White House, Senate, FCC all in the act on cable rules

Special Report: Radio '71, the medium with the action

Court case may make renewal applicants fair game again

Air campaigning: hearings on reform; report on spending

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- Duluth-Superior: KDAL Radio and KDAL Television
- Denver: KWGN Television
- Michigan and California: WGN Electronic Systems Company
- New York, Chicago, Los Angeles, San Francisco and Tokyo:
  WGN Continental Sales Company
serving the nation's capital
Washington, D. C.
a Post-Newsweek Station represented by CBS Spot Sales

music for Mid-America
Cincinnati, Ohio
A Post-Newsweek Station represented by Blair Radio
The FCC may lose star billing as creator of CATV policy. While Chairman Dean Burch raises the official curtain on the commission's plans, the Hill, the White House and the copyright owners are waiting in the wings. See ...

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Broadcasting

June 21, 1971; Vol. 80; No. 25

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Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
WTEV religious programs foster understanding among major faiths

WTEV is one of the very few television stations in the country to present live religious programs on a round-the-year basis. Weekly, Jewish, Catholic and Protestant services are presented. The objectives are: to assist local rabbis, priests and ministers to reach more people; to fill the needs of shut-ins; to give Channel 6 viewers a better insight into and understanding of faiths other than their own. This is one segment of the growing roster of WTEV public service programs.
Fallout

Betting last week was that if Boston Herald-Traveler has to turn channel-5 WHDH-TV over to Boston Broadcasters Inc., as seemed likely in wake of Supreme Court's refusal to hear Herald-Traveler's appeal (see page 29), there will be changes in network affiliations in Boston. Speculation was that CBS-TV affiliation would move from WHDH-TV to RKO General's channel-7 WNBC-TV, now with ABC-TV, which presumably would take on new channel-5 operators. Group W's WSBZ-TV, only other commercial V in Boston (channel 4), is NBC-TV affiliate.

White House visit

President Nixon will greet board of directors of National Association of Broadcasters in informal White House reception Wednesday afternoon (June 23). With NAB board holding June semiannual meeting in Washington same week, Vincent Wasilewski, NAB president, had invited Mr. Nixon to join 44-man board at reception at NAB headquarters. Through good offices of Herb Klein, director of communications for executive branch, arrangements were made for gathering at White House.

Perpetrators

How did Nicholas Johnson ever get appointed anyway? That frequently posed question can now be answered without equivocation. In 1964, when he was 29, Mr. Johnson became first appointee to high federal office of President Lyndon B. Johnson, who named him administrator of Maritime Administration of Department of Commerce. President Johnson's young assistant, Bill Moyers, University of Texas graduate as was Mr. Johnson (both class of 1956), urged appointment, as did Joseph Califano, then Defense Department lawyer and later counsel to President.

By 1966, Mr. Johnson had become persona non grata at Maritime Administration, having antagonized ship operators, labor unions, and his boss, Secretary of Commerce Luther D. Hodges. Messrs. Moyers and Califano again went to bat with President Johnson to fill FCC vacancy created by departure of Chairman E. William Henry. This was despite contention that Nick Johnson had embarrassed administration. It was known also that Washing-
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Cable weighs heavy at the OTP
But Whitehead indicates Congress is solution

Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, regards cable television as “most important” matter confronting his agency and says that ultimately Congress will have to deal with it.

Mr. Whitehead, in closed-door testimony before subcommittee of House Appropriations Committee that was released Friday (June 18), also disclosed nature of policies—involving broadcasting, CATV, and related matters such as access to media—that OTP plans to develop. He appeared before subcommittee on May 13.

Mr. Whitehead said that despite broad range of other problems confronting OTP, including some dealing with international matters, he regards CATV as most important because cable television “ultimately gets into the question of how we distribute information.”

In formal presentation to subcommittee, OTP said legislation would be necessary to deal with cable because many problems pertaining to it “do not fit existing regulatory molds.” Statement indicates cabinet-level committee on CATV that Mr. Whitehead heads (see page 19) will recommend legislation.

Policy projects, listed in formal presentation, involve “highly interrelated issues” such as concentration of media, access, cable TV, public-service requirements, program diversity and fairness. Statement said these are being dealt with separately, “inspiring little faith” among broadcasters or public that “cohesive policies underlie federal actions.”

Statement said that it is essential that these issues be dealt with fairly and promptly, with the perspective and continuity necessary to impart a sure sense of direction.

Objectives listed in connection with broadcasting and local wideband distribution include: Develop projections of likely demand for broadcast programming and other services that can be offered over local wideband cable systems; identify likely costs of such services and their feasibility; assess effectiveness of existing and proposed broadcasting-media regulations in assuring timely development and necessary control of comprehensive community distribution services, and formulate alternative regulatory or legislative proposals as warranted.

In other matters, OTP said it plans to update and amplify executive branch policy on domestic satellites, which was announced in January 1970. Policy statement, calling for competition among satellite systems, was drafted by Mr. Whitehead, then White House aide.

Statement noted that six years have passed since “American technology launched the first commercial communications satellite for international use” but that nation still lacks domestic system. This was obviously barbed reference to what OTP regards as lack of speed on part of FCC in resolving satellite policy.

Testimony was released at same time full appropriations committee reported appropriations bill to House floor that includes $2.6 million for OTP. Administration had requested $2.7 million. OTP is currently operating on appropriation of $2 million.

Dingell slaps FCC wrists on truth in advertising

Chairman of House Small Business subcommittee virtually told FCC Chairman Dean Burch Friday (June 18) that commission isn’t using all powers at its command to determine whether broadcast advertisement is true or false, or whether it deserves rebuttal time.

Representative John D. Dingell (D-Mich.), who has been holding hearings on advertising self-regulation (see page 86) raised this question in interrogating Mr. Burch about FCC’s position that commercials generally are not susceptible to fairness doctrine.

This was reference to commission decision in Chevron F-310 case which held that the ad did not call into play fairness policy requiring response similar to cigarette-health issue last year (Broadcasting, May 17). Same ad is subject to Federal Trade Commission complaint.

Mr. Dingell asked why FCC did not check with Environmental Protection Agency before making decision. He suggested commission has power to make judgments and should have in this instance.

He concluded by stating he thought FCC should require broadcasters to make time available to “responsible segment of public” to answer “controversial” advertising.

Mr. Burch disagreed strongly with Mr. Dingell’s views. FCC, he stressed, does not have expertise to determine truth or falsity of advertising. That, he said, is job of FTC and other government agencies.

“To track all these commercials with free announcements,” he said, “would undermine the commercial system [of broadcasting]. Also, he added, not every challenged commercial raises issue of public importance.

At another point in hearings, Representative Fernand J. St. Germain (D-R.I.) asked FCC chairman about imposition of protective requirements on radio telephone talk shows, where, he said, “Anyone with a microphone seems to feel he is endowed with all knowledge . . . and it’s false knowledge in many cases.” Mr. Burch said he hoped commission would bring out decision this summer that would impose seven-second delay before airing.

Among other witnesses, Miles W. Kirkpatrick, chairman of FTC, suggested that trade associations could monitor practices of their industry and “assume role of applicant” to FTC when they find false or deceptive practices.

No answer necessary for recruitment spots

U.S. Court of Appeals in Washington has held that broadcast of armed-forces recruiting spots does not obligate stations to donate free time to those who want to offer contrasting views under fairness doctrine.

Decision, handed down June 18, is certain to be welcomed by broadcasters, as well as FCC, as affirming commission policy of affording broadcasters discretion in fairness-doctrine matters. Court decision upheld commission decision that stations in Washington and in San Francisco area did not violate fairness doctrine in refusing to
grant time to groups wishing to broadcast messages opposing military service or to inform public of alternatives to military service.

In process, it appeared to strengthen commission's position that fairness doctrine does not entitle individual to access to airwaves and that ruling applying fairness doctrine to cigarettes was limited to that product.


Court, in disposing of issues raised by antiwar groups, upheld commission's position that military recruitment, in its own terms, is not controversial issue; to oppose all enlistment, court said, would be to urge abolition of armed forces.

And on questions of Vietnam war and draft, which groups felt were involved, court said it is "undeniable that these issues have been ventilated in extenso for years on (probably) every television and radio station in the land."

Similarly, it found no basis for overruling commission on two other questions said to be involved—morality of participating in any war (antiwar groups did not claim that is properly "the issue raised") and desirability of military service (which "comes right back to the draft and the Vietnam war.")

"Essential basis for any fairness doctrine, court said, "is that the American public must not be left uninformed." And on record in case, it added, "we cannot conceive that any live American has been left uninformed about the desirability or undesirability of military service, the draft or the Vietnam war."

In discussing cigarette ruling, court said it would have thought that past court and commission rulings had made it "unmistakably clear that it is not every advertisement carrying a controversial message which calls for response through a similar spot-announcement format."

It said that it was "uniquely serious and well-documented hazards" to public's health that stood at core of cigarette ruling.

San Francisco group and Commissioner Nicholas Johnson, in dissenting to commission decision, had cited cigarette ruling in arguing that carriage of recruiting spots raises fairness-doctrine question.

However, court made clear its ruling was not last word on doctrine's applicability to commercial messages. It said other cases that are pending or yet to be brought to court would provide occasions "for critically tracing the contours of the public-interest standard as it applies to commercial advertising."

**IRTS: The 'Times' is right**

International Television and Radio Society, New York, gave "vigor and support to New York Times Friday (June 18) in newspaper's first-amendment dispute with U.S. government. Max E. Buck of NBC-TV, IRTS president, told Times publisher in telegram that paper "has displayed great courage in seeking to maintain the constitutional guarantees for a free press and free speech in its publication of the papers of the Pentagon study. The IRTS, comprising a broad cross-section of the radio and television communities, gives the New York Times vigorous support in its decision."

Earlier in week, support for Times stand also materialized from broadcast figures Frank Stanton, CBS president (see page 87); Julian Goodman, NBC president, and Tom Powell, president of the Associated Press Broadcasters Association and news director, WDAU-TV Scranton, Pa.

**Bringing home the bacon from Taft Broadcasting**

Charles S. Mecham Jr., chairman of group station owner Taft Broadcasting Co., earned $85,461 last year. Company disclosed this figure and compensation paid to other top executive in announcing its annual meeting, July 13 at Kings Mills, Ohio.

Other officers named in report included: Lawrence (Bud) H. Rogers II, president, $75,643 in salary plus $10,984 set aside from profit sharing, retirement and pension plan; Eugene C. D'-Angelo Jr., vice president, $61,583 plus $8,194; John L. McClay, executive vice president, $60,552 plus $8,875, and Dorothy S. Murphy, treasurer and assistant secretary, $46,188 plus $7,164.

In sum, company's directors and officers (totaling 23) were paid $804,365 in salary and $118,759 in profit sharing. All figures were compiled for fiscal year ended March 31.

Company also announced that income during fiscal year ended last March fell slightly—from $6,944,317 in 1970 to $6,675,219.

Company attributed decline to poor fourth quarter. Reason for this, it said, was loss of cigarette revenues; strike at its owned WGR-AM-FM-TV Buffalo, N.Y., and loss from sale of property in Cincinnati.

For year ended March 31:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.80</td>
</tr>
<tr>
<td>Revenues</td>
<td>48,786,644</td>
</tr>
<tr>
<td>Net Income</td>
<td>6,875,219</td>
</tr>
</tbody>
</table>

**When is 'live' Laird unlike 'taped' Laird?**

Pentagon said Friday (June 18) that Defense Secretary Melvin Laird has refused to appear in taped interview for CBS special on U.S. prisoners of war in North Vietnam.

Daniel Z. Henkin, assistant defense secretary for public affairs, said Secretary Laird was willing to appear in live segment, but that CBS would only accept taped interview. Mr. Henkin said Mr. Laird's refusal to appear on tape was due to "sensitive nature" of POW issue. He said he did not know if it was also related to CBS's controversial The Selling of the Pentagon.

William Small, CBS News chief in Washington, said it was "extremely rare" to have live segment in midst of filmed documentary. He added: "When newspapers and magazines concede to similar requests by granting Mr. Laird a certain number of column inches to fill, as he sees fit, the CBS News will consider granting a certain amount of time for him to appear live within an otherwise filmed documentary."

Two-part special, POW's—Pawns of War—scheduled tomorrow June (22) and June 29 from 10-11 p.m. EDT. Mr. Small said Mr. Laird probably will be seen on program because CBS has tapes of Mr. Laird's previous remarks on issue.

**Comeback effort by pay TV**

Teco Inc., Chicago, announced Friday (June 18) it has filed with Securities and Exchange Commission proposed offering of 1.2-million units of shares and warrants to raise $12 million to inaugurate over-air subscription-TV system in either Los Angeles or Chicago. Teco is exclusive licensee of Zenith Radio Corp.'s over-air pay-TV system. Zenith has agreed to buy 500,000 units, provided at least 500,000 units are subscribed to by Teco's shareholders and other investors.

**WBLU going for $170,000**

Application filed last week for FCC approval of sale of WBLU(AM) Salem, Va., from Baker Broadcasters Inc. to Pioneer Airlines Inc. Consideration was fixed at $170,000. Pioneer, Washington-based helicopter and short-haul air service, owns through subsidiary Pioneer Broadcasting Corp. WAXY(AM) Waycross, Ga., and is set to put WAXY-FM there on air by September. A. L. Wheeler is president.

Baker Broadcasters has been operating WBLU since July 1968. Vernon Baker is president of company, which also owns WLG(AM)-WBLI(FM) Xenia, Ohio. WBLU is 5 kw daytimer, operating on 1480 kHz.
Why should you join a Demographic Radio Network?

First, our programming is designed to fit your station's audience. It's not common programming for everybody like the other networks.

And we offer more quality programming and less fill. We give you prestige people like Harry Reasoner, Howard K. Smith, Paul Harvey, Edward P. Morgan, Louis Rukeyser, Frank Reynolds and Bob Wilson. In sports we have Howard Cosell, Jerry Coleman, Lou Boda, Keith Jackson and Jack Drees.

Even so—our commercial inventory is only half as much as the old-fashioned networks.

And we give you twice as many news actualities as other networks. And the 24-hour Newswatch, plus 8 news calls a day and two weekend sports calls.

All of which is why such stations as WCBM, Baltimore...WEZE, Boston...WRR, Milwaukee...

WKRC, Cincinnati and KHOW, Denver have joined the ABC Demographic Radio Networks in the past 6 months.

Also why KFRE, Fresno...WOW, Omaha...WRNL, Richmond...WDCK, Lexington...WKBO, Harrisburg...and WGR, Buffalo have joined us recently.

We hope you'll talk to some of these people who have joined us about the service they are getting from the ABC Demographic Radio Networks.

Because after you've talked to them, we think you'll want to talk to us.

The Four ABC Demographic Radio Networks.
Any resemblance to traditional radio networks is purely coincidental.
May in Indiana: madness time
Editor: In her June 7 "Monday Memo", Lois Underhill stated a very interesting and factual point or two in favor of May rating sweeps. Her article was both factual and well thought out, but I believe there is a very strong case against a May sweep in the Indianapolis market.

The month of May in Indianapolis is an island in our calendar year. There is nothing in television, radio or newspaper that compares with the complete upheaval created by a race track on the west side of the city.

Many regular programs are preempted for "special" shows on the race events and related festival activities connected with the Indianapolis 500. These pre-emptions range from daily to once a month.

Then there's the time change. The state legislature saw to it that Indiana stayed on Eastern Standard Time all year around. Now we find prime-time programing completely tossed around the evening clock.

As the result of the time shuffle, Central Indiana viewers had only three days of the time programing before the rating period started. Two days later the month of May race programing got underway.

In short, about the only thing that remains constant in the Indianapolis market during the month of May rating period is change of programing. It all amounts to an impossible gauge for summer or fall buying! Anyone for April? — Terry Simpson, promotion manager, WTTV(TV) Indianapolis.

The fine points matter
Editor: We note error in the May 31 story relating to the FCC's approval of the transfer of three TV facilities [WUSN-TV Charleston, S.C., KCBD-TV Lubbock, Tex., and the latter's satellite, KSWS-TV Roswell, N.M.] to our company,...

Count was off for 'Countdown'
Editor: Thank you for the well written piece on the booklet, "Countdown—September '71," in the May 3 issue. It did justice to the intentions of the students who wrote it and our interest in supervising their summer project.

One modest correction: The total number printed was 1,500, a run of 500 followed by 1,000. The article increased each figure by an additional zero.—George C. Conklin Jr., Northern California Council of Churches, San Francisco.

How to protect yourself against Broadcasters Liability losses

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


OpenMike

Datebook

A calendar of important meetings and events in communications

Mindicates first or revised listing.

June

June 19-23—Annual convention, Georgia Association of Broadcasters. Among featured speakers will be FCC Commissioner Thomas A. Rowser; Marianne Campbell, Aveo Broadcasting, Cincinnati; president of American Women in Radio and Television; Dr. Barry Cole, consultant to FCC on renewal procedures and Daniel Z. Henkin, assistant secretary of defense for public affairs, Jekyll Island, Ga.

June 21-25—18th annual advertising film festival, Screen Advertising World Association Ltd., Cannes, France.

June 22-25—Spring meeting, TV and radio boards, National Association of Broadcasters. NAB building, Washington.

June 23—Ninth annual Canadian Television Commercial Festival, Inn on the Park, Toronto.


June 23-25—National Broadcast Editorial Conference, sponsored by National Association of Broadcasters, Radio Television News Directors Association and Southern Illinois University. Featured speakers: Dr. Barry Commoner, Washington University; Dr. Norton Long, University of Missouri; Dr. William Masters and Virginia Johnson, Reproductive Biology Research Foundation; Richard Janke, CBS Broadcast Group; Dr. R. Buckminster Fuller, Southern Illinois University; Representative William Clay (D-Mo.); Harry Ashmore, Center for the Study of Democratic Institutions, Stouffer Riverfront Inn, St. Louis.

June 25—House Small Business Committee hearing on effects of advertising codes on small business and consumers. 10 a.m., Room 2359, Rayburn building.

RESEARCHES YOUR PERSONALITY

Every television and radio station has a personality which its audience can define and articulate with amazing and sometimes startling candor.

This personality, or image, is the result of the effect of everything that happens on the station. Each individual and program on the air is part of the station's personality.

Our company uses the unique skills of the social scientists to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and all the competing stations in your market.

Our clients know where they stand, and, more importantly, they know the reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, etc. One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with your station for a whole year, to make sure you thoroughly understand the study and that it works for you.

Give us a call for a presentation, with absolutely no obligation on your part.

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McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

644-9200
Major convention dates in ’71
July 6-9—Annual convention of National Cable Television Association, Sheraton and Sheresham hotels, Washington.
Sept. 27-29—11th annual conference sponsored by Institute of Broadcasting Financial Management, Regency Hyatt House, Atlanta.
Oct. 17-20—Annual convention, National Association of Educational Broadcasters, Fontainebleau hotel, Miami Beach.

and crossownership of CATV and local newspapers (Doc. 18891).
Aug. 22-25—54th annual meeting, Association for Education in Journalism. Meeting concurrently with AEJ is American Association of Schools and Departments of Journalism and American Society of Journalism School Administrators, University of South Carolina, Columbia.

September
Sept. 9-11—Fall convention, Louisiana Association of Broadcasters, Monotela hotel, New Orleans.
Sept. 15-17—Fall convention, Michigan Association of Broadcasters. Featured speaker will be former FCC Commissioner Lee Loewinger, now Washington lawyer, Hidden Valley.
Sept. 23-24—Meeting, Minnesota Association of Broadcasters. Location to be announced.
Sept. 26-28—Meeting, Nebraska Association of Broadcasters, The Villager hotel, Lincoln.

October
Oct. 3-8—10th technical conference and equipment exhibit, Society of Motion Picture and Television Engineers (SMPTE), Queen Elizabeth hotel, Montreal.
Oct. 6-8—Meeting, Tennessee Association of Broadcasters, Sheraton hotel, Nashville.
Oct. 7-9—Meeting, Massachusetts Association of Broadcasters, Sheraton-Hyannis, Hyannis.
Oct. 14-15—First fall conference, National Association of Broadcasters, Regency Hyatt House, Atlanta. (For complete list of NAB’s 1971 fall conference dates, see Broadcasting, June 29, 1970).
Oct. 17-20—Annual convention, National Association of Educational Broadcasters, Fontainebleau hotel, Miami Beach.

November
Nov. 1-14—Sixth annual Radio Program Conference, Roosevelt hotel, New Orleans.

April 1972
April 9-12—Annual convention of National Association of Broadcasters, Conrad Hilton hotel, Chicago.
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;
Every community has to set priorities in dealing with its problems. Sometimes community leaders and the general public are at odds on what should happen first. The Fetzer television station in Lincoln, Nebraska, determined that a complete, in-depth survey was needed. The station interviewed 321 leaders and a large segment of the public. The results were then published in a forty-page book for use by the community. Interestingly, everyone—leaders and public—agreed on the top ten local problems and four out of five national problems. Now the community can use this material to help create action programs to work at eliminating its problems.
The way to the black community is through it

Sophisticated advertisers seeking to market their products and services in the growing black marketplace throughout the U.S. are learning that the key to success is deep involvement in the affairs of the black community.

The past pattern of selling to the black community is no longer guaranteed. Probably it never was, but there were many salesmen—both black and white—in the advertising industry 10 to 15 years ago who would tell you that they could deliver the so-called "black market" on a silver platter. Today, the old attitudes and conclusions about the black community are no longer valid. The salesmen who have milked the old methods as far as they would go could not get to first base today in the black community selling either products or services. The black community now is conscious of its influence and aware of its dollar value. And after decades of being exploited, that sector now is more careful than ever about how it spends its money.

The aura of social revolution, more prevalent than ever in the younger and more educated black, has led them to separate whom they consider their friends from a very large contingent of nonfriends. Companies that blunder ignorantly about the black community find themselves and their products—well-known though they might be—effectively blacklisted in the community. The results can be felt in the drop of their sales.

As a result, the "black market" philosophy has had to change. Again, today the gateway to the black market is community involvement. Corporations that seek sales in the black community must first sell themselves to the black community by becoming totally involved with the problems of the black community. This is not just token involvement but conscious involvement in trying effectively to solve some of the problems that exist in the area.

And knowledgeable advertisers realize, too, that the broadcasting media, particularly radio, are major vehicles to be used to communicate this sense of involvement. They understand that radio, particularly black-oriented radio, catches the spirit of involvement best and registers the strongest impact in the black sector.

With the guidance of black-oriented advertising agencies, advertisers have learned to tie in with community projects and issues that heighten their identity in black America and project a more favorable impression of their products and services. These advertising approaches reflect a substantial change from the past when the emphasis was on the "hard-sell" message.

These campaigns combine the effective use of honest advertising with visible work within the community. Without the honesty, black people are not going to believe the advertising. And without the involvement, the ultimate effectiveness of the honesty is lost.

The Howard Sanders Advertising and Public Relations Agency long ago realized this trend and has tried to use it for the benefit of the community as well as the improvement of the sales of our clients. One of our most successful endeavors is the current "Pepsi business of the week" program which we conceived. Each week a different black business is highlighted and helped to obtain more visibility in the community through broadcast and print advertising, with Pepsi-Cola picking up the tab. So outstanding were the results last year that the 24 businesses selected decided to show their gratitude by giving a dinner at the St. Regis hotel for Pepsi-Cola executives and key business persons in the black community.

To continue its involvement with the community this year, Pepsi-Cola sponsored a one-hour program on WNEW-TV dedicated to Dr. Martin Luther King. The program, which was aired on April 4, the anniversary of the assassination of Dr. King, was a combination of music, poetry, and the dance done in good taste and dignity to display the ability of black artists and in particular to display the sensitivity of a person who has a statement to make in our society. The program featured Diana Sands, Roberta Flack, Gilbert Price, and the young state senator from Georgia, Julian Bond. The letters are still coming in to WNEW-TV praising not only the content of the program, but the intent that made it possible.

Before the program was aired, the Sanders agency held, with the consent of Pepsi-Cola officials, a sneak preview and cocktail party. This was a resounding success, attended by some 600 people and many leaders of the black community, and another example of the way a product or service company can become directly involved with the black consumer market by becoming involved in its social demands.

Another client of the Sanders agency has been sold on the idea of using its influence to help one of the largest black women's organizations to raise sorely needed funds.

The fact is that involvement is the key and the yardstick by which the black market evaluates industry. There is no way to get around this fact. As Samuel Johnson said in 1778: "He who would bring home the wealth of the Indies must carry the wealth of the Indies with him." Today the same still applies for the corporations who wish to seek the wealth of the black community.

Howard Sanders has had a long and varied career in black-oriented advertising and broadcasting. Before organizing Howard Sanders Advertising and Public Relations Agency Ltd., New York, in 1966, he had spent 15 years with both general-market and black radio stations and with a station representative and a station group. He has worked for WNEW(AM) and WLIR(AM), both New York, as a news reporter; with Bob Dore Associates, New York, a representative in the black radio field, and with the Sonderling radio stations in sales.
how big is big numbers radio?

13,717,700* Americans

Statistics sure, but with feeling. ABC Owned Radio Stations attract the largest audience of any radio group in the country. For good reason too.

Our success is based on our belief: find a community need and fill it. 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

*Estimates from the October/November 1970 ARB surveys; total cumulative persons 12+; total areas Mon-Sun, 6AM-Midnight; qualifications available on request.
Who's to write that cable regulation?

FCC outlines a plan to expand signal importation; Senate keeps watching; White House moves in

In a Senate hearing room filled to overflowing, principally with representatives of broadcasting and CATV, FCC Chairman Dean Burch last week formally unveiled a commission plan to unleash CATV in the top-100 markets—without, at the same time, wrecking television broadcasting. The plan, however, is tentative.

It may be even more tentative than the FCC thinks it is. There were indications that the commission may be upstaged in its effort to write basic CATV regulation. Congress, the White House and even the cable industry and copyright owners are beginning to get into the act.

Described by Mr. Burch variously as “conservative,” a “compromise,” and a taking of “first steps,” the FCC plan—if adopted—would assure most cable systems in the top-100 markets of the importation of two distant signals more, if needed, to provide what the FCC considers “minimum service.”

But the plan is in nothing like final form. Mr. Burch presented an outline that remains to be fleshed out; even the shape of the outline is subject to change. He called it an “interim report.” And while the commission members have agreed generally on each of the proposals in the plan, there has been no vote on the over-all package.

There was also reason last week to question the degree of independence the commission would actually have in fashioning its final plan or in determining when the drawn-out proceeding would be complete.

Pressed by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, before which the commission testified, Chairman Burch said the commission would be prepared to act on the CATV matter before Aug. 6, when Congress is expected to recess.

But Senator Pastore, who in his opening remarks noted that he had received letters from some 30 members of Congress expressing the view that Congress should have a hand in shaping CATV policy, drew from Mr. Burch a promise to confer with the parent Commerce Committee before taking final action.

“This is a matter of public policy,” Senator Pastore said. “I’m going to take it up with the full committee... I hope that before you publish [your thoughts] you would... sit down with our committee to talk the thing out for a while to see what we can do.”

In addition, Senator Pastore appeared concerned over reports of a cabinet-level committee working on development of CATV policy for the administration. He wondered whether there would be two different administration plans emerging. Chairman Burch, who said he knew nothing about the reports, said the FCC was not preparing an administration plan.

It is understood a committee has been named to work with Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy as chairman, in preparing administration policy on CATV (“Closed Circuit,” June 7). It consists of the secretaries of housing and urban development, health education and welfare and commerce, as well as three top White House aides—Robert Finch, Leonard Garment and Herbert G. Klein, White House director of communications. There is no firm estimate as to when the committee, which is expected to hold its first meeting within a week, will complete its work. But an OTP spokesman said that the office
has not asked the FCC to wait while the Whitehead committee proceeds.  

The committee, which will operate on largely an informal basis, was organized at President Nixon's request to provide a mechanism for enabling the individuals named to make their contributions, in terms of their specialties and responsibilities, to the CATV policy studies that CATV has been conducting for months.

Mr. Whitehead and his staff are said to have reached some tentative conclusions. The ultimate conclusions and recommendations will be submitted to the President. But the form they may take remains to be decided. One possibility is that the committee will propose legislation.

Another possibly complicating factor is the agreement announced on Monday (June 14)—the day before the commission appeared before Senator Pastore's subcommittee—by the National Cable Television Association, on behalf of its members, and copyright owners (see page 23).

The agreement, aimed at removing the roadblock holding up congressional action on a new copyright bill, would take CATV policy in a different direction from that on which the commission appears embarked. It would promote CATV activities in the markets below the top 50—and provide for a kind of exclusivity protection for copyright owners not contemplated in the commission plan. The FCC has specifically avoided the copyright question, asserting that it is a matter for Congress to decide. The only extended discussion of the copyright agreement was by Commissioner Nicholas Johnson. He called it a "weekend" pact "between a handful of power brokers serving only their own self-interest" that the commission should not endorse.

Thus, the commission may find itself contending with pressures not only from Senator Pastore but also from Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, who has been urging the parties to agree on copyright provisions that could be enacted into law.

The FCC plan presented last week follows roughly the descriptions that have already been published (BROADCASTING, May 31), although changes were being made, apparently, up until Monday. A separate statement left behind by Commissioner Robert E. Lee, who is now attending the World Administrative Radio Conference in Geneva, discusses provisions that were missing in the plan submitted Tuesday.

The plan would permit CATV systems in the top-50 markets to import whatever distant signals they need to provide a minimum service of three network signals and three commercial independents. Systems in markets 51-100, would be permitted to import signals needed to provide a service of three network and two independent stations.

In all of those markets CATV stations would be entitled to two distant signals, whether needed or not to provide the minimum service. (However, Mr. Burch said the commission is considering separate treatment for several 50-100 markets where the formula would permit CATV systems to carry three or four independent signals. He called these anomalous situations, and said the commission is considering limiting systems in the affected markets to one distant signal, or perhaps none.

In markets of all sizes cable systems would be permitted to import as many noncommercial signals as they wished—unless a local noncommercial station objected.

Chairman Burch called the formula

The signals cable systems in the top-100 markets could carry under FCC's proposed formulates

<table>
<thead>
<tr>
<th>Mkt. No.</th>
<th>Market</th>
<th>Must carry non-mkt. stations currently on the air</th>
<th>Must carry non-mkt. stations permitted</th>
<th>Additional distant signals currently permitted in 35 miles</th>
<th>Additional distant signals permitted</th>
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1 Includes CKLW Windsor, Canada.
2 Some additional, overlapping-market signals may be carried in these and other markets if they are substantially viewed.

1 includes XETV(TV) Tijuana, Mexico.
a "reasonable compromise" between the needs of the two industries involved.

"We would not permit an area to be flooded with distant signals," he said. "There would be a minimum of needed services and at the same time, the minimum needed to permit cable development.” He also said it would make CATV's success dependent on "the provision of new services unique to cable technology.”

The commission has not yet reached even tentative agreement on an anti-leapfrogging proposal. Chairman Burch said the commission is considering the possibility of seeking to promote UHF by requiring that the half distant signals imported be UHF; it is also considering whether to require that at least one distant signal be within the state.

In markets below the top 100, the commission would permit cable systems to import whatever signals they needed to provide a complement of three networks and one independent. Mr. Burch said the commission feels the formula would permit cable to provide "a basic, needed service" without overwhelming local stations with "too many distant signals.”

Chairman Burch said the plan—which represents a reversal of established commission policy that bars CATV systems from the major markets and permits its growth in the smaller ones—is based on the premise that distant signals would have a smaller impact on big-city stations already competing with several other outlets.

Senator Pastore suggested that the commission had it right the first time and that the commission should consider the public's wants. After Chairman Burch stressed the need for offering small-market stations some protection, the Senator mused, "I see a big exodus into the cities.”

The plan defines local signals in markets below the top 100 in terms of Grade B signals, as do the existing rules, and it would require a system within 35 miles of a station to carry its signals. But it proposes a new definition so far as the larger markets are concerned; a signal "viewed significantly off the air in a community” would be deemed local. What that standard means, however, remains to be determined.

But such definition would mark the end of the present overlapping-market rules under which a cable system in the top-100 markets may carry the signals of a station in an adjoining top-100 market only if the system is within 35 miles of the station’s market. The plan would make the end, also, of two prior proposals—one that would require a system to obtain retransmission consent before importing a distant station's signals, the other requiring a system to substitute the commercials of local UHF stations for those of distant stations whose programs it was importing.

Chairman Burch, who described the distant-signal problem as the most difficult in the whole range of CATV issues confronting the commission, stressed that the agency would take swift remedial action if its proposals proved to be in error "in some substantial way.”

He also indicated that the commission is, in effect, still feeling its way. The commission has "neither the experience nor the hard data to justify wholesale revamping of the communications market,” he said. "What we seek, therefore, are sound and realistic first steps—to open up cable, to obtain experience thereby, and then to proceed in the same measured and balanced way.”

The commission's plan touched on these other matters:

Sports—A rule is being considered to require CATV systems in the top-100

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<tr>
<th>Mkt. No.</th>
<th>Market</th>
<th>Must carry non-mkt. stations currently within 35 miles</th>
<th>Additional distant signals permitted</th>
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<tbody>
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<td>Norfolk-Newport News-Portsmouth-Hampton, Va.</td>
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<td>Manchester, N.H.</td>
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<td>Woburn, Mass.</td>
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<td>San Antonio, Tex.</td>
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<td>Tulsa, Okla.</td>
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<td>59</td>
<td>Salt Lake City-Ogden</td>
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<td>60</td>
<td>San Jose-Salinas-Monterey, Calif.</td>
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3 May be reduced to zero or one to reduce impact on existing independent stations.
Last week's formulas for signal importation

Here are the ratios tentatively proposed by the FCC (see this page) and jointly proposed by the National Cable Television Association and the Committee of Copyright Owners (see page 23).

The FCC's:

In all markets: Cables would be obliged to carry all local stations. They could import any number of noncommercial signals, unless local noncommercial operators objected.

In top-50 markets: Cables could import number of distant signals needed to provide service of three networks, three commercial independents.

In 51st through 100th markets: Cables could import enough to provide three networks, two independents.

In top-100 markets: Cables could import two distant signals, whether needed or not to piece out minimums listed above.

In markets under 100: Cables could import signals necessary to provide three networks, one independent.

The NCTA-copyright pact:

In all markets with TV stations: Cables could import enough signals to provide three networks, three commercial independents, one educational.

In all other markets: Cables would be entitled to unlimited importation.

markets to observe national sports telecasting policies on local blackouts.

Minimal channel, two-way capacity; technical standards—The commission proposes that, for each broadcast signal carried, a CATV system provide a nonbroadcast channel. This would be in line with what the commission says is one of its main purposes in allowing cable to develop—to provide the means for new and diverse services unique to cable. Similarly the commission would require that there be built into a system the capacity for two-way nonvoice communications. The commission, in addition, is formulating technical standards to insure adequate quality of service.

Federal-state relationship—The commission has yet to reach a decision on the extent to which it will pre-empt authority for regulating CATV. Chairman Burch said "a partnership" is required, one in which the federal government specifies national policies and, where appropriate, lays down guidelines to be applied by the local government involved.

Although the commission members have committed themselves to no aspect of the plan, those attending the subcommittee hearing last week (Commissioner Thomas Houser, who was recovering from surgery, was absent along with Robert E. Lee) presented a show of unity. Commissioner Robert T. Bartley, who has invariably urged a more liberal regulatory approach to CATV than his colleagues have been willing to adopt, said he endorsed the conclusions of the plan. "The statement," he said, "comes close to the center line between extremes."

Commissioner Nicholas Johnson, whose criticism of the commission has not been limited to CATV matters, had high praise for its performance, to date, on CATV. "Given the political realities, I think our procedures and policy discussions—so far—have represented the FCC at its finest."

But both Commissioners Bartley and Johnson indicated they would favor an approach to cable regulation less restrictive than that embodied in the plan the chairman related. And Commissioner Robert E. Lee, in his statement, expressed concern over what he felt were adverse economic consequences he saw the plan having for television.

There was considerable uncertainty on the part of many in the hearing room as to whether Senator Pastore's request that the commission confer with the Commerce Committee before taking final action was an effort at delay.

Commissioner Bartley suggested that it might be—a suggestion that Senator Pastore snapped back at with the comment: "Whenever you're ready, we're ready. Within 24 hours after you agree among yourselves, we'll sit down with you." Last week's session was in response to the senator's request that the commission report on its CATV deliberations before reaching a final result.

Commissioner Bartley, in his statement, had also raised the question of a congressional roadblock to commission action. "If congressional intervention further postpones the expansion [of CATV]—that has already been held back 20 years—you, too, may be called upon to explain why."

Senator Pastore, in his opening statement, indicated he was concerned with the wisdom of the commission rather than the speed with which it may act. He traced a 25-year history of commission television-allocation policy that resulted, among other things, in the demise of "more than 100 UHF stations" and the collapse of the DuMont network. Commission policies, he noted, also led to the all-channel receiver bill, considered necessary to promote the development of broadcasting but, he said, a great injustice to the American people.

"That's why we were interested in this proceeding," he said. "I don't want the American public to pick up the dirty end of the stick again."

He said he did not want to see mistakes made on CATV. "We can't sweep CATV under the carpet," he said. But at the same time, he added, "We want it to supplement free television, not substitute for it." If CATV simply takes programs now available to the public at no charge and requires viewers to pay for them, "then it's a great injustice to the American public," he said.

Repeatedly, Senator Pastore asked Chairman Burch whether he would welcome legislation empowering the commission to regulate CATV, including its licensing. Chairman Burch on every occasion said such legislation would be helpful as a clear mandate, but that it would not be necessary. And he repeatedly shied away from a suggestion that the commission license CATV systems; the commission, he said, lacks the resources to take on such a responsibility.

His colloquy with Senator Pastore also indicated the commission is not planning, at least for the present, to regulate CATV systems as common carriers. Senator Pastore, as well as Senator Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, appeared to favor such regulation.

"Entrepreneurs don't like to invest large amounts of money for moderate or less return," Chairman Burch said, adding, "so it would not be appropriate at this time."

The plan seemed to have more appeal for cable interests than for broad-
A sudden deal on cable, copyright

System owners, film firms get together on approach to prompt Hill action

After three-and-a-half years of negotiations, the cable-TV industry and the film producers who provide most of the programs for TV got together last week.

The June 14 agreement was signed on the eve of the FCC's appearance before a Senate committee to discuss CATV (see page 19). It's admitted that the June 15 hearing acted as the catalyst for bringing the CATV and copyright owners together.

In many respects, the agreement follows CATV proposals contained in the pending copyright revision proposed by Senator John L. McClellan (D-Ark.). In other respects, it was reminiscent of the ill-fated 1969 agreement worked out by the staffs of the National Association of Broadcasters and the National Cable TV Association.

In essence, the latest agreement provides for both congressional legislation and FCC regulation. It calls for a compulsory copyright license for all CATV systems, with the fees to be negotiated in the next 60 days.

It provides that cable systems operating in TV markets be eligible to carry sufficient TV signals to serve customers with three network stations, three commercial independents and one educational station, beginning with carriage of all local TV stations and permitting the importation of distant stations to fill out the 3:1:1 formula. A TV market is defined as a community with a TV station out to a 35-mile radius from a specified reference point. Cable systems outside that radius would have no limitations placed on TV station carriage. Local service is defined as the Grade-B contour of the TV station.

