New-season time is open-season time on children's TV
Detroit still on high center with spot television dollars
Congress back with busy agenda of broadcasting concerns
Industry enlists new recruits in license-renewal campaign

Now Houston's leading television station proves it:

KPRC-TV has the brightest, big-screen color TV picture you can buy.

The brightest color. The most vivid color. A sharper, more successful sales picture. Plus solid-status dependability. Yours in every Hi-Audience '71 model commercial—only from KPRC-TV, Houston.

Personalized Crafted Spots
KPRC-TV
National Representatives Edward Petry & Co.
Courtesy: RCA
Starting this Monday, when a formidable array of big stars in big new shows adds heft to our strong lineup of returning favorites.

What's new? Start with Glenn Ford, who's making his long-awaited series debut. As star of "Cade's County," something different in the way of westerns. Veteran Edgar Buchanan lends support.

Long awaited, too, is the return of Dick Van Dyke. In his new series Dick plays a television star whose home reception is guaranteed to give any repairman fits... of laughter. Hope Lange co-stars as Dick's wife.

Another happy return—David Janssen. Back as a special agent in "O'Hara, United States Treasury," a slam-bang actioner about the nation's largest law enforcement agency.

In the star-is-born category is Sandy Duncan, making her debut in "The New Dick Van Dyke Show." Sandy's face, and her irrepressible charm, are something audiences are going to love growing accustomed to.

Nostalgia, the "in" thing these days, is a keynote of "The Chicago Teddy Bears," a fable about Chicago in the roaring '20s that roars with...
laughter. Dean Jones is the personable star with Art Metrano and John Banner helping out.

Remembrance of things past is also part of "Bearcats!" Rod Taylor and Dennis Cole star as a couple of troubleshooters in the turbulent days when the century was young. "Cannon," on the other hand, is firmly rooted in today's world. There's excitement packed into every frame of this private-eye yarn. Enough to encompass even the outsize talents of its star, William Conrad.

Movies on CBS will also stir up new excitement this season. There's "The New CBS Friday Night Movies," which becomes a showcase for world premiere motion pictures never seen before anywhere. Finally, "The CBS Sunday Night Movies" is new to our schedule. The accent is on great movie entertainment for the entire family. Teeing off with "Guess Who's Coming to Dinner," which gives you an idea of the big things to expect.

Powerful audience builders, all. Add them to our full roster of proven winners and you have a strong case for what we've been saying all along:

CBS
WHERE
THE GOOD TIMES ARE
Baltimore's
BEST BUYS

2 WINNERS RETURN!

BIG VALLEY

4:30 P.M. WEEKDAYS

TRACK RECORD: 18 rating, 40 share, NSI Feb./Mar. 1971, 4:30-5:30 PM, Monday through Friday.
14 rating, 34 share ARB Feb./Mar. 1971, 4:30-5:30 PM, Monday through Friday.

DRAGNET

5:30 P.M. WEEKDAYS

TRACK RECORD: 22 rating, 50 share, NSI Feb./Mar. 1971, 5:30-6 PM, Monday through Friday.
19 rating, 45 share, ARB Feb./Mar. 1971, 5:30-6 PM, Monday through Friday.

*Subject to inherent limitations as stated in applicable reports.

NEW ON CHANNEL 2

I DREAM OF

Jeannie

7:30 P.M. WEEKDAYS

In Maryland Most People Watch

WMAR-TV

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
As the networks move into their most ambitious season ever in terms of quantity and quality of children's programming offered, they seem destined to run head on into an equally voluminous number of criticisms. See...

**Paradoxical time in children's TV ... 15**

With the advent of the prime-time access rule, the new fall network schedule is more an obstacle course than ever before. ABC-TV, the eternal also-ran, gets a day's head start amid stiff counterprograming. See...

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Chicano challengers of Time/McGraw-Hill station transfer step up efforts to block sale: Their attorney wants account of meetings between M-H and FCC commissioners; group files brief criticizing buyer's program proposal. See...

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Communications Properties Inc. will apparently get very much bigger very quickly: It plans to acquire Telesystems Corp., which in turn plans to acquire six cable systems from Jerrold Corp. See...

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Network advertising plans of automobile manufacturers are set for television, progressing in radio. Spot is another story; at Ford Division of Ford Motor Co., and nearly all divisions of Chrysler, funds are being held back. See...

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**Broadcasting**

Sept. 13, 1971; Vol. 81, No. 11

Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington and additional offices.

Subscription prices: one year $14, two years $27, three years $35. Add $4 a year for Canada and $6 a year for all other countries. Subscriber's occupation required. Regular issues $1 a copy. 

Broadcasting Yearbook published each January, $13.50 a copy; CATV Sourcebook annually, $8.50 a copy.

Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
Every month "Community" host Bob Bassett talks with a home economist from the Rhode Island division of the National Dairy Council; On one of the regular religious news and books segments, an inspirational book is recommended to viewers; Robert Reed (right), star of ABC-TV's "Brady Bunch" is interviewed on "Community."

"COMMUNITY", a colorful half-hour, the longest running local feature on Channel 6, is seen each weekday morning. The format — informal discussion of most any topic under the sun with interesting, informative, and entertaining guests — tells viewers what's going on, who's in town, and who's in the local spotlight. Its widespread popularity is attested by the fact that guest bookings are filled weeks in advance.

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
The nursery

FCC Chairman Dean Burch hoped to disclose for first time in speech this week in New York (see page 15) that two consultants on children's programming had been taken aboard FCC. One, Alan Pearce, Ph.D. out of Indiana university and before that head of foreign-news desk of London-based ITA, British commercial-television service. slipped into new FCC assignment early last month, it's now learned. His doctoral dissertation was on economics of broadcast news and sports, and at FCC his mission is to watch costs and revenues of children's programming on networks.

Other consultant is Elizabeth Roberts who is to start work at FCC this week. Mrs. Roberts was on staff of 1970 White House Conference on Children and until last week worked at National Public Radio.

Two for one

If Robert Wells quits FCC, as expected, to return to home state of Kansas (and perhaps to seek Republican nomination for governor), not one but two appointments to commission may be announced. According to approach reportedly suggested by FCC Chairman Dean Burch, Richard Wiley, now FCC general counsel, would be named to succeed Mr. Wells, on grounds immediate expertise is needed. At same time black outsider would be announced as proposed successor to Commissioner Robert T. Bartley, Texas Democrat, whose term expires next June 30. Several blacks are under active consideration for appointment ("Closed Circuit," Sept. 6).

