Twin Bridges Marriott hotel, Washington.

■May 12-13—Spring convention, *Illinois Broadcasters Association*. St. Nicholas hotel, Springfield.

■May 13—Sales clinic sponsored by *Television Bureau of Advertising*. New Orleans.

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.

(Continued)

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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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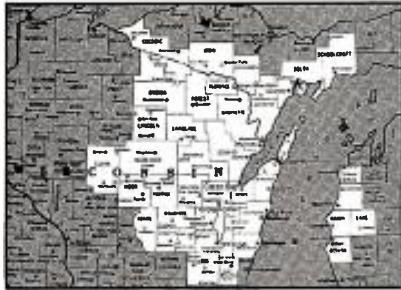
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**The Wonder Market**  
**WBAY**   
**Green Bay**

■ May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Detroit.

■ May 18—Sales clinic sponsored by *Television Bureau of Advertising*, Omaha.

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

■ May 20—Sales clinic sponsored by *Television Bureau of Advertising*, St. Louis.

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 Vicount Road, Malton, Ont.

■ May 25—Sales clinic sponsored by *Television Bureau of Advertising*, Albuquerque, N.M.

■ May 25—Sales clinic sponsored by *Television Bureau of Advertising*, Kansas City, Mo.

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.

## OpenMike®

### A second for Salant

**EDITOR:** I find it unusual, indeed amazing, that high-ranking government officials could oppose the educational and informative programming provided in CBS-TV's *The Selling of The Pentagon*. I found it interesting though disheartening to learn of this heretofore unrealized phenomenon of additional waste of taxpayers' time and money. To be sure, Richard Salant [president of CBS News] has every right to be proud of the report. In addition, he should be elated, jubilant and ecstatic over it. (Please note: My observations are based on having seen the program, not by having seen its reviews.)

If Messrs. Hebert and Agnew had one iota of the intelligence they claim credit to, they would stop pursuing the issue. They have only caused increased publicity to the situation by prompting the program to be aired a second time. With any luck, they and others with similar feelings and actions will give cause for Roger Mudd to receive an award for the effort.—Albert J. Dunnin, State College, Pa.

### Prenatal or post?

**EDITOR:** There appear to be some misconceptions about the all-industry advertising complaints proposal spearheaded by the American Advertising Federation as compared with the broadcasters' long-established self-regulatory codes. Your March 29 editorial, "Out of Sync," can be clarified by stressing the differences between the NAB codes and the AAF proposal.

Regardless of media used, under the all-industry advertising complaints proposal, advertisements challenged after they have reached the public would be screened by a national advertising review board and, if no resolutions were

reached, publicly censured and referred to the Federal Trade Commission or other pertinent federal agency, when appropriate. The NAB codes, by contrast, with the support of code-subscribing broadcasters who cannot abrogate their public-interest licensed responsibilities, operate to screen advertising in advance of use, see that claims are properly documented and serve a combined preventive-corrective role.

Even when the AAF plan becomes operational, the NAB codes must continue to perform the tasks assigned to them, given the unique licensed public-interest responsibilities of radio and television. The two approaches—the NAB codes and the all-industry advertising complaints proposal—would not overlap and would generally be "in sync."—Stockton Helffrich, director, *NAB Code Authority*, New York.

### Illegality underscored

**EDITOR:** It's absolutely fantastic to note that not one single opponent of the FCC's drug lyric notice quoted in your March 22 issue mentioned the fact that drugs are *illegal* in this country—not like war protests or pollution or First Amendment rights or Shakespeare or Whitman, all of which are completely legal.

Do broadcasters or record companies or commentators want the right to decide whether or not they can promote an illegal activity? Until the drug laws are changed broadcasters had better remember that encouragement of others to flout the law of the land is tantamount to being an accessory [to breaking the law]. Remember that every time you hear of a kid in trouble over pot or speed, you can ask if you were an accessory.—Abe J. Voron, president, *Sterling International Corp.*, Cherry Hill, N.J.

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Note: TV and Radio stations pay only for commercial use (film dubs and distribution on tape). Special rates for educational users and production houses.

## Seeing the trees in the audience-survey forest

There was a time, back in TV's black-and-white days, when those of us in small agencies could buy TV time by hunch—by the seat of our pants, so to speak. This was especially true of stations within our own Albany-Schenectady-Troy, N.Y., market. After all, the staff at Associate Communications Group was familiar with the stations, accepted their hospitality at, say, Saratoga Racetrack, and even knew most of their on-the-air talent. Who needed fancy, new-fangled audience-measurement surveys to know that the local TV's 11 p.m. news reached most of the market? But as they say: How times have changed.

Many of us in agencies were led to believe that the Nielsen and ARB audience measurement surveys—which we then were beginning to see on occasions when a station salesman pulled it out of his attache case to prove a point—were mostly intended for time buyers in New York or Chicago who had no handle on the market. While the stations used these surveys in selling their national business—in fact, they obviously lived by these ratings nationally—they seldom displayed them locally. Yet the number of blockbuster movies during certain November weeks, all heavily promoted on the air and in our six daily newspapers, proved the stations felt the ratings were all important.

And soon a new breed of cat emerged: the really "with it" agency time buyers or account executives who had discovered the rating books and were infatuated with all those columns and abbreviations: HUT, DMA, LOH. Suddenly their conversation was filled with references to "target consumers" and "primary demographics." And before they could buy any time, they needed from the station representative a full-scale breakout: ratings, men reached, women reached, C-P-M per spot, C-P-M per schedule and so on.

In the old pre-ARB/Nielsen days we could get instant availabilities, either on the phone or in person. The affable TV representatives made it all so easy, occasionally sketching out a schedule on the back of an envelope or a program schedule. Now we saw them less; presumably they were at their metal desks compiling those multicolumned availability submissions, borrowing the accounting department's calculator to figure out their C-P-M's.

The truth is that the TV salesmen were beginning to know their rating books well, but the agencies were not really on as solid ground in discussing the intricacies of the surveys.

And suddenly audience measurement surveys became the new toys of the time buyers. No buy was made without its being scientific; often the harried time salesmen were asked to submit both Nielsen and ARB figures, only to be confronted with the time buyer's query: "How can these two ratings be so far apart on *Teen-Age Barn*?" If a spot were missed, it took half an hour to get a make-good: The demographics of the lost spot had to be compared with the demographics of half of a dozen possible make-good slots.

Not only were we buying by the numbers, but on predictions. It seems that in late August, the stations' representatives would predict how the fall line-up would fare, sometimes taking into account how a syndicated show ran during the spring in Los Angeles. By adjusting the figures to a three-station market and taking the square root of the stations' zip code and factoring in the transmitter's ERP they'd come up with the whole ball-of-wax in advance: rating, share, homes reached, men, women—all of this duly recorded on the stations' submissions, merely asterisked as Est. for estimate.

It got so that any conversion between agency and station that wafted up over the time buyer's partition was numerical gibberish: "So I'm getting 856-thousand home impressions on the ARB, but I figure the same sked at 82 C-P-M's on the Nielsen with 746-thousand homes. Now if I go with a mixed schedule of 30's and 10's, etc. . . ."

It was about this time some of us

began to wonder whether we'd gotten carried away with our own numbers racket. An avalanche of statistics engulfed our agency and, to reverse the metaphor, we were getting to the point where we could not see the forest for the trees.

It occurred to us last spring that in our obsession with numbers, we were overlooking some vital factors which did not show up on the multicolumned rating books. For instance, what is the mood of the program and does our commercial fit with this mood?

Other questions we ask: How much clutter will surround our spot? If it's the 10 p.m. break, will it follow a minute of sign-off credits and network promotions, precede a station ID with built-in promo and another 30-second spot before the new show starts, possibly with credits? A great spot (with an equally great rating) can be immeasurably diluted by such clutter and receive maybe one-quarter the attention it might receive at some other time period—perhaps the 11 p.m. news. (By and large, TV news programs are attentively watched, I'd say, whereas the time period between 9:57 p.m. and 10:02 p.m. may actually get scant attention despite the high tune-in.)

What I'm saying is: We've not gone back to the pre-rating days when we bought by hunch rather than by numbers, but we are using the numbers now along with our observations of clutter and our guess concerning such things as mood or attention span. Admittedly these are abstract and ephemeral considerations. They aren't easily put into neat columns, but we feel they must be considered along with the audience surveys to make the best buys for our clients.



John D. Adams, president of Associate Communications, describes himself and his partner, Ron Blass, as New York City "drop-outs." Associate Communications is actually three firms: J. D. Adams Associates Inc. (public relations and publishing); R. T. Blass Inc. (graphics) and Edwards & Hennessey Inc. (advertising marketing and promotion). Mr. Adams also specializes in agency public relations in upstate New York. Mr. Adams was formerly administrative VP and chief editor for Slocum House Inc., New York.



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The face of poverty in the Evansville area is shown on the WEHT-TV series. Community leaders appear. So do people who live in poverty. They discuss substandard housing and hunger. Being poor and white. Being poor and black. Being poor and old. The whole hellish circle of poor

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*For God's Sake* is a long-term educational effort — a basis for Evansville to act, with understanding, to break its hellish pocket of poverty.

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# Network news: alone in target zone

## The shooting is joined by some affiliates as President praises station journalism

Spiro T. Agnew said nothing publicly last week about the performance of network news departments, but practically everybody else did. As the argument heated up, it found a ready-made forum: the annual convention of the National Association of Broadcasters.

It started before the main convention was called to order in Chicago last Monday (March 29). A day ahead the CBS-TV Affiliates Board met by prearrangement to confer with network officials on business matters. The agenda and the status changed. To Chicago flew Frank Stanton, president of CBS Inc.; John A. Schneider, executive vice president of CBS Inc.; Richard W. Jencks, president of the CBS/Broadcast Group, and Robert D. Wood, president of the CBS-TV network, to mention only the highest brass.

At about the same time the March 29 issue of *Barron's*, the national weekly dealing with business and finance, arrived in Chicago with a cover story urging nothing less than the denial of broadcast access to CBS. The *Barron's* article also proposed that Dr. Stanton resign as chairman of the U.S. Advisory Commission on Information, which oversees the U.S. Information Agency.

On Monday afternoon, George Romney, secretary of housing and urban development, who had been invited to address an NAB convention session on subjects associated with his job, swerved from his primary course to widen the attack on news media. Pounding the lectern, he cried: "The channels of communication of America are dominated primarily by all the negatives that can be blown up and exploited in this country."

At a huge convention luncheon the next day Herbert Klein, the administration's director of communications, delivered a message from the President who referred tangentially to network journalism but was effusive in his praise of "the remarkable improvement in the

depth and quality of local radio and television news work."

Mr. Klein was followed by Al Capp, the cartoonist and conservative lecturer, who, originally invited to discuss other subjects, devoted his talk to a blistering condemnation of network correspondents. The prejudice against Mr. Nixon and his policies was overwhelming, Mr. Capp said. Delegates stood to applaud.

For years some CBS-TV affiliates (and like-minded affiliates of other networks) had occasionally objected to the network handling of some news. The affiliates' concern with "balance" in CBS News's *The Selling of the Pentagon* was the main topic of the extraordinary meeting with the Messrs. Stanton, Schneider, Jencks, Wood and other network officials in Chicago.

The affiliates were said to have questioned whether the program sufficiently presented the Pentagon viewpoint and official justification for the massive public-relations effort that the program reported and criticized—rather than the charges of misrepresentation and distortion that government and other critics have leveled at it.

Dr. Stanton reportedly defended the program, its accuracy and validity in a discussion that extended over more than an hour. Some affiliate sources said he did not deal specifically with the questions of in-program balance.

The meeting was described by both CBS and affiliate sources as calm and low-key.

It was extraordinary if only for the array of CBS brass on hand. CBS authorities insisted the size of the array

### Three on the offensive against network news



Mr. Capp



Secretary Romney



Mr. Klein

was partly happenstance: that Dr. Stanton as well as Mr. Wood and other network officials had planned to be on hand, but that Messrs. Schneider and Jencks had not but happened to arrive for the NAB convention just before the affiliates board meeting and accepted an invitation to attend.

The meeting had been requested by the affiliates board, headed by Ves Box of KDFW-TV Dallas, several weeks earlier. The affiliates wanted to express their concern about CBS-TV's "selling split networks" in what they considered direct competition with spot television.

But that was before the dramatic upturn in network TV sales became evident in mid-March (BROADCASTING, March 15) and also before CBS-TV's rebroadcast of *The Selling of the Pentagon* touched off new criticism and controversy. Accordingly, network sales practices took second place to *Pentagon* in the discussions.

On the selling of "split networks," Frank M. Smith Jr., CBS-TV sales vice president, reportedly told the affiliates that networks had "done it for years," and apparently there was little further protest. Mr. Box was quoted as saying that the issue "could have caused a riot" six weeks earlier, before the surge in network sales lifted and firmed network prices and gave promise of revitalizing spot sales as well.

One member of the committee had a copy of the March 29 *Barron's* with its blistering attack on CBS News, and this reportedly was circulated and read but not discussed. Most of the board's meeting when CBS officials were not present was said to have been devoted to "housekeeping matters."

The *Barron's* article was conceded to be one of the most bitter indictments aimed at any news medium.

"CBS, in our view, has forfeited its access to the nation's airwaves. The time has come to turn it off."

Thus *Barron's* wound up a long lead article in its March 29 issue, echoing—and amplifying by several decibels—charges made by Vice President Agnew and other critics against such documentaries as *The Selling of the Pentagon* and *Hunger in America*, CBS News's involvement in the never-broadcast "Project Nassau" and other instances of its news coverage.

The article held the "CBS television stations stand wide open to challenge on their license renewals, and we urge concerned, public-spirited citizens—as well as the FCC—to respond."

Under the heading "Broadcast License" and the subhead "CBS Has Forfeited Access to the Nation," the unsigned article filled page one and spread the March 29 *Barron's*.

Starting with CBS News President Richard S. Salant's defense of *The Sell-*

*ing of the Pentagon*, the article said:

"Lesser media of communications may occasionally run a correction or retraction; the *Washington Post*, not long ago, printed an extraordinary confession of error. CBS News, which is made of sterner stuff, stands defiantly on the record.

"Quite a record it is, too."

Mr. Salant answered "merely two of the many points of criticism raised," the article said, while the critics have made "a compelling, and thus far uncontested, case" as to the rest.

But "far worse" than the misstatements charged against *Pentagon*, the article continued, were "the omissions and distortion, including two episodes in which tapes were clipped and reassembled to convey false impressions of what the speakers said. Specific lapses aside, even the untutored eye could scarcely fail to detect, in a so-

support. "I don't think the President of the United States is getting a square break," he said.

Then, turning from the domestic scene, he said: "There is a front in Southeast Asia where our American boys are at war. And there is a front here in the channels of communication of America." It is those channels, he said, that are "dominated primarily by all the negatives." The positives, he said, "should get the degree of emphasis that they deserve."

President Nixon, Mr. Romney suggested, was being attacked "because there has grown in this country a large group of those who command respect in channels of communication who judge people on the basis of style." He said "style" in a tone of sarcasm. The President ought to be judged by the substance of what he is doing, Mr. Romney said.

As he was leaving the hall after his speech, Mr. Romney was intercepted by a reporter who asked whether his remarks about negative news coverage could be interpreted as corresponding to Vice President Agnew's recent comments. Mr. Romney turned in some heat and said: "If you will report what I said, and not try to embellish it and interpret it, and apply it to all the press, so then I will have all the press down on me, I'll appreciate it."

A lower-key interlude was managed at the NAB convention by Mr. Klein, the President's number-one PR man. Mr. Klein was back at another NAB convention to mend fences that had been trampled down in another encounter between broadcast journalism and the Nixon administration. He had been in much the same position a year earlier (BROADCASTING, April 13, 1970), a few months after Mr. Agnew invented the technique of making national issues out of national news coverage.

Speaking at the Tuesday luncheon, before reading a message he had brought from President Nixon, Mr. Klein was most lavish in his praise of the news media. "There's no question," he said, "that the American press and broadcasting industry" are unparalleled in their technical ability and that they are the "ultimate in fairness and objectivity" in presenting news to the public. "This," he said, "sometimes is forgotten in debate."

However, the message he carried from the President was seen by some at the luncheon as an effort to make clear the administration had no quarrel with local stations, whatever it thought of the networks. It also seemed part of an effort to enlist support for the President's program among local broadcasters who the administration may feel are more likely to be disposed to its position than the network newsmen.

*A quote attributed to the AP's Wes Gallagher:*

**Gallagher's Law is that criticism by the government rises in direct proportion to the amount of news printed or broadcast which reflects unfavorably on government policy."**

called documentary, pervasive malice and editorial bias."

*Barron's* continued:

"On the CBS television network—which includes five wholly owned stations and 198 affiliates—slanted (or, in view of his authority and tenure, perhaps the word should be Salanted) journalism has long been the name of the game."

CBS had no official comment following *Barron's* attack, but a CBS News spokesman responded to newsmen's inquiries last week with this statement:

"Even though the article was atrocious journalism, totally one-sided and inaccurate, we do not suggest that *Barron's* be deprived of its second-class mailing privileges."

The extension of criticism to all "channels of information" by Mr. Romney came on Monday afternoon in a speech the cabinet officer was making on the President's domestic program. Mr. Romney had talked about federal sharing of revenue with the states and the reorganization of the federal administration, and he asked the broadcasters to support those programs.

He said the President needed more

Mr. Klein, at a news conference before his luncheon appearance, made it clear he is concerned about whether the President's domestic program, including proposals for revenue sharing and executive-branch reorganization (subjects that Mr. Romney had stressed)—are attracting enough public interest.

"I would like to extend special recognition today to the individual, local television and radio stations across the nation, and to the men and women who own and operate them and direct their news programs," the President said, in his message. "Much of the time spotlight of praise and the crossfire of criticism focus on the major national broadcasting networks—yet the local stations, without which the networks could not exist, are equally important. Particularly in the area of news and public-service programming, local broadcasting plays an influential and creative role in the life of the community."

The President added that he has been impressed "with the remarkable improvement in the depth and quality of the local radio and television news work. You are to be commended for this commitment to real excellence in broadcast journalism for your home markets."

Mr. Klein, in support of the criticism to which the networks have been subjects by Vice President Spiro T. Agnew and others in government, said the adversary relationship is good and proper for the media and government. With each criticizing the other, he said, both are more alert and responsive to their duties. (The President made the same point in his message.)

Furthermore, Mr. Klein said, his statement a year earlier—after the initial blast of criticism that the Vice President directed at the news media—that the administration would not intimidate the media, "has been borne out by the facts."

But in response to questions at a news conference—at which he expressed the view that the networks are "oversensitive" to the kind of criticism they have been receiving—he continued to keep the heat turned on CBS for its *The Selling of the Pentagon*.

He placed President Nixon squarely in the camp of the program's critics—a place he had not previously occupied.

The President has not yet seen the program. He has, however, seen reviews of the program, Mr. Klein said, "and would agree there is a lack of balance." Mr. Klein restated his personal view in that regard, asserting, "Everything in it [the documentary] is of a negative nature" (BROADCASTING, March 29).

Mr. Klein at the news conference said the credibility problem is shared

#### Heard in a hallway:

"Let Agnew—whom I'd vote for tomorrow—point the finger at the networks, not at me. I won't take the blame for what the network does."

by the government and the news media. But he said the credibility record of the administration is good, that the accuracy of its announcements on troop withdrawals has been established.

And he denied, as the aide in his office who was directly involved in the incident did earlier, that the administration applied pressure to secure a guest spot on the Dick Cavett show for a spokesman in behalf of the SST program (BROADCASTING, March 29). The White House had merely informed the show's producers that since they had shown so much interest in the subject—the show in recent weeks had presented three opponents of the project and one supporter—an administration representative could be made available, he said. "This has been a common practice over the years," he added.

As for network news coverage, he felt that "over-all" it is good. He said the criticism leveled by Secretary Romney and Vice President Agnew was that some stories were not balanced.

The simmering differences between broadcasters and network news departments burst to the surface last Tuesday at the end of a luncheon speech at the NAB convention by the cartoonist, Mr. Capp, who accused network newsmen of prejudice against President Nixon. He was given standing applause.

Among network correspondents, said Mr. Capp, only ABC's Howard K. Smith "respects the President." The weight of broadcast prejudice puts the President at a disadvantage, the cartoonist said. Mr. Nixon can "borrow" the broadcast system occasionally, said Mr. Capp, "but the Chancellors and Brinkleys and Vanocurs have it every night of the year."

The prejudice extends beyond the network news departments, in Mr. Capp's view. "Dick Cavett used ABC to make a national political figure out of Jane Fonda," Mr. Capp said. There is also prejudice, he said, in other media. Tom Wicker, chief of the *New York Times*'s Washington bureau, was quoted by Mr. Capp as telling a Harvard lecture audience: "We kicked out one President. Maybe we can kick out another."

Mr. Capp said he had wondered

whether the intention of the anti-Nixon correspondents was to go beyond attacks on the President to attacks on the Presidency itself.

At one point in his speech Mr. Capp compared Ralph Nader and Spiro T. Agnew as "the same sort of crusaders." But, he said, "in my opinion Agnew has more guts." He was interrupted by applause only slightly less fervent than that at the end of his speech.

Mr. Capp had been invited by NAB officials in the expectation he would talk on curbing the use of drugs, the subject of much broadcast time. He never mentioned it.

With its members divided over the performance of network news departments, the NAB—to which the networks belong—adopted no official role in the dispute. Vincent T. Wasilewski, NAB president, endorsed the position CBS has taken. In answer to a question asked during a news conference, Mr. Wasilewski said he believed CBS "has done an exceptional job in responding to Vice President Agnew."

Asked whether he knew that a number of broadcasters disagreed with the CBS position, Mr. Wasilewski said: "I think all of us at one time or another disagree with particular news handling."

In his keynote address to the convention Mr. Wasilewski referred briefly to "pressures from government interests who make broad allegations of bias and lack of objectivity about the reportorial functions of broadcasting."

He said the question was: "How do we maintain our journalistic independence—even, if you will, the right to be wrong—in a licensed medium?" It was, he told the broadcasters, "a challenge you all must face."

## For the Pentagon, a successful sale

Representative F. Edward Hebert (D-La.), among the most vocal critics of CBS News's *The Selling of the Pentagon*, was said last week to have made the same points the program did—but many years ago.

William Small, CBS News Washington bureau manager, found a newspaper story of Feb. 26, 1952, quoting Mr. Hebert as railing against the Pentagon's "colossal propaganda machine on the banks of the Potomac."

That was before Mr. Hebert became chairman of the House Armed Services Committee, in which capacity he was the first to object to the CBS documentary—before he had even seen it.

Mr. Hebert's change of heart was reported by Mr. Small in a speech prepared for delivery at a regional conference of Sigma Delta Chi in Knoxville, Tenn., last Friday.

# No avoiding it: TV's believed most

Roper survey shows medium on ascending curves as nation's first and most credible news source

In a time when television news—and particularly its credibility—are under unparalleled attack, comes a new survey showing that television once again has extended its lead over all other media both as the primary source of news and as the most believable.

The survey, seventh in a series conducted for the Television Information Office by the Roper Organization since 1959, displayed public attitudes toward television at loggerheads with those of its chief adversaries not only on journalistic issues but also on such other current questions as program balance, fairness, limitations on TV political spending and commercials in children's programs.

Roy Danish, TIO director, revealed the independent research firm's latest findings in a report at Wednesday's (March 31) television conference at the National Association of Broadcasters convention in Chicago.

Summarizing principal findings on current regulatory issues, Mr. Danish told the NAB audience that "what the public is saying is 'hands off' television—don't increase government program control, don't single out television for political campaign spending limits, don't ban commercials for children."

Mr. Danish said TIO had sent summaries of the study to all TV stations for possible use on the air, will send slide presentations based on it to TIO members within four weeks, is taking full-page ads to promote it in Washington newspapers and will provide mats to stations for local promotion.

He also played a new TIO TV-promotion spot—a one-minute animated feature stressing television's public-service contributions—that he said will be sent to TIO members and be made available "for a modest fee" to others.

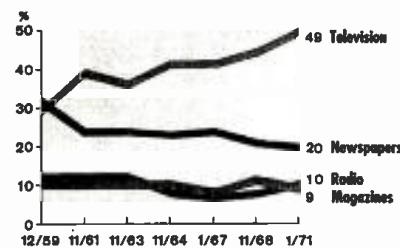
The new Roper study was conducted in January in personal interviews with a national sample of 1,993 persons aged 18 and over. Highlight findings and comparisons with those in the immediately preceding Roper study, conducted in November 1968:

- Television, cited as the source of most news for most people since 1963, was number-one once again, and by a wider margin than ever. People naming TV their primary news source rose to 60%, while those naming newspapers dropped to 48%. Radio was named by 23%, magazines by 5%. The figures do not add to 100 because multiple

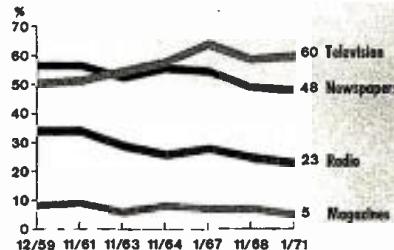
answers were allowed. But 31% named TV only, as against 21% who named only newspapers, while 22% named both.

- The percentage of people naming TV the most believable mass medium rose five points to 49%, about two-and-a-half times the number who designated newspapers. This was in response to a question asking which source they would believe if they heard conflicting reports. In addition to the 49% who

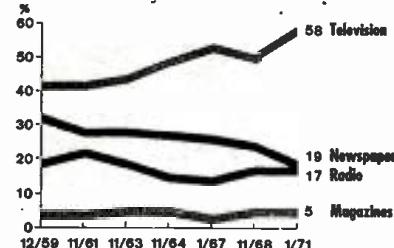
## Medium you most want to keep (a)



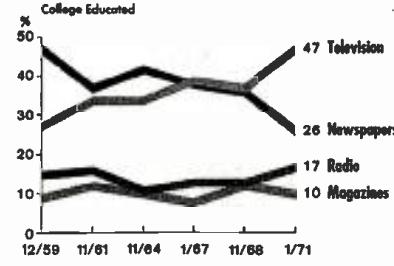
## Medium you most want to keep (b)



## Source of most news



## Most believable news source



Source: The Roper Organization Inc., March 1971

said TV, 20% said newspapers, 10% radio, 9% magazines. Conversely, television ranked lowest in unbeliefability.

- As between news/public affairs and entertainment, those who like the present balance increased five points to 64%. Those wanting more news and public affairs declined one point to 22%; those wanting more entertainment also declined one point, to 10%.

- Between special and general interest programming, those liking the existing balance rose to 45% from 41%. Those wanting more special-interest programs went down a point to 30%, while those wanting more general-interest programs remained unchanged at 21%.

- The view that there is "about the right amount of government control over television programming now" was held by 48%, up from 40% in 1968. But those favoring less control rose three points to 31%, while those wanting more dropped six points to 12%.

- Television was named "the medium you most want to keep" by 58%, and extended its lead on this score among the college-educated by 10 points to 47%. In the upper economic levels an even 50% voted TV the most-wanted medium. Newspapers were ranked first by 19% of the total sample, 26% of the college-educated, 24% of the upper-income group. Radio was put first by 17% of the total sample, also by 17% of the college-educated and by 18% of the upper-economic group. Comparable figures for magazines were 5%, 10% and 7%, respectively.

Mr. Danish noted that this year's survey also asked some new questions having special significance in the current regulatory atmosphere. These, he said, found that:

- Seven out of 10 people (69%) consider television fair in presenting the opinions of politicians, leaders and average citizens. Of the 21% who think it is unfair, 10% (of the total sample) feel there is "too much extreme and far-out opinion," while 6% feel there is "too much conventional, middle-of-the-road opinion." The rest said there is proper balance (4%) or didn't answer (1%). As to political leanings of people on TV news and discussions shows, 7% consider them "too much to the left," 3% "too much to the right," and 7% "pretty well balanced," with 4% not answering.

- Half of the respondents (51%) feel that TV spends "about the right amount of time" presenting people in the expression of opinion, while 31% said it spends "too little" time and 9% "too much." This suggests, Mr. Danish told the NAB audience, that "a little more opinion might be in order."

- As earlier reports had indicated, the study also found that 74% do not



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At the same time, RRR felt equally irresistibly attracted to KALL, KOSI and IMN\*.

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object to commercials in children's programs if they do not take unfair advantage of children (BROADCASTING, March 22), and that almost two-thirds (63%) oppose legal limits on specific items of political spending, with only 16% specifically favoring curbs on paid political TV programs and spots (BROADCASTING, March 1).

The study also found viewing still rising, up three minutes a day to a daily average of 2 hours 50 minutes. Among the college educated, viewing was up two minutes to 2:19 a day; at the upper-income level it rose six minutes to 2:30.

As in earlier surveys, the public voted 8-to-1 that having commercials "is a fair price to pay for being able

to watch" television. The number who felt that "most commercials are perfectly all right" or said "I often enjoy them" rose to 62% from 57% in 1968.

Public regard for the local performance ("good" or "excellent") of television rose from 57% in 1968 to 59% in 1971, while similar rankings for three other local institutions all declined: That of schools dropped from 58% to 50%, newspapers 51% to 48% and local government 41% to 34%.

Newspapers were the leading medium for acquainting the public with candidates for local office but television narrowed the gap, being named as number one by 32% as against 37% for newspapers. In 1968, TV trailed by 14

points. For state offices, TV led with 50% to newspapers' 30%, a 15-point gain for TV.

Mr. Danish summed up the findings this way:

"A good deal of criticism is directed at television by persons who claim to speak for the public. But what self-professed spokesmen allege seems to differ from the findings of a scientifically conducted survey of opinion. The Roper studies have used the same questions and the same techniques to get an accurate picture of trends in attitudes. Other polling organizations have reported findings that were very close to Roper's, thus serving to validate his data."

## Programming

# New breed, new battle in program sales

On one side, agency-advertiser barter; on the other, traditional syndication; the decision's far from in

Suave Madison Avenue agency executives, smooth-talking producers from Hollywood and even some friendly representatives of national advertisers trekked to NAB Chicago last week to make the acquaintance of that popular figure, the TV station program buyer. In the process, they wined, dined and occasionally even sold him one of their new syndicated series, either on a cash or trade-out basis (preferably trade-out).

The ubiquitous TV program syndicators were there too, in not quite full force and in slightly modified splendor. They felt a trifle upset over the incursion into their terrain of a new, perhaps more polished and certainly well-armed competitor. After all, the new breed could hold out the blandishment of free programs (in return for spots), an attractive bait during a period of economic crunch.

If the program buyer from, say, Wichita Falls, was flattered by the attention of executives from Young & Rubicam, J. Walter Thompson, N. W. Ayer, Ted Bates & Co., SSC&B, Grey Advertising, Foote, Cone & Belding and others, he was bewildered by the huge harvest of product that was available when he arrived at the Conrad Hilton, Sheraton-Blackstone or other hostelleries. The week before the convention there was an abundant supply of off-network and first-run series released into the syndication mart (BROADCASTING, Feb. 22) but even this

plethora of product was vastly supplemented last week.

Several syndicators and a number of station buyers agreed wholeheartedly with Alan Silverbach, vice president in charge of worldwide sales for 20th Century-Fox TV, when he shook his head and said: "In the many years I have been coming to the convention, I can never remember the glut of programs, both for station sale and barter, on the marketplace. Many station

to the programming explosion. Without advance warning CBS Enterprises released 168 episodes of *Hogan's Heroes*; Metromedia added the off-network *Mayberry R.F.D.* and the first-run *Primus* action-adventure series; MCA TV issued the off-network *The Virginian*, and Group W Productions, the new first-run *David Frost Revue*, *Smothers Brothers*, *Norman Corwin Presents* and *The Street People*.

The advertiser-syndicator groups were involved in equally vigorous negotiating. In addition to promoting series announced in recent weeks, they were busy in the Loop and outlying hotel suites with new offerings. Ted Bates & Co., on behalf of Colgate, invited program buyers to the Palmer House to view the new half-hour dramatic series, *Dr. Simon Locke*. Young & Rubicam was nestled in the Chicago-Sheraton to solicit station opinion about (and perhaps buyers for) a daily, half-hour consumer-oriented strip, titled *The Most For Your Money*. The Scott Paper Co., through its newly-formed Scott Entertainment Co., held open house at the Conrad Hilton for showings of its new half-hour, comedy strip with a purported educational flavor, *Peanut Place*.

Two prestigious Hollywood producers, who invariably produce for the networks and were squeezed out, they said, because of the FCC prime-time access rule, wooed station buyers assiduously on behalf of their departed series. Don Fedderson Productions offered TV sta-

A TV program exhibitor:

"Why was business so much better this year?  
Because it was so bad last year."

buyers tell me they are thoroughly confused."

One program executive for a medium-sized New England station remarked: "I have never seen so much programming thrown at me. We'll have to make up our minds in three or four weeks. I'm looking into as many deals as I can and then we'll decide."

The conventional syndicator, as contrasted to the new but emerging category of advertiser-syndicator, was not exactly backward about contributing



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Entertainment from Transamerica Corporation

# 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.

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



**KDFW-TV**  
DALLAS-FORT WORTH

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tions a trade-out deal on *The Lawrence Welk Show*. Youngstreet Program Services, adopting a different tack, pitched stations new productions of *Hee Haw* and *The New Hollywood Palace* on a leased-line, same night feed.

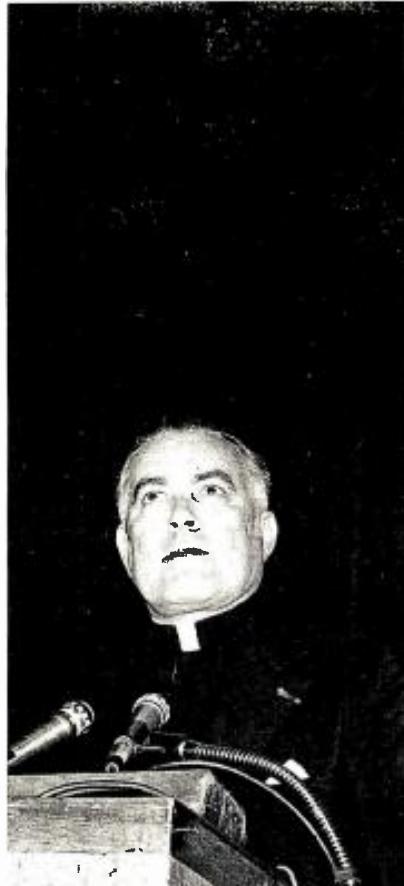
Alan D. Courtney, president of Youngstreet and formerly a vice president with CBS and NBC, flew to Chicago with Nick Vanoff, a partner in the company, and set up a suite in the Conrad Hilton. They said few station executives knew they were there but they immediately issued a press release and word spread. They reported interest from several sponsors in scheduling *Hee Haw* at Saturday 7-8 p.m. and *Palace* at Sunday 7-8 p.m. Mr. Courtney stressed that this is not a barter deal and said he had completed a cost study which indicated an interconnected network of upwards of 70 stations for each program was economically viable.

From all segments of the industry there was agreement that 1971 is a year of ferment and turmoil. For the station program official, it is the first year that many network affiliates have to fill prime-time spots, and they have a vast and bewildering assortment from which to choose. For the conventional syndicator, it is a year of golden opportunity but also a year of fierce competition. Many companies with investments in new or off-network series are fearful that the glut of programming may lead to a splintered sales pattern, with numerous series sold in relatively limited number of markets. And for the advertiser-syndicator, the new man in the middle, 1971 is the year in which his concept will get its trial on a meaningful basis. Is this type of programming a stop-gap that can flourish only in a pinched economy, as some critics (even stations) have claimed? Can it compete with off-networks and sold-to-station first-runs to the satisfaction of stations? And will it prove to be an effective vehicle for sponsors?

The pivotal figure is the station program buyer. There were no definite signs last week in Chicago as to which course he would follow in program selection, but there was strong sentiment to fill the 7:30-8 p.m. slot with family-type programming, perhaps situation comedy, light action-adventure or drama or music-variety—anything, it would appear, except heavy drama or violence.

A sampling of station executives pointed to a decision on programming in the next two to four weeks. Some buyers said they had bought as many series now as they had last year; were close to deals on others and were returning home to consult with their management on still others.

Network-affiliated buyers were discomfited by the Tuesday, 7:30-8 p.m.



*A plea for understanding of the young and for disengagement in Vietnam was made at the NAB convention last week by the Rev. Theodore M. Hesburgh, president of Notre Dame University and chairman of the U.S. Commission on Civil Rights. Father Hesburgh told the broadcasters that the college generation has qualities to be admired instead of rejected. His speech, to a management luncheon last Monday, drew standing applause—as did one the next day by Al Capp, whose philosophies were in sharp contrast (see page 21).*

exemption from the rule, pointing out it breaks the across-the-board placement of a series. They were not mollified by assurances from syndicators that a respite one night a week might be the pause that refreshes.

Buyers from independent stations, which have constituted up to 60% of syndication purchases (according to several distributors), expressed ecstasy over the prime-time rule. They pointed out that for years they have been buying programs for prime positions and consider themselves experts. And, beyond that, they will be competing on the same terms a half-hour each night in the period their competitive stations will have to fill.

"And with all these block-busting off-networks coming into syndication this year, many will be coming back in the fall to haunt the networks," one independent operator chortled.

The syndicator, the traditional purveyor of off-network and other programming, was fully aware of this year's competitive squeeze. Veteran station program visitors to distributor suites remarked on the reduced staffs; the lack of lavish entertainment and the absence, in some facilities, of even the curvaceous hostesses.

"The only real wingding I attended this convention was the Winters-Rosen Party last Sunday (March 28) at the Sheraton-Blackstone," one station buyer observed. "MCA had a nice combo the night I attended. But many of the suites were closed at 8 o'clock."

Most distributors said attendance was slightly down, or about the same, but the vital station officials attended. One distributor who reported that traffic was up over last year conceded that "one day we had some copy writers from an agency who stayed about four hours, a group of law students who said they were writing a thesis on broadcasting and a lot of radio engineers."

In a questionnaire prepared for Broadcasting, the vast majority of syndicators reported that both sales and leads had increased over last year. Syndicators have an understandable penchant for exaggeration and optimism, but as one veteran distributor remarked: "If everybody is up, then nobody is down, and how can that be?"

The best bets are the proven off-network series; the better programs offered on a bartered basis and first- and re-run feature film packages, according to a number of station program officials interviewed by BROADCASTING.

Jack Arbib, vice president, marketing, CBS Enterprises, said sales were up substantially on such proven off-network programs as *Hogan's Heroes*, *Andy Griffith Show* and *Petticoat Junction*. He said that a number of first-run series to be produced abroad are in development for next year.

Brad Marks, executive vice president, Winters-Rosen, called W-R "the company to watch in 1971" with *Rollin' On the River* and *Story Theater*, both trade-out series, with the former being placed in more than 100 markets for Noxell Inc. He observed that both shows are "in the family skew, reaching people from 8 to 80."

Time-Life is banking on an appeal for quality, adult shows and is bullish over various BBC-produced series, including *Life Around Us*, *Great Zoos of the World*, *The Expert*, *Civilisation* and *Dr. Who*, according to Wynn Nathan, director of sales.

Keith Godfrey, vice president and director of sales, MCA TV, pointed to such new off-network shows as *Name of the Game* and *The Virginian* to back his contention that MCA TV will have "a banner year." In addition, MCA TV

is releasing large groups of feature films this spring.

William Hart, vice president for syndication for Screen Gems, said that sales and leads during the convention were about the same as last year but he is "more bullish" about business for the rest of the year.

United Artists Television is placing emphasis on its new group of 30 features and on product already in release, such as *Gilligan's Island* and *Rat Patrol*. Pierre Weis, president, said that sales and leads were higher at this year's convention than in 1970.

Sandy Frank, president of Sandy Frank Programs Inc., scored a coup this spring when he obtained the syndication rights to the *Bill Cosby Show*—inasmuch as his company is a relatively small distributor. He said convention sales activity was brisk.

Kevin O'Sullivan, president of ABC Films, was delighted to say that more than \$250,000 in sales were made last week on the company's *Prime I* and *Prime II* group of features, and sales on *Dark Shadows* were substantial.

Richard Moore, president of Century Broadcasting, said completed sales were about the same but mentioned that station officials were impressed with Century's sports programming and *Inside Business* five-minute series.

Richard Colbert, executive vice president of Four Star Entertainment Corp., noted that 1970 was "a good year" with *Big Valley* and *Can You Top This?* He predicted that with four new first-runs, plus the re-introduction of *The Rifleman*, Four Star "should have another good year."

Ken Joseph, vice president of Metromedia Producers Corp., projected "an excellent year," adding that "we just have the product." He cited the acquisition of *Mayberry R.F.D.* and the *National Geographic*s as the main reason for the expected splurge.

Larry O'Daly, president of Media Syndication Systems, which arranges for advertiser-syndication deals, said it was his first experience at the convention and he did as well as he expected. He set up a few station clearances and met many station executives.

Gus Nathan, international director of sales for the Larry Harmon Pictures Corp., said its new five-minute program, *Window on the World* (starring Bozo the Clown), 200 episodes, "inspired a tremendous flow of traffic and created many leads." He said the series is an educational-entertainment children's program.

Len Ringquist, director of syndicated sales for MGM Television, acknowledged that station customers seemed "more confused" this year about what they planned to do, but in general, they evinced sharper interest in MGM prod-

uct. He said both sales and leads had risen on new series, including *Man to Man*, *High Speed Living* and *Four And A Who Now*, and on its older series, such as *Please Don't Eat The Daisies*, *Flipper*, as well as on feature film packages.