The agreement also provides that cable systems in the top-50 markets would protect the exclusivity provisions of programs sold to local TV stations. In fact, they would agree not to carry an outside station's syndicated show, if that program had not yet been sold in CATV's system's own market for at least two years from the time the program first became available for syndication. Same-day nonduplication for all CATV systems would continue to be enforced.

The CATV-copyright owners concord was signed by Alfred R. Stern, president of Television Communications Inc., New York, and chairman of the copyright committee of the National Cable TV Association, and David H. Horowitz, vice president-general counsel of Columbia Pictures, for the Committee of Copyright Owners. That committee consists of seven principal TV film producers who account for an estimated 75% of all copyrighted material used on TV. Nearly all feature films used on television were said to come from those seven producers.

Mr. Stern's signature was authorized by the executive committee of the NCTA after a conference telephone call on June 10.

Both negotiators stressed that the agreement is considered a package deal, and that unless all of its provisions come into being, there is no agreement.

The copyright elements of the agreement are based, it was acknowledged, on S.644, sponsored by Senator McClellan and originally introduced in the 91st Congress. That bill is a complete revision of the 1909 Copyright Act and contains a section on CATV that imposes copyright liability on all CATV systems. It also establishes two categories of carriage—in the top-50 markets, three network, three independents and one educational; in other markets, three, two and one. Under the compulsory license provision, quarterly fees are set ranging from 1% on the first $40,000 of gross revenues, to 5% on revenues over $160,000. That bill, initially recommended by Senator McClellan's Patent, Trademarks and Copyright Subcommittee, has been referred to the parent Senate Judiciary Committee.

The cable interests and copyright owners had been in disagreement over elements of the McClellan bill. Their sudden accord on a modification was considered a significant change.

Some of the provisions of the latest agreement are similar to the cable TV accord that was worked out two years ago by the staffs of the National Association of Broadcasters and the NCTA. That agreement, accepted in principle by the NCTA board but turned down by the NAB board, provided that CATV systems could carry three networks and three independent TV stations beginning with the carriage of all local stations; originate entertainment programs on one channel and advertising on a second channel. Existing cable systems then were to be grandfathered so that

To come: wired cities in a wired country?

"In 20 years, you will see more entertainment programs on cable than over the air." The speaker was Dr. William L. Everitt, dean emeritus of the College of Engineering, University of Illinois, and he made the statement last week at a Washington news conference that introduced a report on telecommunications and urban problems by a special panel of the National Academy of Engineering.

Dr. Peter C. Goldmark, president and research director of CBS Laboratories, was chairman of the committee which recommended 18 programs where telecommunications, virtually all depending on wire, may help overcome the difficulties of city life today. The report was undertaken at the request of the Departments of Housing and Urban Development, Transportation, Commerce and Justice, the U.S. Postal Service and the FCC.

Among the recommendations: 24-hour surveillance of high-crime city streets, automatic call boxes at bus stops to provide computerized information on schedules and routes, automated parking lots for commuters, two-way educational television.

The committee envisaged four basic networks: a telephone network transmitting pictures and written materials as well as sound; a network based on existing CATV systems to distribute a wide range of information to homes and offices, including "premium" color, extra-high-resolution entertainment programs; a broadband two-way TV network interconnecting major public institutions and large commercial enterprises, and a sensing network to collect data on weather, pollution, traffic, vehicle location and power supplies.

The principal advantage to the intensified use of telecommunications in a city, Dr. Goldmark remarked, is that it won't be necessary for people to be physically present in the city to transact their business. In fact, much business could even take place in homes.

Their current services would not be disturbed.

In return, the cable industry agreed to accept copyright liability, the exclusivity provisions in contracts between TV stations and program suppliers, and to adhere to a pledge not to interconnect.

Last week, both Messrs. Stern and Horowitz furnished copies of the NCTA-copyright owners agreement to FCC Chairman Dean Burch and his aides; Nicholas Zapple, communications staff specialist for the Senate Com-
Children's programming is so important, we're putting our best man on it.
Walter Cronkite, our number one world watcher, has an important new assignment.

Starting this fall, every Saturday Walter will act as anchorman on “You Are There,” a new young people’s version of the classic CBS News series which offers “eyewitness” re-enactments of historic events.

The new “You Are There” represents a giant step in the direction of venturesome, thought-provoking entertainment that talks up to young people. In addition to anchorman Cronkite, CBS News will assign some of its top correspondents to “cover” such news stories as the Lewis and Clark expedition, the trial of Socrates, the Alamo, the Trojan Horse.

Expert newsmen like Mike Wallace, Richard C. Hottelet and Morley Safer. Top-flight performing talent will also give the series their best: E. G. Marshall will play Sam Adams in our opening re-creation of Paul Revere’s ride. And Geraldine Brooks will portray Amelia Earhart.

The addition of Walter Cronkite and “You Are There” to our schedule is just one of several major innovations with which we will enlarge the scope of children’s programming next season.

Throughout the Saturday morning hours when CBS regularly presents television’s most popular lineup of programs for young viewers, we will introduce “In the News,” a series of brief news broadcasts designed to help young minds better understand what’s happening in the world. Produced by CBS News, these “minor” newsreels will be seen eight times each Saturday.

“Children’s Film Festival,” winner of a George Foster Peabody Award and a Saturday Review Television Award, will return on an every-week basis. This showcase for outstanding children’s films from all over the world will be hosted by Kukla, Fran and Ollie.

Nor will quality programming for the young be confined to Saturdays.

Long before “Sesame Street,” youngsters were learning their abc’s on CBS. Weekdays from “Captain Kangaroo.” The Captain will continue his daily adventures in learning next season—his 16th!—with some exciting innovations of his own.

Children can also learn a good deal about themselves in relation to the grown-up world through our broad spectrum of programming created for the enjoyment of the entire family. Regular series seen each week and specials of notable appeal for all ages. Such as the forthcoming National Geographic specials; Charlie Brown; New York Philharmonic Young People’s Concerts; Dr. Seuss; Leonard Bernstein and the Vienna Philharmonic in an all-Beethoven concert filmed in Vienna, and The American Revolution: 1770-1783, a continuing series of ad-lib interviews with such major figures in American history as George Washington, Samuel Adams and Lord North, as portrayed by some of the world’s finest actors.

Programming for minors has always been of major importance to us. That’s why we give it our best.
...merce Committee; NAB executives Vincent T. Wasilewski, president, Paul B. Comstock, government relations executive vice president, and William Carlisle, TV vice president, and Thomas C. Brennan, chief counsel of the Senate Copyright Subcommittee.

Details of last week's CATV-copyright owners agreement are:

- Compulsory copyright licenses for all CATV systems. This would permit them to carry, with one exception, all local TV stations plus enough distant signals to provide "adequate television service." Local signals are defined as those broadcast by a TV station that places a grade B signal over the community in which the cable system operates. Adequate service means providing the programs of the three networks plus those of three independents plus that of one non-commercial.

- The only exception is in the top-50 TV markets. There a CATV system will not carry distant copyrighted programs for a period of two years from the first date of availability of the program for nonnetwork telecasting; where a copyrighted program has been sold to a TV station in that market, the CATV system will not carry that program from distant stations.

- The definition of a TV market is the area within a 35-mile radius from a reference point within such market.

- Present CATV systems have their current operations grandfathered in, although they are required to adhere to the compulsory licensing provisions.

- Although no specific fees are established now (hope is expressed that they will be negotiated in the 60 days), the agreement provides that after the first three years, and every five years thereafter, the fee schedule shall be renegotiated. The negotiations are unsuccessful, an impartial federal tribunal, after public hearings, will set new rates.

Other features of the agreement provide that where, because of congressional legislation or FCC rule, a CATV system must eliminate a program in order to comply with a same-day, nonduplication rule, it may substitute a distant signal of the same type (network, independent or ETV) rather than blacking out the channel as is the practice now.

Also, the agreement provides that where a TV station granted in a TV market finally goes on the air, the cable system may carry that station, but does not have to reduce its carriage of distant signals to comply with the 3:3:1 formula.

And, where a CATV system operates outside a TV market, no limitations are imposed on carriage, although the CATV must operate under the compulsory license feature.

The agreement provides that cable shall carry at least one independent TV station that is in the same area as the cable system; but, it also provides, if microwave is required to accomplish this, then the cable system may carry a nearer, out-of-state TV station (either off-air or by microwave).

The agreement was characterized as self-serving by two broadcast spokesmen. Vincent T. Wasilewski, president of the National Association of Broadcasters, charged that the cable and motion-picture industries have put money ahead of public interest in signing the agreement. It is, he said, "a potentially devastating blow to the ability of stations in medium and smaller television markets to provide the public with local news and public-affairs services."

Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, charged that the agreement "would serve their own interests at the expense of the public and broadcasters." He also contended that the arrangement would penalize stations in medium and small markets.

Copyright deal scored as danger to syndication

The compromise copyright proposal advanced for cable TV last week (see page 20) was denounced by A. Frank Reel, president of Metromedia Producers Corp., as a serious threat to first-run syndication.

In a letter to the FCC, Mr. Reel protested that the plan "provides for contract exclusivity only for the top-50 markets." He contended that first-run producers must also be able to assure prospective buyers in other markets that they, too, will be protected against importation of the programs on cable.

Mr. Reel said MPC is a member of the Copyright Owners Committee that negotiated the plan with the National Cable Television Association but disented from the proposal because it inadequately protects first-run programming. MPC will have two series in first-run syndication this fall: "Primus" and "Truth or Consequences."

It is a rule of thumb in syndication, Mr. Reel told the FCC, that production costs are amortized from sales in the top-50 markets while distribution costs are recouped and any profits earned from sales in other markets. "First-run syndication can only be encouraged if those markets are kept open," he asserted.

Under the proposal, he said, network affiliates are protected against importation of network programs, and syndicators of off-network shows should be able to "derive a sufficient return" from sales in the top-50 markets. But producers for first-run syndication "will be seriously undercut," he said.

FCC's Johnson on local CATV access

NCTA conference hears plans to allot half its channels to public service, programmers

FCC Commissioner Nicholas Johnson suggested last week that the FCC use the carrot of "greed" to persuade cable TV operators to make channels available for local access.

Speaking to a public service-in-prime-time conference in Washington sponsored by the National Cable Television Association, Mr. Johnson proposed that cable operators be required to offer channels for "local origination equal to those they use for off-the-air TV programming."

These extra channels would be divided into two categories, he told the conference: half for local public service and half for lease to programmers or other commercial users. Cable operators, he noted, would have to provide the "dedicated" channels before being permitted to lease other channels.

In his view priorities for the public channels should run: (1) free access to any local person or group, (2) educational TV to be used by local schools, colleges, universities, galleries, libraries, etc., given gratis or at cost; (3) a government channel for the cablecasting of local city councils, civic events, and even free political election appearances.

After those requirements are fulfilled, Mr. Johnson said, the operator would be able to lease the other channels for commercial purposes, including, he noted, to independent programmers or for subscription TV.

The NCTA conference drew 150 government and private organization public relations and program aides who heard Wally Briscoe, NCTA managing director, announce that most cable systems will originate programs whether required or not.

He also disclosed that nearly 800 systems out of 1,200 responding to an NCTA questionnaire are capable of originating.

The survey itself showed that 780 systems provide automated originations.

But most interesting was the showing that 422 of the 1,200 respondents reporting (35.5%) are capable of originating programs either live, on film or on video tape. This, the association noted, compares with 329 that had this capability last year—a 29% increase.

The survey also showed, NCTA reported, that 284 CATV systems cablecast on a regular scheduled basis, an average of 16 hours weekly, and 160 cable systems are capable of originating color programs.
"...in the public interest..."

City of Cleveland
A PROCLAMATION

By the Mayor of the City of Cleveland, Ohio
Designating Monday, February 1, 1971, as
"WMNO APPRECIATION DAY"

WHEREAS, the City of Cleveland desires to express its appreciation to Radio Station WMNO for outstanding public service to the community and
WHEREAS, the services of Radio Station WMNO are of inestimable value to broadcasting programs of interest, information and concern to its listeners and for dedicated efforts to serve and help solve community problems.
WHEREAS, Radio Station WMNO and members of its staff have provided valuable assistance to the communications industry in this community for many years, the influence of which is beneficial to the community.
WHEREAS, the City of Cleveland recognizes the important contributions made by Radio Station WMNO to our community.

NOW, THEREFORE, I, Carl Stokes, Mayor of the City of Cleveland, do hereby proclaim Monday, February 1, 1971, as "WMNO APPRECIATION DAY" and do respectfully urge all citizens of Cleveland to salute Radio Station WMNO for its noteworthy accomplishments and to wish it continued success.

In Witness Whereof, I have hereunto set my hand and caused the Corporate Seal of the City of Cleveland to be affixed this 29th day of January, 1971.

Mayor

United Broadcasting Company

WBNX
New York
WFAB
Miami, Florida

WINX
Rockville, Maryland

WJMO
Cleveland, Ohio

WOK
Washington, D.C.

KVEZ-FM
San Francisco, California

WFAN-TV
Washington, D.C.

WMET-TV
Baltimore, Maryland

WSJID
Baltimore, Maryland

KALI
Hollywood, California

WCUY-FM
Cleveland, Ohio

WFAN-FM
Washington, D.C.

WLPL-FM
Baltimore, Maryland

WMUR-TV
Manchester, New Hampshire

KECC-TV
El Centro, California

KIKU-TV
Honolulu, Hawaii
Renewal applicants: fair game again?

That's critical question raised by court reversal of FCC's policy letting incumbents run on record

For many communications lawyers last week, it was June 1971 on the calendar but January 1969 all over again, by action of an appellate court. The cold chill that had been engendered by the FCC's WHDH decision on Jan. 23, 1969, struck Washington again as a result of an appeals-court order overturning the commission's Jan. 15, 1970, policy statement that had been designed to calm the fears the WHDH decision had aroused (Broadcasting, June 14).

Multiple-station owners and licensees owned by newspapers, it seemed to some attorneys, were vulnerable again. Local groups were seen as having been given the encouragement to challenge multi-media owners at license-renewal time, with diversification of ownership of media as the cutting edge of their case.

The decision of the U.S. Court of Appeals in Washington, said one attorney with a number of multiple-station owners on his client list, is "very rough." Said a network attorney, "It gets worse every time I read it."

This view was not unanimous, however. One communications attorney held that the court decision did not disturb the basic premise of the policy statement—that an incumbent could have a marked advantage over a challenger on the basis of past performance.

The court decision, written by Judge J. Skelly Wright, held that the policy statement violated the Communications Act on the ground it did not assure qualified applicants a full hearing. The statement held that once an incumbent whose license-renewal application was being challenged demonstrated that he had provided "substantial service," the competing applications would be dismissed.

Judge Wright did say that "superior performance" should be regarded as "a plus of major significance in renewal proceedings" and that a new applicant has a heavy burden in making the showing necessary to displace an incumbent in a comparative hearing. He also said that "the public interest will suffer if incumbent licensees cannot reasonably expect renewal when they have rendered superior service." (He did not, however, define such service; he said the commission should do that.) These statements are cited by those who see commission policy favoring incumbent licensees in comparative hearings—a policy that dates back to 1952—left largely untouched by the ruling declaring the policy statement itself illegal.

However, attorneys troubled by the decision see it as holding that renewal applicants are entitled to no special advantage because of their status and that the commission should judge them, in comparative hearings, on the basis of criteria normally employed in proceedings involving new applicants only.

Of particular concern is the stress Judge Wright places on the diversification-of-ownership of media issue, which proved fatal to WHDH. "Since one very significant aspect of the 'public interest, convenience, and necessity' is the need for diverse and antagonistic sources of information, the commission simply cannot make a valid public-interest determination without considering the extent to which the ownership of the media will be diversified or by the grant of one or another of the applications before it . . ."

"As new interest groups and hitherto silent minorities emerge in our society, they should be given some stake in and chance to broadcast on our radio and television frequencies. According to the uncontested testimony of petitioners, no more than a dozen of 7,500 broadcast licenses issued are owned by racial minorities. The effect of the 1970 policy statement, ruled illegal here today, would certainly have been to perpetuate this dismaying situation."

Time bombs ticking in the fine print?

Lawyer conversation in Washington last week dealt often with two footnotes in the appellate-court opinion reversing the FCC's 1970 policy on renewal challenges. Here are partial texts:

"The court recognizes that the public itself will suffer if incumbent licensees cannot reasonably expect renewal when they have rendered superior service. Given the incentive, an incumbent will naturally strive to achieve a level of performance which gives him a clear edge on challengers at renewal time."

"But if the commission fails to articulate the standards by which to judge superior performance, and if it is thus impossible for an incumbent to be reasonably confident of renewal when he renders superior performance, then an incumbent will be under an unfortunate temptation to lapse into mediocrity, to seek the protection of the crowd by eschewing the creative and the venturesome in programing and other forms of public service."

"The commission in rulemaking proceedings should strive to clarify in both quantitative and qualitative terms what constitutes superior service . . . "Along with elimination of excessive and loud advertising and delivery of quality programs, one test of superior service should certainly be whether and to what extent the incumbent has reinvested the profits on his license to the service of the viewing and listening public . . ."

"Since one very significant aspect of the 'public interest, convenience, and necessity' is the need for diverse and antagonistic sources of information, the commission simply cannot make a valid public-interest determination without considering the extent to which the ownership of the media will be concentrated or diversified by the grant of one or another of the applications before it . . ."

"As new interest groups and hitherto silent minorities emerge in our society, they should be given some stake in and chance to broadcast on our radio and television frequencies. According to the uncontested testimony of petitioners, no more than a dozen of 7,500 broadcast licenses issued are owned by racial minorities. The effect of the 1970 policy statement, ruled illegal here today, would certainly have been to perpetuate this dismaying situation."

Diversification, then, could be critical.
"What's going to happen to a multiple owner," one commission attorney asked, "if he comes up against a challenger who promises the kind of service he is providing?"

The policy statement the court rejected had been designed to protect incumbents in such situations. It was adopted in the wake of the uproar caused by the commission's unprecedented decision denying renewal to WHDH-TV Boston and granting the competing application of Boston Broadcasters Inc. (The Supreme Court last week denied WHDH's petition for review of that decision.)

What worried broadcasters was that the commission applied criteria normally used in proceedings involving new applicants only. WHDH-TV's performance was considered only "average"; therefore, it was not given any weight. And since WHDH is licensee of WHDH AM-FM and is owned by the Boston Herald-Traveler, it was found wanting on grounds of diversification of ownership of media, as well as integration of management and ownership.

To the broadcasting industry, the decision meant multimedia owners stood little chance against license-renewal challengers who had no media interests and could offer attractive, if plausible, programming proposals.

And the fears appeared justified. In a 10-month period following the WHDH decision, eight groups filed applications challenging the renewal applications of incumbent licensees.

The commission, meanwhile, had attempted to back away from the implications of the WHDH decision. It said that the case was unique because of its history; WHDH's initial grant, in 1957, had been withdrawn because of ex parte activities on the part of a company official, and the station had been operating under temporary authority for most of its history. The appeals court upheld the WHDH decision on that ground.

Congress, too, began to move to provide broadcasters protection at license renewal time. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, in response to broadcasters' pleas, introduced legislation that would require the commission to find a renewal applicant disqualified before it could accept new applications for the frequency. However, that bill came under sharp attack from citizen groups, and Senator Pastore abandoned it after the commission adopted its policy statement.

That commission action permitted multimedia licensees to breathe easier again, and with reason. The flow of competing applications dried up. Indeed, three applicants who had filed against incumbents dropped their challenges. However, the commission has yet to act on one of the petitions to dismiss an application, that of Greensboro Television Co., which had filed against the renewal of WFMY-TV Greensboro, N.C. (In all, there are 11 pending hearing cases in which renewal applicants—AM and FM as well as TV—are contending with challengers. But in none of them has a decision been rendered on whether an incumbent's service has been "substantial").

Broadcast-industry representatives looking for any way of undoing the Wright decision found little to offer hope last week. The commission staff is expected to urge the commission to request a rehearing of the case by the nine judges of the commission Columbia circuit court and, if that is denied, to seek Supreme Court review. But commission attorneys expressed doubt that the decision could be overturned.

And the National Association of Broadcasters officials see little likelihood that Congress will offer relief, at least at this time. They feel the "climate" is not right for passage of the kind of bill Senator Pastore introduced two years ago. What's more, the House Investigations Subcommittee staff, in a report submitted to the commission by Chairman Harley O. Staggers (D-W. Va.), sharply criticized the commission's policy statement, calling it "anticompetitive" (Broadcasting, Dec. 7, 1970).

Senator Pastore himself is reportedly not interested in again taking on the role of broadcaster defender.

The appeals court decision came on two appeals brought by disparate groups united in a common cause. One suit was brought by Hampton Roads Television Corp. and Community Broadcasting of Norfolk Inc., new applicants seeking to displace incumbents—WVAR-TV Norfolk, Va., in case of Hampton Roads; WNAC-TV Boston, in the case of Community. The other was filed by Citizens Communications Center of Washington and Black Efforts for Soul in Television, which contended that the policy statement operated to deny minority groups the opportunity to enter broadcast ownership.

Edward P. Morgan, counsel for the two challengers, last week said the decision "should come as no surprise. The policy statement, he said, "runs in the face of everything the commission and courts have said" on comparative hearings. The decision marks a return "to firm principles."

To Albert Kramer, director of Citizens, a public-interest law firm specializing in broadcast matters, decision was "a nice victory." He sees it as introducing "an element of competition" in the license-renewal process.

But he expects the battle to shift to Capitol Hill. Broadcasters, he said, "will go screaming to Congress" to seek relief. And, as he sees it, the battle will be between "the broadcaster-monopolists and the community groups and racial minorities."

The courts and the Hill, however, are not the only routes to at least a modification of the Wright decision, in the view of attorneys in and out of the commission. They point out that the commission, in a series of comparative-renewal cases in which it weighed all criteria, could make it clear that it would favor incumbents who had established a reasonably good record. "It would take several years," and meanwhile the industry would be in a turmoil, said one private attorney, but eventually the FCC could get the message across.

**Darkness at the tunnel's end?**

**WHDH stands on almost the last of many legs after being turned down by Supreme Court**

The Boston Herald-Traveler Corp.'s 14-year litigation-filled tenancy of Boston channel 5 appears about over. The Supreme Court last week, in a brief order in which Chief Justice Warren E. Burger did not participate, denied the company's petition for review.

The action left standing the decision of the U.S. Court of Appeals in Washington affirming the FCC's order denying WHDH-TV Boston's license-renewal application and granting the newcomer, Boston Broadcasters Inc., a construction permit.

WHDH Inc., the licensee corporation, can still request the high court to reconsider its denial of review. In addition, the commission is considering a number of last-minute pleadings in which WHDH has raised questions concerning the character qualifications of BBI principals. Conceivably, the commission could reopen the record to examine the charges.

And Harold E. Clancy, president of WHDH, while expressing "disappointment" over the Supreme Court's decision, made it clear last week that WHDH was not yet ready to concede defeat. He said WHDH's attorneys were considering filing a petition for reconsideration in view of the U.S. Court of Appeals decision on June 11 outlawing the commission's policy statement on
comparative hearing in which renewal applicants are involved (BROADCASTING, June 14). He did not elaborate.

But he appeared to be placing greater reliance on the pleadings alleging wrongdoing on the part of BBI principals, particularly Nathan David, 6.5% stockholder, director and executive vice president, and claiming that BBI failed to notify the commission promptly of information pertinent to the case (BROADCASTING, April 26). BBI has called the allegations a "sham" designed to prolong WHDH's operation on the channel.

Mr. Clancy, in his statement, said: "The same discretion which allowed the commission to deny our license renewal is available to the commission to support whatever action might be deemed appropriate in the light of the disclosures in the WHDH petition. That is the next battleground in this long and frustrating struggle, and we approach it with complete confidence that the truth and significance of the matters we have brought to the commission's attention will be in the end prove that the public interest will not be served by removing WHDH as the operator of channel 5."

But BBI, at least, following the Supreme Court decision not to review the appeals-court decision, expects to be operating on channel 5 "on or before Sept. 26, according to a spokesman for the group. The commission order, issued in January 1969, is to become effective 30 days after judicial review is completed.

And BBI will be operating with new equipment. BBI purchased $3 million worth of equipment after WHDH refused to deal with it concerning WHDH-TV's tower. BBI is leasing space on WDBZ-TV's tower for its antenna, and it expects no problems in building its station.

If WHDH really does lose a facility whose open-market value has been valued at upwards of $30 million, one of the most bizarre and controversial cases in broadcasting will have come to an end. It began, in court, as one of a number of the ex-parte proceedings which the commission was plagued with in the 1950's. But the ex-parte aspects of the case did not figure in the final commission decision. Rather, what appeared to be a new concept did—the commission's application of criteria it had normally used in hearings involving new applicants. Only in this case the criteria applied to a renewal applicant, WHDH, were involved.

That action, in turn, caused an uproar in the industry that the commission took a number of steps to calm. One was to attempt to distinguish WHDH as a unique case because of its background, one that would not serve as a precedent in other proceedings in which renewal applicants were being challenged; and the appeals court in Washington upheld the decision on the ground that WHDH was in a "special and unique category."

The other was to issue a policy statement asserting that in comparative hearings in which renewal applicants were competing, the incumbent would be favored; once he could demonstrate he had provided "substantial" service, the hearing would be terminated and the renewal granted. That calmed the industry—but the appeals court on June 14 ruled the statement illegal.

The case began in 1954, when six competing applications for channel 5 Boston were designated for hearing. The Herald-Traveler emerged with the grant three years later, but in 1958 the court sent the case back to the commission to check into disclosures that the late Robert B. Choate, then WHDH president, had off-the-record contacts with the then FCC chairman, George C. McConnaughey. Four years later the commission, which had withdrawn the original grant, again authorized WHDH to operate on channel 5—but only for a four-month period, because "of the inroads made by WHDH upon the rules governing fair and orderly adjudication."

WHDH and a losing applicant appealed, but before the court could act WHDH had applied for renewal of license, and the commission had expressly invited competing applications for Boston channel 5. Another complication was the death of Mr. Choate, on Dec. 21, 1963.

The court directed the commission to consider the effect of Mr. Choate's death on the 1962 decision and to consolidate its consideration of that matter with the comparative hearing involving WHDH's renewal application; by then three new challengers had appeared, including BBI.

The hearing examiner in the case recommended a grant to WHDH. As for the old ex-parte issue, he held that it had died with Mr. Choate. The commission itself never reached the issue, saying: "In view of our denial of the WHDH application on other grounds, it is unnecessary to determine whether the examiner reached a proper result."

The commission, which acted on a 3-to-1 vote, appeared to be breaking new ground in deciding the case on the basis of criteria specified in a policy statement dealing with new applicants only. It said that since WHDH-TV's programming was only "average," it would not be considered; then, on grounds of diversification of ownership of mass media and integration of ownership and management, the commission granted BBI's application.

However, in its order denying petitions for reconsideration; in its arguments in court defending the decision, and in the Jan. 15, 1970, policy statement, the commission sought to make clear that WHDH was not establishing precedent so far as renewal applicants were concerned.

Because of its "unique" background, WHDH was considered to be in a different posture from the conventional renewal applicant.

Renewals will be on their minds

Court decision will dominate NAB boards; push for radio version of TIO expected

Members of the TV and radio boards of the National Association of Broadcasters, scheduled to meet this week in Washington, face a new priority topic: FCC renewal policy.

Movement of that issue to the top of the agenda came from a federal appeals-court decision two weeks ago canceling out the 18-month-old licensee-preference renewal policy (BROADCASTING, June 14). That subject, together with interrelated moves by the commission (to set percentage floors for local programming, news and public affairs; to require annual reports, and to require periodic public announcements) has now become the prime topic for broadcast leaders. Close behind in importance to broadcasters are such other issues as CATV and political campaign-spend limits, both in the last stages of consideration by the commission and the Congress (see separate stories).

The NAB's radio board, however, will be facing a separate issue. This is the anticipated resolution to be introduced by Philip Spencer, wcbs(AM) Amsterdam, N.Y., proposing the establishment of a Radio Information Office, similar to the Television Information Office, to publicize radio.

Mr. Spencer's view is that NAB already supports the TIO endeavor and that equivalent maintenance should be given to a radio organization. Bespeaking a general feeling among fellow radio broadcasters, Mr. Spencer is resentful of the efforts of TIO to tell the TV story, in some cases, he claims, to the detriment of radio. Mr. Spencer represents NAB's district 2.

Perhaps most significant of all is the long-time feeling among radio broadcasters that many of the difficulties facing broadcasters emanate principally from TV and that radio broadcasters are facing what they call government harassment as well as public criticism not be-
cause of what they do, but because of TV.

Mr. Spencer plans to submit a resolution that would call on Vincent T. Wasielowski, president of NAB, to appoint a committee to formulate an RIO, and to pledge the association to contribute $75,000 a year to its upkeep. At present, NAB contributes this sum to the operations of TIO. Other support for an RIO might come, Mr. Spencer feels, from the Radio Advertising Bureau.

A caucus of radio board members has been scheduled for Monday evening in Washington to discuss this suggestion.

The TV board, aside from major broadcast problems, also has to deal with the recommendations of the TV Code Review Board that not only would increase dues, but would also permit nonaffiliated TV stations to carry more nonprogram material than the code permits in prime time as well as acceptance of hemorrhoidal preparations advertising (Broadcasting, May 31).

The schedule calls for the joint board to meet tomorrow, the radio board to meet Wednesday, the TV board on Thursday and the joint board again on Friday.

In elections to be held at the board meetings, it looks like a three-man race for the vice-chairmanship of the radio board and a possible two-man race for the chairmanship of that same group.

Confirmed candidates for the number-two position on the radio board are John F. Hurbut, WWMC(AM) Mt. Carmel, Ill.; Wendell Mayes Jr., KNOW(AM) Austin, Tex., and Allan Page, KGWA(AM) Enid, Okla.

Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, is considered a shoo-in for chairmanship of the radio board, but Ben A. Laird, WDUZ-AM-FM Green Bay, Wis., says he has not made up his mind yet whether to run, although he says he has been asked by some of his fellow board members.

The TV board elections seem more pro-forma: A. Louis Read, WDSU-TV New Orleans, and Donald P. Campbell, WMAR-TV Baltimore, are unopposed for chairman and vice chairman respectively.

The only name mentioned for chairmanship of the joint boards is Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., present chairman of the radio board.

FCC forced to shelve WWRL short-term order

The short-term license renewal given Sonderling Broadcasting Corp.'s WWRL(AM) New York has been set aside by the FCC. The commission in announcing the action last week, said it was placing the renewal application in deferred status until it considers technical aspects of the station's operation.

WWRL's short-term renewal was issued on May 19 on the basis of a commission investigation which, according to the FCC, disclosed that the station had carried programs on which the Rev. James Lofton Jr. advertised meetings at which money was said to have been solicited in return for tips on the numbers game.

The commission said its action last week was required. The commission said it was setting aside that action because the technical information Sonderling submitted in support of an application for a license to cover a modified construction permit for WWRL was deficient.

It also said that the action "in no manner modifies or rescinds the views expressed" concerning the broadcast of the Reverend Lofton's alleged numbers-tips broadcasts.

Cable, CARS oppose FCC labor formula

Filings don't argue purpose of rulemaking, but question power of FCC to enforce

The FCC's proposed rules that would require CATV operators and community antenna relay stations (CARS) licensees to institute nondiscrimination employment programs similar to those of broadcast licensees and common carriers (Broadcasting, May 31) have been attacked by cable and CARS operators.

The criticism was not of the agency's intentions, it was said, but because it was felt that the commission had overstepped its authority as a cable regulator and lacked the authority to enforce such rules.

Two separate comments on the proposed rules landed at the FCC last week. One was filed jointly by 72 operators; the other jointly by multiple owners Jerrold Corp., NewChannels Corp. and Cox Cable Communications. While both documents contained common suggestions, the filing of the 72 operators was significantly more acute in its condemnation of the FCC. It urged the commission to abandon its rulemaking notice, or to at least modify it. The Jerrold-NewChannels-Cox proposal called for modification only.

The proposed rules, announced on April 30, would require that CATV and CARS operations employing more than five persons file detailed annual reporting forms with the commission, furnishing statistical and substantive information showing compliance with the provisions of the 1964 Employment Act.

The 72 companies said that the commission's basic authority to regulate CATV stemmed from the Supreme Court's 1968 Southwestern Cable Co. decision. They argued in that decision, the court "made it perfectly clear" that it was sanctioning the FCC's CATV regulatory powers only as they apply to the "responsible regulation of television broadcasting."

The companies further alleged that the FCC's rules would duplicate the employment discrimination-controls of other government agencies (namely, the Equal Employment Opportunities Commission). While EEOC has not objected to the FCC's proposed requirement that CATV's submit annual employment reports to that agency, they said, the commission has failed to give any reason for requiring the reports, or given "any speculation" how the reports will be used. (In its April 30 announcement, the commission indicated that it would consider such reports in passing upon certain applications.)

In the event that the proposed rules are implemented, both of the comments submitted last week suggested certain modifications to the commission's original requirements. The 72 companies asked that no system with less than 12 employees be required to file, and preferably with less than 16—which would make the rules applicable to CATV systems in line with the requirements for common carriers. And of these systems, they added, only those that originate programming should be made to file.

Jerrold-NewChannels-Cox proposed even more stringent revisions: that the "exception line" for systems be 25 employees, and that only those systems against which a complaint has been lodged should have to file.

The three companies also asked the commission to clarify certain issues such as the definition of employees and executives with outside interests as well as the number of reports that should be filed by a company owning a number of systems.

Jerrold-NewChannels-Cox also requested that the commission set a uniform reporting deadline—May 31—for all annual reports, reports on new employment programs, and discrimination complaints from groups and individuals.

Hands extended to shake, but not to pick up a tab

The licensee of WSN(TAM) Sandersville, Ga., and area blacks who had sought to have the station's license renewal denied have reached an agreement on their original differences. And they have asked the FCC to forget about the hearing that had been ordered. However, the parties in the proceeding are now at odds over an entirely
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It took about as long for graphic arts to develop Vidifont as it took for the space program to land men on the moon. And for television programming the results are equally innovative. This new generation television display system by CBS Laboratories offers broadcasters:

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different issue—the reimbursement of the petitioners by the licensee for expenses the former incurred in their opposition.

The petitioners, the Black Youth Club and the Southern Christian Leadership Conference, last week asked the FCC to make WSN'T pay them $1,931.60—the total amount, they claimed, of expenses incurred in preparation of legal documents and other aspects of the proceeding. WSN'T has already voiced opposition to this new demand, and has told the commission that it has only the authority to approve reimbursements agreed to by station and petitioner. But the petitioners—who are represented by the Citizens Communications Center, Washington nonprofit law organization—argued last week that the Communications Act specifies that the FCC can make any ruling “as may be necessary in the execution of its functions” and to carry out the provisions of the act, and is therefore authorized to make such a judgment.

The commission indicated in a decision involving KTAIL-TV Texarkana, Tex., that it would not grant such reimbursements on the sole presumption that they are needed to encourage minority participation in the process of license renewal (BROADCASTING, April 12).

**CPB money hopes still alive on Hill**

The Corporation for Public Broadcasting is still in line to receive its fiscal 1972 budget request of $35 million under an education appropriations bill that has passed the Senate.

The bill (H.R. 7016) would appropriate $5.6 billion for the U.S. Office of Education, an increase of $815.8 million over the version that passed the House on April 7 (BROADCASTING, April 12). The Department of Health, Education and Welfare would receive $35 million to disburse to CPB, the same amount in the House version. HEW would also receive $15 million to disburse to states for the construction of educational broadcasting facilities—a $4-million increase over the House bill. The measure, approved by a 77-to-0 vote in the Senate, now goes to a House-Senate conference committee to reconcile differences between the two versions.

**$3.8 million puts CPI on over-the-air radio**

Communications Properties Inc., an Austin, Texas-based multiple-CATV owner, has ventured into over-the-air broadcasting with the acquisition of KFJZ(AM)-KWXI(FM) Fort Worth and the commonly owned Texas State Network. A CPI spokesman indicated last week that the firm intends to continue this expansion—possibly into TV station ownership.

Subject to FCC approval, CPI, a three-year-old publicly owned company, will obtain the Fort Worth stations from Texas State Network, the present licensee, for $3.8 million.

Stan Wilson, president of TSN, also publicly owned, said the sale, which was contracted on June 11, represents the first step in the liquidation of the firm’s assets. TSN, he said, will retain KEYS(AM) Corpus Christi, Tex., and WNNR-AM-FM Norfolk, Va.—at least for the present—and while CPI will assume ownership of the Texas State radio network, the Texas State Network company will remain under its present ownership.

Mr. Wilson implied that the Norfolk and Corpus Christi stations will be sold at some future date and indicated that he and Arnold Malkan, TSN chairman, could conceivably acquire the stations personally.

The Texas State radio network has some 125 station affiliates.

Communications Properties presently owns 43 cable systems in seven states.

The sale does not include assumption of TSN accounts receivable by CPI. It was understood that no changes in personnel at KFJZ and KWXI would take place. Mr. Wilson, who has been affiliated with the stations for over 30 years, will continue as president of a new subsidiary to be established by CPI for the sole purpose of operating the stations.

KFJZ was established in 1922. It operates on 1270 kHz with 5 kw. KWXI is on 97.1 mhz with 100 kw horizontal, 34 kw vertical and an antenna 680 feet above average terrain. The stations, which were acquired together by TSN in 1965, are programed separately.

**Changing Hands**

**Announced:**

The following sale of a broadcast station was reported last week subject to FCC approval.

- KFJZ(AM)-KWXI(FM) Fort Worth, Tex.: Sold by Texas State Network Inc. to Communications Properties Inc. for $3.8 million (see this page).

**Approved:**

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 96).

- WLIQ(AM) Mobile, Ala.: Sold by
Thomas S., L.S. and Kathryn Hartzog to F. M. Smith, George J. Silman and Holten D. Turnbough for $100,000. Hartzog family owns 80% of Hart's Inc., a Memphis food-products firm. Messrs. Silman and Turnbough have interests in WAU(AM) Laurel, Miss. WLIQ is a daytimer on 1360 kHz with 5 kw directional.

Media notes:
Cable seminar delayed * Financial seminar on CATV, sponsored by the National Cable Television Association in Washington (Broadcasting, June 14), has been postponed from June 23 to June 30. Meeting, to be held at Sonesta hotel there, will hear various speakers on financing and on impact of CATV expansion on existing communications systems, including broadcasting, newspapers as well as the telephone company.

Broadcasters unite * Eleven California stations in the San Bernardino-Riverside-Ontario region have formed the Inland Empire Broadcasters Association to sell that market to national advertisers. A 12-minute film presentation is being prepared by the association. Newly elected officers of IEBA are Doug Trenner of KCKC(AM) San Bernardino, president; Howard Fisher, KBRO(AM) Riverside, vice president; Helen Jones, KOLA(FM) San Bernardino, secretary, and Thomas Jones, KBON(AM) San Bernardino, treasurer. Address of the association is c/o Holiday Inn, 666 Fairway Drive, Box 1, San Bernardino, Calif. 92408.

Expansion in Seattle. * Simpson/Reilly & Associates, Pacific Northwest station representation firm, has purchased Camco Media Sales, Seattle, a division of Western Broadcasting Co., Missoula, Mont. At the same time, Cam Wilson, Seattle manager of Camco, joined the S/R office in that city. The acquisition also adds the Great West Group, which involves eight TV stations in Montana and Wyoming, and KMVT(TV) Great Falls, Mont., to the S/R client list.