General administration policy on selection of blacks for high positions is said to have settled on multirace members, such as FCC, Federal Trade Commission, as logical placements. Number of such appointments may be made in months ahead.

Heavy opener

Chevrolet has all but wrapped up clearances in major spot-TV campaign for new-model introductions. Campaign is tailored to cover network football exposure already bought by Ford (ABC-TV's Monday-night pro games) and Chrysler (NBC-TV's Sunday-afternoon telecasts). Beyond that, Chevrolet has bought CBS-TV affiliates carrying that network's Sunday-afternoon games. Buys are for 30's in or immediately adjacent to professional-game network telecasts. In addition Chevrolet has schedule in ABC-TV's college games on Saturdays. Campbell-Ewald, Detroit, is agency.

Thin ice

FCC is continuing to ponder strategy it should follow in face of U.S. Court of Appeals' Friends of the Earth decision that extended fairness doctrine to product advertising—at least to commercials for automobiles and leaded gasoline (Broadcasting, Aug. 23). Commission last week decided against asking appeals court, in Washington, for rehearing of case; commission attorneys felt request would be denied. But still to be decided is whether to seek Supreme Court review. Although top commission staffers as well as majority of commissioners are appalled by decision extending fairness doctrine into new area, there is some sentiment against seeking high court review.

View is that since high court paints with broad brush as (broadcasters found out in its Red Lion decision upholding constitutionality of fairness doctrine [Broadcasting, June 16, 1969]), commission would run risk of opinion going further than appeals court's. Accordingly, commission might simply incorporate issues raised in FOE decision in its pending inquiry on fairness doctrine, then bullet-proof policy in way that has better chance of withstanding judicial review.

Tax incentive?

Early indications from media and advertising-agency sources are that surcharge on imported products will not decelerate growing investment in U.S. TV-radio by overseas advertisers. These companies (mainly auto and appliance manufacturers and airlines) spent more than $55 million in U.S. broadcast in 1970 and are expected to top this figure comfortably in 1971. Some sources indicated surcharge may prompt some offshore advertisers to "try harder" in lucrative U.S. market and spend even more on advertising this fall and in early 1972 than they originally had projected.

New product

Hughes television network, which—seeking special AT&T transmission rates—told FCC some months ago it would produce four-half-hour series for nighttime programming, apparently intends to keep its pledge. Co-producing with David Wolper Productions, Hollywood, Hughes already has in hand pilot of Animal Gateerie (animal-environmental program), which is being shown to advertisers. Pilot of Whatever Happened To . . . ? (George Plimpton as host) is expected in New York this week and of The Explorers (Scott Carpenter as host) on Sept. 27. On that day production begins in Hollywood on Those Were the Days, musical-variety series themed to a subject and featuring King sisters. Four series are aimed for start in first quarter 1972.

Holding the line

FCC is gearing up for expected rejection of two and possibly three requests that it take action in field of commercials. One request was from Action for Children's Television seeking ruling that stations carrying toy commercials challenged by Federal Trade Commission be required to make time available for messages warning of alleged deceptive ads. Another was from group of George Washington Law School students organized under acronym TUBE (Termination of Unfair Broadcasting Excesses) who want commission to establish primer making clear what constitutes deceptive advertising.

Third involves complaint of local Washington group against commercial practices of WTOP-TV Washington and CBS. Commission staff had prepared draft response in which commission would set general guidelines for stations and networks to follow in guarding against deceptive advertising. (Broadcasting, Aug. 2). However, that was withdrawn from agenda, and new item is being prepared, one presumably that will take less aggressive approach. Some sources indicate it will simply reject complaint. Meeting will be held early next week.

Nibbler

Metromedia is said to be dickering for troubled WXIX-TV (ch. 19) Cincinnati, which 80% owner, U.S. Communications, not long ago was about to take off air to stanch losses. (Daniel Overmyer, who tried to promote fourth TV network, holds other 20%. ) Price Metromedia is said to be offering is at bail-out level. Earlier negotiation for sale of WXIX-TV to Washington law firm of Welch & Morgan for $3 million fell through (Broadcasting, Aug. 23).
Ireland to succeed Stanton as CBS president

ITT executive’s selection clues new company direction

CBS has picked successor to President Frank Stanton. He is Charles Thomas Ireland Jr., 50, now senior vice president and a director of International Telephone & Telegraph Corp.

Surprise announcement came at noon Friday (Sept. 10), originally for release today (Sept. 13). By end of day leaks were so many that CBS turned story loose forthwith. It said that:

Effective Oct. 1, Dr. Stanton will become vice chairman, continuing as chief operating officer. (Board Chairman William S. Paley, who made Stanton announcement, is company’s chief executive officer.) Mr. Paley and Dr. Stanton jointly announced Mr. Ireland’s selection, also effective Oct. 1.

From then until Dr. Stanton actually steps down, Mr. Ireland—lawyer, financial expert and business-management generalist—presumably will be in on job training. Dr. Stanton’s contract expires Dec. 31 this year but he is expected to remain until he reaches conventional retirement age of 65 on March 20, 1973. His contract provides for his services as consultant until 1987.

Move came without notice less than two months after previously established lines of succession had been obliter-ated through transfer of John A. Schneider from executive vice president of CBS to president of CBS/Broadcast Group and Richard W. Jencks from broadcast group president to CBS Washington vice president (BROADCASTING, July 26).

Selection of Mr. Ireland was explained in announcement as designed "to strengthen the company's top leadership, provide for management transition and give emphasis to future growth." It will likely do that and more: move is obvious signal that parent CBS henceforth will be run primarily as business conglomerate, albeit with strong broadcast base.

Ireland succession to presidency will have effect of strengthening role of CBS group presidents in running their own shows. Jack Schneider’s broadcast group, especially, will be increasingly autonomous under new administrative arrangement with non-broadcaster, non-communications-type at corporate helm. Other groups, notably record- and music-oriented Columbia groups and Holt, Rinehart & Winston publishing subsidiary, have been more or less on their own all along.

Long-range corporate expectancy is that Mr. Paley will continue as chairman indefinitely, if not infinitely. (He will be 70 this month, passed by opportunity to retire at 65, is not likely to relinquish post.) Dr. Stanton will carry on much as before so long as he’s on scene; his duties as vice chairman will be identical to those he performed as president, and he has no intention of slackening pace before departing company, now almost certainly in 1973.