Alan Silverbach, vice president of worldwide sales for Fox Television, said it would be a ruggedly competitive year in the syndication marketplace but he was hopeful that sales could be generated from its newly-released *Julia*, *Bracken's World*, *Lancer* and *Ghost and Mrs. Muir*. During the convention Fox launched a package of 50 feature films, titled *Golden Century* and consisting of movies from 1929 to 1935. The films are intended to exploit the current vogue for nostalgia. Remember Frances Dee, Marguerite Churchill, Lee Tracy, George Bancroft, Thelma Todd, Edmund Lowe, Janet Gaynor and El Brendel?

The Hughes Television Network, with vice president Joe DiMaggio on hand to greet visitors, was promoting four half-hour series to be produced by David L. Wolper Productions. They are *Explorers Club Adventures*, *Those Were The Days*, *Animal Gazette* and *What Ever Happened To . . . ?* A spokesman said there was considerable interest on the part of station officials who dropped by.

Considerable traffic was in evidence at the Group W Productions suite where the company was introducing four new half-hour TV series. *David Frost Revue*, *Smothers Brothers*, *Norman Corwin Presents* and *The Street People*.

Len Firestone, president of Firestone Films Syndication, remarked that "if you have top product, you'll make the sales." Firestone has the new off-network *Green Acres*, in addition to new production on *To Tell The Truth*, plus *The Addams Family* and *Branded*.

## Radio programmers happy with convention

Radio program syndicators voiced confidence last week that sales for 1971 would be up at least slightly over 1970. Distributors of various music services and other forms of programming with exhibits at the NAB in Chicago said the recession probably kept attendance down slightly, but based on talks they had had with station visitors, they were optimistic about sales prospects.

Bryant Gillespie, vice president radio, Nightingale-Conant Corp., Chicago, said the sales closed for the radio *Earl Nightingale Show* were about the same as last year but he expected business would improve. A TV program starring Mr. Nightingale had been developed

and also is being offered to stations.

William C. French, sales manager of the Boston Symphony Transcription Trust, Boston, reported that fewer sales were closed during the convention but forecast that business would equal 1970's. The company distributes programs featuring the Boston Symphony, the Boston Pops Orchestra and the Cleveland Orchestra.

Business was "very brisk" at the suite of Charles Michelson Inc., according to Robert Michelson, general manager. He said there were substantial sales and many inquiries on the company's radio drama series, including *The Shadow*, *Gangbusters* and *The Green Hornet*.

Ralph Stachon & Associates, Memphis, attending the convention for the first time, was enthusiastic about its participation. A spokesman said the company staff had completed some immediate sales and had obtained a sizeable number of leads. The company produces radio and TV commercials.

International Good Music Inc., Bellingham, Wash., was pleased with both the sales and leads it had generated during the convention for its music services. Irving D. Law Jr., vice president, sales, said "customer interest continues to climb at an accelerated rate."

Merrill Barr, general manager, Hap Day Industries, Boston, said it enjoyed "an outstanding success." He noted that the convention gives Hap Day "an opportunity to tell our story to many small market stations that we cannot visit personally during the year."

## No equal time tomorrow for O'Brien on 'Today'

NBC last week turned down a request by Democratic National Chairman Lawrence F. O'Brien for free TV and radio time to even out exposure given President Nixon.

Mr. O'Brien had asked NBC for a two-hour program to balance a conversation with the President March 15 on NBC's *Today* program. At the same time it asked ABC for time to match an hour-long interview of the President by Howard K. Smith on March 22 (BROADCASTING, March 29).

In a letter to Mr. O'Brien last Tuesday (March 30), NBC said that the *Today* interview "was philosophical in nature, rather than a discussion of issues. It dealt mainly with his views on the role of women . . ." Whatever incidental discussion of issues there was on the show had been counterbalanced by other programming, NBC said.

ABC late last week declined immediate comment on Mr. O'Brien's request, but indicated it would have a response soon.



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LOS ANGELES **KABC KLOS**

# The 1971-72 schedule: what it cost

The 1971-72 prime-time network-television schedule is shown on these pages, night by night, as it appears to advertisers and agencies negotiating and planning their buys for fall. This will be the first network season under the FCC prime-time access rule and accordingly, the networks have reduced the numbers of shows in prime time. There are 66 series, 15 fewer than started the 1970-71 season, and more than one-third (24) are new, two more than at the start of the current season. Listed are the program's title, the first year it appeared in a network's prime-time schedule for a full season (midseason entries are dated from the following season), and its production source. Then come asking prices for a commercial 30-second spot (or in some cases, a commercial minute), followed by an estimate of the production cost of a single original in the series.

The asking prices, which are based on quotations received at agencies, represent certain selling periods at each of the networks, and three prices are shown for shows on all networks. ABC prices quoted are for winter (30 weeks), spring (12 weeks) and summer (10 weeks). These are early prices, and for several shows at ABC are subject to a slight revision upward, toward the end of this month. CBS quotations are for the fourth quarter in 1971, and for the first and third quarters in 1972. For NBC—revised since original quotations were submitted to agencies (*BROADCASTING*, March 22)—the three prices quoted are for winter, spring and summer. Estimates—of prices and production costs—were based on a range of sources including advertising agencies and network authorities.

All three networks are expected to start the season in the same week (week of Sept. 12). But this was not officially confirmed as of this last week.

Not shown in the listings are special programs. Also omitted are the monthly news "magazines" to be telecast in prime time by CBS and NBC next fall. CBS's (*CBS Reports*) will be shown on every fourth week on Thursday 9-11 p.m. NYT. NBC's (as yet untitled) will be telecast once each month on Friday, 8:30-10:30 p.m. NYT.

## ABC

Time	Name	Year introduced	Producer	Cost per 30	Production costs
<b>Sunday</b>					
8:00	*The FBI	1965	Quinn Martin Productions	\$ 71,000 48,000	\$205,000
8:30				38,000	
9:00	The ABC Sunday Night Movie	1964	Various	31,000 23,000	750,000
9:30				20,000	
10:00					
10:30					
<b>Monday</b>					
8:00	Nanny and the Professor	1970	20th Century-Fox	21,000 18,000 14,000	90,000
8:30	Local programming				
9:00	*NFL Monday Night Football	1970	—	72,000	654,000
9:30					
10:00					
10:30					
<b>Tuesday</b>					
7:30	The Mod Squad	1968	Thomas-Spelling Productions	29,000 21,000	215,000
8:00				17,000	
8:30	Movie of the Week	1969	Various	32,000 23,000	375,000
9:00				20,000	
9:30	Marcus Welby, M.D.	1969	Universal	42,000 35,000	210,000
10:00				30,000	
10:30					
<b>Wednesday</b>					
8:00	Bewitched	1964	Screen Gems	25,000 19,000	110,000
8:30	The Courtship of Eddie's Father	1969	MGM	16,000 28,000 21,000	90,000
9:00	The Smith Family	1971	Don Fedderson Productions	17,000 28,000 23,000	93,000
9:30	The Shirley MacLaine Show	New	Sheldon Leonard-Associated Television Corp.	18,000 27,000 22,000 18,000	93,000
10:00	The City (tentative title)	New	Universal	23,000 19,000	194,000
10:30				17,000	
<b>Thursday</b>					
8:00	Alias Smith and Jones	1971	Universal	22,000	192,000
8:30				18,000	
9:00	Longstreet	New	Paramount	14,000 27,000 22,000	193,000
9:30				18,000	
10:00	Owen Marshall: Counselor At Law	New	Universal	24,000 20,000	192,000
10:30				18,000	
<b>Friday</b>					
8:00	The Brady Bunch	1969	Paramount	22,000 17,000	89,000
8:30	The Partridge Family	1970	Screen Gems	13,000 28,000 21,000	95,000
9:00	Room 222	1969	20th Century-Fox	17,000 28,000 21,000	97,000
9:30	The Odd Couple	1970	Paramount	17,000 26,000 20,000	97,000
10:00	Love, American Style	1969	Paramount	17,000 28,000	190,000
10:30				22,000 20,000	
<b>Saturday</b>					
8:00	The Bobby Sherman Show	New	Screen Gems	22,000 16,000	87,000
8:30	Movie of the Weekend (tentative title)	New	Various	13,000 27,000 20,000	300,000
9:00				18,000	
9:30					
10:00	The Persuaders	New	Associated Television Corp.	23,000 19,000	194,000
				17,000	

\* Minimum price only.

# to make, what it will cost to buy

## CBS

Time	Name	Year introduced	Producer	Cost per 30	Production costs
<b>Sunday</b>					
7:30	The CBS Sunday Night Movies	New	Various	\$32,000 31,000 18,000	750,000
8:30					
9:00					
9:30	Cade's County	New	David Gerber Productions-20th Century-Fox	28,000 28,000 19,000	195,000
10:00					
<b>Monday</b>					
8:00	Gunsmoke	1955	Arness Productions	34,000 34,000 20,000	220,000
8:30					
9:00	Here's Lucy	1962	Lucille Ball Productions	34,000 33,000 22,000	123,000
9:30	The Doris Day Show	1968	Arwin Productions	29,000 27,000 20,000	100,000
10:00	Arnie	1970	20th Century-Fox	25,000 24,000 18,000	93,000
10:30	All In The Family	1971	Bud Yorkin-Norman Lear Productions	23,000 22,000 16,000	95,000
<b>Tuesday</b>					
7:30	The Glen Campbell Goodtime Hour	1969	Glenco Productions	26,000 27,000 15,000	210,000
8:00					
8:30	Hawaii Five-O	1968	Leonard Freeman Productions	36,000 36,000 23,000	208,000
9:00					
9:30	Cannon	New	Quinn Martin Productions	27,000 26,000 19,000	193,000
10:00					
<b>Wednesday</b>					
8:00	The Carol Burnett Show	1967	Burngood Productions	29,000 28,000 17,000	225,000
8:30					
9:00	Medical Center	1969	MGM	36,000 36,000 24,000	198,000
9:30					
10:00	Mannix	1967	Paramount	31,000 30,000 23,000	205,000
10:30					
<b>Thursday</b>					
8:00	The Big Wheels	New	Filmways TV Productions	24,000 24,000 14,000	197,000
8:30					
9:00	The CBS Thursday Night Movies	1965	Various	29,000 29,000 20,000	750,000
9:30					
10:00					
10:30					
<b>Friday</b>					
8:00	Chicago Teddy Bears	New	Warner Bros.-Arwin Productions	24,000 24,000 14,000	92,000
8:30	O'Hara, United States Treasury	New	Mark VIII Productions	29,000 30,000 18,000	194,000
9:00					
9:30	The CBS Friday Movie	1966	Various	27,000 28,000 19,000	325,000
10:00					
10:30					
<b>Saturday</b>					
8:00	My Three Sons	1960	Mac-Fedd	28,000 28,000 15,000	112,000
8:30	Funny Face	New	Paramount	29,000 29,000 18,000	91,000
9:00	The New Dick Van Dyke Show	New	Cave Creek Enterprises	32,000 31,000 19,000	98,000
9:30	The Mary Tyler Moore Show	1970	M.T.M. Productions	32,000 31,000 20,000	97,000
10:00	Mission: impossible	1966	Paramount	29,000 29,000 20,000	220,000
10:30					

## NBC

Time	Name	Year introduced	Producer	Cost per 30	Production costs
<b>Sunday</b>					
7:30	*Walt Disney	1954	Walt Disney Productions	\$61,500 43,000 35,000	225,000
8:00					
8:30	†James Stewart (title to be announced)	New	Warner Bros.	†	105,000
9:00	*Bonanza	1959	NBC Productions	65,000 48,000 39,000	220,000
9:30					
10:00	Bold Ones	1969	Universal	29,000 25,000 21,000	200,000
10:30					
<b>Monday</b>					
8:00	Rowan & Martin's Laugh-In	1968	George Schlatter-Ed Friendly Productions and Romart	30,000 20,000 17,000	200,000
8:30	NBC Monday Night at the Movies	1968	Various	26,000 21,000 18,000	750,000
9:00					
9:30					
10:00					
10:30					
<b>Tuesday</b>					
7:30	Ironside	1967	Harbour Productions-Universal	28,000 18,000 15,000	210,000
8:00					
8:30	Sarge	New	Universal	27,000 21,000 18,000	180,000
9:00					
9:30	Marriage Can Be Fun	New	Sam Persky and Bill Denoff-Universal	24,000 21,000 18,000	150,000
10:00					
<b>Wednesday</b>					
8:00	Adam-12	1968	Mark VII-Universal	31,000 21,000 17,000	95,000
8:30	Mystery Tonight	New	Universal	28,000 23,000 19,000	300,000
9:00					
9:30	Night Gallery	‡	Universal	26,000 23,000 19,000	200,000
10:00					
<b>Thursday</b>					
8:00	Flip Wilson	1970	Street Garner Productions	43,000 31,000 21,000	205,000
8:30					
9:00	Nichols	New	Cherokee Production-Warner Bros.	64,000 50,000 42,000	210,000
9:30					
10:00	Dean Martin	1965	Claude Productions-Greg Garrison Productions	28,000 24,000 19,000	230,000
10:30					
<b>Friday</b>					
8:00	The D.A.	New	Mark VII-Universal	23,000 15,000 13,000	90,000
8:30	NBC World Premiere Movie	New	Various	24,000 18,000 15,000	750,000
9:00					
9:30					
10:00					
<b>Saturday</b>					
8:00	The Partners	New	Universal	30,000 19,000 16,000	90,000
8:30	The Good Life	New	Screen Gems	27,000 18,000 16,000	90,000
9:00	NBC Saturday Night at the Movies	1961	Various	30,000 23,000 21,000	750,000
9:30					
10:00					
10:30					

\* Program sponsorship (Alt. ½ hr. annual and sold in min. only).

† Sponsored by P&G. No prices quoted.

‡ Spin-off from series.



*"Adapt or Perish"* was the assigned subject for this Program Conference '71 panel at the National Association of Broadcasters convention last week, and much of its talk got down to the question of how—and whether—TV stations can adapt to the FCC's prime-time access rule. From left: Jules Power, Jules Power Productions, New York, moderator; Donald H. McGannon, Westinghouse Broadcasting Co.; Don Durgin, NBC-TV; John Comas, WSJS-TV Winston-Salem, N.C., president-elect, National Association of Television Program Executives; Richard A. R. Pinkham, Ted Bates & Co., New York; Kenneth A. Cox, Haley, Bader & Potts, Washington; Herb Jacobs, TelCom Inc., New York.

## How bright the prospect of new prime time?

As bright as you make it, programers, advertisers, networks tell each other at NAB program panel

The question of what advertisers and stations might do, businesswise, to encourage each other to experiment in local programming under the FCC's prime-time access rule was caught up in dispute in a TV Program Conference '71 panel session last week.

The question—one of many on a wide range of subjects dealt with by the Wednesday (March 31) panel at the National Association of Broadcasters convention—was raised first by panelist Richard A. R. Pinkham, senior vice president of Ted Bates & Co. and president of the International Radio and Television Society.

Mr. Pinkham had already warned that "it's tough to score" in the 7:30-8 p.m. NYT period, the one that stations will have to fill most often under the access rule. Then, in the question period, he suggested that "maybe the only way to encourage stations to experiment is to take out some of the risk for advertisers." His suggestion: A guaranteed cost-per-thousand.

That did it. Panelist Herb Jacobs, chairman of TelCom Inc., program consultant, wanted to know whether advertisers and agencies don't have as much to gain from effective programming as broadcasters do. "If you put your spots in meaningful programs and darn the rating," he said, "I think we'd accomplish [the prime-access rule's] purpose."

But meaningful programming is hard to

sell to advertisers, especially in a tight-money economy like the present, Mr. Pinkham replied, adding that he didn't think advertisers should underwrite "show business" anyway.

The brief debate ended indecisively, in the judgment of observers, and so did a much longer one, involving virtually all of the six panelists, on whether—and in what way—the access rule will prove successful.

Kenneth A. Cox, one of the drafters and most ardent supporters of the rule before he left the commission and joined the Washington law firm of Haley, Bader & Potts, said the rule was designed to diversify sources of programming, not necessarily to create better programming, although he hoped improvement might be "a fall-out" from it. If the rule failed, he said, FCC "three or four years from now" might return the time to the networks. But in that case he thought the networks might be subjected to other, perhaps more stringent rules.

Mr. Jacobs said flatly the rule "will work, it will succeed and the public will benefit." Earlier, scoffing at the notion that stations faced a serious problem in filling the newly opened periods, he said stations have 9,943 hours of viable programming to choose from and that almost 3,000 of these are first-run hours. In addition, he said, 1,862 hours of first-run barter pro-

grams are available. But he warned, too, that broadcasters had better start planning for the years ahead—which can be, he said, "the best years."

Don Durgin, president of NBC, was no less optimistic about the future for broadcasters but much more skeptical about the success of the prime-time rule. Now that it has been adopted, he said, "the rule deserves a fair and conscientious test," but from syndication sales and plans made to date he suggested that viewers will be seeing mostly reruns, game and panel shows and a variety of low-budget programs. More than that, he said, the rule is cutting down on specials, "by definition TV's highest quality programs."

At NBC, Mr. Durgin said, "we have had to stop buying additional specials for 1971-72 and have notified a number of advertisers that we are unable to accommodate their specials for 1971-72—so limited are the number of hour and 90-minute periods we can pre-empt in our restructured schedule and still carry political conventions, the Olympic games, news specials and the substantial number of previously committed specials we are obligated to carry by contract."

Mr. Pinkham thought that if FCC expected the rule to produce better programs it was "barking up the wrong tree." He had no doubt that responsible broadcasters would start off with strong programming, but if that fails, he asked, "what happens then?" His implication was that so far as programming goes, local broadcasters' "bench" is weak.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., whose advocacy of limitations on network program time has caused the rule to be dubbed the "Westinghouse rule," dismissed Mr. Pinkham's what-if-we-fail question as a negative approach and red herring.

The "second season" has as much program opportunity as the first, he said, and to the extent that local programming succeeds in the first season the prospects for local-program success in the second are enhanced.

Mr. McGannon, in response to a question, also presented a rundown on Westinghouse's plans for program production/syndication under the rule.

These included: a half-hour original drama with Norman Corwin, the well-known radio writer, as the director and frequently the writer; a half-hour featuring the Smothers Brothers, but mostly Tommy, "in the talent search area"; a half-hour of wit, humor and satire produced by David Frost; an interview, "talking-with-people" show featuring interviewer Mal Sharpe; a series on cinematology with Jerry Lewis as moderator; a "diversified" program by Mike Douglas, and "Doctor in the

House," acquired from England.

John Comas, programing vice president of WSJS-TV Winston-Salem, N.C., and president-elect of the National Association of Television Program Executives, saw the rule as another problem piled on top of many already confronting the "local television station trying to do a job in its community with its available resources from sign-on to sign-off."

Some regulatory incursions looked to him like a move toward "socialized television," and the access rule "a further encroachment on the right of the licensee to determine from a vantage point closest to those he is licensed to serve what is *truly* in the public interest."

Jules Power of Jules Power Productions, New York, was moderator for the panel.

## News gets nod at Petry seminar

### But barter figures big in discussion of futures; clutter is a concern

Local news and bartered programming shared most of the spotlight in an informal seminar conducted by Edward Petry & Co. last week to help its represented stations get a fix on likely prospects for local programing under the FCC's prime-time access rule next fall.

Local news received virtually unanimous support. Bartered programing had to take a lot of barbs along with the endorsements that came its way.

And while most of the spotlight concentrated on these two prospects, occasional shafts glinted off in other directions. For example:

In a discussion of so-called clutter and whether barter programs would contribute to it, Mike Shapiro of WFAA-TV Dallas, a forum member of the National Association of Broadcasters television code review board and an outspoken advocate of tighter commercial controls, speculated that the reason NAB doesn't underwrite serious research on clutter-related questions is that "they're afraid of the outcome."

In response to a question, Don Foote, a Young & Rubicam vice president on hand to argue the merits of bartered programing, denied that advertisers would—or could afford to— withhold spot budgets from stations that refuse to accept the programing they offer on a barter basis.

To still another question Mr. Foote said that although bartered programing might give advertisers a little better

grasp, he could not see their ever getting "control" over programing "in any depth" and "certainly not in prime time."

When a broadcaster wanted to know whether rising program costs would lead networks to start asking affiliates to help pay the freight, Ed Bleier, a former ABC-TV sales vice president, now vice president in charge of network programing and sales for Warner Bros., replied that "it's already happened—what has happened to your network compensation?" He foresaw networks continuing to ask for station assistance through reduced compensation, additional network commercial minutes, "or something," but said he wouldn't go so far as to say, as some suggested, that affiliates might be buying programing outright from networks in five years.

Mr. Bleier said: "We're fools if we don't realize that a lot of people out there feel that broadcasting has not pulled a heavy enough load," and suggested that "we'd all better address ourselves" to children's programs "specifically, before the government steps in."

In the same vein, Mr. Shapiro said that "broadcasters always say 'they can't do this to us.' But they do it anyway, and if we don't clean up our own house the government is going to make us clean it."

Sam Zellman, executive producer, CBS News, said stations could double the length of local newscasts without doubling the costs if they took an "informal approach," dealt with local issues and institutions and remembered that news doesn't have to be hard news to interest viewers. He also felt that stations with similar interests but in different markets might exchange news segments to the advantage of both, and in the matter of production suggested that "wire-service still pictures can really make the news zoom along."

Mr. Foote, whose agency is currently placing three programs on a barter-syndication basis, was put on the defensive almost from the start as some station executives protested that "barter" has a bad reputation and that bartered programing through its distribution of commercial spots between station and advertiser almost inevitably will add to

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*A voice from the back, as a barter programer rose to speak:*

"All right—  
you've got two  
minutes and  
we keep four."

---

"clutter," particularly when placed in prime time.

The Y&R executive acknowledged that one of barter's problems is the name, a hand-me-down from earlier days when barter was synonymous with cheap. But he said stations should think of it as "a good alternative form of programing rather than cheap programing" and should remember that "you can be as selective in accepting or rejecting barter programs as you can with other forms."

Martin F. Connelly, president of Petry, and Bob Muth, vice president, conducted the seminar, assisted by Martin L. Nierman, board chairman, after a reception and buffet dinner for the Petry stations. It all took place Sunday night (March 28) during the National Association of Broadcasters convention in Chicago.

## Prime-time waivers: CBS wants in the club

### Time asked for all networks for news specials and for CBS news series

CBS last week asked the FCC to waive for one year its prime-time access rules to allow the officials of all networks to carry additional one-time-only news broadcasts in prime time, and to permit CBS's affiliated stations to carry additional news-series programs on Sunday evening during the '71-'72 season.

In its filing CBS pointed to the commission's earlier rule waivers for ABC and NBC. The commission first waived the rule to permit NBC to program three and one-half hours on Sunday nights, and then granted the same waiver to ABC for Tuesday evenings—with both networks planning to begin programing at 7:30 (*BROADCASTING*, Feb. 22 and March 15).

CBS also called the commission's attention to what it termed "certain problems stemming from the prime-time access rule's application to news and public-affairs broadcasts."

Under the current rule, CBS argued, there is no exemption for network news and information broadcasts except for special news programs dealing with fast-breaking news, on-the-spot coverage of news events and political broadcasts by legally qualified candidates for public office. Most network news and information broadcasts do not fall within these limits, CBS noted, including presidential news conferences.

CBS told the commission that the access rule should not apply to network news and public-affairs broadcasting at

# Jacobs forecasts NBC by two decimals

**CBS second, ABC third in handicapper's view; all 'bland as oatmeal'**

Herb Jacobs, handicapper of television-network races, forecast last week that NBC-TV would nose out CBS-TV next season. ABC-TV, he predicted, would run two points off the leaders in third.

Mr. Jacobs, head of the program-buying and consulting firm, Telcom, New York, presented his forecasts in Chicago at a breakfast meeting that has become an annual event during National Association of Broadcasters conventions. He said NBC-TV would win the first season of 1971-72 with a 19.1 average share of audience, CBS-TV would be a close second with 18.9 and ABC-TV third with 17.

All of Mr. Jacobs's figures are for shares of audience in half-hour periods in prime time when at least two of the three networks are competing, according to schedules as now planned. Mr. Jacobs said he expected at least some changes in the schedules before they begin.

According to his forecast, NBC will win 19 half hours, take second in 16 and third in seven. CBS will win 19, take second in 12 and third in 11. ABC will win five, take second in 15 and third in 21.

Mr. Jacobs took occasion to cite the record of his predictions a year ago for the season that opened last September.

He claimed an over-all average accu-

## Sunday

	ABC	CBS	NBC
7:30			
8:00	Local		30 Walt Disney 39
8:30	FBI 31	CBS Sunday Night Movie 28	36
9:00	33	28 James Stewart Show	34
9:30	31	29 Bonanza	34
10:00	ABC Sunday Night Movie 32	Cade's County 30	35
10:30	33	30 Bold Ones	31
	37 Local		34

## Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Nanny and the Professor 23		Rowan & Martin's Laugh-In 29
8:30		Gunsmoke 41	
9:00	Local	44	33
9:30		Here's Lucy 27 36	30
10:00	NFL Monday Night Football 30	Doris Day Show 29	NBC Monday Night at the Movies 31
10:30	31 Arnie	26	32
	32 All in the Family	24	33

## Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Alias Smith and Jones 20	The Big Wheels 27	Flip Wilson 42
9:00	20	27	43
9:30	Longstreet 25		Nichols 34
10:00	25 CBS Thursday Night Movie	33	34
10:30	Owen Marshall Counselor-at-Law 24	35	32
	24	36	32

all, alleging their exemption from the rule would "not result in the increased availability of such broadcasts from any other source. First-run syndicators," CBS said, "simply do not produce and distribute current news broadcasts."

The network also asked the commission to waive its rules to allow CBS to offer its affiliates the weekly magazine-format *60 Minutes* at 6:30-7:30 p.m. EST Sunday evening and *CBS Sunday News with Dan Rather* at 10:30 or 10:45 p.m. EST immediately following the conclusion of the CBS prime-time schedule, Sunday night. The former was previously slated for the 6-to-7 p.m. Sunday slot, while the latter is presently scheduled for alternate feeds at 11 and 11:15 p.m.

The net effect of these two Sunday-evening changes would allow an additional 45 minutes per week of news and information within the traditional 7-11 p.m. prime-time period.

CBS acknowledged that the commis-

sion has already waived its rules to permit network news to be scheduled from 7 to 7:30 p.m. if preceded by one hour of local news, making one and one-half hours of combined local and network news. CBS argued that in the case of many, if not most stations, the scheduling of *60 Minutes* from 6:30 to 7:30 p.m. during most of the year would follow one-half hour of local news, "thus similarly achieving an uninterrupted one and one-half hours of news."

## Blackout ban, bidding sought for sports

Legislation to ban nationwide TV and radio blackouts of major sports events was introduced last week by Representative Charles W. Sandman Jr. (R-N.J.). However, broadcast seasons of major sports would be limited under another bill by Morris K. Udall (D-

Ariz.) (*BROADCASTING*, March 29).

Mr. Sandman's bill (H.R. 6992), prompted by the exclusive closed-circuit television coverage of the Joe Frazier-Muhammad Ali heavyweight championship fight last month (*BROADCASTING*, March 15), would require promoters of the "final national or international championship events in professional sports" to obtain a permit from the FCC before holding the events. The permits would be issued only after a showing that broadcasters in "each type of electronic medium" (such as TV, radio and CCTV) have had a chance to bid competitively for broadcast rights and that the highest bid or bids in each medium have been accepted.

Co-sponsors of the bill were House Republican leader Gerald R. Ford (Mich.) and Republicans Jack F. Kemp (N.Y.), Wilmer Mizell (N.C.) and Robert B. Mathias (Calif.). The last three were prominent athletes.

Mr. Udall's bill (H.R. 6897) would

**Tuesday**

	ABC	CBS	NBC	
7:30				
8:00	Mod Squad 31 32	Glen Campbell Goodtime Hour 24	Ironside 24	33 34
8:30				
9:00	Movie of the Week 31 32	Hawaii Five-O 34 35	Sarge 25	25
9:30				
10:00		Cannon 36 28	Marriage Can Be Fun 29	24 22
10:30	Marcus Welby, M.D. 43 NE	Local	Local	—

NE—No estimate because of no other network competition.

**Friday**

	ABC	CBS	NBC	
7:30	Local	Local	Local	—
8:00	Brady Bunch 28	Chicago Teddy Bears 25	D.A. 32	
8:30	Partridge Family 29	O'Hara, United States Treasury 31		30
9:00	Room 222 25		NBC World Premiere Movie 32	31
9:30	Odd Couple 24			32
10:00	Love, American Style 24	CBS Friday Night Movie 31		32
10:30	Love, American Style 28		Local	—

eliminate what he believes is the overexposure of broadcast sports. It would limit the broadcast of professional baseball to the period between the second Monday in April and the second Sunday in September. Football would be broadcast only between Sept. 1 and the second Sunday in January, and coverage of basketball would be limited to the period between Dec. 1 and the second Sunday in April.

**Racing on Telesports**

The American Telesports Network has acquired exclusive TV rights to 10 U.S. Auto Club events in 1971. Of these, at least five will be televised during the coming season. Among the races are the Pocono 500, third leg of auto racing's triple crown, the Milwaukee 150, the Michigan 200, and the Parkersburg 150. ATN has also been granted rights to a number of National Hot Rod Association events.

**Wednesday**

	ABC	CBS	NBC	
7:30	Local	Local	Local	—
8:00	Bewitched 26	Carol Burnett Show 26	Adam-12 32	30
8:30	Courtship of Eddie's Father 26		32	30
9:00	Smith Family 28		Mystery Tonight 34	29
9:30	Shirley MacLaine 24	Medical Center 35		30
10:00				
10:30	The City 24	Mannix 35	Night Gallery 35	31

uling of one "wild card" game to be chosen during the season and shown beside the game or games already scheduled for that date.

Air times and areas for the regional games will be announced at a future date.

## PBS fills five days of programming

**Hampered by lack of funds, noncommercial network announces fall schedule**

The Public Broadcasting Service released its fall night-time programming line-up last week, starting the season on Sunday, Oct. 3, with a 202-station hookup. PBS works on a five-day week, Sunday through Thursday—attributed to a lack of funds.

Six new programs will be added in the fall and 10 series will return. PBS's schedule does not include local or regional programs which will be announced at a later date.

On Sundays, the 7-7:30 p.m. NYT slot will be filled by a number of children's specials from National Educational Television in addition to *Masquerade*, an improvisational children's drama series, and *Children to Children*, featuring programs from around the world. At 7:30-8 p.m., Julia Child returns with *The French Chef* from WGBH-TV Boston. At 8-9 p.m. the syndicated series, *Firing Line* with William F. Buckley, produced by the Southern Educational Communications Association, is scheduled. It will be followed at 9-10 p.m. with the return of the British Broadcasting Corp.'s *Masterpiece Theater* with all new programs in the series originating at WGBH-TV Boston. NET-produced *Apollo*, which has a musical-magazine format will fill 10-11 p.m.

*World Press*, a discussion of current events from KQED-TV San Francisco, will start Monday's schedule, 8:8:45 p.m.; *Critic At Large*, on arts in America, also KQED-produced, is slated for 8:45-9 p.m.; and major productions under the title, *Special of the Week*, will be at 9:10:30, with *Book Beat*—interviews of current authors—from WTTW-TV Chicago rounding out the evening at 10:30-11 p.m. There will be a regional split from 7:30-8:30 p.m. on Tuesday followed by *The Advocates*, debates on current issues, a co-production of WGBH-TV Boston and KCET-TV Los Angeles, at 8:30-9:30 p.m.; and a series of dramas (title to be announced) under the production of Lewis Freedman of the Hollywood Television Theater.

PBS's schedule on Wednesday, 9-10,

**Saturday**

	ABC	CBS	NBC	
7:30	Local	Local	Local	—
8:00	Bobby Sherman Show 26	My Three Sons 34	Partners 28	
8:30		Funny Face 31	The Good Life 25	
9:00		Dick Van Dyke 33		29
9:30	Movie of the Weekend 31	Mary Tyler Moore 33		30
10:00			NBC Saturday Night at the Movies 29	34
10:30	Persuaders 25	Mission: Impossible 30		35

## Black powerhouses on ABC-TV grid opener

ABC-TV will kick off its 1971 National College Athletic Association football coverage Saturday evening, Sept. 11, when Grambling College meets Morgan State in New York's Yankee Stadium. Contest is said to be the first live national network telecast involving two predominantly black schools.

ABC-TV will be in the second year of a \$24-million two-year contract with the NCAA. The tab is split equally over the contract period.

The NCAA TV schedule will run through Dec. 4, 1971, and will include 36 games, one more than in 1970. Three are night games. Twelve of the contests will be telecast nationally and 24 regionally. Four regional games, to be announced, are scheduled for Nov. 13 (Saturday).

The package also includes the sched-

has repeats of Kenneth Clark's *Civilisation* series (from NET); NET's *This Week*, a public-affairs program, 10-10:30, and *Black Journal*, also from NET, examining issues of importance to black Americans, at 10:30-11.

The final day of PBS's programming

week begins at 9-10 p.m. Thursday with the return of *The Great American Dream Machine* from NET; *Washington Week in Review* is slated for the 10-10:30 time period from WETA-TV Washington; and WETA-TV's *Thirty Minutes with . . .* at 10:30-11, featuring

interviews of prominent world figures.

In addition, *Soul, American Humorists*, and several other series are in the planning stages and will be added to the schedule later in the fall. PBS will also program three hours of children's programs in the morning.

## TV stations, BMI close to terms

### Deal pegs new contract at 58% of ASCAP rate, brings two music licensing pacts closer to parity

Tentative agreement on new rates for television stations' use of the music of Broadcast Music Inc. was announced last week, subject to approval by the stations individually.

Robert H. Smith of WCYB-TV Bristol, Va., chairman of the All-Industry Television Stations Music License Committee, which negotiated the new contract, told a session of the National Association of Broadcasters convention in Chicago that over the next seven years the pact could save TV stations close to \$9 million in BMI payments. On top of an estimated \$53 million in savings envisioned over a 10-year span in a new contract the committee negotiated more than two years ago with the American Society of Composers, Authors and Publishers (BROADCASTING, Aug. 26, 1968, et seq.), Mr. Smith said, the BMI deal should bring TV stations' music-license savings to well over \$60 million spread out over the lives of the two contracts.

Following disclosure of the BMI agreement, members of the committee voted to expand their membership, elected Leslie Arries of WBEN-AM-FM-TV Buffalo, N.Y., as chairman to succeed Mr. Smith—who had served notice he would not stand for re-election but will remain on the committee—and launched a campaign to raise \$160,000 to sustain the committee in its administration of the ASCAP and BMI contracts.

Mr. Smith told an NAB television assembly that details of the new contract were being worked out by lawyers for the two sides but that he and his committee colleagues had shaken hands with President Edward M. Cramer and his BMI associates on basic terms.

For the first time, he said, the new BMI contract would be tied directly to the stations' ASCAP contract, providing for each station to pay BMI at rates equal to 58% as much as it pays ASCAP, starting this year (Jan. 1). In other respects the BMI and ASCAP contracts would be the same, including common expiration dates at the end of 1977 and common cancellation rights at the end of 1973.

The common cancellation and expiration dates were believed to reflect an intention by the all-industry committee to base the next round of negotiations more on the over-all value of music than on the relative values of the ASCAP and BMI repertoires. In the past the two contracts have been negotiated separately, usually ASCAP's first, then BMI's in some ratio to ASCAP's. With common termination dates, they can be negotiated simultaneously if not jointly.

This, it was believed, was what Mr. Smith had in mind when he told the TV broadcasters that "the fact that the [ASCAP and BMI] provisions are now the same and the terms are the same takes us a step closer towards the day

### Changing Formats

■ WMVM(FM) Milwaukee (formerly WMIL-FM)—Malrite of Wisconsin Inc. has ceased duplication of WMIL(AM) country-and-western programming and has begun programming easy listening music. WMVM is on 95.7 mhz, with 50 kw and an antenna 355 feet above average terrain.

■ WAVI(AM) Dayton, Ohio—WAVI Broadcasting Corp. has discontinued middle-of-the-road programming and inaugurated an all-news and conversation format. WAVI is a daytimer on 1210 khz with 250 w.

■ WPIC-FM Sharon, Pa.—Sharon Broadcasting Co., effective March 1, switched from a middle-of-the-road format to a combination of top-40, "oldies" and progressive rock. The station broadcasts in stereo on 102.9 mhz with 26 kw and an antenna 455 feet above average terrain.

■ KCAN(AM) Canyon, Tex.—Following acquisition of the station by Courtesy Broadcasting Inc., effective March 16, KCAN began programming country-and-western music. The station had previously broadcast entirely religious music. KCAN operates on 1550 khz with 1 kw day.

when a rate can be found which is fair and reasonable for music as a whole, including the amounts the stations pay through the networks."

The new BMI form, according to Mr. Smith, does not specify that stations will pay BMI 58% as much as they pay ASCAP, but sets up a rate structure having that effect. In addition, he said, it has a built-in assurance against a station having to pay BMI more under the new contract than the station would pay under the old.

As with the ASCAP contract, the new BMI form takes 1964-65 industry revenues as a base. Stations pay ASCAP 2% on revenues up to the base and 1% on revenues exceeding that level. In the new BMI contract, the comparable rates for BMI music are 1.16% and 0.58%, and these, according to committee sources, work out to 58% of the ASCAP rates.

If in any year the new rates would cost a station more than the old rate would, Mr. Smith said, the station may elect to pay BMI for that year on the old rate.

The net effect of the new BMI agreement would be to narrow the historic percentage gap between BMI and ASCAP from TV station receipts at the outset and keep their relationship constant thereafter.

The 58%-of-ASCAP effective rate compares with the present BMI rate of 1.09% of each station's gross revenues after specified deductions. The 1.09% rate comes out to about 61% of the amount stations are paying ASCAP under the new ASCAP contracts, or about 45% of what they paid ASCAP under the old ASCAP contracts.

The reported \$60-million-plus saving over the lives of the two contracts does not mean stations will pay less than they have been paying. It means they will pay \$60-plus million less than they would have paid if the old contracts had remained in effect, assuming that industry revenues grow at a "normal" rate of about 6% a year.

TV station payments to BMI currently are believed to be about \$9 mil-

lion a year, exclusive of payments by network-owned TV stations. BMI plans to negotiate separately for new O&O-station contracts, but Mr. Smith said BMI officials had agreed that if the O&O's get a more favorable contract than the one the committee negotiated for other stations, the O&O contract terms would be made available to other stations as well.

BMI had wanted a much simpler contract than the long, complicated one that the all-industry committee had negotiated, over a period of eight years, with ASCAP. When no agreement could be reached on a simplified form, the plan to make BMI payments a percentage of ASCAP payments was agreed upon as a compromise simplification.

The percentage of 58% was also said to be a compromise between a higher rate sought by BMI and a lower figure sought by the all-industry committee. BMI officials claimed the figure understates the value of BMI music but said it did reflect industry recognition of tremendous increases in the use of BMI music.

Mr. Smith urged stations to accept the contract form when it is submitted to them, to file the information it requires—including FCC form 324 presenting station financial data, also required under the ASCAP contract—and to be prepared to contribute "some of your savings" to further support of the all-industry committee, which is responsible for administration of the ASCAP contract and will have similar responsibility for BMI's.

The committee also must have adequate funding, he said, to be in "the best possible position" for negotiation with both ASCAP and BMI in 1974 if either side exercises its contractual right to terminate the agreements then, or in 1977 when they expire by their own terms.

The 58%-of-ASCAP rate is short of the approximately 70% that BMI is seeking from CBS-TV in current litigation over new network rates for BMI music. BMI officials contend, however, that networks use their music much more extensively than do TV stations.

BMI is engaged in a complex set of suits and counter-suits with CBS-TV and NBC-TV, which want new forms of licenses requiring them to pay only for the music they actually use.

BMI meanwhile has signed a new contract with ABC-TV, calling for ABC to pay a fixed-dollar amount for blanket rights to the BMI repertory. The dollar figure has never been disclosed but BMI officials say it is approximately 25% more than ABC-TV has ever paid BMI before.

In addition to Mr. Arries' election as committee chairman, John McClay of Taft Broadcasting was named vice chairman, Joseph Liss of WGN-TV Chi-



*The station award and Emmy for the outstanding local TV program of 1970 went last week to KNXT-TV Los Angeles, whose vice president and general manager, Ray Beindorf, is shown (r) receiving the Emmy from Richard Reinauer, vice president of the National Academy of Television Arts & Sciences and head of its Chicago chapter. KNXT won for If You Turn On, a study of drug-abuse problems. The program was one of 10 special plaque winners from which the top award was chosen. Others went to: KPRC-TV Houston, KOOL-TV Phoenix, WCAU-TV Philadelphia, WLBT-TV Jackson, Miss., WJW-TV Cleveland, noncommercial WGBH-TV Boston, WBBM-TV Chicago, WNAC-TV Boston and WMC-TV Memphis. The presentations were made during the NAB convention in Chicago.*

cago was elected treasurer and the committee's membership was expanded to 14 by the addition of Mike Kievman of Cox Broadcasting, John Gilbert of Pacific & Southern Broadcasting, Bill Duhamel of the Duhamel Group and M. N. Bostick of KWTX-TV Waco, Tex., and KWTX-associated stations.

The committee voted to launch a \$160,000 fund drive by assessing stations an amount equal to 20% of their NAB dues or, for non-members of NAB, 48% of their highest hourly rates. Mr. Smith said it was the committee's first fund-raising effort in three years.

### Action in the gap

The fairness doctrine got an in-the-family test last week on the Dallas-based McLendon station group.

On March 31 an editorial by Gordon McLendon, president, criticized the life sentence given Lieutenant William Calley. In the editorial, broadcast on all the stations in the group, Mr. McLendon said: "Don't psych a soldier to kill and later convict him for killing."

