In perspective: D.C. court’s take-charge role in broadcast regulation
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KGMS
Beautiful Music
for California’s Capital City

KGMS’ Beautiful Music and award-winning news are uniquely matched to the interests of Sacramento to earn exceptional adult ratings in both Pulse and ARB.

KGMS serves well, the Capital City of California... Sacramento.
Among the nations of the world, California, that truly amazing state, ranks as follows:

*6th in Gross Product
1st in per Capita Income
2nd in Agricultural Products
2nd in the number of cars
2nd in the number of telephones

California is a state so productive that if separate from the U.S., it would be one of the world’s leading nations.

*For the list of Nations that out-rank California in Gross Product, write KGMS. For the way to reach the people of affluent Sacramento, use the reach of KGMS.
We're proud of the Four ABC Demo
They're such good sports.

Howard Cosell, American Contemporary Radio Network
Skeptical...tough minded. Howard started in 1951 as a sports minded attorney to help organize the New York Little League. Twenty years later he became the most respected name in sports reporting by telling it like it is. There's no pulling of punches when Howard goes after his news.

Frank Gifford, American Information Radio Network
Frank needs no introduction to sports fans. All-American at Southern Cal, the NFL's most valuable player in 1956, All-Pro with the Giants, and today an all-star in the world of sports broadcasting.

We cover almost every major market in the country with our four networks because we have so many affiliated stations.

And naturally we couldn't have gotten so many affiliates to join us without having a lot more to offer. Like the most—and the best—sports coverage on radio.

Our all-star team covers sports better because they know it better. Because they've been there.

For example, we give our listeners the inside-the-dugout story on baseball from the man who played second base for the World Champion New York Yankees.

And the ringside story on boxing from the man who has interviewed more champions than any man alive.

And now Frank Gifford comes to ABC Radio bringing an insight on football that could only come from the man who made All-Pro on both offense and defense.

This is the all-star team of radio. No question about it. In fact, so many more people like us, we have 27% more advertisers than we did a year ago.

It seems like everybody likes you when you’re a good sport.

Lou Boda, American Information Radio Network
Native of South Bend, Indiana—"sports city." A natural for a sports reporter. He did play-by-play reporting for NCAA and AFL Football. On weekends, he's the voice of "Information Radio's World of Sports"—22 programs covering auto racing, golf, tennis, bowling—all the major happenings wherever sports news is being made.
graphic Radio Networks.

Jack Drees, American Information Radio Network
This former All Big Ten basketball center has broadcast world's championship events in virtually every major sport, including the Triple Crown of Racing, the Super Bowl and the famed 73-0 championship game between the Chicago Bears and Washington Redskins.

Jerry Coleman, American Entertainment Radio Network
No rookie here. The ex-New York Yankee great turns a double-play into a score. As both player and play-by-play announcer, Jerry adds new insight to the weekend sports.

Keith Jackson, American Entertainment Radio Network
Keith has covered the Olympics, the play-by-play for the National Football League and the first direct radio broadcast of sports events from the Soviet Union. Always first to get his coverage across the finish line.

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

"JOB FINDER"...to help people find jobs

...if they're unemployed...to help employers find workers...and to provide a continuing review of employment in Maryland.

Since 1968 the WMAR-TV "Job Finder" series has won 8 local, state and national awards. The latest was a national American Political Science Association award presented to WMAR-TV producer Peter Ballard for "distinguished reporting of public affairs." As a result of the series he has been appointed by Maryland Governor Marvin Mandel to the Committee to Promote Employment of the Handicapped.

QUOTES:

"Please accept my thanks on behalf of the people of Maryland and for myself personally for all that you have accomplished."

Marvin Mandel, Governor of Maryland

"I want to thank you for the outstanding effort which you have made on behalf of summer youth employment in Baltimore." Thomas J. D'Alesandro, Ill., Mayor of Baltimore

"This type of cooperation is vital in keeping the community informed."

Marion W. Pines, Project Director, Job Corps

WMAR-TV

CHANNEL 2, Baltimore, Maryland
To many observers, the principal architects of broadcast policy today are the judges of the U.S. Court of Appeals for the District of Columbia Circuit. A 'Perspective on the News' assesses the court and its impact. See . . .

Broadcasting's pre-emptive court . . . 17

A total of $15,948,180 in fees was collected by the FCC during fiscal 1971—the first year of operation under the commission's new fee schedules. That figure falls far short of the agency's $24.9-million budget allocation. See . . .

FCC take-in fees: $15.9 million . . . 23

The ramifications of the President's wage/price freeze upon the broadcast industry remained cloaked in uncertainty last week, as Cost of Living Council's clarifications fail to address broadcasters' specific questions. See . . .

A price for all seasons? . . . 27

The FCC indicates it will investigate practice of licensees reimbursing citizen groups in return for nullification of renewal and transfer challenges. Notice of inquiry will be forthcoming, commission says. See . . .

FCC cuts in on citizen compensation . . . 32

Office of Telecommunications Policy discontinues attempt to bring about accord among cable, broadcast and copyright interests on CATV issues, following NCTA rejection of restrictions in excess of those proposed by FCC. See . . .

OTP drops interim cable quest . . . 33

Federal Trade Commission, in continuation of policy to crack down on deceptive advertising, orders 11 air conditioner and four electric shaver manufacturers to document claims made in ads, including broadcast spots. See . . .

FCC's latest documentation targets . . . 40

White House—through the voice of Director of Communications Herbert G. Klein—expresses apprehensions about attacks on TV advertising. He criticizes Wright decision, warns that attacks might spread to print media. See . . .

A White House ally for advertising . . . 41

U.S. Court of Appeals in Richmond, Va., defends FCC decision that licensees are not required to present pro-smoking messages in reply to anti-smoking spots. It rejects appeal of commission's verdict by tobacco industry. See . . .

Court backs FCC on smoking spots . . . 43

Tracy Westen, Washington attorney who led campaign against FCC's controversial drug-lyrics notice, again petitions commission for clarification of free-form radio decision. KFMI case is catalyst this time around. See . . .

FCC prodded on free-form radio edict . . . 45

Survey of network-TV affiliates in top-50 markets, commissioned by Screen Gems, indicates that stations feel FCC's prime-time access rule 'is a mistake and will not accomplish its intentions.' See . . .

Dire predictions for prime-time ruling . . . 47
Against backdrop of nation's Capitol, Susan Schiffer, head of WTEV bureau in Washington, and cameraman Frank Clynes prepare report for use on station's regular 5:30 PM and 11:00 PM "NEWSCOPE-6" programs.

WTEV highlights news coverage with full-time Washington bureau

To better serve its tri-state area, WTEV makes exceptional efforts in gathering news and information. For example, Channel 6 maintains four full-time news bureaus in Providence, New Bedford, New London and Washington, D. C., to serve its area not with just news, but the latest news, accurately presented.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Echersley, Sta. Mgr.
Serving the Greater Providence Area

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Rescue parties

Next week's return of Congress from vacation is expected to spur broadcasters into attempts to get legislative clarification of license-renewal policy, now in disarray as a consequence of appellate court reversal of FCC's version. It's bound to be principal matter for tactical planning at meeting of executive committee of National Association of Broadcasters this week (Sept. 2).

Washington experts see little chance for revival of bill like one submitted in 1969 by Senator John O. Pastore (D-R.I.), which would require FCC to find incumbent disqualified before opening his facility to rival applications. Some think there's better outlook for bill drafted on behalf of several Texas broadcasters who are now under challenge (Broadcasting, Aug. 16). That bill would require all competing applicants to be qualified for character, finances and basic operating abilities. Those qualified would then compete on programing alone, with newcomer to win only by proving he had both resources and plans for demonstrably better service than incumbent had provided. There are also some signs of rising interest in bill submitted by Senator Carl Curtis (R-Neb.) to extend broadcast license terms from three years to five.

Sudden movement

Radio emerges, at least temporarily, as beneficiary of new automobile billings as Detroit tries to adjust to President's new economic policy. Buick, through McCann-Erickson, starts today (Aug. 30) three-week spot-radio "clean-up" campaign to move dealers' inventory of 1971 models. Late order from General Motors, through MacManus, John & Adams, is for one-week nationwide spot-radio drive, also starting today, to explain auto excise-tax situation. United Delco, through Campbell-Ewald, approved 17-week spot-radio buy to begin Sept. 6, part of 52-week plan.

Earlier last week both spot and network radio got commitment from Ford Motor Credit Co., through Kenyon & Eckhardt, for company's first major consumer-advertising campaign (see page 41). Television is still expected to get major budgets. Lincoln-Mercury (K&E), for example, is heaving up on all three TV networks on night of Sept. 16 to advertise display of new models next day. Dodge, on other hand, is delaying spot-TV phase of new-model introduction because of pricing uncertainties and dealer inventories of 1971 cars.

Legacy

When Francis Walsh ended his 11-month tenure as chief of FCC Broadcast Bureau in mid-August he dispatched memo to Chairman Dean Burch on progress made in processing station transfers. Mr. Burch had labeled long delays as bottleneck. In September 1970, reported Mr. Walsh, average time for clearing sale was seven months. Average time as of Aug. 1, was cited as three months and in some cases processing has been completed in as little as 45 days.

Mr. Walsh reported that on Sept. 1, 1970, there were 268 applications pending as against 143 on Aug. 1, 1971. In period he reported that 201 transfers were disposed of. Bureau also handled "one to a market rule" and new grant-fee provision as well as such big deals as Corinthian-Dun & Bradstreet, and Triangle-Capital Cities. Mr. Walsh, for personal reasons, returned to West Coast, presumably to resume position of dean at San Francisco State College, was succeeded by Wallace E. Johnson (Broadcasting, Aug. 9).

Air hazard

New engineering studies have turned up "substantial interference" to television from New York Port Authority's 1,360-foot World Trade Center building. Now that aluminum skin is in place on north tower of two-tower structure, Jules Cohen & Associates, Washington consulting engineering firm, has rechecked reception in 71 locations surveyed last March when skinless frame of building was up. For example, study found that ch. 2 WCBS-TV, which got interference in 80% of locations last March, now gets it in 94%. WCBS-TV is regarded as prime channel. Ratio of WCBS-TV interference last March was maximum of 5%; now maximum is 18%. Engineers consider 8% objectionable. Other network stations are similarly bothered.

Study, conducted for sponsoring Television Broadcasters All Industry Committee, found ch. 9 WOR-TV and ch. 11 WPX(TV) least affected by interference, ch. 31 WNYC-TV and ch. 47 WXTV(TV) Paterson, N.J., hardest hit. Most of measured sites are in Westchester county, in six-degree northerly arc from building.

Dry spell

Program distributors anticipate short supply of new off-network movies flowing into station marketplace during 1971-72 season. Word at this time is that only Screen Gems, Metro-Goldwyn Mayer Television and Paramount Television are planning to release packages of features not shown before on stations. Scarcity is said to reflect decrease in motion-picture production in recent years and unsuitability of many newer films for TV.

Western front

San Francisco offshoot of Boston-based Action for Children's Television will file with FCC this week report highly critical of children's programing on five Bay Area commercial television stations. Report, based on monitoring of stations and discussions with station managers, will assert that more than 75% of programs aimed at children on weekdays are reruns of old cartoons, adventures or situation comedies.

In San Francisco it's called Committee for Children's Television. Report will also charge that San Francisco network affiliates which 10 years ago aired total of 29½ hours each week of locally produced programing for children will have total of only hour and a half of such programs in fall schedules coming up. Report will be filed in same week stations' license-renewal applications are due.

Ganging up

KGGM-TV Albuquerque, N.M., is expected to be hit with second petition to deny renewal of its license. Leaders of Albuquerque-based coalition of Mexican-American groups—with advice from Earle K. Moore, New York lawyer retained by United Church of Christ as expert in broadcast interventions—last week were preparing petitions against that station and KDEF(AM) Albuquerque. KGGM-TV, along with KOB-TV and noncommercial KNME-TV, was target of another petition to deny filed by Alianza Federal de Pueblos Libres, chicano group, two weeks ago (Broadcasting, Aug. 23).

New petition will come from Coalition for the Enforcement of Equality in Television and Radio Utilization, claiming to represent number of chicano organizations. President of coalition, Max Carmona, asserts target stations stalled in negotiating his group's demands in attempt to get past Sept. 1 deadline for petitions to deny.
DNC now wants time to answer economy message

Democratic National Committee has demanded "comparable prime evening time" from three networks to answer President Nixon's nationally televised address on economic policy Aug. 15.

In telegrams Friday (Aug. 27) to presidents of ABC, CBS and NBC, DNC said President "injected partisan issues into the debate" over inflation and "sought to place the blame for this inflation on the policies of the previous Democratic administrations..."

Charging that President's wage/price freeze is unfair to workers, DNC pointed out that for past year Democrats have urged administration to institute policy that would spread burden evenly among all segments of society.

"To set the record straight on the causes of the tragic inflation in our economy and to allow the presentation of the Democratic Party's program for combating the economic ills of this nation, the FCC's fairness doctrine obligates your network to provide comparable time..." DNC said.

CBS said Friday it has received and is studying DNC's request, but will have no reply until this week. ABC and NBC, who had not as yet received the telegram, had no immediate comment.

Equal-time demand follows DNC's filing with Washington appeals court seeking to overturn FCC's dismissal of DNC fairness complaints involving other TV appearances by President (see page 39).

BBI wants WHDH out, asks FCC to do it

Boston Broadcasters Inc., apparently undaunted by FCC's request to U.S. Court of Appeals two weeks ago for remand of Boston channel-5 case (BROADCASTING, Aug. 23), has asked commission to withdraw its authorization to WHDH Inc. to operate WHDH-TV on channel "until further order of the commission."

BBI, whose WCVB-TV studios and staff are ready to commence broadcasting at any time, is obviously feeling pressure as Sept. 12—date it has requested commission to specify for termination of WHDH-TV, and which it has indicated it would like to commence operations—approaches.

BBI contended that commission's "indefinite" authorization for continued operation is illegal, since proceeding was automatically ended when Court of Appeals notified agency of affirmation of commission's 1969 action denyng license renewal for WHDH-TV. Court affirmed FCC action on June 23, following Supreme Court's refusal to hear case. Commission granted authorization to WHDH-TV on July 27.

BBI said it "has not overlooked the fact" that commission has asked court for remand, in light of civil suit against Nathan David, BBI principal, but it added that "until the court grants [remand], the commission—no less than the other parties in that litigation—are bound by" court's June mandate.

FCC's authorization to WHDH-TV, BBI charged, "has no valid statutory basis; moreover, when coupled with the commission's observation that 'WHDH Inc. should be permitted a reasonable time within which to wind up its affairs,' the indefinite authorization leads to the inescapable conclusion that BBI is to be left waiting at the church on Sept. 12, 1971."

Jacobs alters predictions after CBS alters line-up

Telcom Inc., New York, program buying and consulting firm headed by veteran TV-network handicapper Herb Jacobs, has issued revised share estimates for prime-time periods affected by CBS-TV schedule changes. Estimated effect on networks' over-all ratings for season: No change whatever for CBS-TV (18.9), one-tenth point improvement for ABC-TV (to 17.1), one-tenth point drop for NBC-TV (to 19.0).

Individual changes were assessed by Telcom as follows:

Monday, 10 p.m.: Replacement of Arnie with My Three Sons is expected to improve CBS-TV share from 26 to 28, without denting shares of competing programs, ABC-TV's Monday night professional football game (31) and movie on NBC-TV (32).

Monday, 10:30 p.m.: Arnie replaces All in the Family, but change is expected to leave all three network shares unchanged: 24 for CBS-TV, 32 for ABC-TV football, 33 for NBC-TV movie.

Saturday, 8 p.m.: All in the Family is expected to match 34 share predicted for its predecessor in time slot, My Three Sons. This change is also expected to improve share for ABC-TV's new Bobby Sherman Show (26 to 28), with corresponding drop for new NBC-TV entry, Partners (28 to 26).

Biggest boost for individual program goes to All in the Family, which by moving into Saturday night competition with two new programs is assigned predicted share increase of 10 points, from 24 to 34.

Original Telcom predictions were made by Mr. Jacobs at National Association of Broadcasters convention, as has become annual custom (BROADCASTING, April 5). CBS-TV schedule changes were announced earlier this month (BROADCASTING, Aug. 16).

Doubleday and chicanos get less than nowhere

Mexican-American citizen group involved in renewal challenge to three Texas stations licensed to Doubleday Broadcasting Co. walked out of scheduled meeting with Doubleday representatives after only four minutes of exchange.

Meeting in El Paso had been scheduled for last month but was postponed after Chicanos Citizens in Broadcasting filed petitions to deny renewal of Doubleday's KRKD-TV El Paso, KOSA-TV Odessa and KITE(AM) San Antonio, all Texas, with FCC. Meeting was rescheduled for last Monday (Aug. 23).

Petitioners left meeting last week when they discovered that Mike Bader, Doubleday's attorney, was not present and that no representative of Doubleday Publishing Co., Doubleday Broadcasting's parent, was on premises. Juan Rocha, moderator for chicanos negotiating team, said later"we had no choice but to not proceed with the scheduled meeting when the Doubleday communications attorney failed to appear, since legal ethics prohibit our attorneys from meeting with unrepresented opponents in litigation." Chicanos also expressed disappointment that Nelson Doubleday, parent company's president, did not attend. Highest ranking Doubleday official at meeting was David G. Scribner, Doubleday Broadcasting president. Chicanos had five attorneys present.

But Mr. Scribner said that petitioners had been advised prior to meeting that neither Mr. Baden nor Mr. Doubleday would attend. Chicanos' El Paso attorney, Ruben Sandoval, denied that group had been led to believe this.

Doubleday contended at meeting that purpose of dialogue was to afford opportunity to discuss "ways of improving our service to the public." Chicanos, however, said that their purpose in meeting was to discuss litigation. Doubleday refused to accept this explanation, pointing out that FCC's
Broadcast Bureau has already dismissed KOSA-TV and KROD-TV petitions on grounds that petitions were "legally defective" in that they were filed past deadline. It contended that there was no litigation to discuss. Only petition now standing at FCC, it said, is that concerning KITE, and all pleadings have been filed in that case. But petitioners asserted that they would appeal commission's rejection of KROD-TV and KOSA-TV rejections, and added that they also intend to file against Doubleday's KDEF-AM-FM Albuquerque, N.M.

Several members of petitioner group said last Friday (Aug. 27) that there would be another meeting with Doubleday within two weeks, in which Mr. Doubleday would be present. Sources at Doubleday, however, said they had no knowledge of such meeting.

**Code dues increase not likely**

Implementation of the National Association of Broadcasters TV code dues increase, scheduled to become effective Oct. 1, 1971, was termed "unlikely" last Friday (Aug. 27) by NAB Vice President James Hulbert, because of the wage/price freeze.

No final decision had been reached, Mr. Hulbert said, but discussion was continuing (see story, page 27). Rate increase, to seven times highest published 30-second spot rate, was expected to add nearly $100,000 to current code budget of $480,000 annually (Broadcasting, June 28, 1971).

**Ideal Toy shifts ad strategy**

Ideal Toy Co., New York, is discontinuing sponsorship of network TV children's programs on Saturday and Sunday morning next fall and concentrating its advertising on family-oriented night-time series and programs.

Ideal announced its fall advertising plans last Friday (Aug. 27). Herbert R. Sand, executive vice president-marketing, said reason for move was weekend network children's programs contain "enormous clutter and scant product protection." He added Ideal had begun to move away from sponsorship in network's children series several years ago and has found all-family network series satisfactory vehicles, reaching both youngsters and their parents and providing less clutter and suitable product protection.

Mr. Sand would not divulge Ideal's fall TV advertising expenditures but said investment would cover messages on Oct. 13 World Series game on NBC-TV; on seven ABC-TV night-time series; on professional football on NBC-TV, and on college football on ABC-TV. Network sponsorship will be supplemented by spot-TV buys in 80 markets on weekday children's shows, which Ideal feels contains less clutter than weekend network programs. Agency is Helfgott & Partners, New York.

**Further troubles of KPTF**

American Legion late last week refused initial request by noncommercial KPTF (FM) Houston for press credentials for organization's annual convention, claiming station could not provide straight news coverage. Credentials eventually were given however.

Gary Thiher, reporter for Pacifica Foundation station, was told by American Legion publicity man Matt Irvin that he would not receive credentials for convention that begins tomorrow (Aug. 31) in Houston.

"We are looking for straight news coverage only and doubt you can furnish that," Mr. Irvin told him.

Tim Mabee, manager of station, said press credentials were finally obtained when Legion officials decided that anyone with police credentials should qualify to cover convention. KPTF is considered to be too far to political left by some people in Houston, Mr. Mabee said. Station was victim of bombings twice last year (Broadcasting, May 18, 1970: Oct. 12, 1970).

**Code cautions on tampon ads**

Memo from National Association of Broadcasters Code Authority to all television code subscribers reports that commercial schedules for Playtex Tampons are being sought on TV stations.

Stockton Helfrich, Code Authority director, wrote memo Friday (Aug. 27) to remind subscribers: "Neither the Television Code Review Board nor the NAB TV board of directors has approved the tampon product or sanitary napkin product categories for advertising under television code standards."

Officials of Grey Advertising, which handles Playtex advertising, were unavailable late Friday for confirmation of report.

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**Week's Headliners**

**Mr. Lee**

Joseph F. Zias, veteran Washington lawyer, named chief of renewal and transfer division of FCC's Broadcast Bureau. He has been assistant chief of review in agency's Office of Opinions and Review. Before joining FCC in 1963, Mr. Zias practiced communications law with former Washington firm of Loucks, Zias, Young & Jansky.

Hugh Wallace, general manager, KKO-owned KHJ (AM) Los Angeles, named VP and general manager, KKO Radio Representatives, New York. He succeeds James O'Grady, who has purchased WALL-AM-FM Middletown, N.Y. Mr. Wallace is succeeded at KHJ by Paul J. Cassidy, general sales manager. Jim Karayan, chief of the Washington bureau, National Educational Television, named VP and general manager of the newly created National Public Affairs Broadcast Center there (see story page 46).

**Mr. Fuchs**

Jack Wendell Lee, executive VP, LIN Broadcasting Corp., New York, resigns to form J. W. Lee & Co. there. Firm will operate as broker in field of radio and television stations, CATV systems and newspapers. Headquarters will be at 777 Third Avenue and Washington office will be opened shortly. Before joining LIN, Mr. Lee was VP and general manager of Capital Cities Broadcasting's WSAZ-TV Huntington-Charleston, W. Va., and WPBR (AM) Providence, R.I.

Hanno Fuchs, formerly president and director of creative services, Richard K. Manoff Inc., New York, appointed VP-creative director of Grey Advertising Inc., New York. His responsibilities will include major portion of new Ford business acquired by Grey. Earlier, Mr. Fuchs had been with Young & Rubi- cam, New York, in various creative management posts.

*For other personnel changes of the week see "Fates & Fortunes."*
Seeing is believing—on radio

In one of our more pedantic past attempts to canonize our agency we wrote:

"To understand what a great creative medium radio is, and to make radio go off like dynamite, is to just understand that the ear and the imagination get along very well without the eye."

How about that!

Our affair with radio began once upon a time several years ago when we were a new agency fresh out of the egg. We were watching with great enjoyment and some apprehension, while a writing/producing team tore up a studio with kids, track stars, name actors. music and everything from shooting the rapids on a tray to hunting nationwide for a gypsy violinist. These commercials were done for a client of ours, a cafeteria chain. The end result was some fleeting fame for us, a lot of customers for our client, a gypsy violinist on our payroll (the nose still recalls his perfume) and a sudden consuming interest for radio.

Wow! We had found a new thing called radio. And with that we took off with some copy ideas, a long Saturday morning and afternoon, $1,000 we couldn't afford, and WE tore up a studio making OUR kind of radio. Our client was an imaginary pants manufacturer, and our copy line was: "They hang together." To prove that point we spent the day firing imaginary people such as Howlin' Howard Donatelli and his drag racer through the quarter mile, hay bales and a lake... all in five seconds. (SFX: eight engines over-dubbed with three sticks of dynamite to help on the take-off.) And through all this people like Howard and Bettin' Freddy Foy looked great in pants such as Checked Flags—"they hang together!"

Lying in bed that night, stone deaf from the thunder of the Ampexes, they were still there. . . I could imagine . . . I could see Donatelli's car . . . red and chrome and shining with flames and strips of rubber and pieces of fence flying as it disappears into the distance. And Gini Felliini's magnificent four-engine Pratt & Whitney, turbo-jet, 8,000 horsepower hydroplane, the "Roma Special"—all shining, and three feet longer than a 747, disintegrating before my very eyes at 800 miles per hour on Lake Como. All this just to prove the point that Flannel Continentals "hang together"? That's something.

Right? And you couldn't film all that for a million bucks. But you can see it on radio.*

All that was years ago, but even today the melody lingers on.

Since that time on radio we have sold Stenocord dictating machines with "Tommy Swift and Her Magnificent Talking Machine" and the Original House of Pies by dashing Jack, Doc and Weggie into such adventures as being tied to the frozen controls of the thundering, out-of-control "Nome Express." Doc always says: "Now, here's my plan," and the adventures always begin: "It's 10:10 in the valley of the vampires."

And there were other ways to go besides adventure series, pure visual trips such as a flurry of light snowflakes fluttering down in a storm of flowers... pretty flowers, soft clouds, bellowy sunshine... a flower is bright and soft, a girl is soft and bright, a star is bright and light, a color is bright.

And on to whimsy for restaurants "Hi! I'm Jeff Rogers. I'm 10 years old and I'm a deep-sea diver...." (Hard to believe, isn't it? Well, it's a hard-to-believe world—full of exciting surpirses!)

Obviously, radio plays in the best picture house in the world—your head. Which brings us to what's next for us in the pursuit of radio. Well, it is 3 o'clock in the morning in a sound studio. Everyone is standing around with raspberry eyes and colton tongues. And what are we making now? Call them zap dramas—five-minute adventures designed to wheel from one to another—condensed James Bonds—or whatever. Over there is a scientist, scholar and engineer, "Johnathan Dance," who with his funky sidekick and a saloon-owning chick named Flo, unravel adventures of international intrigue (ably aided by Johnathan's pocket computer and knowledge of such things as Tibetan trivia and Arctic char). And next to him is sophisticated ex-patriot, Parisian Ted Chesterfield. He and his lovely English girl friend, Hadley Lime, are hard put to escape the web of the International Crime Cartel cast to crush them both in the never-ending drama. "What a nice day it is!" Will they get away? Will they? Probably. As long as they continue to note such things as that the depths of the wheel marks of the gypsy wagon indicate that it is obviously an armored vehicle.

And what do you do with these? Probably nothing—except play them. After all, radio plays in the best picture house in the world—your head. So, tune in tomorrow—as long as there are those people around who enjoy and understand the visual power of radio, you'll keep getting those wonderful little spots and things that jump out from the duds and announcer-read garbage and grab you. Do you know the ones I mean? Sure you do. You probably saw one on radio this morning.

*We never sold that set of commercials.

Gary Hudson is vice president and creative director of Sorkin/Hudson Inc., a Los Angeles-based advertising agency billing approximately $1.6 million. Mr. Hudson is also president of Rinkled Raisin Inc., a graphics design firm; an officer of Diamond Fork Land and Cattle Co. of Cedar City, Utah: a restaurateur: a partner in a Colorado land development firm and co-author of the screenplay "Don't Forget to Feed the Burglar," scheduled for production in September. He lives in Pasadena, Calif., with two dogs, cat. a dove, a wife and a son, Sherman.
“What have you done about it?”