Possibility that another opportunity could woo Dr. Stanton outside CBS before retirement date is made stronger by having Mr. Ireland in place as successor. He is Stanton candidate for job, was found after long and exhaustive search for executive whose credentials matched Paley-Stanton vision of company’s future. That Mr. Ireland so qualifies is evident by decision to put him directly into president’s chair without trial in now-vacant executive vice presidency. Fact that other companies also were vying for Mr. Ireland’s well-known business talents also figured in that decision.

New president-designate has been with ITT since 1968, when he joined as vice president and special assistant to chairman and president Harold S. Geneen. He was promoted to senior vice president in 1969.

Although he is lawyer, his work at ITT has moved him into broad managerial roles. In addition to being senior vice president he is group vice president for financial and consumer services, which encompasses ITT’s Hartford Fire Insurance Co. and numerous other insurance and financial interests and Avis Rent-a-Car, Sheraton hotels and other consumer-service subsidiaries. He also figured prominently in ITT’s acquisition of Hartford Insurance Co. At one time he was responsible for Levitt & Sons, huge land-development and home-building subsidiary.

Personally, associates say red-haired executive is well liked but “not much for socializing,” “easy to get along with” but one who “can be tough when he needs to.”

Former Marine Corps captain, Mr. Ireland had been associated with ITT since 1965, when he was elected to its board of directors while still president of Alleghany Corp., New York-based financial holding company.

For 16 years before moving to ITT he served in number of executive posts with Alleghany Corp. and New York Central Railroad Co., one of companies Alleghany then controlled.

After earning doctor of jurisprudence degree with distinction at Yale Law School in 1948 and three-year stint with New York law firm of White & Case, Mr. Ireland joined Alleghany as secretary and general counsel in 1951. He held that post until 1954, then became secretary of New York Central and served until 1959, when he returned to Alleghany as executive vice president. He was elected president in 1961 and held that post until he moved to ITT in 1968.

Mr. Ireland was born in Boston April 14, 1921. After graduating summa cum laude from Bowdoin College, Brunswick, Me., in 1942, he joined Marine Corps, going in as private and coming out as captain in 1946 with Silver Star, Bronze Star and Purple Heart. He and his wife, Dorothy, have four children and live in Chappaqua, N.Y.

Mr. Ireland is on boards of—among other companies—Investors Diversified Services, investment company whose interests include five mutual funds; Levitt & Sons, and Sheraton Corp. of America, hotel chain. Levitt and Sheraton are ITT
subsidiaries; IDS owns much ITT stock, is also run by Allegheny Corp.
He is also closely identified with number of other ITT interests, is member and a director of Midtown Advertising Board, Chemical Bank New York Trust Co.; is on board of Grand Central branch of YMCA, New York, and is member of Phi Beta Kappa honorary society and of board of overseers of Bowdoin College.

Transmitter warfare over Boston ch. 5
Boston Broadcasters Inc.'s WCVB-TV and WHDH's WHDH-TV—both claimants to Boston channel 5—were on air at same time for period of 10 minutes early Friday morning (Sept. 10).
BBI, in letter to commission, said interference by WHDH-TV made it impossible for WCVB-TV to complete tests necessary to filing application for license before Sept. 12—date on which WCVB-TV hoped to be on air. Incident occurred at 4:55 a.m., when WCVB-TV went on air to test just-installed equipment.
Earlier in week, BBI, in letter to commission, had indicated that it would not be feasible for station to begin operating on Sept. 5. It said inclement weather and labor problems were holding up installation of antenna. It expected job to be completed late Thursday.
Once equipment is installed, station must conduct six hours of equipment tests before applying for program test authority, which it would need to begin operating. And there was no indication when authority would be granted by commission.
BBI planned to conduct tests during early morning hours when WHDH-TV was off air. But difference of opinion as to when those hours were led to clash of signals early Friday. BBI said its engineering consultant had been informed by WHDH-TV's chief engineer, George St. Andre, that WHDH-TV, in keeping "with long-standing policy," broadcasts its test pattern at 5 a.m. BBI said its monitoring indicated station did not go on air until 5:30 at earliest.
BBI asked commission to direct WHDH-TV to "desist from interfering with WCVB-TV's tests, and to furnish operating schedule to which it will adhere."
Mr. St. Andre told Broadcasting that WHDH-TV for at least 10 years has turned on its transmitter at 5 a.m. weekdays and 5:30 Saturday and Sunday, "to warm it up," and has begun broadcasting test patterns 30 minutes later. Station begins programing at 5:50 a.m. on weekdays, half-hour later on weekends.
Joseph Levine, vice president of WHDH Inc., said station has been "co-operative" in dealing with BBI on question of broadcast hours, and informed BBI of correct start-up times. He also said WHDH has filed complaint with FCC district engineer about interference from BBI station.
Meanwhile, still pending in U.S. Court of Appeals in Washington is FCC's request for remand of drawdown case. Commission in January 1969 denied WHDH-TV's renewal application, and awarded channel to BBI. But it now wants to hold oral argument on what further steps, if any, it should take in light of civil suit Securities and Exchange Commission has brought against BBI principal, Nathan David.
Argument is scheduled for today (Sept. 13) in federal district court in Boston on number of motions in case involving Mr. David and other defendants. One motion filed by Mr. David requests postponement of hearing on preliminary injunction, scheduled for Wednesday (Sept. 15), and consolidation of that matter with argument on merits of case.

Head hunted
Speculation on who might be called to be chairman of National Advertising Review Board, appellate level of planned voluntary advertising-code apparatus, now centers on retired U.S. diplomat whose 40-year foreign-service career has spanned assignments in Mideast to top UN post. That appointment (as well as membership of NARB) will be decided by National Advertising Advisory Council, whose members represent various national advertising organizations. Announcement of NARB chairman and members is expected in month or six weeks. At working level of self-regulatory machinery, Council of Better Business Bureaus, recently named Roger A. Purdon, former advertising agency executive, as director of its national advertising division (Broadcasting, July 19).