ATC buys W. Va. system
American Television & Communications Corp., Denver-based multiple-CATV owner, has announced that it has completed its acquisition of Capitol Cablevision Corp., Charleston, W. Va., for an undisclosed amount of stock. Capitol operates a 12,000-subscriber system serving Charleston, South Charleston and Dunbar, all West Virginia, providing six TV stations and one local origination channel. With the West Virginia system, ATC now serves nearly 200,000 subscribers spread over 19 states.

Kahn reascends Teleprompter throne
And Jack Cooke resigns from board in dispute over stock voting rights

In an unexpected development, Irving B. Kahn was continued in the post of chairman and chief executive officer of Teleprompter Corp. by the company's board of directors last Thursday (June 17) and during the meeting, Jack Kent Cooke, the company's largest stockholder, resigned from the board.

The actions were intertwined to a large extent as Mr. Kahn, who had reached an agreement in principle with Teleprompter on March 31 to resign his posts as president and chairman (Broadcasting, April 5), also held voting rights to 500,000 shares in Teleprompter owned by Mr. Cooke. Mr. Kahn had proposed in his agreement to assign voting rights of Mr. Cooke's stock and of 168,000 shares owned by Hughes Aircraft Co. to T. Newman Lawlor, a Teleprompter director.

Teleprompter said that Mr. Cooke was a party to the agreement in principle with Mr. Kahn and authorized issuance of a company news release, assigning voting rights held by Mr. Kahn to Mr. Lawlor upon implementation of the agreement. Teleprompter added that the board of directors, Hughes Aircraft and Mr. Kahn approved the agreement in principle on May 19, but Mr. Cooke rejected the formulation.

According to Teleprompter, Mr. Cooke demanded that the voting rights of the stock he held be given to him. It was pointed out by a Teleprompter spokesman that one condition of the merger between H & B and Teleprompter was that voting rights of Teleprompter stock to accrue to Mr. Cooke, a major shareholder in H & B, were to be assigned to Mr. Kahn.

The Teleprompter board said that in view of these developments, it had voted to terminate the agreement in principle and had requested Mr. Kahn "in the best interests of the corporation" to remain as board chairman and chief executive officer. Mr. Kahn will retain all voting rights, it was said. The board also announced that Hubert J. Schlaffy, a senior vice president of Teleprompter, has been elected president, the post being relinquished by Mr. Kahn.

Mr. Kahn had proposed to resign from Teleprompter in order to devote
time and effort to defend himself and the company against an indictment for bribery and conspiracy now in federal court. The case dealt with a CATV franchise award in Johnstown, Pa., to Teleprompter (Broadcasting, Feb. 1, et seq.).

Reached in Hollywood, Mr. Cooke said he had resigned as a director because of Mr. Kahn's "alleged misconduct in office" and because—according to the agreement in principle—Mr. Kahn was to give up all posts and continue only as a nonexclusive consultant. But, he said, this was later changed to have Mr. Kahn remain as an employee. Mr. Cooke said he would not comment on any action he plans to take but there was speculation he might wage a proxy fight for control of Teleprompter.

Buyer defends Time-Life sale

McGraw-Hill disputes those minority protests against its TV entry

McGraw-Hill Inc., which is seeking FCC approval to purchase the five Time-Life television stations, replied last week to minority groups that, three weeks ago, asked the commission to deny the transfer (Broadcasting, June 7).

Following Time's response to the petitioners, which was filed two weeks ago (Broadcasting, June 14), McGraw-Hill told the FCC that the two petitions to deny the sale "reflect zeal" in itemizing objections to the transfer of the stations, but that the charges "are not supported nor can they be."

The two petitions to deny came from a group of Denver blacks, calling itself the Mass Media Task Force, and jointly from nine chicoano organizations. The thrust of these groups' charges was aimed at McGraw-Hill, which was accused, among other things, of submitting an inadequate programming proposal for the five stations, making an unreliable community-needs survey that does not measure up to the FCC's requirements for buyers of three or more VHF stations in the top-50 markets, and failing to provide for diversity in ownership.

In its response last week, McGraw-Hill first separated the petitioners' accusations into several categories and then disputed them individually.

On the charges related to McGraw-Hill's programming proposal, the company contended that, compared to similar proposals that have been accepted by the FCC, its showing is "outstanding." Similarly, M-H said its community-needs survey included "3,300 persons, including 651 carefully chosen community leaders" and that "no finer ascertainment studies have been furnished to the commission."

The company also discarded as "specious" the petitioners' claims that the sale would not diversify ownership. It noted that Time is selling its radio interests conditionally on the grant of the sale of its TV's, thus providing "a new radio voice" in each of these markets; that Time's TV sale would eliminate the crossownership between those stations and cable TV interests Time also has in each of the television markets, and that the sale would bring to television "a new voice with unique and needed qualifications in the field of education with substantially no present mass media elements."

McGraw-Hill's retorts were directed primarily at the chicoano groups, whose 79-page petition to deny supplied most of the questions concerning that company's qualifications as a licensee. M-H noted that it had met with representatives of the National Mexican-American Anti-Defamation Committee, which co-represented the groups in their petition with the Citizens Communication Center, on May 17—10 days prior to the filing of the denial petition. It had, at the time, judged that meeting as "fruitful," it said, despite the fact that many of the groups represented in the petition were not present. On the other hand, M-H continued, it had "never been contacted" by the Denver minority group prior to its filing.

The stations involved in the proposed $69.3-million sale are: WFRM-TV Indianapolis; WOOD-TV Grand Rapids, Mich.; KLZ-TV Denver; KOGO-TV San Diego, and KERO-TV Bakersfield, Calif.

Spanish stations hit in LA bombings

Two Spanish-language radio stations in Los Angeles were the targets of bombings late in the evening on June 11 and one of that city's Spanish-language television stations may have been the objective of a bomb that exploded in an adjacent gas station late on June 12.

Kali (AM) San Gabriel, Calif., had windows broken at its Hollywood studio while a hole was blown in the roof of KKKW (AM) Pasadena. And what was described by investigators as a homemade bomb, exploded in a gas station next door to KEMEX-TV Los Angeles, causing only minor damage. None of the stations left the air as a result of the blasts, although operations at KKKW were disrupted when the announcer was knocked to the floor. Investigators declined to connect the incidents but a spokesman at one of the stations believes the bombings were deliberate.
24 HOURS TO IMPROVE YOUR RATINGS
(And Your Image)

THE NATIONAL GEOGRAPHIC SOCIETY SPECIALS are 24 hours of prestige programming. They have won 8 Emmys (including Program of the Year), The Peabody Award, 4 Academy Award nominations—and a host of international awards. These 24 hours comprise one of the most distinguished packages ever offered in syndication. They also comprise one of the best rated packages: on the CBS Television Network, the 24 National Geographic Society Specials averaged a 21.3 rating and a 34 share in prime time.

Fifteen of them achieved higher ratings than the regularly-scheduled programs they preempted (ratings averaged from start of season to week preceding NGS).

Eighteen of them, 75%, ranked #1 against competing "entertainment" network programs in the same time period.

The 24 National Geographic Society Specials are one of the most successful series of programs of any kind ever run on television. And they've never been rerun. This is why the stations below have already bought them. They may still be available in your market, so call us before your competition does. It may be the most important programming decision you will make this year.

Produced by The National Geographic Society in association with MPC

Already sold to:

- WNRC-TV, New York
- KNBC, Los Angeles
- WMAG-TV, Chicago
- WKYT, Cleveland
- WRC-TV, Washington
- KHTV, Spokane
- KATU, Portland, Ore.
- KXTV, Sacramento
- KLAS-TV, Las Vegas
- WPVI, Philadelphia
- WTVJ, Miami
- KGOU-TV, Seattle
- KMBC-TV, Kansas City
- KTLU-TV, Tulsa
- KATV, Little Rock
- KERO-TV, Bakersfield
- WFLY-TV, Greensboro
- WTAR-TV, Norfolk
- WJBK-TV, Detroit
- KSTP-TV, Minneapolis/St. Paul
- KLZ-TV, Denver
- WIGI-TV, Roanoke
- WZZM-TV, Grand Rapids
- KETV, Omaha
- KPRC-TV, Houston
- WGAU-TV, Lancaster
- WHAS-TV, Louisville
- KRON-TV, San Francisco
- WBAY-TV, Green Bay
- WRGT-TV, Memphis
- KGGO-TV, San Diego
- WWBM-TV, Youngstown
- KTHI-TV, Fargo
- KAPP-TV, Yakima
- WESH-TV, Orlando
- KANT-TV, Des Moines
- WHIC-TV, Hartford
- WRSC-TV, Rochester, Minn.
- KCCL-TV, Phoenix
- KHVR-TV, Honolulu
- KOB-TV, Albuquerque
- WMMD-TV, Pedoria
- WCIA, Champaign
- WNDU-TV, South Bend
- KBOI-TV, Boise
- WGAN-TV, Portland, Me.

NCTA wants a piece of the TV set

FCC is asked to set requirements for receivers at 60 channels for CATV

The National Cable Television Association has started a campaign to spring a CATV receiver out of the TV manufacturing industry by asking the FCC to establish standards for the reception of as many as 60 channels on a single TV set without the need for switches or top-of-the-set converters. Although no manufacturers are mentioned by name in the NCTA filing, cable sources claim that such receivers are already in design form by Magnavox, Zenith and even RCA.

In its petition for rulemaking filed June 10, NCTA noted that current TV sets cover channels 2 to 6 (54-88 mhz) and channels 7 to 13 (174-216 mhz). It noted further than TV-set tuning thus skips over the so-called mid-band (88-174 mhz; now used for FM radio broadcasting as well as aeronautical radio navigational and air, land and maritime mobile) which can be used for a cable-TV receiver. And it noted that such a TV receiver could accommodate channels below 54 mhz or above 216 mhz.

Cable TV cannot use the standard UHF television bands, NCTA said, because present cable and amplifier characteristics are not precise enough.

At present, NCTA said, the only method for adding more channels to current TV sets is through the use of dual-cable systems (requiring switches at the customer's TV set) or by mounting a converter on top of the customer's set. Both are improvisations, NCTA said, that are not as efficient as a single receiver capable of handling all channels within one TV receiver design.

To that end, NCTA asked the FCC to add or change its present rules on TV receivers to require such characteristics as "true" 75-ohm input, to overcome inadvertent reception of off-the-air TV signals; shielding or better design of local oscillators to prevent interference between two adjoining TV sets; waiver of the present requirement that all TV sets must be capable of receiving UHF, and other specifications that overcome adjacent channel interference, stabilize tuning, and cut down on frequency drift. NCTA also asked the FCC to require cable receivers to be so designed to show the true channel of the station being carried, rather than the channel to which the station is converted under present CATV practices.

Prospective CATV television sets are scheduled to be shown at the NCTA convention next month in Washington by Magnavox and Zenith, according to CATV sources. According to the same source, RCA is building cable-TV sets for Disneyland East under construction near Orlando, Fla. All, it appears, would be sold or leased to cable-TV operators for lease to their subscribers. None would be capable of receiving off-the-air TV signals, unless modified by the addition of an RF tuning unit.

Set sales solid in May, EIA says

Sale of color-TV sets by distributors to dealers shot up a healthy 57.9% in May this year compared to same month last year, with year-to-date sales up 26.5%, the Electronic Industries Association has reported. Black-and-white TV sales for May were up 15.1% over same month year ago, bringing first five months level to 9.8% over same period in 1970.

Radio sales were up 27.1% for month and 21.9% for five-month period.

Distributor sales for the first five months of 1970 and 1971:

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<thead>
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From ACLU, a warning on satellite monopoly

The American Civil Liberties Union last week told the FCC that all domestic communication-satellite systems should be common carriers—offering access to virtually anybody capable of providing a signal—and should be regulated as such.

The regulations the commission is proposing, ACLU said, would eliminate any entity currently engaged in program production or satellite equipment manufacturing from the satellite race. Last a monopoly develop in the future ownership and maintenance of these systems, ACLU said, the commission should at the outset separate the functions of carrier, program supplier and equipment manufacturer, leaving the latter two to their present functions and opening up the new technical medium to those interests whose sole function would be to establish and operate the systems.

But equally important, ACLU said, is the necessity for regulation of these systems as common carriers. "In the same principles that govern the telephone, telegraph, postal, rail and air systems," Common-carrier regulation, ACLU said, would protect "freedoms of access and diversity in this new technology, where short-term technical and economic rationalizations can so readily be converted into long-term restraints," with "free and fair access to all."

ACLU's proposal was essentially in line with earlier suggestions offered by the Justice Department and the White House (following a study, in the latter case, by Office of Telecommunications policy director Clay T. Whitehead). These proposals urged the FCC to permit anyone financially qualified to establish a satellite system—subject to conditions that would prevent interference and insure competition (Broadcasting, Jan. 26, 1970; May 24, 1971).
Don't look now, but the engineer is only 15

A Traverse City, Mich., ninth grader, David Bell, has become one of the youngest recipients ever of the FCC's first-class radiotelephone operators license. The license, which legally qualifies him for employment at any commercial broadcast station in the country, was attained by successfully completing a difficult series of technical examinations. 15-year-old David passed and warranty service for U.S. customers, as well as advise the Canadian firm on requirements for products for use in the U.S. MSI Television is located at 535 South Second West, Salt Lake City 84101.

Less noise * Dolby Laboratories Inc., New York, and Signetics Corp., Sunnyvale, Calif., subsidiary of Corning Glass Works, are collaborating on the development of a monolithic integrated-circuit version of the Dolby-B-Type compatible noise reduction system, to be available by early 1972. The system supresses the background noise of tape recordings and FM broadcasts without affecting fidelity.

Japanese recorders * Victor Co. of Japan has announced availability of two new video-tape recorders, to be introduced at Consumer Electronics Show in Chicago June 27-30: Model JV-3550 color recorder, including a special electronic editor for color editing, and Model PV-4500 monochrome portable battery recorder. Both use one-half-inch tape. Equipment is available through JVC America Inc., 50-35 56th Road, Maspeth, N.Y. 11378.

Supercard kit * Television Equipment Associates, Bayville, N.Y., introduced last week a new graphics kit for the immediate production of supercards and titles for studios and remote trucks. The complete kit, "magnetite," includes four boards, four fronts and a container and sells for $120. For information contact Bill Pegler, Television Equipment Associates. Address: Box 1391, Bayville, N.Y. Telephone: (516) 628-8068.

Ampex gear to China * Sale of three Ampex video tape recorders and 15 audio recorders to China Television Service, Taiwan, has been announced by the Redwood City, Calif.-based broadcast equipment manufacturer. The order, through Ampex International Operations, totaled $435,000. Delivery is expected to be completed by this summer with the new units to be used in the preparation of educational and entertainment programs.

Illustrated products * New literature from Dodge Phelps Communications describes the company's products and their applications in a broadcast installation by using a tower-to-transmitter diagram with white reverse blowups to show the various uses. Products offered are described as Cufil air dielectric and Cuflex foam dielectric coaxial cables, rigid transmission line, plus connectors and mounting accessories for coax and rigid line. Copies are available from the broadcast division of the company at 60 Dodge Avenue, North Haven, Conn. 06473.

David Bell

his exam the first time he took it.

David has been enrolled in an evening technical-vocational electronics course at Northwestern Michigan College, where he is completing his eighth term toward an associates degree in electronics. In addition, he is an A-minus student at Traverse City Junior High School.

During the hours when he is not commuting between classes, David is employed part time at WLDR-FM Traverse City. He plans to continue there throughout the summer, but has been harnessed somewhat by a Michigan state ordinance which prohibits persons under 16 years of age from working on the high-voltage circuits which he is trained and qualified to repair and maintain.

While reasonably certain that he is headed for a career in electrical engineering, David is not sure what aspect of the field he will get into. His family believes he will go further than a radio station engineer, but David isn't ruling out any possibilities—except for one: "I don't want to be stuck with a management job," he said.

Technical topics:

Foreign import * MSI Television of Salt Lake City has been named exclusive importer in the U.S. for Viscount Video Systems Ltd., a Vancouver, B.C., based audio and video equipment manufacturer. MSI will establish distribution

BROADCASTING, June 21, 1971
A SPECIAL BONUS IN EVERY PACKAGE.

A real treat for media buyers. Besides Baltimore and the rest of Maryland, you get extra goodies. Like Pennsylvania, Delaware, Virginia and West Virginia.

Everybody goes for WBAL. Snap, Crackle, Pop, and Mom. Every day a tantalizing combination of the following vital elements for building big, strong audiences:
- Sparkling music.
- Comprehensive news and weather.
- Total coverage of all major sports.
- A blend of appealing feature programs and editorials. Satisfies anytime; morning, noon, or night.

WBAL comes in one convenient, jumbo size—50,000 Watts. It's the only one in Maryland that does. Get some today from your friendly McGavren-Guild representative.

WBAL RADIO BALTIMORE

Baltimore's bonus-buy

Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.
Part of the contemporary sound of Radio ’71. Les Turpin, program director of WCBS-FM New York, takes his turn at the mike.

Special Report: Radio ’71

On the leading edge of broadcasting

Radio, 20-odd years after yielding the communications baton to TV, is out to take it back again. Here’s how it’s running the race.

"It isn’t always comfortable on the leading edge, but it’s an exciting place to be. All that energy is what makes it. It’s just as dangerous as surfing, as being out in front of a really good wave. It’s the fastest ride. It’s the best ride. You have more control over the board at any time and you’re almost dead at any second. It’s the same situation with us."

The speaker is Doug Cox, general manager of KPPC-FM Pasadena, Calif., whose radio fortunes have risen dramatically in the last eight months, and now of KMPX(FM) San Francisco, which he has to turn around in the next six months. The thrust of his argument: that the senior broadcast medium is now so alive, so flexible, in a constant state of change, that the broadcaster who would stay ahead of the game has got to be running full tilt each day of his competitive life.

Doug Cox is right in his appreciation of both the risks and the rewards of contemporary radio. The truth is that, in 1971, it is radio which is outpacing its larger kid brother, television, in terms of innovation, excitement and — perhaps — communication itself. Radio is once again on the leading edge of broadcasting. This special report tells what it’s like out front.

To start with a simplification. There are two dominant influences in radio today. One is Bill Drake. He is 34 years old, stands 6 feet 5½ inches tall, weighs 220 pounds and made well in excess of $100,000 last year. The other is Tom Donahue. He is 43 years old, stands 6 feet 2 inches tall, weighs 350 pounds and made far, far less than $100,000 last year. Between them lies the spectrum of Radio ’71. The waxing and waning of their influence will determine much of the shape of radio in the years to come.

Bill Drake is the programming half of the formidable Drake-Chenault pro-
gram consultancy-syndication enterprise. (The other half is Gene Chenault, as astute in radio business affairs as is his partner in radio's sound.) The Drake trademark: a tight, fast-paced, more-music, less-talk, clean, uncluttered, disciplined and meticulously tailored contemporary sound. It's a formula that has made rich men of both Messrs. Drake and Chenault and profitable ventures of the 10 stations, including most of RKO General's, whose signals they designed and continue to keep in line. It is a formula which has been emulated unofficially in almost every radio market, and now is encapsulated officially in two syndicated FM music services ("Solid Gold" and "Hit Parade") in about 50 markets.

Tom Donahue is an ex-top-40 disk jockey, by his own description "a geriatric dropout," who is the unquestioned oracle of underground radio, an undisciplined, loose, all-encompassing, free-form medium he fathered at KMPX(FM) San Francisco in 1967-68, and which—while essentially antiestablishment in tone—has become successful enough commercially to be embraced by such broadcast organizations as the ABC-owned FM stations and Metromedia (for which Donahue now works as a weekend DJ on KSAN(FM) San Francisco).

What helps make the Radio '71 vista so splendid is that there is so much else in between, and that both the ends and the middle are so increasingly everywhere. There were 7,037 stations at last count, broadcasting to more receivers than there are people. But, in a larger sense, there would seem to be at least one station for every person in the land; the listener who has yet to find a station designed for him probably hasn't been trying. The result has been to make radio a ubiquitous, one-to-one medium, with virtually all tastes, biases, likes and dislikes represented somewhere on an AM or FM dial.

At its best, that one-to-one ratio becomes almost a matter of transference—to the point that, as one broadcaster puts it, "when you do something wrong they pick up the phone and say: 'What the hell are you doing to my radio station?'" The phenomenon isn't confined to one kind of radio: A classical station will report that reaction when its repertoire becomes too avant garde, an underground station when a commercial sounds too plastic.

Accompanying the one-to-oneness has been a corresponding narrowing of any one station's program spread. Whereas television is still in the something-for-everyone bag, radio long ago lost that illusion. Even the powerhouse stations—the 1A clears whose signals go hundreds of miles beyond their assigned metro areas—have to settle for a demographic. The younger the better in today's commercial radio world. For if ubiquity and variety are radio's outstanding characteristics, so also is its appeal to those who would reach the younger audience: the 18-49's, at its widest, and, more often than not, the 18-34's.

As if to prove a dictum of Ed Bunker, president and general manager of KFI (AM) Los Angeles—that "nothing is true in radio"—among the most successful stations in radio (and surely among the most profitable) are a handful which are at least generalists, if not totalists, in their programming philosophies. Mr. Bunker's own, although not enjoying audience dominance equal to its facility, is among those that offer a range of programing that includes personalities, news, sports and music. Competing similarly in Los Angeles—and making appreciably more money at it—is KMPX(AM). Dominating the Midwest radio

Bill Drake on his audience:
"When I first blew in to Los Angeles and looked at all of those lights, I thought that 'each light is one person and those people are listening to a radio station or they have a favorite radio station now and they don't really care whether I live or die and probably will never hear of me, but somehow I've got to make those people listen to the station that I'm affiliated with, for no other reason than that they want to.'"
A powerful signal is a nice thing to have. But, it's what the signal carries that makes a radio station great.

WABC is a great radio station and we've got the audience and the awards to prove it. Year after year our personalities earn the loyalty of New York's #1 radio audience.

Excellence in News and Public Affairs isn't what you ordinarily expect from a contemporary music station. But, year after year, WABC Radio's 20-man news department brings home major awards for public service and broadcast journalism.

A lot of radio stations attempt to be all things to many people. WABC succeeds in being many things to many people. That's what gives us New York radio's #1 audience.

All of which makes WABC Radio a uniquely effective medium for your advertising. For all the facts on New York's #1 radio audience, give our General Sales Mgr., Paul Abrams a call at: LT 1-7777 Ext. 7586.
scene are such generalists as \textit{WCCO(AM)} Minneapolis and \textit{WGN(AM)} Chicago. In the East there's \textit{WOR(AM)} New York, and in the South \textit{WSB(AM)} Atlanta. All are "old-line" radio stations, all defy classification in any of the contemporary terms and all are eminently successful. Each swims upstream in the demographic marketplace, and all face the frequent accusation that their audiences are dying out from under them. Yet there they stand, if not serene at least outwardly unruffled (and seemingly impregnable).

(The Bunker rule goes on to say that "the moment you get to thinking certain things are true [in radio] they aren't any more. The day you think you're set is the day you're gone. Any time you think you can't be taken you're going to be.")

Whatever the exceptions, the rule remains: The race is to the swiftest in finding a section of the broadcast spectrum to claim as your own, and in holding on to it against the unceasing competition in this most flexible medium.

Bill Drake says you do it by paying a lot of attention to detail, and as much by eliminating negatives as by instituting positives. "Those negatives can themselves become a standard when so many people do them. When we started putting our sound together the air was full of bells and gongs and echo chambers and disk jockeys running off at the mouth." The air was also full of commercials, promos and other merchandise which tended to squeeze much of the music out of the hour. Drake & Co. began by reducing the commercial load from 18 to 12 minutes an hour, and since—in their FM service—have refined the mix to a maximum of four clusters per hour with a further maximum of two minutes 10 seconds in each, and those comprising not more than three spots.

If any one man can be deemed responsible for cleaning up radio, Mr. Drake is that man. He did it by first believing that the radio listener was being insulted as well as assaulted by the top-40 sounds as broadcast at that time, then by proving that the broadcaster stood to gain by catering to these sensibilities rather than offending them. The first station given the Drake treatment (\textit{KOM(AM)} San Diego) went from last to first position in 63 days. The second (\textit{KJU(AM)} Los Angeles) went to first position in 120 days. Mr. Drake has been in first position ever since.

Mr. Drake's list of positives—what he does do, as opposed to what he doesn't do in his radio programing mix—is short but effective. First, he aims for the sound that will reach the 18-34 demographic ("The 'Get Set,' we call them," adds Gene Chenault). "That's all we're really interested in," he says, adding that he hopes for a spillover into other age categories but doesn't aim for it. The sound thus found is determined totally by the station, not the air personality. Every minute of the day is programed well in advance. Second, he looks for the right disk jockey, one who will work with the music and not compete with it for attention. Third, he puts the news at what he calls the "proper time," when it won't be a tune-out factor. (The biggest danger of tune-out comes in drive-time, notes Mr. Drake, because so much of the audience is within arm's reach of a push-button that can consign you to oblivion.)

High among the Drake preoccupations is an avoidance of what he calls "radio man's radio"—citing as an example a DJ's talking over the first 26 seconds of a record's musical intro, and cutting out just before the vocal comes in on the 27th second. "Maybe the effect or the thought was worth one sec-

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\textit{Tom Donahue giving credit where credit is due:}

"Billy James Hargis was one of my inspirations for this kind of radio. I came on one of his shows out of Denver, and he was playing Phil Ochs and Dylan and Joan Baez. And after every number he would get on and say 'Did you hear what that commie said?' But in the process he was also putting on some music no one else was playing. It was a hell of a show."
It's so big that every morning and every evening thousands upon thousands of loyal WJR listeners with auto aerials—some in evidence and, lately, some hidden—literally stand in line to catch our daily performances! This tremendous audience is drawn from the more than 74% of Michiganders who travel to and from work by car—a greater percentage of car commuters than in New York, Illinois, Pennsylvania, Ohio, Texas or California!

Add these folks to the WJR listener-commuters in the rest of the Great Lakes area and the result is an audience of astronomical proportions. These are the commuters who tune to WJR for foreground radio—programming that people listen to. They get generous helpings of information, entertainment and adult companionship.

Care to join our act—and "captivate" one of the most captive audiences in America? Your WJR Sales or Katz radio representative will show you how our traffic can increase your traffic.
Because people are different... markets are different. They require tailored programming to meet the difference. That's why Storer radio has no single formula for its 6 key markets. Instead, the format of each Storer radio station meets the needs and desires of that community. Small wonder a Storer specialist gives you so much for your advertising dollar. Get the facts from

MAJOR MARKET RADIO
NEW YORK • LOS ANGELES • CHICAGO
DETROIT • ATLANTA • SAN FRANCISCO
*Represented by Avery-Knodel, New York

STORER BROADCASTING COMPANY
ond, but in the meantime you've blown 26 with someone who wanted to hear that record," he says. That leads to his fourth point: not to insult the listener.

Tom Donahue's approach—although diametrically opposed in many respects—began with a similar respect for the listener, but with a more ambitious communications goal. He too wanted "to eliminate all the crap I'd learned on top-40 radio—the jingles and the jokes and the time and the weather and all that unnecessary nonsense—the idea that you couldn't take a breath, that you couldn't have any silence. My idea was just to start talking to people, and playing good music at them, and let them go look at a clock if they wanted to know what time it was, or stick their head outside if they wanted to see what the weather was about."

The term underground itself—as do many of the other terms by which radio describes itself—often evokes a self-conscious reaction among the stations that merit that description. Not, however, from Willis Duff, now Metromedia's regional vice president for the West Coast as well as general manager of KSFN. "We are an underground radio station almost in the original sense," he says, "which was, simply, an alternative form of broadcasting. It started out playing LP music that wasn't played on radio and particularly not on top-40 radio but that already had a known market for itself. The groups were pulling enormous crowds, their albums were selling with no help from radio exposure, and the music was therefore underground as far as radio was concerned—it wasn't getting played."

Underground goes farther than that, of course. Not only does it play the music of the new culture, or the counter-culture—or of the "movement," as some would have it—but it makes that life style very much its own. The manifestations of that involvement range from such things as KSFN's becoming a center for community action in assisting birds injured in the San Francisco oil spillage to its broadcasting a heavy budget of news of particular interest to its audience. "News is the second most important distinction in what makes an underground station," says Mr. Duff. "The most phenomenal experimentation being done in broadcast journalism is being done in underground radio.

KSFN was among the first to do satirical newscasts with sound effects and scenarios and music, but it has graduated from that now—"We're on a much more serious journalism trip," says Mr. Duff.

Most of that experimentation relates to content. "You'll find about 50% mutual exclusivity between the news on our station and that in the conventional media," he says. "One of the things we did was to get Eldridge Cleaver on the phone from Algiers when the split in the Panther party was reported. Then we got Huey P. Newton on another line and had a conference call. Did they keep it clean? Yes, because they knew they were on the radio. Occasionally a word will get by but we've never had one complaint. The complaints we do have are esthetic—as when a commercial goes over the line of bad taste. But my phone bill is a bitch."

(Among the other sources of KSFN's news budget, and that of others in the underground scene, is a news service inaugurated last fall by Earth News, publishers of Earth magazine; see page 74.)

The sort of esthetic rejection reported by Mr. Duff has led to another characteristic of today's new radio: a reluctance to accept just any commercial sound that comes along, for reasons as wide-ranging as "we won't accept a commercial that isn't ecologically sound" to "we won't put jingles among the classics." The reluctance is most pronounced in the underground, whose

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Doug Cox, general manager, KPPC-FM Pasadena, Calif.: "The life of a disk jockey is like a gunfighter's. They start in Modesto. 300 dollars a month and all the records they can steal. Then they get to be really big time and they go to Bakersfield and they get 450 a month and all the records they can steal. Maybe they come to San Francisco and maybe L.A. and maybe they get 1,500 dollars a month—maybe—and management tells them what to do and what to play and nobody remembers anything they did, ever, unless it's some fantastic thing like Isodine stopping the bad music (see story) and then they get old and grey and their teeth fall out and they go back to Modesto for 300 dollars a month and maybe they're on drugs by that time. Bad life. It's a hard life. Very few owners of radio stations look at those guys for what they do, what they supply. I believe in them. I put up with them kicking holes in my door with those tantrums because I believe in them. It's a hard job being behind an FM microphone, being on the edge you talk about, that's what the edge does to them. It leaves them with nothing. Nobody records it. They don't have anything to sell. They don't have any estate when they get old and their kids are growing up and they want to put them through college. This kind of radio is gone and they're gone too. All of that emotion that comes out of these guys is what makes KPPC what it is. It's what makes me go into an agency and say 'No, we won't take your damn jingle, we're not interested. You like us because we're in the book? We're in the book because we're alternative media.'"
In each market, only one can be the winner—supported by audience, involvement, recognition, and awards.

The significance is extraordinary when the market is Washington, D.C.

WMAL News Capital.

WMAL News has been awarded another Silver Gavel by the American Bar Association, one of only three given to American radio stations this year. And it’s the 5th consecutive year WMAL News has received the award for “outstanding news operation” from the Chesapeake Associated Press Broadcasters Association.

WMAL NEWS
All you need to know about leadership in the nation’s 7th market!
stations often produce alternative commercials—at their own expense—to try to persuade an advertiser that what may sell in top-40 or middle-of-the-road (MOR) radio won't do with their audiences. Doug Cox, general manager of KPPC-FM Pasadena, Calif., relates one incident when a disk jockey, angered by the message of an Isodine commercial, announced to his audience: "We've discovered that Isodine stops bad breath. Let's see if it stops bad music." With that he put on "a bad Eric Burdon record" and poured Isodine over it until the turntable stopped—accompanying the action with crowd sounds on the other turntable. "It was one of the best seven minutes I've ever heard on radio," reports Mr. Cox, who unhesitatingly calls KPPC-FM's brand of underground programing "outrageous radio."

It's not clear whether this concern for the advertising message has had a positive or a negative effect on the agencies that prepare and place the commercials in the first place. Tom Donahue says that nine out of 10 of the alternative spots his colleagues prepare are rejected out of hand—generally, he feels, because of an ego trip on the agency's part. That's less of a problem, however, than a reluctance of advertisers to sign on in the first place, usually because of the "bomb-thrower" taint that the name underground connotes. Many fear that sponsorship means support for some sort of revolution—a sentiment with which Mr. Donahue will readily agree. But it's a social revolution, not a violent one, in his view, and "the establishment has financed every revolution the world's ever had, and they'll finance this one too."

That reluctance is being overcome by the numbers, however: KSAN's reach among the 18-34's puts it among the leaders of San Francisco radio, AM or FM, in all periods of the day and night. Another plus: the fact that "more and more freaks are working in the agencies; they have to hire their people out of this age bracket too."

On the creative plane, Mr. Donahue considers underground radio "the perfect form of pop art—it disappears as fast as you do it." He hopes the form itself will not disappear—or be co-opted—under the pressure of commercialism. He is pleased that Metromedia and others are backing the effort so enthusiastically now, but disappointed that "the creativity in radio, the underground radio scene, did not come from the radio station owners. It came from other people who did it and owners who acceded to it out of desperation, not out of their creative need. And what's happening now in radio will have to happen in television later." Unfortunately, he feels, it will come "out of somebody's financial desperation—they'll need the young demographics, and won't be able to get them another way." Tom Donahue understands the economics, but he doesn't call it art.

W OR(AM) New York is about as far as you can get from the West Coast underground scene and still stay on the continent—geographically and programmatically. And economically, one must add, if you consider that WOR probably bills more than any other single station in the land. Bob Smith, who runs it, says the reason is simple: "It's service to the public. Period. We do more for the audience than anybody else does."

WOR begins its day with a phenomenon in the radio business, John Gambling, who does what his father did before him to own one of the most loyal audiences in history. He talks, he plays records, he interviews guests. He does it from 5 to 10 a.m., to an average quarter-hour audience that walks away from the competition (in the October-November '70 ARB it had a 4.3 against the nearest competitor's 2.7). The nearest competitor in that case—as it often is—was WABC(AM), whose rock music
We believe in the vitality of radio for its listeners and advertisers.

We believe that its value to an advertiser should not fluctuate from day to day or buyer to buyer . . . that the price to all advertisers should be the same for the same amount.

We believe that a station’s rate card should reflect the needs of all advertisers equally and preserve a profit for the station.

We believe that the volatility of syndicated audience research can contribute to pricing chaos . . . and that campaigns which are bought solely on the basis of price and audience size shortchange both the advertiser and the medium.

We believe that the emphasis on demographics overstates the capabilities of today’s research.

We believe that radio stations should be sold one at a time, on their own individual merits, in their own markets . . . not in bunches, groups, packs or networks.

THE CHRISTAL COMPANY
REPRESENTING A SELECT NUMBER OF IMPORTANT RADIO STATIONS

New York • Chicago • Detroit • Boston • Los Angeles • San Francisco • Atlanta • St. Louis
IT TOOK SOME BAD NEWS TO SHOW WHERE PEOPLE TURN FOR THE BEST NEWS.
A brownout in mid-Manhattan on February 7.
An earthquake in Los Angeles on February 9.
In both cases, more men and women chose Group W all-news radio stations to find out what was happening.
In New York 39% more men and women listened to WINS per quarter hour during the brownout than to any "her station.*
In Los Angeles, during the two days of the earthquake, KFWB's adult nce per quarter hour topped the other stations combined and was double the other all-news stations in the area.**

The point is, so many people turned to us during bad times because they've come to rely on us during normal times.
And for good reason. Day in and day out, we get more involved with the news. We cover more events, more completely. Twenty-four hours a day, every day of the year. In New York, in Los Angeles, in Philadelphia. The fact is, month after month, each of the three Group W all-news stations ranks first or is among the leaders in its market.***
As with anything else, the best product attracts the most people.
The programming is 180 degrees away from WOR.

Those same statistics point up one of WOR's larger problems—a demographic skewing toward the older audience. (During that same rating time period—6-10 a.m. Monday-Friday—WOR had a 1.2 with 18-24 men, while WABC had a 4.2. By the time you reached 50-64, WOR had climbed to 4.6, while WABC was down to .5. Among women 18-24, WOR had a 1.1 vs. WABC's 5.4. Among women 50-64 WOR had an 8.4 vs. WABC's 1.0.) The more ambitious you are in your programming mix is, the more news you put into it, the more information, the greater degree of personality involvement—the more likely you are to attract older people. If you're a WOR you argue that those are the people with most of the spendable income. If you're a typical advertising agency you argue that they are most set in their ways, consume less and aren't as likely to be influenced by advertising. Most people on the broadcasting side of the argument are resigned to it, however: Bob Smith knows that agencies of his over-50 audience. Happily, he has it to spare.

(KABC[AM] Los Angeles, a talk-and-conversation station with demographic problems similar to those of WOR's—and almost as great a problem carrying its take to the bank—composed what it calls "A Grimm Faerytale" to counter the over-50 discounters. It's reprinted on page 75.)

Basically, WOR has been what WOR is now for the past 10 or 12 years—at or near the top of the market in ratings and billings, heavy on news (a full fledged, 15-minute newscast begins every hour) and service (the station was one of the first to have its own helicopter to monitor the metropolitan area's traffic). But change, while not revolutionary at WOR, is nevertheless a constant. Mr. Smith notes that the music on the Gambling show, for instance, has gone from the three-piece, live, string group of the senior Gambling's program to current top-40 tunes today. Not many of them (rarely more than four or five an hour) and not of the hard-rock genre, but enough to keep the station's sound contemporary.

Mr. Gambling is reputed to be the highest-paid performer in radio, earning close to $350,000 a year for his six days-a-week stint on WOR. Others on the station command high figures as well, but less in the aggregate because they're not on the air as long. Martha Deane (10:15-11 a.m.) is considered by Mr. Smith to be the foremost woman journalist in the medium. The McCanns (Al, Dora and daughter Patsy) (11:15-12) do a home program, concerned primarily with food and nutrition. The Fitzgeralds (Ed and Peggeen), another husband-and-wife team, are on from 12:15 to 1; they've been talking to each other and to WOR's audience for longer than most people in radio remember. Arlene Francis is on from 1:15 to 2; Jack O'Brien's Critics Circle from 2:15 to 3, and John Wingate's Radio New York—the afternoon counterpart to Rambling with Gambling—from 3:15 to 7 p.m. The nighttime programming begins with Barry Farber at 7:15 and ends with him from 11:15 to 1. Joe Franklin and Jean Shepherd, the latter by far the most youth-oriented of the WOR personalities, are bracketed by Farber in the mid-evening.

Put the day together and you have a massive output of information. Put the year together and you have a massive overhead (talent costs alone are over $1 million a year; Bob Smith believes them to be the highest in the country). Billings are equally massive: about $10 million is the usual guess. It's a rewarding kind of radio.

WOR's primary competition, as noted previously, is from WABC[AM], perhaps the pre-eminent rock station in the country. The two are usually 1-2 in the market, depending on the season (WABC has the edge when the schools are out of session). Together they account for something like a quarter or a third of all the dollars spent on radio in New York. And they're nothing at all alike.

The personality isn't the dominant influence he once was in radio, but there are enough real stars around to remind management that it can still happen. This is John Gambling of WOR[AM] New York, reputedly the highest-paid performer in radio at something like $350,000 a year. A probable second is J. Akuhead Pupule of KGM[AM] Honolulu—a personality so commanding "he's been on five stations and each time brought his total audience along with him." Also considered in this category: Wally Phillips of WGN[AM] Chicago.