Pollution is more than ugly. It’s about to murder us. WSYR-TV’s anti-pollution spot campaign, recently recipient of the New York State Broadcasters award for Outstanding Public Service Programming (July 1971) took that theme all the way. Enlisting public support and action, it featured positive work being done along with local pollution dangers. Viewers of all ages responded to WSYR’s challenge.

Televising community service programs and stressing local action campaigns such as its award-winning ’71 anti-pollution spot series, does more than win awards for WSYR-TV. It makes for a greater Central New York community.

We’d better clean-up this pad before we all CROAK!

A COMMUNITY SERVICE OF WSYR RADIO-TV

WSYR TV
Channel 3
NBC in Syracuse, N. Y.
The International Film, TV Film and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Medical advice, Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 25 September.

For information and bookings write to: MIFED - Largo Domodossola 1 - 20145 Milano (Italy)
Telegrams: MIFED - Milano 22495 - Telex 33650 Fieramil
Delegation in Los Angeles: 1900 Avenue of the Stars - 90067 Los Angeles, Cal.
Delegation in London: 31 Old Burlington Street - London W1X 2DG
Delegation in Paris: 90 Champs Elysées - 75 Paris 8e - Telex 29642 Inconta
Delegation in Rome: Via del Corso 184 - 00186 Roma

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**Datebook**

This week:

Sept. 9-11—Fall convention, Louisiana Association of Broadcasters. Monteleone hotel, New Orleans.


Sept. 15—Deadline for entries, Broadcasters Promotion Association TV Sales Promotion Awards. Promotion material should be designed to promote facilities, programming, TV station, market, or industry exclusively to advertiser and/or their agencies. TV stations, station groups. TV representatives and networks are eligible to enter. Categories of top-10 TV markets (as ranked by ADI TV) and all other markets will be judged separately. Winners will be announced at BPA Seminar, Nov. 14-17.

Sept. 15—Deadline for entries, Community Involvement Awards, sponsored by Broadcasters Promotion Association. Categories for radio and TV will be judged separately.

Sept. 15-17—Fall convention, Michigan Association of Broadcasters. Featured speaker will be former FCC Commissioner Lee Loevinger, now Washington lawyer. Hidden Valley.

Sept. 16-18—10th district conference, American Advertising Federation. Emerald Beach hotel, Corpus Christi, Tex.


Sept. 23-25—Meeting, Minor Association of Broadcasters. Location to be announced.

Sept. 26-28—Meeting, Nebraska Association of Broadcasters.
lished by the Atomic Energy Commission are at odds with warnings of some scientific brethren and ecologists. I take it that each broadcaster should establish his own AEC before accepting advertising from the local gas and electric company.—D. P. Campbell, vice president and general manager, WMAR-TV Baltimore.

(Mr. Campbell refers to a decision of the U.S. Court of Appeals for the District of Columbia that broadcasters may not reject "editorial," as opposed to commercial, advertising. For more on that court, see page 17.)

Accent on journalism

EDITOR: I was pleased, professionally, to see a new section in the issue of Aug. 16—a section headed "Broadcast Journalism." I think the new section is added recognition of this area of broadcasting in relation to the total broadcast service.—Robert D. Manewith, editorial director, WGN Continental Broadcasting Co., Chicago.

Spreading the blame

EDITOR: The headline "Buyers warned on ARB May sweep" [BROADCASTING, Aug. 23] singles out ARB. Our analysis, which points out that March viewing levels are closer to fall, included both American Research Bureau and Nielsen. Since routine service was mentioned in the body of the story, it puzzles us that only one was identified in the headline.—Cris Rashbaum, vice president for research, Harrington, Righter & Parsons, New York.

(It puzzles us too. The error is hereby corrected, if not explained.)

October

Oct. 1—New deadline for filing reply comments with FCC in response to petition by Action for Children’s Television for deletion of Dolly Dennison’s TV programs (Dec. 1942). Previous deadline was July 1.

Oct. 9—Deadline for filing concise comments in FCC proceeding involving proposed amendment of rules governing the use of FM stations for TV service. Previous deadline was June 28 (Docs. 16004, 16052).


Oct. 12-14—Fall convention, Illinois Broadcasters Association, O’Hare Marriott hotel, Chicago.


Oct. 17-20—Annual convention, National Association of Educational Broadcasters, Fontainebleau hotel, Miami Beach.


Oct. 21-22—Annual fall meeting, definition, Indiana Broadcasters Association, Ramada Inn, Evansville.


Oct. 23—Meeting, International Film, TV Film and Documentary Market (MFFD). Contracts will be made for negotiating agreements in any branch of film production, film and television, with import and export license made. Exchange bookling should be made to MFFD before Sept. 25. Largo Domosadolla 1-20145 Milan, Italy.

Major convention dates in ’71


Oct. 7-20—Annual convention, National Association of Educational Broadcasters, Fontainebleau hotel, Miami Beach.


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New York: 7 West 51st Street, New York, N.Y. Phone: 212-773-3360.
The Answers To
The Great
TV Movie Contest

We know how irritating it is to do a contest, and then never find out where you went wrong.

So for the thousands of you who sent in entries—and for those of you who read through the questions and decided you didn’t know as much about movies as you should—here are all the correct answers.

(Winners will of course be notified by mail.)

We suspect there’ll be a few surprises.

For instance, marquess is a masculine rather than a feminine title.

(Were you thinking of marquesa?)

“Velvet” is Velvet Brown. A girl, not a horse.

And were you one of those who quickly checked off Lou Gehrig and went on to the next question?

For those of you who were stymied by question 6, the quotation is from the “Once more unto the breach” speech in Act III, Scene i.

And if you answered “Teach” to question 11, it will be scored correct.

It’s really not distinctive enough to be a nickname, but since the kids do call him that in the film, we’ve decided to allow it.

As you can see, some of the questions weren’t easy.

But if you’re involved in programming movies for television, you should have gotten most of them right.

If you didn’t, may we suggest that you bone up at the library?

The MGM Library of Great Films.

MGM TELEVISION
1350 AVENUE OF THE AMERICAS (212) 262-2727
1. What is the name of the place these three people are searching for?
A: EINER SOLOMONS MINES

2. In what MGM film do James Mason, John Gielgud, and Edmond O'Brien gang up to kill Louis Calhern?
A: JULES CEPAR

3. Who plays the Marquess of Frinton, the first owner of The Yellow Rolls-Royce (MGM 1965)?
□ Ingrid Bergman □ Rex Harrison □ George C. Scott

4. A hilarious MGM film concerns the invention of an amazing elasti-glass windshield by one of the screen's great comics. In the film, what is his occupation?
□ Brush salesman □ Photographer □ Cab driver

5. Blackie Norton, Duke Bradley, and Flint Mitchell are characters played by this great MGM star. Who is he?
A: CLARK GABLE

6. Sean Connery and Van Johnson star in MGM's 1958 adventure drama, Action of the Tiger. The title is a quotation from Shakespeare's:
□ Richard III □ Henry V □ Macbeth

7. The Magnificent Yankee (1951) is about what famous American?
□ Mark Twain □ Oliver Wendell Holmes, Jr. □ Lou Gehrig

8. Margarita Carmen Cansino is the original name of:
□ Anne Bancroft □ Rita Gam □ Rita Hayworth

9. Emlyn Williams appears in an MGM film about one of the most celebrated trials in history. Whom does he play?
□ Emile Zola □ William Jennings Bryan □ Cardinal Wolsey

10. Who played the original Young Dr. Kildare (MGM 1938)?
□ Lionel Barrymore □ Lew Ayres □ Ralph Bellamy

11. In this important MGM film, Glenn Ford plays a school teacher. What nickname do the kids give him?
A: "DADDY-O"

12. What Oscar-winning MGM movie drew the largest single television audience of any film ever shown on TV?
A: BEN HUR

13. The Outrage (MGM 1964), starring Paul Newman, Laurence Harvey, Claire Bloom, and Edward G. Robinson, is based on:
□ Rashomon □ The Seven Samurai □ Hiroshima

14. What famous theatrical family accounts for all three leads in MGM's 1932 classic about the Russian Imperial Court?
A: BARRYMORE

15. A film legend. Here she is playing:
□ Anna Christie □ Susan Lenox □ Mata Hari

16. What movie is this scene from?
A: NORTH BY NORTHWEST

17. What is the title of the 1956 MGM film biography that tells the story of a singer's successful fight against alcoholism?
A: JULY CRY TOMORROW

18. Which of these MGM films is not based on a book by Shirley Jackson?
□ The Haunting (1964)
□ Julie (1956)
□ Lizzie (1957)

19. In 1932 Clark Gable made Red Dust. Years later, he starred in the remake, which is titled:
□ Across the Wide Missouri (MGM 1951)
□ Mogambo (MGM 1953)
□ Betrayed (MGM 1954)

20. Who plays the title role in this heart-warming 1943 MGM film?
□ Mickey Rooney □ Elizabeth Taylor □ The Horse

Name: EVERYBODY
Company: SCT THIS ONE
Address:

City: State: Zip: 68009

Mail to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009
Leadership is...
Broadcasting’s pre-emptive court

More and more, Washington appellate body is laying down the law of the land for broadcasting and its regulators

The judiciary has no influence over either the sword or the purse; no direction either of the strength or the wealth of the society; and can take no active resolution whatever. It may truly be said to have neither force nor will, but merely judgment..."

Alexander Hamilton

That has been the traditional view. Today, it may also be said that the judgments of courts, expressed as will, do constitute a kind of force. In few areas is this fact more apparent than in the making of broadcast policy.

In the eyes of many, the principal architects of that policy in 1971 are not the FCC commissioners, not the White House or its agencies, not the members of Congress or of any congressional committee, but the judges of the U.S. Court of Appeals for the District of Columbia Circuit. That court has appellate jurisdiction over the actions of all administrative agencies, including the FCC. And that court, with dizzying regularity, has reversed the commission on most issues of importance to come before it in recent years.

In the process, the court has effected two basic, related transformations in the regulation of broadcasting:

* It has completely reversed the old-school notion of “standing” in agency proceedings. Five years ago, only those with a demonstrable economic stake in the outcome of a case were permitted to do legal battle before the FCC. Today, the intervention of public-interest representatives in cases of every description is a routine fact of life.

* It has widened, to the point of uncomfortable ambiguity, the traditional notion of “fairness” in broadcasting. At one time, a licensee could expect to enjoy almost unlimited discretion in his handling of controversial issues, provided only that his entire broadcast schedule contained a flavor of varied opinion. Today, that situation is undergoing drastic reversal. The licensee’s obligation to be “fair” has not yet evolved into a public right of access to the air, but the decisions of the court of appeals have swung the pendulum far in that direction.

These two categories do not span all significant decisions of this court, but they delineate its principal realm of influence. Implicit in the direction taken by this court is a gradual redefinition of the “public”—which, if it used to mean anything at all, meant faceless mass—as “publics,” or groups with definable, legitimate, noneconomic interest in what goes on the air.

The difference is profound. To speak of “public” and “public interest” is to suggest single, broad solutions; to speak of “publics” is to suggest a multitude of solutions for a multitude of groups, to elevate radical diversity over mass appeal, to indicate that there may not always be a single public interest, except diversity itself. Moreover, the “public” is fundamentally passive; “publics,” at least potentially, are active—as the FCC’s workload now attests.

The court’s three most recent decisions, all handed down this summer, add up to the most drastic leap yet taken in this long process. First, it overturned the commission’s 1970 statement on license-renewal policy, which had held that no competing applications for a broadcast facility would be accepted if the incumbent licensee could demonstrate that he had performed “substantial service”; according to the court, that decision violated the Communications Act by denying a hearing to qualified applicants. Second, it ruled that broadcasters who sell time for commercials may not, as a matter of policy, refuse to sell time for the broadcast of opinion; in so doing, the decision left the FCC and many communications attorneys wondering how a broadcaster would be able legitimately to discriminate among possible advertisers—or whether he would try. Third, it ruled that automobile and gasoline advertisements raise a controversial issue of public importance, just as cigarette commercials did—again leaving the commission to wonder whether a far wider range of commercials might also be found to fall under the fairness doctrine, thereby jeopardizing the industry’s traditional commercial structure.

The FCC, still uncertain of the meaning of these latest decisions, has been left with the herculean task of constructing new guidelines in the broad areas of fairness and license renewals. Broadcasters, as often as not, are caught in the middle as onlookers while the commission and the court tangle.

Yet, for all the uncertainty surrounding the court’s decisions, and the apparently revolutionary quality of some, the court continues to play a traditional role. It stretches, shapes, reinterprets existing laws, but creates no new ones and so far has abolished none; it has acquired no newly “liberal” cast of characters (whatever that word means when applied to judges); it rarely invalidates what could legitimately be called areas of agency “expertise”; it normally tells the commission not so much what to do as how to do it and what voices to heed. If the U.S. Court of Appeals is a “super FCC,” it is so in no new sense whatever—except that, as public-interest lawyer Albert Kramer says, “an awful lot of questions that were never raised before are being raised,” and the resultant decisions are of correspondingly greater import.

What the appellate court is doing now was described 20 years ago, by the U.S. Supreme Court, in terms that still apply: “Ours is not the duty of reviewing determinations of ‘fact’ in the narrow, colloquial sense of that concept. Congress has charged the courts with
Chief Judge David L. Bazelon, 62, was appointed to the U.S. Court of Appeals for the District of Columbia Circuit by President Truman in 1949, after serving with the Justice Department as assistant attorney general in charge of alien property; became chief judge in 1962; has the reputation of being tough with the FCC on procedural matters; wrote the decision upholding the commission’s 1967 application of the fairness doctrine to cigarette advertising; “promoting the sale of a product,” he said then, “is not normally associated with any of the interests the First Amendment seeks to protect.” Judge J. Skelly Wright, 60, was appointed by President Kennedy in 1962; is first in line of succession to the position of chief judge; served for 13 years as U.S. District Judge for the Eastern District of Louisiana; wrote decisions reversing the commission in the BEM-DNC editorial advertising case and in the case of the FCC policy statement on license-renewal procedures; was in the majority on the unsigned opinion reversing the commission’s grant of transfer of WFMT Chicago without a hearing—a decision held to advance the concept of standing first set forth in the WLBT case; said in the BEM-DNC case: “In the end, it may unsettle some of us to see an anti-war message or a political party message in the accustomed place of a soap or beer commercial. But we must not equate what is habitual with what is right—or what is constitutional.” Judge Carl McGowan, 60, was appointed by President Kennedy in 1963; was in private practice for 27 years before his appointment; wrote the decision reversing the commission and ruling that the fairness doctrine applies to automobile and gasoline commercials; dissented to the BEM-DNC decision; wrote the decision reversing the commission and ruling that a hearing should have been held on the protests of a citizen group against the transfer of WOGA-AM-FM Atlanta; was in majority in both WLBT decisions; said in Friends of the Earth case: “Commercial which continue to insinuate that the human personality finds greater fulfillment in the large car with the quick getaway do, it seems to us, ventilate a point of view which not only has become controversial but involves an issue of public importance. When there is undisputed evidence, as there is here, that the hazards to health implicit in air pollution are enlarged and aggravated by such products, then the parallel with cigarette advertising is exact and the relevance of [the cigarette ruling] inescapable.” Judge Edward Allen Tamm, 65, was appointed by President Johnson in 1963; was U.S. District Court judge for 17 years prior to his appointment; previously with Federal Bureau of Investigation; in the majority in both WLBT cases.

Yet the court’s handling of the FCC over the years has been the work of many judges. The year-by-year evolution of policy has been the work of the entire court.

That evolution has been broad and deep—although, in nearly all cases, the court has simply told the commission to hold a hearing, to consider a neglected area or group, to hear further evidence. These tools of the court are more than sufficient to make policy. These are among the significant cases in that evolution:

* March 1966: A three-judge panel comprising Judges Warren Burger (now, of course, the Chief Justice of the United States), Carl McGowan and Edward Allen Tamm opened the door for members of the public to participate in FCC proceedings by ruling that the FCC should have granted standing to the Office of Communication of the United Church of Christ, which had led a challenge by minority groups to the license renewal of WLBT(TV) Jackson, Miss. “This much seems essential,” Judge Burger wrote, “to insure that the holders of broadcasting licenses be responsive to the needs of the audience without which the broadcaster could not now exist.”

* November 1968: Judges David L. Bazelon (the chief judge) and J. Skelly Wright (with Senior Circuit Judge Wilbur K. Miller dissenting) upheld the FCC in one of its bolder moves: the ruling that broadcasters who carry cigarette commercials must permit a significant amount of reply time for antismoking messages. The ruling, they said, did not contravene the First Amendment or existing law. Wrote Judge Bazelon: When one party “has a financial clout and a compelling economic interest” unmatched by its opponent, and "when the public stake in the argument is no less than life itself, we think the purpose of rugged debate is served, not hindered, by an attempt to redress the balance.” In any event, he said, “promoting the sale of a product is not normally associated with any of the interests the First Amendment seeks to protect.”

* June 1969: Judges Burger, McGowan and Tamm revisited the WLBT case and wrote an angry finale. Although the commission’s Broadcast Bureau, the hearing examiner in the case...
in affirmation of commission's action in WHDH-TV case and in the WGKA-AM-FM Atlanta case. Judge Harold Leventhal, 56, was appointed by President Johnson in 1965; had previously been in private practice, served with the Office of Price Stabilization; wrote the opinion upholding the commission in the WHDH-TV case; was in the majority on the WFMT transfer case; in the WHDH-TV decision, he offered a comment that effectively defined the court's function in all agency cases: "Its supervisory function calls on the court to intervene not merely in case of procedural inadequacies, or bypassing of the mandate in the legislative charter, but more broadly if the court becomes aware, especially from a combination of danger signals, that the agency has not really taken a 'hard look' at the salient problems, and has not genuinely engaged in reasoned decision-making. If the agency has not shirked this fundamental task, however, the court exercises restraint even though the court would on its own account have made different findings or adopted different standards." In the specific case of WHDH-TV he found that the record, "while not without problems, reveals in essence that the commission has been diligent to take a hard look at the problem areas, and to set forth with clarity grounds of reasoned decision which we think permissible." Judge Spottswood W. Robinson III, 55, was appointed by President Johnson in 1966; had been U.S. district court judge, dean of the school of law at Howard University, member of the U.S. Commission on Civil Rights; was in majority with Judge Wright in BEM-DNC. Judge George E. MacKinnon, 65, was appointed by President Nixon in 1969; was active Republican for years, serving as Minnesota state legislator for four terms and running as that party's candidate for governor of the state; served one term in U.S. Congress; prior to his appointment was general counsel of Investors Mutual, Minneapolis; wrote concurring opinion to Judge Wright's opinion declaring illegal the FCC's policy statement on license renewals; said in that case that the commission's criterion of "substantial" service was insufficient to encourage "best possible" service; was in majority in WHDH-TV. Judge Roger Robb, 64, was appointed by President Nixon in 1969; in private practice for 30 years; argued unsuccessfully before the Supreme Court in the Red Lion case that the FCC's editorializing and personal-attack rules were unconstitutional; in the majority in Friends of the Earth decision and WGKA-AM-FM. Judge Malcolm R. Wilkey, 52, was appointed by President Nixon in 1970; was general counsel of Kennecott Copper Corp.; in majority in the decision overturning FCC's renewal policy statement.

and a majority of the commissioners had seen fit to reject the claims of the public intervenors and grant renewal to WLBT, the judges found that inadequate weight had been given to the church group's arguments. They declared the license vacant and directed the commission to open the field to new applicants—although, in ruling that the incumbent licensee could apply, the court said in effect that it was declaring a new procedural ball game rather than actually passing judgment upon the license renewal. Wrote Judge Burger: "The examiner and the commission exhibited at best a reluctant tolerance of this court's mandate and at worst a profound hostility to the public-interest intervenors and their efforts...[and showed] a curious neutrality in favor of the existing licensee. The administrative conduct reflected in this record is beyond repair." *August 1968: An unsigned opinion by Judges Wright and Harold Leventhal said that the FCC should have granted standing to a citizen group seeking to block the sale of WFMT (FM) Chicago, and implied strongly that a hearing should have been granted, even though the objections were not filed on time or in the proper form. "Such parties [as the intervenors]," the opinion said, "do not have the same sort of Washington representation to uncover threats to their interest, or deploy apparatus to combat them, as do parties whose interest is economic." The decision went beyond WLBT: Whereas in that case an established group with specific complaints was granted standing, the citizen group in WFMT was formed solely to block the transfer, for fear that the classical-music format might be abandoned. *October 1970: Judges McGowan, Tamm and Roger Robb ruled that the commission should have held hearing on protests of citizens' group against the transfer of classical-music stations WGKA-AM-FM Atlanta—again prompted by fear that the stations' format might be abandoned. Judge McGowan, for the majority: "The commission's judgmental function [in deciding whether to approve station transfers] does not end simply upon a showing that a numerical majority of the audience prefer the Beatles to Beethoven, impressive as that fact may be in the eyes of the advertisers." *November 1970: Judges Harold Leventhal, Tamm and George MacKinnon upheld the commission's epochal 3-to-1 ruling in the Boston channel-5 case. The commission, applying standards normally used only in weighing new applicants, had taken the license of WHDH-TV Boston from the incumbent and awarded it to a competing applicant, Boston Broadcasters Inc. Judge Leventhal wrote that the commission's resolution of the 16-year-old case was "not without an element of novelty," but that the commission "soundly formulated" its position and that "there was no error." *May 1971: By this time, the court apparently had grown weary of haggling with the commission over the right of public groups to be heard. Yet another group concerned about losing its city's classical music station—in this case WONO (FM) Syracuse, N.Y.—filed to block the transfer. The FCC's denial of a hearing was reversed and remanded by the court in a brief, unsigned order, seven days after the filing of an appeal—before the submission of either detailed briefs or oral argument.

The true impact of these cases does
Jack Lemmon, Fred Astaire and Ethel Merman in a tribute to Gershwin. Joanne Woodward in the Pulitzer Prize-winning "All the Way Home." A TV adaptation of "Dames at Sea" with Ann-Margret and Dick Shawn. Seven big ones from Bob Hope. And—as they say in the ads—more! more! more!
When all these are carried by one network (they're slated for NBC in the upcoming season) you might figure entertainment Specials to be the specialty of the house. And the record would back you up—eight of the ten most popular Specials of last season were seen on the NBC Television Network.*

But the fact is that one-of-a-kind programming is only one NBC specialty. The network continues to demonstrate its leadership in news, sports, children's programming and weekly entertainment as well.

Which makes NBC one-of-a-kind, too.
Parting salvo
The last decision that Chief Justice Warren E. Burger wrote as a member of the U.S. Court of Appeals for the District of Columbia was perhaps the harshest indictment of the FCC ever delivered by a court. In stripping the license from WBNH-TV Jackson, Mich., Judge Burger and his two colleagues found that the commission had frustrated the efforts of the public intervenors in the case—the Office of Communication of the United Church of Christ—in violation of the court's previous instructions. Some excerpts from that decision:

"The public intervenors, who were performing a public service under mandate of this court, were entitled to a more hospitable reception in the performance of that function. As we view the record, the examiner tended to impede the exploration of the very issues which we would reasonably expect the commission itself would have initiated; an ally was regarded as an opponent."

And:

"The examiner and the commission exhibited at best a reluctant tolerance of his court's mandate and at worst a profound hostility to the participation of the public-interest intervenors and their efforts."

And:

"The impatience with the efforts of the public intervenors, hostility toward their effort to satisfy a surprisingly strict standard of proof, plain errors in rulings and findings lead us, albeit reluctantly, to the conclusion that it will serve no useful purpose to ask the commission to reconsider the examiner's actions and its own decision and order under a correct allocation of proof. The administrative conduct reflected in this record is beyond repair."

By the Democratic National Committee, the same Judge Wright, with the concurrence of Judge Spottswood W. Robinson III (Judge McGowan dissented), ruled that a broadcaster who accepts paid commercial advertising cannot at the same time exclude, as a matter of policy, those who want to buy time for the presentation of opinion on a controversial issue. If the decision means simply that broadcasters have an obligation to function as responsible communicators and may reject some but not all announcements, nothing may have changed that radically. (The commission seemed to be leaning toward that interpretation when, three days after the BEM-DNC decision, it upheld the decision of NBC-owned and CBS-owned stations to reject controversial spots prepared by the Communications Workers of America.

To one public-interest lawyer, that decision "bordered on contempt of court": to the commission majority, it was apparently a plausible response based on a hurried reading of the decision.

There was at least some support for this view in the Wright opinion. The judge acknowledged that some limits on editorial advertising were necessary and proper, and he called upon the FCC and the broadcasters to work out guidelines.

But the court explicitly justified its decision on First Amendment grounds. Judge Wright likened the broadcaster to a park superintendent who, having opened his gate to some public speakers, cannot close it to others. That metaphor raises a hard question for the FCC: How does a government agency, in the name of the First Amendment, provide guidelines for the acceptance of one opinion and the rejection of another?

It was the apparent difficulty of creating such guidelines that led to the McGowan dissent. "The commission," he said, "has, at the least, been given a task of heroic proportions and one whose very complexity may undermine the premise upon which it was founded."

The complexity of the issues raised in the most recently decided case, however, did not deter Judge McGowan from ruling, for himself and Judge Roger Robb, that the advertising of high-powered automobiles and gasolines raise a fairness-doctrine issue, just as cigarette commercials did. While recognizing the commission's "great difficulties in tracing a coherent pattern for the accommodation of product advertising to the fairness doctrine," Judge McGowan found no way under the doctrine in its present form to declare smoking-and-health a controversial issue while leaving automobile-advertisement untouched. (He did say that public-service programming rather than reply messages might be a proper way to discharge this fairness obligation.)

There is no way of knowing, as commission attorneys are quick to note, whether this decision opens the door to proclaiming advertisements of every description to be controversial in their implications. The issue was not really part of this case. In fact, the McGowan opinion as it stands is the least ambiguous of the last three; it simply makes a specific judgment on a specific kind of commercials, and directs the commission to hold further inquiry on the request by an environmentalist group, Friends of the Earth, for time to announce anti-pollution commercials on WNBC-TV New York.

There is no point in attempting to assess the full impact of the three decisions, taken together. No reliable judgment exists. At the very least, however,
it may be said that two conclusions emerged more clearly than ever from the court's hot summer. (1) The commission will have to think twice before it refuses to pay close attention—often in the form of a full hearing—to anybody with a serious complaint or opinion. (2) And while the commission need not assume, and assuredly will not assume, that opinion of all stripes must somehow be shoehorned onto the air, it must assume that—according to the mandate of this court—the days when licensees exercised, largely on their own, the power of decision over who may use the airwaves, are no more.

There has been prologue to the present. During a five-month period in 1965, the same U.S. Court of Appeals for the District of Columbia—although not the same nine men—issued 12 decisions on FCC matters. Nine of the 12 were reversals of the commission.

The language in several of those cases could fit easily into a 1971 decision. "When so many significant policy issues exist," the court said in one case, "it is plainly improper to grant an application without the full range of facts and adversary views a hearing would provide." The crucial difference, of course, is in the magnitude of the issues. By today's standards, the cases of six years ago were mostly intramural squabbles. (The quote above was taken from a typical case, involving the proposed relocation of a television transmitter and the objections of two competing stations.) When only those with economic or technical grievances are permitted to appear before the commission, there is by definition nothing left but intramural squabbles.

What has happened in the intervening six years is less a commentary on the court than on the emergence of the public-interest voice in broadcast affairs. It was theoretically possible six or seven years ago for a group such as Friends of the Earth to raise the question of the applicability of the fairness doctrine to automobile and gasoline commercials, but it never happened; there was no real precedent for the raising of such questions, and no lawyers with the knowledge and inclination to bring the case. It was unheard of, although again theoretically possible, for a group of citizens in Syracuse, N.Y., to participate in a hearing on the transfer of a classical-music station. There is a direct line from the WABR decision of 1966 to the Friends of the Earth decision of 1971. There are a number of important cases in between that existed only because this third force was there, raising new questions. The court, after all, is passive; it responds only to what is brought before it.