Mr. McLendon's 26-year-old son, Bart, demanded time to reply. His own editorial, commanding the verdict, was broadcast the next day.

## Blacks meet CBS, ABC; make little headway

The House "black caucus" last week renewed its attempt to get free air time from ABC and CBS to answer President Nixon's state-of-the-union address last January (BROADCASTING, Feb. 1, et seq.).

Representative William L. Clay (D-Mo.), one of the 12 members of the caucus, met in New York last Wednesday (March 31) with ABC News President Elmer Lower and CBS/Broadcast Group President Richard W. Jencks. Mr. Clay was accompanied by E. Lavell Dyett, a media consultant, and Tracy Westen, of the Stern Community Law Firm. The caucus had requested the meetings last month in letters to all three networks, stating that the black group has the right to prime air time to present a state-of-black-America address. The networks turned down the request, but ABC and CBS agreed to meet with the caucus. NBC did not indicate whether it would agree to a meeting.

At the meetings last week, ABC and CBS said the black caucus had no right to rebuttal time, and that any minority view in response to the Nixon address would, if deemed newsworthy, be presented on news shows or panel talk shows.

After the meeting Mr. Clay said the network executives were cordial. "They listened, but I'm sure they haven't heard us," he said.

A spokesman for Mr. Clay said last week that the black caucus will continue meetings with CBS and ABC, which did indicate they would be willing to consider some vehicle for minority viewpoints. However, he added, the black caucus will file a suit against NBC within the next few weeks to obtain equal time.

### Program notes:

**Turn on the bubbles again** • Lawrence Welk, cancelled by ABC-TV after 16 years on the network, will continue next season in syndication. Don Fedderson Productions, Los Angeles, said the show would be bartered beginning the week after its departure from the network schedule. Mr. Fedderson said 78 stations have already indicated a willingness to air the broadcasts. All of Mr. Welk's sponsors have expressed a desire to continue their affiliation with the show, according to the producers of the show.

**For sale** • ABC Films Inc. is releasing 51 eight-minute cartoon segments of *The Smokey Bear Show* into domestic distribution. The series has been carried on ABC-TV since 1969.

## Chance to get fairness under control

Burch, seeing 'access' leading to breakdown, proposes sweeping review of the whole policy

FCC Chairman Dean Burch indicated last week he is as concerned as any broadcaster—and probably more concerned than most—about the evolution of the commission's fairness doctrine into a concept of public access to the airwaves. He sees broadcasters being turned into something akin to common carriers and channels of communications actually being choked off by overload.

Before those things can happen, he told the nation's broadcasters at the National Association of Broadcasters convention in Chicago last week, it would be well for the commission to step back and take an over-all view of the doctrine. He spoke of a formal inquiry.

The chairman—noting that the last time the commission attempted to pull together all accumulated experience in the field was 1949, when it adopted the doctrine in its Report on Editorializing—said an inquiry "would permit all interested parties to participate and not just those embroiled in specific complaints or cases."

The commission's policies may still be sound and its procedures fair and effective, he said. "But if they're not—if they unreasonably restrict the journalistic judgment of broadcasters, or if they permit broadcasters unreasonably to restrict access to the media—then surely it's time to do something more than simply brood about it."

Chairman Burch, who spoke at the convention's Wednesday luncheon, saw "the era of consumerism and even of participatory democracy . . . colliding head-on with the broadcasting industry." He noted that broadcasters are faced with demands not so much for fairness—demands, he noted, are sometimes made regardless of a station's track record for fairness on the issue involved—but for time, and often free time, "by groups that see themselves ombudsmen of the public interest."

Furthermore, he said, the demands go beyond traditional fairness issues to questions of whether advertising obligates a station to provide time to those wishing to answer it—as for instance,

demands of those concerned about air pollution that were triggered by commercials for cars and gasoline. "The Dodge rebellion" and 'the man who wears the star' are themselves the issues of controversy," he noted.

The chairman said that the arguments being advanced "come perilously close to turning broadcasters into mere common carriers—and turning both the agenda and this arena of public discussion over to the highest bidder. Ironically . . . in the name of the public interest, the power of the purse pure and simple could end up in command."

His questions, he said, are: "At what



Chairman Burch

point does access choke off the channels altogether? As the burdens are piled on, when do we break the industry's back? Does the broadcaster exercise balanced judgment—or does he just compile each day's agenda for public debate, in narrower and narrower segments as the petitioners line up?

"Would this be broadcasting—which, imperfections and all, gives the public about what it wants and what it needs? Or would we end up with one dead goose and a shrinking supply of eggs, golden or otherwise?"

The chairman was returning to a theme he first explored in remarks before the National Religious Broadcasters meeting in Washington, in January (BROADCASTING, Feb. 1). He hopes the commission can begin moving on the inquiry soon; he told BROADCASTING he would like to see the inquiry issued "in about three weeks or a month."

Chairman Burch, as he indicated in

his speech, is concerned about some court decisions that provide support for those claiming a right of access to the airwaves. One case involved a union that had demanded the right to buy time on a station that was carrying commercials for a store it was striking. The commission had rejected the union's complaint, but the appeals court sent the case back to the commission for a hearing and, in the process, raised the question of whether ordinary advertising constitutes "discussion" of a controversial issue.

The chairman believes an inquiry into the subject would enable the com-

mission to do a better job of defending its access decisions in court. He feels the courts would be less likely to overturn the commission in such matters if it can point to a solid review of the fairness question as the basis for its action. At present, he feels, the decisions are reached largely on an ad hoc basis.

Chairman Burch also dealt with two other subjects in his speech. And although he expressed sympathy for the broadcasting industry in connection with them, he made it clear that both would result in changes the industry might have difficulty facing. One was the proposed revision of the commission's license-renewal process—"I think the commission has major improvements under way," he said—the other, CATV.

On renewal matters, he said that although it is fruitless to seek anything like a mathematical formula in defining

"substantial service," neither the broadcasters nor the public should be left wholly without guidelines. The commission, in its Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants, said it will favor incumbents in such proceedings if they can demonstrate "substantial service."

The other proposals, he said, are aimed, first, at facilitating public participation in the entire broadcast operation. And, second, he said, the commission wants "to inhibit last-minute harassment of the renewal applicant—to make him less vulnerable not to reasonable and constructive criticism but rather to deadline pressures that are so unreasonable as to approach blackmail."

He had nothing definitive to say on CATV, on which the commission concluded oral proceedings a week earlier. The commission's purpose, he said, remains the same—to integrate CATV into the nation's communications system in a fair and orderly way.

But achieving fairness in CATV regulation, he said, is the "rub." The commission is "not in business to guarantee the broadcaster an easy ride and an automatic profit," he said. "And by the same token we're not in business to hurt you or to throw roadblocks in your way. We're out to serve the public interest in all its dimensions."

That, he promised, is how the CATV issue will be settled. "Our final decisions will probably please no one perfectly—and maybe that's the way it has to be."

But there were several references in his speech—as there were in President Nixon's message to the convention that was read on Tuesday—to the need for the preservation of the commercial broadcasting system. At one point, in describing the approach he feels the commission should take to its regulatory duties, Chairman Burch said that a balance must be struck between "smug super-cautiousness and a naive, and ultimately self-defeating adventurism."

The public interest, he said, can be served only if institutions like broadcasting "are constantly being reformed and constantly improved. But at the same time the foundations have to be preserved—else there won't be anything left to improve, and nothing left to do the serving."

The President, in his remarks, said that "it is unquestionably in the public interest that America have a free, responsible broadcasting industry," and added that he was speaking not only for the executive branch but for Mr. Burch as well (see this page). The FCC chairman said after his appearance at luncheon on Wednesday that there was nothing in the President's remarks with which he does not agree.

## Nixon says it on the record

### In message to NAB he wants Section 315 toned down, CATV kept from knocking broadcasting off the air

For broadcasters looking for some relaxation of the equal-time law and concerned about developments, both technical and social, that are rocking their industry, Herbert G. Klein, White House director of communications, had a welcome message last week.

President Nixon, he said, favors amending Section 315 to exempt campaigns for President, Vice President and all other federal offices from its equal-time requirements. Mr. Klein, who was making the first public disclosure of the President's feelings on the matter, which is the subject of legislation now pending in Congress, said the President feels that the exemption cannot apply to one office and not the others. Mr. Klein appeared at the National Association of Broadcasters convention in Chicago.

Furthermore, President Nixon, in a message that Mr. Klein read to the convention at the luncheon Tuesday, made it clear that his administration is aware of and concerned about developments troubling broadcasters—specifically including the growth of CATV—and will not permit them to get out of hand.

"I set great value on the contribution of broadcasting in American life, and it is the firm policy of my administration to encourage its continued success and to protect the vital traditions of free press and free enterprise that have nurtured it," he said.

The President's position on Section 315 does not appear to extend as far as had been indicated earlier by sources who said Mr. Nixon favored outright repeal of the equal-time law (BROADCASTING, March 22). But his views are bound to strengthen the hand of those in Congress seeking a broader relaxation of the equal-time law than one applying only to presidential and vice presidential contests.

And in discussing other aspects of the political-broadcasting bills under consideration, Mr. Klein drew applause from his audience when he stated that the President feels that any limitation on campaign spending should be applied "across the board," and not "discriminate" against broadcasting. He recalled that the President had vetoed the political-broadcasting bill passed by the last Congress because of such a "discriminatory" feature.

The President, in his message, was equally sympathetic in discussing broadcasters' problems. "I know that you have been through a rather stormy period with economic difficulties in your

industry and with some of the controversies surrounding the licensing process"—an apparent reference to the petitions to deny license renewals that have been filed by citizen groups and to challenges by applicants seeking to supplant incumbent licensees at renewal time.

"But I can assure you," he added, "that we respect the substantial investments of time and money required to equip and staff a broadcasting operation, and that we are aware of your need to be reasonably certain of the rules of the game and the prospects for success in order to maintain health and growth in your industry." However, he also said there is need for "public-interest improvement and for constant evaluation of fairness."

Perhaps even more significant was a passage that appeared to bear out earlier reports of the President's concern about the potentially adverse impact of CATV on broadcasting (BROADCASTING, March 22). He said that "it is unquestionably in the public interest that Americans have a vigorous, free, responsible broadcasting industry." The government, he added, will keep that in mind in dealing with such "sensitive matters" as "the tremendous potential of domestic satellite communications, the rapid development of cable television systems, and the equal-time and political-broadcasting regulations."

The President also went to the unusual length of identifying FCC Chairman Dean Burch with his view that the maintenance of a vigorous broadcasting system is in the public interest. "I think I know Dean Burch's basic philosophy well enough to say without trespassing on the prerogatives of the FCC chairman that I speak for him as well [as for the executive branch]," he said.

The President's comments were delivered at a critical juncture in the commission's development of basic CATV regulation. Four days earlier, the commission had wound up a unique proceeding in which it heard nine days of panel discussions and oral argument on its proposals for overhauling its CATV rules, and it is now in the midst of formulating policy that will concern the growth of the CATV industry.

Mr. Klein told a news conference before his appearance at the convention luncheon that the White House is reviewing studies on both CATV and domestic satellite matters. However, he declined to divulge their details and

said he did not know whether the White House would release its views on either subject.

The White House has already done a study on domestic satellite policy that concluded with the recommendation that the commission permit virtually unrestricted competition among domestic systems. That study, completed in January 1970 (BROADCASTING, Jan. 26, 1970), was prepared under the direction of Dr. Clay T. Whitehead, then a White House aide and now director of the Office of Telecommunications Policy.

Dr. Whitehead said as recently as last month that the conclusion of that study remains administration policy (BROADCASTING, March 15). However, Mr. Klein last week said that "other conclusions are under consideration." The same sources who said President Nixon is concerned about unrestricted cable television growth also reported that he leans toward a policy that would limit the number of domestic satellite systems.

## Washington-area AM ordered to go off air

Charging that the owner of WHMC(AM) Gaithersburg, Md., operated the station "in a negligent and inept manner" and that he made several misrepresentations and false statements in a renewal proceeding, the FCC has refused to renew

the station's license and has ordered it to go off the air within six months.

The commission upheld an earlier ruling by Chief FCC Hearing Examiner Arthur A. Gladstone, who recommended denial of a renewal to Nick J. Chaconas, owner and licensee of the Washington-area station that programs progressive-rock music. The commission agreed with the examiner's contention that Mr. Chaconas made several false statements to the FCC. It also said that Mr. Chaconas' alleged misrepresentation of facts in responding to 19 alleged rule violations at WHMC are "of far greater significance than the rule violations themselves."

All of the violations cited are of a technical nature, stemming from an FCC field investigation of WHMC's engineering facilities in 1966. That examination was said to have revealed certain misrepresentations and omissions in the station's maintenance logs. The commission charged, however, that explanations Mr. Chaconas subsequently offered in connection with the technical charges contained "false statements consciously made to escape embarrassing inquiry."

The commission and Examiner Gladstone both contended that Mr. Chaconas not only failed to clear his name at the hearing that was held last year, but gave false testimony in his own defense.

In denying the WHMC renewal, the

commission last week also dismissed Mr. Chaconas' appeal to the hearing examiner's decision and refused to consider the WHMC owner's contention that he has worked to improve the station since the original rule violations were disclosed.

Mr. Chaconas emphasized that he will "unquestionably" appeal the FCC's decision. "I fought through five years of hearings to get [the WHMC] license," he said, "and now they're calling me a liar . . . They're taking away my life."

## Changing Hands

### Announced:

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

■ **WWOM(FM)** New Orleans: Sold by David W. Wagenvoord to Lawrence S. Gutter for \$325,000. Mr. Gutter is president of Chicagoland Broadcasters Inc., a Chicago radio time-sales agency. Mr. Wagenvoord will retain WWOM-TV (ch. 26). WWOM(FM) operates on 98.5 mhz with 54 kw and an antenna height of 290 feet above average terrain. Broker: Hamilton-Landis & Associates.

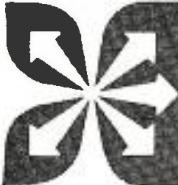
■ **KSRD(AM)** Rapid City, S.D.: Sold by Harry and Eli Daniels to Northern States Broadcasting Corp. for \$150,000. Northern States' principals include F. R. Kadrie, president; Sherman Rutzick, vice president; Paul Hafnagle, secretary, and James Wolter, treasurer. All are Minneapolis-St. Paul area businessmen. The Daniels retain KSRD-TV Rapid City and KDSJ(AM) Deadwood, both South Dakota. KSRD is on 1340 khz with 1 kw day and 250 w night. Broker: John D. Stebbins, Lake Forest, Ill.

■ **KCLV(AM)** Clovis, N.M.: Sold by Mr. and Mrs. Odis Echols Sr., Odis Echols Jr. and William R. Lask to Lonnie Allsup for \$230,000. Mr. Allsup is the owner of Allsup's 7-11 Stores Inc., a drive-in grocery chain in the Southwest. Mr. Lask has the option to repurchase his 15% interest in the station. KCLV is on 1240 khz full time with 1 kw day and 250 w night.

### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 77).

■ **WBMI(FM)** Hartford-Meriden, Conn.: Sold by Carl W. Schultz to Communico Inc. for \$426,500. Principals of Communico Inc. are Frederic W. Constant, L. Stevens Edwards and others. Mr. Constant is an account executive for WNHC(AM) New Haven, Conn., and



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71-13

was formerly associated with ValJon Inc., Minneapolis-based group station owner. Mr. Edwards was formerly with Toro Manufacturing Co., Minneapolis, a lawn products concern. WBMI operates on 95.7 mhz with 17.6 kw and an antenna 760 feet above average terrain.

#### Cable television:

■ Liberty Television Inc., licensee of KEZI-TV Eugene, Ore., and operator of CATV systems in ten cities in that state, has acquired Televue Cable Alabama, which serves Birmingham, Ala., suburbs. Price was not disclosed. Liberty Television has also begun construction of a cable system at Albany, Ore.

## FCC staff takes on broadcasters' basics

#### How to handle the chief engineer takes first priority

In the waning minutes of a panel session on station problems at the National Association of Broadcasters convention in Chicago last week, Robert Cahill, administrative assistant to FCC Chairman Dean Burch, was moved to comment on the different perspective a bureaucrat acquires in the field. In Washington, he said, broadcasters' problems seem to revolve around public access to the airwaves, citizens' complaints and their participation in the renewal process. "But go out in the field," he said, "and you find everybody is interested in damn engineering problems."

Mr. Cahill was on the mark. Most of the 90 minutes devoted to the first of two early-bird sessions on "Station Problems as Seen by the Commission Staff" was taken up by questions from the audience dealing with engineering. One broadcaster, who apparently has had some painful experiences with his first-class engineers, commented on the difficulty of finding competent engineers, and wondered if there wasn't a way the commission could fine engineers rather than their employers for technical violations.

Another broadcaster had a different slant on the problem; as being not one of adequate competence standards, but one of outdated requirements. With the equipment available now, he said, "We could teach a 12-year-old boy" to keep within the required parameters.

The commission is considering a proposed rule that would ease requirements for radio station engineers. The proposal would permit directional AM stations, AM's with over 10 kw and FM's with more than 25 kw transmitter out-

put power to use third-class instead of first-class operators on a routine basis, provided the stations met certain criteria (BROADCASTING, Aug. 3, 1970).

The FCC's chief of rules and standards division, Harold Kassens, the only engineer on the panel, advised his listeners not to misread the purpose of the proposal. It is, he said, "to maintain technical competence." He noted that there is "a year's backlog" of renewal applications because of technical problems.

Mr. Kassens sought to provide some balance to the discussion of engineers. He said low starting salaries discourage a man with technical ability from entering the field. "He feels he can do better as a plumber." He also said engineers have told him that violations at stations occurred because they were following orders—and would be fired if they didn't.

Discussion of what Washington has in mind when it thinks of broadcasters' problems was confined principally to the last minutes of the session. Robert Rawson, deputy chief of the commission's Broadcast Bureau, asked about citizens groups "that are trying to take over the broadcast business," said: "You have to work with them, and they have to be reasonable. If they're not, you have a chance to respond to anything they file with the commission."

Mr. Rawson noted that 50 formal and informal petitions to deny renewal applications are on file and that indications are that the commission will receive "a lot more" when renewal applications are filed, in the next several months, by broadcasters in Texas and California. Both states have large Spanish-American minority groups. And in answer to a specific question, he said it was not the commission staff's function "to encourage or discourage" complaints, but that "the public has a right to be heard."

Mr. Cahill appeared to feel the commission's proposals to revise license-renewal procedures—particularly those aimed at bringing the public into the license-renewal proceeding—would ameliorate conditions. The heavy flow of petitions to deny will "continue until such time as a dialogue is established between broadcasters and minority groups," he said.

In another matter, Mr. Cahill had a hopeful forecast for broadcasters: that the commission's proposed rule dealing with call-in talk shows will not be adopted. The proposal, which would require broadcasters to obtain and keep on file the names of everyone calling in, has been roundly denounced in comments filed by scores of broadcasters, who say the requirement would cause the demise of that type of program.



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# Cable seen leading to pay TV

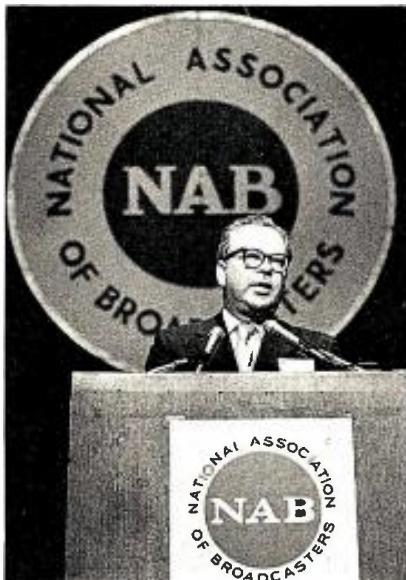
**That's a future NAB wants Congress to queer while broadcasters ward off other dangers**

The spokesman for organized broadcasters called last week for congressional action to contain cable television.

Vincent T. Wasilewski, president of the National Association of Broadcasters, made the appeal as one of the main points of his keynote speech to the association's annual convention. He also criticized the FCC for proposing to tighten controls over programming, saw consumerism threatening the economic base of broadcasting and deplored the trend toward increased public access to radio and television.

In arguing for containment of cable, Mr. Wasilewski pointed to the Joe Frazier-Muhammad Ali championship fight, shown only on closed-circuit television in the U.S., as a "low blow" that may have telegraphed the future.

The \$20 million or more in box-office receipts generated by the fight was an inducement for future exploitations, said Mr. Wasilewski. E. William Henry, "the former FCC chairman who used to instruct us on our public-service responsibilities and now president of Management Television Systems which handled the fight, has already announced his intention to capture football's Super Bowl in the next five years,"



Mr. Wasilewski

Mr. Wasilewski reminded the broadcasters.

With those prospects, said the NAB president, "perhaps at last Congress will realize that if they permit a CATV-wired system for this country, they will

be leading us straight down the road to pay television—a system which excludes those who cannot ante up the money for a ticket." Sports, added Mr. Wasilewski, would be only one of many kinds of programs of which the public "would be deprived if pay-cable television is allowed to take over the broadcasting system of the country."

Mr. Wasilewski also presented sharp objections to the FCC's recent proposals to overhaul its license-renewal standards (BROADCASTING, Feb. 22). As characterized by Mr. Wasilewski, the proposals would "prescribe that radio and television stations shall carry certain types of programming in certain percentage amounts and at certain times"; require regular announcements "inviting criticism"; make stations file reports on programming annually, instead of at the three-year intervals that are now standard, and rank stations according to programming categories.

Collectively, said Mr. Wasilewski, the FCC's proposals, if adopted, "would produce a jumpy, responsive, subservient broadcasting system."

On the consumer front, Mr. Wasilewski saw the possibility that the campaign for generally desired improvements would be perverted. He said a "few self-ordained arbiters of public taste" are engaged in a "hysterical attack on all who produce goods and services." If the attack were carried to an unobstructed end, he said, "advertising would be impossible."

Mr. Wasilewski said the NAB codes

## NAB is running a little behind

**With unexpected deficit, executive committee meets to get budget back in line**

While members of the National Association of Broadcasters were going about their convention business last Tuesday (March 30), the executive committee of the association was up in a 24th floor suite at the Conrad Hilton wrestling with finances.

In what was reportedly the first time that an NAB executive committee has formally met during a convention, the five-man governing body of the association plus NAB executive staff members pared and trimmed, shuffled and reshuffled budgets to bring income and expenses into line for the 1971-72 budget that went into effect last Thursday (April 1).

Key to the concern was the growing realization that what had been calculated as a \$72,000 deficit in the new

fiscal year threatened to turn into perhaps twice that amount.

Staff executives had found some items that had not been counted last January when the budget was made up. One example was a contribution of \$25,000 to the Broadcast Rating Council.

Further compounding the lapses were salary and other expenses that had been underestimated.

So the committee last week instituted what its chairman, Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, has termed an "austerity" program. The aim is to reduce the deficit to zero by June.

As explained by Mr. Walbridge, the program is two-pronged—cutting expenses and adding income.

On the cutting side, the executive committee agreed that no staff vacancies will be filled, that personnel assignments will be revised, that personnel will be used more efficiently, that contributions will be shaved or eliminated, that travel expenses will be reduced, and that meetings will be curtailed.

Some savings are already in effect. Air travel is in coach class. Regional

meetings were held in one day instead of two.

The only major vacancy at the NAB currently is the regional managership for the Far West. James T. McKnight, 46, died March 11 of a heart attack. The plan is to reallocate the country among the remaining six managers.

The added income that Mr. Walbridge spoke about is sought from increased station membership that the services provided by NAB are expected to attract.

At its January meeting in California, the board voted a 1971-72 budget of \$3,369,688, with income estimated at \$3,297,250—a deficit of \$72,438. In the previous fiscal year, the NAB had planned to wind up with a \$108,000 surplus (based on expenditures of \$3,172,000 and income of \$3,280,000) but this surplus was eaten up by extraordinary expenses during the year battling legislative and regulatory attacks on broadcasting. That year concluded with a \$52,700 deficit.

In other matters, the executive committee decided that members of its political-action committee should be con-

*Wasilewski on drug-  
lyrics, et al:*

"On your behalf,  
I take intemperate  
offense at this action."

provide refuge against rampant consumerism. The codes, he said, have done a "creditable job," but a larger job needs to be done "in this modern climate."

The NAB, said Mr. Wasilewski, would not only toughen its own codes but also "help others to develop codes." Although he made no explicit references, it was presumed that he had in mind the campaign by the American Advertising Federation to develop a system of self regulation for the entire advertising business.

Another development that Mr. Wasilewski identified as threatening to "undermine the very foundations of this industry" is "access" which he said "presupposes that broadcasters must extend their facilities to anyone who wishes or, in today's jargon, demands to express an opinion on any subject."

The theory of access, he said, had stemmed from the Supreme Court's decision in the Red Lion case, which, in affirming the FCC's rules on fairness, had spoken of the public's right "to receive suitable access to social, political, esthetic, moral and other ideas and

experiences." The decision, he said, was being stretched to mean that broadcasters were common carriers.

"To confuse the public's right of access with a spurious right of physical access to broadcast facilities would be a tragic mistake," said Mr. Wasilewski. "If that is allowed to happen, stations will cease to serve the broad public interest and will instead become the sounding boards for a cacophony of narrow interests."

There were other matters that Mr. Wasilewski said were of serious concern. He called the FCC's recent notice about drug lyrics "a real beaut." He said the inference to be drawn from that notice is that broadcasters must refrain from playing records that promote the use of drugs. "If there was ever a better example of regulation by lifted eyebrow, I have yet to see it," he said.

He also was disturbed, he said, by "pattern of discrimination" against broadcasting. The act to prohibit cigarette advertising on radio and television, alone among advertising media, was an example, he said. So was the FCC's rulemaking to break up multimedia ownerships. The pattern continues in legislative proposals to impose discriminatory rates on broadcasting for political advertising, he said.

All of these "drastic proposals" can be countered only if a "working partnership" of the NAB, broadcasters and the public "can demonstrate to the Congress and the FCC" that the broadcast system is in danger.

tinuously kept informed on legislative matters so that the organization doesn't fall into disuse. That committee, established last year, consists of six regional and 50 state chairmen. Its primary objective was CATV but it was called into action early this year in the congressional battle that saw Democratic senators attempt to overturn the President's veto of the political campaign-spending bill.

In addition to Mr. Walbridge, members of the executive committee are: Richard W. Chapin, KFOR(AM) Lincoln, Neb.; Andrew M. Ockershausen, Evening Star Broadcasting Stations, Washington; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., and A. Louis Read, WDSU-TV New Orleans.

## Now a truth squad for Nick Johnson

FCC Commissioner Nicholas Johnson managed to stir up small puffs of dust at the NAB convention, even without being on the program.

The commissioner, speaking on an interview program on WLS-TV Chicago,

Monday morning, said he had not been invited to the convention—a remark that provoked a prompt reaction from NAB President Vincent Wasilewski at a news conference later that day.

"Truly astounding," Mr. Wasilewski said, pulling out a Jan. 26, 1971, "Dear Vince" letter from the commissioner that began, "Thank you for inviting me to attend the NAB convention in Chicago the end of March."

The next day it was the turn of Herbert G. Klein, White House director of communications, to put the knock on the commissioner. Mr. Klein, asked about the commission's policy statement on drug lyrics, said it would be improper to comment on a commission matter—but he used the question as a vehicle for responding to Commissioner Johnson's criticism some time ago of the White House's call on broadcasters to aid in the fight on drug abuse.

Such criticism, he said, "does a disservice." Broadcasters "are doing a good job" in warning of drug abuse, he said, and any effort to persuade government not to encourage such action is "completely unwarranted."

## AMST blueprints role in FCC study

### Member at Chicago session told cable question will be one prime target

Members of the Association of Maximum Service Telecasters were assured last week that their association will participate in the contemplated FCC proceeding that would be aimed at probing the future of broadcasting. Among other things, it would raise the question as to cable's "future potential" for "supplementing or supplanting over-the-air TV broadcasting service" (BROADCASTING, March 29).

AMST members were informed of the association's intention to enter the proceeding, in the course of their annual meeting in conjunction with the National Association of Broadcasters convention in Chicago last week. Their officers and staff brought them up to date on the association's activities in the past year in attempting to preserve adherence to technical standards and mileage separations, in seeking to prevent unrestricted CATV growth and in working on copyright legislation as it applies to cable.

The association also elected directors, officers and named two standing committees.

Following are members of the new board: Norman P. Bagwell, WKY Television System Inc., Oklahoma City; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N.C.; Joseph B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; Harold Essex, WSJS-TV Winston-Salem, N.C.; Jack Harris, KPRC-TV Houston; A. M. Herman, WBAP-TV Fort Worth; Ralph Jackson, WAVE-TV Louisville, Ky.; C. Howard Lane, KOIN-TV Portland, Ore.; Terry H. Lee, Storer Broadcasting Co., Miami Beach, Fla.; Lester W. Lindow, AMST, Washington; Arch L. Madsen, KSL-TV Salt Lake City; August C. Meyer, WCIA-TV Champaign, Ill.; James M. Moroney Jr., WFAA-TV Dallas; John T. Murphy, Avco Broadcasting Corp., Cincinnati; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; A. Louis Read, WDSU-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati; Willard Schroeder, WOOD-TV Grand Rapids, Mich.; Franklin C. Snyder, WTAE-TV Pittsburgh; Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston; Robert F. Wright, WROK-TV Meridian, Miss.; and John A. DeWitt Jr., Ward Quaal and Harold C. Stuart, directors emeritus.

The officers elected by the board are

Mr. Harris, president; Mr. Crutchfield, first vice president; Mr. Rogers second vice president; Mr. Essex, secretary-treasurer; Lester W. Lindow, assistant secretary-treasurer and executive director.

The board also elected an executive committee consisting of Mr. Harris, Mr. Essex, Mr. Petersmeyer, Mr. Crutchfield, Mr. Madsen, Mr. Rogers and Mr. Lee.

Mr. Harris announced appointment of a technical committee of Albert Chrismark, WHEN-TV Syracuse, N.Y., chairman; Harold A. Dorschug, WTC-TV Hartford, Conn.; A. James Ebel, KOLN-TV Lincoln; Joseph B. Epperson, WEWS-TV Cleveland; Phillip B. Laeser, WTMJ-TV Milwaukee; and Carl G. Nopper, WMAR-TV Baltimore.

## No major alterations for FCC fee schedule

The FCC has disposed of numerous petitions for reconsideration of its new fee schedule without major alterations in it ("Closed Circuit," March 29). But the commission kept the door open for possible future changes. The fees, in effect since August 1, 1970, are aimed at making the FCC self-supporting.

In response to requests by the Senate Appropriations Committee and the National Association of Broadcasters that the new fees would not be too burdensome on small-market broadcasters, the commission said that it is continually reviewing all fees and will make any changes if warranted.

The FCC also noted objections to a \$50,000 flat fee for construction of earth satellite stations and the \$100,000 fee for construction and launching of a communications satellite. The commission said it would modify these fees and base them generally on a percentage of construction costs as stated in the application.

## Torbet branches into Atlanta

Alan Torbet Associates Inc., New York-based radio representative, will open on July 16 a staff office in Atlanta, managed by Bill Jones, it was announced last week. Mr. Jones's experience in the rep field includes positions as Southern radio sales manager for Katz and for Peters, Griffin, Woodward Inc. Torbet, whose Atlanta sales up to this time have been handled by an affiliate office, David Carpenter Co., also has staff offices in New York, Chicago, Detroit, Dallas, Los Angeles and San Francisco. The address of the Atlanta office had not yet been determined. Present writing address: Bill Jones, Alan Torbet Associates Inc., Box 7099, Station C, Atlanta 30309.



Participating in the workshop on minority-group challenges at renewal time (l.-r.): Edgar W. Holtz, Arnette Hubbard, John Summers (moderator), Domingo Nick Reyes and Elbert Sampson.

## The morning of the advocate

But despite some fireworks, there's an air of co-optation

The establishment and minority groups were not far apart in a forum on "Minority Renewal Challenges: What to Expect," at the National Association of Broadcasters convention in Chicago last week. The minority groups were saying broadcasters must listen to and act on their demands. And with perhaps one reservation, so did the establishment, as represented by a communications lawyer from Washington.

Maybe it was the lack of tension at what was the second session of the two workshop sessions but whatever the reason, a young black in the audience denounced the purposes of the panel and said he was "ashamed" that "brothers" and "a sister" were participating on it. "I don't think the purpose of the panel is honest," he said. He felt it should be concerned with "action." Instead, he said, it was dealing with problems that will eliminate complaints. "Holtz [Edgar W. Holtz, the Washington communications attorney] never talks of action."

Then the young black, his voice rising at times to a shout, noted that at the minority workshop session he had attended earlier, "I heard businessmen talk of how depositing money in a black bank is irrelevant. That's idiotic." He felt that those who "extract money" from a community should put some back—in the form of bank deposits and thus help alleviate conditions that give rise to the problems now confronting society.

The black later identified himself as Pierre Coursey, a student under the model cities program associated with Brooklyn College in New York. He was clearly disappointed at what he saw and heard in Chicago. He felt the convention was more concerned with equipment than the message that equipment conveys.

"Either you become sensitive to the problems and meet them," he said, addressing the panel, or conflicting forces in the nation will become in-

creasingly polarized. "Listening to you people," he said, "there seems to be no alternative" to polarization.

Mr. Holtz disagreed with the view that the panel was not proposing action. "When groups talk to a licensee and talk about programming and hiring, and steps are taken, that's action." But he objected to the notion that banking with black-owned banks should be required of broadcasters. "That's a matter of personal choice. I see no justification of that in the renewal process."

In his opening remarks, Mr. Holtz had said broadcasters' responsibilities in implementing equal-employment programs and in presenting programs responsive to the needs of the community are clear. But he found it difficult to relate economic demands—to put money in black banks, or to give free time to minority group advertisers, or to appoint blacks or chicanos to licensee boards—to FCC requirements.

Domingo Nick Reyes, of the Mexican-American Anti-defamation League, who is known to broadcasters as a militant in demands he has made in behalf of Spanish surnamed Americans, was on the panel this year. At last year's NAB convention it was Mr. Reyes who rose from the audience of various workshops to express his dissatisfaction with the manner in which broadcasting was treating minority groups (BROADCASTING, April 13, 1970). And while he said, in response to Mr. Coursey's remarks, that he would not be part of any panel that "attempts to subvert the real issues of community groups," he also said "reasonable men of one point of view can get together and talk as reasonable men."

Earlier, he indicated that station owners in Texas, New Mexico, Arizona and California—who will be filing license-renewal applications over the next several months—will have an opportunity to demonstrate their reasonableness. "We're going to be involved" in the license-renewal proceedings, he

said, adding: "It's the only way to persuade broadcasters to meet our needs."

But for the most part, the comments of the panelists were in phase. Arnette Hubbard, an attorney with the Lawyers Committee for Civil Rights under Law of Chicago, who aided three Chicago citizen groups that made demands on all of the stations in the city last fall, even appeared to echo much of the advice given by Mr. Holtz (although not his attitude). Where he characterized demands at renewal time as a "gun at the head" of the broadcaster, Mrs. Hubbard likened them to the man who whacked a stubborn mule across the head—it was "a way of getting his attention."

Both Mr. Holtz and Mrs. Hubbard advised broadcasters to be open-minded and positive in talking to minority groups, not condescending. "Treat them as equals whether you believe it or not," Mrs. Hubbard said. "As a matter of fact, as owners of the airwaves, they are your superiors."

Mrs. Hubbard in addition advised broadcasters to look for evidence within their stations as to whether they are hiring enough minority group members, and for the right jobs. "A janitor is not a broadcaster," she said.

However, the fourth member of the panel, Elbert Sampson, of the Community Film Workshop Council of New York, which trains poverty-group members as television-news cameramen under a grant from the Office of Economic Opportunity, urged broadcasters to be sure they know what they are getting—and not getting—when they hire a black or a chicano. "Minority people won't protect you from challenges [at license renewal time]," he said. "They'll do the job for which they're hired. They'll give you a little credibility. But please don't fly them as a banner."

At one point, the panel moderator, John Summers, NAB general counsel, succeeded in enlivening matters by a provocative reference to the commission's decision in the WMAL-TV Washington case. In petitioning the commission to deny the station's license renewal, Washington blacks had singled out the city of license, which is largely black, as the station's primary responsibility. The commission, however, said the areas surrounding the city—which are almost entirely white—must be served also. "The minority groups," Mr. Summers said, "are trying to force on the commission a concept that the suburban resident is a second-class citizen," one who is entitled "to less service than the citizen of the city."

At that point, Mr. Coursey broke in with his denunciation of the panel. Mr. Summers' point was lost in the raising and settling of dust that ensued.



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# ANPA states its crossownership case

## Association casts doubt on economics and constitutionality of FCC's proposals to ban newspapers from radio-TV ownership

The FCC's proposals to bar newspapers from ownership of broadcast stations and CATV systems in their markets were challenged last week as illegal. Not only that, they would buy a minimum of added voices at a price of serious economic disruption of broadcasting.

Those are among the arguments made by the American Newspaper Publishers Association in opposing two commission proposals which are aimed at promoting diversification of media ownership.

ANPA's principal contention—in two separate filings, one consisting of three volumes—is that the commission lacks the constitutional as well as the statutory authority to bar newspapers, as a class, from owning broadcast stations or CATV systems.

ANPA argues that the commission itself—dating from a memorandum written by its first general counsel in 1937—Congress and the courts have always held that the agency lacks authority to “discriminate” against newspapers in the granting of broadcast licenses. And “even under the most

lenient view of the commission's jurisdiction,” it says, the agency's authority to regulate CATV “is no greater than its authority over broadcasting.”

One of the commission proposals under attack—the one that was the subject of ANPA's three-volume filing—would require multimedia owners to reduce, within five years, their holdings in individual markets to one or more daily newspapers, one television station or one AM-FM combination.

The proposed ban on newspaper-CATV crossownership in the same market spun off a proceeding in which the commission, last June, adopted rules prohibiting crossownership of CATV and television stations in the same market and barring networks from owning CATV systems anywhere.

One volume of the ANPA filing in the divestiture rulemaking contains five professional studies supporting ANPA's comments regarding the likely effects of the proposed rule in diversification of voices and economic impact on the industry. The other contains nine legal memoranda challenging the commission's authority to adopt the

proposal, on the ground, among others, that it would violate newspapers' free-press right.

The National Association of Broadcasters has also filed research papers in connection with its opposition to the divestiture rulemaking. The NAB is to file its comments by April 16. All other parties have until May 17.

ANPA, citing the professional studies backing up its comments, asserts the commission's basic premise—that newspapers and broadcasting stations are journalistically similar—is unwarranted. It contends that stations and newspapers perform a variety of functions.

Furthermore, it says, there is a great and growing number of voices and local viewpoints in local communities. It says the number of media voices, nationwide, has increased more than 30% since 1946, while the incidence of cross-ownership within markets of television stations and newspapers has declined from 40% to 14%.

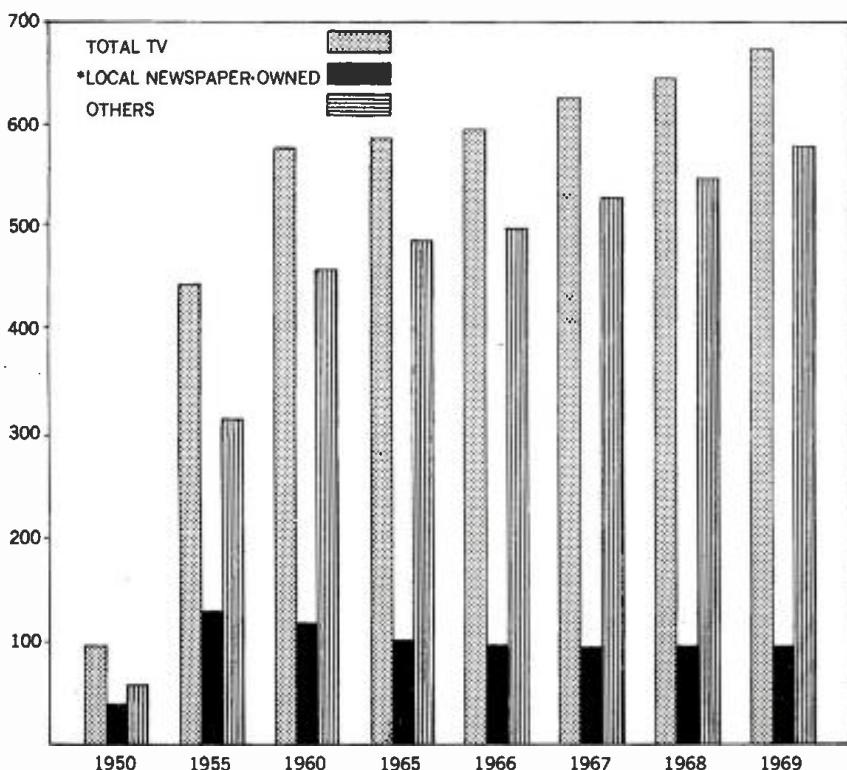
ANPA also contends that newspaper ownership is no guarantee a station will occupy a leading position in its market and that, consequently, divestiture would not be an automatic boon to competition; it would simply penalize those who pioneered broadcasting.

But it is the economic repercussions flowing from divestiture that would have a dramatic result, according to ANPA, one that would affect virtually every licensee in the business. ANPA cites a study asserting that 476 broadcast properties worth almost \$2 billion—representing about 20% of the total value of all broadcast stations—would have to be disposed of.

And Stanford Smith, general manager of ANPA, in a letter to FCC Chairman Dean Burch reporting on the filing, said dumping the stations—96 TV, 229 AM and 151 FM—on the market “for a forced sale would not only depress the market value of these stations by an estimated 20% to 40%, but would also depress the value of all other stations and result in a massive restructuring of the entire broadcasting industry.”