Burden turned down by court
U.S. Court of Appeals for District of Columbia has denied Don Burden's motion for stay of FCC order designating for hearing renewal of his five radio stations, claiming lack of jurisdiction over matter.
Mr. Burden's WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN-(AM) Vancouver, Wash., have been set for hearing on 22 issues, including alleged illegal gifts by Burden stations to two senators. Mr. Burden asked for stay last July (Broadcasting, July 19) of designation order and separate FCC order last June 25, in which commission refused to disqualify itself from proceeding. Mr. Burden contended that FCC cannot act impartially on matter because of alleged ex parte communica-
tion between FCC Chairman Dean Burch and House Commerce Committee Chairman Harley O. Staggers (D-W.Va.), in which Burden case was discussed.
Burden hearing was to commence as scheduled today (Sept. 13) in Indianapolis.

Illinois claims authority for regulation of cable
Illinois Commerce Commission, in "interim report and order" issued Friday (Sept. 10), asserted jurisdiction over cable television in that state, and promptly set up what amounts to freeze on new franchises.
Commission left open for debate question of what regulation, and how much, it will impose on systems; those questions will be considered in further rulemaking proceeding. By claiming authority over cable, however, it immediately established requirement that new operators will have to apply for certificates of public convenience and necessity. And commission will grant no such certificates without waiver until further rulemaking is completed, which state sources said could be matter of several months.
David Armstrong, chairman of Illinois commission, said Friday that evidence his organization has collected suggests that "a de facto monopoly" such as CATV "lacks the incentive, if unregulated, to assure maintenance of top-quality service."
But Illinois commission's core justification for imposition of public-utility regulation was derived from technical character of cable messages. It said cable traffic has become so similar to that of telephone and telegraph that, under Illinois law, they should be considered identical and regulated accordingly.
Decision follows several months of inquiry and public hearing which produced what commission report called highly persuasive testimony, by expert engineers and others, to support this interpretation of cable's technical characteristics.

Rising star?
Presidential communications chief Herb Klein, who debuted as radio personality on KG0(AM) San Francisco last month (Broadcasting, Aug. 30) will encore next week on WOR(AM) New York. Mr. Klein will join John Gambling Jr., host of city's top-rated talk-variety show, on Sept. 22-23, 6:30-10 a.m. Format calls for his chatting with host, answering live calls from listeners and questions submitted by mail. Mr. Klein is accepting similar bids from other stations as time and itinerary permit.
Love story: the writer and the radio commercial

It's four in the morning.
Two hundred bleary-eyed people in the studio audience have no place better to go.

Forty-three leggy volunteers are working the phones.

“The Monster That Ate Cleveland,” that sensational new rock group, is ready to go on.

And there, in the midst of all this pre-dawn mayhem, stands the MC Smiling, loveable as ever, checking the big board for totals, and punctuating the festivities with the latest pledges and contributions to this, the third annual telethon to fight unsightly dandruff.

The medium is radio. The message is a resale story for Volkswagen. This 60-second commercial is called “Telethon.”

It’s the kind of thing that makes writing radio commercials such a joy. You see, with the help of a good engineer, some extraordinary talent, and about 90 feet of sound effects, you can create the perfect setting to move a few Bugs.

And what makes a commercial like this something personal is the fact that it’s all yours. You, the writer. Nobody is going to wonder whether it was you or the art director who hatched the idea. It’s yours. You come up with the concept, you write the words, you select the talent and you direct the spot. And if the commercial sings (even if it’s not a singing commercial) you can take most of the bows. If it’s a bomb... well, there’s only one person to blame.

Actually, I think art directors ought to work with copywriters on radio. (There’s a concept involved, right?) In fact, I think writers should work with other writers and art directors should team up with other AD’s once in awhile—but that’s another story.

Anyway, radio gives the new writer a chance to create and sustain a situation for almost 60 seconds. And for somebody whose television reel consists of two 30’s and one 10-second ID, 60 seconds seem like “Ben Hur.”

So, what do you do with one full minute of air time? Well, if you’re lucky, you create a device, a vehicle, a setting that compels the guy driving to work or the lady defrosting the asparagus to lean a little closer to the radio.

And, since you don’t have a visual working for you, you’ve got to grab your audience early. Like the first two to 10 seconds. Don’t worry. If they’re doing something important, like jockeying for position on the Long Island Expresway, they can’t get up and go to the bathroom when your commercial comes on.

But they can tune out mentally. So you’ve got to be careful.

Anyway, in the belief that I, the writer, am only doing what’s best for them, I try to get my audience thoroughly involved in the product story.

And if somebody’s nice enough to stay with me for 50-odd seconds, I like to give them a reward—a last line that ties everything together. Something that leaves the listener with a good feeling about the product I’m pushing.

Stan Freberg is a genius at this—at least on radio. And so are the people responsible for some recent commercials for Blue Nun, Olivetti, Miss Craig’s 21 day shape-up diet, Burgess (“A darn good battery”), and a spot for Renault explaining gas mileage.

I get a good feeling about commercials like these.

Of course, there are a lot of writers who sound like they’re wasting their time, and the client’s money, on radio. The people who write the dull and/or inane pitch.

(The same copy that can “live” in print, can be left for dead on radio. And the same copy that reads funny, doesn’t necessarily sound funny.)

Then there’s the writer who paints himself into a corner. (I did that the first time I wrote a commercial.) So he says to himself: “How do I get out?”

Well, some copywriters try to force their way out—maybe with a tired one-liner (“You bet your BP we can.”). Or maybe they ask the talent to “have some fun” with a few improvisational last lines, hoping one of them will work.

To sum up, radio can be the agony and the ecstasy for a writer—the best and the worst.

But sometimes, when I’m racking my brain to come up with a new way to say something, I’ll find my inspiration in the strangest places. Like using old radio to write new radio:

SFX: Organ sting.

ANNR: (A la Jackson Beck)

When we left Jack and Billy last week they were perched on a twelve inch ledge, high atop Mount Finchley, after a miraculous escape from an untimely avalanche...

SFX: Gale force winds.

Billy: Gosh, Jack, what’ll we do? The snow’s gone, there’s no more food, and the weather’s turning uncomfortably cold...

Jack: Don’t worry, Billy... I thought we might run into some trouble, so I told Uncle Ferd to come and get us if we didn’t make it back by five...

Billy: But Jack, he’ll never make it...

There’s no car around that’s small enough to maneuver these narrow treacherous roads, and still big enough to carry all that rescue equipment...

Jack: (Heroically)

Yes there is, Billy... Volkswagen’s 1971 Super Beetle... It’s got almost twice the luggage space of last year’s Beetle... It’s got a new suspension system, to give Uncle Ferd a smoother ride and a shorter turning radius...