Go to Los Angeles and the roles reverse almost exactly. There the prime competition is between RKO's KHJ[AM], a rocker, and ABC's KABC[AM], a talk-conversation station. Not to say that KABC sounds like WOR; it doesn't for a minute. But it does share the characteristic of being information-as opposed to music-oriented, and of appealing older rather than younger.

Ben Hoberman is to KABC as Bob Smith is to WOR. He is generally reputed to run the finest talk operation in the country. (The principal argument you'll hear from those who believe that Bob Hyland does, at KMOX[AM] St. Louis.) He believes in what he does, and he does it eminently well.

Mr. Hoberman took over the KABC operation in 1960, and instituted the talk format in August that year. At first the talk was more monologue than dialogue: Pamela Mason was an early star. Gradually, however, the telephone-talk format began to take over, and today the station is programmed that way around the clock. The teamwork between KABC's talk personalities ("commander in-chief" is the term for them) and a first-rate news organization makes up the sound of KABC.

Most of the dominant shades of political temperament are represented on the station. Michael Jackson, an ex-South African and still British-accented personality, comes on after the morning Newswatch to begin the talk day from 9 to 1. His political orientation is described by Mr. Hoberman as liberal. Next is Marvin Gray (1-5), one of the station's two conservatives. From 5 to 6 there's an afternoon Newswatch featuring not straight news but personality news, including Edward Morgan, Allin Slate, Tom Harmon and Frank Hemingway. (The Paul Harvey news is on at noon.) Then it's Ken Minyard, a liberal, from 6 to 9, and Hilly Rose, a middle-of-the-road moderate, from 9 to midnight. Conservative Ray Briem does the midnight-3 a.m. stint.

Relatively new in the station's format, and increasingly important in its image, is an "ombudsman" concept by which the station undertakes to help others overcome the increasingly bureaucratic society—a role Mr. Hoberman likens to that of the old crusading newspapers. The show: over 25,000 requests for help, more than 80% of which are successfully resolved. At least $125 cash was returned to KABC listers, as a result of its ombudsman service. (One of the station's most ombudsmen is Mr. Hoberman; on one occasion, he produced and salvaged a driver training tape which had run out an hour.) Another innovation is the hour specials, 13 since D
Which of these cities spends over $2,000 a year on each student?

New York
Philadelphia
Chicago
St. Louis
San Francisco
Los Angeles

People always complain about public education. But we’re spending a fortune on our schools. New York City, for example, spends over $2,000 per year for each student. That’s almost $1,000 more than any of these other cities.

There’s a CBS Owned AM radio station in each of these seven cities. And they’re helping to find answers to the problems in our schools. It’s a big job, because our stations feel responsible to over 60 million people.

Like the people of Chicago. When that city’s reading levels were found to be below the national average, WBBM Newsradio pointed out the causes and what could be done to correct the problem. In fact, WBBM has a reporter whose regular beat is the Chicago Board of Education.

KCBS Newsradio in San Francisco presents “Education in Action” fifteen times a week to concentrate on the problems of specific school districts. Last year, the California Teachers Association gave the station three out of four broadcasting awards.

When the seven CBS Owned radio stations aren’t busy presenting the news of the day, they’re also searching for solutions to problems like unemployment and pollution.

Because you don’t get all the answers in school.

The CBS Owned AM Stations
We feel responsible to over 60 million people.

WEEI Newsradio 99, Boston
WCBS Newsradio 88, New York
WCAG Radio 121, Philadelphia
WBBM Newsradio 78, Chicago
KMOX Radio 1120, St. Louis
KCBS Newsradio 74, San Francisco
KSVX Newsradio 1070, Los Angeles

*Source: unpublished National Education Association 1969-70 data.*
There are more than the combined seven top magazines
Are you using radio
There are now over 75 million car radios in the country.

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

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

Now Blair has new ways of looking at radio to help you sell in the 70's. Among these are new more effective spot plans, and the Blair Represented Network.
These could be the very tools you need to help you win market shares from less alert competition.

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

BLAIR RADIO
A division of John Blair & Company

*though they are heavily used.
Did you know that over 80% of Americans drive to work?
on subjects ranging from the generation gap to venereal disease. Still another:

- bringing its editorials to the scene of the crime, as it were—Mr. Hoberman
- recorded a recent editorial recommending
- opening Camp Pendleton’s beaches to public use while in an aircraft over
- that area. The station’s editorial rebuttal rate: 83%, contrasted to an industry
- average he estimates around 12%.

Ben Hoberman finds it a gratifying kind of radio to be involved with. He

- says it’s highly contemporary, in that nearly everything on the air concerns
- an issue of the day. “You can get a pretty good pulse on how Southern
- California feels by listening to this station for an hour,” he says—note that
- many politicians tell him they do just that. Considering that the station talks
- to over 75,000 people a year, that’s probably not a bad idea.

Also committed to personality radio, but from a different format concept, is

- KMPC(AM) Los Angeles, the Golden West station. Most broadcasters con-
- cede it to be the top billing station in the market, although it is not the first
- in ratings. Much of the reason for that phenomenon would seem to be Stan
- Spero, the general manager, who gets more dollar per rating point than almost
- anyone else around.

“Most stations are small business-

- men,” says Mr. Spero. “A third of them
- lose money. Another third or a half
- break even. Only a quarter make
- money, and of those maybe 20 make
- real money. The WRK [Detroit], the
- WCCO [Minneapolis], the WSB [At-
- lanta], the WNEW [New York]. The
- rest are really small businessmen.
- They’re not in a position to offer ex-
- pensive talent. We are, and we do.”

(Mr. Spero’s statistics are on the
- right track. In 1969, the latest year for
- which the FCC has released radio
- revenue figures, 2,790 station operations
- reported profits, 1,328 reported losses.
- Of the profitable stations 131 reported
- revenues of more than $1 million, and
- of those only 57 reported profits of
- over $500,000.)

Among the things he spends KMPC’s
- revenues on are staff (122 employees),
- talent (over $100,000 a year for Dick
- Whittinghill, the 6-9 a.m. morning man
- who’s been at the job over 21 years and
- is probably the leading personality in
- the market), services (the station op-
- erates two helicopters, two fixed-wing
- aircraft, has eight mobile units) and the
- rights to sports attractions (over $1.5
- million a year for the Rams, the
- Angels, and UCLA sports). The last-
- named is among the most valuable ex-
- penditures of all: KMPC and Ed Bunk-
- er’s KFI are the two principal sports

- stations in town, and both usually
- dominate the ratings when their respec-
- tive teams are on. (KFI has the Dodgers
- and the University of Southern Califor-
- nia’s Trojans, is going after the Kings
- and the Lakers.) As Mr. Spero puts it,
- “Sports brings people back to your dial
- position. Then it’s up to you to keep
- them there.”

The Spero-KMPC strategy for doing
- so is based on a people-to-people ap-
- proach, the establishment of a family
- feeling. “Our personalities are not
- celebrities,” he says, because “you can’t
- relate to a celebrity.” Mr. Spero sees to
- it that the personalities relate to each
- other, too, creating a sense of camar-
- aderie that he hopes will be communi-
- cated to the audience.

News, too, is a critical part of the
- programing mix. (KMPC’s 8 a.m. news-
- cast has become a fixture in the com-
- munity, and has been sponsored for 22
- years by Harris and Frank clothing
- stores. The broadcast today—June 21—
- will be number 4,990 in the sequence, and
- will be so announced.) The station has
- recently arranged for exclusive rights to radio reports by correspondents
- of the New York Times. It also has its
- own correspondent assigned to the
- White House, and to travel with the
- President.

“We don’t try to be all things to all

---

One reach & frequency
we will not sell...

is the reach of WRC Radio News
in contact with 1871 individuals
for on-air comment in 1970...is
the frequency of 35 employees
actively participating in 121 civic
and professional organizations
per month.

This reach & frequency is priceless.

WRC Radio
4001 Nebraska Avenue, N.W., Washington, D.C. 20016
Stereo.
The significant channel play station.

Electro-compatible to the early but basic: cause only actually enjoying strong with almost universal critical acclaim, popular ances.

The result is reproduction that closely rivals the original 4-channel sound. Four different signals from the speakers, with a feeling of depth and ambiance you have never before heard from any record.

Admittedly, STEREO-4 is not quite the equal of 4 discrete signals. But while there is some loss of stereo separation, there is no reduction in frequency response or overall fidelity. We might note that this reduced separation actually seems to aid the psycho-acoustic effect for many listeners in normal listening situations. And on the plus side, STEREO-4 offers an advantage that even discrete 4-channel cannot provide.

The Remarkable Bonus

Playback of almost all present 2-channel stereo discs and tapes is greatly enhanced when fed through the STEREO-4 decoder. It’s the result of multi-microphone recording techniques that include a remarkable amount of 4-channel information on ordinary stereo discs and tapes. Adding STEREO-4 releases this hidden information for all to enjoy.

The Way Out

Now Electro-Voice has moved to break the impasse. With a system that can offer the significant advantages of discrete 4-channel, yet is compatible with present record manufacturing and playback equipment and present FM broadcasting. It is called STEREO-4.

STEREO-4 is a system that encodes four channels into a stereo signal that CAN be transmitted over FM or recorded on a disc, stereo cassette or cartridge. The home listener adds a STEREO-4 decoder, plus another stereo amplifier and a pair of rear speakers. The result is reproduction that closely rivals the original 4-channel sound. Four different signals from the speakers, with a feeling of depth and ambiance you have never before heard from any record.

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The Promise

Thousands of people have heard 4-channel stereo reproduction at hi-fi shows and special demonstrations in the last few years. Others have heard about this fascinating and rewarding technique that promises more faithful reproduction of musical performances. Early experiments have also shown 4-channel to be an effective tool in creating new sonic environments for both serious and popular musical forms. The concept has met with almost universal critical acclaim, and strong general approval.

The Problem

But alas only a handful of enthusiasts are actually enjoying this advance today. Because only a few 4-channel tapes have been produced for sale. The problem is simple, but basic: 4-channel means just that—four separate signals. And to reproduce it properly demands four of everything, right down the line.

It’s possible (albeit expensive) with reel-to-reel and cartridge tape. But the stumbling block has been to put four completely independent signals in a record groove, or to broadcast them over a standard stereo FM station.

And if you can’t make 4-channel discs, or play them on FM, the market is limited to a precious few 4-channel tape owners. But their numbers are so small that the record industry just can’t afford to release four channel material. So the industry continues to produce 2-channel stereo that anyone can play (and that can be sold in volume).

The Decoder

A STEREO-4 Model EVX-4 Decoder costs just $99.95. And with it, plus 4 speakers and dual stereo amplifiers, the listener is equipped for almost any kind of sound available. Encoded 4-channel, enhanced stereo, regular stereo, and discrete 4-channel (assuming suit-
people," says Mr. Spero. "But we do try to be more things to more people. We try to give them more than one reason to listen."

Denton Marr is 24 years old, has been in radio seven years (previously with KMYR-FM Denver and WEWN-FM Cincinnati) and today is operations director of KLOS (FM) Los Angeles. The call letters may sound strange to the veteran broadcaster. They used to be KABC-FM before that station, and all the ABC-owned-and-operated FM's, went underground earlier this year. (The others: WFLJ New York, WDFN Pittsburgh, WRFM Detroit, WDAI Chicago, KAUM Houston and KSPX San Francisco.) "Progressive rock" is the officially-sanctioned term, but underground is the form. Whether it was wise to change all those call letters is yet to be seen; as, indeed, is the wisdom of the format decision. More are betting on the latter than the former.

Marr has several ambitions at the moment. The first, of course, is to help establish his station as a contender in the growing Los Angeles FM market. The second, and part of the first, is to try "to turn people on to things that may have been excluded from their consciousness. John Cage [the composer] says he hears a symphony orchestra standing on a street corner. The music of this generation says: 'Open up your ears.' That's what we want to happen with our audience."

A third among Mr. Marr's ambitions is "to help professionalize this kind of radio, in terms of attitudes from within and without, and to become better at it." And beyond that, he hopes to see the day "when people in the broadcasting industry in general will have a better attitude toward us, will see that we're not thrill-crazy hippies, we're not drug freaks, we're not somebody in somebody's basement dispensing information on where to cop dope. I'd like to see this kind of radio moving to what I think is its proper place in the whole broadcasting industry—radio for a specific culture, for a specific audience, that has something to say and can get the job done."

Will FM radio replace AM as the carrier of broadcast music? Will AM become primarily a news-and-information medium? A lot of people think so, including Maurie Webster, the unofficial but undisputed premier ambassador for radio. (Mr. Webster officially is vice president for division services for CBS Radio.)

"I made a speech out in the Poconos last Friday," he told Broadcasting on a Tuesday in April, "and I said, 'It's coming, fellows, you just better face it. If you're in AM and you are basically a music format, you're going to be in trouble. The FM guys are going to take it away from you.' I think there are a lot of shortsighted managers in AM today who do not see the handwriting on the wall. Who don't see the shape of things as they are absolutely, definitely developing."

The fact that such a vision of the future happens to coincide with what CBS is doing in its own scheme of things—going contemporary music on its FM stations, going primarily all-news on its AM's—must be taken into account, but it does not discount the validity of his observation. The question, rather, may be not so much whether as when. FM is already making itself felt competitively in the major markets, and the smaller ones may not be far behind.

In New York, for example, WRFM-FM (Central) was third in total audience, 12 and over, 6 a.m. to midnight, Monday-Friday, in the October-November 1970 Arbitron (topped only by WABC-AM and WOR-AM). Considering the non-music nature of WOR, that meant that the rock audience was going first to WABC, the easy listening audience to WRFM.

(As if to emphasize the fleeting nature of radio glory, it appeared at press time that WRFM may have been forced to yield the third position to WOR-FM.) Information reaching Broadcasting indicated that contemporary-oriented station was third in total audience, Monday-Sunday, in the April-May Arbitron.)

The man responsible for WRFM's present posture, Marlin Taylor, echoes Maurie Webster's observation—in even more strongly. "I think FM is the way it's going," he says. "I think a lot of AM broadcasters, especially those with smaller or marginal facilities, are beginning to realize this. There is just so much interference on AM, and the dials are so jammed up with stations everywhere you go, it just doesn't make sense. A fellow that was in talking to me about our programming service, our syndication service, said that when he was looking for a station in Connecticut he had six daytime AM's offered to him. None of them wanted to give themselves away, but he could see they were beginning to realize their days were numbered."

The biggest thing standing in the way, of course, is the fact that FM penetration is still not up to AM's in the home audience, and that it trails sadly in the automobile audience that is the bread-and-butter for radio. (There are, by estimate, 230 million home radios—both plug-in and portable—of which 69 million have FM capability. There are 80 million radios in cars, of which six million have FM capability.) Much of the key to the future of FM thus lies with Detroit. Currently, automobile manufacturers are including FM

Schafer Electronics, 9119 De Soto Avenue Chatsworth, CA 91311 (213) 882-2000

The New Schafer and your Radio Station

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We mean that Schafer is once more an owner/managed company after 3 years as the subsidiary of a larger firm.

What does this mean to you? It means that we have all our eggs in this one basket—including a solid net worth in the high six figures.

It means we're determined to keep Schafer first by overwhelming you with personalized sales service and customer relations.

Our first move was to bring back Dallas Barnard, who was with Schafer for many years. A real professional, Dallas will coordinate sales & service.

To back him up, Dallas has assembled an experienced team of regional managers including Tom Magowan (West), Jack Krebs (Central), Charles Vanderford, (South East) and Ron Dagenais (North East). Plus a service group who are on call 24 hours each day. And soon, we'll be moving to our brand new plant in Santa Barbara Research Park.

We've got the products too. The established 800 system, the exciting 8000 computer and new verified encoded logging (both cartridge and reel to reel).

So that's the new Schafer. Try us. We care.

Jim Cunningham, Owner & President

SPECIAL REPORT: RADIO '71
“Marlin knows.” That’s the tribute a colleague pays to Marlin Taylor, general manager of WRFM(FM) New York and perhaps the leading program force in the area of “pretty music” radio—or conservative popular, as he describes it. WRFM ranked third in the total New York radio audience in the October-November 1970 ARB. Its success, and that of other FM stations enjoying similar audience popularity, is a big reason why many feel that FM will emerge as the eventual prime music medium in broadcasting, leaving the news and information role to AM.

With AM in 20% of the total auto-radio market. It is anticipated that “mix” will go to 50-50 in another five years. An all-channel radio bill, talked of for some time, would hasten that pace considerably.

On the home front, FM’s penetration continues to grow dramatically, especially in major markets. New York, for example, went from 63.9% in 1968 to 64.3% in 1969 to 71.1% in 1970. Philadelphia is now 88%. Detroit is 89.2%. Los Angeles is 83.4%. In terms of audience share—as opposed to set penetration—New York’s FM stations now garner 28.8% (vs. 23% a year ago).

The future notwithstanding, FM is increasingly formidable today. Many broadcasters feel its growth is coming—and must inevitably come—at the expense of AM. Some of the audience it’s attracting is of new-to-radio listeners, but a larger percentage is taken away from its colleagues on the AM side of the dial. As AM ratings get knocked down by FM, so do AM rates. And although FM rates are on the rise, they’re not on the rise correspondingly fast. As one broadcaster puts it, “FM is costing AM big dollars, and is getting little dollars back in return.” (At WCBS-FM New York, for example, the average spot is about $30. At WCBS-AM it’s about $80.)

How long that situation will prevail no one can guess. It takes time for a new medium’s prices to catch up to its values, and for the moment FM is content to be on the up side rather than the down, regardless of the percentages involved.

One of the commercial elements which seems to go hand-in-hand with FM is a reduction of the commercial positions on the air. Those stations—like WRFM—which have attracted growing listening audiences have done it largely on the basis of a sound interrupted as infrequently as possible by commercials. An increasing commonplace in today’s radio marketplace is the sight of one station, with few commercials, advancing in the rating books,

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400 MUSIC SELECTIONS Make up the market’s most widely acclaimed play list.

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They LIKE us... They APPRECIATE us... They BUY us...
what's news in Milwaukee?
50,000 watts of WISN radio news

The big one in Milwaukee is getting better when it comes to news. Winner of the Milwaukee Press Club Award for Radio documentary, WISN has stretched its' lead in supplying up to the minute information. The Afternoon Report, for example, is grabbing afternoon drive time with a full hour of the best in broadcast journalism. When you're the best...you have to get better.

WISN Radio — Division of the Hearst Corp.
759 North 19th Street/Milwaukee, Wisconsin 53233/(414) 342-3000
Represented Nationally by McGavren-Guild PGW Radio, Inc.

thus attracting more commercials, and then retreating in the ratings. What will happen eventually, of course, is a striking of a level for commercialism on all contending FM stations in the area: Presently, that would seem to be in the area of six to eight minutes an hour, maximum.

Going hand-in-hand with a short list of commercials on FM is a minimum of time devoted to news or similar interruptions to the music flow. "News is a turn-out on FM," says Bill Drake. Maurie Webster believes that, eventually, a five-minute newscast will be a rarity in that medium, with two minutes closer to the norm. Marlin Taylor, who earlier had a hand in similar successes in Philadelphia and Boston, is vocal on the subject:

"Our emphasis is on music and entertainment. This is one of my deepest concerns as far as the FCC is concerned. The FCC seems hell-bent on legislating entertainment off of broadcast stations—they seem to feel you're wasting precious airwaves if you do anything that might entertain somebody."

Mr. Webster agrees. "I really don't believe that the guy who wants music out of his radio ought to find that every music station on the air has 15 minutes of news on the hour. Radio gives him ample choice."

The kind of FM that Messrs. Webster and Taylor are talking about is, of course, a far cry from that espoused by Tom Donahue and others of the underground genre. It's much more a background music medium—although they'll resist that term as vigorously as they do the others so often applied to it: elevator music, wall-to-wall music, dentist-office music and potted-palm music among the more derogatory. Easy listening and pretty music are two of the terms they find more acceptable. Conservative popular is what Mr. Taylor calls it.

In any event, it's a kind of music—and of programing—that lends itself to automation. More and more FM stations are going that route, either on their own or as subscribers to such syndicated services as Bill Drake's "Solid Gold" and "Hit Parade." Or Marlin Taylor's Bonneville Program Services, a division of Bonneville International Corp., WRFL's licensee. Or Century Broadcasting's new offering out of KWK(FM) Los Angeles. "FM is what put automation into business," says Maurie Webster. Automation may eventually be what keeps FM in business.

This kind of music got its start, really, at Jerry Lee's WDVR(FM) Philadelphia. Mr. Taylor was programming it at the time, and Gordon Potter, who now runs Century's KWK, was selling
KABC Radio has developed analytical techniques and computer programs that give it probably the most advanced research capability of any station in the country.

The experience of our Research Director Bob Hall and the capabilities of IBM's newest computer, the 370-155, are available to media decision makers for the asking.

Are you interested in
1. Pre- and post-buy radio analysis?
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This is how wise buys get started. Call Bob Hall at (213) 663-3311...
or mail the coupon. No obligation, of course.
The Second Generation of CATV
Second Generation is the theme of this year's National Cable Television Association convention in the Nation's Capital. The point: that CATV, its infancy behind it, is about to pioneer a new era in communications.

That's the point, too, of Broadcasting's special report on CATV in our July 5 issue.* It will not deal with the past. It will deal with:

1. The present: The ABC's of cable as it stands now.
2. The future: the likely evolution of CATV, given as a base the regulatory climate in which it must grow.
3. Origination: A report on what CATV systems are doing on their own to contribute to the program force of television.
4. And for the NCTA convention-goer: the complete, official agenda.
5. A guide to convention exhibits, with full data on what's being shown and where.

For the CATV-oriented advertiser, Broadcasting's special report offers:

An audience of more than 4,000 delegates with little on their minds but cable.

A minimum of 4,000 extra copies of Broadcasting distributed to convention attendees.

Broadcasting will be there in force. You should be too.
A word about the man behind that word from the sponsor - Chuck Blore, first, is into radio. Second, he's into radio commercials. That order of priorities probably accounts for the fact that, today, Chuck Blore Creative Services is the hottest radio production house in the business.

Mr. Blore's first fame with the medium came at KFWB(AM) Los Angeles in the 1950's, when, as program director, he took that station through the ratings roof. In a market with over 50 signals, KFWB was getting 45 shares. It hasn't happened since.

What he noticed then, however, and what continues to bug him now, is that "there we were bringing in those huge audiences and then some guy would come along [in a 60-second commercial] and blow it all for me." It was that despair over what was happening to radio commercials, and a belief that he could do better, that led Mr. Blore and Milt Klein, the then sales manager of KFWB, to team up in the creative organization they now head. Mr. Blore is, with vice president Don Richman, responsible for the creative side. Mr. Klein is responsible for selling them to the world.

The Blore technique is that there isn't one; you can't single out one trademark by which to identify the work that issues from his shop in behalf of advertising clients. (Usually, the advertising agency. The Blore organization is not an agency, doesn't want to be one, but is expert at supplying radio expertise it. The typical FM format then was not that different from today's, but the production values and musical selections were, in Mr. Taylor's words, "180 degrees out of phase. There was a lot of unnecessary talk, and a lot of material was stuck in simply because the people doing it hated to leave the kind of radio they had in the '30s. Everything was overproduced, with intros and outros, and the announcers would come in whenever they felt like it and tell you their name, and perhaps the time and temperature." (A situation, it's fair to note, not unlike the one Bill Drake was dealing with in AM radio at about that time.) By the time Messrs. Lee, Taylor and Potter had made their point, WVXU had become the first FM station to bill $1 million in one year.

The Taylor tactic was to begin with what his audience wanted—not, perhaps, as obvious a move as it sounds. "I don't think broadcasters have ever given the general public enough credit for being really conscious of what they are listening to, or really having the ability to hear." The biggest question in his mind after reformatting wasn't whether it would succeed, but how long it would take for the public to discern the difference between his sound and that of other FM's in the market. The station was in about 22d place when the new sound went on the air in August 1969. The October-November ARB that year had the station 10th, the January-February 1970 book had it fifth. It's now, as noted, third, and Mr. Taylor contends it would be second "if you deleted all the over-the-top from our audience." For the record, 11-34 age group.

EASIEST RADIO FORMAT TO SELL TO RETAILERS...

should be contemporary music. 

Virtually all retailers want more of the 11-34 age group. The case for contemporary radio stations vs other media is very strong. But you must have the facts, dramatically assembled general merchandise vice president. Our Key Account Plan does just that.

YOUNG ADULT MARKETING INC.
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Mr. Blore and his associates like to talk about the 60-second impression. By that they mean a commercial approach of finding out what the sponsor wants most to communicate, and then being that for the length of the commercial. Not necessarily saying it, but being it. An example of this attitude can be heard in the commercials they did for Burgess batteries—the darn good battery, as 800 times as many people knew after that campaign than did before.

Because they do want to achieve that 60-second impression, and because they don't want anything standing in the way, the Blore organization eschews such techniques as "using the voice of the German scientist," for example. Says Don Richman, "People have heard it so much they bow out from the commercial. The ear turns itself off. It says, 'Hey, I'm excited from this one.'" Considering the number of commercials vying for a listener's ear in a radio day—as well as advertising impressions from all other media—Messrs. Richman and Blore figure they can't take the chance.

As noted, Mr. Blore is on a radio trip. He believes the audience knows more about the medium than the medium about the audience, and he's out to help change that relationship. He's also excited about what will happen tomorrow. "I don't know where the greatest radio operation is," he says. "I do know this. Wherever it is, it's doing something that wasn't done yesterday."

Demographics, obviously, are as much in contention on FM as anywhere else. "You have to the young people," Mr. Taylor says. "I'll take as many under 35 as I can get. But I'm not going to, I don't feel I want to, or that it's fair, or that we'd really get that much ahead by getting rid of the older people. Our real target is 25 to 64, and that's where the bulk of our audience lies."

Pressed to be specific about how he chooses the music for was at, Mr. Taylor will throw up his hands as fast as will Bill Drake or any of the others who make their money at it. "It's
We Go A Step Further

All broadcasting stations try to do an acceptable public service job. Most do. A handful, however, go a step further. They aren't satisfied with just reaching a top audience. They achieve truly outstanding records in the fields of public service, news and editorials as well. WEEI, Boston, is one of these stations. Our responsibility is to the community. And the people who live in it. We care about people. And their problems. From poverty to politics. Fire traps to fluoridation. Civil rights to conservation. When the WEEI news team covers a story it digs deep. And it may uncover something in the basement that will shake the roof. A WEEI Editorial stand may loose a hornet’s nest. A WEEI Talkmaster may challenge the status quo. But then that’s our job. To get involved. To present the facts. And make people think about themselves, and the world we live in.

A Few of the Major Awards to WEEI:

Ohio State University Award (1971) Best Documentary: “The Children Still Die”
Radio Television News Directors Association Regional Award (1971) WEEI Editorials
Aviation/Space Writers Association Award (national) (1971) “Tomorrow’s World” with Dr. Leonard Reifel
Catholic Broadcasters Association “Gabriel” Award (1971) WEEI Editorials
George Foster Peabody Award (1969) “Tomorrow’s World” with Dr. Leonard Reifel
American Medical Association Journalism Award (1968 & 1969) WEEI Editorials
American Bar Association Gavel Award (1968) WEEI News Programming

One of the Nation’s Most Honored Radio Stations

WEEI Newsradio 59

Boston / CBS Owned / Represented Nationally by CBS Radio Spot Sales
really just my ability to listen to a record and develop a feeling of what Mr. Joe Average out there, of whether he will like it or not. When I'm programming for the station I talk out loud a lot. I'll tell myself, 'No, that record just doesn't, just isn't a good record.' I could take that same record home and play it all night and think it's the greatest thing I've ever heard. But when I'm in the station and I say that record's not good, I'm saying that record is not good to play on our radio station, not whether I like it or not personally."

The bulk of what Marlin Taylor thinks Joe Average will like is melodically familiar, including some dating back to his WOR days in 1963. There's a lot of Mantovani and Percy Faith and Ray Conniff and Norman Luboff. "We don't play any Beatles recordings, but we play a lot of their songs," he says, adding that "there's a little more beat in the music today, even the adult music. It's not the rock beat. I call it the European beat, sort of the style that was brought to the forefront first by Bert Kaempfert and later accepted by people like Paul Mauriat. Kaempfert has almost a brass choir sound. So that is mixed in, replacing more or less the old sweet music dance band sound."

One of Mr. Taylor's particular favorites—and until now one of the best-kept secrets on his play list—is a number called Cu-cu-ru-cu Paloma, performed by a Greek folk singer named Nana Mouskouri. "There is something haunting about it."

Mr. Taylor takes quick exception to references to "elevator music" and the like. "Technically it's not true," he says, "especially about us. Our music is not background and it's not mood music. For example, almost every song we play is thoroughly identifiable, and the arrangement is a very special arrangement, by a great artist, so that consequently if you put our station on and you're sitting down to dine, the conversation doesn't flow that easily because people will say, 'Ah, listen to that. It really is foreground music.'"

Nor, he insists, is music the only ingredient of the station's programming. Its performance in terms of public service is up to or beyond the FCC commitment. Moreover, he considers it far better than the standard station "cop out" of calling up the local university and two or three church organizations and asking them to put you on their mailing list. "And as the stuff flows in you start around 5 or 5:30 on Sunday morning and you just run one after the other until you fill up the number of hours per week you have to fill in public affairs and the other categories, whatever your percentage is. And occasionally on Sunday evening. I decided a long time ago this was not the way to run a radio station. It doesn't solve anybody's problems. It doesn't help anybody. So I took the bulk of our Sunday morning material and I canceled it."

In its place Mr. Taylor instituted an on-staff community affairs department—in addition to its news staff—that presently produces four-minute capsule programs five times a week. Each runs four times a day, at 1:55 and 9:55 a.m. and p.m. In addition there's a Sunday program, Topic, which runs in four-minute segments five times during the day, on one subject. The station also has three commentators—Caroline Bird, an author; Anselma dell'Olio, an actress and women's lib activist, and Tom Peters, a senior editor of Newsday. Each is heard twice a week.

Marlin Taylor does believe in public service, but he also believes in audiences. As far as half-hour interviews, or even 15-minute interviews, are concerned—on radio—he believes they're worthless. "We've experimented with this thing. Four minutes is about the right length. If we went to five or six we would probably get tune-outs. You could do 24 hours of public service programming and you'd be the best licensee in the world as far as the FCC is concerned, but 24 hours a day of public service times zero listeners is like times zero anything. It's just zero."

Zero is not his kind of score. The station grossed $360,000 in 1969, his first half-year there. Last year it was up two-and-a-half times, to about $900,000. It expects to double that in '71.

On the opposite coast, but sharing the same musical bag with Marlin Taylor, ex-WDVR-colleague Gordon Potter's KWST(FM) is having similar success. "I'll be very disappointed if the FM stations don't have 40 percent of the total Los Angeles listening audience in three to four years," he says. "The day we do is the day we're going to want 40 percent of the dollars." As it is the station has gone from a dollar-a-spot rate card when Century Broadcasting assumed control ("If you were a big spender you could get a 15-minute program for $2") to an average $38 spot now. KWST is one of four Century FM stations—the others located in Chicago, St. Louis and Detroit. Its syndicated FM service, announced this spring, is expected to be in 20 additional markets by July.

Sharing the spotlight with FM as a scene-stealer in Radio '71 is country western, as it used to be called, or modern country, which it more accurately is now. South of a line across
EARLY FORECAST: SUNNY.

What they called Solid Gold Rock and Roll in California turned out to be just plain solid gold in Detroit. It’s the energetic Drake-Chenault format.
And it’s working.
The 18 to 35 market has really warmed up to California Radio. Initial response has been overwhelming. We predict that WJR-FM will be the bright spot on the Detroit FM dial.

SOLID GOLD ROCK & ROLL IS
CALIFORNIA RADIO, 96.3 STEREO.
WJR-FM

Represented by The Katz Co.
from New York to Chicago and San Francisco, it's the hottest thing going in AM radio.

As one broadcaster puts it, the way you get to modern country is to "take all the elements of what is called top-40 rock or contemporary radio—the highly-disciplined sounds, the disciplined personalities—then break out the rock music and substitute the various forms of country, but leave out the bluegrass which has a twang to it." It's a rough formula, but it works.

Another likens the success of modern country to that time in the late 1950's "when a lot of stations didn't know what to do so they went rock. It was fairly simple. You played a tight play list. You bought two or three sets of jingles. You had your news at five minutes on the hour and headlines on the half hour, and you had cash giveaways. And your ratings went up and you did a lot of business. And nobody liked you at the country club."

WRAP(AM) Fort Worth-Dallas, which went full country ("Country Gold," they call it) last August, says one of its hottest assets is Bill Mack, a disk jockey who's on the air from midnight to 6 a.m. That's a drive-time all its own, and one that Hal Chesnut, director of radio operations, says has anchored the station's success—particularly with truck drivers.

The oncoming success of country stations is demonstrated by a new Pulse study (see page 76) which shows that program format ranking third to contemporary and standard stations across the country, and leading them in adult audiences in smaller markets. The general thrust of the Pulse report: country doesn't yet have a hold on teens, nor is it making significant inroads in the Northeast.

Demographic breaks are still the order of the day in radio buying, and tend to be so in radio programming as well. But just as the musical lines are crossed more and more—country-and-western artists making it big on rock stations, Beatles music given prominent play on middle-of-the-road stations—so also is the matter of audience attitude, as opposed to age, becoming increasingly significant. A specific expression of that idea is the programing philosophy of KUS(AM) Los Angeles, adapted below from a station presentation called "Psychology of a KUS."

"KUS is a contemporary music station. We play not only today's music but occasionally yesterday's music with fresh and new arrangements. Who are we aiming at with our music programming? Not at an age group or a particular sex group; rather, we are aiming our music at a life style, perhaps a number of life styles. Life style is a phrase we all use freely but it is necessary now to define it clearly.

"We are now living in a transient, throw-away, disposable society. In 70 major U.S. cities in our country, average residence in one place is less than four years. In the years 1953 through 1956, the average best selling book remained on the list 18.8 weeks. A decade later that shrunk to 15.7 weeks. In the years 1941 through 1943, the average number one song stayed on top for nearly 10 weeks. From 1951 through 1953, it dropped to about eight weeks. From 1961 through 1963, the average was around four weeks and the average now is between two to three weeks.

"Philip Morris sold a single major brand of cigarettes for 21 years. Since 1954, by contrast, it has introduced six new brands with so many options with respect to size, fill and shape, that the smoker now has a choice among 16 different variations. This diversification has been duplicated in virtually every major product field. Gasoline companies not long ago offered only regular and premium. Sunoco now offers eight different blends and mixes. We also have a choice between leaded, low-leaded, or unleaded. From 1950 through 1963, the number of soaps increased from 65 to 200. Frozen foods from 121 to 350. Detroit found that there was not a single uniform mass market, but instead an aggregation of mini markets. Customers wanted custom-like cars that would give them the illusion of having one of a kind.

"You may be wondering what all this has to do with life style. It has everything to do with it. The American society is racing toward (many think we're already there) over-choice. We as consumers now have so much to choose from that we need help and we get that help by adopting a life style.

"One does not just decide on a life style. Rather, we search for one or a combination of styles that will fit our particular temperament and circumstances. The decision to be an executive, a militant or a hippie is seldom the result of pure logic, nor is the decision to adopt a life style made clearly all at once. The commitment to one style of life over another is thus a super decision in our lives. It is a decision to narrow the range of alternatives that will concern us in the future. What to wear, what kind of food we like, music we prefer, people we associate with, the way our homes are furnished, even our leisure time activities are affected by the life style we adopt. A life style offers most of the answers we need on a daily basis.

"KUS hopefully will become a component part of several different life
Selling FM locally is your business.

Selling your station nationally is ours. You've got an FM progressive rock station making solid progress! But it could go faster and farther. Maybe sharper sales development could do more with your audience numbers? Then go national with the American Broadcasting Company FM Spot Sales group.

ABC is specializing in progressive rock FM because it's the new media frontier. They're doing it right with FM Sales Specialists who know the young alternative culture market. ABC FM Spot Sales offers you major market sales representation, marketing know-how, sales development service and some rich new sources of audience research never before expended in the FM area.

If you're programming progressive rock, your station's got a great future. Let ABC FM Spot Sales help it happen sooner by selling your station across the board, across the country!

We're building on progressive rock.

ABC-FM Spot Sales, Inc.
styles. KIS reflects an attitude toward life through our music. We have broken most of the ties with the past musically. We do not play Glenn Miller, Mantovani or Stan Kenton because our style is modern. We are offering our listeners an escape (we hope painlessly) from the past to the present without shocking their musical tastes too much. Obviously for an older person to make the transition from KPOL to KIS will be more difficult than it would be for a younger rock-oriented listener to switch from KJZ or KLRA to us. At the same time, our whole presentation to the public is filled with emotional, psychologically-loaded items which should be compatible with a number of different life styles. Take the billboards for example; it's difficult to determine the age of the two people kissing. The man's hair and clothes don't show so we can learn nothing about him from that. The woman in the picture is attractive but it's also impossible to determine her age or life style. What we see is simply a very romantic picture of an intimate moment shared by two people and most of us, no matter what our styles of life, can relate to that moment. Our sound is contemporary music, our overall theme is romance. These two elements should fit comfortably into any number of life styles."

If there's any one area swimming upstream against the programing currents of radio it's classical music. Increasingly, devotion to today's art has meant inviting today's disaster in broadcast business economics. There remain, by Bruce Johnson's count, just 17 classical operations in the country. His—KPFK-FM Los Angeles—is one of the few that not only isn't dying, but, instead, is kicking up its heels, as well as its dollar volume.

That hasn't always been the case. In fact, it wasn't the case as recently as 1969, when KFAC ended the year $83,-000 in the red. It ended 1970 $335,000 in the black. Mr. Johnson hasn't yet projected his profits for 1971, but he has his billings. They, he anticipates, will be over $2 million, versus less than $1 million in 1969.

HOW KFAC did it provides almost a primer for how to run a classical operation in today's market.

Lesson one: be sure you're a classical station. Mr. Johnson's first move upon taking over KFAC was to eliminate semi-classics from the playlist—the same sort of discipline a top-40 station applies to its program signal.

Lesson two: get the listeners on your side. Mindful of the loyalty the classical listener can show when he's threatened with loss of his music—as witness the challenge to format changes by classical stations in Atlanta and Syracuse—Mr. Johnson determined to enlist them on his side before such a problem arose. Indeed, to see that it need not arise. The result: a listener's guild which already numbers 10,000 members, each paying $3 in year to back guild projects.

Lesson three: promotion. Again borrowing generously from the operations manual of top-40 radio, KFAC has an extensive bag of promotion tricks, including shopping center concerts (for which it is paid), live concert promotion (from which it makes money), a station magazine (which makes money), a quad-risonic concert in cooperation with stereo and record shops, an endorsement campaign using such celebrities as Frank Sinatra, James Stewart and Nancy Wilson (for free), and sponsor appreciation booklets which are sent to listener's guild members who send them to the station to buy an advertiser's product. The station also offers its listeners gummed stamps they can put on bills and invoices stating "I bought your product because you advertise on KFAC." It has an art gallery on the premises and has opened a classical music theater and nightclub downtown—and has over 350 volunteers standing in line to perform.