The commission had expressed the view that many stations could be swapped among newspaper owners, “with no significant over-all loss” for the companies involved. ANPA's studies indicated there would be serious economic and social obstacles to swapping. But whether stations were swapped or sold, ANPA says, “the incidence of

### Local crossownerships: on the decline



\* Owned by newspaper within station's B contour.

local ownership of broadcast stations, long recognized as a desirable objective, would certainly decline."

In opposing the CATV-TV cross-ownership ban, ANPA points out that cable may become a part of the newspaper system in the future. "Publishers," ANPA adds, "have a direct stake in technological innovations which promise more rapid and efficient methods of promoting the widest possible dissemination of news and information."

The Department of Justice's antitrust division, whose proposals prompted the commission to initiate both proposals the ANPA calls "antinewspaper," came in for some sharp comment in the association's filing. The antitrust division originally suggested a divestiture proceeding in commenting on the commission's proposal, in 1968, imply to ban the owner of a full-time station from acquiring another full-time outlet in the same market—the so-called one-to-a customer proposal that has since been adopted.

In support of its proposal, the antitrust division attached a list of station and newspaper ownerships in the top 50 markets that it said showed a "striking concentration" of media ownership. ANPA said this statement is "little short of ridiculous," that the list "fails to make out even a semblance of a case of newspaper domination of media facilities."

And one of the legal memoranda, argued that the antitrust division's "initiation" of the proceeding "constitutes an unlawful intrusion by the executive branch on the commission's independence."

The ANPA response was prepared under the direction of a special task force that was originally headed by Grover C. Cobb, then a vice president of the Gannett Newspapers, and now a vice president of the NAB. The present task force chairman is Harold W. Andersen, president of the *Omaha World-Herald*.

## Cox-Cosmos divests CATV; crossownership cited

Cox-Cosmos Inc. announced last week the sale of its cable-TV system in Charlotte, N.C., to the Cable Corp. of America for a sum in excess of \$1 million. The system, founded in 1967, serves 5,000 subscribers.

Cable Corp. has Samuel S. Street, Washington CATV consultant and holder of a minority interest in the Shelby, N.C., CATV system, as president. H. Phillip Becker and Jack Weglarz are vice presidents, and George Schallman is treasurer, all businessmen in the Chicago area. Mr. Becker is an

investment banker; Mr. Weglarz, a builder, and Mr. Schallman, an accountant. The same group is an applicant for CATV franchises in Washington and Detroit.

Cox-Cosmos is 80% owned by Cosmos Cablevision Corp., a subsidiary of Cosmos Broadcasting Corp., and 20% by Cox Cable Communications Inc., an affiliate of Cox Broadcasting Corp.—both group broadcasters as well as multiple cable firms. The sale was required, Charles A. Batson, president of Cosmos, noted, because of a recent FCC ruling forbidding broadcasters to own cable systems in the same market that is served by their TV stations. Cosmos' WIS-TV Columbia, S.C., serves the Charlotte area; Cox's WSOC-TV is in that city.



Mr. Kahn

## Kahn steps down at Teleprompter

**Will devote efforts to fighting legal actions; Schlafly slated as successor**

Irving B. Kahn, president and chairman of the Teleprompter Corp., who currently is involved in two legal actions affecting the company, resigned his posts last week. He will remain as a director and a consultant.

Mr. Kahn and Teleprompter were indicted last January by a federal grand jury in New York, along with three city officials of Johnstown, Pa., on charges of bribery and conspiracy in the granting by the city of a cable franchise in 1966 to Teleprompter (*BROADCASTING*, Feb. 1, et seq.). Several weeks ago Mr. Kahn was named as a co-conspirator but not as a defendant by a Mercer county (N.J.) grand jury, resulting from an award of a CATV franchise in Trenton, N.J., to Teleprompter (*BROADCASTING*, March 29).

Mr. Kahn contended that in both instances he and Teleprompter were

victims of extortion in the award of franchises.

In announcing Mr. Kahn's resignation from his posts last week, Teleprompter said that it is contemplated that Hubert J. Schlafly, senior vice president and a cofounder of the company with Mr. Kahn 20 years ago, will be elected president and chief executive officer. The company also said that its directors had elected T. Newman Lawler, a senior partner in Lawler, Sterling and Kent, New York law firm, to fill one of two existing vacancies on the board.

The announcement said Mr. Kahn contemplated assigning to Mr. Lawler the voting rights Mr. Kahn now holds to about 500,000 common shares owned by director Jack Kent Cooke and to the 168,000 shares owned by Hughes Aircraft Co. Mr. Cooke was a principal stockholder of H&B American Corp., when it merged into Teleprompter last year, making Teleprompter the leading CATV multiple system with 137 systems serving 350,000 subscribers.

Teleprompter said that Mr. Kahn's agreement in principle to resign from his posts will enable him "to expend time and effort necessary to defense of himself and the company against an indictment for bribery and conspiracy now in federal court in connection with a CATV franchise award in Johnstown, Pa."

Mr. Kahn, who will serve as a consultant to Teleprompter through 1976, was one of three founders of the company, which began as a supplier of television prompting services in 1951. Teleprompter entered cable-TV operations in 1959. Earlier, Mr. Kahn was in publicity work.

Mr. Schlafly, along with Mr. Kahn and TV actor Fred Barkau, was a founder of Teleprompter. He has served in various top posts and has been the chief engineering officer.

The Johnstown indictment charges specifically that Mr. Kahn paid a total of \$15,000 in bribes to obtain the cable franchise there. The Trenton indictment accuses four present and one former city official of extorting \$50,000 from Teleprompter in return for granting the company the CATV franchise.

## Small market radio big on enthusiasm

If vigor and enthusiasm were to be found anywhere in Chicago last week, they were in ample evidence at the Wednesday morning small market radio meeting during the National Association of Broadcasters convention.

A sample catalyst in the far-ranging idea exchange: Can a 1-kw daytimer in a depressed-area market of 5,000 people go all-news and information, triple

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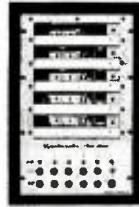
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You bet your hard and fast \$3-per-30 second rate card it can, Robert T. Olson, WMPL(AM) Hancock, Mich., related. The outlet has an FM partner simulcasting part of the day. The original staff of six now totals 30, of whom 10 are part-time. Billing volume is so detailed and so large it has been put on computer automation, he said.

Mr. Olson explained that complete format flexibility to meet the urgency of the moment—as in becoming a snow storm central—is part of the WMPL formula. Other ingredients include selling every possible local event and creating them when they don't exist (a snowball fight in Texas using Michigan snow) as well as full commitment to service such as solving listener problems on action-line phone talk shows.

Professional management techniques pay off in small market radio too, according to Norton E. Warner, KIMB-(AM) Kimball, Neb. New to radio 10 years ago, Mr. Warner now operates a four-station group. He began with only \$3,000 seed money. The right people are the key, he said, and if they can't keep the station running successfully in your absence part of the day or week you are a poor manager.

The dignity of the employee is vital, Mr. Warner said, and while money is important it is not the only factor. "You can't motivate anyone," he said, "but you can provide the right managerial climate for a man to grow by himself." A manager who uses the "high expectations" approach will stimulate response tending in that direction, he added.

"Pay your civic dues one committee at a time," Mr. Warner advised, suggesting managers concentrate their effort instead of being on everything in town. "Invest your money, not your time," he added, stating it also is foolish to demand your staff be on everything too, unable to give much help in any one place.

Mr. Warner said it is better to pick a management type out of any field and introduce him to radio than merely to promote a radio man who may not have management talents. The professional manager, he concluded, should be able to handle his station in one hour a day, using the rest of the time with advertisers ("he handles about 50% of the billing").

Radio must be used more effectively to promote radio as a medium, was the theme for Walter L. Rubens, KOBE-(AM) Las Cruces, N.M. He felt radio has been taken for granted too long and lumped by a hyphen with TV when critics blast the visual form. Localizing all public service spots and having leg-

islators report on the air by phone on a regular basis were among various suggestions.

Failure of stations to effectively work with their elected congressmen and senators was cited by George Crouch Jr., KPEL(AM) Lafayette, La. The NAB's Capitol Hill lobby can be effective only when stations keep the lines of contact open to their particular representatives. Waiting until an emergency is too late, he warned.

Commissioner Robert Wells, moderator of the FCC panel portion of the session, also felt too many stations have failed to do their legislative homework and do a poor job of congressional lobbying on their home scene. "Knowing your congressman and having him on your side are two different things," he said.

Small market radio operators appeared most concerned about the possibility of competitive injury from cable TV systems importing distant radio signals. The CATV issues were explored by Ross E. Case, KWAT(AM) Watertown, S.D. He said he was disturbed to the point of being "exacerbated viewing CATV." A comment was added from the audience by one operator who reported his station's programs are about to be carried on a CATV system 150 miles away. The hook: the cable system will use the radio station's automation cue tones to trigger eclipsing of the station's commercials and insertion of local commercials sold by the CATV firm. The station is thinking about going to court.

### Vermont UHF goes dark; sues GE over equipment

A sluggish economy has claimed the life of another UHF station, it was disclosed last week. And the station's general manager, Dean Slack, has said that prospects of putting WVNY-TV (ch. 22) Burlington, Vt., back on the air within the near future are "very bleak."

WVNY-TV, Vermont's second commercial television station and its only ABC-TV affiliate, was scheduled to go black last Friday (April 2). While Mr. Slack cited the slow economic picture in his area as the primary reason for the action, he also disclosed that WVNY-TV's licensee, Vermont-New York TV Inc., plans to bring a \$4.5-million suit against General Electric. The suit will charge GE equipment purchased by the station failed to operate during "crucial periods" including ratings surveys.

Two weeks ago it was disclosed that three other UHF stations were scheduled to or already have gone off the air. In each case, poor financial returns due to economic conditions were cited as the reason (BROADCASTING, March 29).

# Strong advice from the sidelines

Broadcasters get some basics on blacks, raps on negativism, comfort from CPB

The afternoon of the advocate—a new feature at the NAB convention—proved a fruitful forum last Monday for a trio of speakers with messages aimed at the collective ear of the industry.

A black lawyer, Clifford L. Alexander Jr., although commanding broadcasters for their continuing curiosity, especially concerning the problems of the black community, challenged them to provide the resources for black producers to present regular programs based on what the black man really thinks of the white community.

George Romney, secretary of housing and urban development, mounting a lengthy defense of the Nixon administration's domestic and Vietnam programs, complained that the media have overplayed the negatives and underplayed accomplishments. "I don't think the President of the United States is getting a square break," he charged (story page xx).

John W. Macy Jr., president, Corp. for Public Broadcasting, reviewed the progress of noncommercial TV and outlined its great educational potential if new and continued funding is assured. The aural counterpart, National Public Radio, embracing a network of some 100 stations, will debut May 3.

Mr. Alexander, a member of the Washington law firm of Arnold & Porter and former chairman of the Equal Employment Opportunity Commission, observed that so far broadcasters "have indicated, variously, concern for, contempt for, and, most of all, curiosity about the black—his views, his observations and his leaders. White owners, white managers, white intellectuals, white race-relations experts and

white reporters have interpreted blacks for blacks, whites for blacks and blacks for whites."

But, he noted, "many of you remain curious about your black brothers and sisters and with good reason. You don't know how white America appears to blacks."

His suggestion: "blacks creating, producing, writing and reporting their findings on the white America they see." Via both networks and stations. TV and radio. Regularly.

A typical program series might treat how the black worker views corporate America, Mr. Alexander explained. Another series might probe how a black looks at the media and those who regulate them, he continued, citing the absence of blacks in high FCC jobs ("never in the history of the FCC has a black man or a chicano been a com-



Mr. Alexander

ander said. "Not your guess," he added, "but black finding out from black and passing it on through your industry to black and white. What is on the mind of a black in a federal courthouse in the South, knowing there has never been a black federal judge appointed in the old Confederacy? How assured does a black lawyer feel when every employee in the courtroom is white despite the fact that the state's population is 40% black—no black clerks, no black guards, no black stenographers and no black prosecutors?"

The black view of the white State Department was included. "Pronouncements about freedom and preserving the right of peoples to choose their leadership by the ballot should be as applicable in South Africa as it is in South Vietnam," he argued, recalling examples of "slavery 1971 style" during his visit to Johannesburg.

"Blacks who look at you day after day" know more about the white man's habits, living patterns, thinking and religion than "you know of us," Mr. Alexander concluded, and black America will continue to watch.

"We will watch to see if those of you who profess equality . . . those of you who say you are interested in showing a true and accurate picture of society will give us the money—much of it provided to your advertisers by black purchasing power—the proper time and facilities to produce for you our picture of white America.

"Don't put us on," he added, asking for an answer to his plan soon. "The production of such shows will not solve all of our hangups and certainly not all of yours," he said, "and it may not do any good, but it certainly would help to satisfy your curiosity."

As for black employment in broadcasting, Mr. Alexander pointed out "the FCC declares that you owners better set some hiring goals and get



Mr. Macy

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minorities on the job and fast. Most of you have callously ignored this call for you to obey the law."

The broad accusation of "callously ignored" evoked specific denial from the session moderator, NAB Chairman Willard E. Walbridge. On the contrary, he said, broadcasters are addressing themselves to these problems "and we are probably the best reflection of our total society as it exists today." He noted the broadcaster audience response to Mr. Alexander's proposal and the very fact he had been invited by the NAB and given such a platform was more than sufficient to demonstrate anything but callously ignoring the issue.

Mr. Macy, reporting on noncommercial broadcasting's achievements to date, said a careful study concludes that the medium's best role lies in education at every level, young and old, formal classroom and informal. Public TV and radio, he felt, may help solve the school crisis and functional literacy problems of post-schoolers too. Next fall, he said, a more advanced type of *Sesame Street* will seek to help some 20-million youngsters who are in school but are considered "reading cripples." He asked for broadcasting's support for the funds and assistance to make these further ventures possible.

Commercial broadcasting and non-commercial broadcasting until now have peacefully co-existed, he noted, "but I believe that is no longer adequate. I think we must enter a stage of active cooperation."

"We in public broadcasting need more of your discipline, skill and professionalism," he said, "and in turn we offer you an ideal broadcast laboratory by virtue of our greater freedom to innovate." The exchanges of ideas and people can be enlarged, he hoped.

Sharing common problems and opportunities, he concluded, will help. "I think we serve neither ourselves nor our audience if we re-invent each other's wheels," he said.

## 11 join ABC Radio networks

ABC Radio has added 11 affiliates to its four network services. Joining the American Contemporary Network are: WDIZ-FM Orlando and WKXY(AM) Sarasota, both Florida, and WTBC(AM) Tuscaloosa, Ala. On the American Entertainment Network: WCBI(AM) Columbus, Miss.; WWHW(AM) Trenton, N.J.; WDKA(AM) Nashville, and WRJC(AM) Richlands, Va. New stations on the American Information Network: WBRD-(AM) Sarasota, Fla., and WIBV(AM) Belleville, Ill. On the American FM Network: KXT(FM) Phoenix; WHMA-FM Anniston, Ala., and WKWL(FM) Rockford, Ill.

## FCC change of heart not cheered by FM's

Ease in one-to-customer may be challenged; other news is upbeat

FM broadcasters, unlike their AM colleagues, are not all heartened by the FCC's decision to remove AM-FM ownership from its one-to-a-customer rule. To many among them, the move is a step to the rear. This was evident at the meeting of the National Association of FM Broadcasters in Chicago last week. They feel the commission action is a setback in FM's drive for competitive equality with AM.

The NAFMB board, according to John Richer, WFIL-FM Philadelphia, president of the FM organization, has decided to petition the FCC to reimpose divestiture of AM-FM ownership as one of the issues in the one-to-a-customer proceeding. FM broadcasters, Mr. Richer explained, feel that they will not be able to compete equitably with those AM stations that also own FM outlets.

The dual-ownership issue was just one of several that FM broadcasters feel they face. Two others relate to CATV and FM sets in automobiles. A principal objective of FM broadcasters is the drive to persuade Congress to pass legislation that would require radio-set manufacturers to include FM in all radio sets. This was discussed in one session at the NAFMB convention by Mr. Richter, Al Husen of the Corp. for Public Broadcasting, and Arch Madsen, president of the Bonneville International station group. The NAFMB audience also heard comment on this campaign from Senator Frank Moss (D-Utah), the author of a bill to require all-channel radio sets (BROADCASTING, March 29).

On the other hand, FM broadcasters did hear some warming news. One was the activity under way to bring four-channel sound broadcasting to regular FM broadcasting. A panel of experts talked of quadraphonic broadcasting, among them: John Eargle, Mercury Records; Lou Dorren, Quadracast Inc.; Ryosuke Itoh, Sansui Electric Co.; Morley Kahn, Dynaco Inc.; Richard Kaye, WCRB-FM Boston, and John Kelly, Electro-Voice Inc.

And, promising better reception, was Dolby Laboratories Inc., London, which announced it had developed a Dolby system for noise reduction in FM receivers that would provide the equivalent of increasing signal strength from five to 20 times. These circuits, already being used for record, cassette and film recording, were described by Dolby rep-

resentatives Robert Berkovitz and David Robinson, as well as Richard Kaye, WCRB-FM Boston and Alfred Antlitz, WFMT(FM) Chicago.

But perhaps the best news for FM broadcasters came from Gordon H. Hastings, RKO Radio Representatives, New York. He told his audience that FM stations ranked third and fifth among all radio stations in New York, and that an FM station was number three in Boston. These successes, Mr. Hastings said, come to those stations that forget they are FM and go after their share of the total radio market.

There is one special selling point for FM, Mr. Hastings noted. This is stereo. And, he continued, although FM is frozen out of automobile listening in the early morning and late afternoon rush-hour traffic periods, it does have audiences in other hours of the day—stores, factories and office buildings.

The automobile problem was discussed sometimes heatedly, with James Guyton and H. G. Riggs, both of Delco Electronics Division of General Motors Corp. (*BROADCASTING*, March 29).

Mr. Richter, who is the pending purchaser of WFIL-FM, which he manages, was re-elected president of NAFMB. Robert Ardrey, WCCO-FM Waterbury, Conn., was elected chairman. Newly elected vice presidents were Donald Lebrecht, WBT-FM Charlotte, N. C. (East) and John J. McGuiness, KADX-FM Denver (West). New directors-at-large: Elmo Ellis, WSB-FM Atlanta, and Harold Neal, ABC Owned Radio Stations Division.

## Chapin as chairman all but set at NAB

Richard W. Chapin, president of Stuart Enterprises, Lincoln, Neb., was nominated last week to be the next chairman of the National Association of Broadcasters. Mr. Chapin is presently



Mr. Chapin



*The National Association of FM Broadcasters heard some good news from a station rep at its convention last week. Gordon H. Hastings (l), RKO Radio Representatives, New York, told the FM broadcasters that their stations were moving up in audience ranks, particularly in New York and Boston. John Richer, WFIL-FM Philadelphia (c), who was re-elected president of the association, was the moderator and leader in a number of panels. The NAFMB elected Robert Ardrey, WCCO-FM Waterbury, Conn. (r), as chairman.*

chairman of the radio board of the association.

Also at the NAB convention in Chicago last week six directors were elected to the TV board.

Election to the chairmanship of the association will take place at the joint board meeting in Washington in June. The present chairman, Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, retires from two terms in that post at the June meeting.

Stuart Enterprises is a group broadcaster, owning KFOR(AM) Lincoln and KRGI(AM) Grand Island, both Nebraska; KMNS(AM) Sioux City and KOEL(AM) Oelwine, both Iowa; KSAL(AM) Salina, Kan., and WMAY(AM) Springfield, Ill.

The Chapin nomination was made by a special NAB committee headed by Mr. Walbridge and including these outgoing directors: James M. Caldwell, WAVE(AM) Louisville, Ky.; A. F. Sorenson, WKRS(AM) Waukegan, Ill.; N. L. Bentson, WLOL-AM-FM Minneapolis; B. Floyd Farr, KEEN(AM) and KBAY(FM) San Jose, Calif.; Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WSJS-TV Winston-Salem, N.C., and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va.

Mr. Chapin's election is expected to be pro forma.

In the TV board elections, two members were re-elected and four new members chosen. A total of 10 television broadcasters were nominated. A record 292 ballots were cast in that election, out of 535 member stations.

Re-elected were Bill Grant, KOAA-TV Colorado Springs-Pueblo, Colo.; and

Peter Storer, Storer Broadcasting Co., Miami Beach.

The four new TV board directors are Earl W. Hickerson, WCEE-TV Rockford, Ill.; Leonard J. Patricelli, WTIC-TV Hartford, Conn.; Wilson Wearn, WFBC-TV Greenville, S.C., and Robert F. Wright, WTOK-TV Meridian, Miss. Mr. Patricelli announced his candidacy only a week before the start of the convention.

Nominated but unsuccessful were Robert F. Bennett, WNEW-TV New York; Bruce Hebenstreit, KGGM-TV Albuquerque, N.M.; Mort Watters, Scripps-Howard Broadcasting Co., Cleveland, and Fred Weber, Rust Craft Broadcasting Co., Steubenville, Ohio. All the TV board candidates were nominated from the floor at Monday's TV management assembly.

The new members of the TV board, all taking office at the June meeting, succeed Messrs. Bagwell, Campbell, Essex and Shea who were ineligible to succeed themselves. NAB by-laws confine board members to two successive two-year terms—although they can run again after they have been off for one term.

## May means radio

National Radio Month, an annual promotion sponsored by the National Association of Broadcasters, again takes place in May. The NAB is sending its new 1971 radio month kit to more than 3,000 radio member stations and the four networks (also members).

The kit, featuring the theme "Radio . . . The Greatest Sound on Earth!" consists of a record album plus a wide range of promotional materials.

# ABC takes offense, mounts offensive

TV network, affiliates find much to cheer, little to lament in Chicago

ABC announced plans last week to mount a counterattack against broadcasting's growing band of "vituperative" critics, and urged its affiliated stations to join in at the local level.

I. Martin Pompadur, vice president of the ABC division of ABC Inc., standing in for President Elton H. Rule, told ABC-TV affiliates, meeting at the National Association of Broadcasters convention in Chicago last week, that ABC was setting up a speakers' bureau to "seek out platforms from which ABC executives can state the case" for broadcasting. In addition, he said, ABC will seek representation as members or officers of "various national organizations" that the company has often "ducked" in the past because of the time or money involved. "It is time we grew up," he said, "and we have."

Mr. Pompadur said the "responsible criticism" in the mounting clamor against television "merits contemplation, response and maybe change. We welcome that. The vituperative criticism, on the other hand, merits quick and factual response at both national and local levels." He said that "ABC nationally will mount a continuing public-relations campaign in behalf of ourselves and our industry. Locally we prevail on you to do the same and we call on the other networks to accentuate their positive along with us."

Mr. Pompadur spoke after President Rule, at home recovering from infectious hepatitis, told the affiliates in a brief filmed appearance that he was "proud at the way the ABC family has weathered the many storms that blew through our industry" during the past year and, more than that, "came through stronger and better."

Mr. Rule said ABC-TV had never been closer than it is now to realizing its goal of being the number-one network in the nation.

Mr. Pompadur and ABC-TV officials addressed a closed meeting of ABC-TV affiliates that was described by network

and affiliate sources as amicable and largely unmarked by complaint or criticism. It was held in Chicago March 28, preceding the National Association of Broadcasters convention.

There was some question about the network's intent to sell against spot TV, but ABC-TV officials responded that although they may have received some normally spot-oriented dollars in the recent recessive months, they have not and would not consciously solicit spot business—a reply that reportedly seemed to satisfy the affiliates, possibly because the recent surge in network sales made them less fearful for the future.

There were some protests about the West Coast feeds of Monday-night pro football, because the time differential starts them at 6 p.m. West Coast time, and network and affiliate representatives undertook to look for solutions. Some affiliates inquired about the possibilities of a weekend news show from ABC-TV and were told it was a possibility but that network officials first wanted to see improved clearances of the Monday-Friday news.

Mr. Pompadur cited growth in audiences for ABC-TV's early-evening news, particularly since Harry Reasoner moved over from CBS News to join Howard K. Smith as co-anchorman last December; new high audience levels for "every sports network"; presentation on the advances in entertainment programming and growth in ABC's radio network and owned-and-operated stations divisions as evidence that 1970 marked "a coming of age for the entire broadcast division."

And this, Mr. Pompadur added, "means new maturity and a new sense of responsibility" for leadership in countering critics who, for their own reasons, make television "a favorite whipping boy."

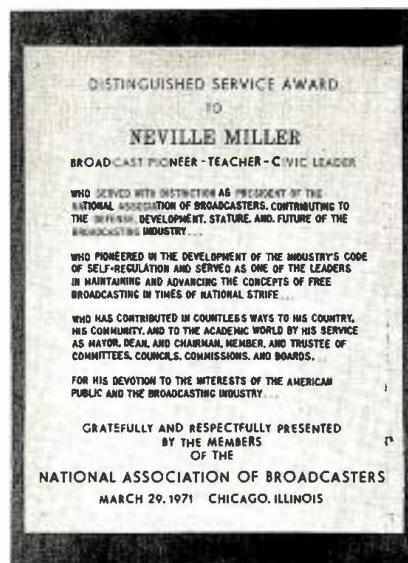
James E. Duffy, president of the ABC-TV network, said ABC-TV's 1971-72 prime-time schedule was forged in ways that were "not easy" and often with decisions that "took courage." Among these, he said, were the dropping of *Lawrence Welk* after 16 years (but negotiations, he said, are in progress for a series of Welk holiday specials); the return to the stations of the Monday-night 8:30-9 p.m. NYT period immediately preceding National Football League games, "a \$24-million franchise" ("but we did see an ideal opportunity for you to program this vital time period locally, enabling many of you to build your own sports franchise [that] can be pure gold"), and, earlier, the January cutback, over vehement protests by the stations, in volume of network prime-time programming (and that "took courage on your part" too, because despite "your questions and doubts, you gave



First NAB chief honored

Twenty-seven years after he concluded his tenure as the first paid president of the National Association of Broadcasters, Neville Miller was presented that organization's Distinguished Service Award. Making the presentation at the opening session of the Association's convention in Chicago last Monday (March 29) was Vincent T. Wasilewski (l.) NAB's incumbent president, who was a schoolboy when Mr. Miller began his six-year NAB term in 1938.

Mr. Miller punctuated his acceptance with recollections of people and events that included the American Society of



Composers, Authors and Publishers copyright encounters that led to the creation of Broadcast Music Inc. and the birth of the first NAB code of fair practice which he said sometimes was used as a shield against free-time grabs or questionable advertising pitches. Then he concluded on a serious note. Broadcasters, he said, had little to fear from the public as long as they rendered unselfish service. But, he warned, "when you cease to do that, when you let selfish motives predominate, when you let government or segments of the public tell you what you can or cannot broadcast, then you will find that there will soon be a reckoning."

us strong and manful backing that was decisive in bringing ABC" into a leadership position).

For all the hard decisions, Mr. Duffy said, "I know that when you see the fall schedule in full regalia at our meetings in Los Angeles a few weeks from now, affiliates convention in May, you will see that our decisions were both sound and progressive."

Mr. Duffy, alluding to the sudden surge in sales that appeared to have turned the recessionary three-network economy around a few weeks ago (BROADCASTING, March 15, et seq.), said "we are back on a stronger, more even-keeled course in the second quarter, and most emphatically in the fourth quarter. For the new fall schedule, in fact, both our sights and our activities are directed toward a goal I have been espousing and urging for years. And that is a return to program sponsorship as opposed to the fractionalization of commercials that has given both broadcasters and the viewing public such grievances over the years. I might add that the advertising community has already evinced a really enthusiastic acceptance of the new schedule."

Mr. Pompadur also had touched on a trend toward sponsorships. He said that "ABC Evening News is at a 96% sell-out position for the second quarter" with total gross revenues representing the program's highest second quarter in history and its biggest single quarter in four and a half years and added: "Another encouraging aspect has been the return of program sponsorship to the *Evening News*. Large orders have come from such advertisers as Glass Container, Bank of America, Block Drug, Ford and Miles."

Messrs. Pompadur and Duffy both called attention to plans for new programming for children. A new ABC News program, *Make a Wish*, will replace the nine-year-old *Discovery* series, also by ABC News, in the Sunday 11:30-12 noon NYT period effective Sept. 12. *Make a Wish*, Mr. Pompadur said, will combine graphics, animation and film in a series "for all children in the context of the real world of today."

Mr. Duffy pointed to the new *Curiosity Shop*, scheduled to go into the Saturday-morning children's line-up this fall, and also reaffirmed his plan to invite all major advertisers and agencies identified with ABC children's programs to meet with ABC executives and producers, along with representatives of affiliates, for a workshop "within the next few weeks" to "seek ways in which, together, we can bring about a commercial television for children that we can be proud of."

Mr. Duffy also said ABC intends to "take" daytime as well as prime time, foresaw further gains in both news and

## Down but not out

Members of the staff of the National Association of Broadcasters went into Chicago frankly worried about attendance at the 49th annual convention. But two days after the opening on Sunday (March 28) they relaxed. Things weren't so bad after all. The registration was 5,137, only 6.6% less than the 5,498 attending in 1970.

The number of exhibitors fell also but to a minor degree. There were 142 exhibitors filling the five exhibit halls at the Conrad Hilton last week, with an estimated 3,000 salesmen and engineers in attendance. Last year, there were 151 exhibitors.

sports and described Dick Cavett, ABC's much in the news but off in the ratings late-night host, as being "as much a part of our future as he is of our present."

## A plan to even out board representation

A special committee of the National Association of Broadcasters radio board has recommended changing population standards for two categories of membership entitled to at-large seats on the board.

If the recommendations are accepted by the radio board at its June meeting, Class D membership would represent markets of up to 15,000 population, as against the present 25,000 ceiling, and Class C membership would represent markets of 15,000 to 100,000, rather than the present 25,000 to 100,000. Class A markets, with populations of more than 500,000, and Class B markets, with 100,000 to 500,000, would be unchanged. Each of the four market groups is represented on the board with two at-large directors.

Under the recommended new categories, Class D markets would have 1,126 member stations, rather than the present 1,428, and Class C markets would have 783 member stations instead of the present 481.

Class A markets now consist of 728 member stations; Class B, 730.

The reapportionment committee consisted of Allan Page, KGWA(AM) Enid, Okla., chairman, and William A. Merrick, KBMNI(AM) Bozeman, Mont.; Ben A. Laird, WDUZ-AM-FM Green Bay, Wis.; Wendell Mayes Jr., KNOW(AM) Austin, Tex., and N. L. Bentson, WLLO-AM-FM Minneapolis.

## Strengths claimed for ABC radio

### Four-network system is working as planned, affiliates are told

A keynote address filled with optimism based on progress projected to future gains greeted affiliates of the four ABC Radio network services at their fourth annual meeting, held March 28 preceding the National Association of Broadcasters convention in Chicago.

"Despite the soft economy, despite the loss of cigarette advertising revenues, radio is more dynamic, more vital than ever," they were told by Walter Schwartz, president of the ABC Radio network.

Mr. Schwartz said affiliates of the four network services now exceed 1,250, not a remarkable gain in numbers during the past year—because there was no longer any need "to affiliate large numbers"—but "distinguished by outstanding gains in market penetration" through the addition of major stations.

He put the Contemporary network's line-up at 280 stations, the Information network's at 450, the Entertainment network's at 321 and the FM network's at 204. And if the networks' growth in numbers in 1970 was small, he said, their defections were "infinitesimal."

In sales, he said, "throughout 1970 and in these first months of 1971 we have succeeded in establishing the four demographic networks of ABC Radio with the nation's top advertisers. While network radio sales and profits still lag behind the steadily rising curve of local and national-spot radio, we have demonstrated time and time again the validity of this concept by our ability to attract new advertisers to the radio medium."

More than that, he emphasized, ABC Radio continued its practice of pushing spot-radio buys as "a logical and natural extension" of its advertisers' network buys.

"While we deliver a national target audience," Mr. Schwartz said, "spot is needed to flesh out these schedules. What we are really selling is the total use of radio as a marketing tool."

"Our continuing sales efforts are designed to bring large-scale package-goods advertisers into the network-radio scheme in a way that would make use of network as a national umbrella buy supplemented by national spot."

"We have studiously avoided clashes between network and spot money appropriations as often as it has been humanly and professionally possible

within our ability to exercise some control."

The meeting was described by affiliate and network sources alike as remarkably amicable and upbeat. As further evidence of this mood, it was pointed up repeatedly that of all the national networks, TV as well as radio, ABC Radio was the only one in Chicago last week that held a full-scale reception for its affiliates.

An estimated 350 affiliates attended the general meeting; they and several hundred guests were on hand for the three-hour, three-band reception.

## The ubiquitous Mr. Wells: commissioner in demand

FCC Commissioner Robert Wells, a former Kansas broadcaster who has served 17 months as a Washington regulator and whose public speaking style gives the impression of a Jayhawk Will Rogers, was in great demand at the Chicago convention of the National Association of Broadcasters and at associated meetings in Chicago.

He was on six programs: as guest speaker March 27 to Alpha Epsilon Rho, national radio-TV fraternity; breakfast speaker to the FM Pioneers March 28; luncheon speaker to the Association for Professional Broadcasting

### *Commissioner Wells to the Pioneers:*

**"With a few more rulings in the name of 'free' broadcasting the government will print your logs for you and mail them weekly. That is 50 years of progress."**

Education March 28; featured speaker at the Broadcast Pioneers banquet March 30; moderator for a panel on the Emergency Broadcasting System March 29, and for the "FCC at Your Service" panel at the small-market radio session March 31.

Among his comments:

On the public notice regarding drug-oriented lyrics—"One of the most innocuous statements we ever put out, blown up out of all proportion because of overreaction."

On regulation—"This was a regulated industry from the very beginning . . ."

On the prime-time rule—"Let's live with it for a year or two and then see what happens."

To students attending AER and



Mr. Wells

APBE meetings—"A good idea is worthless until somebody figures how to make a profit from it."

## Druckman among founders of new CATV firm

A group of former CATV operators are among those who have formed Century Cable Communications Inc. to develop CATV franchises and acquire existing systems.

Principals of the new company include H. Lee Druckman, Richard G. Laventhal, Henry R. Goldstein, Ronald R. Morrissey and EMW Ventures Inc., an affiliate of New York investment banking firm E. M. Warburg, Pincus & Co.

Mr. Druckman and his associates formerly owned Trans-Video Corp., a multiple-CATV operator that merged with Cox Broadcasting Corp. in 1967.

Prior to forming Trans-Video, Mr. Druckman was Western regional manager of Jerrold Electronics Corp., and Mr. Laventhal was associated with an accounting firm. Mr. Goldstein, formerly with Washington communications law firm Fletcher, Heald, Rowell, Kenehan & Hildreth, was most recently a vice president of Cox Cable Communications Inc.

Century Cable has offices in Tucson, Ariz., and San Diego.

## Small-market TV's stress money problems

Rating service problems and finding new advertiser money for the medium were among the subjects highlighted during the secondary market TV committee presentation Tuesday at the National Association of Broadcasters in Chicago. Establishing better rapport with Congress and the FCC followed close on

the agenda of the meeting.

The committee's chairman, Dale G. Moore, KGVO-TV Missoula, Mont., noted that stations in secondary markets probably have a bigger stake in audience measurement since they compete for revenues which constitute the smallest percentage of national and regional spot budget allocations. He recalled that members of his group "have not been enthusiastically happy with methodologies employed by the research services and we have made that fact known in diverse ways."

Although stations in this category serve areas of sparse population and vast distances, he said, "we do not serve second class citizens. We believe, as do all broadcasters, in paying fair prices for premium research data. But that data and the methodologies employed to secure it must realistically conform to market characteristics."

As a specific, Mr. Moore said small market telecasters "are unanimously opposed to the third annual sweep, not alone on the basis of the additional cost which our nominal operations simply cannot absorb, but also because the additional measurement does not reflect the move outdoors of farmers, ranchers, sportsmen and travel and recreational activities of our citizens during that season."

Other methodology problems, he cited, include: placing the burden of proof upon the broadcaster to show evidence that CATV systems carry his signal and provide non-duplication protection to his programs; the tendency to over-weight CATV homes or to value CATV home diaries disproportionate to over-air homes.

Also, the growing clutter or product usage data, the relatively small sample sizes and number of diary placements, and the frequently unrealistic ADI and NSI market designations "which tend to overlook realities of commerce, traffic flow and political subdivisions," he said.

Stations also have their responsibilities, Mr. Moore agreed. They must provide the measurement services with ample advance program schedule information, source of programs, translator locations and CATV systems carrying the signals.

The increasing sources of new advertising dollars for television were surveyed by Jacob Evans, vice president, Television Bureau of Advertising, Chicago. He noted that while Sears continues to soar in its TV spending, Wards is starting to move too. Wards used TV in 17 markets last year, he related, but now is undertaking a new thrust to get local store managers more aware and involved with the medium. The key to Sears expansion is "moving the mer-

chandise," he advised the gathering.

Goodyear is undertaking a TV push for tires, Mr. Evans reported, and Chevrolet has a massive drive using more than 400 stations for trucks.

Additional TV money from Western Auto stores and fast growing discount chains were on Mr. Evans' list of good news, as were new TV co-op advertising opportunities involving clients such as Arrow shirts and Buster Brown shoes. But the real boom of the 1970's will come from food supermarkets. Mr. Evans predicted, citing A&P as the current front runner in using TV.

Bill Turner, KCAU-TV Sioux City, Iowa, told how new TV dollars can be built by getting related small businessmen to joint together for umbrella promotions. A grouping of independent insurance agents was one example. He said the station has developed 17 new local accounts in this manner so far this year.

Practical tips on keeping open the station position lines to Congress were provided by Jim Guirard, administrative assistant to Senator Allan Ellender (D-La.), and Wayne Thevenot, legislative assistant to Senator Russell Long (D-La.). Regular contacts win hands down over the save-me-in-a-crisis approach, they reaffirmed.

A panel of FCC representatives assured the broadcasters they are there to serve them as well as regulate. So use the long distance telephone and inquire informally about questions on your mind, they urged. This approach often will smooth out a problem before it becomes one, they indicated.

As it was explained by Bill Ray, chief of the FCC complaints and compliance division, "After all, we're not trying to ambush anyone."

## Cox Cable set to add 28,000-customer system

Cox Cable Communications Inc., Atlanta, has agreed in principle to acquire Cable TV of Santa Barbara (Calif.) Inc., from Independence Communications Inc., Philadelphia. Independence Communications is a holding company for the parent, The Bulletin Co., also in Philadelphia. Terms are pending final execution of a formal agreement.

Henry W. Harris, president of Cox Cable, said the Santa Barbara system serves over 28,000 subscribers, and is believed to be the second largest system in the country.

Cox Cable, a 56.3%-owned affiliate of Cox Broadcasting Corp., Atlanta, operates what it terms the largest system in the U.S. in San Diego, serving over 49,000 customers, and another in Bakersfield, Calif., with 12,000 subscribers.

## Up in alarms over government regulation

APBE speakers decry heavy hand of Washington in radio-TV

A vigorous attack on the amount of paperwork required of broadcasters was mounted last week in Chicago even before the NAB meetings officially began.

The kickoff came from Eldon Campbell, WFBM - AM - FM - TV Indianapolis, speaking on a panel at the meeting of the Association for Professional Broadcasting Education. Mr. Campbell was one of four members of a panel discussing "Broadcasting 1975 and Beyond."

The increase in "tinkering" with broadcasting, like the proposed eight-day rule, Mr. Campbell said, is damaging to American broadcasting. Continuation and growth of laws and regulations will lead, he said, to strangulation. He excoriated by name Dr. Barry Cole, Indiana University professor, who is the FCC's special consultant on license-renewal procedures.

Mr. Campbell had a word for today's young people, too. He attacked their notion that, because business needs a profit to survive, it will not or cannot be a full-fledged participant in social concerns. When business does get into causes of wide public interest, he added, it profits more, and "when it

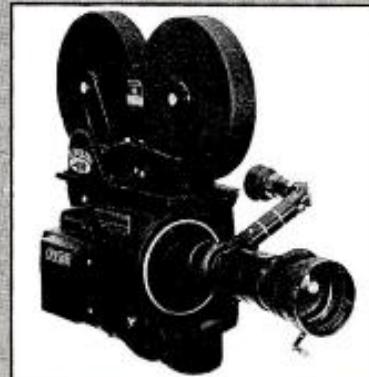
profits more it becomes the victim of a new onslaught of regulation, ridicule and regimentation."

"Why," he asked, "is there such contempt for profits among educators and their students?"

Other members of the panel were more pragmatic. Donald Taverner, president of the National Cable Television Association, referred to broadcasting as entering a period of obsolescence. The move in the future, he said, is toward broad-band telecommunications. CATV, because it can provide many channels, up to 40, he said, can become the medium for local service and local advertising. He admitted that CATV will compete with local radio stations for advertising, but he said: "That's the American way, competition."

Joel Rosenblom, Washington lawyer, said that there undoubtedly will be more, not less regulation in the future. The reason TV and broadcasting has been singled out for criticism, Mr. Rosenblom said, is because they are the most powerful of the media. Pressures will continue on broadcasters, he added, because it is "the main event." What

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The most exciting program at the Chicago meeting of the Association for Professional Broadcasting Education, by the members' own evaluation, was the panel on "Broadcasting in 1975 and Beyond." The protagonists (l to r): Jack Lee, LIN Broadcasting Corp., the moderator; Al Horley, director of telecommunications, U.S. Department of Health, Education and Welfare; Joel Rosenbloom, Washington attorney; Donald Taverner, president of the National Cable Television Association, and Eldon Campbell, vice president and general manager of WFBM-AM-FM-TV Indianapolis.

good are special CATV channels for minorities, for example, Mr. Rosenbloom asked, if no one watches?