As for the FCC, the problem is not one merely of whether it reaches "right" or "wrong" decisions. The problem has been, in case after case, that the commission simply has not grappled to the court's satisfaction with the issues raised by those who demand to be heard, whether at the commission itself or on the air. Whatever ambiguities may reside within the court's opinions, this much is clear: The court has installed the citizen—almost any citizen—as a party of primary interest in any case that may be before the FCC.

This "Perspective on the News" was written by Steve Millard, associate editor, Washington.

TheMedia

FCC's take in fees: $15.9 million

Total for fiscal '70 is less than expected; broadcast services account for $3.6 million

The FCC announced last week that it collected a total of $15,948,180 in fees during the first fiscal year of operation under its new fee schedule.

The schedule was designed to make the commission relatively self-sufficient by enabling it to take in revenues from the communications services under its domain equal to the agency's annual budget. However, such revenues in the period between Aug. 1, 1970, and June 30, 1971, fell short of the $24.9 million budget appropriated for FCC expenses during fiscal 1971, which also ended June 30.

The new fee schedule was adopted on July 1, 1970, and became effective one month later (Broadcasting, July 7, 1970).

The figures released by the commission last week reveal that the largest portion of fee revenues came from safety and special radio services, with $5,113,637. These include amateur, citizen band, aviation, marine and earth satellite station services.

Common carrier services, including AT&T, Western Union, independent common carriers and nonindustrial microwave relay stations, were second, with $4,390,087. Broadcast services were third, with $3,631,088. Fees for all operators' licenses, handled through the commission's Field Engineering Bureau, totaled $1,338,984. CATV operator fees amounted to $611,406. The Office of the Chief Engineer, responsible for testing and granting type acceptances for industrial communications equipment, collected $269,930.

There are several explanations for the inconsistency between the budget and the fiscal 1971 intake. For one thing, fees collected during July 1970 were not subject to the new fee schedule, which did not take effect until Aug. 1, 1970. ($593,048 was collected in that month under the old rates. That sum was included in the fiscal 1971 total, however.) And the commission's intake of annual broadcast license fees during fiscal 1971 fell short of the total the agency expects to collect in years to come. The broadcast license fees were pro-rated last year: licensees scheduled to pay in September 1970 were required to pay only one-twelfth of the total sum it would ordinarily be charged; those scheduled to pay October 1970 were billed one-sixth of the total; November, one-fourth, December, one-third, etc. This condition was to be in effect only during fiscal 1971. From now on, licenses will be required to pay the full amount.

In any event, sources at the commission last week were confident that fee revenues will increase in the coming fiscal year, at the same time the numerous variables experienced in the first year under the new schedules begin to disappear.

One fee that escaped the new schedule was that that might have been associated with the monumental Capacities-Triangle stations sale. That transfer, the largest in history, was granted in March 1971, but was grandfathered under the old fees since the sale applications were filed prior to July 1, 1970. Under the new fees for broadcast-station transfers,
which amount to 2% of the total consideration of the sale, the $147-million Capcities package would have brought the commission an additional $2.94 million—80% of the total fee revenues collected from broadcast last year.

Another station transfer, involving the sale of Time Inc.'s five television stations to McGraw-Hill Inc., will bolster FCC coffers in the current fiscal year—if it is granted within this period. That sale has a total consideration of $69.3 million, which would call for a grant fee of $1,386,000.

While the new fee schedules in general evoked criticism from those under the commission's jurisdiction, the assignment fees have come under particular attack. Last April, Clay Broadcasting Corp. of Texas filed a notice of appeal of the transfer grant fee connected with its $5.2-million acquisition of KFX-TV Wichita Falls, Tex., with the U.S. Court of Appeals for the Fifth Circuit in San Antonio, Tex. (Broadcasting, April 26).

Three broadcasters similarly affected by the transfer fees last week filed petitions in support of the Clay suit with the San Antonio court. As in the earlier case, they charged that the FCC did not give sufficient notice of the applicability of the new fees in the Federal Register, as required by federal and FCC law.

The stations entering into the San Antonio litigation last week were: WPDQ-AM-FM Pontiac, Ill., WHNO-AM-FM Hornell, and WBFL-FM Patchogue, all New York. All three were sold during the past fiscal FCC year and were subject to the 2% grant fee.

**Sept. 15 court date set for Nathan David**

The suit by the Boston office of the Securities and Exchange Commission against Nathan David, general counsel, 6.5% stockholders and officer of Boston Broadcasters Inc., will be heard in a Boston district court on Sept. 15. The suit, seeking a preliminary and permanent injunctions against stock activity by Mr. David and five other defendants, was filed last month (Broadcasting, Aug. 2).

The defendants are charged with violations of the registration and antifraud provisions of the Securities Act of 1933, in connection with the alleged sale of unregistered no-par value stock in Synergistics Inc., a diversified investment firm. Mr. David is a former consultant to a Synergistics subsidiary; four of the other defendants are stockholders of Synergistics.

The charges against Mr. David were the basis two weeks ago of an FCC request to the U.S. Court of Appeals for the District of Columbia for a remand of the Boston channel 5 proceeding for further consideration by the commission (Broadcasting, Aug. 23). WHDH-TV, the present occupant of channels, has been authorized to continue operations on the channel "until further notice." While that authorization could be rescinded at any time, the commission has notified BBI that it proceeds with construction of its station "at your own risk..." BBI is nevertheless moving ahead with construction of its WCVB-TV with the intention of putting it on the air Sept. 12.

**Changing Hands**

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

- **KWBW(AM)** Wichita, Kan.: Sold by Richard C. Schmoker to KTKO Radio Inc. for $425,000. William D. Schueler is president of the buying group, which owns KTKO(AM) Oklahoma City. KWBW is full time on 1410 kHz with 5 kw day and 1 kw night. Broker: Chapman Associates.

- **KWIN(AM)** Ashland, Ore.: Sold by Rogue Valley Broadcasters to C & W Broadcasters Inc. for $105,000. Principals of C & W Broadcasters are Michael M. Lochrie, Walter A. Graff III, Thomas Howser and Ernest McKie. Messrs. Lochrie and Graff were formerly associated with KSHA(AM) Medford, Ore. Mr. Howser is a local attorney and Mr. McKie is a Portland, Ore., educator. KWIN operates full time on 580 kHz with 1 kw. Broker: Hamilton-Lands & Associates.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 56).

- **WQA(A) and WAA(I)F(FM)**, both Worcester, Mass.: Sold by Ahmed M. Ertegun to George Gray for $800,000. Mr. Ertegun owns WYAM(AM) Bessemer, Ala. Mr. Gray owns WGGY(FM) New Bedford, Mass. WQA is full time on 1440 kHz with 5 kw. WAA is on 107.3 mhz with 1.4 kw and an antenna 780 feet above average terrain.

- **WHIM-AM-FM** Providence, R.I.: Sold by Culligan Communications Corp. to John E. Franks for $450,000. Matthew J. Culligan is principal stockholder and president of Culligan Communications. Mr. Culligan was formerly head of NBC Radio and Mutual Broadcasting, and was recently appointed president and chief executive officer of Teletape Pro-
More people are listening more to radio

Preliminary figures issued last week by Brand Rating Research Audience Studies, New York, show that almost 146 million people listen to radio during a week and they listen an average of three hours and three minutes per day.

These figures are incorporated in a new RADAR (Radio's All Dimension Audience Research) study to be released soon. They compare with two hours and 45 minutes of daily listening by 141 million weekly radio users revealed in the previous RADAR study conducted in the spring of 1970.

Other findings in the new RADAR study: The average quarter-hour radio audience throughout the week is almost 25 million, as against 21.7 million in the 1970 study, and in an 18-hour day (6 a.m. to 12 midnight), 77.3% of all people listen to radio, compared with 74.3% last spring.

The seventh nationwide RADAR study was conducted through 27,000 successive daily phone interviews of a sample of 3,942 persons aged 12 and older. The field work took place during two consecutive weeks in March 1971.

Yes, but on new ARB diary format

That's tentative finding of research review commissioned by TVB

The Television Bureau of Advertising reported last week on an audit of an American Research Bureau single-area test of its new diary versus its old one. But it withheld judgment on the new technique until it could be evaluated later this fall on the basis of national ARB measurement results.

TVB noted that it had long been concerned over the reporting of local television audiences by Nielsen, and particularly ARB. It said that, with ARB's permission, it commissioned an audit of a test of ARB's new time-formatted diary and its open-ended diary (the old one). ARB's test was held in June in an area outside of Washington, and the review was made for TVB by Statistical Research Inc., Westfield, N.J. (the new diary has time periods imprinted by quarter-hours; the old one relies upon the respondent to list the time periods in which he watched TV).

The SRI review said that the time-formatted diary "is a better structured reporting form than the open-ended diary, and, as such, should lead to more accurate reporting by diary-keepers." The ARB pretest of the new diary led to numbers showing higher homes-viewing levels than the older diary form, SRI pointed out, but added "there is, in our judgment, little if any basis for projecting the results one obtains in such a test to the entire country, or to a specific market, or to a different time of year."

SRI also said there were two parts of the new diary requiring additional attention. The research firm said the ARB procedure in handling multiset homes appears "susceptible to underreporting of television audiences," in that these households tend to fill out or return less than one diary per set. The other problem, SRI said, involved "unidentified viewers." The company explained these viewers may be those whose diaries indicate the home is watching but fail to report the station or program, or fail to say who in the family is watching.

ARB responded to the SRI findings by saying the time-formatted diary does produce fuller reporting of the audience viewing than the open-end diary and replied to the points raised by SRI.

ARB acknowledged that the differences found in the test may not be reproduced in the same magnitude nationally or in individual markets, but that a more accurate comparison

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**California:** Old established full timer, non-directional in medium size, multi-station market with excellent potential. Billings for 1971 ahead of 1970. Owner anxious to sell. Price $325,000. 29% down, good terms.

Contact Don C. Reeves in our San Francisco office.

**East Coast:** Well established full timer in "Top 100" that has a history of profit. Good equipment and valuable real estate included. Top 40 format. Station has excellent potential. Price $425,000—terms negotiable.

Contact Milton Q. Ford in our Washington, D.C. office.
In the black against all odds

How a 5-month-old UHF bucks heavy competition to break profit barrier

A UHF independent on the air only five months and out of the red for the last three? In competition with three network affiliates, two of them V's? And in a soft economy, to boot?

WDRB-TV Louisville, Ky., is precisely such a station, according to Elmer F. Jaspan, its executive vice president and general manager.

"We went on the air last Feb. 28," says Mr. Jaspan, "and were in the black in May. Business slipped off in June and July but we broke even those months, and going into August we already have more than enough busines for August to make this a profitable month too."

Mr. Jaspan puts the operating budget for the channel 41 station and its staff of 25 people at about $35,000 a month. He says that in its first month WDRB-TV took in $8,000 and in April did twice as well, going to $17,000, and in May moved into the black with $48,000 in revenues. Sales dropped to about $35,000 in June and again in July, and we got into August with $47,000 on the books and should reach $60,000."

WDRB-TV broadcasts approximately 10 hours a day on weekdays, starting at 3 p.m., and a few hours more on weekend days, starting at 12:30 p.m. on Saturdays and 11:30 a.m. on Sundays. For the hour it's on the air, the American Research Bureau's April-May report gave it a 15 ADI share and an 18 meter share.

These statistics, while fourth in the market (WAVE-TV had a 36 ADI and 34 meter share, WHAS-TV 33 and 33 and WLKY-TV, a UHF, 15 and 18) were enough to send Mr. Jaspan off to Chicago to check ARB reports for other independents. He went back to Louisville claiming that WDRB's sign-on-to-sign-off shares, both metro and area of dominant influence, were the highest of all independent U's in the country; that its metro share is third highest among all independents in the top 40 markets—exceeded only by two independent V's, WGN-TV Chicago and WTTG-TV Washington—and that its ADI share ranks eighth among all top-40 market independents.

WDRB-TV's weekday program opens with a four-hour children's block until 7 p.m., a live clown presiding over the first hour, and peaks at 5:30 with The Munsters averaging a 35 ADI and 39 meter share in the ARB report. Patty Duke and Flipper wind up the children's block and then come Movie Game, Laredo, David Frost Show, The Saint and a movie under the umbrella title Cinema 41. Weekends run a little more heavily to movies, with a sports block also added on Saturday afternoon.

Mr. Jaspan cites several factors in explaining WDRB-TV's apparent move toward prompt profitability. One of the most important, he says, is Louisville's UHF penetration—95% in the metro area, 89% in the ADI—and the fact that WDRB-TV is the second U, not the first, to go on the air there, WLKY-TV having started pioneering in 1961. He also credits signal quality, programming and aggressive salesmanship.

Rates currently range from $40 a minute to $90 a minute, with 30's priced at 50% of the 60, according to Mr. Jaspan. All business came from local advertisers at first, but the station got a national rep about six weeks ago, Adam Young Inc., and Mr. Jaspan estimated last week that about 25% of current billings are national.

Mr. Jaspan, a former agency man who was station manager of CKLW-TV Windsor-Detroit before he took the assignment of getting WDRB-TV on the air, thinks the station has benefited from taking public pride in being an independent. WDRB-TV promotes itself as "channel 41—where independence is fun." Financial independence should be, too.

12,000 potential chicano employees

Broadcast executives searching for minority-group employees have a ready source in the Cabinet Committee on Opportunities for Spanish Speaking People.

An index of nearly 12,000 Spanish-American college graduates has been compiled by the committee, listing name, address, college or university, and degree or field of study. The report is free on request (1800 G Street, N.W.).

Although only 77 graduates are listed as communications majors, a multitude of others earned degrees in related fields such as English, business, engineering, the arts, and social sciences.

Clayton Willis of the committee's public-affairs office said the report could be used by nearly all employers, but the broadcast media in particular are a major target for the committee. "The key to incorporation of minorities into industry on a level equal to that of the white majority is communication," Mr. Willis said. Therefore, he added, the media must be opened up to minorities to give them the exposure they need on a national level.
A price for all seasons?

Questions on how fall rates will be affected by the economic freeze remain basically unanswered

The Cost of Living Council failed last week to illuminate the darkness of confusion that descended on broadcasting Aug. 15 when President Nixon announced his wage/price freeze.

Question-and-answer sheets were issued from the council throughout the week, but none of the clarifications were directly related to questions being asked by the industry.

However, some council guidelines could be construed as limiting to broadcasters.

In Q & A list number six, issued Aug. 25, one question is: "May prices be changed so long as the rate structure on which they are based is not changed?"

"A. Yes. During the 90-day freeze, customers may be charged in accordance with rate or price schedules established in the base period prior to August 15, 1971, but [businesses] may not increase charges applicable to various categories of rates or prices set out in effective schedules."

How that relates to broadcasting advertising rates is yet to be clarified. An Office of Emergency Preparedness spokesman said last Wednesday (Aug. 25) that the base period is the determining factor and that prices charged for goods or services delivered in the 30-day period prior to Aug. 15 (in 10% or more of transactions) is the freeze price that must be adhered to.

Another question (in list two) is: "What is the selling price for a material if there has been a published price and a discounted price at which actual transactions were made?"

The council: "Sales must be made at the highest price at which a substantial volume (10%) of actual transactions were made during [the base period]. If products have been selling at a discounted price . . . the maximum price would be the highest discounted price at which substantial transactions were made."

If applied to broadcasting the above interpretations would freeze broadcast advertising prices at the highest average price paid for spots delivered during the base period.

OEP has said that businesses which, although selling products or services before the freeze, would deliver the goods during the freeze period, must not charge prices higher than those paid for the same goods and services sold during the base period. In this case, the date on which a sale becomes effective (for example, a one-minute spot sold in July, but not delivered and paid for until October) is the determining factor. OEP used teachers' wages as an example. Those with contracts calling for raises, and who had already received a paycheck at the higher rate before the freeze went into effect, although they had not taught any classes, will be allowed the raise. Those who had contracted for raises, but hadn't been paid at the higher rate before Aug. 15 would be denied the raise. "The effective date of the contract is the significant determining factor," OEP said.

In other words, a one-minute prime time fall position sold, but not paid for before the freeze, could command only the price actually paid for a similar spot during the base period.

Another question related to pricing of new products. Businessmen are supposed to determine what close competitors are charging for similar products, and charge accordingly. The broadcast-related question still unanswered is, "Can a first-run episode of a continuing series (e.g. Flip Wilson or Bonanza) be considered a new product, and if so, how do you determine the price?" One industry spokesman said it would be impossible to compare what, for example, NBC is charging for a "new product" to the price of a new CBS program since both will be trying to establish prices for their new products.

Among the major unanswered questions that are bound to have profound effect on the media (as well as other major industries) is one of seasonality. All the pertinent questions on seasonal variations in prices have been asked of the council, and if it follows the pattern of last week, the answers will be no increases. Seven requests from various industries and individuals for exceptions to the wage/price freeze and permission to raise prices were flatly denied by the OEP, charged with the administration and enforcement of the President's order. There have been no exceptions to the freeze as yet, according to OEP, and only three exemptions: prisoners of war, wounded military personnel and military personnel in combat zones.

Expectations rose, however, late last week when newsmen were allowed to question a major cog in the enforcement machinery for the freeze.

OEP Executive Director George A. Lincoln hinted at the ultimate ruling on broadcast advertising rates during an appearance Wednesday (Aug. 25) at the National Press Club as its "News-
maker;" When asked how OEP would administer the wage/price freeze for seasonal industries, Mr. Lincoln replied that he refused to discuss policy questions. However, asked if businesses which normally raised their rates in the fall (a category into which broadcasting stations fall, according to OEP) could raise their rates to the level in effect for Sept. 1, 1970, Mr. Lincoln replied, "That's pretty close. Did you say Sept. 1, 1970? That's pretty close."

He added that discussion was continuing within the Cost of Living Council (of which he is a member) regarding seasonal rates. Lou Neeb, a council staff member, said broadcast advertising price changes were on the council's agenda for Thursday (Aug. 26). By Friday, no action had been taken by the council on this issue. 

At mid-week, confusion still reigned within the broadcast industry. A spokesman for CBS's owned-and-operated stations said he had nothing to say since everything was "still very much up in the air."

An NBC spokesman said the network was following a "common sense approach." ABC-owned radio stations were selling advertising on the basis of rate cards in effect before the freeze. An ABC spokesman said new rate cards for the network's radio stations would not be published. At the network level, spokesmen indicated that there are too many questions left unanswered by the President's order for them to make policy decisions.

It was learned, however, that most selling was continuing on a status quo basis—that is, networks were selling fall space at the same rates for which they sold fall space before the freeze, at least until the Cost of Living Council clarifies its earlier statement that, regardless of the contract date, the determining factor is when the service or product is delivered.

"Whether that meant prices would be those announced before the freeze, or those actually paid for services delivered before the freeze was still unclear to many broadcasters last week."

One price rise affected by the freeze was the National Association of Broadcasters' subscription increase for membership in the NAB TV code, scheduled to go into effect Oct. 1. (BROADCASTING, June 28.)

The increase in dues was expected to enlarge to $625,000 yearly the code authority's coffers, to allow expansion of activities, new jobs and increased functions which were being overlooked at that time, NAB said.

Discussions of the impact of the freeze upon this increase in dues were scheduled Friday (Aug. 27) when TV code director Stockton Heilfrich was scheduled to stop over in Washington.

In the meantime, NAB procedures for classifying stations for membership in the association itself were continuing in their usual manner. An NAB spokesman said since the dues are fixed according to an established schedule, there is no increase in price, although the cost to an individual station may increase.

The Television Information Office will follow a procedure similar to NAB. A TIO spokesman said dues will be determined in the usual manner, based on base evening hour rates according to a schedule in effect since 1959.

"A station would have to raise its rates to have any effect on our charges," the spokesman said. "so if a station is allowed price increases. I would imagine we would be permitted to do the same."

TIO has scheduled a rate increase—"about 10%"—to be effective Jan. 1, 1972. "The wage/price freeze rate should be lifted by then," the spokesman added, "so we don't anticipate any problems."

Advertising agencies had no definitive answers last week to the 90-day wage/price freeze. Felix H. Kent, a member of the legal committee of the American Association of Advertising Agencies, said that more and more questions are coming from agencies, and fewer and fewer answers are available. The association was advising agencies to insert with all orders to media, talent and packagers the following statement:

"The fees, compensation or other charges payable or paid to you (supplier) hereunder, will be subject to review and any appropriate reduction or refund, if all or any part of the materials or services supplied by you hereunder are ascertained to be subject to price limitations under the Economic Stabilization Order issued by President Nixon on August 15, 1971, or under any subsequent pertaining additional orders or regulations."

The intent, Mr. Kent said, is to notify the media that there is some uncertainty about the amount to be paid them, not so much to protect the agency. The law would probably protect the agency in any event, he said.

Harve Miller sentenced

Former KHJ(AM) Los Angeles disk jockey, Harvey Miller, 36, was sentenced to five years to life in Aug. 19th in superior court there. Mr. Miller had charged his guilty plea in the shooting death of his wife, Mary, to in-nocent Aug. 16, changed again to guilty two days later, after firing then rehiring his lawyer. Judge Arthur L. Alarcon recommended that Mr. Miller be considered for parole after a minimum three-and-a-half year term.

The OEP answer men and where they are

Broadcasters seeking exemption from the price/wage freeze or rent ceilings must submit written requests in duplicate to the director of the Office of Emergency Preparedness regional center in their area.

All requests should include: name, address, telephone number, nature of business, manner in which the wage/price freeze is believed to be grossly inequitable, the specific relief sought, and whether the individual or anyone affiliated with him has previously been granted an exception, exemption, or adjustment.

If unanswerable at the regional level, queries will be forwarded to OEP national headquarters in Washington. Following is a list of the 10 OEP regional service centers and the states served by them:

<table>
<thead>
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<th>Location</th>
<th>Region I</th>
<th>Region II</th>
<th>Region III</th>
<th>Region IV</th>
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<td>Federal Plaza</td>
<td>Continental Inc. Blvdg., Suite 151, 518, 520</td>
<td>Federal Plaza</td>
<td>Regional Office</td>
<td>33 E. Congress Parkway</td>
<td>Federal Building, Room 4C-38</td>
<td>New Building Office, Room 142</td>
<td>Federal Regional Office Building 710</td>
<td>450 Golden Gate Avenue, Room 2029</td>
<td>Federal Office Building, Room 1095</td>
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<td>Room 2003 L. Boston 02203</td>
<td>Room 1355, New York 10007</td>
<td>161 Peachtree Street, N.E., Atlanta 30303</td>
<td>Room 204 A, Chicago 60604</td>
<td>303 12th Street, Kansas City, Mo. 64106</td>
<td>1100 Commerce Street, Dallas 75202</td>
<td>301 12th Street, Seattle 98104</td>
<td>401 12th Street, Denver 80225</td>
<td>800 Washington, San Francisco 94102</td>
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<td>617 223-2490 or 4053</td>
<td>(212) 466-8450</td>
<td>(404) 526-4401 or 4545</td>
<td>(312) 591-5111</td>
<td>(815) 374-5831</td>
<td>(214) 775-1129</td>
<td>(303) 299-1222</td>
<td>(202) 837-3981</td>
<td>Room 2105, New York 10007</td>
<td>500 10th Avenue, Seattle 98104</td>
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IN MEMORIAM

Stanton P. (Pete) Kettler
1907-1971

The obituaries say that Pete Kettler was born in Wheeling, West Virginia, November 18, 1907, died August 18, 1971 in Miami, and spent thirty-four of those years in various ascending capacities with the Storer Broadcasting Company, being Vice Chairman of the Board at his passing. All quite true, and good enough as it goes, but even the best intended and best written obituaries can’t possibly tell the story of the man behind the facts, and Pete deserved better.

Those of us at Storer Broadcasting Company and others outside who have been his friends and associates these many years have been the fortunate ones, and those of you who did not have the good fortune to know Pete Kettler missed one of God’s noblemen. You missed the personal warmth that he not only projected, but honestly felt toward all human beings; you missed the glow and stimulation that he transmitted as he made you feel that you were important to him, and therefore to yourself, so you tightened your belt in periods of discouragement and went back to work; you missed the countless daily acts of thoughtfulness and generosity, earning him the well-deserved reputation of being “the world’s softest touch”; you missed his unwavering defense of a deserving individual, whether high executive or a guy named Joe; you missed the opportunity to get your hide ripped off if you were “dogging it” or disloyal to the company, or worse yet, performed some unjust or unkind act toward a fellow worker or subordinate; you missed a guy whose dedication and loyalty to his company, his associates and this hectic industry were second only to the same devotion to his family; and you missed a guy who somehow managed to find the time to make hundreds of friends outside the company in church, civic or Orange Bowl work—in short, with whoever needed him.

Don’t get the wrong idea. Pete was no saint, no goodie-goodie. Here was a real man’s man who could beat your brains out physically if he were so inclined, but who chose to dedicate his life to gentleness and helping others. Here was a regular guy who enjoyed a drink or two, who loved to beat you out of ten dollars betting on his favorite football team or drop a quid or two at the race track. Here was a guy who made it perfectly plain that if you were going to hire girls around the office, why not hire girls that you enjoyed looking at? Here was a guy with the same proclivities as you or I, yet one who practiced Christian Doctrine so steadfastly toward his fellowman that new acquaintances would often ask: “Is this guy for real?” They found out he was.

Pete was in declining health with a major circulatory problem for quite some time before his passing, and medically we were all reconciled to the inevitability of his early demise for many weeks. But the personal void is no less large, that booming voice and hearty handshake missed no less. He was a real friend, a great guy. We just want you and him and his family to know how we feel.

All of Us
at
STORER BROADCASTING COMPANY
Plug into $63,000 savings...

with a Norelco color camera that uses triaxial cable.
Savings with the new Norelco triax cable cameras are immediate and substantial. Our $63,000 figure is a conservative estimate, calculated by determining such normal (and inevitable) costs as initial outlay for cable, set-up and strike, cable repair and storage, and depreciation, and extending the good news over a five year period. We repeat, $63,000 is conservatively estimated. In checking our cost figures against your own, it is almost a certainty that you will arrive at an even greater saving. For the down-to-earth facts, send for our paper, "The Economics of Triaxial Cable Color Television Cameras." It will allow you to define your savings in detail. 

Norelco PC-100A...the only camera with A.C.T. Plumbicon* tubes ... solve high-contrast problems at the source.

Here's the camera that introduced two revolutions in color television. A cable revolution—using light, low-cost triaxial cable. And a tube revolution with the new Anti-Comet-Tail "A.C.T." Plumbicon.

A new gun design gives the A.C.T. Plumbicon tube an unprecedented dynamic range (inherent overbeaming capability equivalent to five or more f-stops overexposure) with no washout or loss of detail even in action scenes with brilliant highlights and deep shadows. It's standard in the PC-100A, and the contrast problem is defeated at the source, ... not partially offset through complicated, costly, extra-option hardware. As a bonus, the A.C.T. tube handles low-light situations with matchless fidelity.

This is the camera that stunned every audience at NAB with its remarkable reliability ... with quick, easy assembly ... three and one-half minute cable butting ... and sparkling color pictures that were called "the best color television picture ever achieved."

Norelco PCP-90B...the only broadcast-quality portable. It operates □ RF fully system-integrated □ Triax system-integrated □ Backpack-to-VTR fully N.T.S.C.