Mr. Johnson's approach, though marked by finesse, is surely not subtle. Just as surely, it is successful. The gains would seem to accrue all around.

"There's nothing you can say about WCCO Minneapolis that makes any sense at all. It is a wonder of the world. You're listening to a news show that has a 45 share and the next thing is a polka hour and the ratings go up! It is literally true that if you don't listen to WCCO in the morning you are out of it. It is a way of life."

We look at radio as a means for different people to talk among themselves. At least you can get them to hate intelligently," says Mary Segelman, general manager of Pacifica's KPFK(FM) Los Angeles. He speaks not only for his own point of view but for that of the other Pacifica FM stations—WBAI New York, KPFA Berkeley and KPFT Houston—which have made a name for themselves as pushers-back of communications barriers for 21 years.

The primary reason-for-being of Pacifica is to serve as a carrier of opinion. The general impression is that it is a carrier of liberal or leftist opinion—if not of downright radical or communist. Mr. Segelman says it isn't so, that there's a right to left in shades of opinions, "although not as much right as we'd like. That's an odd phenomenon. We've heard the Klan, we've heard the Nazi party. Bill Buckley started his radio broadcasts on WBAI a number of years ago. And yet the people who avail themselves of the opportunity [to be on a Pacifica station] turn out to be mostly left people. I used to argue with these guys [of conservative opinion] to come on. They'd say 'No, because you're a radical weirdo outfit.' We'd say 'We're only a radical weirdo outfit because you won't come on the air and make it more balanced.'"

What may justify that condition, in Mr. Segelman's opinion, is that "we like to think that we are the balance, that there are enough media which either run scared all the time or run conservative to right all the time that something like a Pacifica station provides the balance. That's sort of uncomfortable rationalization, but I think it's true."

As Mr. Segelman sees his station's role, everyone has an equal right to the air. "What's difficult for us is to continually remind ourselves that it's not we who have the answers. It's our job to help others get on the air or get on
In fact, there are now 115 pins on our AMERICAN TOP 40 map. Each represents a far-sighted radio station that has acquired exclusive broadcast rights for our weekly, three-hour AMERICAN TOP 40 show.

In less than a year, 115 programmers have found a place for us in their weekends. And they are generating new excitement. New ratings. And new business. Regardless of market size.

The weekly countdown of Billboard's top 40 singles automatically and accurately reflects what's going on in popular music, coast to coast. Add Casey Kasem's documentary approach to today's music and you've got unbeatable freshness and depth each week. Our stations love it. And they say Watermark is doing it right, from production to duplication, to station service.

At least that's what they tell us.

But it's what they tell you that counts. So call one of our great stations. If you like what you hear, and want to hear more, call or write to us: Tom Rounds, Executive Producer, or George Savage, Marketing Director, AMERICAN TOP 40, Watermark, Inc., 931 N. La Cienega, Los Angeles, California 90069. (213) 659-3834.

AMERICAN TOP 40 will be around for years. But not available forever. We're starting to run out of pins.

We just put New York on the map.
(and Elko, Nevada)
pieces of tape. Society tends to elevate some people to a position of power or influence. But there are thousands of others who ought to have a chance, not to be interpreted, but to say how they feel about things." 

Pacifica has repeatedly been the target of outrage from one quarter or another, the most conspicuous attacks being on its Houston station, which was twice put off the air. KFKE was silenced on one occasion—during a special series on Martin Luther King—when someone poured oil on its high voltage lines, and on another was firebombed but not silenced. It has frequently been challenged on the freedom of the speech it allows on the air, but has been upheld by both the courts and the FCC.

It would be both unfair and unkind to liken noncommercial Pacifica to an aging liberal. It would be inaccurate, however, not to note that much of its past daring now seems tame compared to what’s happening in other areas of the media, most especially including its colleagues in commercial radio. In terms of avant gardism, Pacifica’s almost stodgy these days.

Al Lohman and Roger Barkley are the morning men on KFI(AM) Los Angeles. As such they carry the burden for most of the broadcast day on the station: 6-10 a.m. drivetime is the make-or-break segment of a radio station’s day. They come to the task armed with the morning paper and a sense of humor. On the day Broadcasting sat in on their show, they noted the occasion with this exchange:

L: (in dialect as reporter) "That’s right, ah, my name is Elwood Clatfelder and I’m doing this, ah, article on radio for the magazine I work for." B: "What magazine is that?"

L: "It’s a woman’s magazine."

B: "An article for a woman’s magazine about radio?"

L: "About radio..."

B: "Uh huh."

L: "...so I would like to slant the article if I could toward the ladies. As an example, are either one of you guys pregnant?"

B: "Ah, I don’t think so."

L: "No, huh. Ah, do you have a favorite recipe?"

B: "No. You see we’re not, ah, neither of us cook. I don’t think. Do you cook, Lohman?"

L: (as Lohman) "Uh uh."

B: "No. He said uh uh."

L: (as reporter) "Ah, would, ah..."

B: (interrupting) "That’s a quote, too. You can use that."

L: "Uh, how do you spell that?"

B: "I’m not sure."

L: "Uh uh,' he said. That ends a sentence when you say, ‘he said.’"

B: "That’s right. Then you put a little period after it."

L: "Right, a little dot. We call them, ah, writers call them little dots. Ah, floral arrangements, any of you into that at all? Ah, you make your own curtains?"

B: "No."

L: "Any tips on raising children?"

B: "No."

L: "Looks like I’ve hit a dry well here."

B: "I’m afraid you have."

L: "Think I’ll go over and talk to Whittinghill [the competition on KNPC] and see if he’s pregnant."

The new radio—progressive FM style—has occasioned the beginning of a new news service, too. It’s Earth News Service (ENS), a San Francisco organization which began in October 1970 as a daily service, distributed free on trial to several hundred FM rock stations, and which now, on a paid basis for the past 60 days, has 30 full-time subscribers and is adding new ones at the rate of 3-5 per week.

Behind Earth News—and Earth magazine, which it was originally designed to serve as a promotion vehicle—is James Goode, 47, an ex-establishment journalist who was a Life magazine correspondent for 10 years and Playboy’s articles editor for four before starting Earth in June 1970. Both the magazine and the news service are designed to serve what Mr. Goode calls "the awareness elite, an elite in terms of evolutionary consciousness." Mr. Goode broke away from conventional journalism because "I was tired of ‘processed’ information. We try to lay out exactly what happened rather than give a Time Incorporated—or a Berkeley Barb [an underground newspaper]—interpretation of what happened."

Earth News is edited by Tom Newton and John Newhall, two 24-year-olds. Mr. Goode calls members of the "new world." The business manager is Michael Shannon. The service itself sells for as little as $10 a week, as much as $50 (depending on the station’s rate card). Most subscribers are in the $10-$20 range, and many have a hard time making that. They are sent about 10 developed news items each day, seven days a week, by air mail. ENS tried conventional news wires for a while, but couldn’t find more than five stations who could pay the freight. The mails, however, "have been a total success," says Mr. Goode. "It works because we’re in San Francisco. If we were in Chicago or New York going the other way I don’t believe it would." Most of the subscribing stations receive the package on a next-day basis, but "even if it arrives two days later it’s news they can’t get anywhere else."
It doesn't take long for a reporter researching radio to run into the fact that stations whose audiences "skew older," as the expression goes, deeply resent the fact that present advertising agency buying practices discount those listeners over 50 years old. There are a number of arguments to refute that logic. KABC-(AM) Los Angeles, however, prefers to spoof it. Thus the following:

Once upon a time there was a wicked ogre who ran a ukase factory in a salt mine under Madison Avenue (Wilshire Boulevard in certain Far Eastern translations). He manufactured 50 ukases a day and loaded them on a narrow-gauge tram which took them up to street level every afternoon in time to make the late editions. Fifty a day was his limit because that's all the fingers and toes he had to count on. Then one Tuesday the ogre carelessly laid his hand on the track, and the moving tram cut off one of his fingers. He roared with rage and howled with pain and sulked all night in the salt mine.

The next day he turned out only one ukase: henceforth no one in the kingdom would be allowed to mention a number above 49. The prohibition was passed on from generation to generation—even unto this day. In the Madison Avenue-Wilshire Boulevard kingdom no one is permitted to deal with numbers over 49.

Earlier in the game it threatened to be a handicap, because the workers there draw pictures and record sounds for readers and listeners, and some of these latter get to be older than 49. (This was flatly denied at first, but then a credibility gap developed.) Someone had to come up with a reason for cutting off the Arabic numeral system this way.

"Okay," rationalized one of the princes, "maybe some of the natives out there do live to be—ah—do live longer than 49 years. But let's say they're useless. Let's declare that they have no value to us in our work. They're so sot in their ways that nothing we could say would have any influence on them. They're frozen in their habit patterns. So let's forget 'em. Pretend they don't exist."

After the cheering died down they put it to a vote, and it was passed by a very simple majority. And that was that.

No one knows if they lived happily ever after, because—when they got to be 49 they disappeared.

Epilogue

Recent archaeological expeditions have turned up a huge, flourishing civilization composed of phantoms over 49 living in luxurious caves throughout the realm. They are found to be very fluid and adaptive in their ways, extremely...
The shape of things in station formats

The fact that more and more radio stations are going the route of specialization is well established. It is not too difficult to define what those specialties are. It is almost impossible, however, to find general agreement on which category a particular station falls into. The competition usually sees things differently from the way the station sees itself, and although stations want to take advantage of the audience pull specialization gives them, they often resist the name that goes with the game.

There are some general measures of station classification, however. One is the "Radio Programing Profile," published by BF/Communication Services, Glen Head, N.Y. As of January 1971 that publication found that:

In the top 100 markets there are 955 AM stations and 643 FM stations.

Of the AM's, the largest single category (258, or 27%) is of contemporary and progressive rock stations.

The second largest category (201 or 21%) is of popular middle-of-the-road stations.

The next largest break (168 or 18%) is of modern country or country and western stations.

And tied for fourth rank (at 164 or 17%) each are rhythm and blues, ethnic or religious stations, and album, standard and classical stations.

Of the FM's, the largest single category (249, or 39%) is of album, standard and classical stations.

The next largest (163 or 25%) is of contemporary and progressive rock stations.

The next (116 or 19%): popular middle-of-the-road.

The next (63 or 10%): modern country or country and western.

The last (52 or 8%): rhythm and blues, ethnic and religion.

susceptible to influences emanating from the Kingdom of Ad.

Examples:

1. The brand-switching study by Brand Rating Index found that adults 65+ are twice the "switchers" that the 18-24's are. And adults 50-64 are twice the switchers that people 25-34 are. (Per capita, yet—and in the population there are more over-50's than there are under-35's!)

2. The latest Simmons research on Homemakers' Willingness To Try New Products found the urge just as strong at 65+ as it is at 18-24. And it's as powerful among those 50-64 as it is among the 25-34's. Homemakers 35-49 were found to be the most willing (which bears out marriage counselors' advice that this is the "dangerous age").

3. The BRI figures on heavy brand switching put homemakers 65+ in first place—with 18-24 second, and 50-64 third.

4. The Home Testing Institute investigation of New-Product Sales In Supermarkets found the spirit of adventuresome spending increases in direct proportion to a woman's age.

Their summary: "The older a homemaker is, the more likely she is to try new products sold in supermarkets.

But the old myth died hard.

Another—and brand new—measure of station format activity is afforded by The Pulse Inc. in its "1970 Pulse Annual Radio Review." A special section of that document classifies stations by program format, and shows the leading stations in each market in terms of audience share for men, women and teens classified as to format. By special arrange-

| Table 1: Distribution of stations with largest share by format—by men, women and teens |
|----------------------------------------|-----------------|--------------|--------------|--------------|
|                                      | 6 a.m.-10 a.m. | 10 a.m.-3 p.m. | 3 p.m.-7 p.m. | 7 p.m.-midnight |
|                                      | Men: 18-64     |               |              |              |
| Pop standard, standard               | 45%            | 38%           | 28%          | 29%          |
| pop and standard                     |                |               |              |              |
| Contemporary, contemporary           | 26%            | 32%           | 40%          | 42%          |
| pop and pop contemporary             |                |               |              |              |
| Rhythm and blues                     | 1               | 1             | 2            | 4            |
| Album, show, movie                   | 1               | 1             | 1            | 4            |
| Country and western                  | 17             | 26            | 24           | 6            |
| Ethnic                                | 1               | 1             | 2            | 1            |
| Talk and news                        | 5               | 6             | 4            | 5            |
| Nonclassified and others              | 8               | 4             | 6            | 9            |
| Base for percents                    | 144            | 144           | 144          | 144          |
| Women: 18-64                          | 50%            | 29%           | 22%          | 27%          |
| Pop standard, standard               |                |               |              |              |
| pop and standard                     |                |               |              |              |
| Contemporary, contemporary           | 29%            | 37%           | 54%          | 47%          |
| pop and pop contemporary             |                |               |              |              |
| Rhythm and blues                     | 4               | 2             | 4            | 5            |
| Album, show, movie                   | 4               | 1             | 5            | 2            |
| Country and western                  | 10             | 17            | 8            | 5            |
| Ethnic                                | 2               | 6             | 3            | 4            |
| Talk and news                        | 4               | 4             | 3            | 6            |
| Nonclassified and others              | 8               | 8             | 6            | 7            |
| Base for percents                    | 144            | 144           | 144          | 144          |
| Teens: 12-17                         | 6%             | 8%            | 8%           | 9%           |
| Pop standard, standard               |                |               |              |              |
| pop and standard                     |                |               |              |              |
| Contemporary, contemporary           | 84             | 78            | 83           | 82           |
| pop and pop contemporary             |                |               |              |              |
| Rhythm and blues                     | 1               | 3             | 1            | —            |
| Album, show, movie                   | —               | —             | —            | —            |
| Country and western                  | —               | —             | —            | —            |
| Ethnic                                | 3               | 4             | 2            | 1            |
| Talk and news                        | —               | —             | —            | —            |
| Nonclassified and others              | 6               | 6             | 6            | 9            |
| Base for percents                    | 144            | 144           | 144          | 144          |

In the seven markets where we have FM stations, says Bob Cole, the man in charge of that side of the dial for CBS Radio, "the broadcast revenues in 1968 were $13 million for all reporting FM's. In 1970 it had gone to $20 million. And we project by 1976 it will be $49 million. The annual growth rate between 1966 and 1970 was 24%. We project a further annual growth rate of 16% from 1972 to 1976."
WBEM-FM Chicago became operational in the new mode last November. KCAS-FM San Francisco will be next. WBM Philadelphia has been re formatted (to a golden oldies sound), but is still automated. KNX-FM Los Angeles, KMOX-FM St. Louis and WEEI-FM Boston will be next. Mr. Cole is a man with his hands full.

He is also, as an ex-musician, a man deeply involved in the sound of FM radio—a sound he’s shaped to the contemporary rock variety in New York, contemporary but not as hard in Chicago and as yet has not determined in the other markets. “Rolling Stone” asked me what I was going to do by way of changing the format in San Francisco. I said ‘I’m not going to do anything, because I can’t program that station from 3,000 miles away.’ It has to be someone on the scene, who knows radio, who knows the market and tries to find a hole. The great thing about FM radio, you see, is that it is really specialized. You pick those people you want and you say, ‘Those are mine,’ and you go after them just as we did in Philadelphia with the oldies.’

At the same time, Mr. Cole notes, there is “no isolation of sound” in the medium. By that he means that much of today’s music crosses the lines which theoretically divide an underground station from a bubble-gum from a chicken rock from a country and western from a middle-of-the-road from an easy listener. James Taylor, probably the hottest contemporary artist today, is such a line crosser. So also are Simon and Garfunkle and, in their music if not persons, the biggest of all, the Beatles.

That’s not to say, however, that anything will go anywhere. Line crossing is most difficult at the extremes of the spectrum. An underground station won’t accept the Glen Campbell brand of country, and a conservative station may find itself driving big numbers away with a Santana. “The problem for the middle-of-the-road stations,” says Mr. Cole, “is that if they try to reach down...
for those younger demographics they can find themselves alienating every element of their audience. If they play a Sinatra cut and follow it with a Sinatra cut they'll lose the young audience with Sinatra, and the Santana cut may have cost them the audience they already had.”

The next five years are growth and investment years for the CBS FM operations, as they are for the rest of the industry. (One of the building blocks now is a low-commercialization policy, including two blocks a day when the station programs “101 minutes of music” —101 being its dial position.) “We get an enormous feedback from all the plusses we’re building into our operation,” says Bob Cole. “So we can look down the road a couple of steps and say, ‘Well, it’s costing us a little revenue right now at a low rate card, but it’s building us an audience and a medium.’ Five years from now, when our rates are higher than AM, it will have paid itself off.”

Speaking about rates. “That’s the biggest problem in our business right now,” says Frank Boyle, president of Robert E. Eastman & Co., among the largest—in terms of stations (107 markets)—radio sales representatives extant. “This is the greatest area of negotiation that anyone has ever seen. First you take the abrasive cross-ruff between the agencies of record and the media buying services, then you add in the economic climate, then the television network people playing their ball games of 30-40-50% off the card, then you sell parts of the TV networks, then the spot TV guys have to compete, so more rubber gets into their rate cards, and then you get down to network radio, and they never had any cement in their cards to begin with, and by the time you get to our level—and we try to recognize the place of national spot radio in this mix—and the rate, or negotiation, as it is usually called now, is just incredible.”

All that is not to say the radio business isn’t good, adds Mr. Boyle. It’s both that and vigorous. But it’s hard. “More people are buying shorter and shorter flights. It’s hard to see how we can cut it any shorter and stay in business. There’s no need for anyone to buy long term.” (As if in echo to that remark, Phil Flanagan, president of the Henry I. Christal Co., told Broadcasting later: “Well, we kept harping for years that one of the wonderful things about radio is its flexibility. Now we’ve got it.”)

What radio’s business health isn’t as good as its operators would like it to be—and, for the most part, as they believe it deserves to be. The medium may not yet be ahead of its audience, but it is ahead of its buyers. Some in radio can get fairly exercised on that point. None more than Charles Warner, general manager of CBS Radio Spot Sales, who pulled no punches at the Advertising Club of New York last month: “I came here today to tell you that I’m sick and tired of sitting in the back of the bus,” was how he began. “Radio has been the victim of media prejudice and unconscionable discrimination long enough, and it’s about time we radio people rose up and did something about it.”

Mr. Warner went on to catalogue his complaints about agencies and advertisers, including his belief that their antiradio attitudes came out of “vanity, fear, ignorance, arrogance, sloth and greed.” Warming to his subject, he blasted the common complaint that radio is too hard to buy, and that it’s thus incubent on the medium to make the process easier, and said that “Radio is a segmented medium that takes a little effort and brains to buy and reaps great rewards to the advertiser who wants flexibility [that word again] and segmented target audience. It is the agency’s responsibility to learn more about radio and plan it and buy it properly. Don’t blame us,” he said, “for not selling it right—that’s a cop out, and a bad one for irresponsibly overlooking the most enormous, personalized mass medium ever invented. Should radio improve the creative product? Would you like us to write the copy, stamp and mail the envelope too? We didn’t hire the creative genius who can’t express himself unless he spends two weeks in Greece shooting film for a 30-second version of Fellini’s ‘Satyricon’ for dog food. Tell him to write a good radio commercial or fire him, but for God’s sake don’t blame us!”

In a calmer moment Mr. Warner took pains to point out that, according to the latest RADAR reports data, the medium reaches 92% of all people over 18 every week, 99% of the teen-agers, 94% of all men and women 25-49, and that CBS research indicates that while the average adult spends 1,200 hours per year with TV, he spends 900 hours with radio.

It needn’t be dwelled upon, but the account that causes most radio men to beat their heads against the wall is the largest broadcast—that is, television—spender of them all: Procter & Gamble. Or “that dirty mother down in Cincinnati,” as it’s known to one who’s lost more than one battle in that city. The big hope now is that Collage’s heavy spending in the medium, along with that of such other accounts as Bristol-Myers and General Foods, will begin to knock off P&G facings in some of the major chains around the country, and thus force the giant to come around. Of course, “that’s what we’ve said for 12 years now,” says our anonymous veteran, “and we’re still waiting.”

There are others who regard the potential entry of a P&G as a mixed blessing, fearing that “what they might do is screw up an already tenuous rate situation so badly that they could bring the business to its knees—just like they did network radio.” Says this source, “They took all the profits out of it by the weight they could bring to bear.” Confronted with that thesis, Frank Boyle says “Tell ’em to come on in and give us a try. We’ll take the chance.”

The airlines were another holdout from radio before Pan Am—which in Mr. Boyle’s view was probably the least likely airline to do it—busted into rock radio. Eastern, one of the last airlines to hold out, began investing in radio last fall. The airlines now—along with the petroleum and the automobiles—are the pace setters among radio’s buyers.

What hurt most last year, of course, was the absence of cigarettes, barred from the medium by government fiat. That, plus the General Motors strike and the general economic doldrums, made 1970 not a banner year. But the
All of our clients are winners. Some made this list for as little as \$2725 including production. All of them got rich.

List:

**CLIO**

- KABC-TV - Mini-Documentaries
- Richter & Mracky-Bates, Inc., Los Angeles
- 1. BLIND CHILDREN
- 2. PROSTITUTION
- 3. DIRTY PICTURES

- McMahan's Furniture Stores
- Botsford Ketchum, Inc., Los Angeles
- 4. WELCOME TO MCMAHAN'S

- Michigan Bell Telephone Company
- N. W. Ayer & Son, Inc., Detroit
- 5. A COMMERCIAL FOR MICHIGAN BELL

- 6. THE DIRECT APPROACH
- 7. I'M NOT IN TOWN

- Fidelity Bank
- Gray & Rogers, Inc., Philadelphia
- 8. YOU'RE NOT INVITED
- 9. THIS INTRICATE ARPEGGIO

- 10. LIFE IS FULL OF LITTLE SURPRISES

- KABC-TV - Movies
- Richter & Mracky-Bates, Inc., Los Angeles
- 11. BEHOLD A PALE HORSE

- 12. NORTH BY NORTHWEST
- 13. THE BROTHERS KARAMAZOV

- Equitable Savings
- Chiat/Day, Inc., Los Angeles
- 14. GRANDMAM READ GOOD

- 15. MY NANNY
- 16. MY GRANDPA

- Stern & Mann's Dept. Store
- Ray Crowl Advertising, Canton, Ohio
- 17. TINA

- 18. CATHIANNE
- 19. STERN & MANN & WOMAN

- Chrysler Corporation
- Ross Roy, Inc., Detroit
- 20. AND IF I SAY ENGINEERING

- 21. NOW THAT YOU MENTION IT
- 22. PEOPLE

- 23. CHRYSLER CARES, CHRYSLER CARES

- Franciscan Communications Center
- 24. WHAT IS SEGREGATION?

- 25. LOVE LIKE A KID AGAIN
- 26. CAN YOU SAY IT?

- 27. BE HUMAN

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**IBA**

- The Hibernia Bank
- Hoefer, Dieterich & Brown, Inc., San Francisco
- 28. REMEMBER HIBERNIA

- Michigan Bell Telephone Company
- N. W. Ayer & Son, Inc., Detroit
- 29. A COMMERCIAL FOR MICHIGAN BELL

- 30. THE DIRECT APPROACH

- KABC-TV 6 o'clock Movie
- Richter & Mracky-Bates, Inc., Los Angeles
- 31. HUSH, HUSH, SWEET CHARLOTTE

- 32. BEHOLD A PALE HORSE
- 33. NORTH BY NORTHWEST
- 34. THE BROTHERS KARAMAZOV

- Chrysler Corporation
- Ross Roy, Inc., Detroit
- 35. NOW THAT YOU MENTION IT

- KABC-TV - Mini-Documentaries
- Richter & Mracky-Bates, Inc., Los Angeles
- 36. BLIND CHILDREN

- 37. HIP KIT
- 38. DIRTY PICTURES
- 39. PROFESSIONAL CURiosity

- Westinghouse Broadcasting Company - WINS
- Dynasound Division, Data Packaging Corp.
- Richard Rodd Advertising, N. Y.
- 40. TAPE IT ON DYNASOUND

- Stern & Mann's Dept. Store
- Ray Crowl Advertising, Canton, Ohio
- 43. CATHIANNE

- Fidelity Bank
- Gray & Rogers, Inc., Philadelphia
- 44. THANK YOU VERY MUCH

- Burgess Battery Division, Gould, Inc.
- Carr Liggett Advertising, Inc., Cleveland, Ohio
- 45. BURGESS IS A DARN GOOD BATTERY

- The Cleveland Trust Company
- Lang, Fisher & Stasbwer Advertising, Inc.
- Cleveland, Ohio
- 46. AN AWFUL LOT LIKE LINCOLN

- 47. SINGLE GIRL
- 48. MONTHLY CHECKS ARE BEAUTIFUL

- Detroit Free Press
- Grey Advertising, Inc., Detroit
- 49. SOUNO OF A GOOD MORNING

- 50. ISN'T HE DELIGHTFUL?
- 51. DID YOU EVER MISS A MORNING?

- Franciscan Communications Center
- 52. LOVE LIKE A KID AGAIN

- 53. CAN YOU SAY IT?

- 54. BE HUMAN
- 55. THOSE WHO LOVE - THOSE WHO DON'T

- 56. WHAT IS SEGREGATION?
- 57. THE HUMAN SOUNDS OF LOVE

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turnaround is being felt now in many markets—up 15 to 20% over last year's first quarter is a common quotation—and there are those who believe 1971 could yet reach the levels of the late 60's, when radio felt healthiest.

Where most of radio's money is, of course, is in local spot, as opposed to national. Over-all the industry breakdown—as of 1969, the last full year for which official revenue data is available—is 66.6% local, 29.1% national spot and 4.3% network. (The respective dollar volumes which those percentages represent: $799.9 million, $349.6 million and $50.9 million. Their total: $1,200,400,000.)

Perhaps even greater than their frustration over P&G is the dander radio men can get up over the effect of that network 4.3% on the radio rate structure. Particularly NBC's, although the others come in for similar hard words from the national reps who feel the networks give their stations away. Phil Flanagan is among them. "A few weeks ago I was told that NBC Radio was offering the whole network News on the Hour at about $1.40 per station. Now that's hearsay, but it's the kind of situation we're accustomed to. The networks depress the value of the whole medium. They have for many years and they continue to. It's not a very exciting media investment for a guy if the salesman says 'I'm giving you America for $320.' The price is right but who wants it? That's an emotion that happens to people when things are dirt cheap."

NBC prefers to stay aloof from that particular competitive hassle—a classic on both the radio and television sides of the spectrum—but does go on record as denying it sells News on the Hour, ever, below the rate card level of about $1,000 per minute (which would make it $4.50 per station) or that it sells less than the full 236-station line-up for those segments. Nicholas Gordon, sales vice president, notes that the basic fact of life in any national medium is that you can buy the whole—as a network—more cheaply than you can buy each of the component parts. "We're out to develop sales for the whole medium," says Mr. Gordon, "and the dollar increments we're after are large to begin with. Advertisers buying on the network are committing sums in the $50,000 or $100,000 level at a crack. It's just meaningless to talk in terms of dollars per spot per individual station."

The fire is not out on that controversy, however, and won't be in the presently foreseeable future.

Whatever the economics of the present market, radio is still an attractive business to get into. The return on invested dollar is far greater than in television because the cost factor is so much lower. More than that, it doesn't keep skyrocketing once you hit the peak. In a lot of stations the only thing that keeps overhead up is the unions; those stations which still have the flexibility to automate their way around that problem consider themselves doubly blessed. Overhead stops at the door, essentially. Beyond that the increases are keyed to volume—such as ASCAP and BMI fees, taxes, commissions and the like. But other than that it doesn't cost any more, theoretically, to broadcast to half a million people, and charge accordingly, than 50,000. Radio can still be a glorious business, businesswise.

BUSINESSWISE, there's no better operator in radio than the owned stations of ABC. No man's more responsible for that condition than Hal Neal, president of the division.

One of Mr. Neal's ex-competitors puts it about as strongly as you can: "ABC's stations are super-broadcasters. They do everything right. They have large audiences. They are competitively strong. They make a ton of money. They do great public service, partly because they have such huge audiences to do it to. They get involved in community affairs. They are sound in the treatment of their people. They promote from within. They recruit well. Their hearts are in the right place on minority hiring and all that kind of thing."

They also make almost every use of the medium you can think of. They rock in New York and are first at it. They talk in L.A. and are first at it. They have an upbeat middle-of-the-road and a beautiful music station. They also, on the FM side, have a solid string of underground contemporaries. There are, to be true, some formats left, but it's hard to think of any other company so diversified and so well.

Hal Neal doesn't have to say those things about ABC—they're said for him by others. He does have something to say about how all that comes about: "What really caused it to happen was the interest and the belief on the part of management that, while the radio stations will never produce as many dollars as television stations will, they still are very important dollars and there is still an important segment of the public to serve in various ways. I really believe this: you have to give honest service, you have to honestly do something, fulfill a need, then you go out and sell it. I don't think there is any magic sesame. Some broadcasters are going to fail and some are going to win.

And the guys who work hard at it are going to win and the guys who don't are going to lose. And it comes back to this—and I know this sounds like information for the FCC, but it's true—that you've got to fulfill a public need. I don't care whether you are selling soap, cars, television stations or radio stations, you've got to give honest value, or I don't care how many salesmen you hire, you are not going to make it."

Mr. Neal, who can make a point when he means it, goes on:

"I won't even use our stations as the examples. Let's look at the all-news phenomenon of WINS(AM), which did it first in New York, and WINS(AM), both all-news all the time. Now the WINS is top-40 news. WINS is middle-of-the-road news, because they have more feature material, a little more personality, in fact they do a hell of a job, really. So, I come back to radio, the strength of radio is in appealing to the individual tastes, and everyone has to find his own. We develop our own friends and our own cults because we tend to be able to associate with them, and this is the strength of radio. How can so many stations survive? That's a problem, no question about it, but if you develop a distinct and strong personality, and serve that public need faithfully, you have an audience. A viable thing that is of great value, with great believability. That's the key."

Which just about says it all.

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(THIS SPECIAL REPORT WAS WRITTEN BY DONALD WEST, MANAGING EDITOR.)
Macdonald bill picks up support
Some key features draw Justice approval; broadcasters disagree

The Nixon administration last week endorsed some major points of the new political-spending bill introduced by Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee. Broadcasters, however, made clear their disapproval of provisions they feel would discriminate against radio and television stations.

These were two positions expressed last Tuesday and Wednesday (June 15-16) as the subcommittee wound up its hearings on political-spending proposals. The hearings, which began June 8 (BROADCASTING, June 14), have been focusing primarily on the merits of H.R. 8628, the bill Chairman Macdonald introduced last month in an attempt to meet the President's objections that last year's vetoed legislation discriminated against broadcasters.

Chairman Macdonald's measure repeals Section 315 of the Communications Act for presidential and vice-presidential candidates; limits to 10 cents per eligible voter the amount a federal-office candidate could spend on all media (no more than half to be spent in broadcast), and requires broadcast and nonbroadcast media to charge candidates their lowest unit rates.

Associate Deputy Attorney General Wallace H. Johnson gave the subcommittee a summary of what the Justice Department (and the administration) would like to see in any campaign-reform legislation. The views were those expressed by Deputy Attorney General Richard G. Kleindienst at Senate hearings on S.382, the Commerce Committee's political-spending bill (BROADCASTING, April 7, May 31).

Mr. Johnson said justification for repeal of Section 315 for presidential and vice presidential candidates—that the equal-time provision has discouraged broadcasters from offering free time and coverage to candidates and has favored incumbents over challengers—also applies to other federal-office candidates.

Free or subsidized broadcast time is not the answer to controlling campaign costs, he said, "because candidates would buy as much additional broadcast time as they could afford." And, he added, subsidized time "will serve to lure into campaigns many fringe and minor candidates who are more interested in personal exposure than in serious contention for elective office."

He also reiterated that Justice favors one over-all spending limitation and lowest-unit-rate provisions that apply to both broadcast and nonbroadcast media.

Mr. Johnson told the subcommittee that limiting contributions could violate First Amendment guarantees of freedom of expression. And, he said, requiring broadcasters to give candidates free time could also raise a constitutional question because it could mean taking broadcasters' property without due process of law.

He said Justice supports the concepts contained in H.R. 8628, sees the bill's provisions as part of a package of campaign-reform measures, and does not see enforcement problems in the Macdonald bill if provision is made for full disclosure of campaign financing.

In a statement last week, Chairman Macdonald hailed the Nixon administration's support of his bill as "very welcome and tremendously important." He said Mr. Johnson's testimony was "constructive and a true indication that our efforts have real bipartisan support."

If the equal-time provision were repealed for presidential and vice-presidential candidates, there is no doubt that networks and individual licensees would act with "scrupulous fairness." That was the opinion of FCC Chairman Dean Burch, who noted that the commission has announced that it intends to conduct a broad inquiry into the fairness doctrine, including its applicability to political broadcasts (BROADCASTING, June 14). He added that across-the-board repeal would be possible with the proper FCC guidelines.

He said the lowest-unit-rate requirement "is one way of reducing direct costs for broadcasts by candidates and at the same time allowing each station to provide reduced charges according to its own rate schedule."

The question of spending limits is a policy judgment for Congress, Chairman Burch said. However he pointed out that H.R. 8628's limits discriminate against broadcasters. "Candidates should retain maximum flexibility to conduct their own campaigns as they see fit within the total limits to be set," he said. Chairman Burch's views were shared by Vincent Wasilewski, president of the National Association of Broadcasters.

Wade H. Hargrove, executive director and general counsel of the North Carolina Association of Broadcasters also favored across-the-board repeal of Section 315 and a single over-all limitation on spending. However, he took issue with the lowest-unit-rate provision of the Macdonald measure. "There is no public-interest justification for compelling these selected industries [stations, newspapers and magazines] to shoulder and subsidize the costs of campaigns," he contended. For broadcasters, he said, the provision is "invidiously discriminatory" and relegates the industry to a common-carrier status.

John Howell, publisher of the Waukegan (R.I.) Beacon testified for the National Newspaper Association. He was accompanied by William Mullen, president of NNA, and Theodore Serrilli, executive vice president of the association.

If the lowest-unit-rate were applied to newspapers, Mr. Howell said, it would result in "either below-cost bargain rates for political ads or complete refusal by newspapers to accept them because of the economics involved."

And, he added, requiring newspapers...
and magazines to make advertising space available to all candidates for an office if they sell space to any candidate "clearly infringes on the free-press guarantees of the Constitution."

Representative John S. Monagan (D-Conn.) told the subcommittee that his bill (H.R. 8606) should be part of any campaign-reform package enacted by the House. The measure would make it illegal to nominate a candidate for President more than 60 days prior to the general election. "Shortening the campaign will automatically reduce and possibly eliminate" many abuses, he contended, because in most cases campaign excesses are related to campaign length.

Dr. Martin Krakowski, a Washington private consultant in economics, operations research and social sciences, told the subcommittee that his method for "continuous disclosure" of media payments would be a useful supplement to other legislation. Under the proposal, which Dr. Krakowski has advanced in Senate hearings on political spending, all political announcements in broadcast and print media would carry price tags and cumulative media expenditures for each candidate would be announced periodically.

Hearings on other political-spending proposals are scheduled this week under Representative Watkins M. Abbitt (D-Va.), chairman of the Subcommittee on Elections of the House Administration Committee.

The hearings will deal with H.R. 8284—sponsored by Mr. Abbitt and Administration Committee Chairman Wayne L. Hays (D-Ohio)—and other election-reform measures that have been referred to the committee. Sessions are scheduled tomorrow, Wednesday and Thursday (June 22-24) at 10 a.m. in Room 2154 of the Rayburn building. A subcommittee spokesman said last week that hearings would also be held following Congress' July 4th recess.

The Hays-Abbitt measure, introduced last month, places strict limits on aggregate contributions and expenditures for federal-office candidates, but does include expenditures of $2.7 million by Conservative and other parties in primary and general elections.

The report also shows that all candidates received a total of more than 21,000 free hours of time. The Democrats received the most, 11,429 on radio and television in the primaries and general elections; the Republicans received 7,607 free hours. The total received by the other parties was 2,427.

In the general elections, the total amount of free time given the major parties was practically split evenly between them—5,131 hours for the Democrats, 5,164 for the Republicans.

### Political broadcasting in radio stations: 1970 elections

<table>
<thead>
<tr>
<th>Party</th>
<th>Charges for program time</th>
<th>Paid program time</th>
<th>Free time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(dollars)</td>
<td>(hours)</td>
<td>Sustaining time (hours)</td>
</tr>
<tr>
<td><strong>Primary election</strong></td>
<td></td>
<td></td>
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<tr>
<td>Democrat</td>
<td>4,787,201</td>
<td>141,475</td>
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<tr>
<td>Republican</td>
<td>1,889,505</td>
<td>26,648</td>
<td>777 585</td>
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<tr>
<td>Conservative</td>
<td>362</td>
<td>9</td>
<td>80 102</td>
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<tr>
<td>Other parties</td>
<td>448,516</td>
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<td><strong>Total</strong></td>
<td>7,125,424</td>
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<td><strong>General election</strong></td>
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<tr>
<td>Democrat</td>
<td>4,943,446</td>
<td>89,768</td>
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<td>Republican</td>
<td>5,481,144</td>
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<td>1,681 1,092</td>
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<tr>
<td>Conservative</td>
<td>262</td>
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<tr>
<td>Other parties</td>
<td>688,044</td>
<td>16,187</td>
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<td><strong>Total</strong></td>
<td>11,331,097</td>
<td>177,894</td>
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<td><strong>Primary and general elections</strong></td>
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<tr>
<td>Democrat</td>
<td>9,730,647</td>
<td>231,246</td>
<td>3,415 1,452</td>
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<td>Republican</td>
<td>7,370,849</td>
<td>95,905</td>
<td>2,458 1,577</td>
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<td>Conservative</td>
<td>69,175</td>
<td>782</td>
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<td>1,136,580</td>
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<td><strong>Total</strong></td>
<td>18,287,031</td>
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### Political broadcasting on TV stations: 1970 elections

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<th>Charges for program time</th>
<th>Paid program time</th>
<th>Free time</th>
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<td>(dollars)</td>
<td>(dollars)</td>
<td>(hours)</td>
<td>Sustaining time (hours)</td>
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<tr>
<td><strong>Primary election</strong></td>
<td></td>
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<tr>
<td>Democrat</td>
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<td>688,885</td>
<td>989</td>
<td>407 154</td>
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<tr>
<td>Republican</td>
<td>3,002,354</td>
<td>211,206</td>
<td>238</td>
<td>324 89</td>
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<td>Other parties</td>
<td>233,977</td>
<td>30,906</td>
<td>19</td>
<td>48 26</td>
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<td><strong>Total</strong></td>
<td>9,317,743</td>
<td>951,000</td>
<td>1,248</td>
<td>776 239</td>
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<td><strong>General election</strong></td>
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<tr>
<td>Democrat</td>
<td>8,763,477</td>
<td>460,507</td>
<td>469</td>
<td>395 110</td>
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<tr>
<td>Republican</td>
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<td>847,313</td>
<td>1,090</td>
<td>100 89</td>
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<tr>
<td>Conservative</td>
<td>416,435</td>
<td>20,771</td>
<td>2,406</td>
<td>3 24</td>
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<tr>
<td>Other parties</td>
<td>397,419</td>
<td>897,997</td>
<td>8</td>
<td>13 3</td>
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<tr>
<td><strong>Total</strong></td>
<td>20,254,765</td>
<td>1,105,234</td>
<td>1,159</td>
<td>1,117 278</td>
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<td><strong>Primary and general elections</strong></td>
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<tr>
<td>Democrat</td>
<td>14,834,889</td>
<td>1,149,292</td>
<td>1,458</td>
<td>802 264</td>
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<tr>
<td>Republican</td>
<td>13,408,981</td>
<td>766,345</td>
<td>1,823</td>
<td>784 179</td>
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<td>Conservative</td>
<td>416,435</td>
<td>20,771</td>
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<td>13 3</td>
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<tr>
<td>Other parties</td>
<td>861,403</td>
<td>80,725</td>
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<td>13 2</td>
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<td><strong>Total</strong></td>
<td>29,572,568</td>
<td>2,036,234</td>
<td>4,205</td>
<td>1,884 515</td>
</tr>
</tbody>
</table>

### Political Broadcasting: June 21, 1971

82 BROADCASTING

BROADCASTING, June 21, 1971
not contain restrictions on how the funds are to be spent (Broadcasting, May 17).