And, with this year’s more powerful engine inside, he’ll have all the muscle he needs to make it here in the nick of time...

Billy: Golly, Jack... You think of everything...

Jack: Not everything, Billy... I’ve still got the keys in my pocket...

SFX: Gale force wins up and out.

Originally trained and hired as a personnel officer, Ed Butler became a copywriter and in the interval "grew a Ginter Grass moustache" and took a course at the School of Visual Arts in New York. After six years of working in the personnel area, Mr. Butler joined Doyle Dane Bernbach in New York as personnel manager and about two years ago made his switch, earning in his first year of creative competition two awards for commercials. He has a master’s degree in industrial psychology from New York University.
Bruce Charles Mayer has been appointed General Manager of KWGN-TV in Denver, Colorado. Bruce comes to this important post with over twenty-five years of broadcasting experience—including all areas of the business.
INTERNATIONAL FILM
TV-FILM
AND
DOCUMENTARY MARKET

24th CINE-MEETING
MILAN 22 - 30 OCTOBER 1971

2 GRAND AWARDS FOR TV-FILMS

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BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

Datebook

This week:


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


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

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

Also in September

Sept. 20—Deadline for filing statements in FCC proceeding looking toward rulemaking that would require stations to make FCC form 324 (annual financial report of networks and licensees) available to the public.


Sept. 22-25—Workshop for film librarians and educators, sponsored by National Film Board, Educational Film Library Association and Film Library Information Council. Registration is $40. Further information is available through Educational Film Library Association, 17 West 60th Street, New York 10023. Workshop will take place at Monorail headquarters of NFPA.


Sept. 23—Meeting, National Association of Broadcasters. Location to be announced.

Sept. 24-26—Fall meeting, Florida Association of Broadcasters. Port Royal Inn, Hilton Head Island, S.C.

Sept. 26-28—Meeting, Nebraska Association of Broadcasters. The Village motel, Lincoln.


Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM and TV stations, and field-strength measurements for same (consolidated proceeding). Previous deadline was June 28 (Docs. 16004, 18079).

Sept. 28—"Wavemaker" luncheon, National Broadcasters Club, Washington. Guest will be Daniel Mendelsohn, acting chief counsel for the Investigations Subcommittee.

Sept. 28-29—Fall meeting, Ohio Association of Broadcasters. Neil House, Columbus.

Sept. 28-Oct. 2—Annual national conference and
October

Oct. 1—New deadline for filing reply comments with FCC in response to petition by Action for Children's Television (ACT) concerning children's TV programs (Dec. 1942). Previous deadline was Aug. 2.

Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and compatibility of FM transmitters to alleviate interference in TV reception (Dec. 1942). Deadline was extended from July 1.

Oct. 3—Fall convention, New Jersey Broadcasters Association, Hotel Denver, Atlantic City.

Oct. 3-19-11th technical conference and equipment exhibit, Society of Motion Picture and Television Engineers (SMPTE), Queen Elizabeth hotel, Montreal.

Oct. 4—Sales clinic, sponsored by Radio Advertising Bureau, Sheraton O'Hare motor hotel, Chicago.

Oct. 6—Meeting, Tennessee Association of Broadcasters, Holiday Inn, Nashville.

Oct. 7—Sales clinic, sponsored by Radio Advertising Bureau, Sulliver's Riverfront Inn, St. Louis.

Oct. 7—Meeting, Massachusetts Association of Broadcasters, Sheraton-Hyannis, Hyannis.

Oct. 8—Fourth annual management seminar, sponsored by Kansas Association of Broadcasters, Ramada Inn, Manhattan, Kan.

Oct. 8—Sales clinic, sponsored by Radio Advertising Bureau, Sheraton motor inn, Greensboro, N.C.

Oct. 8-9—Annual meeting, North Dakota Broadcasters Association, Town House motor hotel, Fargo.

Oct. 9-11—Annual convention, National Association of Farm Broadcasters, Muchelbach hotel, Kansas City, Mo.

Oct. 10-12—Meeting, Mississippi Cable Television Association, Hilton Beach hotel, Biloxi, Miss.


Oct. 11—Deadline for filing comments in FCC's inquiry into fairness doctrine, phase III regulation, “access to the broadcast media, as a result of carriage of on-demand commercials.”


Legal approbation

Editor: Your story on the [U.S. Court of Appeals for the District of Columbia] in the Aug. 30 issue is one of the best, if not the very best. Pieces I have ever seen on the subject. It not only was comprehensive and well written, but, more importantly, was quite accurate and perceptive.—Marcus Cohn, attorney, Washington, D.C.

One for Quaal's side

Editor: May I respectfully disagree with Ernest Lee Jahnecke Jr., who disagrees with Ward Quaal's position urging a ban on the use of 30- and 60-second spots by political candidates (“Open Mike,” Aug. 23)?

For years, television time salesmen have touted their medium's unique characteristics: sight, sound, color and motion. But when critics of the packaging and selling of political candidates acknowledge the medium's persuasive capacity and selling power, broadcasters change their pitch. Suddenly, it's “we're no different from lapel buttons and 24-sheet posters.”

Surely a 60-second spot, replete with a catchy jingle, production house cinemagraphy and AFTRA voice-over (aired in prime break), will achieve more impact and greater reach than a “vote for Jahnecke” sign paraded down Fifth Avenue.

And that's what Ward Quaal admits and Mr. Jahnecke does not. Television's acknowledged value as an incomparable mass communications medium makes it the most useful, the most persuasive and the most open to possible abuse. And that's why its use in political advertising should be regulated—because it has the greatest capacity to inflame and persuade, and thus the greatest capacity to inform and persuade wrongly, whether innocently or not.

I agree with Ward Quaal. We need a fuller exposition of a candidate's view than is obtainable in the time between Beverly Hillbillies and Green Acres.

Television is different from other media. Has it the Television Bureau of Advertising been exaggerating all these years—J. Brian Robinson, Colorado Springs, Colo.
New WSJV-TV Facilities Sell $4 Billion Market.

It's another step by WSJV-TV to reach the fast-growing market of northern Indiana and southern Michigan with its estimated effective buying income of more than $4 billion.

Last year we introduced Tower Power: a new tower 1,090 feet above average terrain, and a new transmitter with 4,160,000 watts ERP maximum directional.