Al Horley, director of telecommunications, Department of Health, Education and Welfare, told the broadcast educators that HEW plans to experiment this year with health programs via

TV to 25 or 30 Alaska communities by way of the applied technology satellite no. 1. By 1973, he said, HEW hopes to serve low-cost community TV receivers throughout the U.S. with two channels. He noted that receiving antennas for this purpose would be at the \$150 price level. In the future, Mr. Horley said,

there is likely to be a single, full-time satellite to transmit instructional television programs throughout the country to schools.

Panel members agreed that there is not great future in home use for video recording devices and other such developments. Mr. Horley said he saw the use of these developments for network and station scheduling for delayed broadcasts and for library and other special uses. All agreed also that the major problem for cassettes is program material.

Former FCC Commissioner Lee Loevinger, now a Washington lawyer, repeated his call for a broadcasting bill of rights and warned that the FCC through its latest proposal to "categorize" programs is leading to program control.

Commenting on the commission's proposed one-to-a-customer rule, Mr. Loevinger declared that it was suggested "without a scintilla of evidence" and could lead to remaking the patterns of broadcast ownership. He warned again, as he has before, that if controls are placed on broadcasting, controls on newspapers will not be far behind.

## Broadcast Advertising .

# Big push for campaign ceilings

**Justice Department moves to Pastore's side, but opposes discrimination among media**

The Justice Department came out last week for limits on political-campaign spending. But it said the nature of the spending ought to be left to the candidates. It opposed the imposition of limits on individual media.

These positions were taken at a new series of hearings by the Senate Communications Subcommittee under the chairmanship of Senator John O. Pastore (D-R.I.). The hearings, held last Wednesday (March 31) and Thursday (April 1), were called at the request of Justice and the Republican membership of the subcommittee (BROADCASTING, March 29).

Deputy Attorney General Richard G. Kleindienst spoke to the committee in general terms on political spending and did not attempt to evaluate any particular bill. He noted that, contrary to its intended effect, Section 315 (equal-time provision) of the Communications Act has discouraged broadcasters from offering free time to candidates and has favored incumbents over challengers. These

effects, he said, have not been limited to presidential and vice-presidential candidates, and consequently Justice favors total repeal of Section 315 to benefit candidates for all federal offices.

Mr. Kleindienst said Justice endorses the lowest-unit-cost concept and favors spending limitations. However, he made it clear that low rates and spending limitations should apply to both broadcast and nonbroadcast media. "There is no rational justification for singling one media category out for special restrictions or limitations . . .," he said. He added that there is no constitutional basis for extending spending limitations beyond elections for federal office.

He added that there should be one over-all spending limit to give candidates leeway in deciding how they want to allocate their advertising budgets. Limits should be "workable and realistic," he said.

Mr. Kleindienst said the department is "strongly" opposed to limitations on campaign contributions because they

could prove as "ineffective, unrealistic and incapable of enforcement" as the present limitations. The main emphasis, he said, should be on full disclosure and reporting of contributions and expenditures to enable the voter to decide if he thinks too large a percentage of a candidate's revenues came from particular special interests.

Senator Pastore asked Mr. Kleindienst if his views are those of the Nixon administration. Mr. Kleindienst replied that his statement was that of the Justice Department and that the White House had not cleared it. The senator then asked that a specific reply to his question be submitted later.

Jerome A. Barron, professor at George Washington University Law School, stressed media access throughout his testimony.

He endorsed the section of Senator Hugh Scott's (R-Pa.) bill (S. 956) that states that broadcasters have an affirmative duty to present all sides of controversial issues. However, he said, the

provision is defective in that it does not make clear whether a particular group or individual may ever claim a right to specific presentation of an issue. "I think if access to the electronic media is to become a true right of the American people some indication in revisions of the Communications Act should be given to allowing particular groups to have rights of entry to broadcasting apart from the sufferance of broadcasters," Mr. Patterson said.

The provision of the Scott bill that would exempt the presidency from the requirements of Section 315 raises constitutional doubts, Mr. Patterson added, because it favors the two main political parties and assures permanent minority status for minority parties.

He endorsed the Scott proposals "in so far as they insist that the press comply with basic notions of fairness in political debate." However, they should require that debate take place, he said. "Assuring debate raises no constitutional obstacles," he said. "But the present opportunity of monopoly newspapers to silence debate by refusing political advertisements by some candidates does present obstacles to freedom of the press. . . ."

Mr. Patterson termed Senator Mike Gravel's bill (S.1) "a welcome breakthrough in the legal approach to political broadcasting" because of its section requiring free broadcast time for candidates. This would provide some free access to minority parties, he said. "There is no basis for legislation that gives special broadcast rights only to the major parties, he said. The feature of the Gravel proposal that would keep Section 315 in force when charges are made for broadcast time is imperative to assure nondiscriminatory treatment of candidates by broadcasters, Mr. Patterson added. However, he said, provisions that place limitations on entry into the media, such as spending limitations, are denials of access. "I would rather have a time period for political campaigning than restrict campaign expenditures," he asserted.

And, he added, restrictions on nonbroadcast spending are direct abridgments of freedom of the press.

Ralph K. Winter, a professor of law at Yale University, said that "a limit on what a candidate may spend is a limit on his political speech as well as on the political speech of those who can no longer contribute money to his campaign for effective use."

He pointed out that the First Amendment "plainly prohibits the setting of a legal maximum on the political activities in which an individual may engage."

Raising and spending money is usually the only way a challenger can overcome the advantages of incumbents, he said. And, he added, spending limits

only aggravate all other inequalities. To "equalize" opportunity by limiting spending is to put challengers at great disadvantage and in the long run reduce the number of individuals willing to run for office against incumbents, he said. He said such legislation also discriminates against those who have full-time jobs and must limit campaign activity to monetary contributions.

In further arguing against spending limitations, Mr. Winter said limits do not differentiate between geographic areas and different campaign styles, and may be changed every Congress because of inflation. S. 1 and S. 382 should "be viewed as fundamental threats to our basic liberties," he said.

Herbert E. Alexander, director of the Citizen's Research Foundation, testified as a private citizen and contended that, if spending limitations are not effective, they breed disrespect for the law; if they are effective they may inhibit free expression.

He argued that limits that are too high encourage spending to that level, and low limits invite forms of evasion. "A comprehensive and effective public reporting system should help control excessive spending and undue reliance on large contributions from special interests. . . .," Mr. Alexander said. And, he added, to counteract the advantages of incumbency or wealth emphasis should be placed on establishing "floors"—minimal levels of access to the electorate for all candidates. "This shifts concern to guarantees of free broadcast time or free mailing privileges or subsidies that assure that candidates will get exposure to potential viewers," he said.

Howard R. Penniman, professor at Georgetown University, recommended that any new legislation be enforceable

and include primaries as well as general elections.

Ceilings on spending and contributions should be avoided or set with caution, he said, because the need for money varies from state to state and there is the danger that unrealistically low ceilings will be set.

He suggested rules "to enable stations to give time to serious, competitive candidates" without also having to give equal time to minority candidates. "A rigid equal-time rule so ties policy to an abstract principle that the reality of the democratic process is denied," he said.

Mr. Penniman said he opposed ceilings on broadcast expenditures because, like all spending limits, they fall unevenly on candidates in different states and districts and tend to favor incumbents.

The spending limits of S. 382—sponsored by Senators Pastore, Mike Mansfield (D-Mont.) and Howard W. Cannon (D-Nev.)—"are so low that they invite wholesale violation," stated David Adamany, professor at Wesleyan University.

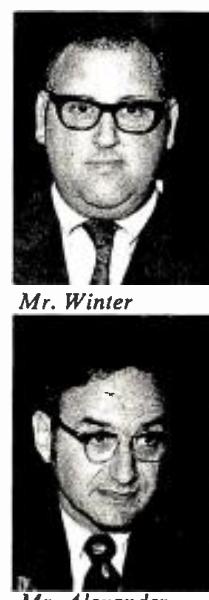
(The bill limits broadcast advertising to seven cents per vote in general elections and three and a half cents per vote in primaries; nonbroadcast spending is limited to 14 cents per vote in general elections, seven cents in primaries.)

Studies of recent campaigns, Mr. Adamany said, show that political costs are substantially higher. He urged the subcommittee to set limits that "strike somewhere near the reality of current practice." However, he warned that unless limits can be automatically increased in line with cost increases, they will be obsolete by 1976.

He added that separate ceilings on broadcast and nonbroadcast spending



Mr. Winter



Mr. Alexander



Mr. Kleindienst



Mr. Adamany



Mr. Barron

"ignore the political situations in many large metropolitan areas, where candidates for the House of Representatives cannot use radio or television advertising without great inefficiency."

Senator Paul J. Fannin (R-Ariz.) warned that the subcommittee, in its haste to pass a bill, should not overlook the need to cure "one of the most flagrant abuses of political spending—the misuse of compulsory dues by organizations to finance election campaigns and related political activity." He proposed an amendment to the Scott bill that would deny such organizations tax-exempt status.

In a statement submitted to the subcommittee, Senator William B. Spong Jr. (D-Va.), a member of the parent Commerce Committee, answered those who questioned the need for campaign spending controls. "Reducing the cost of campaigns, broadening the base of citizen participation and requiring all public office holders to fully disclose their campaign financing and expenditures is an essential step toward restoring public faith in those who make our laws and run our government. This committee needs no better justification for acting than that."

### MPO ad outfit in operation

The new animation production division of MPO Videotronics, New York, has been named Peridot Films. Jordan Caldwell is head of production and sales, Jack Dazzo is animation director and Burt Harris is live-action director. The four-week-old unit has completed or started work on 36 commercials including Marathon Oil, through Campbell-Ewald, and Monsanto Astrotrurf, through Rumrill-Hoyt. Headquarters are at MPO: 22 East 44th Street. Phone: (212) 867-8200.

### Northwest rep growing

Simpson/Reilly & Associates, Seattle station representative, has acquired the Charles L. Burrow Co., a firm with offices in Portland, Ore., and Seattle. Charles L. Burrow, owner of the firm bearing his name, will become S/R's promotion director and will work out of the company's Portland office. Station clients are in the Northwest and Alaska.

### Rep appointments:

- WPEN-AM-FM Philadelphia: Katz Radio, New York.
- KRIZ(AM) Phoenix: Radio Advertising Representatives Inc., New York.
- KOL-AM-FM Seattle and WCMI(AM) Ashland, Ky.: Petry Radio Sales, New York.



RAB's David

## An upbeat session on radio medium

### Buyers affirm its power but want it easier to buy; RAB offers new sales aids

Radio's future as an advertising medium was painted in generally rosy tones last week by three top advertising-agency officials, but they emphasized the continued need for innovation and responsiveness to change in the marketplace.

Their views were presented during the management radio conference at the National Association of Broadcasters convention in Chicago last Tuesday (March 30). Other speakers during this session discussed such topics as the new NAB radio code book, a computer capability for radio advertisers and proper management for broadcasters.

Daniel Borg, vice president and media director, Ketchum, McLeod & Grove, New York, observed that radio has been "a powerful means of social change," and said its growth and success have caused it to change. In this context, he pointed out that radio stations once were recognized by the type of music they played, while today many outlets are distinguished as sources of information.

He said he considered radio today as a foreground rather than a background medium. Mr. Borg stated that radio will continue to flourish if it continues to be responsive to change.

A prediction that advertisers will increase their use of radio was made by George Simko, senior vice president and director of media management, Benton & Bowles, New York. He said he was "bullish about radio's present" and its future promises to be brighter.

Mr. Simko told the audience that there is increasing discussion and analysis of radio by advertisers. He urged both buyers and sellers of the medium to develop new ideas and techniques that will make radio more attractive to the audience and to the advertisers.

John Cole, associate media director, Needham, Harper & Steers, Chicago,

voiced the view that the top-100 national advertisers and agencies regard radio as "very flexible," but "hard to buy." He urged broadcasters to continue to develop patterns aimed at simplifying the buying of radio and to provide even more research material than is now available.

The panel moderator was Jules Fine, senior vice president and director of marketing services, Ogilvy & Mather, New York.

Acting as if on cue, the Radio Advertising Bureau said it plans to deliver research data that it regards as important to advertisers because it will help identify the clients' customers.

Miles David, RAB president, announced that the bureau has developed a tool it calls "Customer Reach Computer." RAB, he said, will combine Brand Ratings Index data on use of various products with audience data from the American Research Bureau and Pulse to generate "customer reach and frequency." He said a computer terminal from the Telmar Co. has been installed at RAB headquarters in New York.

"In other words, once we know an advertiser's potential budget, we can document what that budget will buy in radio among customers rather than merely among numbers of people," he explained.

Mr. David said that a preliminary check among station representatives indicates that spot radio grew by more than 5% in the first quarter of 1971 over the comparable period of 1970. He was optimistic about the year as a whole but warned that the industry must not relax its efforts. In this connection, he said, RAB will publish a book of planning charts for quick calculation of four-week reach and frequency figures, drawing upon its new "customer reach" resources.

Robert H. Alter, RAB executive vice president, called for "fuller dialogue between RAB and broadcasters." He said this closer cooperation was necessary so that RAB could serve as coordinator of data for possible "re-selling of advertisers."

"We intend to communicate directly with broadcasters getting new business in any situation in which we feel various industry sales forces can provide information in keeping the advertiser sold," Mr. Alter stated.

Carleton F. Loucks, RAB vice president, regional sales, provided a preview of various bureau projects designed to encourage professionalism in local radio selling. These include a service in which psychological testing is used to help broadcasters screen, hire and train new salesmen; two new fall series of local sales clinics and a "school for radio salesmen."

## Consider the freedom.

How do you capture the nightmare of pollution? Or the geometric purity of a snowflake? Use the freedom of film, and the unique power of animation.

Animation lets you exaggerate without losing the attention or belief of your audience. And with today's new techniques, and the elimination of on-camera talent, you can often produce an animated commercial for less cost than a live-action spot.

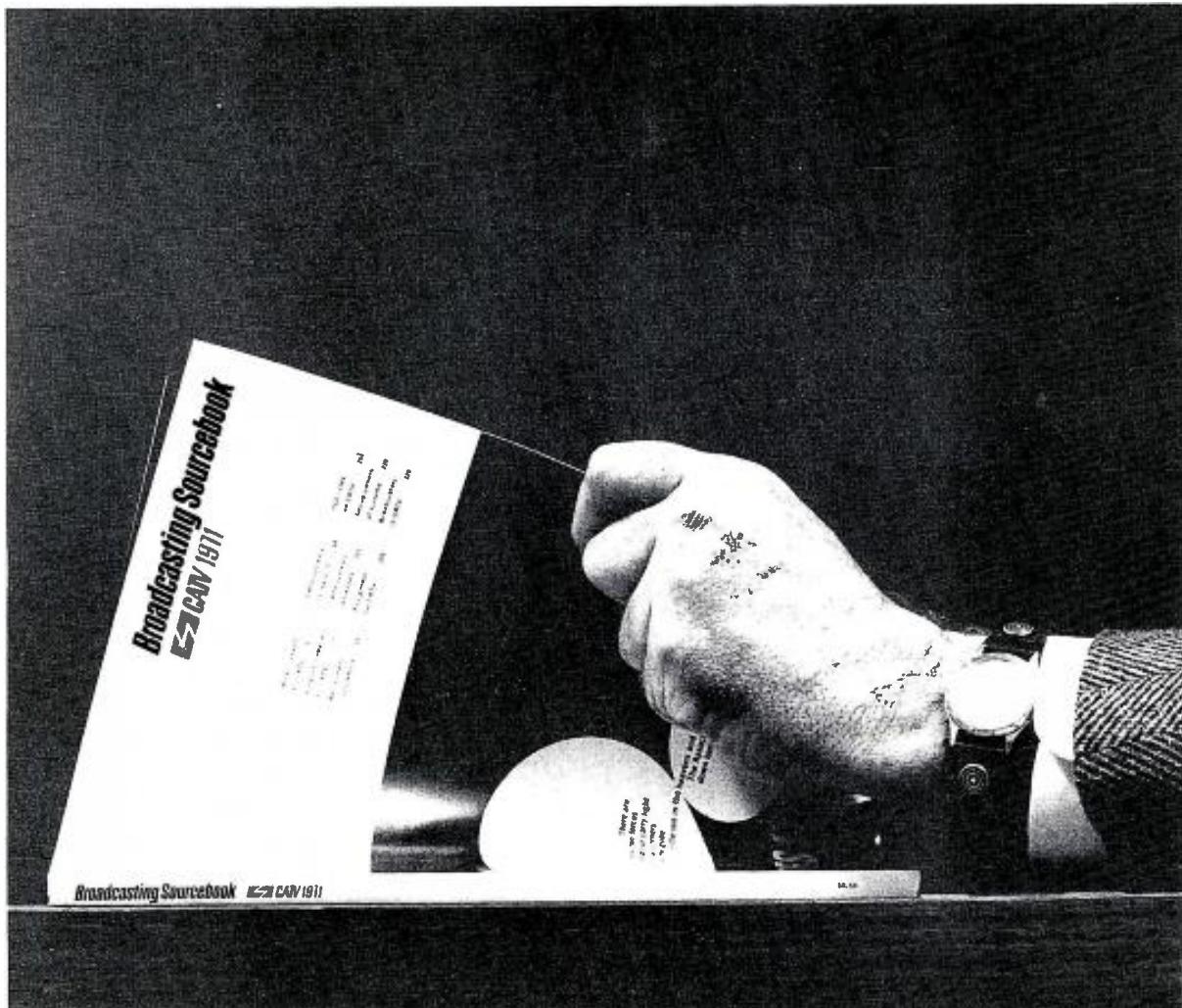
But whether you use animation or live action, or a combination of both, the possibilities are endless. Like music, film has the power to convey any mood or style, reality or fantasy. Exactly the way you saw it.

You can make a name for your product or service in 60 seconds or less. If you find the right place for your ideas: on film.

### EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-5300; Dallas: 214/351-3221;  
Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.





1971 Broadcasting  
CATV Sourcebook

*Most Complete and  
Up-to-Date CATV Data  
Available:*

The 1971 CATV Source-book will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada:  
—Operator's name and full address—Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable  
—O-A for picked off the air, or *Mic* for microwave  
—Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and

owners, with ownership percentages—Finally, *an industry first*, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

**A Complete CATV Guide**  
—But that's not all. The  
1971 Broadcasting CATV  
Sourcebook will also  
include the following  
up-to-date listings:  
—Group Ownership of  
both U.S. and Canadian  
Systems—Cross-Media  
Ownership of CATV,  
radio and TV stations in  
the U.S. and Canada  
—FCC Rules and Regula-  
tions for CATV, *including*  
CATV Program Suppliers

## Equipment Director

—CATV Associations,  
including NCTA and state  
groups—Plus much more,  
like Federal Agencies  
important to CATV, state  
CATV and Bell System  
Coordinators, etc.

Send me my own copy of the 1971 Broadcasting  
CATV Sourcebook. My payment for  copies  
@ \$8.50 each is enclosed.  Bill me.

Name: two initials and last name

1      2      3-16

Company Name

17-35

1

Address										Home?
36-53										<input type="checkbox"/> Yes
										<input type="checkbox"/> No

City  
54-66

Title/Position

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Feb. 28, 1971  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 28	Total dollars week ended Feb. 28	1971 total minutes	1971 total dollars
	Week ended Feb. 28	Cume Jan. 1-Feb. 28	Week ended Feb. 28	Cume Jan. 1-Feb. 28	Week ended Feb. 28	Cume Jan. 1-Feb. 28				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 8.0	\$ 135.7	\$ 995.5	\$ 351.7	\$ 2,135.5	79	\$ 487.4	544	\$ 3,139.0
Monday-Friday 10 a.m.-6 p.m.	1,592.4	11,689.9	3,256.6	26,807.7	1,732.2	14,605.6	884	6,581.2	6,733	53,103.2
Saturday-Sunday Sign-on-6 p.m.	2,056.5	11,458.6	1,107.0	10,789.2	261.9	7,555.5	282	3,425.4	2,289	29,803.3
Monday-Saturday 6 p.m.-7:30 p.m.	522.7	3,109.3	548.0	4,338.0	580.9	5,614.7	98	1,651.6	717	13,062.0
Sunday 6 p.m.-7:30 p.m.	337.2	901.7	167.7	2,830.1	211.6	2,034.6	23	716.5	163	5,766.4
Monday-Sunday 7:30-11 p.m.	5,650.0	45,538.2	6,609.8	51,541.2	7,541.0	61,175.7	441	19,800.8	3,631	158,255.1
Monday-Sunday 11 p.m.-Sign off	208.9	2,498.5	253.4	1,597.5	607.1	4,227.9	125	1,069.4	856	8,323.9
Total	\$10,367.7	\$ 75,204.2	\$12,078.2	\$ 98,899.2	\$11,286.4	\$ 97,349.5	1,932	\$33,732.3	14,933	\$ 271,452.9

## Moss bill seeks truth in advertising

"Can there be anyone who will find offensive a requirement to preserve truth in advertising claims?" Senator Frank E. Moss (D-Utah) asked last week as he introduced a bill to enforce just that. Cosponsored by Senator George McGovern (D-S.D.), the legislation is labeled "the truth in advertising act of 1971" (S.1461).

If enacted, the law would require advertisers to make available to the public "full documentation" to substantiate any claims made in their advertising. The media would also be required to tell the public that the documentation was available.

The bill also would provide authority to the Federal Trade Commission to insure that the advertisers and the media are complying with the other provisions of the bill.

## Automated system for Metromedia Radio Sales

Metromedia Radio Sales has announced it will begin operating a computerized system in early June for use in the planning of radio schedules in the 21 markets where it represents stations.

Robert Williamson, president of Metro Radio Sales, said its system, called Metroline, will provide reports and analyses to agency buyers and planners, clients and its own salesmen. Based on both ARB and Pulse audience data, the system will supply information, including quarter hour, cume, gross impressions, reach and frequency, audience and gross rating points.



Ten years later for the NAB, and millions of miles later for U.S. astronauts, Captain Alan Shepard, USN, encored for special acclaim before an opening session of a National Association of Broadcasters convention. His first appearance was with President John F. Kennedy in Washington following the first U.S. suborbit space flight; last Monday he was in Chicago to be presented with a crystal memento of his mission to the moon as commander of Apollo 14.

The Metroline computer programs were designed by Kathryn Lenard, director of research for Metro Radio, in association with System Sharing Corp., a computer consulting company.

## Computer link-up provides spot availabilities to agency

Grey-North Inc., Chicago, has announced to local station representatives that the agency next month will begin evaluating and processing spot television availabilities via the affiliated Com-Step computer in New York. Eventually the service may be offered to other Chicago agencies as well.

Com-Step is the computer services subsidiary of Grey Advertising, New York, which already is providing spot TV analysis and other functions for Grey and other New York agencies. Nathan Pinsof, senior vice president-media director at Grey-North, said availabilities will be fed into the Chicago terminal of Com-Step at 5 p.m. each day and the evaluations will be ready for Grey-North timebuyers at 9 a.m. the next morning.

But cutting the paperwork, Mr. Pinsof explained, the buyers will have more time to consider the quality factors of a particular buy apart from the usual efficiency-type considerations. "It will also give us more time to negotiate," he noted.

## What's on tap for marketers

The growing issues of consumerism and the mass media's impact upon the marketplace will be highlighted in San Francisco April 12-15 at the annual international convention of the American Marketing Association at the Fairmont hotel. Among the speakers will be Caspar W. Weinberger, deputy director of the Office of Management and Budget; Seymour Banks, Leo Burnett Co.; E. B. Weiss, Doyle Dane Bernbach, and Matthew Culligan, Diebold Group.

## Here a code, there a code

### Broadcasters boost budget for expanded operations despite all-industry plan

The TV Code Authority received virtual assurance last week that it will have \$140,000 more yearly for expanded activities it thinks should be done.

That additional sum will come from a boost in subscriber dues. The new dues structure will call for a minimum of \$500 or a maximum of \$2,000, based on six times the member's 30-second rate. There will be no change in network contributions, currently at \$30,000 yearly each and doubled only two years ago. At present the annual \$500,000 budget is raised from dues calculated at the member's hourly rate plus 15%.

The increased revenue is seen as helping not only to wipe out the anticipated \$30,000 deficit this year but also to permit the code authority to expand operations.

The new dues structure was recommended by a special evaluation committee of the TV code review board, whose chairman was Thad M. Sandstrom, WIBW-TV Topeka, Kan. The recommendations were accepted in principle last week at the convention of the National Association of Broadcasters in Chicago. The review board will take up the recommendations officially at its May 25-26 meeting in Washington. If approved, the dues proposal will be submitted to the TV board at its meeting in June, also in Washington. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., is the chairman of the TV code review board.

With the increase in income, the Code Authority will undertake more research, such as studying the reactions of children to types of toy advertising. It will use more scientific consultants to determine product safety and the validity of product claims. It will hold more meetings with advertisers, agencies and representatives of consumers to give them a "voice" (but not a vote) in developing guidelines on broadcast advertising. It will do more to publicize the activities of the code authority.

The extra income will also permit expansion of New York headquarters by the addition of two editors and two secretaries.

Also to be continued and expanded are the Code Authority's use of medical and science advisers. And to be studied is machinery to permit advertisements that are deemed unacceptable for broadcasting to be tested over a code station under controlled conditions. At present,



The good book

Broadcasters who are subscribers to the TV and radio codes will begin receiving in a few days—the mailman willing—copies of the new "Working Code Manual of Broadcasting Self-Regulation," displayed above by Ray Johnson, KMED-AM-FM Medford, Ore., who is chairman of the radio code.

In preparation for 18 months, the \$30,000 project resulted in a loose-leaf, indexed, alphabetized tool to be revised periodically by the code authority. It covers more than 100 problem areas facing broadcasters and advertisers in programming and commercials that have arisen in the last 10 years.

Nonsubscribers may buy the manual for \$20 per copy.

unacceptable advertisements are placed on noncode stations, with the advertiser presenting results of his tests on suitability to the Code Authority.

At one time there was a recommendation that code membership become mandatory with membership in the NAB. This was turned down by the TV board at its January meeting in California (BROADCASTING, Jan. 25). But the idea won't stay down; it was a consensus at the TV review board meeting in Chicago that the idea has merit and should be kept alive.

Also discussed at the meeting, among other things, was the pending all-industry advertising code sponsored by the American Advertising Federation, and its potential impact on broadcast code activities. In general there was agreement that such a code would be welcome and beneficial but, in large measure, it was agreed it would not have a significant effect on the responsibilities and activities of the TV code.

Stockton Helffrich, Code Authority director, noted in a statement to members last February that the advertising code sponsored by AAF will supplement but not supplant the broadcast codes.

In the radio code field, the only

problem is membership, according to Ray Johnson, KMED-AM-FM Medford, Ore., who is chairman.

The radio code, he told a radio management assembly at the convention, now has a membership of only 38.9% of all radio stations in the country. What is needed, Mr. Johnson said, is an increase in membership to 3,000. This, he noted, would give the radio code a 50% membership.

Contrary to the TV code's financial problems, the radio code is operating in the black, he said.

## Firestone drops JWT, will do its own ad thing

In what was termed "a basic disagreement in advertising philosophy" the Firestone Tire and Rubber Co., Akron, Ohio, parted company last week with its agency, J. Walter Thompson Co., New York. Firestone said it would handle its own advertising with the help of outside independent services. JWT was named Firestone's agency for domestic advertising in September 1969.

It was estimated that \$8 million of Firestone's \$20-million media advertising budget was allocated to JWT. Much of the remainder is used for retail advertising, not handled by Thompson. Network-TV accounted for approximately \$5.7 million and spot-TV an estimated \$1.8 million in billings last year.

Firestone indicated that at times it has created its own advertising. According to Michael Connor, Firestone's advertising director, the firm has done its own newspaper advertising, recently did some network radio, and has initiated ideas for national print and television campaigns that were executed by the "agency of record."

Sweeney & James, Cleveland, which has been placing Firestone's retail advertising, will handle all advertising placement.

## Kraft comes back with 1971 specials

Kraft Foods, Chicago, announced last week that it will sponsor a once-a-month series of one-hour specials in the 1971-72 season. The food company has been an NBC-TV sponsor for 25 years. For the last three years it has had *Kraft Music Hall* (Wednesday, 9-10 p.m. NYT) on NBC. That series will not return next fall.

Another NBC-TV stalwart, Bob Hope, will star in three of the specials, scheduled for telecast between October 1971 and March 1972. In addition, Kraft announced it would share sponsorship of three or four weekly nighttime programs and continue in daytime

TV programming on NBC, CBS and ABC. Kraft also will use spot-TV substantially. J. Walter Thompson Co., New York, is the agency for Kraft.

### Monkeyshines for Colt 45

Actor Billy Van is once again in the act for Colt 45 malt liquor. This time he is enjoying his favorite drink on stage during a re-creation of the late Ernie Kovac's "Nairobi Trio" comedy act. The one-minute and 30-second commercials were created by W. B. Doner and Co. for The National Brewing Co., both Baltimore. The campaign is scheduled to start in early April on the TV networks.

### Agency appointments:

- Glenbrook Laboratories, a division of Sterling Drug Inc., New York, has chosen Lois Holland Callaway, there, to handle its Vanquish analgesic account. Advertising campaign was backed by \$4 million in television billing while with Benton & Bowles, there.
- Dunfey Family Corp., Hampton, N.H., hotel and resort owner, and Smith & Wesson, Springfield, Mass., sporting equipment manufacturer, have

appointed Kenyon & Eckhardt, Boston, to handle their accounts which together will total \$700,000.

▪ Bordon Inc., foods division, New York, in a move said to be designed to consolidate its canned products group, has appointed Dodge & Delano, there, to handle advertising for four products. They are Aunt Jane's pickle products, formerly with Keller-Crescent, Evanston, Ill.; Calo pet foods, from Foote, Cone & Belding, New York; Comstock-Greenwood foods, from Richard K. Manoff Inc., New York, and Snow Foods, from Daniel F. Sullivan Inc., Boston. Dodge & Delano already handles Bordon's Sacramento tomato products as well as several new product assignments. The new accounts are estimated at over \$1 million in billings.

### Business briefly:

**General Foods Corp.**, White Plains, N.Y., through Ogilvy & Mather, New York, is launching a network and spot-TV campaign to introduce in 11 western states its "Max-Pax," pre-measured ground coffee packed in filter bags. General Foods, through Young & Rubicam, New York, is also using a spot-TV campaign in California, Arizona and

part of Nevada, to introduce its Parisian style vegetables.

**Burlington Industries Inc.**, New York, through Doyle Dane Bernbach, there, announced plans last week for a \$3-million network-TV campaign for its new home fashions brand name designate, Burlington House. The campaign, set to begin this fall and run through 1972, is expected to run in prime-time and over the year's time will be on all networks.

**The American Oil Co.**, Chicago, through D'Arcy, MacManus, Intermarco Inc., New York; **Goodyear Tire & Rubber Co.**, Akron, Ohio, through Young & Rubicam, New York, and **STP Division of Studebaker Corp.**, Minneapolis, through Media Buyers Inc., Des Plaines, Ill., have bought complete sponsorship for the Indianapolis 500 auto race, scheduled on a five-hour delay basis on ABC-TV, Saturday, May 29 (8:30-10:30 p.m. NYT).

**Coca-Cola USA**, division of Coca-Cola Co., Atlanta, through McCann-Erickson, New York, will be the major sponsor of "Once Upon a Wheel," auto-racing special narrated by Paul Newman, on ABC-TV, Sunday, April 18.

## FocusOnFinance

### Multimedia shines in fiscal 1970

Consolidated revenues from broadcasting, newspaper and other interests amounted to nearly \$33.7 million for Multimedia Inc., Greenville, S.C., in 1970. The 8% increase in revenues and 10% rise in net income over 1969 prompted the firm to announce "the most successful" year in its history, according to J. Kelly Sisk, Multimedia president and treasurer.

Operating revenues for Multimedia's newspaper group—which includes three papers in Alabama (*Montgomery Advertiser*, *Alabama Journal* and *Prattville Progress*), two in Asheville, N.C. (*Citizen and Times*), and two in Greenville, S.C. (*News and Piedmont*)—totaled \$22,022,212. Its broadcast interests—WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga., and WWNC(AM) Asheville—contributed revenues of \$8,889,794. Multimedia's other business ventures added another \$2.8 million to the consolidated revenue figure.

Last year was the sixth straight year that Multimedia registered increases in revenues in net income. Between 1965 and 1970, the firm's revenues have

more than doubled; net income has increased from \$2.1 million in 1965 to \$3.6 million in 1970.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.32	\$ 1.20
Revenues	33,692,413	31,147,705
Net income	3,592,772	3,276,178

Note: Per-share earnings are fully diluted.

### Fuqua-foundry merger planned

J. B. Fuqua, chairman and chief executive officer of Fuqua Industries Inc., Atlanta, has agreed to purchase 40% (300,000 shares) of Central Foundry Inc., manufacturer of cast-iron piping. Mr. Fuqua will pay, through his personal holding company, Fuqua National, \$4.5 million or \$15 per share to Central stockholders. Mr. Fuqua also said that he proposes to merge Fuqua National, licensee of WJBF-TV, Augusta, Ga., into Central Foundry in a stock-exchange transaction. Both Fuqua Industries and Central Foundry are traded on the New York Stock Exchange.

### Company reports:

**Transamerica Inc.**, San Francisco, multiple-interest conglomerate and parent of United Artists, reported record revenues for 1970, but "disappointing" in-

come, according to John R. Beckett, chairman and president. United Artists Corp. and United Artists Records lost \$18 million in 1970, as compared with profits of \$16.2 million year before.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.66*	\$ 1.37
Revenues	1,483,916,000*	1,405,776,000
Net income	42,645,000	87,190,000
Shares outstanding	63,534,000	62,694,000

\* Represents outcome after deducting additional provisions for losses on film production and securities and including cumulative effect of accounting change related to life insurance operations.

**Rahall Communications Corp.**, New York, group station owner and parent of E.B.S. Tax Services Inc., reported rise in income and revenues in 1970, compared with similar figures for year ago. Broadcast interests accounted for \$3,916,768 of Rahall's gross volume in 1970.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.61	\$ 0.62
Revenues	\$ 5,180,321	\$ 3,953,548
Net income	\$ 626,947	\$ 524,483
Shares outstanding	1,033,091	847,089

Note: In 1969, extraordinary gain attributed for additional \$35,000 or four cents per share incorporated into net income.

**National Telefilm Associates Inc.**, Beverly Hills, Calif., film-rental concern, reported net loss of income in fiscal 1970, compared with gain after extraordinary items in 1969 of nearly

\$300,000.

For year ended Sept. 30, 1970:

	1970	1969
Earned per share	(\$ 0.04)	\$ 0.04
Revenues	3,876,679	3,751,118
Net income	(234,921)	291,904*

\* Extraordinary gain from disposition of film library amounting to \$1,319,037 in 1969 offset loss of \$1,027,133, which would have otherwise been experienced in that year.

**Transmedia International Corp.**, New York television-facilities supplier and broadcast service organization, reported net loss in consolidated statement of operations for first three months of

fiscal 1971. Since company was in developmental stage until March 1, 1970, no comparative operating results were available for 1970.

For three months ended Jan. 31:

	1971
Earned per share	(\$ 0.01)
Revenues	780,751
Net income	(4,852)
Average shares outstanding	634,834

#### Financial notes:

- **Entron Inc.**, New York, CATV owner and equipment manufacturer, disclosed

that it has obtained \$1.15-million loan from Shawmutt National Bank, Boston. Interest will be payed at 3.25% over four-year term. Company spokesman said most of loan will be used to convert existing debt into long-term obligation, with remainder being added to working capital.

■ **CBS Inc.**, New York, has agreed to acquire, for undisclosed amount of cash, assets of Pacific Electronics Inc., Emeryville, Calif. and its related companies. Agreement in principle has been

## 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 31	Closing March 24	% change in week	1971	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>								
ABC	ABC	N	37½	36½	+ 3.8	37½	37½	7,073 \$205,117
ASI Communications	O	4¾	3¾	+16.5	3¾	2½	1,789	5,152
Capital Cities	CCB	N	42½	41¾	+ 1.8	42½	42½	6,061 220,499
CBS	CBS	N	38½	39½	- 2.5	38½	38½	27,042 990,548
Corinthian	CRB	N	34¾	32%	+ 5.7	35	34½	3,381 109,883
Cox	COX	N	27½	27½	-	28½	27½	5,789 128,111
Gross Telecasting	GGG	A	14½	15½	- 3.3	15½	14½	803 11,041
Metromedia	MET	N	26½	26½	- 1.3	26½	24½	5,734 137,816
Mooney	O	4½	4	+12.5	5½	4	250	1,188
Pacific & Southern	O	17½	17½	- 1.4	17½	12½	1,636	24,949
Rahall Communications	O	17½	18½	- 3.4	29	17½	1,040	23,275
Reeves Telecom	RBT	A	3½	3½	- 4.0	3½	3½	2,288 7,733
Scripps-Howard	O	25	23½	+ 5.3	25	18	2,589	55,016
Sonderling	SDB	A	28	28½	- .4	28	27½	991 27,748
Starr	SBG	M	14½	14½	- 1.7	14½	8½	461 5,302
Taft	TFB	N	43½	40%	+ 7.1	44	42½	3,712 128,547
							Total 68,400	\$2,081,725
<b>Broadcasting with other major interests</b>								
Avco	AV	N	15½	15½	+ .8	16	15½	11,470 \$182,144
Bartell Media	BMC	A	6%	6½	- 1.9	6½	6½	2,254 14,651
Boston Herald-Traveler	O	23	22	+ 4.5	28	24	574	13,776
Chris-Craft	CCN	N	7½	8½	- 6.1	7½	7½	3,804 32,829
Combined Communications	O	16½	17	- 3.0	16½	10½	1,945 27,483	
Cowles Communications	CWL	N	10%	11½	- 9.6	10½	10½	3,969 37,229
Fuqua	FQA	N	23½	22½	+ 4.5	23½	23	6,401 132,053
Gannett	GCI	N	44½	42½	+ 4.7	44½	44½	7,117 275,784
General Tire	GY	N	25	24½	+ 2.0	25½	25	18,344 449,428
Gray Communications	O	7½	7½	+ 1.7	7½	6	475	3,325
ISC Industries	ISC	A	7½	7½	+ 1.8	7½	7½	1,628 10,582
Lamb Communications	O	2%	2½	+ 4.8	2½	2½	475	1,249
Lee Enterprises	LNT	A	25	25	-	25½	25	1,957 45,990
Liberty Corp.	LC	N	21%	21½	+ 1.7	21½	21%	6,744 151,740
LIN	O	12½	12	+ 4.2	12½	6½	2,244	21,879
Meredith Corp.	MDP	N	27½	27	+ 2.8	27½	27½	2,744 71,344
Outlet Co	OTU	N	19½	21½	- 10.5	19½	19½	1,342 22,814
Post Corp.	O	9½	12	- 20.8	12½	10½	713	8,378
Ridder Publications	O	20	20%	- 4.2	27½	18	6,217	145,353
Rollins	ROL	N	34½	35%	- 2.5	35	34½	8,053 267,762
Rust Craft	RUS	A	45	39%	+12.9	45	44	1,159 38,247
Schering-Plough	PLO	N	66%	68½	- 2.4	66%	65½	25,084 1,749,609
Storer	SBK	N	27½	26½	+ 4.2	27½	27½	4,223 97,129
Time Inc.	TL	N	50%	52½	- 2.9	51	50%	7,257 342,022
Trans-National Comm.	O	7%	1½	-30.4	1½	%	1,000	380
Turner Communications	O	2½	2%	+ 5.0	3	2	1,328	3,825
Womeico	WOM	N	22½	22%	+ .6	22½	22%	5,817 114,188
						Total 134,338		\$4,079,221
<b>CATV</b>								
Ameco	ACO	A	11½	11½	+ 1.2	11½	11	1,200 \$10,800
American Electronic Labs.	AEL	O	7%	7½	+ 1.6	8½	3	1,620 12,555
American TV & Comm.	O	23%	23%	+ .6	23%	17½	2,042	36,246
Burnup & Sims	O	32½	29%	+ 8.0	34½	23	987	30,232
Cablecom-General	CCG	A	16	15½	+ 1.6	16	15½	1,605 21,074
Cable Information Systems	O	3%	4½	-12.1	4½	2½	955	2,989
Citizens Financial Corp.	CPN	A	17	16½	+ .8	17	17	994 15,536
Columbia Cable	O	11	11½	- 4.4	11½	9½	900	8,892
Communications Properties	O	7½	7½	- 3.2	9½	7½	1,800	15,534
Cox Cable Communications	O	21½	21	+ 1.2	22½	18	3,550	69,687
Cypress Communications	O	8½	9½	- 6.6	9½	7	1,879	12,173
Entron	ENT	A	5½	5	+ 2.4	5½	5	1,320 4,950
General Instrument Corp.	GRL	N	23½	23	+ 2.2	23%	22%	6,250 128,938
Sterling Communications	O	4%	4%	-	5	3½	1,100	5,093
Tele-Communications	O	16%	16%	-	17½	12	2,704	37,856
Teleprompter	TP	A	64½	64½	+ .6	64½	63½	3,086 199,818
Television Communications	O	9%	9½	+ 1.2	10½	7	2,897	25,001
Viacom	VIA	N	18%	19½	- 1.9	19	18½	3,760 76,629
Vikoa	VIK	A	12½	12	+ 1.0	12½	11½	2,316 26,055
						Total 40,865		\$840,058

reached between CBS and Pacific, retailers of high fidelity component systems and selected accessories. Privately-owned Pacific Electronics maintains eight retail outlets—three in Los Angeles and five in San Francisco.