This is the tried and proven hand-held color camera that is enabling broadcasters and production firms to go where they never went before, get pictures never before attainable.

Part and parcel of the Norelco camera revolution, the PCP-90B is adding daily to its illustrious record of getting the action—anywhere and anytime—and getting it in faithful, crisp Norelco color.

Best of all, the PCP-90B operates on triaxial cable to afford the same kind of day-in and day-out savings now possible with the PC-100A. When it isn't on a remote, the three-Plumbicon PCP-90B doubles as a studio camera. Truly far-out mobility comes with the camera's optional microwave link; great examples are the widely acclaimed helicopter applications of this unique broadcast-quality camera. It is the most versatile camera available, and can be fielded as a self-contained battery-operated camera with a portable video tape recorder to record the action. And remember, you get all these revolutionary advantages on top of tremendous operational dollar savings.

Write on your letterhead for our detailed report. "The Economics of Triaxial Cable Color Television Cameras." Plug in your figures and compute your short- and long-term savings.

*Reg. TM N. V. Philips of the Netherlands
The monetary and other compensations which several broadcasters have in recent months found to be the easiest way to appease citizen groups confronting them with challenges have been earmarked for an investigation by the FCC. The commission last week branded these payments of "out-of-pocket expense" as "troublesome" and indicated that it will issue a notice of inquiry on the subject "to determine whether it should allow such expenses and if so, whether there should be any limitations on such allowances."

The disclosure was made in a letter sent last Wednesday (Aug. 25) by the commission to GCC Communications of Atlanta Inc., whose acquisition of WGKA-AM-FM Atlanta it authorized the same day. The commission conditioned its grant of the $675,000 transfer from Strauss Broadcasting Co. of Atlanta, on the simultaneous denial of a joint motion by GCC and the Broadcast Good Music Committee, a citizen group that had sought to block the transfer, for approval of a compensation agreement. GCC had agreed to reimburse the petitioners up to $2,000 a year for three years for expenses incurred in its opposition of the transfer.

The commission's announcement of its intention to investigate the reimbursement issue signifies the consummation of several months of hushed apprehension over the matter on the part of the agency. Earlier this month, the commission denied a request by black organizations in Sandersville, Ga., to require the licensee of WSNF(AM) there to pay the expenses they incurred in a renewal challenge made against the station (Broadcasting, Aug. 9). The parties in Sandersville had reached an outside agreement that did not include financial compensation.

In its action last week the commission said there has been no showing that a grant of the WGKA reimbursement proposal will serve the public interest. "We recognize," the commission said, "that the entire question of payments in situations similar to [WGKA] is troublesome."

Reimbursements, financial or otherwise, have increasingly been used by licensees to settle petitions to deny renewal of licenses or transfers of stations. The practice has led to huge demands.

Last January, the Citizens Communications Center, Washington, dropped its challenge to the Triangle-Capital Cities station-transfer deal after Capcities agreed to underwrite a $1-million "Minority Program Project."

And just two months ago, Justicia, a Mexican-American organization, demanded $10 million in "compensatory funds" from ABC "for demeaning chicanos and keeping them out of the industry for so long." (Broadcasting, June 28). Justicia is threatening to challenge the license renewal of KABC-TV, the network's owned station in Los Angeles.

The WGKA case is itself an example of the pressures citizen groups can put to bear on licensees which they feel have done the community an injustice. Strauss acquired the stations in September 1968 following an FCC authorization without hearing, despite objections from BGMC that Strauss planned to abandon the stations' classical music format in favor of middle-of-the-road music. The WGKA stations are the only Atlanta broadcast outlets with such a format.

BGMC appealed the FCC's transfer grant to the U.S. Court of Appeals which, in October 1970, overturned the commission's decision and remanded the case for further consideration (Broadcasting, No. 2, 1970). Robert S. Strauss, treasurer of the Democratic National Committee and president of Dallas-based Strauss Broadcasting, elected to give up the stations rather than proceed with further litigation.

More time for fairness views

The FCC has extended the time for filing comments and reply comments on its notice of inquiry into the fairness doctrine and the public-interest obligations of licensees concerning public issue programming.

The respective issues and the new dates are: 1) The fairness doctrine generally, Dec. 10; 2) Access to the broadcast media as a result of carriage of product commercials, Oct. 11; 3) Access generally to the broadcast media for the discussion of public issues, Nov. 24, and 4) Application of the fairness doctrine to political broadcasts, Jan. 24, 1972.

The extension was in response to requests by the American Civil Liberties Union and the National Association of Broadcasters.

contracted for the sale to GCC last February (Broadcasting, March 1). BGMC also contested this transaction, and compelled GCC to enter into an over-all agreement with it which, in addition to the $6,000 reimbursement, included a pact by which GCC would immediately notify BGMC and the commission if it contemplates future significant changes in WGBK(AM)'s classical format. (GCC's programming proposal calls for 90% classical music on the AM and for a 90% "contemporary" format for the FM).

The compensation pact is not the only impasse in the WGKA case. GCC is a subsidiary of Boston-based General Cinema Corp., of which 5% is owned by the Morgan Guaranty Trust Co. and 7.5% is owned by Bankers Trust Co., both New York, which also hold small interests in corporations owning a larger cumulative total of stations than the FCC's multiple-ownership rules permit.

Banks with such interests are limited to 2% interests in station-owning companies by present FCC rules, which are under reconsideration. The FCC conditioned its grant of the WGKA sale on the outcome of that rulemaking.

The commission also waived its three-year holding requirement to permit the sale. The rule, the commission noted, is intended to eliminate the possibility of trafficking, which, it said, does not appear evident in this case. Strauss has contended that it has lost money in its operation of WGKA-AM-FM and is taking a considerable loss in the sale.

Commissioner Nicholas Johnson dissented in the 4-to-1 decision. Mr. Johnson, while welcoming the inquiry into reimbursement procedures, contended that the compensation proposed by GCC and BGMC would be "adequate safeguards against the possibility of abuse."

And Commissioner Robert Wells, who dissented in part, called the commission's announcement regarding the inquiry "premature" and stated that such an endeavor "should be a matter for separate consideration after further study."

Faith Center rejects Hartford TV challenge

The religious organization to which RKO General Inc. is proposing to donate its now-inoperative WHTF(TV) Hartford, Conn., last week gave a local
group that is attempting to block the transfer a restrained pat on the head. Then it argued for the dismissal of the group’s challenge.

While the group’s petition to deny the transfer “was no doubt good-intentioned,” California-based Faith Center told the commission in an opposition brief, it was “a somewhat attenuated document, seeking to magnify minor points and asserting rigid standards” that surpass FCC requirements. The petition, filed last month (Broadcasting, July 19), accused Faith Center of failing to ascertain community needs, establish adequate communication with community leaders and propose programming sufficient to the area’s needs.

While it denied the accusations made in the petition, Faith Center last week submitted a 102-page amendment to its original transfer application providing what it claimed to be “extensive demographic and statistical information” on the Hartford community. With the addition of this new data, which included a further ascertainment showing and programing analysis, Faith Center said its application now “meets, if not surpasses the criteria demanded by the petitioners.

RKO acquired WHCT in 1962 and operated it as an experimental pay-TV outlet for seven years. It discontinued operation of the station in 1969 after discouraging financial returns.

OTP drops interim cable quest

NCTA reluctance to make concessions beyond FCC’s letter prompts decision

The Office of Telecommunications Policy has suspended “indefinitely” its efforts to obtain a short-term agreement among broadcasters, cable operators and copyright owners on CATV issues.

The action followed a meeting with representatives of the National Cable Television Association, during which it became apparent that the industry will accept no compromise more restrictive than the FCC’s letter of intent to Congress on cable policy (Broadcasting, Aug. 6).

That feeling was confirmed last week in a speech given by NCTA Chairman John Gwin at the Rocky Mountain Cable Television Association meeting. “We can’t negotiate downward from the FCC proposals,” Mr. Gwin said.

The stand taken by cable spokesmen at the OTP meeting reflects the industry’s feeling that it has already agreed to as many compromises over the past several years as it possibly can. Some of those compromises, industry leaders feel, have been detrimental to cable’s best interests.

The matter is now entirely in the hands of Congress. Absent any effort by NCTA to reopen the talks, there will be no further discussions, according to OTP. It remains to be seen what action if any the Congress will choose to take on the FCC’s cable letter, which was adopted in that form, rather than as a set of final rules, so that key legislators might have the opportunity they had requested to review the commission’s planned rules.

The short-term talks were initiated last month by OTP in an attempt to smooth the way toward adoption of generally acceptable cable rules. Their discontinuation will have no effect upon a concurrent OTP project dealing with long-term cable policy. The agency is acting as co-ordinator of the activities of the President’s cabinet-level committee on long-term cable policy, which is expected to issue a report this October.

NCTA representatives attending the final meeting were NCTA Chairman Gwin and General Counsel Gary Christensen; Alfred Stern, president of Television Communications Corp.; Irving Kahn, chairman of the board of Teleprompter Corp.; Robert Beisswenger, president of Jerrold Corp.; Bruce Lovett, vice president of American Television and Communications Corp. and president of the NCTA legislative committee, and attorney Walter Schier.

Illinois ACLU hits FCC cable plan

Charges citizen access to channels neglected; claims networks protected

“We are exceedingly disappointed in the compromise plan the FCC devised for cable television. . . .”

That was the gist of a letter sent to FCC Chairman Dean Burch by Jerrold N. Oppenheim, staff attorney for the Illinois Division of the American Civil Liberties Union.

Mr. Oppenheim pointed out that the commission’s plan for CATV, outlined in letters to Congress earlier this month (Broadcasting, Aug. 9), fails to guarantee low-cost citizen access to CATV channels.

Mr. Oppenheim pointed out that none of the 11 nonbroadcast channels authorized for Chicago “would be required to be made available to the public on a common carriage, first-come, first-served, all-comers-accommodated basis.”

The letter to the FCC chairman also noted that the commission proposes “to guarantee a two-way system only for data, a policy which seems about as advanced and progressive as the telephone party line.” Mr. Oppenheim further charged the commission with protecting “the oligopoly positions of ABC, CBS and NBC” by failing to provide for a fourth national network or for regional networks.

“The public protections in the FCC’s latest plan . . . are not even illusory,” he said. “The scheme bears every mark of having been cynically worked out to balance the interests of broadcasters and cable operators with as little regard as possible for the interests of the public at large.”

Enclosed with the letter was a copy of ACLU’s proposals for cable, which the organization has filed with the Illinois Commerce Commission. Principally, the proposals call for channel capability in excess of the demand to permit the public to lease channels and use them without censorship; public utility rate regulation; prohibition of program origination by operators; periodic franchise review; interconnection of system, and establishment of technical standards.

Crossownership pushes GE cable sale in N.Y.

Athena Communications Inc., a subsidiary of Gulf & Western Industries Inc., New York, has acquired six CATV franchises in upstate New York from General Electric Cablevision Corp., Schenectady, N.Y., a subsidiary of General Electric Co. The deal was for an undisclosed amount of cash amounting to a reimbursement of expenses incurred by GE in securing the franchises. Involved are franchises in the communities of Colonie, Glenville, Niskayuna, Rotterdam, Schenectady and Scotia. No construction of systems had
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been within any of the communities.

It was indicated that the franchises were reassigned to comply with an FCC ruling prohibiting ownership of TV stations and CATV systems in the same market. General Electric Broadcasting, also a General Electric Co. subsidiary, operates WRGB(TV) Albany-Schenectady, N.Y.

General Electric Cablevision continues to operate cable-TV systems in various regions of the U.S. Athena Communications operates CATV systems in 24 communities in six states and has franchises in a number of other markets. These systems currently serve 35,000 subscribers. The six acquired franchises have a subscriber potential of some 65,000 homes.

The community of Rotterdam is the first of the six communities involved to approve the franchise reassignment from General Electric to Athena. Plans call for Athena to begin preparations for immediate construction of a CATV system for Rotterdam.

Station transfers and employee rights

AFTRA seeks FCC protection for workers affected by ownership changes

The American Federation of Television and Radio Artists has asked the FCC to give the collective-bargaining agents of broadcast station employees a voice in the consideration of station sales.

In a petition last week, AFTRA requested that the FCC rules be amended to require the agency to:

1) Inform AFTRA "or any other labor organization concerned" of all station sales immediately upon the filing of transfer applications.

2) To declare that AFTRA and other broadcast-affiliated unions have "standing as a real party of interest" in these proceedings.

3) To allow the unions the right to intervene in the proceedings "when the matter will affect the employment of union members or the collective bargaining contracts" between the unions and the present licensee. The petition was authorized, and the resolutions included in it were adopted, at AFTRA's convention last July in Dallas.

The union said it is seeking the right to participate in transfer cases in which a change in ownership "might jeopardize the employment and livelihood of union members" and "imperil the position of AFTRA as their collective-bargaining representative."

The AFTRA resolution noted that in some station sales "the collective contract between AFTRA and the original licensee has not been assumed by the new licensee or owner of the facility."

AFTRA pointed out that railroad employees are afforded protection by law against such losses of contract in case of merger or transfer by the Interstate Commerce Commission Law.

Broadcast Journalism

McLuhan's back and ABC's got him

Media analyst says TV puts audience in picture to detriment of rivals

Marshall McLuhan compares television and print news in an essay commissioned by the ABC-owned television stations and reproduced, in part, in an advertising campaign that was launched last week in newspapers and business publications.

Though the communications commentator makes no explicit judgment as to which is the better medium, he describes newspapers in terms of documents that chronicle a past event for the detached reader, and television news as an outlet that "merges the public and the news in a new kind of figure-ground pattern."

He stresses that the television news public "is not a mere consumer of news in the manner of the newspaper public," and that TV news "is characterized by interaction and immediate confrontation, rather than observation."

The advertisements, which also were underwritten by the ABC-owned television stations, make available a copy of Mr. McLuhan's complete essay which is titled "Sharing the News—Friendly Teamness: Teaming Friendliness."

Mr. McLuhan gives a brief but warm salute to ABC News's "Teamness" approach, saying that ABC "has put to work the fact that TV is not just a visual medium," and the audience is "part of the action." He cites the "friendly teamness" format as one that recognizes the sharing of such an experience as going on a trip to remote places as a normal feature of the new electric world."

An ABC spokesman said that Mr. McLuhan was paid for writing the essay, but he could not specify the amount. He volunteered that Mr. McLuhan was "given complete editorial freedom in writing this commentary."

Contrasting news in newspapers and on TV, Mr. McLuhan asserts that the reading public expects "hard, hot news," since the reader is detached and uninvolved, and adds:

"The ordinary components of printed news are much too violent and bizarre for TV use.... The new fact of TV is that 'you are there' and 'they are here.' It is ridiculous to suppose that any TV public would choose to involve itself in such situations. Yet, any reading public demands this kind of intensity of experience both for itself and others."

Other observations by Mr. McLuhan in his essay:

"The press is concerned with what has happened. TV news is closer to what is happening—i.e., sort of instant replay of your own life, with resulting stress not on package but processes."

"The 'friendly teamness' approach is a recognition of the need in this new TV time to translate all the old 'hot' and 'hard' news into the low key, involving the banter of interplay and pattern recognition. The old hardware press news had stressed the personal point of view and emotions a la Ed Murrow. It was not necessary to share his emotions as
ONE CADCO CUSTOMER TELLS HOW THEY:
DOUBLED THEIR SCA SERVICE AREA!

Dear Bob:

On the basis of the tests we have run with two of your CADCO Interdigital Pre-Amplifier SCA-FM models, we are ordering 50 additional units for our SCA operation.

As you know, each FM station is protected from adjacent channel interference within the primary service area by the FCC Allocations Table and minimum Mileage Separation rules. But when trying to operate SCA Background Music installations from 50 to 75 miles distant many locations suffer from that very problem. With this in mind, we have unsuccessfully tried passive pre-selecting filters ahead of these receivers, but could not lick the noise problem. We installed a CADCO Interdigital Preamplifier at each of these two locations and both are functioning like "local" accounts.

You may be interested in the experience we had with our current test equipment. The station is located at Centralia, Illinois; air line distance 63 miles and one at DuQuoin, Illinois; airline distance 72 miles.

We have two SCA Background installations falling into this category: one at Centralia, Illinois; air line distance 63 miles and one at DuQuoin, Illinois; airline distance 72 miles. On an arc halfway between these two locations is WMIX in Mount Vernon, Illinois only 400 KHz above our frequency at an airline distance of 73 miles. We have unsuccessfully tried passive pre-selecting filters ahead of these receivers, but could not lick the noise problem. We installed a CADCO Interdigital Preamplifier at each of these two locations and both are functioning like "local" accounts.

The next problem we are looking forward to solving with the CADCO Interdigital Preamplifier SCA-FM Model is a location 50 miles distant with a local station on the upper image that gives us fits from time to time.

All this goes without mentioning the many other "on premises" machines we'll be taking back with the extended coverage we anticipate using the CADCO Interdigital Preamplifier SCA-FM model.

Best personal regards,

Radio Station KCFM

Edward B. Bench
Chief Engineer

TRY OUR AMPLIFIER AT YOUR STATION!

Order one CADCO Model IPA-SCA-FM Amplifier, at the full list price of $49.50. Put it ahead of your McMartin, Johnson or other SCA receivers in the field. In locations where SCA cross talk and weak signals have cost you SCA customers. Prove to yourself how much more profitable SCA operation can be . . . when you have strong, clear signals to sell. Then order 11 or more at special discounts (see box below) and go to work making SCA really pay!

MODEL IPA-SCA-FM SPECIFICATIONS
(1) Operating range, any single FM channel 88.1 to 107.9 Mhz.
(2) Gain, 20 db minimum. (3) Noise Figure, 1.3 db maximum.

Specify desired operating frequency when ordering. Send full payment for single units with order; sorry, no COD orders.

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much as to admire his point of view. “One feature of TV that seems not to appear in the printed form is the rerun. Whether it be game or contest, a documentary or a movie, TV offers means of retrieval and discovery, both of event and of the public that went with the event. The print form provides access to those who wish to re-read or study, but these opportunities are only for the specialist, the archaeologist and the researcher.”

Silent majority pickets CBS

Cluster of conservatives marches every Tuesday against ‘liberal’ slant

A small but vocal group of conservative activists, inspired by President Nixon’s “silent majority” references and angered by public-affairs programs and newscasts shown on CBS, has been conducting persistent public demonstrations calling for a boycott of WCBS-TV New York, CBS and the advertisers “who make it financially possible for CBS to brainwash peoples’ minds.” The “Silent Majority for a United America,” organization, formed in November, 1969, and using a post office box in Ozone Park, N.Y., as a mailing base, claims to have staged demonstrations in front of the CBS headquarters building at 51 West 52d Street in New York City weekly since last May 15.

The demonstrations are held every Tuesday evening from 5 to 7 p.m., with as many as 30 of the organization’s members handing out boycott literature and vocally denouncing CBS. The public, through leaflets that are handed out, is asked to “hit CBS in the pocketbook.” It is recommended that companies sponsoring offending CBS programs be boycotted. Included on this boycott list are Ford Motor Co., Lipton products, Texaco gasoline, Chock Full O’Nuts, Menil products, Revlon products, Dutch Boy paints, Colgate products, Alka Selzer, One-A-Day vitamins, Lysol products, Hendon Pools, Rheingold beer, Helene Curtis products and Colgate Palmolive Co. Budweiser beer is singled out for commendation for sponsoring a John Wayne show.

The principal target of the silent majority organization is CBS News. Among a long list of charges presented by the organization, CBS is “indicted” for “its biased, slanted, unbalanced, pro-liberal newscasting and opinion-forming programs.” Newscasters, as well as CBS officials, are charged with “selling leftist propaganda to our youth,” and for providing a “constant barrage of propaganda to destroy American patriotism and nationalism and making the majority of good American citizens seem ridiculous.” The silent majority organization claims that cartoonist Al Capp was ridiculed for expressing his pro-American beliefs on CBS-TV’s The Merv Griffin Show, while the network gives “tremendous favorable publicity” to such “malcontent radicals” as actress Jane Fonda, and presents “biased, misleading half-truths” in such programs as The Selling of the Pentagon. The FCC is called upon to “re-examine” the CBS franchise because “it is not in the interest of the true American public.”

Mary Ann Carey, who identifies herself as co-chairman of the Silent Majority for a United America, says the organization has a total of about 300 members, with most from New York, but some in states as far-ranging as Massachusetts and Michigan. She feels that ABC and NBC also are sometimes biased and misleading in their newscasts but that CBS is “by far the worst offender.”

Restaging of Panther killings called false

A “false and misleading” news segment aired on CBS-owned WBBM-TV Chicago in 1969 figures in a grand jury indictment made public last week.

The indictment charges State’s Attorney Edward V. Hanrahan and others with conspiring to block the prosecution of eight policemen who raided a Chicago apartment in December 1969 and killed two leaders of the Black Panthers. It also alleges that Mr. Hanrahan “directed and arranged for” the film aired by WBBM-TV, and nine Chicago policemen “prepared and acted out . . . an alleged re-enactment of the events . . . . that was false and misleading . . . .”

A spokesman for WBBM-TV told Broadcasting last week that the station had shot the film at Mr. Hanrahan’s request and had included it in a Dec. 11, 1969, news program. He said that lead-in material made it clear the segment was the police’s version of the incident and the word “reenactment” was superimposed over the film.

He pointed out that WBBM-TV had no way of knowing that the events acted out in the segment by police officers were of questionable accuracy.

Representative Harley O. Staggers (D-W.Va.) expressed some doubt last week that his Investigations Subcommittee would inject itself into the matter as it relates to WBBM-TV, pointing out that it is an adjudicatory proceeding. But “we’ll have to look into it and get the full details” before making a final decision, he said.

News documentary on FCC line-up

Texas TV outlet beset yet baffled by charges of ‘rigging’ jail study

John Tyler, managing partner of KVII-TV Amarillo, Tex., is upset and bewildered. Two FCC investigators from Washington flew to Amarillo last Monday (Aug. 23) and said they were investigating a complaint about “news rigging,” and other complaints about the station’s business interests. They left two days later, with some of the station’s logs and other records.

What is the FCC up to? Mr. Tyler does not fully know.

He told Broadcasting last week that the FCC investigators were looking into three complaints. Two of them, from local businesses, alleged that KVII-TV was giving businesses it owned unlimited advertising time and it was unfair for KVII-TV to own them. The station knew about these complaints and had written the FCC about them. The investigators were not aware of the reply, he said.

But the complaint about “news rigging” took KVII-TV by surprise. It concerned a documentary KVII-TV had been working on for several months about alleged corruption in the sheriff’s department of Potter county (where Amarillo is partly located) and about conditions in the Potter county jail.

In connection with this project KVII-TV had filmed an interview with Dalton Eason, an alleged alcoholic who is said to have been jailed many times in Amarillo.

Mr. Tyler said the investigators showed him a statement from Mr. Eason, alleging principally that KVII-TV newsmen had threatened him and forced him to appear in the film to give false information about the Sheriff’s Department and the jail.

Mr. Tyler denied last week that Mr. Eason had been forced to appear. The FCC was not denying or confirming anything.

China special rescheduled

An hour-long documentary on Red China, previously announced for a September air date on a station-by-station basis, is being rescheduled due to President Nixon’s upcoming visit to Peking. The program, China, An Open Door? now will be released early in January 1972, to coincide with the President’s trip. Produced by Mizlou Productions, New York, and the Associated Press, the documentary was said to have cleared 75 stations for September release.
He contended that the information Mr. Eason provided only supported facts that KVI-TV already knew.

Mr. Eason's statement also said, according to Mr. Tyler, that the station's newsman had wanted him to plant a gun and some drugs in the jail so they could film it; that he had been paid, and that station personnel had gotten him drunk and had purchased a bus ticket for him to Albuquerque, N.M.

Mr. Tyler also denied these allegations. He stated that the station had only paid for Mr. Eason's food and lodging during the filming of the report—a total of about $16.

Mr. Tyler said he had the impression that the investigators were principally interested in the "news-rigging" complaint. He added that he was not sure who actually contacted the commission about it.

Mr. Tyler said the investigators left last Wednesday (Aug. 25) and took with them station logs for last March, April, and May; copies of pages from its ledger; petty cash vouchers, and copies of various business contracts. They also asked for the film of the interview with Mr. Eason, but that request was subsequently denied, Mr. Tyler said.

Mike Finklestein, KVI-TV's Washington attorney said last week that it was "very puzzling" that the investigators would want film of a documentary that had not yet been finished.

The precise allegations against KVI-TV are unknown, Mr. Tyler said. Neither the FCC investigators nor personnel in the Complaints and Compliance division were immediately available for comment.

Two stations honored for financial reporting

Awards for the "best financial news program of 1971" will go to KCAI-TV Sioux City, Iowa, and KNX(AM) Los Angeles, the Mortgage Bankers Association announced today (Aug. 30).

The nationwide competition among commercial broadcasters was launched this year by MBA to identify TV and radio stations that are doing an exemplary job of financial and economic news programming.

KCAI-TV will receive the award for its daily Business Beat series aired by reporter Ken Wayman. KNX won in radio category for a series of news and economic features presented by reporter Ed Hart.

The panel of judges, who met in Washington earlier this month to choose the winners, consisted of consulting economist Miles Coleen; Robert L. Gray of the MBA; Edwin Dale of The New York Times; John Hunter, First Akron Corp.; Milton Magruder, National Association of Broadcasters, and Sol Taishoff, editor of Broadcasting.

Both winners will receive a bronze statuette on Oct. 12 at MBA's annual convention in Chicago.

The hot wire for UPI

Computerized editing system promises higher efficiency for subscribers to service

United Press International is planning a computerized information storage and retrieval system that could eliminate most manual rewriting and result in virtually error-free, faster, generally more efficient service for broadcast-station and newspaper subscribers. It's projected that the system may be operational by the spring of next year. Plans call for UPI's primary national news wire—the A wire—to be switched to a fully computerized operation.

The information storage and retrieval system is specifically designed to have the capability to edit and distribute new news reports. Stories filed by UPI correspondents and bureaus will be fed into an RCA Spectra 70/45 computer. The computer will automatically produce an abstract of each story (maybe the lead of the story); give the story an item number, slug line, and measurement of length. The abstract will be printed out on teleprinters at the desks of editors at UPI headquarters in New York.

It will be possible to display stories on a video data terminal. Using these TV-like devices, which include an attached typewriter keyboard, editors could correct written copy, making additions and deletions. After editing, the finished stories could be fed back into the computer for dissemination to UPI's client and broadcast stations and newspapers across the country. UPI's national broadcast desk in Chicago should have immediate access to the system.

UPI demonstrated the system at the American Newspaper Publishers Association/Research Institute production management conference in Cincinnati's Exhibition Center, June 6-10. James F. Darr, UPI's general manager for communications, has announced that the wire service is buying 40 electronic editing terminals from Harris-Intertype Corp. with an option for more units when the computerized information storage and retrieval system is extended. UPI has been developing the system over the last five years and is believed to have as much as $3 million invested in it. The UPI system is being programmed by Data Dimensions Inc.
FTC's documentation targets two and three

Now air-conditioner and electric-shaver makers are ordered to prove their advertising claims

The second step in a continuing campaign to require proof of advertising validity was taken by the Federal Trade Commission in Washington last week (Aug. 24). The FTC ordered 11 air-conditioner and four electric-shaver manufacturers to document claims made in national advertising, including radio and TV commercials.

Substantiation of advertising assertions regarding the safety, performance, quality and comparative price of the products made to the FTC Bureau of Consumer Protection within 60 days.