Now these new facilities — housing the latest in color equipment, technicians and techniques, coupled with the rapid growth of ABC Network Service, bring it all together.

For South Bend-Elkhart, it's a beautiful new landmark. For the advertiser it's a powerful medium to reach his buyers. Call Blair today!

THE COMMUNICANA GROUP, JOHN F. DILLE, JR., PRESIDENT
The Communicana Group also includes WKJG-AM and FM, Ft. Wayne;
WTRC and WFIM-FM, Elkhart; and the Elkhart Truth (Daily)
Paradoxical time in children’s TV

Rising volume, quality of network program offerings matched in spades by rising volume, quantity of criticism

The television industry—and particularly the network television industry—is about to begin its most ambitious season in terms of children’s programming amid signs that, whatever it does, it will be found wanting.

The darkest cloud appears to be gathering over the $1 million report—expected at year end—being conducted by an advisory committee to the surgeon general, and instigated under the prodding of John O. Pastore, chairman of the Senate Communications Subcommittee. The curtain on those findings was raised—albeit tentatively and just for a peek—at the annual meeting of the American Psychological Association in Washington two weeks ago (“At Deadline,” Sept. 6).

Broadcasters may not have to wait for that show to fall before feeling the impact of still another reading on their conduct, misconduct or nonconduct in the children’s programming area. The FCC’s own investigation, instigated under the prodding of Action for Children’s Television (ACT), may reach fulfillment before the end of the year. Two additional increments to that study—both negative, from the broadcaster’s point of view—appeared last week.

And the chairman of the FCC, who a year ago staked out children’s television as a matter of his personal concern, will return to the forum of his maiden address—the International Radio and Television Society in New York—to give a year’s later evaluation. Broadcasting’s understanding late last week was that Dean Burch may suggest the establishment within the FCC of a special staff (of perhaps three or four) to help analyze the continuing flow of comments in the children’s programming proceeding, to stay abreast of developments in that field and to advise the commission on policy.

The long-range portent of such a staff assembly will not be known before Mr. Burch elaborates what he has in mind (on Tuesday, Sept. 14, at the Waldorf-Astoria). The only solace-in-advance for broadcasters is his repeated assurance that he’s against suggestions that commercials be eliminated from children’s shows.

But if that could be considered a plus, one would have to count as a minus still another report, that of the House Small Business Subcommittee, criticizing the code of the National Association of Broadcasters and asking the FCC to establish its own set of standards for advertising to children.

Meanwhile, back at the target of most of the criticism, the three television networks were concentrating on giving their critics a more ample spread to shoot at this year—and, hopefully, a correspondingly less inviting one. Their plans, as well as those of the various reception committees that will be watching, are detailed below.

Qualified verdicts

There is little room for doubt that the session on TV violence and the young, presented at the annual meeting of the American Psychological Association in Washington two weeks ago (Broadcasting, Sept. 6), bodes most significantly for broadcasting. The papers that were presented in the special session, “The Early Window: The Role of Television in Childhood,” augur in essence the conclusions that probably will be reached by the surgeon general’s study that began in mid-1969. That final report is due to be completed toward the end of the year, probably some time between Thanksgiving and Christmas.

A forecast of what this report is expected to conclude became evident at the APA convention, particularly in the clean-up presentation (of the four delivered) by Robert M. Liebert, State University of New York, and Robert A. Baron, Purdue University, entitled, “Short-Term Effects of TV Aggression in Children’s Aggressive Behavior.”

Their conclusions, carefully prepared after a caucus with the authors of the other three papers, read as follows. It is important to note carefully the qualifiers that are incorporated:

“If a probabilistic view of the accumulated evidence is taken, as it typically is in the health sciences, the weight of the evidence to date would seem to represent real progress in determining the effects of violence on television upon youngsters. Specifically, there is more than a trivial basis for a ‘best guess’ conclusion which is central to the major question: At least under some circumstances, repeated exposure to televised aggression can lead children to accept what they have seen as a partial guide for their own actions. As a result, the present entertainment offerings of the television medium may be contributing, Latest study contending that current child’s fare is too low in diversity and too high in violence and commercialism was announced at a New York news conference last week by Professor F. Earle Barcus of Boston University, its author, shown here with Mrs. Evelyn Sarson (l), president of ACT, and Carol Springer, one of Professor Barcus’s research assistants.
In favor of an honest ‘we don’t know’

Although the gist of those research reports presented at the American Psychological Association convention in Washington was that it appears that TV violence results in increased aggressive- ness by children (all the reports having been supported by grants from the National Institute of Mental Health as part of a $1 million study), one independent research report conveyed a reverse conclusion: that most children do not change as a result of TV.

This study, not funded by NIMH at all, told of a test of the behavior of 254 kindergarten children in River Rouge, Mich., who were divided into four groups. Each group was fed a three-week, supervised TV “diet” that ranged from violent to pacific. The behavior of the children was monitored by teachers and by parents.

The researchers, Paul Cameron of the University of Louisville (Ky.), and Christine Jankey, University of California at Berkeley, concluded:

* Most children’s at-home and at- school behavior is not affected by ex- posure to violent-aggressive-hostile interpersonal relationships on television.

It appears that the minority of children whose behavior is affected tend to copy the models to which they have been exposed.

“Television,” the researchers said, “constitutes only one source of the many aggressive and/or hostile and/or violent models present in our culture.” By controlling three weeks of TV viewing, they said, “we affected about 1% of each child’s life.”

Perhaps, however, the most impor- tant facet of this report is its discus- sion on the definition of aggression (the researchers finally agreed that it must include hostility and that “aggression” must be directed to a person), and the warning, emphasized time and again, that results are inconclusive although providing information that is relevant, competent and related to the question at issue.

And they added: “Let us at least be honest as a profession and admit that we do not today know how to translate social-psychological laboratory results into truths for application to society, even if some among us believe that ‘someday we might.’ Since we know that we cannot answer the question of the effects of television in the labora- tory, let us, by all means not contend that we can. Those who do so contend, risk not only personal embarrassment, but constitute a real threat to the credi- bility of psychologists in general.”

Dr. Cameron is an associate profes- sor in the psychology department of the university, having received his PhD from the University of Colorado in 1966. Miss Jankey is a graduate student.

Professor Barcus concluded that pro- gramming aimed at youngsters (ages 2 to 11) lacked diversity and was often “saturated” with violence, commercials and other nonprogram material, con- suming almost 25% of viewing time.