■ Lamb Communications Inc., Toledo, Ohio-based multiple-CATV owner and licensee of WICU-TV Erie, Pa., reported that it has completed payment on all of its bank loans and has negotiated long-term loan with undisclosed New York insurance company. New loan,

company spokesmen said, amounting to \$2.6 million, will be used to further develop firm's CATV and television holdings.

■ Cox Broadcasting Corp., Atlanta, filed registration statement last Wednesday (March 31) with Securities and Exchange Commission covering proposed secondary offering of about 120,000 shares of stock by J. Leonard Reinsch, president. Expenses of stock are to be borne by Mr. Reinsch, who seeks to diversify his holdings for his estate

planning. He owns estimated 232,000 shares. Underwriters are Lazard Freres and Co., New York.

■ Wometco Enterprises Inc., Miami-based group broadcaster, announced its acquisition of approximately 11% of Norfolk, Va., Coca-Cola bottling franchise for undisclosed amount. Firm acquired minority interest in Roanoke, Va., Coca-Cola plant in 1969, from same party—Knisely family of Roanoke.

	Stock Symbol	Ex- change	Closing March 31	Closing March 24	% change in week	High	1971	Total Shares Out (000)	Total Market Capital- ization (000)
						High	Low		
<b>Programming</b>									
Columbia Pictures	CPS	N	14 1/4	15 1/4	- 7.1	15	14 1/4	8,150	\$96,125
Disney	DIS	N	101	100	+ 1.0	104 1/4	101	6,012	1,067,912
Filmways	FWY	A	9	9 1/4	- 1.3	9 1/4	8 1/4	1,754	19,084
Four Star International	O	1 1/4	1 1/4	—	—	1 1/4	1 1/4	666	1,086
Gulf & Western	GW	N	28 1/2	27 1/2	+ 5.1	29 1/2	28 1/2	14,964	374,100
Kinney National	KNS	N	36	34 3/4	+ 3.8	36 1/2	35 1/2	10,469	341,603
MCA	MCA	N	29 1/2	28 1/2	+ 3.5	29 1/2	29 1/2	8,165	206,166
MGM	MGM	N	25 1/4	23 1/4	+ 13.2	25 1/4	24 1/4	5,883	126,485
Music Makers	O	2 1/2	2 1/2	—	—	3 1/4	2 1/2	589	1,696
National General	NGC	N	25 1/2	24 1/2	+ 3.6	26 1/2	25 1/2	4,910	112,341
Tele-Tape Productions	O	2 1/2	2 1/2	—	—	2	1 1/2	2,183	4,366
Transamerica	TA	N	17 1/2	16 1/2	+ 1.5	17 1/2	16 1/2	63,630	1,097,618
20th Century Fox	TF	N	13 1/2	12 1/2	+ 5.8	14	13 1/2	8,562	99,576
Walter Reade Organization	O	3 1/2	3 1/2	- 10.9	3 1/2	2 1/2	2 1/2	2,414	7,242
Wrather Corp.	WCO	A	7 1/2	7 1/2	- 4.7	7 1/2	7 1/2	2,200	16,500
								Total	138,551 \$3,571,900
<b>Service</b>									
John Blair	BJ	N	19 1/2	19 1/2	+ 1.3	20	19 1/2	2,583	\$45,538
Comsat	CQ	N	74 1/2	69 1/2	+ 6.6	75 1/2	74 1/2	10,000	630,000
Creative Management	CMA	A	14 1/2	15 1/2	- 6.3	14 1/2	14 1/2	1,102	17,500
Doyle Dane Bernbach	O	24 1/2	24 1/2	—	—	26 1/2	21	1,919	47,265
Elkins Institute	O	13 1/4	13 1/4	+ 1.0	13 1/4	8 1/4	8 1/4	1,664	17,888
Foote Cone & Belding	FCB	N	9 1/2	9 1/2	- 1.3	9 1/2	9 1/2	2,175	20,402
Gray Advertising	O	13 1/2	14	- 4.5	13	9 1/2	9 1/2	1,207	15,546
LaRoche, McCaffrey & McCall	D	16 1/2	17 1/2	- 5.7	16 1/2	10 1/2	585	8,190	
Marketing Resources & Applications	O	15 1/2	16	- 1.6	18 1/2	2 1/2	504	7,182	
Movielab	MOV	A	3	3 1/4	- 7.7	3 1/4	3	1,407	4,573
MPO Videotronics	MPO	A	7 1/2	8	- 5.1	8 1/2	5 1/2	558	3,767
Nielsen	O	45 1/2	45	+ .6	45 1/2	39 1/2	5,299	233,156	
Ogilvy & Mather	D	31 1/2	30 1/2	+ 2.4	31 1/2	24	1,029	27,526	
PKL Co.	PKL	A	4 1/2	4 1/2	- 5.1	4 1/2	4 1/2	743	4,087
J. Walter Thompson	JWT	N	48	49	- 2.1	48	47 1/2	2,746	116,019
Transmedia International	O	3 1/2	3	+ 20.7	3 1/2	3	555	1,873	
Wells, Rich, Greene	WRG	A	24	23 1/2	+ 2.1	24	22 1/2	1,581	37,596
								Total	35,837 \$1,238,108
<b>Manufacturing</b>									
Admiral	ADL	N	10 1/2	11 1/2	- 6.6	10 1/2	10 1/2	5,158	\$56,738
Ampex	APX	N	23 1/2	21 1/2	+ 6.9	23 1/2	22 1/2	10,874	209,325
CCA Electronics	O	2 1/2	2 1/2	—	3	2 1/2	2,096	5,512	
Collins Radio	CRI	N	18 1/2	18 1/2	—	19	18 1/2	2,968	48,230
Computer Equipment	CEC	A	5 1/2	6 1/2	- 12.3	5 1/2	5 1/2	2,406	12,944
Conrac	CAX	N	22	22 1/2	- 3.2	22	20 1/2	1,262	29,026
General Electric	GE	N	112	110 1/2	+ 1.2	112 1/2	112	90,884	9,827,287
Harris-Intertype	HI	N	68 1/2	66	+ 3.4	68 1/2	68 1/2	6,308	397,404
Magnavox	MAG	N	45 1/2	43 1/2	+ 3.7	45 1/2	44 1/2	16,674	679,466
3M	MMM	N	112 1/2	110 1/2	+ 2.4	113 1/2	112 1/2	56,058	5,745,945
Motorola	MOT	N	72 1/2	69 1/2	+ 4.1	72 1/2	70	13,334	848,442
RCA	RCA	N	35 1/2	34 1/2	+ 2.2	35 1/2	34 1/2	68,403	2,146,486
Reeves Industries	RSC	A	4 1/2	3 1/2	+ 13.8	4 1/2	3 1/2	3,458	13,417
Telemation	O	12 1/2	12 1/2	- 2.3	13 1/2	9 1/2	14,040	154,440	
Westinghouse	WX	N	81 1/2	78	+ 4.6	82 1/2	81 1/2	40,705	3,190,458
Zenith	ZE	N	25 1/2	46	+ .8	46 1/2	45 1/2	19,020	829,842
								Total	353,648 \$24,195,052
								Grand total	771,339 \$35,908,064
Standard & Poor Industrial Average			110.42	109.58	+ .8				

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.

## The name of the game is hands-off

Machines lengthen their lead in broadcast technology; automation trend paces strengthening equipment market

The advertising manager beamed as his hands swept over a new automatic radio program controller. It was an undeniably impressive machine, but there was something disconcerting in the way he kept referring to it as "this person" or "him." (The controller could be used for either live or automated programming; as the conversation moved from human announcer to machine and back again, it was difficult to decide which was which.) Finally he stopped to contemplate his own words. "It is a person," he said confidently. "This is the best damned switch-thrower in the United States. It just doesn't think." Perhaps next year....

The scene was but one example of automation's large and growing place in broadcast technology. Automation, with all it implies, thoroughly dominated the equipment exhibits and surrounding discussion last week at the National Association of Broadcasters convention in Chicago.

It was not that the hardware was radically new. Seasoned, dispassionate observers of many previous conventions toured the Conrad Hilton's five exhibit

halls and generally agreed that refinement of existing equipment, rather than major innovation, was the rule. But the refinements were usually in the direction of no-hands operation.

The sales themes dealt, directly or indirectly, with the benefits of refined automation. To broadcasters still concerned about the economy, sales representatives talked about "cost savings" and "ease of operation," which invariably meant that the equipment could be handled by less skilled, less expensive employees, or by no one at all. Or, viewed from another angle, it meant new creative possibilities and freedom from drudgery for more skilled people.

Perhaps the most widely discussed items at the convention were RCA's video-tape cartridge system, the VCR-100, and Ampex's ACR-25 broadcast videotape cassette recorder (See "The Contenders," below).

A principal attempt to show the added creative freedom automation can afford was the Memorex exhibit, where the company's computerized video-tape editing machine was on display (BROADCASTING, March 22). Through the syn-

chronization of tape recorders, computer memory banks and magnetic disks, the editor can direct and edit scenes with a light-pen. Cost of the system is in the neighborhood of \$250,000.

Automation in cameras was exemplified by the Marconi Mark VIII color camera. It was the first appearance at the convention for the new company, Marconi Electronics Inc.—which has just been formed by England's GEC-Marconi Electronics Ltd. (BROADCASTING, March 15)—and the firm displayed what it called the first fully automatic color camera.

The Mark VIII features automatic line-up, color balance, dynamic centering and check-out, all push-button-controlled. It was one of many elaborate camera exhibits, and typified the trend toward simpler handling, lighter weight, greater stability and lower light levels.

Progress in camera-related equipment was also in evidence. For example, Power-Optics Inc. displayed a remote control system for operation of studio cameras. Its cost: about \$40,000.

CBS Laboratories displayed its new



**The Contenders** ■ The RCA VCR-100 video-tape cartridge machine and the Ampex ACR-25 broadcast video-tape cassette recorder are not only two of the most talked-about items in today's generation of broadcast equipment; they are also direct competitors in the marketplace. But there are differences between them. For example: RCA

utilizes an open carousel into which cartridges are inserted manually; Ampex has placed the carousel inside. RCA uses a three-minute cartridge; Ampex, six-minute. RCA's machine plays the tape cartridges in a predetermined sequence; Ampex is set up to provide random access.

The RCA unit, shown in a production

model last year, is now being shipped. It is available as a slave unit, operated in conjunction with a high-band tape recorder (\$98,500) or as an independent system with integrated signal-processing unit (\$135,000). The complete Ampex system, which is promised for shipment in about nine months, sells for slightly over \$190,000.



Reflections on a spring afternoon: the equipment scene at the NAB

color corrector, completely automatic and capable of keeping color in balance without human intervention.

These and other equipment features showed that, like radio—long along the road to automation—television is moving more and more toward hands-off operation or something very close to it.

But the tone in the exhibit halls, while hardly ascetic, was quieter than in some years. Traffic was equal to or slightly greater than past years at most exhibits, and the largest exhibitors all reported high interest, but broadcasters weren't touring the halls with open checkbooks.

Most exhibitors acknowledged from the start that they did not expect heavy sales volume on the floor; they rely upon convention exhibits to arouse interest and produce heavier sales in the months ahead. In fact, exhibitors who in the past had attempted to place a dollar volume on convention activity elected not to volunteer that information this year; they said the figures would not be meaningful.

A typical comment was that of James L. Davis, market planning manager for GT&E-Sylvania. "We do not sell directly via this show," he said. "NAB is our opportunity to talk to all users of our products at one time. As a result, we can quickly determine product need." Other representatives who expressed similar sentiments commented that they particularly welcome the opportunity to meet with broadcasters from smaller markets who they might not otherwise meet face-to-face.

However, by whatever criteria they used, major manufacturers sounded bullish. A. L. Hammerschmidt, vice president, broadcast systems, RCA, found a "high degree of interest" from

broadcasters and predicted improved business for the rest of 1971.

In addition to its video cartridge-tape recorder, RCA also featured its new 50 kw VHF transmitter for high-band operation, the TT-50FH, which sells for \$330,500, and refinements of its TK-44 color camera.

Ampex's Lawrence Weiland reported "substantial evidence of an imminent upturn" in that company's business. "Broadcasters and teleproduction people realize that automation is here," he said, and Ampex is therefore optimistic about acceptance of its third-generation equipment.

Among featured Ampex products in addition to the cassette recorder was a production model of the TA-8000 series of solid-state VHF transmitters with modular construction designs.

Lawrence J. Cervon, vice president and general manager of Gates Radio Co., said the convention indicated that 1971 would be about the same as last year for that company's radio products, but "much better" in television because of "fantastic" interest in Gates VHF and UHF transmitters. Attracting most interest, Mr. Cervon said, was the Gates 50-kw high-band VHF transmitter consisting of five cabinets—a 1300-watt exciter/driver, an aural amplifier, a visual amplifier driver, and two 25-kw single-tube visual amplifiers, paralleled for 50-kw output. It is priced at about \$225,000.

Tom F. Bost Jr., broadcast products manager for General Electric's Visual Communications Division, said customers were responding well to GE's emphasis on cost savings. Typical of that emphasis was the company's Mini-Telecenter—a compact film island that also can be used in live camera configuration for studio work.

These reactions were characteristic among larger companies. Others had more varied reactions. Some found it to be the best convention ever; others found business somewhat lighter.

Wally Rubin, national sales manager for Tape-Athon Corp., said traffic was lighter but added: "Broadcasters who came to the show were more prepared to do business. They came to see specific items and to place orders." G. P. Wilkinson, president of Wilkinson Electronics, reacted similarly. He said that for the first time, fresh customers were signing orders on the floor.

Firms below the largest level were often disinclined to make sweeping judgments about customer attitudes and business prospects. Arthur Freilich, president of Chrono-log Corp., said active leads were about the same as last year despite somewhat lighter traffic, but was cautious in assessing whether there was a real buying mood. "It's hard to tell whether budget funds are available," he commented.

Some of the more enthusiastic comments about the convention came from those who were exhibiting equipment for the first time this year. Theodore E. Davey, vice president of Low Power Broadcast Co., was one who pronounced himself pleased with the convention. The company has expanded into broadcast products after specializing in carrier-current transmitters for

**BROADCASTING's annual exhibit-by-exhibit coverage of the NAB convention technical exhibits will appear as a special feature on April 12.**

several years, and Mr. Dewey found a "definite demand for moderately-priced equipment."

David McGalliard, sales manager of Phelps Dodge Communications Co., was another who expressed satisfaction with first-time results at NAB. "Traffic, interest and active leads are all better than we had anticipated," he said, based in part on experience at other industries'

conventions. The company displayed a line of coaxial cable and rigid transmission lines.

There was one unhappy sidelight to this year's exhibits: For the first time in anyone's memory, sabotage was attempted. Who it was, and why it happened, remains a mystery, but someone entered the General Electric and Grass Valley Group Inc. exhibits and at-

tempted to remove or damage components of switching and projection equipment. At the GE exhibit, the man was reportedly apprehended but escaped while a guard looked for assistance. There was said to be no real damage at the GE exhibit. The Grass Valley exhibit, however, was not as fortunate. It suffered a larger, so far undetermined amount of damage.

## TV may be next in EBS lash-up

### But radio procedures still aren't clear in wake of false alarm

There is a TV picture in the future of the Emergency Broadcasting System. The inclusion of TV in the voluntary warning service has been requested by the White House, it was announced at a meeting on EBS at the Chicago convention of the National Association of Broadcasters last week. The announcement was made by Thomas H. Phelan, NBC, who is chairman of a special subcommittee of the National Industry Advisory Committee studying revision of the EBS.

Although many broadcasters anticipated a report on new procedures for EBS in response to last February's foul-up, none was made. (An official—but false alarm—alert message was transmitted inadvertently to all broadcast stations on Feb. 20 via Associated Press and United Press International news circuits. The error occurred when the operator at the National Warning Center at Colorado Springs, Colo., transmitted a real alert message instead of the test that was scheduled to be sent at that time.)

(Although many stations reacted according to instructions, many more did not because they were suspicious of the authenticity of the emergency action notification [EAN] coming at the exact time the test message was due. Many others reported that they received the notification and the cancellation at the same time.)

Although a major change has not yet been decided, the wire services were authorized last month to confirm any alert with the White House before sending it on to station subscribers. The new White House requirements, it was reported at the panel meeting, are being considered by the special NIAC working group. Its recommendations will be forwarded to the FCC, which after coordination with the Office of Telecommunications Policy, will impose the new

procedures. This was the first notice that Clay T. Whitehead and his OTP are now involved in EBS.

Sentiment among broadcasters that they are to be more commended than condemned for using "common sense" during the mistaken alert, thus preventing a national panic, was expressed by Charles Upton, KRDO-AM-FM-TV Colorado Springs. His remarks were greeted with heavy applause.

The self-admiration attitude of broadcasters was indicated also by Vincent T. Wasilewski, president of NAB, said at a news conference that EBS may have been a good thing. I think it probably was a good experience . . . , Mr. Wasilewski said, "to realize the deficiencies that apparently were present in the warning system."

The NAB president said he was glad that some broadcasters checked the alert. If they hadn't, he said, "we might have had the greatest panic that we've ever seen since Orson Welles."

But FCC Defense Commissioner Robert Wells told the broadcasters that they should not be too smug about their actions. Too many broadcasters, he noted, did not get the alert message until after it had been canceled.

"Don't take too much credit," he added. He also announced that the commission had no intention of punishing any broadcaster for his actions, or lack action, that day.

Opposition was expressed by all members of the panel to a suggestion from the floor that the White House automatically "seize" all broadcasting stations in the event of an emergency. This is technically feasible, according to CBS's Arthur Peck, but would change EBS from a voluntary to a captive service.

## Super 8 advocates gain momentum at NAB

The possibility of using super 8 film in television news operations has been discussed for years, but it remains a rarity in day-to-day coverage. At two early-morning sessions during last week's National Association of Broadcasters convention in Chicago, however, broadcasters were told that super 8 is "an idea whose time has come," and that

they should take the initiative in translating the idea into working reality.

In fact, a representative of NBC-TV told the audience that his network is starting to use super 8 and to encourage the technical developments that will permit its expanded use in the future. And he said broadcast managers ought to do the same.

"I truly believe that it is now in the hands of management—whether it be network, local station or cable—to get off the dime and start moving forward," said James Kitchell, general manager of news services, NBC-TV.

The advantages of super 8, as described by Mr. Kitchell and others at the session, were precisely those most emphasized throughout the equipment exhibits during the convention (see page 68): savings, mobility, ease of operation. The basic problem has been the lack of a complete system for super 8 filming. "Slowly, ever so slowly," Mr. Kitchell said, "that system is developing, but it hasn't been happening fast enough."

At NBC, he said, super 8 film has been used in isolated instances since the beginning of this year—for example, film obtained from inside Poland during the upheaval in that country. The network expects to start using a new sound camera system for super 8; to make some "relatively simple modifications" that will give existing processing machines both 16 mm and super 8 capability; it has developed special editing and screening techniques, Mr. Kitchell said, while waiting "for equipment manufacturers to get moving on some more sophisticated tools," and it is working on new projection techniques at the present time.

Noting that some people fear a deterioration in quality if the smaller film is used, Mr. Kitchell said NBC has found "no serious deterioration" in picture quality on the television screen.

"After 10 years of talking," Mr. Kitchell said in summary, "I think it's time for some action."

One indicator of action came when panelist J. A. Pistor of Eastman Kodak announced that his company will be introducing a super 8 projector this summer, and a single-sound system camera in the fall. It is also developing

special color formulations for newsfilm, he said.

Another came from Charles Harrison, manager of news, WGN-TV Chicago, who announced the formation of a "committee of two" broadcasters to serve as a clearinghouse for information on matters relating to development of super 8. They are Dick Neville, WGN-TV, and Charles Cyberski, KDUB-TV Dubuque, Iowa.

Information and inquiries may be sent to Mr. Cyberski at P.O. Box 1600, Dubuque.

The fourth panelist—Jack Eddy, news director of KOMO-TV Seattle—expressed an interested skepticism toward the possibilities of super 8. However, he did anticipate one of Mr. Kitchell's points when he emphasized that the developments necessary to super 8 use must be preceded by hard evidence of real demand in the broadcasting business.

Moderator of the panel was James McCulla, director of ABC News, West Coast, and president of the Radio Television News Directors Association.

## Up in the air over satellites

**Networks, NCTA filings keep door open on systems; Hughes offers CPB channel**

As expected, ABC, CBS and NBC last week notified the FCC in a joint filing that they favor the proposed domestic satellite-systems of Comsat, RCA Global Communications and Western Union in lieu of one of their own at this time. However, they did not completely abandon the thought of applying for their own system and urged the commission to allow them to file such an application at a later date if other proposed systems could not meet their needs ("Closed Circuit," March 29). The deadline for the networks to notify the commission of their intent to file a satellite-system plan was last Monday (March 29).

In their filing, the networks told the commission that a study initiated on their behalf had indicated that either a satellite system or a terrestrial microwave system devoted exclusively to program transmission could be constructed and operated with "multimillion dollar annual savings to the networks."

However, before the networks can submit their own plan, they told the commission, they will need more time for further negotiations between broadcast and satellite interests. They also noted that there must be further consideration of technical requirements "to

assure continuity of services, access to common-carrier facilities for special news origination, as well as the regulatory policies adopted by the commission."

The negotiations, which have been in progress for several months, the networks said, "have involved more than a half-dozen entities interested in meeting program transmission requirements as a part of more comprehensive service proposals." They said that such requirements can be met through this approach "at a cost considerably below that of current AT&T program transmission rates" and that rather than submit a separate domestic-satellite application at this time, their intention is to "pursue such possibilities fully."

Following the networks' filing, Comsat stock traded on the New York exchange registered a new high for 1971 (at close of business, March 30). Comsat rose 3½ on the big board to 74¾ per share, on 30,300 shares traded.

Also pursuing possibilities of its entry into communications satellite programming ventures last week were CATV interests represented by the National Cable Television Association.

NCTA filed comments urging the commission to "relax the freeze on CATV systems' ability to receive and distribute nonlocal television signals in the nation's one hundred largest television markets, so that demand by those CATV systems will be present when it is possible for the domestic satellite systems to transmit program material and provide other services."

The CATV organization argued that the commission could avoid the possibility of anticompetitive abuses by authorizing the use of at least one satellite channel on a reasonable cost basis for members of the CATV industry, as well as channels for other responsible parties.

In a similar vein, NCTA contended, operators of CATV systems should have the right to own earth stations, or to participate with other local users in each community in their ownership.

NCTA also suggested that it would

make better public policy to "spread the cost of educational television distribution among all those who benefit from its programs rather than to single out those who use a particular transmission mechanism as the suppliers of a subsidy."

Hughes Aircraft Co., one applicant for a satellite system, last week in a letter to FCC Chairman Dean Burch and concurrently to the Corp. for Public Broadcasting and to each of the other satellite applicants told of its plans concerning educational programming.

Hughes, initially offering CPB one channel free of charge during the full life of the system, last week reported it had modified its offer by providing CPB free use of two channels on the first satellite of its system with preemptive rights to two channels on the spare satellite for back-up purposes. In addition, Hughes said it will provide free access to these channels from any ground terminal which it is authorized to establish as a part of its system.

## Is engineering being slighted?

**That's trend seen at FCC by upholders of standards; daytimers plan next moves**

The Association for Broadcast Engineering Standards was told last week that the FCC is insulating itself from technical expertise in the broadcast services.

The association's Washington attorney, William Potts, in a report to the members in Chicago, said senior members of the commission's engineering technical staff appear not to have adequate access to the commission when it decides technical matters.

He also noted an apparent "trend" among commission members to do without engineering advisors on their personal staffs. Commissioners Nicholas

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Johnson and Thomas J. Houser have no engineers; they have filled out their staffs with nontechnical assistants. And Chairman Dean Burch is reported ready to give up his engineering aide.

Commissioners without engineering aides are obliged to rely on the office of Chief Engineer which, Mr. Potts feels, is not "adequately expert in the commission's technical broadcast rules and their implementation."

Mr. Potts said the commission's attitude toward engineering expertise could have far-reaching influence on the role of the commission itself. He said the commission may be in danger of losing some of its authority over spectrum management to other government agencies, like the Office of Telecommunications Policy.

The association has another basis for its concern over the quality of the commission's engineering. The association, which is one of the principal opponents of the Daytime Broadcasters Association in its efforts to prolong its members' broadcast day, feels the commission was wrong in the blanket sunrise authorizations it gave daytimers, on "an arbitrary basis," to begin operating at 6 a.m. local time with 500 w.

Meanwhile, the daytimers themselves were meeting and, as always, expressing an interest in a longer broadcast day. Some 1,800 daytimers now have a licensed right to sign on at 6 a.m. local time or sunrise, whichever is earlier. Some 280 received that right as a result of ratification of the revised treaty with Mexico on use of the AM band. Benedict Cottone, DBA counsel, said the association's next goal is to win the same right for the remaining 500 daytimers, which operate on U.S. Class IA and IB clears and on Canadian clears. The daytimers will also continue to press for 6 p.m. signoff.

## Engineers may move for stiffer permits

Broadcast engineers may ask the FCC to require special endorsements on first-class operator licenses as a means of upgrading the capabilities of station engineers. The subject was vigorously



J. P. Taylor (l.), division vice president, marketing programs, RCA Broadcast Systems, Camden, N.J.—who will retire from RCA later this year after more than 40 years service—receives first RCA distinguished service citation from P. G. Walters, RCA Broadcast Equipment Sales representative, as a tribute from the sales force during last week's NAB convention. The citation describes Mr. Taylor as "engineer-field representative—marketeer—writer—strategist—about whom his colleagues said: He was a salesman."

discussed by the Society of Broadcast Engineers in Chicago last week and climaxed with a vote directing the board to consider the matter and to poll the membership for a decision on petitioning the FCC.

Impetus for the move came from the New York chapter of the 1,200-member organization. The aim is to require that first-class operators pass special examinations for FM or TV stations or for AM stations with directional antennas. Under present FCC rules, the holder of a first-class ticket is considered capable of handling any type of AM, FM or TV station. There was general agreement that present first-class operators should be grandfathered in their present jobs.

The society's move is at odds with a proposal by the National Association of Broadcasters asking the FCC to relax present operator requirements. (BROAD-

CASTING, March 23, 1970). NAB would have present FCC rules changed to permit the employment of only one first-class operator on call, instead of requiring that a first-class ticket holder be on duty at all times at directional stations. FCC rules already are relaxed for stations operating with omni-directional arrays.

Some opposition to the proposal came from broadcast engineers who feel there is no need for special examinations for various types of stations since the present procedure has worked well, and transmitter equipment now is fairly stable.

Robert Flanders, chief engineer of WFBM-AM-FM-TV Indianapolis, is the new president of the SBE. He succeeds Lewis D. Wetzel of Triangle Stations. The new executive vice president is Richard T. Monroe, Group W, New York. Charles Hallinan, WKOP-AM-FM Binghamton, N.Y., remains executive secretary. New directors: Steve De Satnick, Educational Broadcasting Corp., New York; Frederick L. Street, KSTP-TV Minneapolis-St. Paul, and John T. Werner, New Jersey Public Broadcasting Authority, Trenton.

## Latest Intelsat bird now in operation

The first in a new series of communications satellites, the Intelsat IV, began commercial service last week over the Atlantic. The satellite, launched Jan. 25 and built by Hughes Aircraft Co., is carrying 830 circuits and is providing service to 15 earth stations in Western Europe, Latin America and North America.

Largest of all communications satellites (it weighed 3,094 pounds at launch and is over 17 feet high), it is capable of carrying 3,000 to 9,000 telephone circuits simultaneously or 12 TV channels. Other Intelsat IV's are scheduled to be launched for service over the Pacific and Indian Oceans.

Communications satellites are operated by the Communications Satellite Corp., Washington, for the International Telecommunications Satellite Consortium, a partnership of 77 nations.

## International

### BBC may no longer rule the radio airwaves

Commercial radio may be a reality in the British Isles by the end of next year. Christopher J. Chataway, minister of posts and telecommunications, proposed

a commercial radio system for the country in a policy paper presented to the House of Commons last Monday (March 29).

To comprise up to 60 local stations, the commercial system would end the radio monopoly of the state-sponsored British Broadcasting Corp. It would

permit spot advertising—but not sponsored programs—and the income from spot advertising would be used to finance the stations. The Independent Television Authority, which regulates commercial television in England, also would be responsible for commercial radio. The authority, to be renamed the

Independent Broadcasting Authority, would be required to involve local authorities and other local organizations in a system of advisory committees for local radio. It probably will take some years to establish a full network, the white paper stated.

Opposition to the proposal was voiced by Ivor Richard, Labor member of Parliament, who termed the plan "as nothing more than the establishment of another 60 pop stations, and there is no demand for it." He also asked how much it would cost to finance this venture, and wondered whether it protected minority interests "and the proportion of advertising time for each hour of broadcasting time."

Mr. Chataway assured Commons there would be no public subsidy for

commercial radio "any more than there is for commercial television. While specific regulations about advertising would be for the authority," he continued, "it is practicably inconceivable that the advertising of tobacco would be allowed on radio."

One aim of the commercial radio system, Mr. Chataway said, was to "combine popular programming with good service of local news and information." Another objective is to provide a source of radio news other than the BBC.

## Marconi cameras for Canadian center

Canadian Marconi Co., associate company of Marconi Broadcasting Division,

London, reports it will supply Mark 21 VIII automatic color-TV cameras for Place de Radio-Canada, the Canadian Broadcasting Corp.'s building complex currently under construction in Montreal. Also included is an order for ancillary equipment. The new complex, scheduled to open in the fall of 1972, will be used for program origination and will bring together broadcasting services which are now operating from 18 different locations in Montreal.

The Marconi firm in London also announced a \$600,000 contract from Radiodiffusion Television Algerienne, Oran, Algeria, for a complete TV and sound broadcasting studio complex to be installed there. The order was won in competition with American, German and French firms, Marconi said.

# Fates & Fortunes

## Broadcast advertising

**William F. X. Byrne**, VP and director of account services, Gardner Advertising, New York, appointed general manager of New York office, succeeding **Rudolph Massei**, executive VP, who assumes management responsibility for agency's newly formed media and programming module, Advanswers.

**Charles F. Mikuta**, senior VP-general manager, Compton Advertising, Chicago, joins Clinton E. Frank there as VP-management supervisor.

**Martin L. Cole**, manager of sales proposals, ABC-TV, New York, joins McCann-Erickson there as TV-programing executive.

**Tyrone Wyatt**, assistant buyer, Warwick & Legler, New York, appointed media buyer.

**Ron Eastburn**, account executive, Doyle Dane Bernbach, New York, joins Knox Reeves Advertising, Minneapolis, in same capacity.

**Thomas F. Fleming**, creative director and senior copywriter, Lorne Pratt Enterprises, Scottsdale, Ariz., agency, joins Patton Agency, Phoenix, as account executive.

**Albert R. Carrell**, with radio division, Robert E. Eastman & Co., Dallas, joins Media Corp. of America, broadcast services firm, there, as Southwest division manager.

**Frank Martin**, VP-director of media services, Clyne Maxon Inc., New York, joins SMY Inc., Chicago-based media-services company, as VP and general manager of New York office.

**Henry C. Filter**, Richard T. Murphy and **David R. Sackey**, account super-

visors, Norman, Craig & Kummel, agency, New York, elected VP's.

**Jerry Lyman**, regional manager, RKO Radio Representative, Los Angeles, joins WGMS-AM-FM Washington as general sales manager.

**T. King-Hedinger**, executive VP and director of high performance products division, Palm & Patterson, Cleveland, agency; **James S. Wightman**, VP, Brand Advertising, Cleveland, and **Louis J. Caraffe Jr.**, director of marketing services, Professionals in Motion, Cleveland services agency, form new advertising-PR-marketing firm, Com/Max there.

**John Brown**, creative supervisor, Seattle office, Cole & Weber, agency, moves to Portland, Ore., office of Cole & Weber in same capacity.

**Jack Rafferty**, account executive, Television Advertising Representatives, New York, appointed group sales manager.

**Donald E. Barnett**, VP and general manager, Finn Investments, San Diego, appointed general sales manager, KOLO-(AM) Reno.

**Donn B. Duffy**, local sales manager, WCBM(AM) Baltimore, appointed general sales manager.

**James J. Robinette**, account executive, WCBS-TV Charleston, W. Va., appointed sales manager.

**Harry T. Floyd**, Western sales manager, NBC-TV, Los Angeles, retires after 23 years with NBC.

## Media

**Edward B. Gradinger**, assistant director of business affairs, East Coast, ABC-

TV, New York, appointed director of business affairs there. **Al Rabin**, director of production control, West Coast, ABC-TV, appointed director of business affairs for West Coast.



**Dr. John H. Pennybacker**, Louisiana State University communications professor, was elected president, Association for Professional Broadcasting Education at its annual meeting in Chicago last week. He succeeds **Thomas E. Bolger**, executive VP and general manager, WMTV(tv) Madison, Wis. Other elections: **Clark Pollock**, Nationwide Communications Inc., Columbus, Ohio, VP; **Robert L. Snyder**, Wisconsin State University, Oshkosh, Wis., secretary-treasurer. Re-elected executive secretary was **Dr. Harold Niven**, NAB VP for planning. New members of board are **Gordon Gray**, Temple University, Philadelphia, and **Joseph Ripley**, University of Kentucky, Lexington. Leaving the board are **Arthur Hungerford**, Pennsylvania State University, State College, and Mr. Synder.

**William W. Warren**, KOMO-AM-TV Seattle was elected chairman of ABC-TV Network Affiliates Association's Board of Governors at meeting in Chicago preceding last week's National Association of Broadcasters convention. He succeeds **George A. Koehler** of Triangle Stations, retiring chairman. **George B. Hagar**, WQXI-TV Atlanta, **Samuel T.**

**Johnson**, WKRC-TV Cincinnati, and **Richard S. Stakes**, Evening Star Stations, Washington were elected to board of governors, respectively succeeding **Morton S. Cohn**, VP and general manager, WLOS-TV Asheville, N.C., Donald L. Perris, VP and general manager, WEWS-TV Cleveland and Mr. Koehler.

**William J. Lamb**, senior VP, Educational Broadcasting Corp., New York, elected president, Sterling Manhattan Cable Television there.

**J. Law Epps**, VP, sales and development, Cosmos Broadcasting Corp., Columbia, S.C., appointed station manager, WTOL-TV Toledo, Ohio, Cosmos station.

**Robert E. Lee**, manager of station operations, WSVA-TV Harrisonburg, Va., named VP, station manager and chief operating officer, KODE-TV Joplin, Mo. Both are Gilmore Broadcasting stations.

**Ira Littman**, part owner, WBFI(FM) Southampton, N.Y., under construction, moves to WAYE(AM) Baltimore as general manager.

**Richard B. Belkin**, general manager, KOA-AM-FM Denver, elected VP, General Electric Broadcasting Co. of Colorado, licensee of KOA-AM-FM.

## Programming

**Frank Price**, VP for production, Universal Television, Universal City, Calif., appointed VP, television production.

**Frank Herman**, program sales representative, CBS Enterprises, New York, joins Teleprompter Corp. there in newly created position of Western regional programming manager.

**Thomas Cherones**, assistant general manager for production and engineer-

ing, noncommercial WITF-TV Hershey, Pa., appointed director of production operations, noncommercial WQED(TV) and WQEX(TV) Pittsburgh.

**William Bowers**, WSVA-TV Harrisonburg, Va., appointed production manager.

**Donald W. Rice**, broadcast producer, WWDC-AM-FM Washington, appointed production manager.

**Robert Strauber**, architectural designer, Donald B. Ratcliffe firm, Baltimore, appointed program and music director, WAYE(AM) there.

**Bruce Buchanan**, with WFBG-AM-FM Altoona, Pa., appointed program manager.

## News

**William T. Wooten**, bureau manager, UPI, Charlotte, N.C., appointed to similar post at UPI, Richmond, Va. **J. Robert Penick**, bureau manager, Minneapolis, appointed UPI regional executive for Kentucky and West Virginia, Lexington, Ky.

**Nicholas George**, ABC Radio News managing editor, appointed bureau chief, ABC News, Saigon.

**John Aubuchon**, newscaster, Metro-media Radio News, Washington, joins WTOP-AM-FM there as editor.

**Ben Tipton**, general manager, KBYE-FM and program manager, KBYE(AM) Oklahoma City, joins WLS(AM) Chicago as news director.

## Ex-governor turns newsmen

**David F. Cargo**, former governor of New Mexico, has joined the news staff of KGGM-TV Albuquerque, N.M. Mr. Cargo, who was controversial figure when governor, has turned his focus to proceedings in governor's office and state legislature. In addition to his TV commentaries, Mr. Cargo also broadcasts daily five-minute radio report over CBS stations in state.

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**Richard Puttkamer**, producer-director, WTTG(TV) Washington, appointed manager of program and production sales.

**Terry Kahn**, account executive-producer, Niles Communications Centers Inc., program producer, Hollywood, named VP-general manager for West Coast operations.

**Paul Beece**, announcer, WJAR-TV Providence, R.I., appointed bureau chief of station's newly opened Washington office.

**Peter Larkin**, with WLIR(FM) Garden City, N.Y., joins WAYE(AM) Baltimore as news director.

**Clay Scott**, news director, KTVE(TV) El Dorado, Ark., joins WEAT-TV West Palm Beach, Fla., in same capacity.

## Promotion

**Dennis McCormick**, promotion manager, WKBG-TV Boston, appointed to similar position at WPLG-TV Miami.

**Robert Spina**, promotion director, WKRC-TV Cincinnati, appointed promotion and public-service director, WKRC-AM-FM-TV.

**William R. Hohmann**, director of information services, WCBS-TV New York, appointed director of sales promotion, WFAS-AM-FM White Plains, N.Y.

## Equipment & engineering

**John Morris**, chief engineer, WHRF-AM-FM Riverhead, N.Y., joins WAYE(AM) Baltimore in similar capacity.

**G. Norman Penwell**, director of engineering, National Cable Television Association, Washington, joins Malarkey, Taylor & Associates, CATV consulting firm, there as VP, research.

## International

**Derek Hall**, general manager, Young & Rubicam Benelux, Brussels, named VP, Y&R International there.

**Herbert R. Banquer**, VP, United Artists, New York, assumes additional responsibilities as director of international operations, United Artists TV International, in charge of offices in London; Frankfurt, Germany; Mexico City; Sao Paulo, Brazil; Buenos Aires; Tokyo and Sydney, Australia.

## Deaths

**Herbert G. Richek**, motion picture and TV executive, and former VP of Warner Bros.-Seven Arts, 60, died March 24 of heart attack at his home in Rockville Centre, N.Y. Mr. Richek is veteran of more than 40 years in industry. He is survived by his wife, Estelle, and three daughters.

As compiled by BROADCASTING, March 22 through March 30 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—presumise 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

### Application

■ Montclair, N.J.—New Jersey Public Broadcasting Authority. Seeks to change from ch. 77 (848-854 mhz) to ch. 50 (686-692 mhz); ERP to vis 882.9 kw aur. 132.4 kw; change trans. location approximately 1,400 ft. west-northwest of presently requested site; type trans. to RCA TTU-60B; changes in ant. structure; and height 797 ft. Ann. March 25.

### Final actions

■ Annandale, Va.—Northern Virginia Educational Television Association. FCC granted ch. 53 (704-710 mhz); 724 kw vis, 110 kw aur. Ant. height above average terrain 674 ft.; ant. height above ground 1,049 ft. P.O. address: 8333 Little River Turnpike, Annandale, Va. 22003. Estimated construction cost \$1,450,484; first-year operating cost \$463,300; revenue none. Geographic coordinates 38°37'52" north lat.; 77°26'9" west long. Type trans. GE TTS-57-B. Type ant. GE TY-205-A. Legal counsel J. R. Wollenberg; consulting engineer Howard T. Head. Principals: Dr. Barnard Joy, president, et al. Ann. March 10.

## Existing TV stations

### Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Western Broadcasting Corp., Warman Communications Inc.), TV proceeding, set certain procedural dates; scheduled commencement of hearing for June 15, in lieu of March 29 (Docs. 18938-9). Action March 19.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. (WTAR-TV), Hampton Roads Television Corp.), TV proceeding, rescheduled evidentiary hearing from July 13 to Sept. 14, in Norfolk, at time and place to be later specified (Docs. 18791-2). Action March 19.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [WITV(TV)], et al.), TV and Educational TV proceeding, denied request by Palmetto Radio Corp., Cosmos Broadcasting Corp. and Columbia Television Broadcasters Inc. for continuance of hearing proceedings (Docs. 18569-72). Action March 22.

### Other actions

■ FCC gave notice that interested persons were requested to comment on "use of a new 70-channel UHF detent tuning device to meet comparable TV tuning requirement." Comments were requested by March 26. Notice is hereby given, pursuant to request of Electronics Industries Association, Consumer Electronics Group, that comments may be submitted on or before April 9. Ann. March 24.

■ FCC ruled CBS was not unreasonable in determining that program segment dealing with bullfighting on *60 Minutes*, broadcast Feb. 3, 1970, did not involve discussion of controversial issue of public importance. Action March 24.

■ FCC restricted regularly affiliated VHF's serving markets which have three or more stations from carrying program from a "second" network when UHF's in market lack regular affiliation. Ann. March 25.

■ FCC will examine improved TV reception and alleviation of interference from FM broadcasting and other sources. Ann. March 25.

### Final actions

■ WATR-TV Waterbury, Conn.—Broadcast Bu-

reau granted CP to change ERP to vis. 151 kw, aural 1.67 kw. Action March 18.

■ WLCY-TV Largo, Fla.—FCC denied petition by WLCY-TV Inc., licensee, for reconsideration of FCC order denying its motion to reopen proceeding and to review review board decision denying station's request for CP for changes in facilities (Doc. 17051). Action March 29.