Among the claims to be supported by the broadcast advertisers cited in the order are: Whirlpool Corp., CBS-TV, June 5, 1971, that a "panic button" is unique feature of Whirlpool air conditioners, and that it cools extra fast; City Investing Company's Rheemaire air conditioners, NBC Radio, April 3, June 5, that the product adds on easily and inexpensively to most heating systems, that unit reconditions and refreshes inside air every second, and on CBS Radio, April 9, May 5, that Rheem central air conditioning purifies and cleans the air, that inside temperature is comfortable when outside temperature is 100 degrees in the shade, and claim that Rheemaire cools so efficiently that it can save up to 40% in operating costs, that the unit cools quietly, steadily and evenly—not with intermittent cold blasts; Borg-Warner Corp., NBC-TV, May 4, that company's York air conditioning is clean and healthful, and that York dealers often make it less expensive to install units in winter, that delivery is faster in winter, and that many dealers defer the first monthly installment until warm weather.

Carrier Corp., NBC-TV, April 5, 7, that its products have increased cooling power due to location of coils, that muffled central system is best way to cool a house, that user need not install walls unless he wants one, and on CBS Radio, May 3, 4, 7, similar claims, and Amana Room Air Conditioners, by Raytheon Co., NBC-TV, June 7, that units filter pollution from the air, are quiet, that exclusive coating of metal parts provides longer life, that units can be installed by anyone without assistance, and that built-in dehumidifiers are capable of removing up to 17 gallons of moisture each day of their use.

Broadcast advertising that must be documented in the electric-shaver field includes: North American Philips Corp., CBS-TV, June 1, 2, claims that the Norelco shavers shave up to 44% closer and 50% faster than they could before, that floating heads are unique, that blades are self-sharpening, that a rechargeable model provides nearly twice the shaves per charge than comparable models: Sperry Rand Corp., CBS-TV, Dec. 2, 1970, June 4, 6, that facts in demonstration of Remington youth shaver are as they appear to be, that slim-line model has sharpest blades company has ever made, that blades remain sharp up to six months, that disposable blade feature prevents shavers from wearing out, and Sunbeam Corp., CBS-TV, Dec. 3, 1970, that Lady Sunbeam shaver neither uses steel blades against skin, nor will it nick.

Gerald J. Thain, assistant director of the FTC's Division of National Advertising, said the commission will try to issue similar proof of advertising demands each month with special attention to "everyday household products." He emphasized that fraudulent or misleading advertising was not necessarily suspected of the firms cited in the order, but "a consumer has a reasonable right to know" if the claims made are in fact true since many decisions to buy a product are based on advertising.

Future industries selected for documentation demands, Mr. Thain said, will be those with substantial importance to consumers. Selection will be based on the significance of the items to the household and the claims made in advertising for the products.

The first substantiation demand was made of seven auto makers on July 13 (Broadcasting, July 19, 1971). Mr. Thain said that all—four domestic and three foreign—have indicated they will respond by the Sept. 15 deadline.

FTC seeks to ban Ban ads

The Federal Trade Commission announced Aug. 20 that it intends to issue a complaint charging Bristol-Myers Co. and its agency, Ogilvy & Mather Inc., with false TV advertising of Dry Ban spray deodorant.

The proposed complaint alleges that a demonstration of product in five commercials falsely purports to prove that Dry Ban is superior to its competitors because it is dry when applied and leaves no visible residue.

In four of the challenged commercials Dry Ban and a "leading spray" are applied to a dark surface. The other spray appears white and thick but Dry Ban looks clear and dry. In the fifth spot Dry Ban and a competitor are sprayed on separate eyeglass lenses with the same result. The Bristol-Myers' product is in fact wet when applied and does leave a visible residue, FTC charges in its complaint.

The proposed order would prohibit deceptive product feature or product superiority demonstrations by Bristol-Myers for any of its products and by Ogilvy & Mather for Dry Ban or any other deodorant. The companies will have an opportunity to dispose of the FTC proceeding through a consent order.

Coming in October: FTC's ad inquiry

Wide-ranging hearings will take a look at advertising in general

A massive Federal Trade Commission inquiry into today's advertising practices and their impact on consumers—with particular emphasis on television commercials—is scheduled to get underway in October.

Promised by the FTC earlier this year (Broadcasting, May 17), the formal public hearings will be conducted Oct. 20, 21 and 26 at FTC's Washington headquarters:

- Consider advertising addressed to children.
- Determine whether television advertising may exploit desires, fears and anxieties.
- Consider technical aspects of preparation and production of television commercials.
- Consider consumers' physical emotional, and psychological responses to advertising as they may affect the standards by which advertising as a whole is judged.

On May 12, and again last Tuesday (Aug. 24), the commission stated that the hearings will involve "neither review nor evaluation of specific advertising representations or claims in terms
of their possible violation of the law.” Those questions will continue to be handled by complaint and rulemaking procedures.

The commission has requested interested parties to submit information based on empirical data or other expertise to the Bureau of Consumer Protection. Oral presentations will also be permitted, and depending on geographical location and the number of those wishing to express their views in person, further hearings may be scheduled in areas other than Washington.

Ford Credit jumps into national radio

The Ford Motor Credit Co., Detroit, wholesale and retail financing service of the Ford Motor Co., launched its first national radio advertising campaign last Monday (Aug. 23). The network and spot-radio campaign will run through Nov. 8 to coincide with the introduction of new car models, according to a spokesperson from Kenyon and Eckhardt advertising, Ford Credit’s agency.

Approximately $400,000 of a $500,000 ad budget has been allocated to radio. An average of 65 spots will be heard on the ABC, CBS, NBC and Mutual radio networks during the campaign period. CBS will run one-minute commercials on various News-on-the-Hour broadcasts and on Sports Central, U.S.A. and the ABC schedule calls for the commercials to be heard on news and feature broadcasts on the American Information and Entertainment Network services. Details on the NBC and Mutual purchases were not available.

Biggest ever claimed for Zenith campaign

In what is termed the “biggest seasonal advertising promotion and merchandising campaign in company history,” Zenith Radio Corp., Chicago, plans a three-network television push beginning Sept. 12.

The Zenith campaign, through Foote, Cone & Belding, Chicago, for Chromacolor TV sets, stereos and radios will coincide with the three networks’ fall premiere schedule and run for two weeks. The 30- and 60-second spots will run on ABC-TV’s Sunday Movies, The City, Love American Style, NFL Monday Night Football, Movie of the Week, The Odd Couple and The Persuaders; on CBS-TV’s Gunsmoke, Hawaii Five-O, Thursday Movies, Saturday Movies and Carol Burnett Show; and on NBC-TV’s NFL pre-season football, The Bold Ones, the Dean Martin Show and Laugh-In. The commercials will continue through Monday, Dec. 13 on a less extensive prime-time tri-network schedule.

A White House ally for advertising

Klein hits Wright decision and warns print media they may be next

The Nixon administration’s chief spokesman last week deplored what he saw as “the growing attack on advertising in television.” He added that newspapers may expect the attack to spread to them.

The warnings came from Herbert G. Klein, director of communications for the executive branch of the federal government. They were volunteered at the opening of a news conference in San Francisco last Tuesday, Aug. 24.

Mr. Klein paid explicit attention to the Court of Appeals decision, written by Judge J. Skelly Wright and released earlier this month (Broadcasting, Aug. 9). The decision held that broadcasters could not reject advertising expressing a point of view.

“This means,” said Mr. Klein, “the decision-making power is being removed from broadcasters.” Judge Wright, in Mr. Klein’s view, “in effect is saying: ‘You no longer have the right to edit.’”

The decision, said Mr. Klein, “allows the pollution of the air by anyone who wants to buy the time to a major degree on a controversial issue.”

But the threat to freedom of the press goes beyond Judge Wright’s decision, Mr. Klein said. “If you couple this sort of decision with the attempt in Congress to subpoena the film outtakes in the CBS case, I believe you have a trend which is worth noting by all the press.”

The trend could lead to “severe limitations on the ability to edit, severe limitations on the ability to develop commercially,” Mr. Klein said.

In his opening remarks Mr. Klein also stated that the President’s newly announced economic controls had attracted popular support. All of the questions that ensued were directed toward that subject. Nobody asked for amplification on journalistic risks.

JWT loses another: Pan Am to Carl Ally

Carl Ally Inc. became Pan American World Airway’s number-one agency last week as it picked up $13-million worth of domestic passenger advertising billing from J. Walter Thompson Co., a Pan Am agency since 1942. Thompson will continue to handle the airline’s international account billing, about $8 million. The domestic advertising budget allocated about $11 million to broadcast in 1970.

The reshuffling of account assignments by Pan Am put an end to recent speculation that account switches were imminent. Rumors of a rift had been flatly denied by spokesmen for the airline (Broadcasting, Aug. 16).

Carl Ally won part of the domestic passenger assignment ($5 million) last November when it joined Pan Am. It has handled domestic corporate campaigns and the placement of ads. Tatham, Laird & Kudner will continue to handle cargo advertising, billing about $1 million.

The loss to JWT follows a recent drop of $17 million in an account shift of Ford’s Pinto, Maverick and Mustang lines to Grey Advertising (Broadcasting, Aug. 23).

Rep appointments:

A visual touch for FTC cases

Films of commercials involved will now be placed on file for public scrutiny

Films of television commercials broadcast for toys made by Mattel Inc., Hawthorne, Calif., and Topper Corp., Elizabeth, N.J., were placed in the public record by the Federal Trade Commission last week.

The commercials, available at the FTC's public records room in Washington, for viewing and comment by interested persons for 30 days, were the cause of proposed FTC complaints and provisional consent orders against the companies and their advertising agencies, Carson-Roberts, Los Angeles (Mattel), and Dancer-Fitzgerald-Sample, New York (Topper).

Placing of the films in the public record—the first time for such a procedure in memory of FTC officials—resulted from comments from a Washington consumer-interest lawyer. Stephen L. Bluestone, former National Association of Broadcasters code toy commercial editor, requested the FTC to take the action (BROADCASTING, Aug. 23).

In his remarks to the commission, Mr. Bluestone said: “As a member of the public . . . desiring to comment on the merits of the proposed consent order, I find myself unable to submit such a comment due to the absence of the television commercials and the package advertising from the public record.”

An FTC Division of National Advertising spokesman said the FTC response resulted directly from the lawyer's complaint.

Topper's commercials are for its Johnnie Lightning toy racing cars and its Dancerina dancing doll. The Mattel commercial is for its Hot Wheels racing car.

An FTC spokesman indicated that when the situation requires, films will be made part of the public record in the future.

Ban-Lon buys in broadcast

The Ban-Lon trademark of the Bancroft Licensing Co., Wilmington, Del., will find its way into the home of the American television viewer for the first time beginning in 1972. The Ban-Lon name is attached to a variety of yarn and fabric products.

Although no figures on the extent of broadcast expenditures were available, a company spokesman said the major thrust of the campaign would be in national spot television. It was indicated that the total ad budget, which is double that of 1971, was in the range of seven figures. A spokesman for Indian Head, Bancroft's parent company, said the decision to enter spot TV was made because of the "potency of the medium and the effectiveness of displaying fashion on color television." The advertising campaign will be handled by The Craig Agency, New York, Indian Head's house agency.

Code members may be polled on Preparation H

A special mail ballot to National Association of Broadcasters TV code members is a possibility in the continuing controversy over the acceptability of hemorrhoid-preparation advertising by television stations.

James Hulbert, NAB executive vice president for public relations, said that course may result from a renewed push for acceptance of the product, particularly Preparation H brand, initiated by ABC Vice President Richard Beesemyer.

The TV code's June vote (8-to-7) not to accept the product for advertising prompted one station manager to write NAB that he would accept Preparation H ads, notwithstanding the code vote (BROADCASTING, July 26, 1971). H. Ray McGuire, vice president and general manager of WALA-TV Mobile, Ala., backed down shortly thereafter, saying that if choice came down to rejecting Preparation H advertising or resigning from TV code, he would reject the ads (BROADCASTING, Aug. 2, 1971).

Mr. Beesemyer, who is also a member of the TV code board, is said to have conducted a poll of more than 200 ABC affiliates in which they supported accepting the product by a four-to-one margin. Mr. Beesemyer was out of his New York office last week and unavailable for comment.

FCC's no challenged

The Communications Workers of America has filed a petition with the U.S. Court of Appeals for the District of Columbia seeking review of an Aug. 6 FCC action which denied the union's motion for a fairness ruling. The union had requested a declaratory ruling that refusal by CBS and NBC to sell it time to discuss a proposed contract with the Bell System constituted a fairness violation.

In denying the CWA motion, the commission had said that although it hadn't had time to review an earlier appellate decision maintaining that broadcasters could not impose general ban on "editorial" advertising, it felt the decision did leave licensees the prerogative of rejecting certain paid announcements, such as the CWA's.
Court backs FCC on smoking spots  
Rejects plaintiffs' claim for prosmoking messages to offset antismoking spots

The FCC's ruling that licensees who carry antismoking spots are not required under the fairness doctrine to present prosmoking messages has been upheld by an appeals court decision.

The commission's ruling was issued last December and held that, after Jan. 2, when the statutory ban on cigarette commercials became effective, broadcasters would no longer have to carry anticigarette spots. But if they do, the FCC said, they could decide for themselves whether they have a fairness-duty obligation to present the opposing viewpoint. The commission also ruled that it would be reasonable for a broadcaster to determine that the health hazard of smoking no longer constitutes a controversial issue (BROADCASTING, Dec. 21, 1970).

The Tobacco Institute, nine cigarette manufacturers and ABC sought to overturn that decision in the U.S. Court of Appeals for the Fourth Circuit in Richmond, Va. They contended that the ruling runs counter to the commission's fairness-duty requirement that time be made available for conflicting views and to the commission's 1967 ruling that applied the doctrine to cigarette commercials (BROADCASTING, May 10).

In its Aug. 20 affirmation of the FCC's ruling, the appeals court said the ruling "cannot be faulted simply because it represents a shift from an earlier holding." It said passage of the law banning cigarette commercials entitled the commission to conclude "that, regardless of its former views on the controversy over cigarettes, it is now reasonable for a licensee to assume that the detrimental effects of cigarette smoking on health are beyond controversy."

The court also noted that the commission's decision does not censor information about smoking, "but leaves program decisions on this issue to each licensee's discretion."

Business briefly:
Johnson & Johnson, New Brunswick, N.J., announced purchase last week of a multimillion-dollar buy into six NBC-TV nighttime programs starting Jan. 2, 1972. John M. Otter, vice president, sales, NBC, said the order was one of the first sizable ones placed for the new year. The buy, placed through Young & Rubicam, and scheduled to run through the summer, exceeds 100 minutes of prime-time programming.

California Prune Board, San Francisco, begins $900,000 national radio campaign through Foote, Cone and Belding, there. First flight of 30- and 60-second spots begins in September, lasting until mid-December. Second flight is scheduled from mid-January through mid-April, 1972.

Winston used to:
"What's the advertising theme for Winston cigarettes?" asked Peter A. Romanov, regional manager, Radio Advertising Bureau, during a talk before the West Virginia Broadcasters Association fall conference in White Sulphur Springs, W. Va., last week. A chorus of broadcasters quickly responded: "Winston tastes good like a cigarette should!"

Mr. Romanov shook his head and told the audience: "Since the first of the year, the 'Winston tastes good' theme has not been used, and the print-only campaign spotlights the "down-home" taste."

Reached later by telephone in New Haven, Conn., Mr. Romanov said his Winston ploy was not intended to downgrade the effectiveness of newspaper, magazine and outdoor advertising used by the cigarette company for its "down-home" theme. He said his point was that a new advertising slogan in the printed media only takes a considerable time to take hold, and can be buttressed strongly by radio, with its values of frequency and transferability.

A more suitable name:
The Federal Trade Commission's Bureau of Consumer Protection has changed the designation of one of its divisions to reflect the expanded role it is now playing. Formerly the Division of Food and Drug Advertising, the new name is the Division of National Advertising. Gerald J. Than, assistant division director, said the name change indicates the national concern of the division. "We've gone way beyond food and drug advertising," he said.

Starr branching out:
Starr Broadcasting Group Inc., New Orleans-based group owner, announced last week that it has contracted to acquire T.M. Productions Inc. and T.M. Programming Inc. both Dallas, for an undisclosed amount of cash. The T.M. companies, which will become wholly-owned subsidiaries of Starr, syndicate an FM service, produce TV and radio station identifications and provide a variety of commercial services to stations and advertising agencies. Tentative target date for closing of the deal is Sept. 30.

This is the world's finest and largest selling turntable.

Gates CB-77

For complete details on the CB-77 12-inch turntable, write Gates, 123 Hampshire St., Quincy, Illinois 62301.

Gates
A DIVISION OF HARRIS-INTERTYPE
Brickbats, laurels for ads with women

NOW visits agencies to give mock awards for advertising that downgrades female image

The National Organization of Women (NOW) paid a visit to the presidents of some of the leading advertising agencies on Madison Avenue last Thursday (Aug. 26) and distributed "Old Hat Awards" in recognition of the "10 worst ads" created by the ad men. The awards, seven for television, were passed out to "dramatize the fact that many women find advertisements insulting and degrading, in the constant insistence on stereotyped portrayals of women."

Agencies and products receiving the "awards" for television commercials and NOW's objections to the spots follow:

Grey Advertising: (Revlon eye liner), shows a man instructing a woman in the use of a woman's product;
Compton Advertising: (Crisco), "Oil and Vinegar Don't Mix," shows women as subservient to men; Young & Rubicam: (Chrysler), suggests woman must not appear bright and capable if she wants to catch a man; Will Graham Co.: (Skinny Dip Cologne), "Wedding Reception," presents a woman as socially unacceptable until she uses product; Ted Bates: (Playtex girdle), depicts women as competitive with one another for attention of men; Carson Roberts: (Brillo), shows man with apron on, suggests housework is for women and is demeaning for men, and SSC&B: (Lysol), shows women as obsessed with germs and odors and threatens loss of husband's approval.

The image committee of NOW emphasized that its findings were not totally negative, commended five print advertisements that they found to be enlightened in their treatment of women: McCann-Erickson: (Tampax Tampons), portrays women as active, athletic and not hung up on their bodily functions; MacManus, John and Adams: (Good Housekeeping magazine), "the responsible one", portrays women as being active, intelligent and informed; Leo Burnett: (Dewar's White Label Scotch), depicts women who are accomplished in professions outside of the home; Young & Rubicam: (Band-Aids), portrays girls as active, athletic and not submissive to boys; SSC&B: (Arrid deodorant), shows a woman in a professional role.

Although agency ad men had some warning that clandestine meetings had taken place to determine the "ten worst" ads, members of WABC-TV New York's news team were taken unaware by NOW's "recognition" of the station. NOW cited the station for having the "most distorted and unfair coverage of the women's rights movement."

Midge Kovacs, one of the three co-coordinators of NOW's image committee, said the station had continually zeroed in on a small minority of women's lib types—"brainless and wild-haired"—and supplemented its coverage of the movement's events with snide commentary.

A spokesman for the WABC-TV news department said: "We will continue to give coverage to newsworthy events from the women's liberation movements and will always strive to report the activities as they occur as objectively as possible."

Members of the image committee were still distributing the "Old Hat" awards late last Thursday. However, reaction of a sampling of recipients was generally lukewarm. Miss Kovacs said the group received "fairly good" treatment at the agencies with the exception of one anonymous agency which posted "two heavies" at the entrance and refused them admittance. Entrance was finally granted, however, and the award was accepted by an account executive.

Milton Gossett, president of Compton Advertising, accepting the award for a Crisco television commercial, labeled the group "overly sensitive" and lacking a sense of humor and perspective on the situation. He explained that Compton geared its ads towards the majority of women, not those represented by the movement, but said he would welcome the group's return to exchange points of view on the issue.

Bond's radio budget goes mostly for spot

Bond Stores, New York-based retail clothing chain, is allocating about $1.25 million for a year-round campaign on radio.

The Bond chain has already begun with a first use of network radio on CBS. This is a 26-week campaign—now in its third week—for which some $350,000 has been budgeted. But most of the dollars (approximately $900,000) will be put into spot radio, covering 45 top markets in the retail chain's territory. The spot commercials start Sept. 15. Agency is Kane, Light, Gladney, New York.

Agency appointments:

- Borden Inc., Columbus, Ohio, switched ad agencies and campaign strategy last week for its food division's Instant Potatoes. The product is now in the hands of Needham, Harper & Steers, New York, and will revive heavy broad- cast exposure, according to an NH&H spokesman. Agency also handles Borden's Cremora, cream substitute. Former agency for Instant Potatoes, Niefield, Paley & Kuhn, Chicago, geared the major part of its campaigns to print.

- Brown-Forman Distillers Corp., Louisville, Ky., has appointed the Joseph Garneau Co., New York, to handle its approximately $780,000 account for Noilly Prat vermouth. Current plans call for use of spot-TV next spring. Former agency was Doyle Dane Bernbach, New York.

- Yardley of London Inc., Totowa, N.J., will shift the advertising for all Yardley products to Benton & Bowles, New York, from Jacqueline Brandwynne Associates, a B&B affiliate. The transfer was made, according to William D. Hunt, president and chief executive officer of Yardley, because the "future growth of Yardley demands the total advertising and marketing capability of a large, full-service agency."

Bar reports: television-network sales as of Aug. 8

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* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.
FCC prodded on free-form radio edict

Westen asks clarification of KFMG stay ruling, disputes claim that format lessens licensee's control

The FCC last week was taken to task on its position regarding the extent to which radio licensees must exercise control over the programing on their stations. At issue is the question of whether so-called "free-form" radio stations operate in accordance with the commission's rules.

The catalyst of that controversy is the commission's decision earlier this month denying the stay of a transfer grant to Stoner Broadcasting Co. which is acquiring KFMG(FM) Des Moines, Iowa. The stay had been sought by the Committee to Free KFMG, a local citizen group that charged Stoner with abandoning KFMG's progressive free-form rock format. In a letter to Tracy Westen, Washington attorney for the committee, the commission stated that free-form gives announcers control over programing that is "inconsistent" with controls expected of the licensee. (Broadcasting, Aug. 9).

Mr. Westen last week filed a brief with the commission in behalf of the Committee to Free KFMG that requested clarification of the commission's wording in the earlier decision. In essence, the filing asked the commission if it has, in actuality, condemned free-form formats as inconsistent with the rules, and if so, why? "A licensee," the committee said, "should be able to delegate to its announcers the record-by-record selection of music to be played, and that this flexibility serves the public interest at least as adequately as short (and therefore 'rigid') playlists" characteristic of top-40 radio formats—the acknowledged antithesis of free form. The committee expressed the belief that the commission "did not intend to indicate otherwise," and called for an affirmative ruling by the commission on its position in this area.

The committee indicated that the key to the issue rests in one's definition of a free-form format. Such programing, it contended, "does not entail an 'abdicating of licensee responsibility' over programing policy." It is, simply, an alternative to top-40, the committee said. Regardless of the music it embraces, it was noted, such formats have "distinctive characteristics," notably a greater selection of records to be played and more subdued commercial presentation. Mr. Westen's letter pointed out that the licensee with free-form can in all cases "take steps to familiarize itself with the contents of each record, and can issue general instructions to announcers to play certain types of music during certain portions of the day." Pre-screening of recordings and other licensee prerogatives are not degrading to free-form, the committee contended, as long as the announcer on duty is not precluded from "moment-to-moment choices within his program segment."

In the same FCC pleading last week, the committee formally dropped its petition to deny Stoner's transfer, noting that the new licensee's return to a progressive rock format signified that "its goal had been accomplished."

In a closely related case, Mr. Westen announced last week that he plans to file a notice of appeal with the U.S. Court of Appeals for the District of Columbia of the FCC's refusal several weeks ago to give further amplification of its controversial March 5 notice on the playing of drug-oriented music (Broadcasting, April 9). Mr. Westen said the appeal, which will probably be filed this week, will concentrate on the commission's refusal to issue a declaratory ruling on a programming proposal submitted by WYBC(FM), the student radio facility of Yale University. The WYBC proposal constituted a liberal discussion of the prerogatives necessarily afforded on-air announcers in order to effect realistic ethos, and argued against the pre-screening of record lyrics (Broadcasting, May 24).

Cavett's one-guest stands aim for more clearances

ABC-TV, in an effort to showcase the interviewing talents of Dick Cavett and to stimulate more station clearances for The Dick Cavett Show, has scheduled what amounts to two weeks of specials as a departure from the regular format of the late-night program. Starting Oct. 12, Mr. Cavett will devote eight 90-minute shows over a two-week period to in-depth interviews with popular show-business personalities. One guest will be interviewed on each program, with the entire sessions given over to the interview. The guest list includes Anthony Quinn, Fred Astaire, Peter Ustinov, Charlton Heston, Jack Lemmon, Woody Allen, Gene Kelly and Orson Welles.

A strong promotional campaign is planned for the special interview programs. Two of the programs—ones with Fred Astaire and Orson Welles—already have been taped, and the other programs in the two-week schedule also will be prepared in advance in order to give the network the advantage of pre-show promotion. Attention will be given to the high-powered name value of the shows, with each promoted as an event.

ABC-TV is hoping that such special treatment of Dick Cavett may encourage additional affiliates to carry the program. Currently about 135 stations are clearing time for it. Martin Starger, ABC-TV's vice president in charge of programing, believes 175 stations would be an "acceptable" line-up of clearances.

Mr. Cavett previously had conducted one-man interviews with both Fred Astaire and Orson Welles, among other personalities. The audience response to these special programs, considered to be outstanding, lead to the concept of two consecutive weeks of one-man shows. Mr. Cavett at a news conference indicated that he would be doing all of his programs with solo guests because he finds "it's so much more pleasant and satisfying" than the "maddening mental gear shifting" that's required in hosting the regular program format of many guests. He denied, however, that the late-night series might evolve towards a regular format of one-person interviews.

With the Monday edition of Dick Cavett preempted by football coverage, the special series of one-man shows is scheduled to be presented Tuesday through Friday the weeks of Oct. 12 and Oct. 19. They will be seen in Mr. Cavett's regular time period, 11:30 p.m.-1 a.m.

Broadcasting, August 30, 1971
Public broadcasting gets it together

New production service centralizes news operation to aid PBS stations

The National Public Affairs Broadcast Center, a new public television production agency in Washington, was formally launched last week.

The center will offer programs of national news and public affairs to the Public Broadcasting Service for scheduling and distribution to noncommercial stations throughout the country, according to Sidney L. James, chief executive of the operation during its organization.

Mr. James also officially announced last week the appointment of Jim Karayn as vice president and general manager of the center. Mr. Karayn, chief of the Washington bureau of National Educational Television, since the bureau's inception in 1965, has previously worked for NBC News and as news director of KTLA (TV) Los Angeles. He has produced more than 150 major programs since joining NET in 1965, and won an Emmy award in 1968 for his coverage of the President's State of the Union message.

The center's schedule for the forthcoming season, beginning in November, will include special events coverage of events taking place in the nation's capital.

In addition, the center will assume responsibility for two programs originating at WETA-TV Washington, Washington Week in Review and 30 Minutes With ... It will have "institutional ties" with WETA-TV and will use the stations production facilities.

Creation of the center marks the first time that public broadcasting has attempted such centralization of its news operations.

Discussing the center's programming plans, Mr. Karayn said: "Public television has taken some very large steps in going beyond the headline capabilities of television journalism. But we have to try to go much further in really zeroing in on what is happening in this country—and why it's happening."

ABC offers alcoholism special

An ABC news documentary is being offered to ABC-TV network affiliates for local rebroadcast. The documentary is Alcoholism—Out of the Shadows, first presented on the ABC-TV network on June 23. The program was fed by closed circuit to all ABC television affiliates last week. They may broadcast the program as a public service on dates and times of their choice up until Oct. 1. The program features ABC news correspondent Frank Reynolds as host. It includes candid disclosures by a number of reformed alcoholics.