Political donations by broadcasters

Some 12 in the business put up $10,000 or more for candidates in 1968

A dozen figures associated with broadcasting are listed as having contributed $10,000 or more in the 1968 political-election campaign by Dr. Herbert Alexander in his new book, "Financing the 1968 Election," published yesterday (June 20) by D. C. Heath & Co. (355 pp., including appendices; $12.50).

Dr. Alexander is director of the Citizens Research Foundation, Princeton, N.J. He is the author of similar financial studies of the 1960 and 1964 elections.

Among the broadcast-related contributors, John Hay Whitney of Courtham Broadcasting gave the most: $57,500 to the Republicans. Others were: William S. Paley, chairman of CBS Inc., $10,000 to the Republicans; Thomas S. Murphy, chairman-president of Capital Cities Broadcasting Co., $5,000 to the Republicans and $6,000 to the Democrats; Mr. and Mrs. Gene Autry (Golden West Broadcasters), $15,000 to Republicans; Edward Lamb (Lamb Communications Inc.), $18,500 to Democrats; John W. Rollins (Rollins Inc.), $15,000 to Republicans; Miss Frances Steinman (Steinman Stations), $19,000 to Republicans; Mrs. J. Hale Steinman (Steinman Stations), $16,000 to Republicans; Mr. and Mrs. John D. Wrathe (Wrathe Corp.), $15,000 to Republicans.

In another list, showing split contributions, Dr. Alexander has these names with broadcast associations: Gardner Cowles (Cowles Communications), $3,750 to Republicans and $1,000 to Democrats; Arthur C. Nielsen Jr., $1,000 to Republicans and Mrs. Nielsen, $500 to Democrats; Earl F. Stick (Southern Broadcasting Stations), $4,000 to Republicans and $500 to Democrats.

Dr. Alexander also states that two broadcasters contributed a total of $1,000 to the Wallace campaign, but he does not identify them.

Dr. Alexander estimates that $300 million was spent for all candidates in the 1968 campaign, including primaries. This, he says, is a 50% increase over the 1964 campaign total.

At the presidential level, Dr. Alexander estimates that both major parties spent a combined total of $37 million and the Wallace campaign $9 million for the general election; pre-nomination expenses ran $25 million for Democrats (with Eugene McCarthy spending $11 million, Robert F. Kennedy, $9 million) and Hubert Humphrey $4 million), and $20 million for the Republicans (with Richard Nixon spending $10-12 million and Nelson Rockefeller, $8 million).

Cost-per-vote in the presidential race, he estimates, jumped from 35 cents in 1964 to 60 cents in 1968. Under proposed political-spending legislation, the cost per vote would be held to 10 cents (see page 81).

Accepting the FCC report on political spending in TV and radio of $58.9 million, 70% higher than the $34.6 million spent in broadcasting in 1964 (Broadcasting, Sept. 1, 1969), Dr. Alexander adds a special report on national advertising expenditures for both Richard Nixon and Hubert Humphrey, obtained from their election staffs (see table below).

Dr. Alexander estimates that $20 million was spent in newspaper advertising for all candidates during the 1968 campaign, and that expenses for public opinion polls rose to $6 million in 1968.

What method for measurement?

Rubens urges heavy study of the ways and means of counting local viewers

Broadcasters, advertisers and advertising agencies were urged last week to join technical and financial forces for a basic study of local-market TV audience-measurement techniques, with special emphasis on finding "viable alternatives" to the "sweep" system.

They were also urged to conduct methodological research to determine why local-audience measurements based on diaries often produce viewing levels substantially lower than national measurements based on meters, and how diary-based measurements might be improved. This was an obvious allusion to repeated charges that the local-market reports of the American Research Bureau in particular tend to seriously underestimate audiences.

Both calls came from William Rubens, NBC vice president for audience measurement, at a meeting of the Radio and Television Research Council, New York, where he previewed findings of two new studies conducted for the Committee on Nationwide Television Audience (CONTAM). He made the proposals for himself and NBC, not for CONTAM, which is concerned with national rather than local-audience measurement.

"As an industry we spend a great deal of money on audience research and on methodological studies to improve these techniques," he said. "Yet year after year we are satisfied to let a fixed, determined period of merely eight to twelve weeks serve as an adequate representation of the year-round 52-week audience."

In network-audience measurement and in local-audience measurement in New York and Los Angeles, where overnight rating systems are in operation, "there is a virtual 'census' across time," he said. "The audience is measured 48 to 52 weeks a year."

Mr. Rubens proposed that the National Association of Broadcasters and CONTAM's local-measurement counterpart, the Committee on Local Television and Radio Audience Measurement (COLTRAM) "start discussions with appropriate industry representatives to form a joint industry committee" to launch this broad program of research. The same joint committee, he said, should also undertake "to determine what changes can be made to produce measurements of station audience that are practical and affordable.
but not subject to the obvious deficiencies of the sweep system."

As for the differences in results produced by diaries and those produced by meters, Mr. Rubens proposed that an evaluation of the diary techniques employed by both ARB and the Nielsen Station Index (NSI) be made "by a disinterested third-party expert"; that research be conducted into the results of both closed-end and open-end diaries, with ARB and NSI also making available any research they have done on the subject, and that experiments be undertaken to determine whether there are "viable ways" of improving diary-produced ratings.

"I don't believe this research is the sole responsibility of the broadcasters," Mr. Rubens said. "Agencies and their clients should participate with their financial as well as with their technical support." In previewing the new CONTAM studies, Mr. Rubens recalled that earlier studies had shown that "properly executed" telephone coincidental research—which he described as much more elaborate and detailed than conventional telephone coincidentals—could provide an acceptable "standard of truth" in audience measurement. These earlier studies, he said, also found that the meter-based Nielsen Television Index (NTI) showed viewing levels virtually the same as those produced by a "properly executed" coincidental.

The new CONTAM studies, numbers five and six, conducted by the independent firm of Statistical Research Inc., dealt with NTI demographics, which are based on diaries in conjunction with meters, and on daytime as well as prime-time viewing.

While NTI and CONTAM's carefully conducted coincidental produced substantially the same results in terms of homes using television (HUT) sets in use, Mr. Rubens said, NTI was significantly short in terms of viewers per tuning household—8% short in prime time and 13% short in daytime, with the difference reflected primarily among children and teenagers. In terms of audience shares, the two methods produced results that were close.

On the whole, CONTAM concluded, NTI's meter/Diary techniques "provide adequate measures of network television viewing audiences."

As to "conventional commercial" coincidentals, CONTAM found that its own "carefully conducted" coincidental produced HUT levels approximately 10% higher than the conventional coincidental, but that in terms of program shares and viewers per tuned household there was little difference between the conventional and the carefully conducted.

CONTAM is composed of representatives of the three TV networks and the National Association of Broadcasters. Its final report on studies five and six is currently in preparation.

Money marks the television spot

Advertisers place nearly $300 million in the first quarter of 1971

The Television Bureau of Advertising reported last week that national and regional spot television advertising in the first quarter of 1971 reached $291,923,100, based on the 75 leading markets monitored by Broadcast Advertisers Reports.

TVB said that 1,290 national and regional companies invested in spot TV during the first quarter of this year, with expenditures in nighttime accounting for 30.6% of the total followed by early evening, 29.1%; daytime 21.0% and late night, 19.3%. The leading product categories were food and food products ($65,585,700).

Procter & Gamble was the top spot TV spender in the first quarter of 1971 with an investment of $4,158,100, followed by Colgate-Palmolive, $8,289,300; American Home Products, $8,242,600; General Motors Corp., $6,994,200 and Bristol-Myers, $6,678,700.

Estimated expenditures of top-100 national and regional spot television advertisers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>1st quarter 1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>$14,588,100</td>
</tr>
<tr>
<td>2</td>
<td>Colgate-Palmolive</td>
<td>$9,269,300</td>
</tr>
<tr>
<td>3</td>
<td>American Home Products</td>
<td>$9,242,600</td>
</tr>
<tr>
<td>4</td>
<td>General Motors</td>
<td>$9,194,200</td>
</tr>
<tr>
<td>5</td>
<td>Bristol-Myers</td>
<td>$8,776,700</td>
</tr>
<tr>
<td>6</td>
<td>General Foods</td>
<td>$8,559,600</td>
</tr>
<tr>
<td>7</td>
<td>Lever Brothers</td>
<td>$6,936,600</td>
</tr>
<tr>
<td>8</td>
<td>William Wrigley Jr.</td>
<td>$4,204,000</td>
</tr>
<tr>
<td>9</td>
<td>Warner-Lambert Pharmaceutical</td>
<td>$4,022,800</td>
</tr>
<tr>
<td>10</td>
<td>Coca-Cola</td>
<td>$3,967,300</td>
</tr>
<tr>
<td>11</td>
<td>Sterling Drug</td>
<td>$3,851,500</td>
</tr>
<tr>
<td>12</td>
<td>General Mills</td>
<td>$3,805,400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>1st quarter 1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>Chesbrough Ponds</td>
<td>$1,060,900</td>
</tr>
<tr>
<td>64</td>
<td>Squibb Beech-Nut</td>
<td>$1,065,400</td>
</tr>
<tr>
<td>65</td>
<td>Revlon</td>
<td>$905,200</td>
</tr>
<tr>
<td>66</td>
<td>Desuton Auto Dealers</td>
<td>$977,100</td>
</tr>
<tr>
<td>67</td>
<td>Block Drug</td>
<td>$976,800</td>
</tr>
<tr>
<td>68</td>
<td>Greyhound</td>
<td>$965,100</td>
</tr>
<tr>
<td>69</td>
<td>Clark Oil &amp; Refining</td>
<td>$933,900</td>
</tr>
<tr>
<td>70</td>
<td>Interstate Brands</td>
<td>$914,600</td>
</tr>
<tr>
<td>71</td>
<td>Liggett &amp; Myers</td>
<td>$907,000</td>
</tr>
<tr>
<td>72</td>
<td>Melville Shoe</td>
<td>$886,600</td>
</tr>
<tr>
<td>73</td>
<td>American Airlines</td>
<td>$871,500</td>
</tr>
<tr>
<td>74</td>
<td>H. J. Heinz</td>
<td>$872,100</td>
</tr>
<tr>
<td>75</td>
<td>Rio Tinto-Zinc</td>
<td>$883,500</td>
</tr>
<tr>
<td>76</td>
<td>Goodyear</td>
<td>$860,600</td>
</tr>
<tr>
<td>77</td>
<td>UAL, Incorporated</td>
<td>$856,100</td>
</tr>
<tr>
<td>78</td>
<td>AT&amp;T</td>
<td>$844,000</td>
</tr>
<tr>
<td>79</td>
<td>Pures</td>
<td>$846,200</td>
</tr>
<tr>
<td>80</td>
<td>Mannen</td>
<td>$812,700</td>
</tr>
<tr>
<td>81</td>
<td>Rheingold</td>
<td>$807,900</td>
</tr>
<tr>
<td>82</td>
<td>Philip Morris</td>
<td>$803,800</td>
</tr>
<tr>
<td>83</td>
<td>E. &amp; J. Gallo Winery</td>
<td>$799,700</td>
</tr>
<tr>
<td>84</td>
<td>C. F. Mueller</td>
<td>$795,800</td>
</tr>
<tr>
<td>85</td>
<td>Ward Foods</td>
<td>$797,000</td>
</tr>
<tr>
<td>86</td>
<td>Hills Brothers Coffee</td>
<td>$791,200</td>
</tr>
<tr>
<td>87</td>
<td>Kimberly Clark</td>
<td>$776,600</td>
</tr>
<tr>
<td>88</td>
<td>Union Carbide</td>
<td>$755,500</td>
</tr>
<tr>
<td>89</td>
<td>Trans World Airlines</td>
<td>$747,500</td>
</tr>
<tr>
<td>90</td>
<td>Campbell</td>
<td>$733,500</td>
</tr>
<tr>
<td>91</td>
<td>Ronco Tele-Products</td>
<td>$764,700</td>
</tr>
<tr>
<td>92</td>
<td>U.S. Steel</td>
<td>$784,200</td>
</tr>
<tr>
<td>93</td>
<td>Economics Lab</td>
<td>$760,400</td>
</tr>
<tr>
<td>94</td>
<td>Nissan Motor</td>
<td>$757,400</td>
</tr>
<tr>
<td>95</td>
<td>Hanes</td>
<td>$754,100</td>
</tr>
<tr>
<td>96</td>
<td>Atlantic Richfield</td>
<td>$754,000</td>
</tr>
<tr>
<td>97</td>
<td>Doctor Pepper</td>
<td>$751,200</td>
</tr>
<tr>
<td>98</td>
<td>Volkswagenwagen</td>
<td>$749,500</td>
</tr>
<tr>
<td>99</td>
<td>F. M. Schaefer</td>
<td>$746,100</td>
</tr>
<tr>
<td>100</td>
<td>Magnavox</td>
<td>$730,800</td>
</tr>
</tbody>
</table>

**Spendings by product category**

| Agriculture and farming | $1,168,300 |
| Apparel, footwear and accessories | $3,319,200 |
| Apparel fabrics and finishing | $545,600 |
| Footwear | $2,241,500 |
| Hosiery | $2,063,000 |
| Ready-to-wear | $382,600 |
| Underwear foundations and bra | $1,762,900 |
| Misc. apparel, accessories and notions | $239,600 |
| Automotive | $2,684,500 |
| Passenger cars | $19,777,100 |
Jewelry, watches
Cameras
Misc.
Small household paper products
Shortening
Pasta
Meat, flour and bakery goods
Sec. 63,347,300
21.7
Total $291,923,100

Jewelry, watches
Cameras
Misc.
Small household paper products
Shortening
Pasta
Meat, flour and bakery goods
Sec. 63,347,300
21.7
Total $291,923,100

Swiff, Union Carbide accede to FTC order

The Federal Trade Commission announced last week that it was provisionally accepting a consent order in which Swiff & Co., Chicago, agreed to cease making what the agency called false, misleading and deceptive health and nutritional claims on TV and in other media for its line of baby foods (BROADCASTING, Feb. 15). Tied to the Swift consent order is its agency, McCann-Erickson Inc., New York.

Earlier, the agency announced provisional acceptance of a consent order by Union Carbide Corp., New York, with respect to that firm’s “acid test” TV commercial for its Prestone anti-freeze. FTC called the demonstration deceptive when it issued the complaint in 1969.

Klein sees danger in FTC’s ‘proof’ order

Broadcasters and print media representatives concerned about a government threat to freedom of the press might be better advised to look more closely at recent activities of the Federal Trade Commission than to scrutinize President Nixon’s administration as closely as they recently have done.

Herbert G. Klein, White House director of communications, speaking before the Public Relations Society of America, in Little Rock, Ark., said, as he has before, that the administration’s concern with the news media is keeping open the avenues of communication, not censorship.

But he said the FTC proposal to require advertisers to back up the claims of their advertisements could restrict the economic basis of the press and the broadcast media (BROADCASTING, June 14). The proposal “sounds good because of the heat of consumerism,” but it could have a precedent-setting danger to a free press, he said.

Young & Rubicam has resigned Hunt-Wesson Foods Inc., Fullerton, Calif. Billings for the account are approximately $5.8 million, of which about $4 million are in TV-radio.

In an internal memo circulated within Y&R, Edward N. Ney, president, cited factors leading to the agency’s decision: difficulty in reaching agreement with client on “proper course for advertising-marketing”; limitations on long-range relations and growth possibilities because of Hunt-Wesson’s announced plans to start a house agency; product-conflict situations because of Y&R’s heavy involvement in grocery products, forcing the agency to turn down several Hunt-Wesson assignments and on the other hand, inhibiting Y&R’s ability to accept brands from other clients.

1971 television-network sales as of May 16*:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>1st quarter 1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Travel, hotels and resorts</td>
<td>$3,204,000</td>
</tr>
<tr>
<td>2</td>
<td>Airlines</td>
<td>$7,527,000</td>
</tr>
<tr>
<td>3</td>
<td>Buses</td>
<td>$471,000</td>
</tr>
<tr>
<td>4</td>
<td>Car rental</td>
<td>$341,000</td>
</tr>
<tr>
<td>5</td>
<td>Steamships</td>
<td>$1,320,000</td>
</tr>
<tr>
<td>6</td>
<td>Miscellaneous</td>
<td>$1,623,000</td>
</tr>
</tbody>
</table>

**Total** $291,923,100

## Spending by length of commercial *

<table>
<thead>
<tr>
<th>Length</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 sec.</td>
<td>$16,638,000</td>
<td>57.7</td>
</tr>
<tr>
<td>20 sec.</td>
<td>9,046,000</td>
<td>31.1</td>
</tr>
<tr>
<td>30 sec.</td>
<td>2,020,000</td>
<td>69.2</td>
</tr>
<tr>
<td>40 sec.</td>
<td>63,347,300</td>
<td>21.7</td>
</tr>
</tbody>
</table>

**Total** $291,923,100

* Dollars invested in piggy-backs were allocated according to the lengths of the component parts.

**Y&R drops Hunt-Wesson**

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### 1971 television-network sales as of May 16*

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended May 15</th>
<th>Total dollars week ended May 15</th>
<th>1971 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$437,100</td>
<td>1,417</td>
<td>8,209,500</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>72</td>
<td>$437,100</td>
<td>1,417</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>6,270,200</td>
<td>16,672</td>
<td>120,782,100</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,004</td>
<td>$6,270,200</td>
<td>16,672</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>2,903,700</td>
<td>5,541</td>
<td>63,765,700</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>313</td>
<td>$2,903,700</td>
<td>5,541</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>1,264,500</td>
<td>1,734</td>
<td>28,598,800</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>99</td>
<td>$1,264,500</td>
<td>1,734</td>
</tr>
<tr>
<td>Sunday</td>
<td>12</td>
<td>$237,700</td>
<td>348</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>12</td>
<td>$237,700</td>
<td>348</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>439</td>
<td>$15,582,300</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>$15,582,300</td>
<td>8,418</td>
<td>356,133,500</td>
</tr>
<tr>
<td>Total</td>
<td>$28,020,700</td>
<td>38,457</td>
<td>$812,338,900</td>
</tr>
</tbody>
</table>

* Source: Broadcast Advertisers Reports network-TV dollars estimates.
Dingell hears from Mrs. Sarson

And advertisers hear from Dingell:
too few consumers in code structure

A long-haired Boston mother of two with a decided British accent went to Washington last week and told a congressional committee that TV stations and networks are not living up to provisions of their own code.

Mrs. Evelyn Sarson, president of Action for Children's Television, charged that the TV code of the National Association of Broadcasters forbids broadcasters from exploiting children, from making health appeals to children, or from carrying sponsored programming making health appeals to children, or from carrying sponsored programming to exploit children, from carrying sponsored programming to children, or from carrying sponsored programming to children.

But, she claimed, children's programs on TV are designed to exploit children because the child "does not understand the 'caveat emptor' system that demands the advertising and is often unaware of where the program ends and the commercial begins."

Further, she contended, children's programs are loaded with vitamin advertising and are sold "just like candy." Mrs. Sarson also drew a bead on the Romper Room programs where, she claimed, the teacher-host often also delivers the commercial.

Mrs. Sarson called for the elimination of all advertising on TV programs designated specifically for children in the 2-to-12 age bracket; the establishment of "realistic" regulations and "clear limitations" on all advertising shown during daytime hours, when children may be watching, and the strengthening of the FCC with adequate staff and funding.

She defined the hours when children watch as Saturday and Sunday mornings, and from 4 to 6:30 p.m. weekdays.

ACT already has spurred the FCC into a rulemaking proceeding, following the organization's petition asking the commission to forbid any advertising in children's programs and to require a minimum of 14 hours weekly of "good" children's programming by each TV station. Comments are due July 2, with reply comments due a month later.

Mrs. Sarson's appearance was before Representative John D. Dingell (D-Mich.) and a subcommittee of the House Small Business Committee which has been holding hearings on advertising self-regulation. The scheduled five-session hearing was to continue Friday (June 18) with Federal Trade Commission Chairman Miles W. Kirkpatrick and FCC Chairman Dean Burch.

On Friday this week (June 25), the subcommittee is scheduled to hear Mrs. Virginia H. Knauer, President Nixon's consumer adviser, and Ralph Nader, consumer advocate.

Earlier this month the committee heard from advertising and NAB representatives (Broadcasting, June 14).

Mrs. Sarson also expressed little hope for self-regulation by advertisers themselves. "For the advertisers to suggest another self-regulatory body," she said, "is to create another stalling mechanism without teeth."

Representative William L. Hungate (D-Mo.), a member of the subcommittee, tried to get Mrs. Sarson to admit that her program constituted censorship, and that it discriminated against TV because it did not touch newspapers, comic books or magazines. Mrs. Sarson refused to agree. TV, she said, uses the public airwaves and is licensed to perform in the public interest. It is the pre-eminent medium for children, she maintained. For pre-school children, who don't read, it is the only medium, she said. Thus, she concluded, TV standards should be higher than normal.

Mr. Dingell opened last week's hearing with an admonition to advertisers. He told them in no uncertain terms that they are not paying enough attention to consumers in the structure of the prospective industry self-regulatory code.

He said that the proposed ratio of public members to advertisers and agency representatives on the 50-member National Advertising Review Board is insufficient. Instead of just 10 public members, as now proposed, he declared, there should be 20.

And, he added, public members should be chosen by an independent group, not by advertising-industry representatives. Furthermore, he said, the National Advertising Advisory Committee that is choosing the NARB membership should contain representatives of consumer organizations. The NAAC consists now of the chairmen and presidents of the Association of National Advertisers, the American Association of Advertising Agencies, and the American Advertising Federation.

The projected advertising code calls for the 140 bureaus of the Council of Better Business Bureaus to act as the first-line staff in policing the truth and accuracy of national advertising. Where an advertiser declines to accept the CBBB verdict, he may appeal to the NARB. If he still refuses to accede to an NARB decision, that organization will forward the case to the Federal Trade Commission or other appropriate federal government agency.

Under the present formula, the NARB is to consist of 30 members representing advertisers, 10 from agencies and 10 from the public.

Comments on ACT plan flood FCC's office

The FCC has received numerous letters—perhaps numbering in the thousands—from various groups and individuals, predominantly expressing support for the proposal by Action for Children's Television that the FCC impose regulation on children's television programming.

ACT, a Boston-based citizen group,
made the proposal to the commission in February 1970, and comments began to pour in soon after. The deadline for their filing is now July 2—but it is clear that it will be some time before the FCC's staff reviews the pleadings.

ACT noted last week that "thousands" of letters have been received supporting its proposal which would ban commercials from children's programs and would establish a minimum number of hours devoted to such programming.

The commission's staff has been able to document only the formal comments that have come in—numbering about 120. These pleadings appear equally distributed between opponents of the proposal (mainly television licensees) and supporters.

Representative of the opposition was one from WABI-TV Bangor, Me., which contended: "Commercial television already presents a wide variety of programs attractive to children." Types of shows not presently available, it said, depend "on one's definition of children's TV and one's understanding of the mission of commercial television." Equally common was an accusation of KROV-TV Weslaco, Tex., that the ACT proposal is "entirely without grounds for concern and should be totally ignored."

On the other side, there were numerous allegations. Among them: that television subjects children to excessive violence, exploits minority groups and misleads young viewers. But a more universal agreement was made by B'nai B'rith Women that "self regulation by the industry can no longer be trusted to meet the high quality need" of children.

Bowl game number 12 goes to Mizlou for TV

Mizlou Productions, New York, has been awarded a three-year television contract for the new post-season collegiate football bowl game established by the Arizona Sports Foundation (BROADCASTING, May 24). The bowl game, still unnamed, will be telecast nationally Dec. 27 3-6 p.m., EST from Arizona State University Sun Devil Stadium in Tempe.

Proceeds of the new bowl, the 12th major post-season game authorized by the National Collegiate Athletic Association, will be contributed to Operation Dope Stop. Attorney General and Mrs. John Mitchell have accepted an invitation to participate in the first festival.

The new bowl annually will pit the winner of the Western Athletic Conference against an outside team.

Mizlou's string of football post-season games now includes the Blue-Grey Classic (Dec. 28), the Peach Bowl (Dec. 30) and the American Bowl (Jan. 9, 1972).

Some last words from Dr. Stanton

Soon to talk—or not to—
to Staggers, he has a say on subpoena at HRTS

"It seems to me," Dr. Frank Stanton told the Hollywood Radio and Television Society, "that the federal government, through [the Staggers] subcommittee, is insisting on trying to compare what we left out of The Selling of the Pentagon with what we included. By proposing this, the subcommittee is attempting flagrantly to engage the government in news surveillance."

Speaking to nearly 600 people in Los Angeles Tuesday (June 15), the president of CBS said there was nothing abstract or even dryly legal about the issue which he faces on Thursday (June 24) when he is scheduled to appear before the Staggers House Subcommittee.

"The fundamental question is poised," he said. "Is broadcast journalism really a part of the free press? It is ironic that this question should be raised, for after all, we know that more people rely on broadcast journalism as their primary source of news than on any other form."

The CBS president pointed out that the subcommittee has disqualified any interest in examining the substantive issues raised by Selling. He said that very little of the discussion that followed the broadcast dealt with the program's content. "Rather the debate has related to technique, to questions of what was left out and what was put in," Dr. Stanton said. "In the last analysis, what is involved is nothing more and nothing less than the correctness of the news judgments which underlie the editing process. And of course," he added, "except where a broadcast is live and verbatim, editing is a fundamental part of broadcast journalism just as it is of print journalism."

"The federal courts have in recent years set as the basic standard of whether government action involving the press is constitutionally permissible, the test of whether such action has a chilling effect," Dr. Stanton said. "It is perfectly obvious to anyone who has ever had contact with journalists and the journalistic process that if the government has the right to do what this subcommittee is proposing—to compare what has been excluded with what has been included, to inquire into the editing process, to exercise its own judgments of whether that editing process meets its official notions of correct and appropriate editing—the effect is chilling indeed."

Dr. Stanton said that it would have been easy for him to comply with the initial subpoena, to appear before the committee to discuss and defend The Selling of the Pentagon. But, he said, in good conscience, he could not. He said that when he appears before the committee on Thursday, he would respectfully decline to answer what he termed key questions. Those would relate to the editing required in assembling the program and the issues raised within the program. Dr. Stanton felt he would likely be held in contempt of the committee and possibly sentenced to jail. He was asked if he would go to prison but said that decision was probably two years away, if it had to be made at all.

Dr. Stanton also took the opportunity to say that he supported the stand of the New York Times in publishing allegedly classified documents. Calling them historical documents, he stated his position that the public has a right to know. But he declined to say whether CBS would have broadcast parts of the documents had they received them first.

Why does the Pentagon watch?

Senator William Proxmire (D-Wis.) has asked the Pentagon why it wants to record newscasts of all major TV and radio station in the Washington area.

The request stemmed from a Penta-

---

CHICAGO CATV HEARINGS

What did Chicago city aldermen ask in their investigation of CATV?

What did TelePrompter's Irving Kahn tell them about the investment his company would make in their city? What did Newton Minow say when he took the stand? What proposals were made by Chicago newspaper publishers?

The answers to these and many other vital questions about CATV franchises can be found in an edited transcript of these important hearings, now available in annotated, indexed form. Must reading for lawyers, city officials, industry executives in broadcasting, publishing, CATV.

For details about this unique 102-page book, write to:

Dept. BR-1
Box 2732
New York 10001
A television ad in the May 20 issue of Commerce Business Daily, soliciting bids from small businesses to conduct the recording operation.

In a letter to Defense Secretary Melvin Laird, Mr. Poxmire said: "While it is interesting that the Pentagon is seeking to involve the free-enterprise system in its snooping activities, it is truly alarming that the Defense establishment is getting ready to stretch out another surveillance tentacle.

However, a Pentagon spokesman replied that the recording operation is "nothing more than an electronic clipping service." He explained that the recording company selects and transcribes all defense-related news from tapes for use in the Pentagon's "Radio/TV Defense Dialogue," which is circulated daily to Defense officials.

He added that the Pentagon has provided the service for six to seven years.

Staggers staff defends legal position on "Selling"

"The legal status of a broadcaster cannot be equaled to that of a newspaper publisher."

That is one of the conclusions reached in an 80-page staff memorandum prepared by the House Investigations Subcommittee on legal issues raised by its subpoena to CBS on The Selling of the Pentagon documentary.

If a licensee cannot be required to produce information on how it is fulfilling its public trust, the memo says, "the long-standing fiduciary status clearly enunciated by the courts has been rendered illusory."

The subcommittee's inquiry into the question of deception involved in the program is valid, the memo maintains, because it is an area within Congress' legislative jurisdiction. "The supposed identity between broadcasters and newspaper publishers has been repeatedly and emphatically rejected by the courts," the document says.

CBS President Frank Stanton has been subpoenaed to appear before the subcommittee on Thursday (June 24) to testify on the program. The subpoena also calls for outtakes from the documentary, however, Dr. Stanton has renewed his pledge not to provide them.

Sales vehicle for Tomorrow

Tomorrow Entertainment Inc., New York, has formed Tomorrow Syndication Inc. to supply TV stations with programing. Headed Tomorrow Syndication will be Lawrence P. O'Daly, who has been owner of Media/Syndication Systems Inc., New York, which has functioned since 1969 as company distributing programs to stations on a trade-out basis. Mr. O'Daly's staff at Media/Syndication Systems will join him at Tomorrow Syndication. Tomorrow Entertainment is a programing subsidiary of General Electric Co.

On the unfairness of fairness

Jencks warns that access may make TV news a sheep in common-carrier clothing

Richard W. Jencks, president of CBS/Broadcast Group, last week expressed concern over the growing citizen access to the airwaves, echoing FCC Chairman Dean Burch's fear that stations could be turned into common carriers if outsiders continue to be appeased in their demands for time. And he added a personal apprehension—that intervention from regulatory agencies or the courts in such matters would ultimately "make the government into the editor-in-chief."

Speaking before the Federal Communications Bar Association in Washington, Mr. Jencks recognized the presence of "a growing tide of partisans dissatisfied with broadcast journalism of any kind, who believe that broadcasters ought to afford them direct and unfiltered access to 'the people's airwaves.'"

He cited a number of instances where various groups sought outside or paid time to present their views on controversial issues, using the fairness doctrine as a vehicle to compel broadcasters to recognize their demands. If this situation is allowed to continue, Mr. Jencks indicated—and it will take a heroic effort by the [FCC] and the broadcast press itself to keep it from happening"—the future might see "a broadcast press without purpose, without passion, which shuns tough issues and does not lead but merely presides."

Such a press, he said, would be "a common carrier of other people's views with no creative or vigorous voice of its own."

Mr. Jencks noted that Chairman Burch offered a similar opinion last March at the National Association of Broadcasters convention, when he asked: "At what point does access choke off the channels altogether? . . . Does the broadcaster exercise balanced judgment . . . or does he just compile each day's agenda for public debate [BROADCASTING, March 22]?"

CBS, he indicated, continues to reject a policy of "direct access"—one in which complainants are allowed to take over a licensee's facilities without supervision of management or staff. He offered five justifications for this policy:

1. If news segments of programing were pre-empted and replaced by partisan access, it would be difficult to "hold a news operation together or justify its cost."

2. If time were given consistently to partisan requests for time, CBS would have to program "deliberately one-sided" broadcasts in order to "rectify the resulting imbalance."

3. Such a situation would create "inordinate advantages" for complainants "with the largest pocketbooks" and could prompt sponsors to advocate controversial viewpoints.

4. A direct-access policy would "greatly reduce" the audience for presentation of controversial viewpoints.

5. "Most critically," by requiring government intervention to decide who should receive access, "a direct access policy would ultimately make the government into the editor-in-chief."

Mr. Jencks applauded the FCC's decision of two weeks ago to re-examine the fairness doctrine (BROADCASTING, June 14). "I hope," he said, "that such a re-examination will not only reject any idea of compelled access, but will return to a liberally constructed fairness doctrine which insists only on over-all fairness and balance, not a counting of words or lines."

From Italy with love

Donald M. McGannon, president of the Westinghouse Broadcasting Co., has been honored with the Michelangelo award of the Boys' Towns of Italy, presented annually since 1944 for "service to children." Mr. McGannon was cited for Group W's one-hour documentary Love is the Answer, which tells the story of the Boys' Towns of Italy. The documentary was written, produced and directed by Mitchell Grayson and narrated by Mike Douglas.
W/R finds the value of Canadian production

Production began in Vancouver, B.C., last week on the half-hour Story Theater dramatic series, signalling the extension of a mutually beneficial arrangement between Winters/Rosen Productions, Hollywood, and the CTV network of Canada.

The relationship began last year when Winters-Rosen and CTV entered into a co-production agreement on a series of 12 entertainment specials (four of which have been completed) and blossomed this year when the American-Canadian combine joined forces on two full-fledged series, Rollin' on the River and Story Theater, for a fall start in syndication.

Burt Rosen, president of Winters/Rosen, cited these advantages to W/R on producing in Canada: reduced production costs at no sacrifice in quality; technical equipment and personnel equal to and in some instances superior to their U.S. counterparts and a payroll in costs inasmuch as the programming is carried on the 12 stations of the CTV network. "For example, if we were to produce Rollin' on the River in Hollywood, it would cost at least $125,000 per episode," he said. "We're producing it in Toronto for well under $100,000 per episode."

One APBA conference leads to another

The Associated Press Broadcasters Association last week characterized its first national meeting for workshop sessions and speeches "a success" and endorsed the holding of a second conference in Chicago in June 1972.

The two-day meeting in Chicago on June 11-12 attracted approximately 125 management and news executives from stations in 45 states. Among the chief speakers were Robert Finch, presidential counselor; Dean Warren Agee of the University of Georgia School of Journalism and Wes Gallagher, AP general manager.

Wes Wise, a former broadcaster and the present mayor of Dallas, suggested that broadcasters scrutinize the practice of carrying broadcast news commentary immediately following a speech by government officials. Broadcasters should make certain that this practice is "in the best public interest," he advised.

A presentation on the course for the future was given by an AP group consisting of Robert Eunson, assistant general manager; Gerald Trapp, general broadcast news editor; Roy Steinfort, general executive; James Wessel, director of special projects and Hal Buell, executive newshotphoto editor. Mr. Wessel outlined several projects aimed at developing a regional audio service, keyed to the needs of members in various areas, and Mr. Buell discussed picture projects to serve television members.

News cooperation awards were given to five member stations: WLCY(AM) St. Petersburg, Fla.; KRYS(AM) Corpus Christi, Tex.; WWXL(AM) Manchester, Ky.; WASP(AM) Brownsville, Pa.; and WMAK(AM) Nashville. The presentation was made by John Day, vice president of WHDH-AM-TV Boston and chairman of the APBA awards committee.

Changing Formats

The following modifications in program schedules and formats were reported last week:

- WMOO(AM) Mobile, Ala.—Trio Broadcasting, has altered its program format replacing soul music with gospel programming from 7:30-9 a.m. and from 2:30 p.m. to local sunset. Station operates on 1550 kHz with 50 kw day and directional antenna.
- KSRT(FM) Tracy, Calif.—KSRT Broadcasting, has modified its middle-of-the-road format to Spanish-language programing. Station operates in stereo on 100.9 mhz with 2.5 kw and an antenna 300 feet above average terrain.
- KOIL(AM) Grand Junction, Colo.—Mesa Broadcasting Co., announces modification of its present format from up-tempo middle of the road to 100% modern country and western. Station has also expanded its broadcast day to 24 hours, seven days per week. KOIL operates on 1340 kHz with 250 w.
- WGLM(FM) Richmond, Ind.—Broadcasting Services Inc., has changed its format from 50% country and western, 44% contemporary and 6% classical and religious to 94% country and western. The remaining air time is devoted to classical and religious programing. WGLM operates on 96.1 mhz on 32 kw with an antenna 200 feet above average terrain.
- WMAS(AM) Springfield, Mass.—Masscom Broadcasting Inc., announces change of station's format from adult middle-of-the-road music to 100% country and western, effective June 14. Alteration follows trial period of one month in which station added six hours daily of country music. WMAS operates on 1450 kHz with 1 kw day, 250 w night.
- WFMK(FM) East Lansing, Mich.—Panax Corp. has modified its contem-
Broadcasting picks up 16 honors from ABA

NBC, CBS, Westinghouse Broadcasting Co. and 12 radio and TV stations figure in this year’s American Bar Association Gavel Awards. Gavels and certificates of merit will be presented July 7 in New York. The awards are presented in recognition of “outstanding contribution” to public understanding of the American system of law and justice. A total of 43 in the various media were conferred.

Gavel winners: CBS News for a two-part program, Bill of Rights; NBC for the two-part Bold Ones TV segment, “The Continual Roar of Musketry”; WCAU-TV Philadelphia for the documentary, Case for Reform; NBC Radio and NBC News for the documentary, The Prison System: Accomplice After the Fact; WMAL-AM-FM Washington for a three-part documentary on crime in the nation’s capital; KGO(AM) San Francisco for an editorial series, For the Quality of Justice; and KEAR(FM) San Francisco for the documentary, Joe Bleakley.


WGN gets special bow in annual Sloan awards

Eight stations and the NBC Radio network received the 1971 Alfred P. Sloan Awards for distinguished public service in highway safety in ceremonies held in New York.

One of the radio awards—a special citation—went to WGN Continental Broadcasting Co., operator of WGN(AM) Chicago, for more than 20 years of “innovative programing and creative techniques to serve the safety needs of the motoring public.” The award to NBC Radio recognized the network’s efforts—a 13-part interview series broadcast on Monitor—to alert drivers on safety developments.

Other radio winners: AM stations KNX Los Angeles in the large-market area (over 500,000 population); KSJ Salt Lake City in the medium-market area (100,000 to 500,000); KBOA Ken- nett, Mo., in the small-market area (under 100,000), and WBOE(FM) Cleveland in the educational-station category.

The television winners were WCKT-TV Miami (large market), WKJG-TV Fort Wayne, Ind. (medium market) and KETS(TV) Conway (Little Rock), Ark. (educational). Winners received a plaque bearing the likeness of the late Alfred P. Sloan Jr., former president of General Motors and a highway-safety leader for whom the awards are named. The awards program has been held annually since 1948. The 1971 awards were conducted by the Highway Users Federation for Safety and Mobility through grants of funds from the Automotive Safety Foundation and the Alfred P. Sloan Foundation.

Awards were also presented to newspapers and magazines.