■ Chief, Broadcast Bureau, granted request of Professional Telecasting Systems Inc., licensee of WBKO(TV), Bowling Green, Ky., and extended through March 26 time to file reply comments in matter of amendment of TV table of assignments (Doc. 19045). Action March 23.

■ WPTZ(TV) North Pole, N.Y.—Broadcast Bureau granted license covering aux. trans.; granted license covering changes. Action March 18.

■ WPGH-TV Pittsburgh; WXIX-TV Newport, Ky.; KEMO-TV San Francisco—FCC granted applications of U.S. Communications of Pittsburgh Inc., U.S. Communications of Ohio Inc. and U.S. Communications of California Inc. for TV licenses for WPGH-TV, WXIX-TV and KEMO-TV, respectively. Action March 24.

■ WFBC-TV Greenville, WSPA-TV Spartanburg, both South Carolina—FCC requested Multimedia Inc., licensee of WFBC-TV, and Spartan Radio-casting Company, licensee of WSPA-TV to respond within thirty days to merits of distant signal waiver petition filed by Cablevision of Hendersonville Inc., operator of CATV at Hendersonville and Laurel Park, both North Carolina. Action March 24.

■ Broadcast Bureau granted requests for SCA on 67 khz for following: WNIB(AM) Chicago; WDSK-FM Cleveland, Miss.; WXY(FM) Columbia, S.C.; WSVA-FM Harrisonburg, Va.; KIRO-FM Seattle. Action March 27.

### Rulemaking petitions

■ Nevada—Nevada Educational Communications Commission. Requests amendment of rules as follows: McGill, Nev. from ch. 8+ to 13; Richfield, Utah, from ch. 13 to 8; McGill and Ely-McGill, both Nevada, from ch. 8+ to 13; Richfield, Utah, from 13 to 8. Ann. March 5.

■ Keyser, W. Va.—Four Star Broadcasters. Requests assignment of ch. 231 to Keyser. Ann. March 5.

## New AM stations

### Final actions

■ Lebanon and Bagnell, both Missouri—AM and FM CP applications FCC remanded to review board application by Risner Broadcasting Inc. for CP's for new AM and FM in Lebanon, denied in Dec. 5, 1963 review board decision, to allow submission of amended Suburban Broadcasters showing. FCC denied petition by mutually exclusive applicant Lee Mace for CP for new AM station in Bagnell appealing review board denial of application. Action March 24.

■ Houston—FCC granted petition of Strauss Broadcasting Co., and Space City Broadcasting Co., both Houston, for approval of agreement in which interests of principals of Space City application would be reduced, and stock in Space City made available to certain principals of Strauss

Broadcasting Co., and application of Strauss Broadcasting dismissed. Action March 24. Memorandum Opinion and Order. Commissioners Burch (Chairman), Bartley, Robert E. Lee, Johnson, H. Rex Lee, Wells and Houser.

■ Humble, Houston, Nassau Bay, all Texas—FCC set for hearing mutually exclusive applications of Albert C. Crain, Humble, Arilite Broadcasting Co., Space City Broadcasting Co., and Houston Radio Inc., Houston and Jester Broadcasting Co., Nassau Bay, for CP's for new D AM's on 850 khz, DA. Action March 25.

■ Pharr, Tex.—FCC denied request by Rio Grande Family Radio Fellowship Inc. for review of Broadcast Bureau dismissal of further petition for reconsideration of action denying waiver of clear channel rules to permit construction of AM. Action March 24.

### Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding. Chief Hearing Examiner granted request of Broadcast Bureau and extended to April 14 time to file proposed findings of fact and conclusions of law and to April 28 time to file replies thereto (Docs. 16965-6). Action March 23.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding, granted motion by Broadcast Bureau and reopened record; received in evidence stipulation three previously received during hearing; and closed record (Docs. 16965-6). Action March 17.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communications Associates Inc.), AM proceeding, scheduled prehearing conference for April 6 (Doc. 18987). Action March 17.

■ Hearing Examiner Ernest Nash in Mt. Pleasant, Iowa (Pleasant Broadcasting Co. et al.), AM proceeding, dismissed petition by Chariton Radio Co. for leave to amend application (Docs. 18594-6). Action March 19.

■ Hearing Examiner Chester F. Naumowicz Jr. in Livingston and Pikeville, both Tennessee (Sound Inc. of Livingston, Tennessee and Pikeville Broadcasting Co.), AM proceeding, ordered hearing to be governed by procedures set forth on record of March 22 prehearing conference, and shall commence May 11 (Docs. 19145-6). Action March 22.

### Other action

■ Review board in Warren, Ohio, AM proceeding, granted petition by The Chicago Federation of Labor and Industrial Union Council for extension of time to April 5 within which to file reply to responsive pleadings to its petition to enlarge issues and conditions in Warren-Parma, Ohio (Docs. 18369, 19114-5). Action March 26.

## Existing AM stations

### Final actions

■ KICO Calexico, Calif.—Broadcast Bureau granted CP to increase daytime power to 1 kw. Action March 18.



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## Summary of broadcasting

Compiled by FCC, March 1, 1971

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,314 <sup>1</sup>	2	16	4,332 <sup>1</sup>	58	4,390 <sup>1</sup>
Commercial FM	2,179	0	32	2,211	125	2,336
Commercial TV-VHF	497	2	12	511 <sup>2</sup>	13	524 <sup>2</sup>
Commercial TV-UHF	167	0	18	185 <sup>2</sup>	96	281 <sup>2</sup>
Total commercial TV	664	2	30	696	109	805
Educational FM	436	0	12	448	47	495
Educational TV-VHF	78	0	8	86	4	90
Educational TV-UHF	102	0	9	111	16	127
Total educational TV	180	0	17	197	20	217

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

■ KRLA Pasadena, Calif.—FCC informed Oak Knoll Broadcasting Corp., interim operator of KRLA, that it has no objection to release of \$135,000 from escrow accounts to Community Television of Southern California. Community Television, licensee of \*KCET(TV), Los Angeles, will use funds to remodel newly acquired studio property purchased through loan from Ford Foundation. Action March 24.

■ WTOR Torrington, Conn.—FCC notified Torrington Broadcasting Co., licensee, that it has incurred apparent liability for forfeiture of \$700 for failure to observe provisions of its license and rules in failing to make daily base antenna current readings and equipment performance measurements. Action March 24.

■ WMYQ Miami—Broadcast Bureau granted mod. of license covering change in main studio and remote control location to: 825 41st Street, Miami. Action March 22.

■ WEAS Savannah, Ga.—Broadcast Bureau granted CP to install new trans. for aux. use. Action March 22.

■ KMRC Morgan City, La.—FCC ordered Tri-City Broadcasting Inc., licensee, to forfeit \$1,000 for repeated failure to observe rules in that the licensee's operators on duty on three days made false log entries of plate current. Action March 24.

■ KBET Reno—FCC ordered Robert L. Stoddard, Sierra Broadcasting Co., licensee, to forfeit \$5,000 for willfully or repeatedly failing to observe provisions of rules (fraudulent billing practices). Action March 24.

■ WITF Tiffin, Ohio—FCC relieved WITF Inc., licensee, of payment of \$1,000 forfeiture. Action March 24.

■ KHUZ Borger, Tex.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans. Action March 18.

■ KTSA San Antonio, Tex.—FCC notified Waterman Broadcasting Corp. of Texas, licensee, that it has incurred apparent liability for forfeiture of \$2,000 by failing to log announcements of concerts although station received consideration for announcements based upon gross receipts of concerts. Action March 24.

■ KCPX-AM-FM Salt Lake City—Broadcast Bureau granted mod. of licenses to change name of licensee to Screen Gems Stations Inc. Action March 12.

### Actions on motions

■ Hearing Examiner Arthur A. Gladstone in Poughkeepsie, N.Y. (Olympian Broadcasting Corp. [WKLP], AM proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer and scheduled prehearing conference for April 26 and hearing for May 24 (Doc. 19171). Action March 12.

■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), granted request of Broadcast Bureau for reconsideration of March 12 order and set aside order insofar as it granted joint petition for approval of agreement and approved agreement tendered therewith and dismissed application of Trend Broadcasting Inc.; further ordered that Christian Fellowship Mission Inc. and Trend Broadcasting Inc., file such supplemental documents or data as they believe appropriate in response to questions raised in response of Broadcast Bureau to which Broadcast Bureau will be afforded time provided under rules for filing opposition or response thereto (Docs. 18971-2); scheduled further prehearing conference for April 29 (Doc. 18971). Action March 18.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss., and Americus, Ga. (Charles W. Dowdy [WROA] and Sumter Broadcasting Co. [WISK], AM proceeding, on request of applicants extended to April 23, 1971 date for reply to Broadcast Bureau's opposition to their joint peti-

tion to approve agreement (Docs. 18941-2). Action March 24.

### Rulemaking petitions

■ WIRY(AM) Plattsburgh, N.Y.—WIRY Inc. request amendment of FM table of assignments of property to add ch. 281 or 287 to Plattsburgh. Ann. March 5.

■ KWIV(AM) Douglas, Wyo.—Seeks CP to change frequency to 1470 kHz increase power to 1 kw and change hours of operation to U, type trans. to Gates BC-1T. Ann. March 26.

### New FM stations

#### Application

■ Valdosta, Ga.—Valdosta State College seeks 88.9 mhz, 10 w. Ant. height above average terrain 63 ft. P.O. address North Patterson Street 31601. Estimated construction cost \$4,225.25; first-year operating cost \$2,500; revenue none. Principals: Henry G. Neal, board of regents, et al. Ann. Feb. 3.

#### Final actions

■ \*Chicago—Loyola University of Chicago. Broadcast Bureau granted 88.3 mhz, 10 w. Ant. height above average terrain 212 ft. P.O. address 6525 North Sheridan Road. Estimated construction cost \$2,227; first-year operating cost \$4,423; revenue none. Principals: Reverend Raymond C. Baumhart, president, et al. Action Feb. 9.

■ Metter, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant. of FM; ERP 3 kw; ant. height 185 ft. Action March 18.

■ Rantoul, Illinois (Rantoul Broadcasting Co. and Regional Radio Service), FM proceeding—Broadcast Bureau granted request and continued all procedural dates specified in order released January 21, without date, including scheduled date of April 5 for commencement of hearing. (Docs. 19111-2). Action March 18.

#### Actions on motions

■ Hearing Examiner Millard F. French in Camarillo, Calif. (Camarillo Broadcasting Co., Hot Air Radio), FM proceeding, granted joint request for approval of agreement as modified; dismissed, with prejudice, application of Camarillo Broadcasting; and retained in hearing application of Hot Air Radio (Docs. 18969-70). Action March 22.

■ Hearing Examiner Arthur A. Gladstone in Albuquerque, N.M. (ZIA Tele-Communications Inc. and Alvin L. Korngold), FM proceeding, designated Hearing Examiner Basil P. Cooper to serve as presiding officer and scheduled prehearing conference for May 4 and hearing for June 2 (Docs. 19178-9). Action March 19.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, postponed further prehearing conference from April 1 to April 8 (Doc. 18852). Action March 19.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, granted in part petition by Delaware-Gahanna for leave to amend application in financial respects and denied said petition as it relates to amending application in certain programming respects (Docs. 18308, 18793). Action March 24.

■ Hearing Examiner Forest L. McClenning in Scottsdale, Pa. (L. Stanley Wall), FM proceeding,

granted motion by applicant, and continued without date time for filing proposed findings of fact and conclusions of law (Doc. 19054). Action March 19.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc. and Virginia Seashore Broadcasting Corp.), FM proceeding, set certain procedural dates and scheduled hearing for July 12 (Docs. 19095-6). Action March 23.

### Existing FM stations

#### Final actions

■ WCRT-FM Birmingham, Ala.—Broadcast Bureau granted CP covering changes in ant. location; install new ant.; make changes in ant. system; ERP 50 kw; ant. height 680 ft.; remote control permitted from 2004-20th Avenue South; 31 Woodhill Road; 725 South 22nd Street; or 2008-8th Avenue South, Birmingham. Action March 23.

■ KEAR(FM), San Francisco—Broadcast Bureau granted CP to install trans.; ant.; ERP 82 kw; ant. height 1100 ft.; remote control permitted from 2728 San Bruno Avenue, San Francisco. Action March 18.

■ KTIM-FM San Rafael, Calif.—Broadcast Bureau granted CP to replace expired permit. Action March 19.

■ WCLR(FM) Skokie, Ill.—FCC granted application by Radio Skokie Valley Inc., for CP to relocate trans. to John Hancock Building, Chicago, and make related changes. Action March 24.

■ WYCA(FM) Hammond, Ind.—Broadcast Bureau granted CP to replace expired permit of aux. trans. Action March 19.

■ \*KVPC(FM) Fairfield, Iowa—Broadcast Bureau granted CP to change trans. location to: Armstrong Dorm 122B, Room 9, Fairfield; change studio location to Armstrong Dorm 122B, Room S, Fairfield; make changes in ant. system. Action March 22.

■ \*WMUA(FM) Amherst, Mass.—Broadcast Bureau granted CP to change trans. location to University of Massachusetts, Emily Dickinson Hall, Amherst; operate by remote control from studio site Engineering Building; install new trans. and ant.; make changes in ant. system—ERP 1 kw, ant. height 27 ft. Action March 23.

■ WCOP-FM Boston—Broadcast Bureau granted (Continued on page 83)

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## RADIO

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Midwest—Aggressive general manager candidate able to invest (10k minimum) with us in a small/medium market station. Ideal applicant is about 35, a family man with no problems. Must be strong in sales, experienced in all phases. Blood, sweat, and tears . . . plus a salary/commission/bonus potential of 10k. Address a resume in confidence to: Box D-7, BROADCASTING.

Equal opportunity employer needs immediately experienced broadcasters for Black programmed group operation. Positions open for station managers and sales managers. Better than average salary. Box D-16, BROADCASTING.

Immediate. Need manager for newly acquired AM-FM facility in midwest college town. Current gross indicated real potential for sales oriented manager. Guarantee plus commission, plus percentage of net plus other benefits. Need references and resume. Box D-38, BROADCASTING.

California FM multi station group looking for aggressive sales manager. Must be self-starter, send complete details and picture to KNNU, Box 1358, Tulare, California.

### 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.

Salesman-announcer, Young single station, small market, southern Virginia. Corporation managed by majority owner. Experienced, productive salesman-announcer can be second largest stockholder with no cash down and guaranteed return. Salary, commission and expenses. Box C-347, BROADCASTING.

Immediate opening, AM-FM in top 40 market. Send resume, Box D-15, BROADCASTING.

(Two salesmen!) KEZR-FM, Southern California's newest, needs two experienced salesmen. Send resume to Ed Bushman, c/o KEZY-AM, 125B North Highland, Hollywood, California 90038. Suite 301. (213) 463-5621 or (714) 776-1190.

### Announcers

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.

Morning man—Somewhere there's a mature individual willing to follow directions, be a part of a closely knit team of personalities, play top-forty music with an adult approach . . . no screamers or prima donnas need apply . . . in return for the above, you will receive above average pay, paid vacation, free hospitalization, life insurance. Present morning guy resuming PD post of our FM stereo affiliate. We need you to start April 1st. If you meet the qualifications, send tape, resume, and recent photo to Box C-294, BROADCASTING.

Announcer: For full time top rated AM Black programmed station, in large southern market. Must be experienced, top-flight air man. We are interested only in mature, articulate, low-key conversational delivery . . . no screamers need apply. The right salary for the right man, with fringe company benefits. Send tape, complete resume and photo to Box C-372, BROADCASTING.

Wanted: Experienced broadcaster for instructor position in well established broadcasting school. Chance for advancement to national supervisory position. Send tape and resume first letter. Box C-377, BROADCASTING.

### Announcers continued

Opportunity for MOR station morning personality in pleasant 100,000 college market. Must be experienced. Box D-24, BROADCASTING.

DJ/newsman capable of combination slot. Do bright, mature, professional morning show. Excellent mid-west medium market near large college. Expanding group. Start \$600. Tape and resume. Equal opportunity employer. Box D-42, 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.

Immediate opening for talented announcer with sales potential. 1st phone required. Northern New England, small market, group station. Management potential for right man. Send tape, resume and salary requirements to: General Manager, WCVR Radio, Randolph, Vermont 05060.

Announcer, 1st class ticket, for May 15 through Labor Day. Must have experience, good voice. Technical knowledge not all-important. Salary, willing to negotiate. Tape plus personal interview to follow, mandatory. H. M. Thayer, WGHQ, 82 John Street, Kingston, New York.

Established, professional MOR station in community of 40,000 near Atlanta has immediate opening for afternoon DJ shift. Good salary and working conditions. Must have at least 1 year experience, 3rd ticket, and be draft exempt. Equal opportunity employer. Apply to P.D., WKEU, Griffin, Georgia.

Expanding staff—need 2 experienced jocks for contemporary-progressive format—exciting university area. Tape, resume, first letter. WNRN-WNRZ, P.O. Box 5, Ann Arbor, Michigan 48108.

Announcer with pleasant, personable voice and production experience for beautiful music station in Miami. Mail tape of commercials and news with resume to Box 3456, Miami, Florida 33169. Equal Opportunity Employer.

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.

Class IV station in Missouri with excellent facilities and high standards is looking for the same in a chief engineer. Excellent pay. Outstanding opportunity. Reply to Box D-9, BROADCASTING.

Want young, aggressive announcer/engineer with first class license to maintain and operate an AM/FM stereo operation. Want a man who wants to grow with the company. Send salary requirements and background information to Box D-23, BROADCASTING.

Permanent opportunity for chief engineer to play mother hen for two AM, one FM, one microwave plus all other equipment to make them go. No announcing. Some travel. Need references and resume. Box D-39, BROADCASTING.

Chief/dj must be competent engineer able to deliver a professional early morning show and assist in news. Medium midwest market near major college. Expanding group. Start \$700. Tape and resume. Equal opportunity employer. Box D-41, BROADCASTING.

Have early opening for experienced reliable chief engineer at established successful 5kw daytimer with finest facilities and equipment. Top pay and added benefits for man who can maintain transmitter and studio equipment and handle a moderate easy peasy board shift. Family man preferred for this permanent position in a rural trade center where family living is pleasant. References checked, so prima donnas, drifters and trouble-makers need not apply. Others send photo, personal details, references and employment resumes to Al Clar, KWYR, Winner, S.D. 57580. Also opening for announcer-first class with interest in engineering.

### Technical continued

Chief engineer, WJPS, Evansville, Indiana needed immediately. Experience in proofs, maintenance, rule and reg necessity. Top money, benefits. Call 812-425-2221.

### News

News director or newsman wanted by a Negro programmed station in a southern mid-Atlantic major market. This man must be experienced, know what the Black community wants, know how to get it, and report it on the air. Know how to editorialize, be able to take complete charge of the news department. Starting salary \$750.00 per month, with company fringe benefits. If you can qualify, send tape, complete resume and photo to Box C-371, BROADCASTING.

Want 4th member . . . #1 newsteam on #1 station in Fort Lauderdale, Florida. Want resume and tape and salary from man who wants to work hard . . . but live right. Mike Green, P.D., WFTL, P.O. Box 1400.

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, WRRA, Box 272, Altoona, Pennsylvania 16603.

WTRX, Flint, Michigan has an immediate opening for an experienced news director. Must have an authoritative, fairly deep voice. Starting salary \$10,000 plus excellent fringe benefits. Please send tape and resume to Robert E. Eastman II, WTRX Radio, P.O. Box 1330, Flint, Michigan.

Immediate opening for news-operations director. New station going on the air April 15, 1971. Send tape, photo, and resume to WWTO, 232 S. W. Jefferson Street, Suite 201, Peoria, Illinois.

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.

Seattle radio news operation seeks a newsmen. The successful applicant will have a record of high academic achievement and at least two years' experience in broadcast journalism. Salary open; based upon past earnings and experience. Liberal fringe benefit program. An equal opportunity employer. Send resume and tape to P.O. Box 592, Seattle, Washington 98109.

### Situations Wanted Management

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.

36 years old, 1st class ticket, experienced all phases radio. Desire chance to manage in small market. Prefer C&W operation. Must be good financial arrangement with chance to own "A Piece of the Rock" later. Let my references help you decide. Reply to Box C-350, BROADCASTING.

Selling general manager, aggressive self generating, motivator. 18 successful years management-sales. Age 34, stable, honest, sober. Will invest substantial cash. Will consider all offers. Looking for growth opportunity. Box C-375, BROADCASTING.

Dynamic, hard-hitting, profit-minded, result-oriented, complete-charge station manager seeks challenging, rewarding situation. Box D-59, BROADCASTING.

Sales manager—52 years, mature, eager. Extensive experience. Pattern of promotion, success in positions of responsibility selling, managing, developing both sales and salesmen. Eager to take full responsibility for further building your sales in large market. Box D-67, BROADCASTING.

Combo-manage-program-sales-announce . . . hypo A.M. telephone talk, etc. 3rd ticket, upper Michigan-Wisconsin. Third ticket-experienced. Write Box 3344, Madison, Wisconsin.

### Sales

Seasoned sales representative open to offer! Experienced in FM, AM, UHF, VHF! Presently AM sales manager. Box C-198, BROADCASTING.

## Sales continued

Salesman-announcer-first. Ability for sales manager. Single, sober, age 40. State salary. Box D-61, BROADCASTING.

Experienced, self starter, ambitious, 26. Available May. Prefer medium market in Ohio or Cape Cod. Box D-70, BROADCASTING.

## Announcers

Creative announcer able to handle an account. Make me an offer. Box C-163, BROADCASTING.

Major suburban market jock, and production pro, seeks spot with good station. Good references. Larry Freed (212) 343-9528 or write Box C-307, BROADCASTING.

Young announcer, MOR. Experience, 2 years. Good personality, good voice, keep tight board. Looking for board work and production. Midwest location. Box C-323, BROADCASTING.

Talented, responsible, unorthodox female seeks station with integrity and professionalism. Box C-331, BROADCASTING.

Radio veteran. Highest character references. Strong on announcing music, commercial and news. Strong but friendly voice. Available now. \$15,000 minimum. Box C-336, BROADCASTING.

Country personality. Strong on production, imagination. Ten years experience. College. Vet. Twenty-seven. Single. Third phone. Available June. Box C-342, BROADCASTING.

Anybody can cue a record—I can do more. Young pro, experienced, first phone, copy, production. Box C-344, BROADCASTING.

Heavy larynx, first, top five experience relishes gig where intellectualism, imagination, and social awareness are not stifled. Long hair stays. Don't rush, in no hurry. Box C-351, BROADCASTING.

Don't pass up this chance. MOR-play-by-play, phone talk too, bright, alive, 28, married, 3rd. Write Box C-363, BROADCASTING.

First phone Nights. Mature adult music. Pro. Audience builder. No maintenance. 4B. Married. \$160 minimum. All markets. Box D-4, BROADCASTING.

Recent broadcast grad wishes disc jockey in southern Connecticut. Part time preferred, but would consider fulltime. Box D-6, BROADCASTING.

DJ-tight board, good news, commercials, 3rd phone. Box D-8, BROADCASTING.

1st ticket, married, draft exempt. Currently employed. Seeking congenial atmosphere, security, and advancement. Air check and resume upon request. Box D-10, BROADCASTING.

First phone ten year pro. Married, contemporary, country, employed . . . \$175 weekly . . . less if moving expense considered. Call (518) 561-1684. Box D-13, BROADCASTING.

Attention broadcasters in New England/New York, young, experienced Jack of all trades wants to get back into the business. Will consider summer replacement openings(s). Anything except engineering. Box D-22, BROADCASTING.

Soul jock, 3rd endorsed. Worked WTL, Indiana, WWRL, New York. Box D-26, BROADCASTING.

Sports . . . News and sports man in midwest capital city looking for sports opportunity including play-by-play. Will move anywhere if job is right. Degrees plus experience in play-by-play and in reporting and anchoring news and sports on radio and television. Box D-28, BROADCASTING.

Time, temperature, weather. Hooey! This old timer believes in making them worthwhile for the advertiser. Good music, news and copy. Talk to and with the listeners, not at 'em. (B17) 665-9418. Box D-32, BROADCASTING.

Experienced music director, top 40 on MOR. Witty with bright sound. College degree. Box D-34, BROADCASTING.

Unique knowledge of MOR and top 40—3rd endorsed, college grad, teacher, NYC broadcast school grad. Box D-36, BROADCASTING.

6 years experience, currently southern secondary, married, 25, minimum \$150. Call 912-987-0257 or Box D-43, BROADCASTING.

Community minded announcer, 10 years experience, 28, married, 3rd ticket, seeks stable position with middle-roader. Need opportunity to progress. With present NYS station 7 years. Will accept announcing, PDship, or combo with sales at a stable station. Box D-44, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box D-50, BROADCASTING.

## Announcers continued

Michigan . . . surrounding area, disc jockey, copy, production, 1-313-881-9348. Box D-51, BROADCASTING.

DJ-announcer-newscaster-technician, creative, dynamic, colorful, versatile, authoritative. Graduate of announcer and electronic schools. Tight-board, first phone, will relocate. Box D-53, BROADCASTING.

Soul salesman-announcer seeks top 25 market. 4 years experience, 3rd phone, tight, no screamer. Box D-56, BROADCASTING.

Black announcer 3 years experience, tight board, production. Looking for top 40 or R&B station, 3rd endorsed. Box D-57, BROADCASTING.

College graduate seeks off-air position in radio or television. 23, married, veteran, willing to relocate in northeast United States. Reply Box D-58, BROADCASTING.

Experienced beginner. Twenty-one, mature, undraftable. Announcing, news, production. Box D-63, BROADCASTING.

Actor prefers radio—3rd endorsed. Any format/time. Will relocate. Box D-64, BROADCASTING.

Jock with six years' experience in contemporary music. Good young, adult personality. Box D-65, BROADCASTING.

Female DJ, versatile, dependable, with 3rd endorsement, good commercials and news, will relocate. Box D-71, BROADCASTING.

Top 10 market country jock wants back into rock. Will consider any station with a top 40 format. Box D-76, BROADCASTING.

Broad top 40 or heavy FM: I've got one year of hard work behind me at a tertiary uptempo MOR. I'm 22, educated, and looking for a chance to better myself and the station I work for. Northeast preferred. For tape, resume and me, call (212) 241-7108.

When numbers mean money—dial a pro. 219-743-4611.

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 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.

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.

Sportscaster, disc jockey, newscaster, tight board, third endorsed. Available immediately full time, dependable. George Daney, 201-442-4510.

Top sports, play-by-play, want to move up to college level. Four years in radio, third phone, 30, married. Brown grad. Orin Harris, Box 121, Humboldt, Iowa 50548.

Sportscaster available for medium or major market. Experienced in radio and TV play/play; basketball; football; track; hockey; baseball; golf; bowling . . . sports shows; interviews . . . mature pro. College. Family man Fred Lindy, (616) 651-8465.

Sportscaster, announcer, broadcast school graduate, 3rd phone, some experience but needs a break. Single. Could host jazz or MOR show. I like to be kept busy. Tape, resume on request. Salary is secondary. Prefer northeast. 401-944-2296.

Radio-television personality looking for major market position. Six years experience including New York TV. College graduate, 3rd ticket. Married, will relocate. All offers considered. Ron Barry, 2190 Gateway Terrace, Easton, Pennsylvania.

Spring is here. Big bear out of hibernation in Wisconsin. She bear and six cubs need plenty berries. Twelve and one-half years in wilds of radio-TV make bear wily and crafty. Ask denmaster for past five years: Jerry Collins at 414-836-2021. Air/production. PD by my basket of goodies. Location of your thicket no hindrance. Will visit if near enough. Approximately mid five figures bear minimum. Drunks, dead beats, bad check artists and shlock operators need not send signals. Jack Davison 414-324-4382. Hurry if I have to bear thru very long I may be bruised.

Young, ambitious, broadcast school graduate with third. Available immediately, will relocate anywhere. Tape and resume available. Don Doucette, 18 Washington Terrace, Newtonville, Mass. 02160. (617) 527-1876.

## Announcers continued

Graduating Wesleyan University this June. Two years FM program director. Seek challenging, creative work. Intelligent, dedicated. Prefer New York-northeast. Call Peter Gutmann, 203-347-0273 afternoons, or write 485 Wesleyan Station, Middletown, Conn. 06457.

Experienced but willing to work with someone who is willing to teach more about radio broadcasting . . . they must be patient because I am a slow learner but when through I will have the job done. I am twenty-five and hold my third ticket . . . have worked six months in rock and one and a half years in country format. Married and wish to move to a climate with definite seasonal changes . . . small market is preferred. I will start at no less than \$500.00 per month on a contract basis only . . . I am not a prima donna or a floater and I'm as honest as I can be . . . if you wish more information please contact Mr. Brian M. Johnson (B05) 824-2787 . . . Mojave, California.

College junior, 25 years old, AFRTS vet, now top campus station personality, 3rd, relocate anywhere for summer opportunity. Bob Merritt, 4314 Unity Ave. No., Minneapolis, Minn. 55422.

Mature voice wants DJ in pop country, modern C&W, or middle-of-the-road. Broadcasting school graduate, 3rd phone. Now working part-time at local FM station. Ladd Nelson, 2420 Peoria Rd., Springfield, Illinois. Call after 5:30 217-528-5778.

Someone needs a young, mature and experienced professional rock announcer. I need a job. Robert Olson, 4713 N. 16th St., Arlington, Va. 703-525-3216.

1st class ticket announcer needs break. Some experience. Marv Petton, 2217 E. 2nd, Spokane, Washington 99202.

First phone, stable with family, don't want smog. Will relocate to midwest, S/west, or New England. Bill Wade graduate. Tight board, tape, resume, etc. Salary \$100 minimum. Gene Shepard, 906 Pass Avenue, Burbank, California 91505 (213) 843-5571. Return all calls, available now.

Hello! I need help getting a start. I am young, broadcast grad, 3rd endorsed, single, veteran, will relocate. I laugh a lot, love to talk, and I am poor and starving. Steve Werring, 716 Ocean Parkway, Brooklyn, N.Y. 11230.

## Technical

Chief Engineer—AM/FM construction—maintenance—proofs—directionals—to 50 KW. Box C-300, BROADCASTING.

Competent chief engineer. 10 years experience all phases AM/FM. Can announce and do news. Will relocate. (408) 637-3667. Box C-343, BROADCASTING.

First phone experienced all phases wants assistant or chief in New England. Married. Employer knows ad. Box D-3, BROADCASTING.

Chief engineering position; 15 years experience AM/FM stereo, Schaffer automation multiplexed microwave; North Central states: prefer Ohio. Box D-31, BROADCASTING.

Experienced chief engineer and announcer. AM directional, C&W format. Excellent reference, clean cut, mature, 32 and married. Prefer south western U.S. or Florida. Box D-33, BROADCASTING.

AM/FM MX broadcast maintenance engineer. Experienced chief. Progressive engineering. Knows rules, regulations, proofs, and directional antenna systems. Salary open. Box D-72, BROADCASTING.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

Tech grad available April First. 609-494-6734, 5400 Ocean Blvd., Brant Beach, New Jersey.

First phone. 7 years radio, TV servicing. Graduate of leading N.Y. broadcast school. Consider any position with a future. Relocate. References, resume on request. Contact Jack Doerfler, 2805 Pond Place, N.Y. 212-LU4-8085.

## News

Award-winning newsman wants to return to Illinois. Any market. Former news-director and loves work. 203-677-7301 or Box C-353, BROADCASTING.

Experienced married newsman New England position as director of newsmen. Employer knows ad. Box D-2, BROADCASTING.

Forecast: Air Pollution. Young, married broadcaster wants to breathe easy. Presently in one million plus California market. First, A.A., and B.S. Broadcasting. Experienced. Wants news position in challenging but healthy environment. Box D-5, BROADCASTING.

## Situations Wanted

### News continued

**Newspaper/announcer.** Experienced, creative, versatile, tight board, currently working FM. Rock, N.Y. area. 3rd. Endorsed. Broadcast school graduate. Will relocate, will do sales. For air check and resume write Box D-48, BROADCASTING.

**Radio newsman** available immediately—good-on-air delivery, 2 years announcer, 1 year news, small or medium market, call 406-453-2890.

**Right now—young TV pro** wants back into radio news, sports, play-by-play, talk shows. Stable-college grad, married, draft exempt. Anywhere. Jim Brodson, 2329 Allied, Madison, Wisconsin 53711, 608-271-2423.

**Vietnam veteran, AFVN**, former night news editor KSTL, et al. B.A., Political Science—Sociology. 25, married, will get first phone if needed. Steve Hyett, 16 N. Warwick Ave., Apt. 2, Westmont, Illinois 60559.

### Programming, Production, Others

**Articulate, personality, actor interviewer** interested in youth, church and community. Over 30 but still tuned in. Stable family man seeks unique challenge above \$13,000. Box C-315, BROADCASTING.

If I could reach the man who can say yes, instead of the intermediate who can only say no, it could be the best thing that's ever happened to his station . . . in a southern major market. Box C-345, BROADCASTING.

**Talk-show personality, news, sports, play-by-play,** many years experience. Presently employed major market. Desire same or step up. Consider P-D post. Box D-11, BROADCASTING.

**Fifteen years production and programing experience,** will relocate, available immediately. Box D-14, BROADCASTING.

**First ticket with three years experience,** currently program director at station in half million market. Took station from bottom of ratings to number one in seven months. I was recently married and would like a shorter work week (40-44 hrs.). Draft exempt, MOR-top 40, news, production, \$170 per week (neg.). Box D-35, BROADCASTING.

I know what the next successful format will be, either AM or FM. Am available as consultant or program director. Box D-40, BROADCASTING.

**Personable, reliable, original, gregarious, receptive, able, magnetic, decisive, inventive, ready, experienced, consistent, talented, orderly, rewarding spell your next program director.** Let my fifteen years experience go to work for you. Box D-47, BROADCASTING.

**Program director** seeks small station opportunity west. Experienced, professional. Box D-68, BROADCASTING.

**Newspaper and sportscaster.** Ten years experience. College graduate. Box D-73, BROADCASTING.

**Experienced continuity director, imaginative, creative.** Also, experienced in news and sports. Box D-74, BROADCASTING.

**University graduate, 27-married.** BA in broadcasting-journalism. Experienced, excellent references. Resume available. Box D-78, BROADCASTING.

**Announcers** gadly, the cross-eyed bear. See announcers column.

**Triple-threat income builder** available April 20. Phenomenal production track record. News director, morning man (top 40 or MOR); 87% sales spec closers; 1 of 5 top "trick voice" men in U.S. Prolific writer. Seeks MOR-TV sister operation where talents can apply on both sides. Top 10-30 markets only. Mike Dix 406-761-3941.

**1st phone** 5 years. B.A. degree in radio/journalism. Want PD job in June. Howie Thayer, Box 373, LaMoille, Ill. (B15) 638-2083.

## TELEVISION

### Help Wanted, Management

**Manager.** Major group broadcaster seeks manager for top 12 market VHF station. Send qualifications to Box C-318, BROADCASTING. An equal opportunity employer M/F.

**CATV manager.** 5,000-customer system, New York state. Technical background helpful. Send resume. Box D-27, BROADCASTING.

### Sales

**Experienced, hard hitting, professional news man wanted.** Good appearance and delivery. Comprehensive writing a must. Send resume with complete broadcast experience and salary requirements to Box D-18, BROADCASTING.

## Television Help Wanted

### Announcers

**Love to sell and need the money?** Can you document a proven record? Have a second love for on-air sports or news with some experience? Send resume. It's North Dakota. Box D-54, BROADCASTING.

### Technical

**Chief engineer** VHF station in medium-sized mid-west market. Experienced in operations, VTR and micro-wave. Want man who can direct people and assume responsibility. \$12,000 annually plus company paid insurance and hospitalization. Please send resume and when available. First letter to Box C-299, BROADCASTING.

**Experienced, creative technical director** for studio productions and on air, with a first class license, and willing to work. Send resume and salary requirements to Box D-17, BROADCASTING.

**Engineer, communication arts** for California University. Assist with installation, operate and maintain—TV studio equipment: color and B&W cameras; quad recorders; associated terminal equipment. Magnetic film audio recording and mixing equipment. Technical school plus experience. Salary commensurate with experience. Available now. Box D-66, BROADCASTING.

### Programming, Production, Others

**Film editor** wanted to handle independent programming and receiving/shipping department. Send background information and salary requirements to Box D-19, BROADCASTING.

**Producer/director/continuity/announcer** needed. If you are experienced in every aspect of production and want to move up, send complete resume to Box D-20, BROADCASTING. Include salary requirements.

**Graphic Arts department** needs an artist that can handle all phases of graphic production—Send background information and salary requirements to Box D-21, BROADCASTING.

## Television

### Situations Wanted Management

**Operations manager—15 years professional experience** in all phases of TV. Strong in programming/production. Proven administrative leadership. Box C-279, BROADCASTING.

**Broadcaster with operations and engineering background** desires full management responsibility. Experienced in planning, budgeting, construction, procurement, staffing and operations. Box D-45, BROADCASTING.

**TV executive** seeks operations-production position. Ten years experience CBS and ABC O&O's Chicago, ABC Net, New York. Reply: P.O. Box 223, Chetek, Wisconsin 54728 or phone: 715-859-2879.

### Announcers

**Articulate, personality, actor interviewer** interested in youth, church and community. Over 30 but still tuned in. Stable family man seeks unique challenge above \$13,000. Box C-315, BROADCASTING.

**Versatile performer** not getting promised air work. Let me fill your talent needs if you are in the top 40 markets. Write Box D-49, BROADCASTING.

**Chicago sportscasting experience** including fulltime NBA background and sports management. Outstanding references. Young. Desire on-camera sports. Box D-60, BROADCASTING.

**Authoritative anchor news . . . Great MC for panel or variety shows.** Keen producer. Top-drawer audio production. Exciting VTRs and film available. Age 35. Married. Top references. Sister AM-TV operation best bet. Current contract up April 20. Mike Dix, 406-761-3941.

**First phone,** professionally trained, will travel. Lee Erickson, 5037 Bakman #3, North Hollywood, Calif. 91601 (213) 985-7418.

### Technical

**BSEE, PE** with 20 years active marketing/technical experience, domestic/international, in broadcast, communications, instrumentation, seeks active participation in broadcast, TV or CATV opportunity or in attractive turnkey consulting capacity. Member SMPTE, IEEE. Box C-297, BROADCASTING.

**Wanted, assistant chief or xmt supervisor** position; 17 years experience, EE engineering. Installation, maintenance, microwave; Ohio, Michigan preferred. Resume, references on request. Box D-30, BROADCASTING.

## Technical continued

**Progressive, chief engineer and operations manager** desires change. Ten years experience. Box D-46, BROADCASTING.

**1st phone,** 2 years experience—studio operations, switching, VTR, directing, etc. Unemployed—full character references furnished—relocate. Tim Yashur, 94 Franklin, Hazleton, Pa. 717-455-7892.

## News

**Network producer/writer** wants to be news director. Excellent credits. Extensive local experience in creative and management roles. Box D-69, BROADCASTING.

**Professional weatherman—Competent, personable, excellent on camera appearance with major market background** seeks relocation. (301) 246-1358. Box D-79, BROADCASTING.

**Newswoman, writer, editor, film.** Attractive air personality. 23, M.A., one year experience state network. 919-682-6652.

### Programming, Production, Others

**Television trainee** position wanted by responsible, industrious and talented man. Successful prior business experience plus recent graduate in TV production and studio operation. Box C-296, BROADCASTING.

**Program/operations manager.** 11 years TV, two employers, college graduate, family. Desires opportunity to apply abilities and experience for medium market station. Box C-327, BROADCASTING.

**Director/switterer,** 4 years commercial TV experience in directing news, live and taped shows. Degree in radio-TV-film. Box C-354, BROADCASTING.

**Hungry A.D., top ten market,** seeks director's job. Married, degree. I will do the job for you. Box C-376, BROADCASTING.

**Producer/director;** experienced top 30s, all phases, B.A., family, will consider all offers. Box D-25, BROADCASTING.

**Producer-director.** Three years experience, currently head of university ITV and A-V departments. Seeking position as production manager or producer-director. Box D-37, BROADCASTING.

**Producer-director** experienced 7 years. Commercial-ETV. Award winning studio-remote. Box D-55, BROADCASTING.

**Newspaper with experience.** Gather, write, and announce local news. College grad. Box D-75, 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 Iturbide St., Laredo, Texas 78040.

We are seeking a one thousand watt transmitter. Box C-251, BROADCASTING.

Studio-transmitter links, monochrome, wanted for Philippines. Write Don Davis, 350 East Limberlost, Tucson, Arizona 85705.

Wanted, self-supporting TV tower. 200 to 250 feet. U. S. Towers, 249 Bartow Lane, Petersburg, Virginia.

Federal 101C FT meter loop 3600-7000 khz. Vir James, Consulting Radio Engineers, 345 Colorado Blvd., Denver, Colorado 80206.

## FOR SALE Equipment

Heliax-styreneflex. 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: Three (3) G.E. PE-250C updated color cameras in "Mini" 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.

## FOR SALE Equipment

### continued

**HJ7-50** Andrews Heliax 15% 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.

**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.

**\$30,000.00** broadcast equipment for lot sale. \$3,000.00 cash. Complete AM-FM station. First check takes. Money back guarantee. James Hutchens, 835 Wall Street, Bend, Oregon. 503-382-3822.

**Ampex 3200 Master**, 3 slaves. TEAC 310, Crown Model 742, 3 transports, dual electronics. Best offer. Ken Metzger, 914 Dirksland, Colorado Springs, Colorado 80901. 303-635-0622.