New firm to lease production equipment

National Video Tape Center, Inc., New York, has been organized by Howard Zuckerman, president, and William Schweng, executive vice president, to provide TV networks, independent producers and stations with leased color mobile vans and with studio and post-production facilities.

Mr. Zuckerman was formerly president of National Teleproductions Corp., Indianapolis, and Mr. Schweng previously was executive vice president of Transmedia International Corp., New York. Both companies specialized in the leasing of studios and of mobile equipment to producers. The corporate and sales office of National Video Tape Center will be located in New York at a site still to be selected, and a studio and post-production facility will be established shortly in Chicago, according to Mr. Zuckerman.

Viewers will now see those callers

A new wrinkle in call-in programs will be introduced today (Aug. 30) by WLS-TV Chicago in cooperation with the Illinois Bell Telephone Co. Kennedy & Co., a 90-minute morning show in which callers put questions to program guests, will start using Picturephones.

Three installations of Picturephones in the Chicago Loop area will enable passers-by to direct questions to the hosts, Bob Kennedy and Jenny Crimm, and their guests while going to work. The first program is to be dedicated exclusively to the future of Picturephone as a telecommunications tool. Illinois Governor Richard Ogilvie and Illinois Bell Telephone President Charles Brown will appear on the program.

Well-selling NBA series

Football may be taking up much of the television sports picture, but basketball is just around the corner. This Week in the NBA, basketball highlights show produced and syndicated by NBA Films, Hollywood, returns on nearly 100 stations for the 1971-72 season, about twice the number of stations as last year. Executive producer Herb Golden said the weekly program would begin Jan. 8, 1972, with Black & Decker Manufacturing Co., Towson, Md., as major sponsor.

Program notes:

Banking on it * The American Bankers Association is distributing a new series of nine, 25-minute public-service TV programs on money management and public affairs. The first in the series, all to be distributed free, features HUD Secretary George Romney on housing and is now available from the distributer, Association Sterling Films, 866 Third Avenue, New York, 10022. Mind Your Money, a series of 90-second public-service radio shows featuring Peter Weaver, nationally syndicated consumer advice columnist, is also available free from the association. Contact D. L. Vorrasi, American Bankers Association, 1120 Connecticut Avenue, N.W., Washington 20036.

Dual premiere * CBS-TV has scheduled a dual premiere for You Are There, the new children's version of the series of re-enactment of historic events that the network at one time programmed for adult audiences. The initial episode of the series—which has a regular 12:30-1 p.m. Saturday time slot—will be presented in prime time on Wednesday, Sept. 8, 7:30-8 p.m. Then on the following Saturday afternoon, Sept. 11, the lead-off episode in the series' regular time period will be broadcast. The night-time presentation of You Are There on September 8 will begin 90 minutes of special programming on CBS-TV on that date. It will be followed by If You Turn On, on hour special on the problem of drug abuse.

Reference work * The transcripts of the nearly 700 broadcasts of the CBS News Face The Nation series aired during the 17-year history of the program have been compiled into a 14-volume reference work. The collected transcripts are scheduled for publication by Holt Information Systems, the reference publishing division of Holt, Rinehart and Winston Inc., a wholly owned subsidiary of CBS. It's believed to be the first time that the content of a TV news series have been transformed into a reference work for publication. In addition to the published volumes, selected individual broadcasts of Face The Nation also will be made available on audio tape, video tape and 16mm black-and-white film. Also, beginning in 1972, some of the programs will be offered on microfilm.

Screen Gems duo * A pilot for a proposed mystery-comedy series starring Arte Johnson for NBC-TV and a Movie of the Week, based on the life of Chicago Bears football player Brian Piccolo for ABC-TV, are being prepared by Screen Gems, Hollywood. The Arte Johnson special, "Double or Nothing," will air as part of an NBC World Premiere Triple Play during the 1971-72 season,
according to the studio, "Brian's Song," based on the Look Magazine article "The Short Courageous Life of Brian Piccolo," examines the interracial relationship between the late football star and his teammate, Gale Sayers.

**Dire predictions for prime-time ruling**

**Pessimism is the word in Screen Gems survey of station managers**

A special survey of network-affiliated stations in the top-50 markets, designed to measure the impact of the FCC's prime-time access rule, indicates that more than three out of four television station general managers and program directors interviewed do not think the rule is in the broad public interest. As many as 48% of the respondents feel the rule "is a mistake and will not accomplish its intentions."

The survey was commissioned last April by Screen Gems to see what effect it would have on the company's television syndication operation, and to provide guidance for future program production. Results of the survey were released last week, with a copy of the report sent to FCC Chairman Dean Burch.

In general, the survey shows that the majority of television executives in major markets feel that the prime-time access rule:

- Will not encourage more original and diversified programing.
- May lead to the deterioration of the over-all quality of TV programing.
- Could raise local production costs, while resulting in smaller audiences.

The survey found that situation comedies are most likely to be programmed in the nightly half hours opened up by the prime-time ruling, with "local news and public affairs" as the next most preferred type of programing. Although the survey did not question the rule's impact on stations in markets smaller than the top 50, about 10% of the respondents volunteered the opinion that small stations would be seriously injured by application of the rule.

The survey report makes the following conclusions:

- There can be no doubt that a large majority of station executives find themselves in disagreement with the rule.
- Generally, they feel that the rule will not achieve its intended purpose.
- Even among those who favor the rule, some are doubtful that it will live up to the FCC's expectations.
- "A significant number" of respondents believe that first-run syndicated programing costs are high and climbing higher, while quality declines.
- Local origination of public-affairs programing will show some increase but the quality of this programing is in doubt.
- The "economic facts of life in commercial television" will force many respondents to program game shows or off-network repeats.

The survey report says that "opposition to the rule cuts across network affiliation, market size, and geographic region," with the rule more likely to find favor with stations in the Northeast and East-central states than in other regions of the country.

Total universe of the survey was 1,477 VHF network-affiliated stations in the top-50 TV markets. In all, 101 interviews were completed, most of them with general managers, but a few with program directors when the general manager was unavailable. The design of the research called for each VHF network affiliate in the top-50 markets to be surveyed, but 46 stations did not cooperate (including the five stations owned by Westinghouse Broadcasting, an advocate of the rule, and four of the five CBS-owned stations).

Interviews of general managers and program directors were conducted by telephone through National Interviewing Corp., a subsidiary of Inmarco Inc. A marketing research organization, Inmarco, as is Screen Gems, is a subsidiary of Columbia Pictures Industries Inc. Interviewing (a mail follow-up to telephone calls was used in some cases) was conducted between March 29 and April 20, 1971, immediately after the composition of the 1971-72 network schedules was known.

**DNC bounces off FCC into court**

Four fairness complaints seeking replies to Nixon now up to appeals court

The Democratic National Committee last week turned to the U.S. Court of Appeals in Washington in an effort to overturn the FCC's dismissal of DNC's four fairness complaints involving network appearances by President Nixon. The DNC's appeal was filed last...
Monday (Aug. 23) as an amendment to its previous petition asking the court to either order the commission to act on the complaints or to consider the FCC's inaction a denial of the complaints, thus making an appeal legally proper. Before the court had time to act on the DNC petition, the FCC dismissed the complaints (Broadcasting, Aug. 23).

One of the DNC complaints requested time to reply to a March 15 interview with President Nixon on NBC-TV's Today show. Two others asked for reply time on CBS and NBC to the President's April 7 address on the Indochina war carried by the three networks (ABC had given the Democrats reply time.) The fourth complaint sought equal time on the FCC's actions. But, a spokesman last week expressed doubt that the Republicans would further pursue the matter.

Selling to the hospitals with CBS EVR network

CBS Electronic Video Recording Division has introduced a program concept designed to reach hospital administrators via EVR player machines and cassette programs of an informational nature. The network, to be known as the CBS Hospital TV Network, initially will be composed of 100 major hospitals chosen from the estimated 7,000 hospital facilities in the nation. EVR player machines will be installed in the office of the administrators of these hospitals. Companies selling products and services to the network's hospitals will be offered a means to distribute educational and instructional films.

Sponsors will be charged a total of $2,995 for each program carried on the full network, or $29.95 to reach each hospital. The network will be able to handle programs of 25 minutes in duration or less. Attempts will be made to add more hospitals to the network list, probably at the rate of 100 at a time.

CBS EVR Division also has made plans to reach hospital anesthetists and nurses with informational and training programs on EVR cassettes. There are no plans at this time, however, to include patients in the hospital network. Motorola Inc., which has the exclusive U.S. license to manufacture EVR players, has announced a so-called "prescription TV" concept, with entertainment and health education programs distributed to in-hospital patients on cassettes. This project is independent of Motorola's working agreement with CBS EVR.

Zenith reorganizes consumer electronics

Division is broken into three groups; staff is shuffled

Zenith Radio Corp., Chicago, last week made some significant changes in its organization structure and, in the process, reassigned a number of important staff executives. In the key organizational change, Zenith's consumer electronics operation was divided into three groups. Consumer electronics activities now are shared among manufacturing and material, engineering and research, and sales and marketing divisions.

On a company-wide level, a new operating committee was established to coordinate Zenith's Chicago-based company's operating group and staff activities. A technical planning committee also was formed to provide advance planning for product development, product quality and technical innovations.

Among the personnel appointments announced: R. W. Kluckman, vice president and controller of Zenith, was elected senior vice president of the manufacturing and material group in consumer electronics. J. E. Brown, a vice president of engineering, was elected a senior vice president of engineering and research for consumer electronics. Karl H. Horn, who took a leading part in the development and manufacture of the "Chromacolor" picture tube, was named an engineering and research vice president with the notation that he will succeed Mr. Brown as group head at the end of the year. Francis W. Crotty, vice president-patents, was elected to the newly-created post of vice president-technical affairs. J. D. (Dan) Dougherty, executive vice president of the Zenith Sales Co., continues in that position while assuming the added post of corporate vice president-sales. Joseph P. Fiore, co-inventor of the "Chromacolor" tube, and vice president-manufacturing for Zenith's Rauland division, was named to succeed Mr. Horn as general manager of the company's cathode ray tube operations. Mr. Fiore also was elected executive vice president of the Rauland division.

According to Zenith's chairman, Joseph S. Wright, the changes and appointments "are designed to strengthen" the company's position in the competitive and evolving consumer electronics markets domestically and internationally.

KIOI takes quadruplexing to heart, asks permit

No one needs the memory of a historian to recall the days when multiplex stereo FM broadcasting was regarded as a technological fad. Now the two-channel transmission process is considered commonplace. And the latest is "quadrasonic" stereo—still in the experimental stage, but already evoking the interest of engineering and high-fidelity buffs the world over. All that is needed, in fact, to make quadruplexing an everyday reality is an FCC authorization—such as the one that was sought last week by KIOI (FM) San Francisco.

Kiot experimented with the Dorren Quadruplex System for two months earlier this year. In a petition last week, asking the commission to amend its rules to permit quadruplex transmission on FM bandwidths, Kioi claimed that the four-channel system is at least equally efficient as its multiplex predecessor, with the added advantage of offering a stereo signal transmitted and received from four directions, as op-
posed to multiplex's two-directional capability. It does this essentially by sending out four signals: two sideband pairs, each with a bandwidth of 91 kHz, for a total radius in the spectrum of 182 kHz. (Multiplex systems use one sideband pair.)

Kiot said that its field tests of the Dorren system proved that quadruplex "in no way" degrades existing stereophonic standards, as do experimental four-channel systems now used by some FM's that have a matrix type of encoding process.

Another advantage of the four-channel system, Kiot said, is that it can be handled through the facilities of one FM station. In addition, it said, on-air tests have proved quadruplex's performance to be equal to existing two-channel multiplex systems. Present stereo or monaural radio receivers, the station said, "show no degradation or loss of reception capability in picking up a quadruplex signal. Kiot also said that the system can be accommodated in present FM channel assignments. It uses a channel separation of 45 db.

Technical topics:

Two for Cohu * Cohu Electronics, San Diego-based firm, has announced availability of two new self-contained TV cameras for indoor and outdoor use. Series 4300 and series 4200 provide 650 lines horizontal center resolution and 350 lines vertical, automatic target control, and an internal oscillator for random interface scanning.

Tilting tip * Reynolds Printasign Co., Pocoma, Calif., has introduced a product it says is ideal for television titles. Called the Leteron Tapesigner, the machine is said to quickly die-cut letters in sequence on pressure-sensitive tape. A single-step transfer of words and sentences from the tape to almost any surface is possible, the company claims. Type sizes range from 5/16 inch to 1/4 inches and tape is available in opaque white for logos, and several additional colors. Address: 9830 San Fernando Road, Pocoma, Calif. 91331.

FM booster * Cadco Systems, Oklahoma City, has developed a low-noise fixed-frequency FM preamplifier, the IPA-SCA-FM Amplifier, to boost off-the-air signal levels of main and SCA channels. Price of the unit is $49.50. For full details, write Cadco Systems, 4444 Classen Boulevard, Oklahoma City 73118.

Company reports:

- Vikoa Inc., Hoboken, N.J., CATV equipment maker and systems owner, reported net loss for latest six-month period.

For the six months ended June 30: 1971 1970
Earnings per share (loss) $ (1.16) $ (0.62)
Revenues 6,597,000 7,468,000
Net earnings (loss) (2,712,000) (1,446,000)
Shares outstanding 2,344,000 2,316,000
Note: 1970 figures restated.

- American Television & Communications Inc., Denver, owner and operator of CATV systems, reported substantially increased revenues and net income for the fiscal year.

For the year ended June 30: 1971 1970
Earnings per share $ 0.15 $ 0.00
Revenues 11,064,703 8,760,616
Net income 751,140 (125,412)
Notes: 1970 figures restated for pooling of interests with Capital Cablevision Corp. Net income for 1970 was a loss.

- CCA Electronics Corp., Gloucester City, N.J., builder of commercial AM and FM broadcaster transmitters as well as other broadcast equipment, reported an increase in sales and earnings exceeding projects for the first nine months of the current fiscal year.

For the nine months ended July 31: 1971 1970
Earnings per share $ 0.32 $ 0.15
Revenues 3,949,267 2,306,476
Net income 293,965 110,264
Shares outstanding 891,750 807,000
Notes: Earnings per share based on weighted average number of shares outstanding.

- Rollins Inc., Atlanta, engaged in radio, TV and CATV operations is anticipated to maintain increased year to year sales and earnings, and an 11% increase in share earnings for the first fiscal quarter.

For the three months ended July 31: 1971 1970
Earnings per share $ 0.31 $ 0.28
Revenues 34,634,380 31,631,375
Net income 2,505,895 2,290,686
Shares outstanding 8,084,866 8,003,999
Notes: Earnings-per-share figures based on average number of outstanding during period and as to net earnings after allowance for dividends on preferred stock. Financial statement subject to year-end adjustment after auditing.

- Grey Advertising Inc., New York-based advertising agency, reported gross billings up 2% and earnings up 9% for the first half of the year. According to Edward H. Meyer, president and chief executive officer of the agency: "It appears that for the year our earnings picture will be quite satisfactory."

For the six months ended June 30: 1971 1970
Earnings per share $ 0.57 $ 0.52
Gross billings 97,642,000 90,180,000
Net income 582,000 624,000
Notes: Operations for period, unaudited and subject to year-end adjustments, include results of Grey-North Inc., Chicago, acquired Jan. 1. Gross billings for 1970 changed to reflect different com-
period have been restated to reflect accounting changes.

For the three months ended July 31:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share (loss) $10.07</td>
<td>0.00</td>
</tr>
<tr>
<td>Revenues</td>
<td>72,975,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>(774,000)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>10,874,614</td>
</tr>
</tbody>
</table>

For the year ended June 30:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share $1.13</td>
<td>2.32</td>
</tr>
<tr>
<td>Revenues</td>
<td>138,385,095</td>
</tr>
<tr>
<td>Net income</td>
<td>3,191,146</td>
</tr>
</tbody>
</table>

- Meredith Corp., Des Moines, Iowa, which through its broadcasting division owns and operates five TV, four AM and two FM stations, reported a substantial decline in earnings and revenues for the fiscal year. Fiscal 1971 earnings dropped 51.4% from last year, while revenues are 3.8% lower.

- Kaiser Industries, Oakland, Calif., reported a near 26% decline in net income for the six-month period ended June 30. Included is the firm's equity in earnings of unconsolidated companies. Revenues in the broadcasting division were up from $5.9 million to $6,573,000 for the period. Losses experienced were down from $2,957,000 to $1,894,000.

Notes: Earnings for 1971 have been restated to reflect the change in accounting for less-than-50% owned companies, which was adopted in 1971. This change had the effect of increasing net earnings in the period by $4,249,000 in 1971 and $2,506,000 in

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 111 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Aug. 25</th>
<th>Closing Aug. 18</th>
<th>Net change</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Aug. 25</th>
<th>Closing Aug. 18</th>
<th>Net change</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting with other major interests**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Aug. 25</th>
<th>Closing Aug. 18</th>
<th>Net change</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**CATV**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Aug. 25</th>
<th>Closing Aug. 18</th>
<th>Net change</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**CABLE TV**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Aug. 25</th>
<th>Closing Aug. 18</th>
<th>Net change</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**FOCUS**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Aug. 25</th>
<th>Closing Aug. 18</th>
<th>Net change</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**50 FOCUS ON FINANCE**

BROADCASTING, August 30, 1971
1970. Shares outstanding include adjustments for a 2% stock dividend paid in April.

* Burnup & Sims Inc., West Palm Beach, Fla., engaged in the construction and installation of CATV systems among other diversified communications and utility services, reported an increase of 39% in revenues and an 86% rise in income for the first fiscal quarter.

For the three months ended July 31:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.13</td>
<td>$0.07</td>
</tr>
<tr>
<td>Revenues</td>
<td>$11,362,300</td>
<td>$8,006,100</td>
</tr>
<tr>
<td>Net income</td>
<td>$406,500</td>
<td>$195,600</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,164,831</td>
<td>2,817,898</td>
</tr>
</tbody>
</table>

Stock | Exchange | Closing Aug. 25 | Closing Aug. 18 | Net change in week | High | Low | Approx. shares outstanding (000) | Total market capitalization (000) |
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>N</td>
<td>10</td>
<td>10%</td>
<td>- 1%</td>
<td>17%</td>
<td>9%</td>
<td>6,347</td>
<td>$69,001</td>
</tr>
<tr>
<td>DIS</td>
<td>N</td>
<td>117%</td>
<td>106%</td>
<td>+10%</td>
<td>128%</td>
<td>77%</td>
<td>12,633</td>
<td>1,435,116</td>
</tr>
<tr>
<td>FWY</td>
<td>A</td>
<td>6%</td>
<td>6%</td>
<td>+ 1%</td>
<td>11%</td>
<td>5%</td>
<td>1,754</td>
<td>11,840</td>
</tr>
<tr>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>+ 1%</td>
<td></td>
<td>1%</td>
<td>1%</td>
<td>666</td>
<td>744</td>
</tr>
<tr>
<td>NW</td>
<td>G</td>
<td>29</td>
<td>26%</td>
<td>+ 1%</td>
<td>31%</td>
<td>19%</td>
<td>14,964</td>
<td>411,510</td>
</tr>
<tr>
<td>KNS</td>
<td>N</td>
<td>34%</td>
<td>32%</td>
<td>+ 2%</td>
<td>39%</td>
<td>28%</td>
<td>11,200</td>
<td>389,783</td>
</tr>
<tr>
<td>MA</td>
<td>N</td>
<td>24%</td>
<td>23%</td>
<td>+ 1%</td>
<td>30%</td>
<td>21%</td>
<td>8,165</td>
<td>194,880</td>
</tr>
<tr>
<td>MGN</td>
<td>N</td>
<td>20%</td>
<td>21%</td>
<td>- 1%</td>
<td>26%</td>
<td>15%</td>
<td>5,886</td>
<td>122,135</td>
</tr>
<tr>
<td>MUSC</td>
<td>O</td>
<td>2%</td>
<td>2%</td>
<td>+ 1%</td>
<td>3%</td>
<td>2%</td>
<td>696</td>
<td>1,669</td>
</tr>
<tr>
<td>NG</td>
<td>O</td>
<td>26%</td>
<td>27</td>
<td>+ 1%</td>
<td>29%</td>
<td>15%</td>
<td>4,977</td>
<td>126,266</td>
</tr>
<tr>
<td>TF</td>
<td>N</td>
<td>9%</td>
<td>10%</td>
<td>- 1%</td>
<td>15%</td>
<td>8%</td>
<td>8,562</td>
<td>92,042</td>
</tr>
<tr>
<td>WALT</td>
<td>N</td>
<td>1%</td>
<td>1%</td>
<td>- 1%</td>
<td>3%</td>
<td>1%</td>
<td>2,153</td>
<td>4,538</td>
</tr>
<tr>
<td>WOC</td>
<td>A</td>
<td>7%</td>
<td>6%</td>
<td>+ 1%</td>
<td>8%</td>
<td>6%</td>
<td>2,154</td>
<td>16,490</td>
</tr>
</tbody>
</table>

Total: 140,371                    $3,978,845

Service

John Blair    | BJ  N  10% | 10% + 1% | 24% | 6    | 2,584 | $54,264               |
CO             | N 60% | 63% + 1% | 84% | 49%  | 10,000 | 720,000               |
Creative Management | CMA  A  10 | 9% | 11% | 7%  | 10,550 | 7,000               |
Donna Benbach | DOYL  O  13% | 11% - 1% | 26% | 21%  | 1,292 | 42,438               |
Elkins Institute | ELKN  O  9% | 9% + 1% | 16% | 6%  | 1,684 | 18,104               |
Foote, Cone & Belden | FCB  N  12 | 11% + 1% | 13% | 7%  | 2,198 | 27,999               |
Alfred Advertising | GREY  O  16% | 16 | 16% | 9%  | 1,091 | 18,862               |
Marvin Josephson, Jr. | MRVY  O  8% | 7% + 1% | 12 | 7%  | 902 | 7,108               |
LaRoche, McCaffrey & McCull | N  11 | 11 | 11% | 9%  | 585 | 5,265               |
Marketing Services & Applications | O 3% | | | 18% | 2%  | 504 | 4,410               |
Mohlman    | MOV  A  2% | 2% | 4% | 1%  | 1,407 | 2,983               |
MPO Videometric | MPO  N  5% | 6% | 8% | 5%  | 557 | 3,966               |
Nielsen    | NIELA  O  43% | 43% | 43% | 29% | 5,269 | 277,857               |
Ogilvy & Mather | OGL  O  34 | 33% + 1% | 36 | 24 | 1,096 | 33,228               |
PKL Co.    | PKL  A  9% | 7% | 1% | 9%  | 742 | 2,783               |
J. Walter Thompson | JKW  N  4% | 4% | 6% | 4%  | 2,781 | 140,458               |
Transmedia International | O 1% | | | 3% | 1%  | 535 | 134               |
Wells, Rich, Greene | WRG  N  21% | 22% | 25% | 15% | 1,661 | 31,500               |

Total: 29,381                    $1,357,829

Manufacturing

Admiral | ADL  N  19 | 15% | 25% | 13% | 19,975 | 191,618               |
Amex | APX  N  15% | 16% | 25% | 13% | 19,975 | 191,618               |
CCE | CCAE  O  4 | 3% | 4% | 2%  | 897 | 3,480               |
Collins | CR  N  13% | 12% | 20% | 11% | 2,960 | 37,043               |
Computer Equipment | CED  N  7% | 7% | 7% | 3%  | 2,434 | 10,345               |
Conrad | CAX  N  23% | 22% | 23% | 13% | 1,259 | 29,587               |
General Electric | GE  N  61% | 60% | 62% | 52% | 181,926 | 1,070,528               |
Harris-Intertype | HI  N  52% | 56% | 69% | 49% | 3,333 | 373,547               |
Magnevox | MAG  N  54 | 51% | 54 | 37% | 17,283 | 911,675               |
3M | MMM  N  121% | 120% | 123% | 85% | 56,099 | 6,689,806               |
Motorola | MOT  N  87% | 85% | 89% | 51% | 13,370 | 1,029,490               |
RCA | RCA  N  36 | 35% | 40% | 26 | 74,437 | 2,539,790               |
Reeves Industries | RSC  A  3% | | | 6% | 2%  | 3,495 | 12,966               |
Television | TIMT  O  3% | 9% | | 13% | 8%  | 14,040 | 138,715               |
Westinghouse | WX  N  92% | 92% | 94% | 65% | 41,431 | 3,759,663               |
Zenith | ZE  N  51% | 50% | 54% | 36% | 19,021 | 917,783               |

Total: 459,894 | $27,786,902

Standard & Poor Industrial Average

116.95 108.84 + 2.11

Shares outstanding and capitalization as of July 14.

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)
miniaturized electronic testers and design systems. Approval of shareholders of each company is necessary.

* Post Corp., Appleton, Wis., with interests in broadcasting, newspapers and insurance, declared a quarterly dividend of eight cents a share payable Sept. 30 to shareholders of record Sept. 17.

* Booth Newspapers Inc., Ann Arbor, Mich., engaged in newspaper publishing and broadcasting, declared a regular quarterly dividend of 20 cents per share of common stock payable Oct. 1 to shareholders of record Sept. 17. Booth shareholders recently authorized a two-for-one stock split. They also approved a proposal to increase Booth's authorized common stock from three million to six million shares.

* Walt Disney Productions, Burbank, Calif., has declared the regular quarterly dividend of five cents per common share payable Oct. 1 to stockholders of record Sept. 13.

* San Juan Racing Association Inc., San Juan, Puerto Rico, which through San Juan Communications Inc. subsidiary owns and operates five FM stations and one AM station on mainland U.S., declared a 10% stock dividend on common stock, payable Oct. 18 to shareholders as of Sept. 17. This is the fifth consecutive year that the company has declared a 10% stock dividend.


Both dividends will be payable on Sept. 30 to shareholders of record on Sept. 15.

* Post Corp., Appleton, Wis., newspaper publisher and broadcaster, has filed a registration statement with the Securities and Exchange Commission seeking a proposed offering of 190,000 shares of common stock. Of the total offering, 175,000 shares are to be sold by the company and 15,000 by shareholders. Net proceeds of the company's portion of the offering will be used for retirement of indebtedness and invested in All-Star Insurance Corp., a subsidiary of Post Corp. Loomis & Co., and duPont Glore Gergan Inc. will co-manage the underwriting group handling the offering.

* PKL Companies Inc., New York, an advertising agency that is also involved in market research, sales promotion and publicity and public relations, has sold its minority holding of the voting stock and majority holding of the non-voting stock in Papert, Koenig, Lois Ltd., London, a Batten, Barton, Durstine & Osborn Ltd., London, a division of BBDO International, New York. PKL received $196,800 for its interest in the British agency. An additional contingency payment of $103,200 could be earned by PKL Companies based on the future net income of PKL Ltd.

* Fuqua Industries Inc., Atlanta, manufacturer and service company with operations in radio and TV stations ownership, has agreed to acquire Ajay Enterprises Corp., Delavan, Wis., manufacturer and distributor of golf and bowling accessories, for stock. Terms call for the exchange of one Fuqua common share for each three Ajay common share. The acquisition, subject to approval by Ajay shareholders, is thought to have a value of more than $9 million and result in the issuance of some 400,000 shares of Fuqua common stock.

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**Fates & Fortunes**

**Broadcast advertising**

Ira Rothbaum, senior VP and management supervisor, N. W. Ayer & Son, New York, joins SSC&B, there, as senior VP.