Human touch on tape

Giving “life” to automated formats is the aim of the newly formed Contemporary Programmers Inc., Muskogee, Okla. First offering of the radio production firm is Pippin Place, featuring radio personality Jerry Pippin and contemporary pop music of the “nonfrantic” variety. Automated stations can carry up to six daily hours of the program, which also offers custom material for each station plus daily fresh tapes. Pippin Place is also available to nonautomated stations in 25-minute segments. Audition tapes and information: 1008 Barnes building, Muskogee 74401; phone (918) 682-1221.

FocusOnFinance®

Post Co. begins sale of new stock offering

The Washington Post Co., parent of Post-Newsweek stations, began the sale of common stock in its initial public offering last week. The sale, which was announced three months ago, (Broad- casting, March 29), involves 1,354,000 shares—1,294,000 of which are underwritten, with the remaining 60,000 being offered to company employees.

The stock, which is all class B, is being offered at $26 per share, traded over the counter. The Post Co. is selling 580,000 shares directly and certain major stockholders are offering the other 714,000. Underwriting is being conducted by Lazard-Freres Co., New York. It was also announced last week that the subsidiary of Post-Newsweek has applied for a listing on the American Stock Exchange.

Company reports:

Capital Film Laboratories Inc., Washing- ton, reported a decrease in net in- come and earnings per share for the year ended March 31.

For the year ended March 31:

\[
\begin{array}{llll}
\text{1971} & \text{1970} \\
\text{Earnings per share} & $0.27 & $0.28 \\
\text{Net income} & 139,820 & 144,479 \\
\text{Net sales} & 4,307,334 & 4,537,823 \\
\end{array}
\]

The Outlet Co., Providence, R.I.-based group broadcaster and department- store chain owner, reported lower earn-
This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offer is made only by the Prospectus.

1,294,000 Shares

The Washington Post Company

Class B Common Stock
(par value $1.00 per share)

Price $26 Per Share

Copies of the Prospectus may be obtained in any state in which this announcement is circulated only from such of the underwriters as may legally offer these securities in compliance with the securities laws of such State.

Lazard Frères & Co.

Loeb, Rhoades & Co. The First Boston Corporation Drexel Firestone


Hornblower & Weeks-Hemphill, Noyes Kidder, Peabody & Co. Lehman Brothers

Merrill Lynch, Pierce, Fenner & Smith Incorporated Paine, Webber, Jackson & Curtis

Salomon Brothers Smith, Barney & Co. Stone & Webster Securities Corporation


American UBS Corporation Basle Securities Corporation Bear, Stearns & Co.

A. G. Becker & Co. Incorporated Alex. Brown & Sons Burnham and Company

CBWL-Hayden, Stone Inc. Clark, Dodge & Co. Dominick & Dominick, Incorporated

F. Eberstadt & Co., Inc. Incorporated Equitable Securities, Morton & Co.

EuroPartners Securities Corporation Harris, Upham & Co. E. F. Hutton & Company Inc.


SoGen International Corporation Swiss American Corporation G. H. Walker & Co.

Walston & Co., Inc. Wood, Struthers & Winthrop Inc.

June 16, 1971
The Rollins report for the year ended April 30:

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing June 16</th>
<th>Closing June 30</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>A</td>
<td>23%</td>
<td>24%</td>
<td>-</td>
<td>10</td>
<td>3</td>
<td>1,636</td>
<td>13,497</td>
</tr>
<tr>
<td>AMC</td>
<td>A</td>
<td>24%</td>
<td>22%</td>
<td>+</td>
<td>20</td>
<td>17%</td>
<td>2,542</td>
<td>20,435</td>
</tr>
<tr>
<td>CBS</td>
<td>B</td>
<td>22%</td>
<td>21%</td>
<td>+</td>
<td>17%</td>
<td>16%</td>
<td>2,520</td>
<td>25,700</td>
</tr>
<tr>
<td>CBS</td>
<td>B</td>
<td>22%</td>
<td>21%</td>
<td>+</td>
<td>17%</td>
<td>17%</td>
<td>2,620</td>
<td>27,000</td>
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<tr>
<td>CBS</td>
<td>B</td>
<td>22%</td>
<td>21%</td>
<td>+</td>
<td>17%</td>
<td>17%</td>
<td>2,620</td>
<td>27,000</td>
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<tr>
<td>COW</td>
<td>C</td>
<td>20%</td>
<td>20%</td>
<td>-</td>
<td>18%</td>
<td>18%</td>
<td>2,608</td>
<td>28,630</td>
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<tr>
<td>Countdown</td>
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<td></td>
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<tr>
<td>Explicit</td>
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<td></td>
<td></td>
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<tr>
<td>Liberty Corp.</td>
<td>B</td>
<td>19%</td>
<td>19%</td>
<td>-</td>
<td>23%</td>
<td>17%</td>
<td>7,744</td>
<td>16,132</td>
</tr>
<tr>
<td>LIN</td>
<td>B</td>
<td>13%</td>
<td>13%</td>
<td>-</td>
<td>14%</td>
<td>11%</td>
<td>2,677</td>
<td>17,335</td>
</tr>
<tr>
<td>Meredith Corp.</td>
<td>B</td>
<td>13%</td>
<td>13%</td>
<td>-</td>
<td>14%</td>
<td>11%</td>
<td>2,677</td>
<td>17,335</td>
</tr>
<tr>
<td>MCI</td>
<td>B</td>
<td>22%</td>
<td>21%</td>
<td>+</td>
<td>27%</td>
<td>18%</td>
<td>8,287</td>
<td>16,684</td>
</tr>
<tr>
<td>Ook</td>
<td>B</td>
<td>20%</td>
<td>20%</td>
<td>-</td>
<td>17%</td>
<td>18%</td>
<td>1,520</td>
<td>12,900</td>
</tr>
<tr>
<td>Oke Market</td>
<td>B</td>
<td>22%</td>
<td>21%</td>
<td>+</td>
<td>27%</td>
<td>18%</td>
<td>8,287</td>
<td>16,684</td>
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<td>Oke</td>
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<td>20%</td>
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<td>18%</td>
<td>1,520</td>
<td>12,900</td>
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<td>Oke</td>
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<td>20%</td>
<td>20%</td>
<td>-</td>
<td>17%</td>
<td>18%</td>
<td>1,520</td>
<td>12,900</td>
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</table>

The Broadcasting stock index

A weekly summary of market activity in the shares of 108 companies associated with broadcasting.

Rollins Inc., Atlanta-based diversified company in broadcasting and cable-TV, reported record revenues and earnings for its fiscal year which ended on April 30.
Television Communications Corp., New York-based cable-TV systems owner and operator, reported an increase in earnings and revenues for the nine months ended April 30.

For the nine months ended April 30:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.12</td>
<td>$0.11</td>
</tr>
<tr>
<td>Net revenues</td>
<td>6,472,750</td>
<td>5,701,098</td>
</tr>
<tr>
<td>Net Income</td>
<td>449,519</td>
<td>399,594</td>
</tr>
</tbody>
</table>

Booth Newspapers Inc. (Booth American Co.) Ann Arbor, Mich., group station and newspaper owner, reported an increase in revenues but a slight decline in net income for the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.62</td>
<td>$0.84</td>
</tr>
<tr>
<td>Net income</td>
<td>13,899,786</td>
<td>13,177,356</td>
</tr>
</tbody>
</table>

**Financial notes:**

- Walt Disney Productions, Burbank, Calif., has filed for a proposed public offering of $100 million of convertible subordinated debentures due July 1, 1996. The registration with the Securities and Exchange Commission, if approved, will be underwritten by Lehman Brothers Inc. and Kidder, Peabody and Co. Inc., both New York. Net proceeds will be used by Disney in connection with its Orlando, Fla., amusement complex and for capital expenditures at Disneyland in California.

- Cox Broadcasting Corp., Atlanta, group station owner, has declared a regular quarterly dividend of 7 1/4 cents per share on common stock, payable July 15 to stockholders of record June 22.

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### Stock Market Prices

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing June 19</th>
<th>Closing June 20</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Programming**

<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing June 19</th>
<th>Closing June 20</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Service**

<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing June 19</th>
<th>Closing June 20</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Manufacturing**

<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing June 19</th>
<th>Closing June 20</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Standard & Poor's Industrial Average**

| Average | 111.28 | 111.01 | +0.27 |

---

*A Standard & Poor's Industrial Average*  

**A**-American Stock Exchange  
**M**-Midwest Stock Exchange  
**N**-New York Stock Exchange  
**O**-Over-the-counter (bid price shown)
Broadcast advertising

Robert L. Edens Jr., director, member of executive committee and executive VP, J. Walter Thompson, Chicago, joins Foote, Cone & Belding Advertising, there, as executive VP and general manager. Mr. Edens will also become director and member of executive committee of parent company, Foote, Cone & Belding Communications Inc. Also, Willard R. Wirth Jr., senior VP and general manager, FC&B, New York, promoted to executive VP.

Radford Stone, account supervisor, LaRoche, McCaffrey & McCall, New York, named VP.

Earl G. Lindenberg, manager of systems and data processing, Gardner Advertising, St. Louis, elected VP.

Tyler Macdonald, president of Ayer/Jorgenae/Macdonald, Los Angeles agency, named chief executive officer in addition to his present duties. Lewis K. Woodward, senior VP and management supervisor, elected executive VP for client services. Robert Talpas, senior VP and management supervisor, and Van Jacobsen, VP and management supervisor, elected group VP's in account management as well as board members. Blake Hunter, copy supervisor, N. W. Ayer & Son, New York; Dick Shoppeley, president, The Idea Shop, agency, Los Angeles, and Mike Jolivet, VP and group creative director, Botsford, Ketchum, San Francisco, all appointed creative directors, A/1/M.

Don A. Hagg, VP and creative director, Martin/Williams Advertising, Minneapolis, elected to newly-created position of executive VP. Kenneth R. Morrison, executive art director, and Frederick W. Webber, account manager, elected VP-secretary and VP in charge of operations, respectively.

John T. Gowdy, senior associate, Vitt Media International, New York, joins Media Partners, independent buying service there, as VP in charge of client relations.

George H. Gallup, director of marketing, NBC-TV, New York, named to newly created position of VP for sports sales. Mr. Gallup's successor as director of marketing has to date not been named.

Arthur Burke, manager, eastern sales development, NBC-TV, New York, promoted to director of eastern sales development.

Robert S. Levinson, VP, BBDO, New York, appointed associate director of television programming department. Paul F. Wigand, director of business affairs, appointed director of program administration. Anthony F. Hoyt, assistant director of business affairs, succeeds Mr. Wigand.


Donald Schnably, art supervisor, W. B. Doner & Co., Baltimore, appointed associate creative director for newly established creative group.


Jim Weathers, western division manager, United Artists Television, Los Angeles, appointed to similar position with Metromedia Producers Corp., there. Noah Jacobs, in private business, appointed MPC's Eastern division manager, New York.

Thomas B. Watson, with West Coast sales staff, Katz Television, New York, appointed associated director of audience development.


Betty Bushon, time buyer, Advertising Inc., Tulsa, Okla., appointed media director.

Martin Bergman, local sales manager, KTTV(TV) Los Angeles, elected VP for sales.

J. Glenn Duncan, administrator, broadcast standards, Campbell-Ewald, Los Angeles, leaves to form Turnstile Programming, consultants to advertisers and agencies.

Charles Velona, with sales staff, KTLA(TV) Los Angeles, appointed local sales manager.

Frank S. Bryson Jr., operations director, WJCL(TV) Savannah, Ga., appointed director of sales development.

John A. MacGregor, general manager, WLFI-TV Lafayette, Ind., appointed local and regional sales manager, KWLW-TV Waterloo-Cedar Rapids, Iowa.

Gene Pyle, manager of local and regional sales, WANE-TV Fort Wayne, Ind., leaves to establish his own television regional sales representative business, Creative Communicators Inc.

Harley Flaum, with news staff, WIP(AM) Philadelphia, leaves to form Flaum & Cannon, broadcast commercial producers there.

Sam Rosenblatt, formerly with Capital Cities Broadcasting, appointed general sales manager, KFOX-AM-FM Long Beach-Los Angeles.

Donald Zucker, freelance PR agent, Vail, Colo., appointed local sales manager, KFML-AM-FM Denver.

Charles C. Ashworth, senior account executive, WSGN(AM) Birmingham, Ala., appointed sales manager and promotion director.

Media

M. Dale Larsen, executive VP and general manager, KTVH(TV) Hutchinson-Wichita, Kan.; Arch L. Madsen, president, KSL-TV Salt Lake City; Mark Smith, general manager, KLAS-TV Las Vegas; Melvin B. Caldwell, president and general manager, KUHI-TV Joplin, Mo., and A. G. Hiebert, co-owner, Northern Television, group owner of KBYR(AM), KNK(FM) and KTVX(TV) Anchorage, and KFBR(AM) and KTVF(TV) Fairbanks, all Alaska, elected to CBS Television Network Affiliates Board of Directors.

Warren Potash, general manager, WPRO-AM-FM Providence, R.I., and Andrew E. Jackson, director of community relations, Capital Cities Broadcasting, New York, elected VPs of Capcities. Mr. Potash will continue at WPRO stations, owned and operated by Capcities.

James W. Wesley Jr., VP and general manager, WOOD-AM-FM Miami, elected president, Florida Association of Broadcasters.

Hugh Davis, president and general manager, KNOO(TV) Yakima and KNDU(TV) Richland-Pasco-Kennewick, all Washington, elected chairman, Washington State Association of Broadcasters. Don G. Bennett, general manager, KREW(AM) Sunnyside, Wash., elected vice chairman. Other newly elected board members include: J. Birney Blair, president and general manager, KHQ-AM-FM-TV Spokane, and Pat O'Day, station manager, KJR(AM) and KISW-FM Seattle.
Henry Rau, head of Rau stations, Washington, re-elected president, Mutual Affiliates Advisory Council. Other new officers are: Carter Peiteron, president and general manager, WBVG(AM) Savannah, Ga., VP; William M. Maich, president and general manager WMNT-AM-FM; Columbus, Ohio, treasurer and Keith Munger, president and general manager, KCKO(AM) Tulare, Calif., secretary.

Gary Arnold, VP and managing director, Booth American Co., and its WJLB(AM) and WMZK(FM) Detroit, joins WYLD(AM) New Orleans, as executive VP. Bob Hudson, general manager, WYLD, named VP and general manager.

Bob Clark, VP and general manager, KNCV(AM) Nebraska City, Neb., named to additional duties as VP and general manager of sister station KLUR(FM) Wichita Falls, Tex.


Marc B. Nathanson, director of marketing, Cypress Communications Corp., group owner of CATV systems, Los Angeles, appointed director of corporate development. He is succeeded by Jerry Baker, director of marketing, Theta Cable, there.

John A. Romania, regional manager, Storer Cable systems, Ojai and Hermosa Beach, Calif., appointed district manager, Orange county, Calif., for Storer.

Elizabeth L. Young, station-relations associate, National Public Radio, Washington, appointed manager of station relations.

James P. Keating, director of development, noncommercial KWE(TV) Sacramento, Calif., appointed to development committee of National Association of Educational Broadcasters and Educational Television Stations. Committee will advise Corporation for Public Broadcasting, NAEB, and Public Broadcasting Service on general issues.

Mickey L. Hooten, program director, WTOL-TV Toledo, Ohio, appointed assistant general manager, WIS-TV Columbia, S.C.

Ralph E. Mead, former owner and manager, KLEX-AM-FM Lexington, Mo., opens Media Broker Offices, broadcast and CATV appraisal and counseling firm there.

John Harper, program director, WSOOC-AM-FM Charlotte, N.C., appointed managing director, WSOOC-FM.

New FCBA officers

The Federal Communications Bar Association elected new officers at its annual meeting held in Washington last week (see story page 88). Thomas H. Wall, of Dow, Lohnes & Albertson, Washington, was elected president, succeeding Howard C. Anderson, also of Washington. Other officers elected to one-year terms included: Eugene F. Mullin Jr., Mullin & Connor, Washington, first vice president; Marcus Cohn, Cohn & Marks, Washington, second vice president; Peter D. O’Connell, Pierion, Ball & Dowd, Washington, secretary, and Joseph F. Hennesssey, Fletcher, Heald, Rowell, Kenehan & Hilldreh, Washington, treasurer.

Alton Kennedy, regional sales manager, KPOA-AM-FM Los Angeles, and Ernest Wynn, principal of Urner Broadcasting Co., Bakersfield, Calif., licensee of KERN(AM) there, appointed station managers for KPSA(FM) Los Angeles and KPSF(FM) San Diego, respectively. Both stations are operated by Pacific Southwest Airlines.

Programming

George W. Snowden, programming director, WOR-TV New York, named VP in charge of programming.

Charles Cadwell, executive producer, Trans-World Productions, division of Columbia Pictures Industries, New York, named VP for production.

Edwin Cooperstein, VP and general manager, Canyon Films, program producer, Phoenix, named executive VP and general manager. Robert J. Allen, firm co-founder, named VP for production and creative services.

Alan Abner, president and general manager, KSHO-TV Las Vegas, appointed director of Televention services, Trans-World Productions, division of Columbia Pictures there. Televention system utilizes closed-circuit TV network set up to telescast live, and by video tape, convention and highlights to other delegates.

Daniel Kahn, VP and senior producer, Televideo Productions, television program producer, New York, joins Audio Productions, radio program producer, Alexandria, Va., in similar capacity.

Philip Mandelker, general program executive, CBS-TV, New York, appointed director of program development, West Coast, ABC-TV, Los Angeles.

Perry E. Massey Jr., manager, nighttime programs, NBC-TV, New York, appointed director, film program administration.

Melvin M. Bailey, general manager, KXL-AM-FM Portland, Ore., appointed director of program administration of stations’ license, SPS & Radio, there. SP&S owns and operates KJRB(AM) and KISW-FM Seattle; KJRB(AM) Spokane; KCKN-AM-FM Kansas City, Kan., and WUBE(AM) and WXL(FM) Cincinnati.

Jan Walner, music coordinator, Programming db, program producer, Hollywood, appointed production director.

Steve Thomas, production manager, WLVA-TV Lynchburg, Va., appointed program manager.

Jeff Schifman, news director, WBRZ-TV Boston, appointed executive producer.

Tony Scott, with WQUS-AM-FM Augusta, Ga., appointed program director.

Ken Collier, with WQOD-AM-FM Miami, joins WSOAC-AM-FM Charlotte, N.C., as program director.

Dave Armstrong, program director, WSK-AM-FM Jamestown, N.Y., appointed to additional duties as operations manager. Mr. Armstrong is also responsible for production and news coordination.

Wil Huett, assistant manager, and program director, KCSR(AM) Chadron, Neb., appointed program director, KCOL(AM) Fort Collins, Colo.

News

Tom Dutton, general manager, WKEN(AM) Dover, Del., elected president of Chesapeake Associated Press Broadcasters Association.

Robert Kaylor, correspondent, Saigon, UPI, appointed manager for India.

Ken Stuart, newsman, KIXI-AM-FM Seattle, appointed news director.

Dugan R. Fry, newsman, WWOI(AM) Fort Wayne, Ind., appointed news director.

Mike Graves, morning-news editor, WTVR(TV) Richmond, Va., joins WOOE(AM) there as news director.

Jim Thistle, news director, WBGK-TV Cambridge, Mass., appointed to similar capacity with WBZ-TV Boston.

Jean Connelly, with news staff, WTA-E TV Pittsburgh, appointed director of public service.

Robert Navarro, news reporter-writer, KNX(TV) Los Angeles, appointed general assignment reporter.


Roger Sims, news reporter, KNBC(TV) Los Angeles, appointed station’s Orange county bureau chief.

Eugene Rogers, newscaster, KFWB(AM)
Los Angeles, joins KNX(AM) there as news writer-broadcaster.

Jack Harry, with WDAF-TV Kansas City, Mo., appointed as station’s sports director.

Dick Schaap, author, columnist and former co-host of Joe Namath Show, joins WNBC-TV there as sports reporter.

Promotion

Edward Armsby, director of national advertising and promotion, Triangle Stations, Philadelphia, joins WCAU-TV there as director of promotion and information services.

Ken Knutson, assistant program director, KFOX(AM) Long Beach-Los Angeles, appointed projects director in charge of promotion and publicity for KFOX-AM-FM.

Equipment & Engineering

Robert Bird, Western regional sales engineer, Jerrold Electronics Corp., Redwood City, Calif., and Edward Sterling, manager, Tru-View Cable Television Co., Altadena, Calif., appointed chief staff engineer and director, special projects, Cypress Communications Corp., Los Angeles.

Joseph T. deBettencourt, consulting scientist, equipment division, Raytheon, broadcast equipment manufacturer, Waltham, Mass., appointed senior consulting scientist for division.

Desmond Johnson, with sales staff, Electro-Voice, broadcast equipment manufacturer, Buchanan, Mich., appointed Western regional sales manager, Visalia, Calif.

Edward W. Chapin, assistant chief engineer in charge of laboratory division, FCC, Washington, retires after 40 years in communications.

International

Thomas F. Maxey, account supervisor, N. W. Ayer & Son, Philadelphia office, elected VP for international operations. He will serve as liaison with and will headquarter at Pemberton Group, London agency.

Allied fields

Edward Wooten, program manager, Arkansas Educational Television Commission, licensee of noncommercial KETS-TV (Little Rock), leaves to become general manager, Charles E. Wooten Co., management consulting and PR firm there.

Deaths

John Charles Walsham Reith, 81, first general manager, British Broadcasting Corp., 1922-38, died June 16 in Edinburgh, Scotland. He was considered major influence in formation of BBC.

New TV stations

Final action


Action on motion

Hearing Examiner James F. Tierney in New York (WPIX Inc. and Forum Communications Inc.), TV proceeding, granted petition by WPIX Inc. for leave to amend its application with regard to ascertainment of community needs (Docket 18711-2). Action June 3.

Call letter application

Carolina Christian Broadcasting Inc., Greenville, S.C.—Requests WGO3-TV.

Call letter action

Sun World Broadcasters Inc., Orlando, Fla.—Granted WSWB-TV.

Existing TV stations

Final actions

WFTV(TV) Orlando, Fla.—Broadcast Bureau granted CP to install aux. trans. for emergency test and maintenance purposes only. Action June 8.

WLBT(TV) Jackson, Miss.—FCC, on request of Lamar Life Broadcasting Co., extended from June 7 to June 14 time for Lamar and Commun-
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New AM stations

Actions on motions
- Hearing Examiner David I. Kraushaar in Poca-
telado, Idaho (KBLI Inc. [KCLE(TV)]) and Eastern Idaho Broadcasting Corp.), TV proceeding, granted petition by KBLI Inc. for leave to amend its application for retransmission of community needs (Docs. 18401-2), Action June 17.
- Hearing Examiner Chester F. Naumowicz Jr., in Daytona Beach, Fla. (Cowies Florida Broad-
casting Inc. [WSES-TV] and Central Florida Enterprises Inc.), TV proceeding, granted petition by Cowies Florida for leave to amend its application for retransmission of community needs (Docs. 19168-70). Action June 4.
- Hearing Examiner Frederic F. Tierney in Char-
lotte, N.C. [Jefferson Standard Broadcasting Co. [WBBV (T-V)], TV proceeding, granting motion by Southern Broadcasting Corp. (WGPS-TV) and extended to June 11 time to file proposed findings of fact and conclusions of law and to June 21 time in which to file reply findings, if any (Doc. 18880). Action June 2.

Other actions
- Review board in Montgomery, Ala., TV pro-
cceeding by WTVY Inc. against Theatres of Georgia Inc. and Gala Broadcasting Co., for extension of time to June 10 to file responses to the amendment of application and petition for immediate grant, filed by Cosmic Broadcasting Corp., on its application to relocate transmitters and site and make other technical changes for WTVY-TV Montgomery (Doc. 16994), Action June 8.
- Review board in Lynchburg, Va., TV proceed-
ing by WLVY Inc. against West Virginia,the time extension of time to June 11 to file responsive pleadings, and applying to permit extension of time for the amendment of application, and for motion to request remand. Application of WLVY Inc. to move for remand, time, increase size, height and make other changes was set for hearing by commission on Dec. 12, 1968 (Doc. 18462). Action June 7.

Call letter application

New AM stations

Actions on motions
- Hearing Examiner Basil P. Cooper in Roswell, N.M. (Reginald Espinosa II), AM proceeding, scheduled those matters to be discussed at pre-
- Hearing Examiner Frederic W. Denniston in Earhart, Ohio (KSLR), AM proceeding, reopened record and granted motion by applicant for leave to amend his application for remote control from main studio to reflect new survey of community needs (Doc. 18640-1). Action June 6.

Existing AM stations

Applications
- KNDX Sacramento, Calif.—Mediacast Inc. Seeks CP to increase tower height to 217 ft. Action June 7.
- KQKO Santa Paula, Calif.—Rancho Broadcast-
ing Inc. Seeks CP to change name to non-directional and make changes in ant. system. Action June 7.
- KCLO Leavenworth, Kan.—KCLO Inc. Seeks CP to increase height of northwest tower to 442 ft. Action June 7.
- KTOS Denning, N.M.—Seeks CP for increase in D power to 1 kw and installation of new transmitter. Action June 7.
- WHOI East Liverpool, Ohio—Constrander Corp. Seeks CP to change from DA to nondirectional and increase D power to 1 kw. Action June 7.
- WISM Madison, Wis.—Heart O'Wisconsin Broad-
casters Inc. Seeks mod. of CP to add MEOV's to DA pattern. Action June 11.

Final actions
- KAWC Yuma, Ariz.—Broadcast Bureau per-
mitted remote control. Action May 21.
- KOWN Escalon, Calif.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; remote control permitted from main station only. Action May 21.
- WWJB Brookville, Fla.—Broadcast Bureau granted CP to change D power to 1 kw and install new trans.; change in location to 0.25 mile southwest of Highway 441 and Donegan Avenue, Kissimmee. Action June 7.
- WEIC Charleston, Ill.—Broadcast Bureau granted CP to change D power to 3500 w, 1 kw-LS and change to DA-2; conditions. Action June 7.
- WHDF Houghton, Mich.—Broadcast Bureau granted CP to increase D power to 1 kw; remote control permitted from main station location. Action June 7.
- WDRK Greenville, Ohio—FCC dismissed applica-
tion of Jewel Broadcasting Inc. for renewal of license of station for failure to prosecute and call for delinquent fees. Order was entered to cease operation at 3 a.m., local time on July 9.
- KCAR Clarksville, Tex.—Broadcast Bureau permitted remote control. Action May 21.
- KILE Galveston, Tex.—FCC granted applica-
tion of Galveston Radio Inc. to change D power of station from 250 w to 1 kw-LS. Action June 9.
- KBAT San Antonio, Tex.—FCC complaints and con-
ference division chief William Ray announced that Swanco Broadcasting Inc., licensee, did not violate personal attack rules or fairness doctrine in broadcast of "guest commentary" by Charles Baker, executive director, Institute of American Democracy. Action June 2.
- KVBC Victoria, Texas.—FCC granted application of Pioneer Broadcasting Co. to increase D power of station from 250 w to 1 kw-LS. Action June 9.
- WPVZ Roanoke, Va.—Broadcast Bureau per-
mitted remote control. Action June 1.
- WIEB Weirton, W. Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Station Pennsylvania Ave., Weirton; remote control permitted. Action May 28.

Actions on motions
- Hearing Examiner Leonore G. Ehrig in Jack-
- Hearing Examiner Chester F. Naumowicz Jr. in Blue Ridge and Fort Pierce, Fla. (WRMRF Inc. [WRMF], St. Lucie Broadcasting Co.), AM proceeding, granted petition for leave to amend community needs ascertainment and financial portions of its application (Docs. 18623-9). Action June 9.
- Deputy Chief, Office of Opinions and Review in Galveston, Md. (Nick J. Chaconas [WHMC]),

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AM proceeding, granted petition by Broadcast Bureau and extended to June 11 to file response to objections and petition for reconsideration (Doc. 18391). Action June 7.

Other action

• Review board in Bridgeport, Conn., AM proceeding, granted motion by New Vision Co. for extension of time to July 7 to file brief and memorandum of law on its application for license to operate for WPTT Bridgeport (Doc. 19428). Action June 8.

Fines

• WINZ Miami and WINQ Tampa, both Florida —FCC notified Rand Broadcasting Co., licensee of WINZ, and its subsidiary company, Rand Broadcasting Inc., for failure to record license of WINZ, that they have incurred appropriate fines of $5,000 each for willful or repeated violation of rules by failing to file a timely Form 100 with the Commission (Doc. 18991). Action June 2.

• KWOC-AM FM Popular Bluff, Mo.—Broadcast Bureau notified licensee that it has incurred appropriate penalty of $200 each, for violation of rules, by failing to file its renewal application within time specified. Action June 3.

Call letter applications

• WKGV, WKGV Inc., Sullivan, Ind.—Requests WNNL.

Designated for hearing

• Huntsville, Ala., and Warner Robins, Ga.—FCC notifies New World Broadcasting ofDTV assignments of Garrett Broadcasting Service (WEBP), and WSRBN Inc. (WSRN), for unlimited time operation. Action June 9.

New FM stations

Final action

• Butte, Mont.—KBOW Inc. Broadcast Bureau granted 94.1 mhz, 25.7 kw. Ant. height above average terrain 210, V.O. address 720 Yale Avenue, Butte 59701. Estimated construction cost $456,000; revenue $14,400; profit $28,000. Principals: Richard R. Miller, president, Alvin M. Neacy, vice president (49.06%), et al., Miller controlling interest in KBOW (AM) Butte; Mrs. Neacy is vice president of KBOW. Action May 18.

Actions on motions


• Hearing Examiner David I. Kraushaar in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted petitions of applicant to reopen record and for leave to amend its application, and closed record (Doc. 18480). Action June 4.


• Hearing Examiner David W. Kraushaar in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted petition of applicant for leave to amend its application to comply with primer on ascertainment of community needs (Doc. 18437-8). Action June 4.


Initial decision


Rulemaking action


Call letter applications

• Community Television Inc., Jacksonville, Fla.—Requests WJCT-FM.

• Berkshire Christian College, Stockbridge, Mass.—Requests WCRD-FM.

• Border Broadcasters Inc., Laredo, Tex.—Requests KIOY (FM).

Call letter applications

• Carthage Broadcasting Co., Carthage, Mo.—Granted KBQV (FM).

• KLOO Inc., Corvallis, Ore.—Granted KLOO (FM).

Existing FM stations

Final actions


• WXKL (FM) Winter Haven, Fla.—Broadcast Bureau granted CP to change trans. location to: Dundee Road one mile west of Dundee, near Dundee; change studio location to: 350 Avenue D, N.W. Winter Haven; makes changes in ant. system; remote control permitted. Action June 4.

• KTCF (FM) Cedar Falls, Iowa.—Broadcast Bureau granted CP to change trans. location to: University of Northern Iowa Campus, approx. 0.3 mile southwest of intersection of Hudson Road with 27th Street, Cedar Falls; remote control permitted from studio site; install trans. and ant.; make changes in ant. system; ERP 5.5 kw; ant. height 210 ft. Action June 4.

• WGANN-FM Portland, Me.—Broadcast Bureau granted mod. of SCA to make changes in program. Action June 4.

• WAHM (FM) Amherst, Mass.—Broadcast Bureau granted CP to change trans. frequency to 89.3 mhz; ERP 150 w; ant. height 730 ft.; remote control permitted; change trans. location to atop Mount Lincoln, five miles east of Amherst; install new trans. and ant. Action June 2.


• WRVR (FM) New York—Broadcast Bureau granted CP to change trans. location to Empire State Building, New York; install new ant.; make changes in ant. system; ERP 3.4 kw; ant. height 1,220 ft.; remote control permitted. Action June 9.

• W7AR (FM) Ponce, Puerto Rico—Broadcast Bureau granted CP to change trans. location to: 77.5 mhz; ERP 3.4 kw; ant. height 470 ft.; remote control permitted. Action June 9.

• KNUS (FM) Dallas—Broadcast Bureau granted CP to install new trans. and ant. at main trans. location to be operated on 88.7 mhz; ERP 16 kw; ant. height 730 ft. Action June 9.

(Continued on page 105)
Radio Help Wanted

Management

Station manager: East. Must be dynamic. Minimum 3 years successful on-the-air experience with large stations. Proven sales record necessary for this position. Must be on street about 75% of time. Excellent working conditions and fringe benefits. Base salary plus percentage of station sales. Send complete resume. Box F-95, BROADCASTING.

Sales oriented general manager for Midwest daytimer in excellent college market with outstanding growth potential. Proven sales record necessary as this position requires GM to be on street about 75% of time. Excellent working conditions and fringe benefits. Base salary plus percentage of station sales. Send complete resume. Box F-100, BROADCASTING.

Need manager for key station in one of North Carolina's top ten markets. Salary and commission based on the ability to sell aggressively with management administrative ability. Your reply will be kept in strictest confidence. Please send name and photograph. Box F-105, BROADCASTING.

Opportunity for current small market mgr., sales manager or purchase manager for Florida radio group. Good small market station in Mississippi. Profitable & growing. Box F-117, BROADCASTING.

Experienced small market manager to take charge of profitable station near New York City. To arrange for current station manager to move to other location. Salary, benefits, commission to be negotiated. Send complete resume to Box F-119, BROADCASTING.

EE Communications, with highly successful FM stations in Richmond and Washington, D.C., area are expanding into other markets. Need hard working, dynamic, sales oriented managers who can produce. Send resume and letter to Arthur Keller, c/o WELI Radio, 3009 Oak Street, Fairfax, Virginia. Salary background only. No phone calls.

Sales

This Florida Gulf Coast FM-a money maker. Will definitely make more money if you are the aggressive man we seek. FM experience, Top dollars for top man. Write Box F-121, BROADCASTING.

Radio sales for Baltimore with track record, Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box F-130, BROADCASTING.

Versatile salesman who wants permanent position with solid northern California station working group. Send resume and letter to Box F-207, BROADCASTING.

Advanced sales training provided experienced radio man with drive, College or equivalent business experience preferred. Salary to start modest guarantees and leap forward as you advance. Midwestern city opportunity, 50,000, Resume, photo. Box F-220, BROADCASTING.

Wanted: Salesman for fastest growing market in the United States, Orlando, Florida. Must have two years experience. Send resume, picture and letter to Box F-223, BROADCASTING.

Salesman needed now to take opening in Florida's best market. If you're ready to move to a success ful group-owned station offering opportunity and growth, send resume, record and letter. Box F-224, BROADCASTING.

Sales manager. Top salesman. Ready to manage eastern Ohio fulltimer. A once-in-a-lifetime opportunity. Write Box F-225, BROADCASTING.

Sales-outstanding opportunity. Manage Pennsylvania fulltime, long established one-station market. Sales-oriented experienced broadcasters only. Box F-226, BROADCASTING.

Selling sales manager for medium Midwest market in beautiful recreational area near major college. Creative self-starter who is a career-minded broadcaster. Excellent opportunity with growing chain, $10,000 plus. Excellent opportunity employer. Call Bob Whitley 618-421-9821.

Announcers

Versatile afternoon announcer for western Pennsylvania fulltime AM & FM. Must have experience and get along with studio operations. Production and talk. Good opportunity in group operation. Box F-230, BROADCASTING.

On-air radio newsman... top rated, group owned station in Los Angeles. Start as associate, grow to head new program. Will take beginner with good voice, and willingness. Box F-191, BROADCASTING.

Virginia small market needs mature sounding, good voice, first class license. Good coverage AM/FM, lots of activity, block programming, friendly, solid. Box F-172, BROADCASTING.

Help wanted; announcer; Sool jock, must be clean for Dismal Sound job, send tape, resume, photograph and salary requirements. Box F-177, BROADCASTING.

Maryland MOR has excellent position available for experienced announcer. Stable, mature person only. Send tape and resume. Box F-191, BROADCASTING.

We are knocking off the strict rock format and reformatting the station's contemporary music with modern MOR. To complete the package we need bright, communicative announcers who can project personal appeal to young adults as well as the 30 group. Send resume and letter to get this format. Box F-202, BROADCASTING.

KECK, medium C/W regional facility is looking for mature first generation. Must have good experience and the desire to live in Capital City of 170,000 and home of major University. Stability, excellent pay and working conditions for congenial staff. Excellent chance for advancement with major chain is actually in process. Write to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506, an equal opportunity employer.

Tang your hide and improve your talents... "More Music" rocker needs jock. KHLO, Hilo, Hawaii.

Major east coast rocker seeks experienced jock hearing. Send resume, salary requirements for stable, dedicated professional. Send current tape, resume and picture to Mike Darnell, WJEF, 2800 Hempstead, Mich. 48035.

Advanced sales training provided experienced radio man with drive, College or equivalent business experience preferred. Salary to start modest guarantees and leap forward as you advance. Midwestern city opportunity, 50,000, Resume, photo. Box F-220, BROADCASTING.

Wanted: Salesman for fastest growing market in the United States, Orlando, Florida. Must have two years experience. Send resume, picture and letter to Box F-223, BROADCASTING.

News

News continued

If you really enjoy news gathering, air reporting, would like to live in beautiful recreational area in midwest market, submit your resume with salary requirements to Joe Haneswell, WZP, 300 Ave. N, Grand Rapids, Mich. 49504. An equal opportunity employer.


Suburban Philadelphia station needs experienced news director. If you have the intelligence, and like digging, writing, and editing news, we've got actual jobs with actual money, at a very good firm. Write Box F-9, BROADCASTING.

Programming, Production, Others

Territorially oriented copywriter with radio production experience needed. Must have experience in television writing as well. Hard work, long hours, and all legal limitations essential. Send copy and production samples. Box F-159, BROADCASTING.

Position open of top 40 jack, versatile man needed for P.M. drive, production, good news. Play-play helpful but not required. Young man with sense of humor preferred. Must have 2 or 3 years experience. No floasters or screeners. We need an asset to the station, not a liability. Send a tape and resume to Jo任 the top Alaskan network. Want to get away from the noise and smog? Have an opportunity to work in the beautiful state of Hawaii. Send tape and resume to Larry Rhody, P.D., KFAR AM/TV, Box 910, Ferbands, Alaska 99701.

Situations Wanted

Management

Pro salesman, managerial experience, years of board experience, seeks challenge. Write Box E-359, BROADCASTING.

Currently employed New York state small market group seeks experienced full timer for sales postion. Experience under established management. College education. Excellent opportunity in station and sales management, production, promotion, announcing, engineering and office procedures. Please send resume upon request. Box F-89, BROADCASTING.

Have done it, and am doing it. Can operate your station, or work with me. Currently on excellent track record, proof and references. Medium market experience, 15 years. Excellent personality. Will be based on profit performance. Available late summer or fall. Box F-137, BROADCASTING.

General manager, strong in sales, veteran of 20 years broadcast experience, full time position. Strong community desired pending agreement by both parties. Reply to Box F-152, BROADCASTING.

Experienced manager—salesman—programmer. Looking for final move. Let's grow old together. Box F-156, BROADCASTING.

Selling sales manager with all positives. Sell starter. Excellent track record. Box F-162, BROADCASTING.

General manager major group AM/FM seeking major market position. Complete experience in all phases of AM/FM-TV. Excellent record of success with profit and service orientation. Highest industry and community references. Degree, Family, Early thirties. Immediate station sales dictates move in near future. Box F-171, BROADCASTING.