**Complete Schaefer 80 Automation.** 2 years old. All or part. Ampex 440 Recorder-playback, \$1600. Control Unit/Clock, \$3,000. 3 Ampex 445 Playbacks, \$900 each. Logger, \$1000. SA-100-B Spotter, \$1500. Racks. Unit like new. Bill Woodruff, (602) 635-4488.

**Audio studio sacrifice sale!** Agency quitting production business, will sacrifice less than two year old audio studio. \$35,000 new, we owe bank \$15,432, and that's our price. List of equipment on request. 4 track capabilities. (316) 265-2684, P.O. Box 18122, Wichita, Kansas 67218.

**RCA Console model 8C-6A.** Excellent condition. Call 212-247-6010.

**RCA color TR-22 video recorders, TR-3 playbacks.** Excellent condition. P.O. Box 2989, Bon Air, Virginia 23235. 703-272-8428, 703-598-3246.

**RCA 5K transmitter-stereo equipped—excellent condition.** RCA 7 Bay antenna 99.7 going higher power. WYFI, Box 33, Norfolk, Virginia.

**4 Fairchild 663 NL compressors** at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

**New and used self-supporting and guyed.** Erect any type towers. Bill Angle, Box 55, 919-752-3040. Greenville, N.C. 27834.

**Broadcast Crystals:** New or repairs for Gates, RCA, Biley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

**Fairchild 659 Reverbertron II**, excellent, \$825. Ampex 351-2P, two track stereo portable recorder 7 1/2, 15 ips, \$1500. Precision Audio Service, 1720 S. 13th St., Goshen, Indiana 46526. 219-642-3852.

**Breeze video test generator, Model VTG2B,** produces long window, composite NTSC sync in small 2 1/4 lb. package @ \$395.00. Made in USA for VIF International. Box 1555, Mtn. View, California 94040. (408) 739-9740.

**Three new factory-sealed RCA 7038 Vidicons.** Best offer. R. Wentworth, 5801 Roanoke Street, San Diego, 92139.

## 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.

**Computerized FM frequency search.** \$100.00. Engineering Associates, Inc., Post Office Box 510, Verailles, Kentucky 40383, Telephone: 606-873-8311.

## Miscellaneous continued

**Need a public service program for FCC points?** Why not a high school quiz show? We have the questions and can help with a format successfully used for nine years. Low price. Write Categories, 2045 Michigan Ave., N.E., St. Petersburg, Florida 33703.

**1971 wage survey for radio and television technicians.** Survey includes starting salaries of stations located in 75 major cities. To order mail \$5.00 to: Research Company, Box 22141, Tampa, Florida 33622.

**Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's.** \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

**Impressions of John Wayne, Walter Brennan, Karloff, Stewart, Cagney, others doing your commercials, cross plugs.** Any station or agency can afford! Free sample tape. Voices Unlimited, 9536 W. Ohio Place, Lakewood, Colorado 80226.

## 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 locking 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.

**Zero to first phone in 5 weeks.** R.E.I.'s classes begin April 19, May 24 and June 28, tuition \$395. Room \$15-\$20 per week, call or write R.E.I. We try harder. We are number two.

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Station in growth area has immediate opening for two salesmen. Working conditions excellent. Outstanding opportunity for good salesman. Send resume, picture, references to:

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## SUMMER REPLACEMENT

May 15 - September 15

Experienced contemporary MOR air talent for 60,000 watt WLW - Cincinnati. Send actual air check and resume to Cliff Hunter, Program Director, WLW Radio, 140 West Ninth Street, Cincinnati, Ohio 45202.

An Equal Opportunity Employer M/F

### Programming, Production, Others

## PROGRAM DIRECTOR

WLW, Cincinnati, Ohio (50,000 watts—NBC) up-tempo, MOR with sports and top personalities, seeking fully qualified Program Director.

Candidates should have had successful Administrative & Programming experience. Top compensation package available to persons selected.

Send complete confidential resume to Charles K. Murdock, Vice President & General Manager, WLW, Cincinnati, Ohio 45202.

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Work in an outstanding facility with the latest equipment. We need a highly creative producer-director for our top quality production center located in a top ten midwestern market. Emphasis is on commercials for national, regional, and local use, plus some entertainment specials. Only those with heavy commercial experience in a major market need reply. We are a large company in the entertainment business and offer top surroundings and working conditions, plus a good future. Reply with resume and letter to Box D-12 Broadcasting. An equal opportunity employer.

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### Announcers

## Guaranteed UNIQUE

Have created something SPECIAL; Something DIFFERENT; YES DIFFERENT! Warm, Sincere Communicator. Quality Voice. Must be good music or easy listening with wave makers! Much research. Shows strong potential. A Professional with a quality product.

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Progressive / semi-straight / creative thief. 25, family, 15 thou—F.O.B. Midwest.

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**SEASONING** 13 years polishing trade. One of Midwest's best callers . . . major college play-by-play, all sports.

**SKILLS** A young pro who produces and writes sports documentaries, specials, features . . . telephone-talk personality.

**SELLS** Extra dimension added by this sales executive who generates high revenues.

**SEEKS** Major market level for a married college graduate.

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### Announcers

## TALK SHOW HOST

Solve local programming dilemma. Hire this former net correspondent for talk show your station five nights per week or whatever. I'll produce and host at reasonable salary.

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## SURPLUS EQUIPMENT SALE

2 New Marconi Mark VII camera chains, complete with Varitol V 10 to 1 zoom lenses, complete control and monitoring equipment. No pedestals or heads. New price \$80,000 each ..... \$35,000 each

Tektronix 525 Waveform Monitors .... \$350 each

Tektronix 527 Waveform Monitors .... \$550 each

Tektronix 529 Waveform Monitors .... \$700 each

2 New Velocity Compensators for Ampex VR-1200 or VR-2000 VTR's. New price \$11,500.

\$8,750 each

4 New TII Varitol V Manual control 10 to 1 zoom lenses. New cost \$10,000 each.

\$6,500 each

2 Rebuilt Ampex VR-7800 color VTR's. Complete. New price \$16,000 ..... \$8,900 each

1 Demo Conrad CYB-17R Color Monitor .... \$900

1 Demo Conrad CYB-21R Color Monitor .... \$950

For further information contact:

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### Miscellaneous

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Mobile Units—PC-70 Cameras—Ampex Video Tape Machines—Video Tape Editing and Dubbing Facilities:

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Miscellaneous continued

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Experienced Broadcaster Wants to Buy  
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Will consider buying minority with management contract and option to buy rest.

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\$100,000 down will handle and owner will finance balance on good terms. Write:

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West	small	AM/FM	100M	CASH
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(Continued from page 77)

CP to install new aux. trans. at main trans. location to be operated on 100.7 mhz; ERP 4.2 kw; ant. height 500 ft. Action March 22.

■ WKOX-FM Framingham, Mass.—Broadcast Bureau granted CP covering change of trans. location 0.33 miles east of Highland Avenue, and Rt. 128, Needham, Mass.; install trans.; make changes in ant. system; ERP 10.5 kw; ant. height 950 ft; remote control permitted from 100 Mount Wayne Ave., Framingham. Action March 23.

■ WTMO(FM) Tishomingo, Miss.—Broadcast Bureau granted CP to replace expired permit. Action March 19.

■ KXCV(FM) Maryville, Mo.—Broadcast Bureau granted request for SCA on 67 kilocycles and 41 kilocycles. Action March 22.

■ WTGN(FM) Lima, Ohio—Broadcast Bureau granted CP to install new trans.; ant.; ERP 3 kw; ant. height 300 ft. Action March 18.

■ WMUH(FM) Allentown, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to 500 ft. East of Old Site 25th & Gordon Streets, Allentown; make changes in ant. system. Action March 22.

■ WCAU-FM Philadelphia—Broadcast Bureau granted CP to install former aux. trans. as alternate main trans. to be operated on 98.1 mhz; granted CP to install main trans.; ant.; make changes in ant. system; ERP 3.6 kw; ant. height 1,000 ft. Action March 23.

■ WKDF-FM Altavista, Va.—Broadcast Bureau granted CP to install ant.; make changes in ant. system; ERP 3 kw; ant. height 120 ft.; remote control permitted at Iola Avenue Extension, Altavista, Va. Action March 23.

■ WOAY-FM Oak Hill, W. Va.—Broadcast Bureau granted CP to install trans. and ant.; ERP 25.5 kw; ant. height 650 ft. Action March 22.

Action on motion

■ \*KRB-FM, Seattle—Hearing Examiner Ernest Nash proposed in initial decision grant of application of The Jack Straw Memorial Foundation for full term, three-year license renewal for \*KRB-FM, Seattle (Doc. 18943). Ann. March 25.

Rulemaking petitions

■ St. Petersburg, Fla.—George N. Manthos. Request amendment of FM table of assignments to assign ch. 253C (98.5 mhz) to Crystal River, Fla. Ann. March 5.

■ Emmett, Idaho—Emmett Valley Broadcasters. Request amendment of FM table of assignments to add ch. 269A (101.7 mhz) at Emmett.

■ WXXX Hattiesburg, Miss.—Triple X Broadcasting Co. Request amendment of rules to change of FM table of assignments from ch. 279 and 283 to ch. 279, 283 and 221A. Ann. March 5.

■ Gregory, S.D.—West Central Investment Co. Request amendment of FM table of assignments to add FM ch. 260 (99.9 mhz) to Gregory. Ann. March 5.

■ Front Royal, Va.—WFTR(AM) Request amendment of FM table of assignments to make available a second FM at Front Royal. Ann. March 26.

■ Parkersburg, W. Va.—Electrocom Inc. Request amendment of rules to assign FM ch. 236 (95.1 mhz) to Parkersburg. Ann. March 26.

Renewal of licenses, all stations

■ Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (Greco Inc. and Radio Greenwood Inc.), renewal of WCRS-AM-FM and WGSW(AM), designated Hearing Examiner Arthur A. Gladstone to serve as presiding officer and scheduled prehearing conference for May 4, in Washington and hearing for June 1 in Greenwood, S.C. (Docs. 19176-7). Action March 19.

■ KWBG(AM) Boone, Iowa—Broadcast Bureau granted renewal of license. Action March 19.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K74BW Williams, Ariz.; K11DO, K13DI Emery, Utah. Action March 25.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KDFN(AM) Doniphan, Mo.; KHOG(AM) Fayetteville, Ark.; KLEE(AM) Ottumwa, Iowa; KMAM(AM) Butler, Mo.; WAEL(AM) Mayaguez, P.R.; WBBA-AM-FM Pittsfield, Ill.; WBEX(AM) Chillicothe, Ohio; WBRB-AM-FM Mt. Clemens, Mich.; WCCN-AM-FM Neillsville, Wis.; WCRW(AM) and WFMF(AM) both Chicago; WFUL(AM) Camden, Tenn.; WIOI(AM) New Boston, Ohio; WLAV(AM) Grand Rapids, Mich. and WLBI(AM) Denham Springs, La. Action March 23.

Other actions, all stations

■ Washington—Humane Society of the United States. Request that FCC adopt requirement prohibiting broadcasting of rodeos or prohibiting broadcasts unless it includes full disclosure of all

artificial methods used to cause animals to buck, act wildly, or otherwise appear to be wild, unbroken or dangerous. Ann. March 26.

■ FCC received total of 1,822 complaints from the public during February, an increase of 326 over January. Other comments and inquiries totaled 1,624, a decrease of 86 from previous month. FCC sent 1,854 letters in response to comments, inquiries and complaints. Ann. March 24.

## Translator actions

■ Baker, Calif. Baker Community Service District—Broadcast Bureau granted CP for new UHF translator to serve Baker operating on ch. 11 by rebroadcasting programs of KSHO-TV Las Vegas. Action March 18.

■ K74BC Lihue, Kauai, Hawaii—Broadcast Bureau granted CP covering changes in ant. system of UHF translator. Action March 18.

■ K05EI Absarokee, Mont.—Broadcast Bureau granted license covering new VHF T translator. Action March 3.

■ K10AH Paradise Valley, Miner Basin, Emigrant, all Montana—Broadcast Bureau granted mod. of CP covering change of trans. and changes in ant. system of VHF translator station. Action March 18.

■ Hinsdale, N.Y.—Board of Cooperative Educational Services. Broadcast Bureau granted CP for new UHF translator to serve Hinsdale on ch. 80 by rebroadcasting programs of WPSX-TV Clearfield, Pa. Action March 1.

■ Olean, N.Y.—Board of Cooperative Educational Services. Broadcast Bureau granted CP for new UHF translator to serve Allegany, N.Y. on ch. 78 by rebroadcasting WPSX-TV Clearfield, Pa. Action March 1.

■ Olean, N.Y.—Board of Cooperative Educational Services. Broadcast Bureau granted CP for new UHF translator to serve Allegany and Hinsdale, both New York on ch. 76 by rebroadcasting WNED-TV Buffalo. Action March 1.

■ K76AE La Grande, Ore.—Broadcast Bureau granted CP covering change of trans. and increase power output to 20 w of UHF translator. Action March 18.

■ Lonerock, Ore.—Lonerock Television. FCC granted CP for new VHF translator to serve Lonerock on ch. 10 by rebroadcasting KEPR-TV Pasco, Wash. Action Feb. 26.

■ Damascus, Pa.—Broadcast Bureau granted CP for a new UHF translator to serve Damascus, operating on ch. 82, by rebroadcasting programs of WVIA-TV ch. 44. Action March 18.

■ Honesdale, Pa.—Broadcast Bureau granted CP for a new UHF translator to serve Honesdale on ch. 80 by rebroadcasting programs of WVIA-TV Scranton, Pa. Action March 18.

■ Lakewood, Pa.—Broadcast Bureau granted CP for a new UHF translator to serve Lakewood on ch. 72 by rebroadcasting programs of WVIA-TV Scranton, Pa. Action March 22.

■ K71CJ Garden City, S.D.—Broadcast Bureau granted license covering new UHF translator and change trans. Action March 17.

■ K76CZ rural Aberdeen area, S.D.—Broadcast Bureau granted license covering new UHF translator and change trans. Action March 17.

■ Three Brady, Tex.—FCC granted applications by Doyle J. Todd, dba Heart of Texas TV, Brady, Rochele and rural areas, all Texas, for modifications of permits of VHF translator K04GL and K05EF to specify new trans. locations and ant. orientation; and for modification of permit of K12HW to specify use of ch. 2. FCC set aside Sept. 23, 1970, grant of permit for station K10HF; considered Todd's application for modification of that permit to specify ch. 11 as amendment; returned application BPTTV-3949 to pending status, and designated that application for hearing. Action March 24.

## Modification of CP's, all stations

■ WFMT(FM) Chicago—Broadcast Bureau granted mod. of CP to change ant.; ant. height 1,170 ft.; remote control permitted from 500 North Michigan Avenue, Chicago. Action March 18.

■ WBBM-FM Chicago—Broadcast Bureau granted mod. of CP to extend completion date of alternate main trans. to July 15; granted mod. of CP covering change of ant. of alternate main trans.; granted mod. of CP to extend completion date of main trans. to July 15; granted mod. of CP covering change of ant. of main trans.; ERP 6 kw; ant. height 1,170 ft.; remote control permitted from 630 North McClurg Court, Chicago. Action March 19.

■ Lincoln, Ill.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action March 22.

■ Metter, Ga.—Broadcast Bureau granted mod. of

CP to change trans., and ant., of FM; ERP 3 kw; ant. height 185 ft. Action March 18.

■ WMKY(FM) Morehead, Ky.—Broadcast Bureau granted mod. of CP to change trans.; ant. Action March 18.

■ WJTO-FM Bath, Maine—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw; ant. height 175 ft.; remote control permitted. Action March 22.

■ Drew, Miss.—Broadcast Bureau granted mod. of CP to change trans.; ant. of FM. Action March 23.

■ K10AH Paradise Valley, Miner Basin, Emigrant, all Montana—Broadcast Bureau granted mod. of CP covering change of trans. and changes in ant. system of VHF translator. Action March 18.

■ Hershey, Pa.—Broadcast Bureau granted mod. of CP to change trans., and ant. of non-commercial educational FM; make changes in ant. system; ERP 15.0 kw. Action March 18.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WTVG(TV) Joliet, Ill., to Sept. 22; WONH(TV) Syracuse, N.Y., to Sept. 22; WUNK-TV Greenville, N.C., to Sept. 22; WUNI-TV Wilmington, N.C., to Sept. 22; WANC-TV Asheville, N.C., to Sept. 22; KVTV(TV) Laredo, Tex., to Sept. 22. Action March 22.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WJMS-FM Ironwood, Mich., to Oct. 1; KWK(AM) St. Louis to Sept. 15; WCTI-TV New Bern, N.C., to Sept. 25. Action March 25.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following VHF and UHF translators; K091P, K11VJ, both Lee Vining, Calif., to Sept. 24; K27AB Wenatchee, Wash., to Sept. 15. Action March 24.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KJMS-FM Ironwood, Mich., to Oct. 1; KWK(AM) St. Louis to Sept. 15; WCTI-TV New Bern, N.C., to Sept. 25. Action March 25.

■ KXXL(AM) Bozeman, and KWYS(AM) West Yellowstone, both Montana—Broadcast Bureau granted assignments of licenses from Richard D. and Eloise W. Smiley to Empire Broadcasting Corp. for \$250,000. Sellers: Edward J. Foster, vice president, et al. Buyer: Michael L. Sheedy, sole owner. Mr. Sheedy is salesman for North Central Video. Action March 10.

■ KFLN(AM) Baker: KPWF-FM Plentywood,

both Montana and KBRU Soda Springs, Idaho.

Mr. Mengel owns electric supply and furniture sales firm; Mr. Russell owns clothing store; Mr. Culver and Mr. Huntley are attorneys. Action Feb. 26.

■ WAKS(AM) Fuquay Springs, N.C.—Broadcast Bureau granted transfer of control of Wake County Broadcasting Inc. from Gray Broadcasting Corp. (100% before, none after) to Joseph B. Wilder, James M. Butts (each none before, 40% after) and L. Keith Whittle (none before, 20% after). Consideration: \$125,000. Principals of Gray Broadcasting: Theodore J. Gray Jr., president, et al. Mr. Wilder has majority interest in WBAW-AM-FM Barnwell, WBHC(AM) and WJBW-FM, both Hampton, all South Carolina. Mr. Butts is presently manager of WAKS. Mr. Whittle is attorney and owns real estate company. Action Feb. 26.

■ WBZA(AM) and WXQL(FM), both Glens Falls, N.Y.—Broadcast Bureau granted transfers of control of Pathfinder Communications Inc. from Harry V. Barker (62.56% before, none after) to Soundcasters Inc. (none before, 62.56% after). Consideration: \$37,000. Principals of Soundcasters: Dennis H. Curley and Wesley H. Richards (each 29.13%) et al. Mr. Curley is vice president-general manager and 4.3% stockholder of Pathfinder; Mr. Richards is sales manager of stations and also has a 4.3% interest. Action Feb. 26.

■ WPME(AM) Punxsutawney, Pa.—Broadcast Bureau granted transfer of control of Punxsutawney Broadcasting Co. from Mrs. Iris Ruth Pruitt (68% before, none after), executrix of estate of Sheridan W. Pruitt, to Charles M. Erhard Jr. (28% before, 87.5% after) and Joseph A. Pelletier (4% before, 12.5% after). Consideration: \$85,000. Mr. Erhard is partner of WSGB(AM) Sutton, W.Va. The Corporation is purchasing Mrs. Pruitt's stock and holding it as treasury stock. Action Feb. 26.

■ WHCQ(AM) Spartanburg, S.C.—Broadcast Bureau granted assignment of license from Mid-South Broadcasting Inc. to Capital Broadcasting Corp. for \$160,000. Sellers: Philip A. Buchheit, president, et al. Buyers: E. M. Johnson, president, et al. Assignee owns WCAW(AM)-WVAF(FM)

both Charleston, W. Va., and has 50% interest in license of WMMN(AM) Fairmont, W. Va., and WZAM(AM) Prichard, Ala. and 100% application for new AM in Steubenville, Ohio. Action March 11.

## CATV

■ Fort Smith, Arkansas—FCC granted petition by Fort Smith TV Cable Co., CATV operator, for temporary waiver of April 1, effective date of rules (program origination) to Oct. 1, 1971.

■ Concord, Calif.—FCC granted petition by Concord TV Cable, CATV operator, for temporary waiver of April 1, effective date of rules (program origination) to October 1. Action March 24.

■ Lewiston-Auburn, Me.—FCC denied petition by Cable Vision Inc., CATV operator at Lewiston and Auburn, asking reconsideration of order released Dec. 15, 1970, directing CATV to show cause why it should not cease and desist from carrying signal of WABI-TV Bangor, Me., and dismissed system's motion for stay of proceeding (Doc. 19109). Action March 17.

■ Flint, Mich.—FCC prohibited Flint Cable TV Co., division of Wonderland Ventures Inc., from carrying signals of Detroit and Windsor, Ontario, TV's on its Flint, Michigan, CATV beyond areas served on Dec. 24, 1969, pending reconsideration of FCC's action authorizing Flint Cable to carry signals. Action March 24.

■ Chief, Office of Opinions and Review in Warrensburg, Miss. (Warrenburg Cable, Inc., complainant—United Transmission Inc. and United Telephone Company of Missouri), CATV proceeding, granted motion by Harriscopic Broadcasting Corp. and extended through March 30 time to file responsive pleadings to "request for interim relief" filed by Warrensburg Cable Inc. (Docs. 19151-2). Action March 24.

■ Fort Eustis, Va.—Peninsula Broadcasting Corp. Cable Television Bureau dismissed as moot "petition for special relief," filed Feb. 5 by WAVY Television Inc. and dismissed as moot request for special relief filed Feb. 5 by WTAR-Radio-TV Corp. Action March 24.

## Action on motion

■ Hearing Examiner Ernest Nash in Brookings and Willmar, both Minnesota (Kota Cable TV Co., Minnesota Microwave Inc.), CATV proceeding, upon request of Kota Cable TV Co., postponed hearing scheduled for March 24 until further notice (Doc. 19044). Action March 19.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through March 30. 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*.

■ Fortuna, Calif.—Redwood Cablevision Inc. has begun construction.

■ Live Oak, Calif.—Bi-Cities Co., a subsidiary of Nor-Cal Cablevision (multiple-CATV owner), Sacramento, Calif., has applied for a franchise.

■ Newport Beach, Calif.—Newport Beach Cablevision, a subsidiary of Foote, Cone & Belding, has been acquired by Teleprompter Corp. (multiple-CATV owner), New York.

■ Anderson, Ind.—Rust Craft Cable Communications Inc., Steubenville, Ohio, has applied for a franchise.

■ Red Bank, N.J.—CBC Television of Red Bank and South Amboy Cablevision Inc. have applied for a franchise.

■ Guilderland, N.Y.—Town board has granted a 15-year nonexclusive franchise to Capital Cable Systems Inc.

■ Westchester, N.Y.—Saw Mill River Cablevision, a subsidiary of Time-Life Broadcast Inc. (multiple-CATV owner), New York, has been acquired by Teleprompter Corp., New York.

■ Columbus, Ohio—The All-American Cablevision Co. has applied for a franchise.

■ Georgetown, Ohio—City council has granted a franchise to Sabre Cable Vision Inc. Installation charge will be \$15, with a \$5 monthly rate.

■ Cuero, Texas—Community Antenna Systems Inc. (multiple-CATV owner), Junction City, Kan., has applied for a franchise.

■ Salt Lake City—Coaxial Communications of Salt Lake City Inc., a subsidiary of Coaxial Communications Inc. (multiple-CATV owner), has applied for a franchise.

An inauspicious four-man operation on Manhattan's West Side has snowballed in 15 years into a multimillion dollar sports and entertainment network employing hundreds of people in four offices across the country. The man primarily responsible for starting that ball rolling is Richard E. Bailey Sr., founder and president of the venture now known as Hughes Television Network, formerly Hughes Sports Network.

The idea for a sports network was nurtured by Mr. Bailey while working at ABC as a network coordinator for radio and TV in the fall of 1955. At that time he was already a 16-year veteran of network operations—three years at NBC, 13 at ABC after it was formed from the NBC Blue Network in 1942.

"I thought there was a need for such a network because there weren't enough sports being televised on a regular basis. The fights and baseball were only broadcast once a week and some football was televised. I knew it had to work."

ABC wasn't quite as confident as Mr. Bailey, however. He presented the idea to the network but it was rejected—"I felt out of loyalty I would give them first refusal"—and the new sports network was incorporated Jan. 1, 1956.

The infant firm didn't waste any time getting into big-time sports programming. It was considered for the 1956 World Series by the rights owner, Gillette. Meetings with advertisers, agencies, top baseball people and Gillette ensued but the multimillion-dollar deal went to the more prestigious NBC. "We came very close to getting the rights," he said, but "they only had my say-so that I would do the job for them. I had no track record."

If there were any doubts about Mr. Bailey's performance they were soon alleviated by an extremely busy and lucrative first year. Sports Network Inc. set up a radio and television network for all the away games of American and National baseball leagues. In the fall it telecast football games for the Cleveland Browns, and basketball games for the Big Ten conference. In addition, Sports Network produced and fed to stations a religious program entitled *Hand to Heaven*.

A soft-spoken man of conservative demeanor and dress, Mr. Bailey looks younger than his 60 years. He spoke proudly of the beginnings of Sports Network: "It took every penny I had to keep going until the first bills were sent out and paid," Mr. Bailey reminisced. "We got agencies to change their billing procedures around and pay us weekly instead of monthly so that we could pay our personnel and AT&T."

And keep going it did. From its start with baseball, the network now pro-

## Richard Bailey: calling the plays for Hughes TV

grams 1,000 events, approximately 2,500 hours of local, regional and national sports programming a year. The list of sports covered includes auto racing, baseball, basketball (professional and collegiate), bowling, boxing, dog shows, football (professional and collegiate), frostbite sailing, golf, gymnastics, horse racing, ice boating, ice hockey, jai alai, lacrosse, polo, skiing, soccer, swimming, tennis, track and wrestling.

Agreements are first made with individual stations to carry a program and then the event is fed through AT&T lines. (Hughes Television Network's telephone bill last year was estimated at \$8 million.) Station hook-ups have reached as high as 210—in 1968 for the East-West College All Star basketball game—and often as low as two for a regional event.

In October 1968 Sports Network Inc. was purchased for a reported \$18 million by millionaire Howard Hughes and

the name was changed to the Hughes Sports Network. The transaction was accomplished at Mr. Hughes's Las Vegas hotel, the Desert Inn, with the Hughes organization. Mr. Bailey counts himself among the many who have done business with the elusive Mr. Hughes without seeing him. "Those that say they see him don't," Mr. Bailey said, smiling. "Those that do, don't say."

The Hughes Sports Network expanded into the field of nonsports programming in October 1969 and changed its name to the Hughes Television Network. In 1970 Hughes distributed to stations four Aluminum Co. of America programs produced by *Life* magazine, and *The Front Page* adaptation of the Broadway play sponsored by Xerox. This year it plans to program four half-hour shows from David Wolper Productions (BROADCASTING, March 29).

Sports have always figured prominently in Richard Bailey's life. His father owned a baseball club in the old Sally League in his home town of Macon, Ga., and managed clubs in the South and Southwest. He died when Mr. Bailey was 6. The sports bug was transmitted by his older brothers and he boasts of having played "almost every sport at one time or another."

As a teen-ager he harbored aspirations for a career in professional baseball and had tryouts with minor-league clubs. His dream was shattered, however, when he broke his right ankle playing semiprofessional baseball. And nowadays he confines his sports activities to tennis, swimming and golf—although he says that golf "takes too long." He plays in the Hughes Invitational Tournament.

His big passion is thoroughbred horse racing. The latest addition for the Bailey family is a new colt, born at the Bailey weekend home in Colts Neck, N.J., and Mr. Bailey is looking forward to watching the horse train at the track.

He enjoys traveling with the Hughes sports crews throughout the country and tries to be present at most of the nationally televised events.

Mr. Bailey admitted that if he started today, he would face competition that was nonexistent 15 years ago. "When I began," he observed, "it was all my own. The networks hadn't thought of the idea. Now there are about a dozen others trying to copy what I originally started."

Now, 15 years after the start of his network, Mr. Bailey credits "good luck and good friends," along with hard work and ambition, in bringing the organization to the fore in sports programming. But he still keeps up the pace—"most of the time I don't go out to lunch"—and spends over one-third of his time on the road.

### Week's Profile



Richard Eugene Bailey Sr.—president, Hughes Television Network; b. Dec. 20, 1910, Macon, Ga.; BA University of Maryland, 1933; traffic coordinator, NBC, 1939-42; network coordinator for radio and TV, ABC-TV, 1942-1955; president, Sports Network Inc., 1956; m. Patricia Kig, 1970; children by former marriage—Richard Jr., Roger, Linwood, Gene, Stephen and Denise; hobbies—thoroughbred horse racing, bridge, tennis, swimming and reading classics.

# Editorials

## Return to reason

At the National Association of Broadcasters convention last week the rising clamor of access to the broadcast media was a topic of concern to both the regulated and the regulator. The association's president, Vincent T. Wasilewski, called access one of the major problems of the times. The FCC's chairman, Dean Burch, said broadcasting could be broken under the burden of demands if the present trend goes on.

Both are right. Hopefully there may be a chance to get the thing back in focus if Mr. Burch can bring off the kind of over-all inquiry that he suggested in his speech.

These days broadcasters are conditioned to reject any new proceeding at the FCC—which has created little but trouble and obstructionism in recent years. The broadcasters may find it to their advantage, however, to encourage a complete review of the policies and rules that add up to the fairness doctrine. Such a review may provide the means of undoing some of the repressive precedents of recent years.

As long as the Supreme Court's ruling in the Red Lion case stands, it will be used as a device to convert broadcasting from an agency of journalism to a common carrier of random talk. If the FCC could be persuaded to start all over in its consideration of the fairness questions that led to the present state of chaos and to build a responsible record on the subject, there is a chance to move broadcasting back toward its original role as an organism of the press.

Since both advertising and programming are now involved in the campaign for more access, the issue goes to the broadcasters' pocketbooks as well as to their hearts. If the FCC's inquiry is initiated, they owe it to themselves to underwrite a scholarly and comprehensive presentation of their cause.

## That's journalism

The dispute over balance in network journalism intensified last week, and perhaps to the ultimate good. At this point there may be benefits to be derived from a demonstration of the pluralism of the total broadcast-journalism system.

As became evident last week during the NAB convention, a good many station people side with the Spiro Agnews in believing that network news departments tilt toward the left of the political spectrum, to the inevitable coloration of their news. They were the delegates who stood to applaud Al Capp when he said network correspondents were almost unanimous in their prejudice against Richard Nixon.

It is more than possible, however, that applause of equal fervor would have greeted any speaker who stated, as none did, that the President was being given broadcast time disproportionate to that accorded his opponents. Only recently the networks, with support from affiliates, were fending off demands for time by Democratic senators, led by William Fulbright, who complained that their opposition to the administration's Vietnam policy was being overwhelmed by the pro-administration coverage of network news.

In all the talk among NAB delegates last week not much was said about the demand by Lawrence O'Brien, chairman of the Democratic National Committee, for time to answer recent appearances by Mr. Nixon on NBC-TV's *Today* and on ABC in prime time with Howard K. Smith. Whatever the Agnews, Capps and like-minded broadcasters were thinking about a tilt toward Mr. Nixon's opposition, the hired spokesman for the opposition was clearly convinced that the tilt was the other way.

All of these conflicts in reaction sum up what journalism is really all about. The role of the press—print and broad-

cast—is fulfilled only when components of the press are numerous and their prejudices diverse. That fundamental point is often lost when people get to arguing about this television program or that newspaper column. It is a point that totally escaped the overheated writer and editor of the unlabeled editorial in the March 29 *Barron's* urging that CBS be denied access to the air.

As long as broadcasters go on practicing the craft of journalism, attempting to reveal the hidden and to straighten out the twisted, their work will arouse disputes. It is only the bland and unimportant story that gets no attention.

In the future, we would suggest that broadcasters react with somewhat less rigidity when their work is criticized. It is one thing to defend a piece of journalism and another to deny that imperfection is ever possible. Next time an Agnew makes a national issue out of a broadcast program; the appropriate response might go something like this:

"Journalism is a very fallible calling. We intend to keep on doing the best we can at it, knowing we will sometimes err. But we don't need a lot of mouth from outside."

## The vote that counts

Strangely, the one voice that usually goes unheard—and unsought and unheeded—in the kind of controversy we have been describing is the one that, in the end, counts most. It is the voice of the people, and the Television Information Office arranged for it to be heard once again last week through another in a long series of National Opinion Research Studies conducted by the Roper Organization Inc., a respected independent research firm.

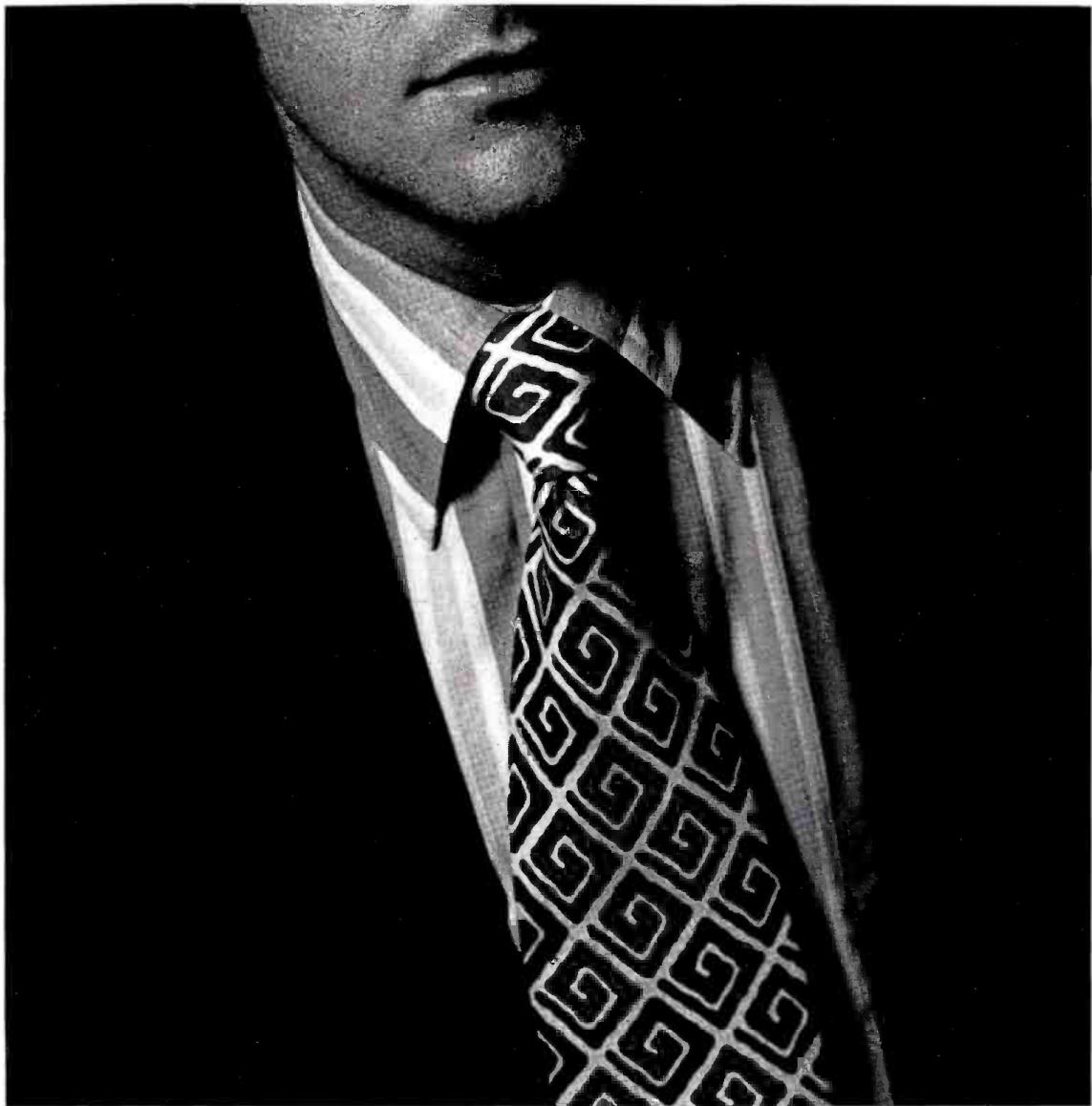
The findings give broadcasters, and broadcast newsmen in particular, one of the precious few moments of relief they have had lately. They show that despite the Agnews television news remains—indeed, has extended its lead as—the most credible medium in the public mind.

None of this is to suggest—and nothing in the Roper findings suggests—that either television broadcasters or television newsmen can sit back and relax. There is much room for improvement. But they can breathe more easily. As between the carping of the critics and the opinions of the public, it is hard to think that it's the great majority of Americans who are out of step.



Drawn for BROADCASTING by Sid Hix

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The Security Station.

Poor you. The dubs were late, the coffee cold, and even man's best friend growled at you this morning. And to top it off, all day long the whole world's been trying to get right to your eyes.

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We telecast in all colors, and the way you feel advertising on KPRC-TV, you'll never feel blue. We're the solid kind you can depend on.

With availabilities in a stylish blend of spot announcements, programs, and participations. Featuring Perma-View material

so the channel never needs changing. The Security Station.

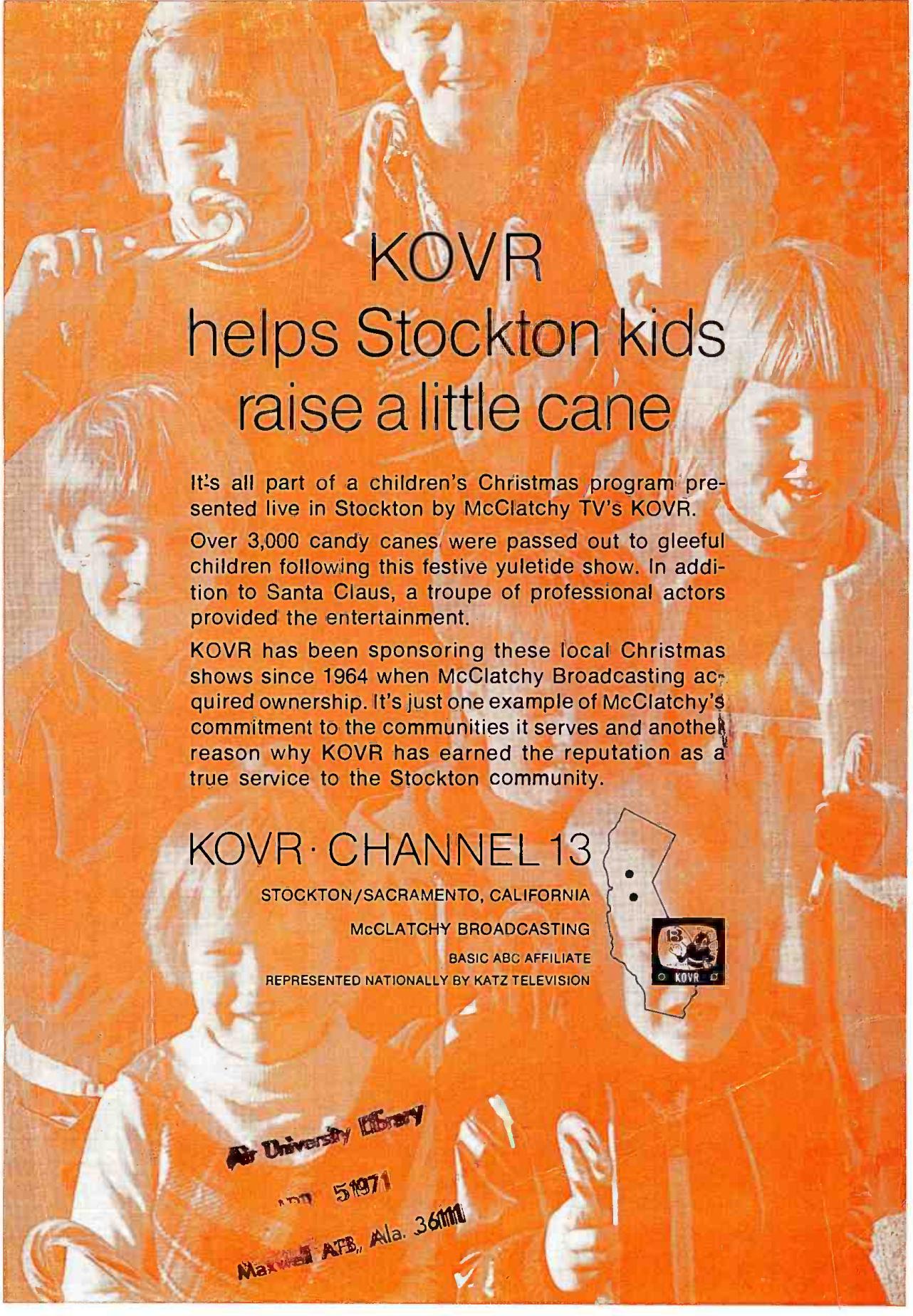
In total color, with the Madison Avenue collar. KPRC-TV, Channel 2, Houston. When an advertiser needs a friend.

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National representatives: Edward Petry & Co.

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Courtesy: Arrow Shirts



# KOVR helps Stockton kids raise a little cane

It's all part of a children's Christmas program presented live in Stockton by McClatchy TV's KOVR.

Over 3,000 candy canes were passed out to gleeful children following this festive yuletide show. In addition to Santa Claus, a troupe of professional actors provided the entertainment.

KOVR has been sponsoring these local Christmas shows since 1964 when McClatchy Broadcasting acquired ownership. It's just one example of McClatchy's commitment to the communities it serves and another reason why KOVR has earned the reputation as a true service to the Stockton community.

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