Frank J. Hajek and Morton Weinstein, associate media directors, Lennen & Newell, New York, elected VP's.

Michael A. Cummune and Rudolph C. Dochtermann, executive art director and art supervisor, respectively, in creative department, Needham, Harper & Steers, Chicago, elected VP's.

Michael F. Breslin, senior account executive, Grant Advertising, New York, appointed to New York executive committee, dealing with agency policy.

Mr. Hoenig

Robert Warsowe, media director, Kenyonon & Eckhardt, New York, elected VP. Bruce Hoenig, associate director of media and network broadcast, K&E, named VP.

John Cholakis, director of TV and radio production, The Marschalk Co., New York, elected to position of VP.

Russell Elliott, marketing manager, Revlon Inc., New York, joins Warwick & Legler, there, as VP and management supervisor.

Lothar D. Gumberich, account executive, Rumrill-Hoyt, Rochester, N.Y., elected VP.

George Watson, partner, Larrance/Watson Associates, industrial and TV production firm, San Francisco, joins Honig-Cooper & Harrington, there, as VP and head of its technical broadcast department.

Howard Title, TV commercials producer, MPO Videotronics Inc., TV commercials and program producer, New York, elected VP.

Anthony J. Amendola, senior VP,
Howard A. Burkat, manager of PR and on-air promotion, WABC-TV there.

Richard F. Palmquist, general manager, WRAC Broadcasting stations, WRAC-(AM)-WKR(R)(FM) Racing, Wis., and board member, named president of licensee.

Robert Garrett, managing director and film buyer, WBOY-TV Clarksburg, W.Va., elected president, West Virginia Broadcasters Association. He succeeds Tony Gonzales, VP and general manager, WNNR(AM) Beckley, who served as president for two years. Robert R. Brown, station and commercial manager, WOAY-TV Oak Hill, elected VP.

Frank J. Lee, VP and general manager, WMMN(AM) Fairmont, elected secretary-treasurer.

Bruce E. Lovett, VP for corporate development for American Television & Communications Corp., Washington, appointed chairman of National Cable Television Association's legislative committee there.

Jerry Baker, director of marketing, Theta Cable, Los Angeles, joins Cypress Communications Corp., there, in same capacity.

Alfred Wright, general manager, Ironwood Amusement Corp., Ironwood, Mich., appointed head of Teleprompter's new CATV systems at Duluth, Minn., and Superior, Wis.

Howard W. Maschmeier, station manager, WNHC-TV New Haven, Conn., newly appointed consultant for special projects for station recently purchased from Triangle Stations by Capital Cities.

George E. Shannon, director of business affairs, WCBS-TV New York, appointed director of planning and administration, newly created position.

Melvin D. Levine, assistant to general manager, WCAU-TV Philadelphia, appointed to newly created position of director of planning and administration.

Alberta Hackett, director of business affairs, KNXT(TV) Los Angeles, appointed to newly created position of director of planning and administration. Changes reflect CBS organizational re-shuffling (Broadcasting, July 26).


Paul J. Cassidy, general sales manager, KJH(AM) Hollywood, Calif., appointed general manager.

Dave Sweeney, general sales manager, KGBS-AM-FM Los Angeles, joins KQQW(AM) Burbank, Calif., as general manager.


Don H. Darnell, operations manager, KRGO(AM) Salt Lake City, appointed station manager.

Programming


Don Menchel, executive VP of Telcom Associates Inc., New York, elected to corporate board of directors.

Harry L. Francis, director of program services, Meredith Broadcasting, New York, named VP and operations manager of station group.

Alan Sacks, head of TV package development, Creative Management Associates, Los Angeles, joins Metromedia Producers Corp. there in newly created post of director, TV program development.

Jerry Johnson, free-lance producer-director, joins the Wolper Organization, Hollywood, in newly created post as director, production development, Wolper products.

Jack Daniels, director, sales, CBS Electronic Video Recording division, New York, appointed director, video cassette market development, Visual Information Systems, New York, division of Republic Corp.

Jack Mendelsohn, writer for The Carol Burnett Show, joins Hanna-Barbera Productions, North Hollywood, Calif., as creative director for TV.

Michael J. Franklyn, with WSPT-AM-FM

The Media

Ralph W. Beaudin, VP and general manager of radio, Meredith Broadcasting, Des Moines, joins LIN Broadcasting, group owner, New York, as VP for radio.

George Dessart, manager of community services, WCBS-TV New York, appointed to newly created position of manager of station relations. He is succeeded by
Stevens Point, Wis., joins Concept Productions, Madison, Wis., production services firm, as production director.

Hoyle Broome Jr., business manager, WUTR-TV Utica, N.Y., appointed operations manager.

Terry Williams, air personality with KSL-TV Salt Lake City, named program director, KSRF(FM) Santa Monica, Calif.

Roy Dunphy, production manager, WLlz(AM) Bangor, Me., appointed production supervisor, WGAN-TV there.

Dave Biondi, production director, KEYN-AM-FM Wichita, Kan., appointed program manager.

Chris Turner, KALO(AM) Little Rock, Ark., appointed operations manager.

Robert Broder, with TV packaging department, International Famous Agency, Los Angeles, appointed director, TV department.

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Broadcast Journalism

Mark Bragg, public affairs director, KFMS(FM) San Francisco, joins KKNX-FM Los Angeles as director, news and public affairs.

Bill Weless, with WPRC-TV Greenville, S.C., appointed radio-TV public affairs director.

Joel Albert, news manager, WYVE-TV Cleveland, joins WRC-TV Washington, as manager of local news assignments.

Both are NBC-owned stations.

Jim Harriott, newscaster, WNBC-AM-FM New York, joins KING-TV Seattle, as anchorman.

Judit Fielder, WKBN-AM-FM Youngstown, Ohio, joins noncommercial WDFO(TV)-WQEX(Pittsburgh) as reporter.

Charles R. Hauck, manager, Pittsburgh bureau, Business Week magazine, joins WDQW-WQEX, also as reporter.


Jerry Desmond, sports director, WBAP-TV Fort Worth-Dallas, joins KGNC-AM-FM-TV Amarillo, Tex., in similar capacity.

Boyd Matson, reporter and cameraman, WBAP-TV succeeds Mr. Desmond.

Don Langford, with KFWB(AM) Los Angeles, joins American Freeway Patrol, San Diego, as traffic reporter on KOGO-AM-FM, KSON(AM), KTTF(FM) San Diego, and KMLO(AM) Vista, all Calif.

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Promotion

Christopher E. Ridley, director of advertising and promotion, WABC-TV New York, appointed director of advertising and press information, CBS Television Stations Division there.

Marcia C. Stein, station promotion manager for Group W's The David Frost Show, named manager of information services for CBS News, New York.

Jay Michels, manager, promotion, NBC-TV West Coast, appointed director, promotion, NBC, New York.


David T. Soden, with promotion department, WLWT-TV Cincinnati, joins WNEM-TV Flint-Saginaw-Bay City, Mich., as promotion and publicity director.

Bill Bauer, promotion coordinator, KSCP(AM) Los Angeles, named assistant promotion manager, KLAC(AM) there.

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Equipment & Engineering


Louis L. Pourciau, engineering manager, International Video Corp., equipment manufacturer, Sunnyvale, Calif., named VP, engineering.

Franklin H. Welkel, manager of advertising and sales promotion, RCA Parts and Accessories, Deptford, N.J., appointed manager, advertising and sales promotion for RCA Consumer Electronics, Indianapolis.

Jim Brooks, technical supervisor, WYVE-TV Cleveland, appointed chief engineer, KNCB-TV Los Angeles.

Jack W. Blanchard, section head, Sperry Flight Systems Division, division of Sperry Rand Corp., appointed manager of engineering, Ameco, equipment manufacturer, there.

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Allied Fields

Albert R. Beatty, assistant VP, Association of American Railroads, Washington, retires after more than 34 years with group. Mr. Beatty, who in early 1940's served as manager of association's press and radio section, will remain active as independent consultant in transportation, PR and governmental affairs.

Marianne Campbell, national president of American Women in Radio and Television, has received Outstanding Achievement award from Ladies Auxiliary, Veterans of Foreign Wars. Mrs. Campbell, director of community affairs, Avco Broadcasting, Cincinnati, was cited for her community-oriented efforts.


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Deaths

Maidie D. Moroney, 76, mother of James Moroney Jr., executive VP and treasurer, A. H. Belo Corp., licensee of WFAA-AM-FM-TV Dallas, died Aug. 25 at her home there of heart attack. Mrs. Moroney was last surviving child of late G. B. Dealey, founding head of Dallas Morning News and broadcasting operations. Mrs. Moroney had just returned from trip abroad. She is survived by her son.

William Hutchinson Cowles, 69, board chairman of Cowles Publishing Co., Spokane, Wash., died of heart attack Aug. 12. He was also on board of KHQ Inc., licensee of KEOH-AM-FM-TV, owned by Cowles Publishing. He is survived by his wife, Margaret, two daughters and two sons. Mr. Cowles was distantly related to Gardner and John Cowles of Cowles Communications Inc. and Minneapolis Star and Tribune Stations.

John G. Struckell, 50, VP and general manager of WPPG-AM-FM Atlantic City, N.J., died Aug. 13 while working at station's transmitter in Absecon, N.J. Mr. Struckell was appointed general manager in 1960 and named VP in 1966. He was former president of New Jersey Broadcasters Association. Mr. Struckell is survived by his wife, Jean, four daughters and one son.

Sidney J. Flann, 69, president and general manager since 1959 of WMMP-AM and WJQ-FM, both Westport, Conn., died Aug. 20 in Hackensack, N.J., of heart attack. He started in radio in 1926 and with his brother Donald operated at different times WMCA(AM) New York, WPAT(AM) Paterson, N.J., and WNBC(AM) New Rochelle, N.Y. He is survived by his wife, Blanche, and two daughters.

Irving Horowitz, 60, staff musician at ABC, died Aug. 18 in New York. Mr. Horowitz, who played woodwind instruments, most recently was with orchestra of The Dick Cavett Show. He is survived by his wife, Gazella, two daughters and one son.
If You Sell » » » »

TIME
TUBES
TALENT
TRANSMITTERS
TRANSCRIPTIONS

In Fact--If You Have a Sales Message
To the Radio Industry....

PUT IT IN PRINT

In

BROADCASTING'S
40th Anniversary Issue
THE NEWS MAGAZINE OF THE FIFTH ESTATE
October 18, 1971
Deadline: October

IT'S COMPLETE COVERAGE OF THE BROADCAST INDUSTRY

Is your assurance of reaching the man who buys Time—Tubes—Talent—
Transmitters—Transcriptions and all other appurtenances to radio

1735 DeSales St. N.W.
NATIONAL PRESS BLDG.
WASHINGTON, D. C.

November 15, 1931 • BROADCASTING  Page 29

This was the first "house ad" ever to appear in BROADCASTING.
We began 40 years ago (October 15, 1931) as a semi-monthly.
As compiled by Broadcasting, Aug. 17 through Aug. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aus.—auxiliary, CATV—community antenna television, Ch.—channels, cl.—critical, cm.—centimeters, CP.—construction permit, D.—day, DA—division antenna, ERP—effective radiated power, kHz—kilohertz, kw.—kilowatts, L.—local station, mb.—megahertz, mod.—modification, n.—night, PSA—presidential service authority, SCA—secondary communications authorization, SH.—specified hours, SSL—service station license, T.—transmitter, UHF—ultra high frequency, un.—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, educ.—educational.

New TV stations

Final actions

Actions on motions
- Hearing Examiner Millard F. French in Prestcott, Ariz. (Prentou T.V. Booster Club Inc.), TV proceeding, approved and granted joint request filed Jan. 11 by applicant and H & B Communications Corp., together with amendments filed Jan. 21, Jan. 29 and “Acceptance of Condition” filed Aug. 9, granted by engineering applicant for increase in power of its 6 translator station, such increase found to be justified to the end that Booster shall make and log quarterly frequency measurements to insure that station is operating in compliance with rules; dismissed Booster’s application for new translator station on ch. 7, canceled conference scheduled for Aug. 19, and terminated proceeding (Docs. 18117-8). Action Aug. 16.
- Hearing Examiner Arthur A. Gladstone in Jackson Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, in absence of Presiding Examiner Lenore G. Ehrig, granted request by Civic Communications Corp., for protective order seeking to eliminate or restrict certain of interrogatories filed jointly by Lamar Life Broadcasting Co., Jackson Television Inc., and Channel 3 Inc., to extent that Civic does not have to respond to interrogatory 9; and also granted request by Civic for additional time, to Sept. 13, within which to respond to all other interrogatories (Docs. 18117-9). Action Aug. 17.

Other actions

- Review board in Dallas, Texas, TV proceeding, in response to request by WSETV Inc., Oral Television Inc., and WSETV Inc., to extend the time for submission of applications for renewal of station licenses in Dallas (Docs. 18048-9). Action Aug. 20.

Existing TV stations

Final actions
- KJG-TV San Diego, Calif.—FCC permitted to review board proceeding involving requests for extension of construction time by Gross Broadcasting Co., petitioner of KJG-TV, to determine whether Gross has violated rules or has engaged in “trafficfiling” in authorization for KJG-TV (Doc. 18377). Action Aug. 18.
- WRGB-TV Baton Rouge—Broadcast Bureau granted non of permits to extend completion date to Feb., 1972, and change studio location to 5220 Essen Lane, Baton Rouge. Action Aug. 17.
- KHPL-TV Hayes Center, Neb.—Broadcast Bureau granted motion of license covering removal of antennas; change trans. aura., ERP 11.2 kw, Action Aug. 16.
- WFBG-TV Altoona, Pa.—Broadcast Bureau granted CP to install antenna, ERP 214 kv., Action Aug. 15.
- WQED-TV and WQEX(TV) Pittsburgh—Broadcast Bureau granted motion of change of name to Metropolitan Pittsburgh Public Broadcasting Inc. Action Aug. 16.
- WMAPA-TV San Juan, P.R.—Broadcast Bureau granted motion to install antenna on top of main trans. and location. Action Aug. 16.

New AM stations

Final actions
- Ozark, Ark.—FCC set aside review board decision granting petition for new AM station in Ozark, record reopened, and proceeding remanded to hearing examiner for further hearings (Docs. 17921, 17923). Action Aug. 18.
- Costa Mesa and Newport Beach, Calif.—FCC denied request by Crown City Broadcasting Co., Pasadena, Calif., to postpone filing of applications for review of decision of review board that station be leased May 26, until after completion of hearing on amended application of Orange Radio Inc., Fullerton, Calif., for license to operate any adequate station from the established location of the station (Docs. 15752, 15754-6, 15758-9). Action Aug. 17.
- Clifton Forge, Va.—FCC accepted petition of James R. Reese Jr., for authority to restore Clifton Forest's broadcast facilities formerly provided by station WCFV. Action Aug. 18.

Actions on motions
- Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, received in evidence exhibits and closed record; and by separate action denied request by Circleville Broadcasting Co. for further hearing for receipt of testimony concerning WDLR-AM Delaware, Ohio (Doc. 18964). Action Aug. 19.
- Hearing Examiner Charles J. Frederick in Freefield and West Hazleton, both Pa. (Summit Broadcasting Co., et al.), AM proceeding, granted joint request by petitioner of hearing examiner to reconsider joint petition by applicants for approval of additional translator, by hearing examiner to hearing examiner that hearing now scheduled for Oct. 4 will proceed on that date unless petitioners file documents satisfactorily criticisms of Broadcast Bureau by Sept. 20 (Docs. 18495-91). Action Aug. 17.
- Chief Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spottswood), AM proceeding, cancelled prehearing conference and rescheduled such conference for Sept. 28 (Doc. 19190). Action Aug. 19.
- Hearing Examiner John A. Kyle in Statesboro and Jesup, both Ga. (Community Radio System and Morris’s Inc.), AM proceeding, granted petition by Broadcast Bureau and extended to Aug. 31, time to file proposed findings of fact and conclusions of law (Docs. 17752, 18355). Action Aug. 17.
- Hearing Examiner Chester F. Naumowicz Jr. in Dallas, Texas (WAPA-AM), AM proceeding, granted petition by applicant for leave to amend its application regarding financial and technical portions of the application and extended record (Doc. 19146). Action Aug. 17.

Other actions
- Review board in Buffalo, Minn., AM proceeding, denied request by Wright County Broadcasting Co. for extending time of time to file exceptions to initial decision released July 16, which postponed grant of application of Wright County Radio Inc., and denial of Broadcasting application for new AM in Buffalo (Docs. 18843-4). Action Aug. 19.

Existing AM stations

Applications
- WNDB Daytona Beach, Fla.—Seeks CP to add maximum allowable tolerances for nighttime pattern. Action Aug. 19.
- WRYZ Jupiter, Fla.—Seeks CP, to increase height of #1 tower to mount FM ant. Action Aug. 19.
- WTOW Towson, Md.—Seeks CP to change nondirectional ant. Action Aug. 19.
- WCCO Minneapolis, CP to change antenna, location to Holy Drive, 2.4 miles southwest of Centerville, Minn., near Minneapolis; and make changes in ant. system. Action Aug. 19.

Final action

Actions on motions
- Hearing Examiner Chester F. Naumowicz Jr. in Fullerton, Calif., AM proceeding, granted joint request by applicants; approved temporary authority; granted temporary authority; authorized WRMF Inc. to reschedule time of time to file exceptions to initial decision released July 16, which postponed grant of application of WRMF Inc., AM, and denial of Broadcasting application for new AM in Buffalo (Docs. 18843-4). Action Aug. 19.
<table>
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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Company Information</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>Contact information</td>
<td>Membership</td>
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<tr>
<td>JAMES C. McNARY</td>
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<td>Membership</td>
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<td>GAVIN &amp; JONES</td>
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<td>ROSNER TELEVISION</td>
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<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
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<td>TERRELL W. KIRKSEY</td>
<td>Consulting Engineer</td>
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<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>Contact information</td>
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**Service Directory**

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<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
<td>Contact information</td>
<td>Membership</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>Contact information</td>
<td>Membership</td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME</td>
<td>HERE To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians-applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per city.</td>
<td>Membership</td>
<td></td>
</tr>
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Summary of broadcasting

Compiled by FCC, Aug. 1, 1971

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**New FM stations**

- Ashdown, Ark.—Ashdown Broadcasters, Inc., Stations WYAO and WYAO-FM on new terrain 212 ft. P.O. address: P.O. Box 398, Warrenton, Mo. (FCC authorized; estimated construction cost $36,741; first-year operating cost $30,000; revenue $50,000; principal: Robert J. Sharfman, 4126 East St., Sherrill, N.Y.; treasurer, Mr. Sharfman; physician. Mr. Sharfman is engineer. Ann. Jul. 19.)

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**New FM stations**

- Ashdown, Ark.—Ashdown Broadcasters, Inc., Stations WYAO and WYAO-FM on new terrain 212 ft. P.O. address: P.O. Box 398, Warrenton, Mo. (FCC authorized; estimated construction cost $36,741; first-year operating cost $30,000; revenue $50,000; principal: Robert J. Sharfman, 4126 East St., Sherrill, N.Y.; treasurer, Mr. Sharfman; physician. Mr. Sharfman is engineer. Ann. Jul. 19.)

- Williamsport, Md.—OEA Broadcasting Co.

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- Williamsport, Md.—OEA Broadcasting Co.
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.
Help wanted announcements must be paid for in advance. Make check or money order payable to: Washington Post.

Displays Ads. Descriptions Needed (Personal ads)–$25.00 per inch. All others–$40.00 per inch. 50 or over billed at non-book rate. Rates for Sales, Wanted to Buy, Stations, Employment Agencies, and Business Opportunity advertising require display advertisement only. Agency commission only on display space.

Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Faired, taped, photo, or other formats, etc., addressed to box numbers are sent at owner’s risk. BROADCASTING expressly reserves all liability for any damage to your tape, custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Management

16mm Film Laboratory Manager. Experienced all phases color/B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. mango inc., P.O. Box 731, New York, N.Y. 10001. Needed immediately. Box G-276, BROADCASTING.


Northwest group operations want management applications for both contemporary and MOR stations. Any experience from Black's and Spanish speaking and other minority group individuals both male and female who feel qualified to assume day-to-day operation. Good salary. Excellent benefit. Management Box H-15, BROADCASTING.

Is there a young, energetic, hungry, salesman available in the southeast for AM-FM, big Florida market? If you are, there's a unique opportunity. Get a taste of Florida with excellent opportunity. Box H-305, BROADCASTING.

Experienced, creative salesman in southeastern, growing, small market. Modern facilities, fringe benefits, including personal time and availability to Box H-353, BROADCASTING.

Established musical commercial production house now hiring. Represents records in all local markets. Territories wide open. Real opportunity for high commissions. Full or part-time. Send brief resume to Box H-364, BROADCASTING.

Wanted—three experienced, aware salesmen with proven sales record for top contemporary radio station. Experience in the Carolinas. Box H-269, BROADCASTING.

Are you an experienced sales manager? If so, we have a great opportunity for you at a top AM-FM station. Good salary and benefits. Reply in confidence to Box H-350, BROADCASTING.

An equal opportunity employer. Send resume to Box 315, BROADCATING.

Effective with the September 6, 1971 Issue
Box Number & Reply Service will carry a $1.00 charge.

See Classified heading above.

An exciting, Massachusetts top-40 operation needs two men a contemporary air-personality and a newsman. You must be young, vibrant, and willing to work hard. Box H-258, BROADCASTING.

Technical

Chief engineer, $16,000 Directional. Must be hard worker and able to direct men. An equal opportunity employer. Send resume, references, and latest picture to Box H-312, BROADCASTING.

Positions available for both experienced and non-experienced engineers in New England, ranging from staff to chief. First phone with at least two years technical schooling a must. Send all details in letter to Box H-377, BROADCASTING. An equal opportunity employer.

Experienced, professional chief engineer for leading major market stereo station. Give full details. Reply in confidence to Box H-377, BROADCASTING.

Chief engineer capable of maintaining non-directional west coast Florida AM-FM. Must be strong on midmorning and morning drive, .25 to .90 FM from on air. Seven to eight hours weekly board and balance hours on maintenance. $10,000-15,000 yearly. Send resume and rate. Equal opportunity employer. Box H-377, BROADCASTING.

News

News—announcer, creative job area news. Box H-60, BROADCASTING.

Need experienced, aggressive news director. Leader, organizer, with good, smooth, authoritative touch on the air. Top market. Salary range 9K. Excellent opportunity with vibrant, growing multimedia corporation. Send tape and resume to Box H-271, BROADCASTING.

Aggressive, stable, community minded team member needed to gather and report local news. At least five years commercial radio experience. Single station Indiana market. UPI audio network. Send tape and resume to Box H-315, BROADCASTING.

WIMA AM-FM, Lima, Ohio, is building a Professional News Team. Openings for broadcast journalists, E.E.O. Tapes-resumes to: News Director, 223 N. Main St. 45802.

Classified Advertising, August 30, 1971
Radio Help Wanted

Programing, Production, Others

Program director wanted for full time temporada/MOR in northeast major market. Must be self-starter, work strongly under pressure. Advertise in confidence to Box H-309, BROADCASTING.

Copy chief/copy writers for N.Y.C. metropolitan area station. Good ideas and ability to create ad- vertising campaigns for local sponsors. Supervisory production. Advancement opportunities in growing chain. Box H-374, BROADCASTING.

Local voices in the news. Community involvement. Midwest AAM-FM looking for newsman who likes small market and responsibility. Young station and sales. Box H-344, BROADCASTING.

50,000 watt FM stereo on beautiful Cape Cod is in search of a program/production director who will take the station out of the crowd sound that has made WQRC "the" station in the area. "Good music" format - extensive local commercial production - public service projects. All the things that a real radio program wants to do. Call 617-721-1226.

Very successful nationally-syndicated radio program needs representative in several areas. Straight comm. basis will bring you large and continuing income. 1801 N.E. 6th Court, Fort Lauderdale, Florida. Music director possible future opening. Must communicate - write us a 3-4 page for all qualifications. Will welcome minority group applications. Send resume to: Program Administrator, Knight Quality Stations, 400 Commonwealth Avenue, Boston, Mass. 02215.

Situations Wanted Managed

Somewhere in the upstate New York or Totepe, Kanata's, a station is willing to pay 15PM plus bonus based on results to a professional who is currently group GM earning more but fed up with mega-polici- ty. Me and 1st race. In return, we'll complete knowledge in administration, programing, produc- tion, effective sales, FCC reas, budgets, cost control, etc. Box H-163, BROADCASTING.

Strong personal salesman, young, experienced in general management, sales management, programing, news writing, station construction, currently employed, seek management challenge in Southeast. Box H-108, BROADCASTING.

28, aggressive, proven track record, seeking management. Ten years overall background, three years sales management. Married, one child. Box H-218, BROADCASTING.

Experienced salesman/broadcaster wants manager's job-smaller/midwestern Florida market Box H-357, BROADCASTING.

Dynamic, results-oriented pro seeks complete charge situations in major markets, including profit responsibility. 312-227-5223 evenings.

Sales

Young station and sales manager looking for solid producing job. Has background in all phases radio. $200 per week guarantee plus commission. Box H-261, BROADCASTING.

Announcers

Currently program director in major market. Thror- oughly experienced award-winning announcer in quality pop, fine arts and serious shows. Happily married. No drifter, as resume will show. Seeking stable operation in all facets of the business. Pre- pared to travel. Box H-256, BROADCASTING.


Michigan, with years experience. DJ, copy, production. Experienced. 3rd, good voiced. 1-313-881-9348. Box H-26, BROADCASTING.

Authoritative newsman, convincing commercials, per- sonality. DJ, can write. Box H-234, BROADCASTING.

Available now! Progressive or contemporary, lock, news, background. Young station, seeking voice talent, unique voice-salaries. Third endorsed. Box H-374, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary, young and dynamic. Box H-287, BROADCASTING.

Disc jockey-newsman-saleman dependable experi- enced-industrious-1st choice autho- ritative news. Box H-289, BROADCASTING.


Combo man-1st class FCC license. One year's ex- perience as DJ-newsman-tight board-ex- cellent production, solid performer. Box H-330, BROADCASTING.


Experienced radio and television announcer with first seeks position announcing salaries including mid- west to west coast. Married, draft exempt. Box H-322, BROADCASTING.

First phone professional, completely radio experi- enced, starts work immediately. Would like combo or TV control within 50 miles of NYC where now employed. Box H-323, BROADCASTING.

Need a female "personality"? Experienced radio, DJ, writer, all media, looking! Box H-330, BROADCASTING.

The experienced announcer can do the job for you. News, sports copy, volunteer, tight board, 3rd endorsed, aircheck available and more. Box 121-874-3568. Box H-331, BROADCASTING.

Looking for country station, three years experience, will travel. Box H-337, BROADCASTING.

DJ-newsman team available soon or pop New York experience. Box H-339, BROADCASTING.

Ready to do topical informed talk show with sense of humor. Or DJ show with loose format. Radio school degree, FCC experience. Box 349, BROADCASTING.

Guess Barry Stroh is looking for 3rd, good voiced board, excellent copy and sales experience. Box H-340, BROADCASTING.

Aggressive, hard worker, prefer New England or Ohio. Box H-342, BROADCASTING.

First ticket-top rate noted job needs more bread. If you can pay $150 for a personality in the late afternoon or evening. Box H-346, BROADCASTING.

Medium market air personality, seeking small or medium stations. Three to five years experience, references, 3rd, smooth, resonant voice, expert creative production, professional network will go anywhere for job. Box H-349, BROADCASTING.

Imaginative young Englishman desperately needs a break. Experienced, heavy MOR/Midwest, Radio, MOR hang-on-no license. Help give a guy a break. Box H-350, BROADCASTING.