The study noted that Professor Bar- cus videotaped a total of almost 19 hours of Saturday TV programs avail- able on four commercial Boston TV stations in May and June 1971.

Among the findings on program con- tent: 89% of the time was devoted to entertainment shows, including comedy drama (70%); approximately three out of 10 dramatic segments were “satu- rated” with violence and 71% had at least one instance of human violence; more than half of all program time was predominantly concerned with either crime, the supernatural or interper- sonal rivalry, and less than 3% with such topics as the family, home, reli- gion, race or nationality; less than one minute in 15 could be classified as in- formational programming for children.

The study also reported that about 23% of the total time was devoted to nonprogram material, and 19% of the total time was given over to commer- cials. It claimed that “little product in- formation” was contained in the com-
This was to be the NEWS\WATCH team photo

For the third consecutive year, WIIC-TV Pittsburgh has won the Pennsylvania Associated Press Broadcasters Association award for the best news operation in the state.

So we thought a team photo would be nice.

But, uh ... well, with that story at City Hall about to break, and the labor news boiling over, and the Governor's press conference, and one thing and another ... we just couldn't get them all to sit down together in one place. Seems like they're always on the go. But then, that's how they won the awards in the first place.

Congratulations, guys!

Wherever you are.

WIIC-TV

CHANNEL ELEVEN • PITTSBURGH

A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WIIC TV Pittsburgh, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, KTVU San Francisco-Oakland
mercials, particularly those for toys. The study asserted that there seems to be "a cultural sex bias" in commercials favoring males as well as an ethnic or racial bias, with 73% containing white-only characters; 24% mixed white and minority group characters, and 3%, minority group characters only.

Mrs. Evelyn Sarson, president of ACT, told a news conference in New York at which the study was made public that "we have found little improvement in children's programming, despite talk by networks that they have been making changes." She said ACT would continue to campaign for 14 hours of children's programming a week, presented on a public service basis. She contended that children's programming could be supported through advertising placed in other parts of the schedule.

The study was financed with part of the $164,000 grant made to ACT earlier this year by the John and Mary R. Markle Foundation, New York. Mrs. Sarson declined to disclose the amount paid to finance the study.

The performance of all five commercial television stations in the San Francisco area was sharply criticized in the report by the Bay area group ("Closed Circuit," Aug. 30).

The report said that the stations' service to children "has been in dismal decline" since 1961. "Local production has all but disappeared, and the airwaves have been flooded with inexpensive syndicated cartoons and reruns of poor quality network shows," it said.

The committee, composed of "educators, professionals and concerned individuals" submitted the report in the same week that California stations were scheduled to file renewal applications. In a cover letter to Chairman Dean Burch, the committee asked that the report be used to evaluate renewal applications of Bay area's KTVU(TV), KRON-TV, KPIX(TV), KGO-TV, and KNBR-TV.

Carrying on

The networks, meanwhile, long conscious of the commotion, are about to show what they intend to do about it.

At ABC-TV, Michael D. Eisner, vice president of daytime programming, said his network is committing earlier for new children's shows for next season—to a cover letter to Chairman Dean Burch. A letter to Chairman Dean Burch, the committee asked that the report be used to evaluate renewal applications of Bay area's KTVU(TV), KRON-TV, KPIX(TV), KGO-TV, and KNBR-TV.

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TO THE FEARLESS FEW MANAGERS OF RADIO STATIONS WHO SOMEHOW DISCOVERED AMERICA'S BEST UNKNOWN RADIO REPRESENTATIVE IN ITS FIRST TEN YEARS

THANKS

ON OUR TENTH ANNIVERSARY

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Programing

A new season opens in character

ABC is first to bow as CBS and NBC heavy up with rival specials

The annual run for the ratings starts this week as all three TV networks begin introducing their 1971-72 schedules. Thanks to the ins and outs of scheduling under the FCC's prime-time access rule, it seems likely to be more of an obstacle course than ever (Broadcasting, Sept. 6).

ABC was scheduled to start presenting new-season programing last night (Sept. 12), and in the customary competitive spirit of all networks CBS and NBC did what they could to make it a lousy start. NBC, fresh off a Saturday night (Sept. 11) that offered five hours of specials capped by the Miss America Pageant, countered ABC's premiere evening with repeats of Jane Eyre and a Bill Cosby special and a preview of one of its new Tuesday programs, Funny Side. CBS scheduled a repeat of a Doris Day/Perry Como special followed by the Detroit Lions-Philadelphia Eagles football game.

CBS and NBC start their premieres tonight (Sept. 13), but it will be new episodes of continuing programs until Tuesday, when NBC offers Sarge at 8:30-9:30 p.m. NYT and Funny Side at 9:30-10:30, and when CBS introduces Cannon at 9:30-10:30.

Sarge, about a priest who used to be a cop, stars George Kennedy. Funny Side, a situation comedy/variety show looking at the funny side of various subjects—health is the first night's topic—has Gene Kelly as host. Cannon is a private investigator played by William Conrad.

ABC's first new programs will be seen Wednesday (Sept. 15) when Shirley's World, a comedy-drama starring Shirley MacLaine, comes in at 9:30-10 p.m., followed by Anthony Quinn in The Man and the City, an action-drama about a mayor and the social problems of a growing southwest city (10-11). Also on Wednesday, NBC will introduce its Mystery Movie (8:30-10), in which three programs will rotate from week to week: Columbo with Peter Falk, McCloud with Dennis Weaver and McMillan and Wife with Rock Hudson and Susan St. James, followed at 10-11 by Night Gallery with Rod Serling.

All three networks have new programs on Thursday. CBS offers Bearcats, with Rod Taylor and Dennis Cole as free-lance adventurers at 8-9; NBC has James Garner as a reluctant, early 20th-century sheriff in Nichols at 9-10, and ABC has James Franciscus as a bomb-blinded insurance investigator in Longstreet at 9-10 and Arthur Hill as Owen Marshall: Counselor at Law at 10-11.

On Friday, CBS has three new entries and NBC one. CBS's are Chicago Teddy Bears, about the prohibition era in Chicago in the 1920's, featuring Dean Jones (8-8:30), David Janssen in O'Hara, U.S. Treasury at 8:30-9:30 and New Friday Night Movie, films produced for TV, at 9:30-11. NBC's new Friday program is The D.A., a Jack Webb production featuring Robert Conrad.