15 years radio and television—seeking new management opportunity. 30 years experience, etc. Will build image and sales from conscientious community oriented management. Box F-178, BROADCASTING.

Aggressive manager—double billing at present station in 3 months—1st phone—married—great air talent. Needs man—top salesman—can do it all. Box E-17, seeking for looking explored at interview, Box F-181, BROADCASTING.

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Outstanding general manager/station manager, 15 years experience in radio & TV. Excellent resume, references. Box F-155, BROADCASTING.

Manager, small or medium market. Over 10 years experience in all phases of broadcasting. Strong in sales, promotions, programming, technical. Experienced in small market. Box F-187, BROADCASTING.

Experienced G.S.M., national radio-TV young, female, honest, ethical, seeks working-invest arrangement Florida or California. Experience, references. Box F-188, BROADCASTING.

Pro broadcaster, general sales mgr., real producer wants G.S.M./investment deal, top references, hard work, stability. Station must have potential. Box F-189, BROADCASTING.

Total broadcaster for full charge operation of your station. Young, 30 yrs. experience, Age 35. First phone. Box F-215, BROADCASTING.

Sales oriented . . . 16 years experience in all phases, management, sales, programming, announcing. First phone, seeking to increase my career. Box F-257, BROADCASTING.

Sixteen years as general manager/several AM stations have made me proficient in turning losses into profitable operations. Presently employed. Will go anywhere if opportunity good enough. Box F-299, BROADCASTING.

FM format for medium markets. Overwhelmingly successful as an "air" test. Box 4679, Los Angeles, California 90024.


Salesman—wants challenge of sales manager, single, midwest career. First phone, available now. Box F-198, BROADCASTING.

Seek job with future sales or management. Prefer small market middle of the road operation. Fourteen years experience, with excellent references. Married, 39 with two youngsters. Box F-214, BROADCASTING.


Talented first phone rock jock. Good production, copying. Credits: E-191, BROADCASTING.

Black jock, first phone. Box E-393, BROADCASTING or (313) 934-3240.

Candid Mike, swap shop, MOR. First, small market, Michigan, Florida, anywhere. 313-478-8896. Box F-1, BROADCASTING.

First phone experienced DJ, music director, stby, reliable, stable, dedicated, hard working professional. Desires position top 40 or country music. Box F-323, BROADCASTING.

Maj or suburban rock jock, production director, seeking station management. Box F-19, BROADCASTING.

15 years DJ-play-by-play-news major market ability seeking challenge of top station. Box F-99, BROADCASTING.

Current top 20 market announcer looking for day shift with good station. First phone, family. Box F-97, BROADCASTING.

San Francisco Bay area only—top rated California rock jock, fresh out of college, many references. Will consider other formats. Box F-98, BROADCASTING.

Outstanding general manager/station manager, 15 years experience administration, promotion, programming and engineering. 1st phone, excellent references. Box F-103, BROADCASTING.

Manager, small or medium market. Over 10 years experience in all phases of broadcasting. Strong in sales, promotions, programming. Box F-187, BROADCASTING.

Experienced G.S.M., national radio-TV young, female, honest, ethical, seeks working-invest arrangement Florida or California. Experience, references. Box F-188, BROADCASTING.

Pro broadcaster, general sales mgr., real producer wants G.S.M./investment deal, top references, hard work, stability. Station must have potential. Box F-189, BROADCASTING.

Total broadcaster for full charge operation of your station. Young, 30 yrs. experience, Age 35. First phone. Box F-215, BROADCASTING.

Sales oriented . . . 16 years experience in all phases, management, sales, programming, announcing. First phone, seeking to increase my career. Box F-257, BROADCASTING.

Sixteen years as general manager/several AM stations have made me proficient in turning losses into profitable operations. Presently employed. Will go anywhere if opportunity good enough. Box F-299, BROADCASTING.

FM format for medium markets. Overwhelmingly successful as an "air" test. Box 4679, Los Angeles, California 90024.


Salesman—wants challenge of sales manager, single, midwest career. First phone, available now. Box F-182, BROADCASTING.

Seek job with future sales or management. Prefer small market middle of the road operation. Fourteen years experience, with excellent references. Married, 39 with two youngsters. Box F-214, BROADCASTING.


Talented first phone rock jock. Good production, copying. Credits: E-191, BROADCASTING.

Black jock, first phone. Box E-393, BROADCASTING or (313) 934-3240.

Candid Mike, swap shop, MOR. First, small market, Michigan, Florida, anywhere. 313-478-8896. Box F-1, BROADCASTING.

First phone experienced DJ, music director, stby, reliable, stable, dedicated, hard working professional. Desires position top 40 or country music. Box F-323, BROADCASTING.

Maj or suburban rock jock, production director, seeking station management. Box F-19, BROADCASTING.

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Current top 20 market announcer looking for day shift with good station. First phone, family. Box F-97, BROADCASTING.

San Francisco Bay area only—top rated California rock jock, fresh out of college, many references. Will consider other formats. Box F-98, BROADCASTING.
Situation Wanted

News continued

Consistent Black newcomer seeking additional experience. From two years college, TV camera and console operation, third class ticket. References available. Jim Scott, P.O. Box 300, Washington, MInn 60065.


Journalism grad, wants position with good station. Senior copy staff experience. Major market radio experience, will relocate. (302) 458-2364. 2206 Heather, Louisville.


Programing, Production, Others

Consider a bright woman 24—major market experience—journ. degree—eager for production or reporting slot offering latitude and versatility—rep. to be blind—-an asset as I see it. Resume on request. Box F-27, BROADCASTING.

Semi PD experienced first phone. Box F-39, BROADCASTING.

Successful major market announcer seeks position as program director for small or medium market station. Family, young. Box F-96, BROADCASTING.

Available new. IBS grad, 3rd endorsed. Looking for part time. Will give 100%. Ambitious, aggressive. Will relocate. Box F-149, BROADCASTING.

Attention all top stations! Available now, succesful, experienced, dynamic young phone, 90274. Presently employed with National Basketball, production, phone. Dynamic young program director. Also seeks TV—news, field-reporting challenge. Single, will relocate. Box F-221, BROADCASTING.


Experienced radio newcomer with some TV looking for TV news job. Top 10 market experience. Call 5 P.M. to 12 A.M. (513) 643-6973.

Programing, Production, Others

Personable, intelligent, and ambitious June graduate seeks starting position in programming, sales or production—free to relocate. Box F-164, BROADCASTING.

Graduate, 2 years studio training with educational station. All phases, first, military over. Resume on request. Box F-192, BROADCASTING.

Children's show host-producer. Wide experience, play-by-play, radio & TV. Box F-190.

Hard-working BA in communications searching for challenging position in production. Trained extensively in writing, performing, set design, visual creation, audio, tape, editing, lighting—all types of programming—news, interviews, children's shows, commercials, documentaries, general entertainment. Inquire Box F-205, BROADCASTING.

Television studio supervisor, 12 years TV, age 31, family, $8500; strong in video tape, color cameras and modern solid state circuits, prefer southeast. Box F-213, BROADCASTING.

I need a job . . . 10 years experience in total TV, broadcast operations, commercials, on-air, camera, and ITV. Just finished 130 shows for syndication. I am great, lighting director/cameraman, who knows how to work with talent and people. Can run audio, tape, lighting—all types of programming. Box F-189, BROADCASTING.

Television Situations Wanted

Management

Program/operation manager, 12 years TV. Strong in group sales. Working with CATV, UHF, VHF, local TV. Send resume. Box F-153, BROADCASTING.

Operations/program director. Seeking challenging medium market or cable opportunity. Cost-benefit conscious, know all phases. Acustomed to much total station operations. 15 years VHF/UHF broadcasting experience. Now employed. Box F-216, BROADCASTING.

Sales

12 years TV. Successful program/operations manager. Strong in programming, administrative leadership. Exhibited film by major network. New direction in sales. Box F-153, BROADCASTING.

Announcers

Anouncer. Top-ten market. VHF. Booth work with spot copy. Experience important. Box F-208, BROADCASTING.

News

Aggressive young news director wanted to build ratings. Prefering to be on official toes of the real news. Top 40 market, network affiliate. Send resume, Box F-200, BROADCASTING.

News director for medium-sized market in southeast. Must be experienced newspaper, editor and proven, eager man with VTR air check to Box F-140, BROADCASTING.

News continued

TV/radio sports director. A top notch position available now for a top-flight man. Play-by-play on state-wide football, college basketball, number 1 football team. Two TV sportscasts daily plus special, interested? Send VTR of sportscasts and audio tape of play-by-play. All material will be returned. Contact Paul Jensen, Assistant Manager, KOIN-TV/KGIN-TV, Lincoln, Nebraska 68503.

Experienced photo lab chief: All technical aspects TV photo studio, organizational ability. All applications only. News Director, WSFD-TV, Toledo, Ohio 43604.

Technical

Chief engineer with excellent technical qualifications, proven department management, and broad experience for California VHF. Box F-175, BROADCASTING.

TelePrompTer Corporation is selecting personnel for the following positions in both operating CATV systems and sales. Chief Technician: Minimum of 7 years direct experience in CATV system test, maintenance, operation, layout, head-end work, customer service, management of personnel and vehicles and construction practices. Radio/telephone license but not necessary. Construction manager: Minimum of 5 years experience in CATV system construction, customer service installations, plant rearrangements, strap mapping, pole line engineering, to supervise contractors during new plant construction, provide liaison with engineering, coordinating flow of materials, etc. Maintenance technician: Minimum of 4 years direct experience in CATV system test, maintenance, operation, head-end work, customer service and service installation. Join TelePrompTer, the largest and most active CATV operator for the best opportunity! Send resume to Roger Wilson, TelePrompTer Corporation, 50 West 44th Street, New York, New York 10036.

Programing, Production, Others

wanted: Idea man, program director, performer, producer or director. Want man with a good voice and camera presence who can do a soft shoe dance while holding his next local show for an Eastern suburban CATV system, which is married to another system with regional local programming. If you are the kind of guy who would like the challenge and doing on a modest budget, of getting all on in the ground floor of what we think will be a new kind of communication, write to Box F-74, BROADCASTING.

Experienced commercial producer-director for full color TV. CBS. Experience into 100 markets. Send resume and details to Box F-116, BROADCASTING.

Television Help Wanted

Sales

Young, aggressive person wanted by group-owned, northeast station. Top 50 markets; CBS affiliate; for the position of National Sales Manager. Send resume to Box F-201, BROADCASTING, stating background, salary requirement and work experience.

Exceptional opportunity for an experienced, productive salesmen, with a top TV station in the south. Salary, generous commission arrangement, active account with excellent growth potential. Outstanding company benefits. An equal opportunity employer. If interested, send resume, Box F-230, BROADCASTING.

Announcers

Announcer. Top-ten market. VHF. Booth work with spot copy. Experience important. Box F-208, BROADCASTING.

News

Aggressive young news director wanted to build ratings. Prefering to be on official toes of the real news. Top 40 market, network affiliate. Send resume, Box F-200, BROADCASTING.

News director for medium-sized market in southeast. Must be experienced newspaper, editor and proven, eager man with VTR air check to Box F-140, BROADCASTING.

Technical

First phone, heavy on maintenance, transmitter watch preferred. Box F-174, BROADCASTING.

1st phone (radio/AM) no commercial experience, microwave & VHF repair experience in military, will consider any offer. Box F-190, BROADCASTING.

News

Combination news director or assistant, and anchor-writer in ten years background includes shooting, writing, and directing. Master's and Impeccable references. All inquiries answered. Box F-64, BROADCASTING.

Anchorman: Ten years in broadcasting, former radio news director. Experienced in major Ohio markets. Box F-179, BROADCASTING.

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, male w/news director experience. Seeks TV-news, field-reporting challenge. Single, will relocate. Box F-221, BROADCASTING.


For Sale Equipment

Heli-axoles, large stocks—baggage prices—tested and certified. Write for price and stock lists. Sierra Helicopters, 25672, Oakland, Calif. 94603. Phone (510) 832-3527.
FOR SALE Equipment
continued

For sale, extremely reasonable, 200 foot insulated, lighted Trucson tower now in use. Available August 1971. FOR BROADCASTING.

New Marcon Mark VII-A color cameras, 2 each, unused, less Plumbicon and Lens, $6,000 each or $10,000 for both. Box F-109, BROADCASTING.

Gates 3000 watt AM transmitter. Excellent condition. $5,000.00. FOR BROADCASTING.

Save 50% on a nearly new Schaefer 332 logger recorder; will handle both AM & FM--also have an electronic research type 425 SWR isolation Transformer--Isolate your FM on an AM tower any reason.

Call KUWZ, Box 389, Salt Lake City, Utah 84110.

RCA BT-55D transmitter in excellent condition. Presently in operation and tuned to 92.5 MHz, WPAN, 193 Smyth Ave., Alliance, Ohio 44601.

Gates Criterion 80 Stereo cart machine. Playback only, Factory fresh, factory carton. $895. Box F-154, BROADCASTING.

Gates Solid Stateman FM limiters (m603). Two available for stereo, 9 months old, $1,195 for both. Box F-155, BROADCASTING.

For sale: 145 foot tower, complete with base, turnbuckles, guy wires and top, and top light. Used only 15 months. Buyer can dismantle or seller will dismantle. Contact WFVC Radio, Catlinville, Virginia 24078, call 219-647-2222.

Nexon Telexion Van. 1966 Ford Van with Nexon Telesign; great for station promotions, grand openings, and merchandise. $400.00 or best offer. Call Bob Bleviacek, WNO Radio, Niles, Ohio 216-545-4024.


Ampegamp 600/601 users--noise, heat, and further reading available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.


Prizes! Prized Prizes! National brands for promotions, contests, programming, No barter, or trade. TV, phonographs, still photo, deal, write or phone. Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Call letter items--Jewelry, mile plates, banners, decals, bumper strips, magnetic signs, audience builders, spot sales incentives, promotions, Write Radio-TV Publicizers, Box 534, Scarsborough, Ala. 35768.

Automation Tape! Library sold outright or subscribe. $2.00 per month, Formations: Contemporary, MOR, Country, Response Radio, Box 150, Fayetteville, Pa. 19444.

"Free" catalog -- everything for the deejay! Comedy books, schedules, old radio shows, and more! Write: Command, Box 26348-R, San Francisco 94125.

BBC-produced live 13 week popular classics concert series under $20.00 per show most markets. 301-656-9009.

Gagamaa #1 brightens programing 350 fresh, funny one-liners, $3.00, Richard Henlon, 3736-A North Pennsylvania, Indianapolis, Indiana 46205.

Summertime radio feature-camping show. Talent is member of National Camping Advisory Board. Write: RAL Productions, Box F-209, BROADCASTING.

Interested in Christian format for your station? We can help you Call Dr. Crews, Christian Radio Consultant 312-430-6240 or write Box 942, Albany, Ga. 31702.

INSTRUCTIONS


First class FCC. License theory and laboratory training in six weeks. First class FCC in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade & Technical Schools. Write or phone the location most convenient to you. ELKINS INSTITUTE in Texas, 160 North Main Street, Sarasota, Florida 33577, V.A. approved.

Option to live or study R. E. I., San Jose, California, 95136. Phone 904-925-7777.

Since 1946. Original six week course for FCC 1st class. 520 hours of electrical aspects of broadcast operations. Approved for veterans, low-cost dormitories at school. Starting dates July 7-9, Sept 6-9. Those interested, call 212-237-2225 or for more information, write R. E. I., 1338 Main Street, Sarasota, Florida 33577, V.A. approved.


Zera to first phone in 5 weeks. R.E.I.'s classes begin July 26 and August 2. Call toll free: 1-800-237-2225 or for more information, write R.E.I., 1338 Main Street, Sarasota, Florida 33577, V.A. approved.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. Call Joe Shields (816) 931-5444.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 374-1441.

Licensed by New York State, veteran approved for FCC. 1st class license and announcer-disjockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) 5-2425.

Attention veterans! First class license in five weeks with complete theory and RCA-equipped laboratory training. Approved for veterans. Tuition $333.00. Housing $15.00 wk. American Institute of Radio, 2629 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

Attention! Summer special! One week's free housing with tuition $333.00, or tuition $308.00 and you pay lodging. Reservations must be made. Class limited to 15 students. VA approved. American Institute of Radio, 2629 Old Lebanon Road, Nash-

villle, Tennessee 37214. 615-889-0469.

F.C.C. type exams . . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class $7.00; 2nd class $12.00; 1st class $16.00, complete package $25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.


F.C.C. 1st class in 6 weeks. Established 1943, Cost $370. Graduates nationwide. Reasonable housing student $150 per week. Class limit 10 students. National Institute of Communications, 11516 OxNard St., No. Holly-

wood, California 91606.

Don't take time off to prepare for your F.C.C. lic-

ense. Learn by correspondence, at home. Get com-

plete training (not just practice tests) and your money-back warranty. G.I. Bill approved. Free cata-

log. Pathfinder Division of Gramsham Schools, 1259 N. Western, Hollywood, California 90027.

See our display ad under instruction on page 104. Don Martin School of Radio & TV, 1533 N. Chero-

kee, Hollywood, California. 90238.

Radio Help Wanted Sales

BROADCAST AUTOMATION SALES SPECIALIST

We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in the broadcast automation field. You will support the field sales force by providing technical assistance. You should have current qualification in all technical aspects of broadcast operations. In addition, you will analyze competitive equipment, make recommendations on equipment, and provide technical assistance. We require a bachelor's knowledge of broadcast automation and operating programming. You should have current qualification in all technical aspects of broadcast operations. Sales experience preferred. For further information, send your resume, in confidence to:

OR CALL:

Robert T. Fluent
Assistant General Manager
(212) 227-8200

GATES RADIO COMPANY

A Division of Harris-Intertype Corporation

129 Hampshire St., Suite 201

An Equal Opportunity Employer (M/F)

BROADCASTING, June 21, 1971
Help Wanted

Announcers

KSTP-MINNEAPOLIS-ST. PAUL, 50,000 WATT CLEAR CHANNEL.
We're looking for an MOR personality who can best be identified as "interesting". Send your air check and resume with references to: Garfield Clark, Manager, KSTP Radio, 3415 University Avenue, Minneapolis-St. Paul, Minnesota 55414.

WANTED:
For next 12-plus years! MOR morning personality to replace 12-year vet on WFLY. Ft. Lauderdale. Need facts—tapes—salary soonest. Contact: Mike Greene, PD or Joe Amaturo, Manager, P.O. Box 1400, Ft. Lauderdale, Fla. 33302.

TELEVISION

Situations Wanted News

AGGRESSIVE VETERAN NEWSMAN
(33) 11 years experience—past 6 years in one of the top 5 markets. Seeking position as TV-news anchorman. Excellent references. VTR-tape upon request.

BOX F-159, BROADCASTING

Programing, Production, Others

TV TRAFFIC/OPERATIONS SPECIALIST
Currently director of traffic/operations in top 25 market station. Seeks similar administration position with station or corporate broadcaster who desires traffic/operations control. Complete resume and references.

BOX F-341, BROADCASTING

NETWORK PRODUCTION MANAGER
Experienced in film, tape, budgets, personnel management, producing, operations, commercial and all forms of program planning and producing. Seeks position as assistant PD, operations manager or producer. Excellent references.

BOX F-194, BROADCASTING

Instructions

FCC 1st PHONE in five weeks
F Inest Instructors
- With years of practical experience

I ntensive Methods
- Visual aids & Films

R easonable Costs
- One charge to successful completion

S elected Accommodations
- Student rates at best Hollywood Hotels

T op Results
- All of our students earn their firsts

(Approved for Veteran training)
(Low interest Bank financing available)

LEARN
at the Nation's oldest
and most respected
School of Broadcast Training
DON MARTIN SCHOOL OF RADIO & TV
(estab. 1937)

NEXT INTENSIVE THEORY CLASS starts
August 3, 1971

for additional information call or write
DON MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Cal.
NO 2-3281

Wanted To Buy Stations

Experienced broadcasters wish to buy small or medium market AM. West-Northwest preferred. All replies confidential.

BOX F-170, BROADCASTING

Ralph E. Meador
Radio TV CATV Appraisals
Box 36, Lexington, Mo. 64067
316-259-2544

Eager to sell your radio operation but no one comes forth with the money? Have you considered a lease-purchase contract? Three qualified associates experienced in radio field will participate full time in operation, programming, promotion, and on the air shifts. Quality performance produces quantity sales. We can sell ourselves and the products—now all left is the purchase of a radio station with potential. Is this you?

BOX F-212, BROADCASTING

PLAN TO SELL?

We have purchased a major market property subject to FCC approval, and would like to buy another in the greater midwest. We will seriously consider AM or FM in a large market. Replies will be treated in strict confidence.

Write or call: Lawrence J. Gutter, President, Advance Communications, Inc., 2540 W. Peterson Avenue, Chicago, Ill. 60645. (312) 761-1800.

For Sale Stations

UNUSUAL OPPORTUNITY
Major Market
AM-FM) For Sale
Good operator could double $2 in 2 to 3 years. $1,500,000 plus $250,000 non-compete principals only.

BOX F-158, BROADCASTING

Larson/Walker & Company
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
Wash., D.C. 20066
1069 Ave. of the Stars
1725 Eye St., N.W.
Century City, Suite 561
Suite 714
213/327-1567
202/323-1533

104

Broadcasting, June 21, 1971

105
FOR SALE—CALIF.
Single station market full time AM. Excellent growth. Asking $350,000 with 29% down, balance terms to be arranged.
BOX F-184, BROADCASTING

FOR SALE
Dallas-Fort Worth area AM radio station.
Now operating at good profit margin.
Contact:
KELLEY ASSOCIATES
2317 Antigua
Wichita Falls, Texas 76308

STATIONS FOR SALE
1. SOUTHWEST. Profitable AM-FM.
   $325,000. Terms.
2. WEST. Exclusive daytime, $15,000 down.

Jack L. Stoll
and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 559
Los Angeles, California 90038
Area Code 213-846-7729

FOR SALE—WESTERN TEXAS
Single station market. Powerful full time.
Excellent potential market growth area. Real estate consideration partial or full sale. One stockholder retiring. Qualified principals only.
BOX F-80, BROADCASTING

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

III. small daytime $225M terms
East small FM 150M 29%
South medium daytime 90M 29%
West metro FM 65M cash
East sub. profitable 600M cash

West small profitable $ 50M $14M
South medium AM + FM 275M 29%
East medium profitable 240M cash

N.Y. metro profitable 285M cash
La. metro fulltime 325M cash

(Continued from page 99)

- WBFT(FM) Winchester, Va.—Broadcast Bureau granted license covering installation of aux. trans. for aux. purposes only. Action June 1.

Actions on motions
- Hearing Examiner James F. Tierney in Sea G, Ark. (Horne Industries Inc. and Telum Broadcasting Co. of Sea G Inc.), FM proceeding, granted petition by Telum for leave to amend its application with regard to ascertainment of community needs (Docket 18999-90). Action June 3.

Rulemaking action

Rulemaking applications
- WGEA(FM), GFC Communications of Atlanta Inc., Atlanta—Requests WCCA(FM).
- KFMJ-FM, KFMJ Inc., Tulsa, Okla.—Requests KRAT(FM).

Call letter applications
- WBMII(FM), Communicon Inc., Meriden, Conn.—Granted WESS(FM).
- WRIT-FM, Great Trails Broadcasting Corp., Milwaukee—Granted WFWO-FM.

Renewals of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following UHF translator stations: W952AB York, W732AM Dubuque, Montoursville and South Williamsport, and South Dalton, Waverly and part of Scranton, all Pennsylvania; W729AB Dayton, Ohio; W725AB and W725AD, both Princeton, N.J.; W723AC Williams-
town, W. Va., and Marietta, Ohio; W724AR Williams-

town, P.A.; W725AK Minersville, Pottsville and Port Carbon, all Pennsylvania; W725AB Palm-

eron, Stadestad and Stalington, all Pennsylvania; W725AV Illinois Valley, Blencher Center and Bennington, all Vermont; W725AV Loveland and North Bennington, both Vermont; W725AB Wilmington and Dover, both Vermont; W725AB and W725AD Moodet, W. Va.; W725AF Pottsville, Minersville and Port Carbon, all Pennsylvania; W725AA Palmetron, Stadestad and Stanington, all Pennsylvania; W725AK Williams-}
town, P.A.; W725AK Minersville, Pottsville and Port Carbon, all Pennsylvania; W725AA Palmetron, Stadestad and Stalington, all Pennsylvania; W725AK Williams-

BROADCASTING, June 21, 1971
Summary of broadcasting
Compiled by FCC, June 1, 1971

<table>
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<tr>
<th>Licensed</th>
<th>On air STA*</th>
<th>CP's</th>
<th>Total on air</th>
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<tr>
<td>Commercial TV-VHF</td>
<td>500</td>
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<td>10</td>
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<td>Commercial TV-UHF</td>
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<td>Total Commercial TV</td>
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<td>2</td>
<td>15</td>
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<td>Educational FM</td>
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<td>Educational TV-UHF</td>
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<td>12</td>
<td>192</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
† Includes 25 educational AM's on nonreserved channels.
‡ Does not include six commercial UHF TV's licensed but silent.

Other actions, all services
- FCC granted petition by American Newspaper Publishers Association asking that filing date for reply confirmations in proposed rulemaking in Doc. 18110 (one-to-one market) be extended.
- FCC granted petition by CATV and local newspapers to extend, so that other parties may file reply comments extended to Aug. 19. Action June 9.
- FCC published new class of educational television service to transmit instructional and cultural material to multiple receiving locations on channel 30.

TV translators
- FCC granted applications for new VHF translators to serve Kingman operating on ch. 6 by rebroadcasting programs of KARE-TV, Phoenix, Ariz. June 6.
- Whitmore, Calif.—Golden Empire Broadcasting Co. Broadcast Bureau granted CP for new VHF translator station, KTVU, to serve Modesto, following new class of educational television service.
- Sanders, N.M.—Pueblo Valley TV Association, Inc. Broadcast Bureau granted CP's for new VHF translator stations to serve Alamogordo, Navajo and Chama, all in New Mexico.

Modification of CP's, all stations
- KGTO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 3. Action June 4.
- KTVU-Blaine Lake Tahoe and Meyers, both California—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 4. Action June 4.
- WPKN(FM) Bridgeport, Conn.—Broadcast Bureau granted CP in connection with proposed move from location near to existing station to serve residents of Stratford.
- WKLY-FM Saratoga, Fla.—Broadcast Bureau granted CP to change studio location to 4101 Clark Road, 3.3 miles south of Saratoga. Action June 4.
- WTCN-TV Minneapolis—Broadcast Bureau granted CP to extend completion date to Dec. 8. Action June 8.

Translators actions
- Kingman, Ariz.—Mohave County Board of Supervisors. Broadcast Bureau granted CP for new VHF translator station to serve Kingman operating on ch. 67 by rebroadcasting programs of KAKE-TV, Phoenix, Ariz. June 6.
- Whitmore, Calif.—Golden Empire Broadcasting Co. Broadcast Bureau granted CP for new VHF translator station, KTVU, to serve Modesto, following new class of educational television service.
- Sanders, N.M.—Pueblo Valley TV Association, Inc. Broadcast Bureau granted CP's for new VHF translator stations to serve Alamogordo, Navajo and Chama, all in New Mexico.

CATV
- Sanford, Fla.—Seminole Cablevision Inc. Seeks distance signals of WTVJ(AM), Tampa, Fla., and WBFS-TV, Miami, Fla., to deliver cable service.

Ownership changes
- WOVE(AM) Welch, W.Va.—Seeks assignment of license from WOVE Inc. to Davis-Majors Communications Corp., for $80,750. Seller: Kenneth J. Crotwalt, Buyers: Gerald E. Davis (65%), Andrew Ch. Davis (30%), vice president, and Gloria J. Davis (5%). Buyer corporation is Davis-Majors of Cleveland, Mass. Mayor is secretary at Parma Community Hospital, Parma, Ohio. Mrs. Davis is housewife. None of the parties have any broadcast interests. Ann. May 26.

Final actions
- KHAR-TV Anchorage—Broadcast Bureau granted assignment of license from Soudough Broadcasters Inc., to Capitol Broadcasting Inc. for $343,000. Seller: Patricia E. Harpt, sole owner. Harpt owns KHAR-FM Anchorage, Alaska—Buying: Carl A, Bracale Jr., president (21%), Duane L. Triplett, vice president (17%), Robert L. LeVasseur (16%) and Ralph A. C. Bracale (15%), et al. Mr. Bracale is sales manager for Soudough Broadcasters, Anchorage. Mr. LeVasseur is an account executive for Soudough Broadcasters. Mr. Lewis is the owner of Arctic Dispatch Co., taxi-cab company, Anchorage. Mr. Zook is chief engineer for Soudough Broadcasters. Action May 28.
- WKHM-AM-FM Jackson, Mich.—Broadcast Bureau granted assignment of license, from Frederick A. Knorr to Patten Broadcasting Co. for $330,000. Seller: Caroline M. Knorr, sole owner. of WKHM-AM-FM, Elerslie, Mich., buyer: The Patten Co. (88.64%); Charles N. Patten (8.82%), The Patten Co. is Southfield, Mich., ad agency; Myron P. Jones is president and majority shareholder and will vote stock of company. Charles J. Sitts is vice president, director and approximately 1.1% class A stockholder of WKHM-AM-FM. Dearborn, Mich. Action May 28.
- CATV Applications
- Sanford, Fla.—Seminole Cablevision Inc. Seeks distance signals of WTVJ(AM), Tampa, Fla., and WBFS-TV, Miami, Fla., to deliver cable service.
- Jeffersonville, Clarksdale, Charlestown, Sellersburg and Clark County, all Indiana—Seeks distance signals of WTTV(AM), Indianapolis, to deliver cable service.

Actions
Kevin P. O'Sullivan, who used to sing for his supper, sings mostly in the shower these days.

His resonant, baritone voice, once heard on television programs and in night clubs and on the stage, is now utilized in top-level sales presentations and in directing the worldwide sales staff at ABC Films Inc. and ABC Television International Inc. His dual responsibility encompasses supervision of the television-program distribution arm of ABC at ABC Films and the program-purchasing and sales-representation services for TV stations in 23 countries (ABC has minority interests in 14 foreign companies operating outlets in Latin America and the Far East).

In one fashion or another, Mr. O'Sullivan has been associated with television for 22 years, initially as a talent and subsequently as a businessman. His sojourn into the entertainment world followed his winning first prize in an Arthur Godfrey Talent Scouts competition in 1949.

He says he had planned to study law but while in high school and college he participated in theatrical activities and sang at various functions. Then some fraternity brothers sent in his name to the Godfrey program where he sang "Now Is The Hour," and won. He went on to appear on the daytime Godfrey program.

While still at Queens College at Flushing, N.Y., he appeared on another CBS-TV program, including a steady assignment on a 1949 variety series titled The 54th Street Revue. Following graduation, he continued in the entertainment field, appearing in many commercials, singing at night clubs and hotels, and performing dramatic roles on television, including assignments on Studio One. In 1951, Mr. O'Sullivan played the lead in a Broadway musical version of Booth Tarkington's "Seventeen."

Mr. O'Sullivan acknowledges today that he "never really liked the idea of being talent." And that self-evaluation is understandable. Colleagues say he is a hard-working, well-organized individual with a strong layer of seriousness balancing a pleasant, outgoing personality.

"I never liked the lack of planning in show business," he remarked. "And I've always had a business orientation."

In 1955 he accepted a post with the Ronson Corp. that blended his theatrical flair with his business sense. He served on the radio-TV promotion staff of Ronson, traveling throughout the country to introduce the company's new electric shaver. Mr. O'Sullivan would arrange for distribution of the shavers, following with live commercials—delivered by himself—on local TV stations. He later worked briefly as Mid-west sales manager for Ronson in Chicago before returning to New York in 1957 to join Television Programs of America as a salesman.

At TPA, which evolved into Independent Television Corp., Mr. O'Sullivan acquired a background in television-program syndication. He reinforced this training with a six-year stint at Harrington, Rigter & Parsons, the station rep firm, where he was director of program services, guiding HR&P-represented stations on their syndicated-program purchases.

In 1967, he joined ABC Films as vice president and general sales manager, was appointed vice president and general manager in early 1969 and elected president several months later. In the summer of 1970, he was appointed to the additional job of president of ABC Television International Inc.

Mr. O'Sullivan is a medium-sized, solidly built man who played football in high school and won letters in tennis and track in college. He tries to keep in trim these days by playing golf but confesses that the rigors of his job responsibilities have limited his appearances on the fairways.

His duties at ABC International Television keep him hopping around the world. He has sampled television in far-away countries and the usually disciplined Mr. O'Sullivan becomes Impasioned when comparing American and foreign TV.

"Without deprecating TV activities abroad, no TV system anywhere in the world compares with the U.S. in terms of providing a variety of entertainment, news and informational programs," he said. "There are forces in this country that are trying desperately to put limitations on TV programming and if the public lets this happen, it will be a sad day indeed."

Though the syndication field in general suffered from the economic crunch in 1970, Mr. O'Sullivan reported happily that ABC Films had an "excellent year," with sales rising comfortably over 1969 levels. And he was equally pleased with the progress achieved to date in 1971, predicting that sales volume for this year would surpass 1970's.

The new programming for which Mr. O'Sullivan has high hopes for the 1970-71 season are the Let's Make A Deal audience-participation show (already sold in 80 markets for a fall start) and the Prime II package of 16 feature films. In addition, ABC Films markets such popular off-network series as Ben Casey, Dark Shadows and The Invaders.

And referring to the growing trend toward so-called advertiser-syndication of programs, Mr. O'Sullivan commented: "Barter is like the seven-year locust. It crops up every few years, especially when the economy is soft. It will disappear until the next crisis comes."

Mr. O'Sullivan is confident that over the next few years advertisers will become increasingly involved with television, and added: "And this will not necessarily be barter arrangements. I think more and more money is going to be spent to develop programs for placement on a market-by-market basis, with advertisers picking up the tab. I believe too that even in network you will see a change, with advertisers committed to buying a minimum number of programs, especially in prime time."

The lively art

Some of the names and faces that appear in this issue's special report on radio will be familiar to those who, with this magazine, have followed that medium through its infancy, its growth, its good times and its bad, and into its first maturity. An equal or greater number may be new. The times they are a-changing, as the song says, and nowhere in broadcasting more than in the medium where it all began.

It is fitting that this should be the case. The business was built by one generation of pioneers who were not content to let things stand still, and it's being rebuilt and revitalized by a new generation that sees no fewer mountains to climb, no less a challenge to conquer. "You couldn't have decided to do this story at a more propitious moment," said one of the veteran broadcasters with whom we talked along the way. "Maybe there will be one in the future, but there certainly hasn't been one in the past, when so many things in the radio medium are ready to move, or are in the process of moving."

That's really the story of Radio '71. A medium on the move. It's a joy to tell its story.

Life or death?

The U.S. Court of Appeals in Washington has issued a new prescription for anarchy in broadcast regulation. Its reversal of the policy under which the FCC has been handling challenges to license renewals exposes all incumbents to attack. It is a formula for dismemberment of the system.

The court has said the FCC was wrong to accord immunity from competing applications to licensees who could demonstrate a record of substantial performance, without deficiencies. From now on, the court has decreed, the FCC must grant a full hearing to any challenger.

"Substantial" service no longer will suffice. A credit may be awarded to incumbents on a showing of "superior" performance, but that alone need not be decisive, the court has ruled. The commission must also use the comparative hearing as a device to achieve decentralization of broadcast ownerships, including an increase in interests held by members of racial minorities.

And what is to constitute the "superior" service that must be demonstrated if the incumbent is not to be counted out at the opening bell? The court says it ought to be defined in both quantitative and qualitative terms, and it has given the FCC some guides. "Along with elimination of excessive and loud advertising and delivery of quality programs," the court suggested, "one test of superior service should certainly be whether and to what extent the incumbent has reinvested the profit on his license to the service of the viewing and listening public."

This decision, if it stands, will create infinitely more chaos than prevailed in the year between the FCC's Whid-R-TV decision and its adoption of the policy that the court has now reversed. In the Whid case the commission awarded the station's channel to a competing applicant because of its lack of other media interests and the integration of ownership and management that was promised. That decision invited challenges to all licensees with multimedia holdings and hired management. The challenges had begun to proliferate when the FCC got itself back on course by issuing its now overruled policy.

The remedy now must be found in Congress. It is the basic law that needs revision to get the courts out of the business of writing broadcast regulation. There is no use pretending that the remedy will be easy to get. A bill introduced by Senator John O. Pastore (D-R.I.) to give incumbents reasonable protection against competing claims was encountering severe resistance when the FCC's adoption of its own policy made legislation appear unnecessary.

The climate is no more favorable to broadcasting now than it was then. But despite the heavy weather that must be endured, broadcasters have no choice. Nothing less than survival is at issue.

There ought to be a law

It isn't quite clear what the Senate Communications Subcommittee wants the FCC to do about cable-television regulation, though it is obvious that the subcommittee wants nothing done without consultation beforehand. The procedure, as it unrolled last week during a day-long hearing, reveals a general wariness in dealing with an issue that is getting hotter politically every day.

Senator Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, may have summed it up best, if unintentionally, when he asked Chairman Dean Burch whether the FCC was planning to "rush into" a conclusion. "I don't mean you should go slow," Mr. Magnuson said in clarification. "It's just that I don't think you should go fast."

Not much more help than that came from any other senator, but the heavy attendance of subcommittee members bespoke the political attention that this subject now commands, and that gets us to the point of these remarks.

The only message that the FCC could have taken from the hearing last week was that it had better not reach a decision that will displease several influential members of the Senate subcommittee. That message isn't one to be inscribed alongside the motto of the republic.

If the Congress wishes to write the policy for cable-television regulation, it should do so through the conventional legislative process—not through private negotiations between a few senators and the FCC. Perhaps the setting of cable policy belongs on the Hill. Surely the copyright legislation that was the subject of new action last week belongs there. But what the Congress does on a subject so clearly involving the public interest ought to be done by open proceedings in accord with legislative rules.

"I dated the producer of those Yellow Pages commercials last night... talk about walking fingers!"

BROADCASTING, June 21, 1971
WHAT IS AVCO BROADCASTING?

In eight cities, Avco Broadcasting is a leader in the fight against drug abuse.

For the past two years, every Avco Broadcasting station in the country has devoted a significant portion of its programming to drug abuse. The effort has included editorials, special programs and public service announcements. One station, WOAI-TV in San Antonio, has been working on the problem for over 18 years!

Station management and community service departments have actively participated in joint preventive drug education efforts with local community organizations.

The stations are working with community groups to establish positive action programs, Advisory Drug Abuse Councils, youth panels, and speakers' bureaus. They're working to raise funds for halfway houses and therapeutic drug centers, while contacting drug addicts for their advice in preparation of these programs.

One of the most effective tools has been the CAPP program inaugurated by Washington station WWDC. CAPP combines all of these elements: it is a forum, a coordinating body, and action group. In the months to come, CAPP will expand into other Avco Broadcasting markets.

There will be no easy solution to the drug problem. But through continuing, carefully planned communications and involvement, there can be a new awareness and understanding of the facts. And that, we believe, is the job of our stations and this corporation.

Avco Broadcasting — 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 WETH Wood River/St. Louis, TELEVISION: WTVW Cincinnati, WLWC Columbus, WTOD Dayton, WTVI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc. "...shaping the '70's through communication."
If you lived in San Francisco...

...you’d be sold on KRON-TV