Oregonian coming home, married, 24, 3rd, have experience, will settle. 215 years, music director, DJ, production. Resume, air check & production samples on request. Arriving Sept. 5th. Box H-352, BROADCASTING.

Limited experience DJ would take small scale or MOR station. Great sales pitch. 3rd class FCC. Will relo- cate NY, NJ, Pa., Pa., N.J., Conn., Perfect situation. Box H-357, BROADCASTING.

1st phone, contemporary jock, news background, strong on production. Four years experience, master's degree. Box H-368, BROADCASTING.

First phone, good, 40th market, 22, married, 6 years good. Box H-380, BROADCASTING.

Young announcer, 23, with experience, available immediately. 1st choice-level 9, 3rd choice-level 12, 3rd class ticket, 2 years college, broadcast major. Back- ground in MOR, R&B, and progressive format. Tape, photo, resume required. Box H-394, BROADCASTING.

Experienced University grad with 1st class, Pro- gressive/underground freak. I talk to—not at people. Realistic, creative attitude. Wayne Phillips, 211 51st St, Western Springs, Ill. 60558. (312) 242-6831.

Announcers continued


First phone Quality MOR music that features big bands, show tunes, artistic vocalists, groups, etc. Nights preferred. Pro native New Yorker. Age 49. Glenn Martin, 811 Tennessee Ave., Fort Worth, Texas 76104. Telephone 214-436-6781 mornings or evenings.

Vibrant personality-available immediately. Begin- ner with a lot of potential if given the opportunity. DJ, 3rd endorsed. Loves top 40, tight board, can and will do new music. Will relocate anywhere. Give me a call and we'll both be happy. Box 349, BROAD- CASTING.

DJ 8 months-traffic, news, production, news and copy writing sales. Tight board good ad lib best. Send resume, tape and references. Box H-105 August 9th. Career: 51 years.

One year exp. in radio and looking for more 1st phone for WRN 720, call Jerry Williams, 544 Martingale, San Diego, Calif. 92110 Phone (714) 239-2229.

DJ, some experience. Tight board. Prefer top 40 OR MOR until first job for broadcasting-third endorsed. Call 1-513-931-4915 or write to Ken Meyer, 7070 7th Road, Cincinnati, Ohio 45224.

Utility man; rock jock, news, production, copy you write. Must be 21 years old. Box 328, BROAD- CASTING.

Creative young pro. Major market experience top 40 and C&W College. 1st, single, draft exempt. Box 334, Salt Lake City, Utah 84107. (801) 731-2312 7090 Hoover Ct., Indpls. 46260.


Situations Wanted Technical

Experienced 1st phone engineer directional. Willing to relocate. Box H-236, BROADCASTING.


Need a traffic spotter pilot who can do engineering and announcing? Commercial pilot license, first five years in broadcasting. Box H-307, BROADCASTING.


Chief eng. wants a job central and north states. 1180 Pleasant St., Nobleville, Ind.

Chief new; new and maintenance units. At least 2 yrs. New studies, remote units, cart racks, turntables, pedestals, custom studio cabinetry? Let us solve design, installation, construction problems. Gener- ous trade-in allowance 60% off for old equipment. Low prices, guarantee on all products and services. Phil Sitting & Company, 500 Madison St., Bridgeport, Conn. 06608.

Chief engineer-9 years experience-family—prefer south-know problems of small markets. Available immediately. David G. Noble—P.O. Box 201, Chad- bourn, N.C.

News

Pick a pair... holding a losing hand? Ace news director and production king interested in re- turning to small town after 20 years living in a full house. Serious players can cash in. Box H-298, BROADCASTING.

 Experienced news dir., network quality voice, will also PWR. Write Box H-351, BROADCASTING.

News director, sports play-by-play, northeast pre- ferred. Seeking fall position. Box H-362, BROADCASTING.
Help Wanted

News continued


New England, I'm not asking for much - just clean air to breathe and pure water to drink. I'm a Southern Californian. I already know that the truth about Southern pollution. It's frightening, especially when your family is involved. First, A.A., B.S. Broadcasting, experience solid, references available for personal interview in New England area last three months of September. Box P.4992, San Bernardino, California 92403.

Weatherman, 4 years Air Force experience, 3rd eng. processed, married, veteran. Win Cray, 8 Park Ave., Port Washington, N.Y. 11050 (516-787-4861).

Newcaster-reporter with first phone. Heavy on actualitas, light on investigative reporting. Wayne Sorge, 806-374-8558.

Convince me you are thoroughly professional. Meet my price, to move me, and please release me from top 40 news. Reply Box 9134, Richmond, Va. 23227.

Progaming, Production, Others

Producer-director, BA, experienced all phases TV, film, editing and sound. Looking for lots of production. Box H-237, BROADCASTING.

Top rated PD/MD first ticket in major southern market. Professional, competent, fair, in all phases of progaming challenge. Box H-291, BROADCASTING.

Major market country P.D. desires position with aggressive country or coast station. All replies answered. Box H-297, BROADCASTING.

Medium market program director, well groomed and ready to move up! Add me to your assets and we'll grow together! Box H-319, BROADCASTING.

Attention Charlottesville and central Virginia: Four year veteran of Virginia's largest market desires announcing/copywriting position in God's country. English degree - third endorsed. Let's grow together! Box H-336, BROADCASTING.

First phone, seven years former production manager, sports dir., news dir. After one year hiatus from the business, want to make an experienced pro look no further. Box H-345, BROADCASTING.

Program director, Country 10 years top references. Jack Rogers (506) 331-7328 or Box H-348, BROADCASTING.


Experienced sports director, all play-by-play, news, third class. Box H-366, BROADCASTING.

Progressive country: Jock or P.D.-A step beyond Nashville's bigger market. Four year commercial experience-non-commercial. Box H-370, BROADCASTING.

Top 40 Program Director available now. 8 yrs. experience. Over 3 years with last group. Also have ticken and proven record. For details write or call Jack Pride, 3115-A Central Ave., Charlotte, N.C. 704-530-7356.

Television Help Wanted

Management

TV sales manager. Large midwest market-$30,000 plus. Salesman with management potential considered. Must have minimum 2 years experience in TV sales. For a new television station; WSBV-TV, now building in Orlando, Florida. Must be thoroughly experienced in all phases of TV immediately. Send full resume to Earl L. Boyles, President of Sun World Broadcasters, Inc., 501 East Church Street, Orlando, Florida 32801.

Technical

Technical continued

TV engineer, KRDO, Colorado Springs, best equip. minimum two years experience TV. Contact Charles Uniform, Chief Engineer, 800-232-7265.


For a new television station, now building WSBV-TV in Orlando, Florida, you must have experienced and fully familiar with all equipment as well as com. -proolutions. Earl Boivin, President, Sun World Broadcasters, Inc., Orlando, Florida, 501 East Church Street 32801.

News

Newsmen—compact, professional, radio-TV department, mid-Atlantic. Will train light experienced with good prob. Send resume, tape, photo, salary requirements to Box H-275, BROADCASTING. Equal Opportunity Employer.

Cinemagazine, must be creative and productive for prime time local documentary series. Top ten markets group owned. Equal Opportunity Employer. Box H-343, BROADCASTING.

We are building a professional local and area television news team. Need immediately two experienced newsmen who eat, sleep and breathe news. Bear responsibility for all camera assignments. Capability of using 16 mm movie film preferred, but not necessary. Rush resume, picture, and VTR to: Dave Koehler, News Director, 1424 Rice Ave., Lima, Ohio 45805.

Producer-anchorman, Montana. Television Network. To produce and anchor games and series. Must have experience with all equipment. Plus knowledge of TV news and production. To talk about salary and adventures of Montana Living call or send VTR & resume to: William Whistitt, Box 1331, Great Falls, Montana, 406-453-2433.

Television Situations Wanted

Management

Black Account Executive in major independent television market. Must be willing to move to northern city. Box H-254, BROADCASTING.

General manager. Do you need a strong manager for all phases of your operation? Eighteen year success track. Let's talk. Box H-255, BROADCASTING.

Production manager position desired by experienced producer-director seeking a new challenge. Solid background, married, degree, and dedicated to the profession of broadcasting. Box H-338, BROADCASTING.

Television—production manager, available immediately. Box H-355, BROADCASTING.

Female MBA desires part time position as executive for radio, television, industrial radio and television. Boston-Worcester area. One year ad agency experience. To address Box H-356, BROADCASTING.

Female writer, seventeen years experience, name, address to Box H-359, BROADCASTING.

Television—production manager, available immediately. Box H-355, BROADCASTING.

Attention stations! Currently working as summer relief technician. Will be available for permanent position. Box H-372, BROADCASTING.

Technical

Chief television engineer: Fifteen years experience, BSEE, first phone, desire challenge. Box H-359, BROADCASTING.

Installation and maintenance engineer with first phone and 10 years experience. All phases television including from Crystal to multichip micro-wave system, and complete color studio. Prefer western central states, will consider others. Box H-372, BROADCASTING.

Attention stations! Currently working as summer relief technician. Will be available for permanent position. Box H-372, BROADCASTING.

Programming, Production, Others

Hardworking BA in communications searching for challenging position in production. Trained extensively in writing, directing, editing, and audio engineering. Computer operations desirable. Box H-340, BROADCASTING.

Producer, director, writer-four years color experience. Massachusetts, Eastern time zone. Box H-176, BROADCASTING.

How will you fill prime time? Ambitious, creative producer/director/ writer with BA in production; commercial, educational, government. Must have twenty experience desires change with creative oppor- tunity in news. Box H-349, BROADCASTING. Equal opportunity. Will relocate. Box H-154, BROADCASTING.

Promotion or continuity director available immediately. 12 years experience. Will relocate. Box H-223, BROADCASTING.

Public affairs programs don't have to be dull. Producer of Peabody Award winning shows now looking for position building or starting creative public affairs division. Box H-253, BROADCASTING.

CATV program producer/director, performer, Articulate, creative, practical. Six years experience. TV, radio, theatre, University experienced. Will relocate. Mornings before 10:30 a.m. 614-474-6454.

Commercial artist. 38, Tops in lettering, 14 years in television, illustration, design, finished graphics, photographs. No animation. No salary. $200 weekly will relocate. Box H-300, BROADCASTING.

Radio and PR pro seeks booth/field announcing, public affairs, promotion-publicity, news, or sport. 28, married. BS R.TV. Box H-347, BROADCASTING.

Television producer/director would like to move into program director program manager position. Prefer medium market. Experience since 1953. Mar- ried. If interested write Box H-356, BROADCASTING or call 317-251-8134.

Experienced young broadcast producer seeks returning to production, programming, production, or news in TV. CATV. Have done: studio, production, promotions, sales, and advertising. Will relocate. B.F.A. degree in radio-TV film at Marietta University, Marietta, Ohio. Reply Box 345, Columbus, Ohio. Now accepting resumes. Experienced director major metro market AM-FM-FM. Will relocate. Box H-358, BROADCASTING.

Production team in a slump? Need a man with "Action getting" ideas? Producer-director in top 10 market seeks position as producer-director leading to management. Box H-379, BROADCASTING.

Female Gil Friday. Background includes: Investment analysis, art, television, radio, traffic, commercial copy. Want to hear from cable television and television stations. Carmel Chester, 1104 Fells Street, Apt. 14, San Francisco. Phone: 864-0941.

Experienced-15 yrs. production and engineering knowhow. 414-499-2273.

Film processor, Remington View, Calif. A ampex RCA complete factory cameras, zoom lens, pedestal Varotal V zoom present free sample in five weeks. Your...tune -up. Excellent original professional audio Mtn. McKenzie metal tape cartridges 700 hours in...-334, BROADCASTING.

Broadcasting, 312-286 -0210. Phone 512.223 -1848.


Prizes Prizes Prized National brands for promo- tions, contests, programming. No barter, or trade... write or phone. One Televion & Radio Features, Inc. 166 E. Superior Street, Chicago, Illinois 60611, call 312-944-3700.

"Free" catalog... everything for the deejay! Comedy, books, airchecks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

Get it and Full-length comedy commercials, Fifteen, $5.00. Communicator Productions, Box 220, Leth- bridge, Alberta, Canada. Write or phone the manager to you. ELKINS in Dallas** - Atlanta*** - Chi- cago**** - Denver - Seattle**** - Minneapolis* - Minneapolis** - Nashville** - New Or- leans*** - San Francisco** - Seattle.


Licensed by New York State, veteran approved for FCC 1st Class license and announce-disc-jockey course of instruction. Contact A.T.S., 25 West 43 St., N.Y.C. (212) 0X 9-9245.

First class FCC license theory and labor- tory training in six weeks. Be prepared... in the matters of plus major parts of the FCC licensing schools train you. Approved for veterans* and accredited by the National Association of Trade and Technical Schools**. Write or phone the National Institute for Broadcasting, 5075 Warner Ave., Huntington Beach, Calif. 92647.

ELKINS INSTITU- TIONS*** in Texas, 2603 Inwood Road, Dallas, Texas 75214. Phone 214-357-401.


ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 504-352-0422.

ELKINS in Georgia, 51 Tenth Street, Columbus, Georgia 31909. Phone 404-872-8844.


ELKINS in Louisiana, 332 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-518-4717.

ELKINS in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-8596.

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-722-4441.

ELKINS in Ohio, 11750 Chaletlade Road, Cincin- nati, Ohio 45243. Phone 513-771-8596.

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970.

INSTRUCTIONS


First class FCC license theory and labor- tory training in six weeks. Be prepared... in the matters of plus major parts of the FCC licensing schools train you. Approved for veterans* and accredited by the National Association of Trade and Technical Schools**. Write or phone the National Institute for Broadcasting, 5075 Warner Ave., Huntington Beach, Calif. 92647.

Management continued

STATEMENT OF POLICY
As consultants to management on Executive recruiting problems, we accept resumes from Corporate Executives, General Managers, and Sales Managers who would like to confidentially be considered for Radio, Television & CATV positions in the $16,000 to $75,000 salary range.

We do not attempt to find jobs for individuals, but rather, retain these resumes in the event an individual’s qualifications would match a client assignment.

Nationwide Broadcast Personnel, Inc.
645 N. Michigan Ave. • Chicago, Ill. 60611
Call Ron Curtis 312-337-5318

Radio Help Wanted Sales

TELEPHONE SALES SPECIALISTS

MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 128 satisfied radio stations for over seven years. We sell for only one station in a market, and you must be within 1600 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call Collect: Area Code 312-379-5000 or write for station references in your area and details. Roberts Advertising Inc., 2117 W. Peterson Ave., Chicago, Illinois 60645.

BROADCAST SALES POSITION

Telemation Inc., national broadcast sales operation, eastern region has an immediate opening in broadcast sales. Applicant must have good background in selling sophisticated equipment to independent and network broadcasters, and be thoroughly familiar with the eastern broadcast market. Contact:

Russe Ide, Manager, Broadcast Operations, Telemation Inc., P.O. Box 15058, Salt Lake City, Utah 84115, or call (801) 487-5390, ext. 221

Sales continued

SALESMAN FOR IGN

East coast location. Responsibility for sales of automation equipment systems and syndicated programing. Earning potential $25,000 - 45,000. Requires strong sales-to-management background. Send resume immediately to

Irv Law, International Good Music, Inc.
P.O. Box 943, Bellingham, Wa. 98225
Tel. (206) 733-4567

Announcers

PERSONALITY ANNOUNCER
Top personality needed for MOR housewife show. To replace 11 year veteran of same slot. Must be original and truly an entertainer. Ordinary disc jockeys not considered. Top station in a resort S.W. coast. Salary open and position open now. Call 702-457-1677...if no answer try again. Private line.

Technical

"Radio engineer!" Major NYC rocker needs inventive 1st class engineer (not Operator) for installation and maintenance of all systems. Knowledge of contemporary programming techniques helpful. Desire to be involved essential. An Equal Opportunity Employer.

BOX H-381, BROADCASTING

WANTED

Experienced, professional chief engineer for leading major market stereo station. Give full details. Reply in confidence.

BOX H-327, BROADCASTING

Television Help Wanted

Sales

***************

REPSALESMAN

Leading National Rep is increasing New York & Chicago sales staff. Exceptional opportunity for station salesmen interested in learning the rep business. $22,500 base plus good incentive.

BOX H-371, BROADCASTING

Programing, Production, Others

Can you host a fast-paced morning talk/variety show? Are you an unusual, talented, ambitious person? Top 20 market network VHF. Send resume to

BOX H-310, BROADCASTING

TV PROMOTION

NBC affiliate in top 15 seeks creative, conscientious self-starter for promotion assistant. Background in TV writing, production helpful. Equal Opportunity Employer. Send resume to:

BOX H-384, BROADCASTING

Instruction

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

F instet 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)
(100% interest Bank financing available)

LEARN of the Nation’s oldest and most respected
School of Broadcast Training
DON MARTIN SCHOOL of RADIO & TV
(established 1937)
NEXT INTENSIVE THEORY CLASS starts September 13, 1971
for additional information call or write
DON MARTIN SCHOOL of RADIO & TV
1653 No. Cherokee, Hollywood, Cal. 90028

Business Opportunity

Magnificent product: Clients as foundation. Need top-notch sales development company or financing per top-notch salesman to sell radio stations.

BOX H-268, BROADCASTING

Miscellaneous

HOW MANY MILLIONAIRES ARE THERE IN THE UNITED STATES?
... and how many NEW millionaires join the ranks every year? How did they acquire their wealth? The number and the reasons may astonish you! This amazing story is revealed in a valuable new booklet, "NEW ROADS TO WEALTH AND OPPORTUNITY." Even more exciting are the factual details about a specific business opportunity that is nothing short of a gold mine. Why? Because, as an associate of the organisation providing the opportunity, you help others to succeed.

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BROADCASTING, August 30, 1971

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FOR THE RECORD

(Continued from page 58)


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CABLE actions

Owenboro, Ky.—FCC granted Top Vision Cable Co., operator of system at Owensboro, 60-day extension to carry programming of distant stations from which it obtained retransmission consent. Action Aug. 23.


Portsmouth News, Va.—FCC ordered Hampton Roads Cablevision Co., operator of 12-channel system at Newport News, to stop carrying within 14 days, signals of Richmond stations WTVR-TV and WWOR-TV, in violation of mandatory stay provision of rule (Dec. 18841). Action Aug. 16.

CATV Final actions

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Cable actions elsewhere

The following are activities in community-antenna television reported to Broadcasting through Aug. 24. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in Italics.

Palm Beach, Fla.—Town council has awarded a franchise to Teleprompter Corp. (multiple-CATV owner), of New York.

Canandaigua, N.Y.—Common council has received a franchise application from Information Transfer Inc., of Newark, N.Y.

Burlington, Vt.—Town board has granted a franchise to Mutual Video Corp., of Burlington.

Oneonta, N.Y.—Common council has granted a monthly rate increase of $1, from $4.50, to Oneonta Video, a subsidiary of New Catskill Corp. (multiple-CATV owner), of Syracuse, N.Y.

Middletown, Ohio—Telemedia Corp. has applied to village council for a franchise. The firm would charge $10 for installation with a 5% monthly rate if granted the franchise.
This is a nervous time of year for Frank Price, senior vice president for television of Universal Studios. But not because Universal's new shows are about to premiere and he has to answer to his boss, Sidney Sheinberg, head of all television production at Universal, if those shows get bad reviews.

It's because this is the time of year he starts thinking about the 1972-73 season. Pilot scripts have already begun arriving at his 12th floor office in the Universal Tower. It's a time, he says, when the studio examines what has succeeded and what hasn't. And it's a time when he must look into whatever crystal ball studio executives have and decide what the trends for the 72-73 season are. As if letting out a trade secret, he lowers his voice just slightly and says the trend he sees is toward lighter, escape material.

But Mr. Price was not always quite so on top of television. "My first job, as such, was selling Liberty magazine on a street corner at age seven or eight," Mr. Price says. "But it was after I had started at CBS while waiting for an Associated Press job to open up, that I decided to stay in TV. I was in the story department and found that the head of the section was making $750 a week. A journeyman reporter with six years experience made $120 a week," he says, referring to 1951 and his first job out of Michigan State College. "I stayed with CBS just to see where it would lead."

As a story editor with the network, he says it led to a lot of experience and a great deal of frustration. After two and a half years his salary had more than doubled—from $35 a week to $75. The frustration at not earning more money lead him to write short stories—for magazines that usually folded. Despite all this, Frank Price was determined to be a television producer by the time he was 30.

His first trip to Hollywood came at age 24. CBS had unveiled the model of Television City and announced plans for the filming of several shows there. It didn't work out that way, he remembers. In fact, CBS had not started on any of the shows it had planned.

"I disclaim any responsibility for the results that may be linked with the first job I had out here," Mr. Price says jokingly. It seems that during the period of adjustment, he worked on the repair manual for the RB-66 airplane.

In 1957, with just three years left to make good on his promise, he was named story editor for NBC-TV's Matinee Theater.

"I learned more on that show than anything before or since," he says. "We did a live show every day, did a lot of experimenting and found out really how to edit. We never knew, until the week before air time, how long the play would be." Mr. Price says. "It would vary from 37 minutes to 51 minutes depending on the commercial load. That meant overnight rewrites—usually while you were preparing the following month's play."

He joined Universal in 1959, with time fast running out in his quest to be a producer by 30. But in 1961, just a few months before his 31st birthday, he was made producer of a Western for which he had written the format. The Virginian went on for nine years before being canceled this year. But one Western wasn't enough, so he created Larado. His fame quickly spread to the point where he was once considered among the top three western experts in Hollywood—a distinction that he says resulted in his leaving The Virginian.

"I was up to my chin in westerns," he says, "so I took on a show called Convoy." Nothing wrong with that, for an exNavy man, except that his love of ships was matched by a lack of perspective that resulted in what Mr. Price terms "a fast 13 shows."

It was shortly after this that he began preparing "The Doomsday Flight," a film that would be the second World Premiere the studio would do for NBC. "I started out with the idea that airlines were being too lenient," Mr. Price says. "They would let people carry anything they wanted to on the plane. I wanted to do a show that would point this up in a dramatic fashion to the airlines."

When Rod Serling's script crossed his desk as a one-hour show, Mr. Price knew he had found his vehicle, expanded it to two hours, and watched the 1966 film chalk up the highest ratings of any of the studio's made-for-television movies before 1970.

"The movie played a long, long time before the bomb scares came up," Mr. Price says in a voice that takes on a slighted angered tone. "The trigger to all that was the newspaper publicity that someone had tried it and succeeded."

"TV did not invent violence, you know," he continues, "and TV doesn't lead anywhere. We're normally busy trying to catch up." Now that the movie has been taken off the air by some stations, albeit voluntarily, he feels a dangerous precedent has been set that ultimately could be applied to any show by any government agency.

His association with the television industry stretches back almost to the infancy of both of them. But just a couple of years ago, an incorrect diagnosis almost forced Mr. Price out of TV.

"The doctor said it was a kidney cyst, so, being a good writer, I went to my medical library, looked it up and found my chances of surviving surgery were only 20%," he says. "Well, I made plans to slow down, left the studio, even told my wife, when the doctors found that all it really was was a classic irritated kidney."

Exploratory surgery found that was in fact the case. The doctors conducted further tests displaying them on a small television set so others could see. "After a while, it was like watching dailies," Mr. Price says with a smile. One can only assume that should Frank Price's entire life ever flash before his eyes, it would be in the form of a television show, complete with commercials.

BROADCASTING, August 30, 1971

65
Our world today

Life, erstwhile crown jewel of the Time Inc. family, in a remarkably frank editorial Aug. 20, unburdened itself on the realities of magazine publishing in today's economy.

Like Time Inc., we seldom discuss our publishing problems in print. But, on our much smaller scale, the problems generated by what Life labeled the "astounding" 142% increase in mail rates over the next five years will affect us similarly. We have been affected in the past. In the three years preceding the birth of the U.S. Postal Service, Life, Broadcasting and all other users of second-class mail took a 100% increase in three annual bites.

We have been asked by readers about the obvious decline in our advertising volume. Like Life, most other consumer magazines, and especially the business press, we have had severe losses in space. (We may add that unlike other journals we have not retrenched in our news coverage.)

We may be unique because we offer to be the printed voice of the broadcast media, which are now emerging from a traumatic business crisis. But we would be foolish to ignore the contemporary scene as it affects all media, including our own.

Life, to a greater extent than any other mass-circulation magazine, has made the broadcast media particularly television—its whipping boy. Even in the editorial decrying the second-class threat it lumped television with newspapers and radio as media it claimed to be inferior to magazines.

Time Inc. for three decades had been a factor in broadcast-station ownership. When other group owners upgraded, Time stood still. It is now gung ho for CATV and other promised offshoots of the broadcast media.

As for ourselves we shall report the news in depth and with professionalism as we have for 40 years. We shall strive to keep abreast—even ahead—of all that is newsworthy. And we shall inveigh against what we regard as overregulation by government, overreaching by self-serving interests and the broadcasters' knuckling under to expediency—the last being the root of most of the broadcasters' troubles today.

Because we are part of the free-enterprise system we believe in advertising as the most effective means of buttressing the economy by stimulating the sale of goods and services that generally inure to the public good.

Nor have we lost faith in the viability of our own medium—this weekly publication. We have been told over the years that ours is a good journal—some say the best in any trade field. But our heads are unturned. We intend to do better. Thus we are redoubling our efforts editorially and sales-wise.

A workable solution

An FCC majority shows signs of trying to restore some order to cases pitting license-renewal applicants against challengers for their facilities. The attempt is to get things back to the well-used principle that an incumbent is entitled to preference over an untested newcomer if he can show a record of proved service.

It is the principle that was invoked in the commission's grant of a renewal to WQAD-TV Moline, Ill., and denial of a competing application (Broadcasting, Aug. 23). It is the principle that was explicitly rejected back in January 1969 in the 3-to-1 decision taking Boston's channel 5 from WHDH-TV and giving it to Boston Broadcasters Inc. That was the decision that made incumbents vulnerable to attack, no matter how excellent their broadcast records might be.

It may be noted parenthetically that the last has not been heard of Boston channel 5. As reported here a week ago, the FCC has asked the court for permission to take another look at the case in the light of a civil suit recently filed by the Securities and Exchange Commission against Nathan David, a key organizer and stockholder of the winning BBI. Mr. David has been charged with manipulating stocks.

The FCC would be remiss if it did not look into the stock allegations, since they could reflect on the character of a central figure in the FCC's choice of channel-5 occupant. It is even possible that another comparative hearing could be ordered. Whatever the ultimate resolution, however, the original decision lingers to color the law, as it colored the recent appellate-court decision reversing the FCC's 1970 policy statement that was adopted to tidy up the mess left by the Boston case.

The general damage done by the three-member majority's criteria of judgment in Boston channel 5 may be too extensive for repair by the FCC itself. On the record of recent decisions, the appellate court stands ready to frustrate the commission in any attempt to get back on the track.

The answer lies in legislation. No one can expect the Congress to pass a bill granting broadcasters immunity from attack or even much protection against serious competitors for their facilities. It is not unreasonable, however, to ask the Congress for a law that at least lets the competent broadcaster run on his record.

The law ought to specify that all rival applicants for the same facility must first be tested for character, financial, technical and other basic qualifications. Those who survive that test could then compete in a comparative hearing to determine which will provide the best program service. Incumbents in such hearings could offer their record of performance as positive evidence of future service. No challenger would win unless he could prove, by resources and solid plans, that his service would be better. A draft of such a law is already under consideration (Broadcasting, Aug. 16).

The law would provide no shelter for the shoddy. It would accord advantage to good broadcasters and stimulate all incumbents to keep improving.
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