On Saturday, ABC introduces three new programs and NBC and CBS two each. ABC's are Getting Together, starring Bobby Sherman, a situation comedy about a young songwriter (8-8:30), Movie of the Weekend, primarily mystery and suspense movies, produced for TV (8:30-10) and The Persuaders, a comedy-drama with Tony Curtis and Roger Moore (10-11). NBC's Saturday-night newcomers are The Partners, featuring Don Adams and Rupert Crosse as squad-car detectives (8-8:30) and The Good Life, a comedy with Larry Hagman and Donna Mills (8:30-9), while CBS's are Funny Face, featuring Sandy Duncan, and Dick Van Dyke Show, in which the star plays the host of a late-night TV talk show.

CBS and NBC complete their newshow introductions next Sunday (Sept. 19), with NBC's Jimmy Stewart Show, a comedy with the star cast as a college professor (8:30-9 p.m.) and CBS's Cade's County, in which Glenn Ford plays a sheriff in the contemporary west (9:30-10:30).

NBC International buys Winters/Rosen rights

NBC International has acquired the foreign distribution rights to most of the current and future television properties of Winters/Rosen Productions, it was announced last week.

The companies have entered into a seven-year agreement, under which NBC International will offer for imme-
Leadership is...
Broadcasting announced that effective Aug. 9 the station's top-40 format was modified to the modern country-Nashville sound. WELW-FM operates on 107.9 mhz with 70 kw and an antenna 390 feet above average terrain. **KRAV(AM)** Tulsa, Okla.—KFMJ Inc. has modified station's format from gospel programming to conservative popular music. KRAV returned to the air Aug. 9 after approximately eight months silence while new fully automated system was installed. KRAV operates in stereo on 96.5 mhz with 100 kw and an antenna 683 feet above average terrain. **WASc(AM)** Bennettsville, S.C.—Big Bend Broadcasting Corp. announced that station has changed its program schedule from middle-of-the-road, country-and-western and soul music to a more varied format of standards, popular, top popular, gospel, hymns, show tunes, jazz and country-and-western music. Station operates on 1550 kw with 10 kw day and 5 kw night and a nighttime directional antenna. **WcOS-FM** Columbia, S.C.—Wcos Inc. altered its program schedule effective Sept. 1. It dropped its middle-of-the-road format and substituted contemporary popular music. Station operates in stereo on 97.9 mhz with 51 kw and an antenna 260 feet above average terrain. **WROL(AM)** Knoxville, Tenn.—WROL Inc. announced that station has changed its format from country-and-western music to contemporary programing. Station operates on 1490 khz with 1 kw day and 250 w night.

**KTTV helps out** When a student documentary filmed during last year's chianco moratorium in Los Angeles came up short of funds, **KTTV**(TV) Los Angeles stepped in to provide enough for the film's completion. Ye Basta premiered on the station last month and is now being made available in Spanish for broadcast on Mexican television stations. **KTTV** has also funded six minority scholarships at Columbia College, Los Angeles, for students who lack the funds necessary to complete their education.

**First Ryder Hughes Sports Network** announced last week that the biennial Ryder Cup golf matches will be telecast live for the first time on a U.S. line-up of stations on Saturday (Sept. 18) at 5:30-6:30 p.m. HSN will present the final day's single matches on 145 stations. The Ryder Cup competition, which pits a U.S. golf team against one from Britain, will be held this year in St. Louis.

**FCC keeps hands off Monroe fairness tiff**

A local citizen's fairness complaint filed with the FCC against **KNOE-TV** Monroe, La., has been turned back to the two parties with a request they try to resolve it themselves.

The citizen, Shady Wall, claimed that **KNOE-TV** violated the fairness-doctrine and personal-attack rules, and that the station had slanted and had distorted news to benefit those with whom James A. Noe, principal stockholder of the licensee, has a business relationship.

Mr. Wall alleged that the station broadcast excerpts from a speech he made critical of Monroe's mayor, W. L. Howard: that the mayor, in a speech carried by the station, "made slighting remarks" about him. Furthermore he said the mayor had been given 30 minutes to respond to him but that he was denied time to answer the mayor. The station contended it had offered Mr. Wall time to respond. In its ruling, the commission said "the mere mention of a person or even unfavorable references to him do not constitute personal attacks..." But noting the "great disparity in time afforded the two sides," it said further effort on the part of **KNOE-TV** is necessary to fulfill its fairness obligation and...
the matter should be privately negotiated.

In a related development, the commission announced that Goldseker Co., Baltimore real estate company, has asked the U.S. Court of Appeals to review a fairness ruling involving WJZ-TV Baltimore. Last July 14 the FCC held that a series of programs on real-estate speculation broadcast by WJZ-TV represented a personal attack against the Goldseker Co. but that the licensee has met its fairness-doctrine requirements.

**Foreign-language programs: stifled?**

NAB contends to FCC that licensee-control requirements are too stiff

The FCC requirement designed to assure broadcaster control over foreign-language programming not only provides no such assurance, it actually choked off such programing, the National Association of Broadcasters said last week in asking the commission to relax the present policy.

The commission has held that licensees must establish internal procedures for insuring "sufficient familiarity with foreign languages to know what is being broadcast" and whether it conforms to commission rules and station policies. And a hearing examiner has interpreted that as meaning that foreign-language programs must be preaudited "by a paid employee of the station."

NAB, in a petition requesting a declaratory ruling, said that some stations have dropped foreign-language programs because of an inability to find individuals capable of preauditing them. NAB specifically mentioned a station that had planned to present two different religious programs, one in Greek and the other in Arabic.

Furthermore, the NAB said that the commission said the license policy for assuring licensee control is less than foolproof. "What," the NAB asked, "insures that the individual paid to monitor a foreign language broadcast is any more or less trustworthy than the individual presenting the program?"

Accordingly, the NAB said, the commission should "relegate the matter of control over foreign-language programing to the same general status of the well-established treatment licensees are expected to give all programing." It said stations should be permitted to use their own employees in foreign-language programing without the need for additional monitors.

And where a nonemployee is present the foreign-language program; NAB added, the station should be permitted to forego the use of a monitor when, after a background check of the individual, it is satisfied with his judgment and integrity and has informed him of its policies and the commission's rules, and has received a certification that the performer's presentation contains no improper material.

As an alternative, NAB suggested that the station be permitted to use as a monitor "any individual with a demonstrated capability to understand the language involved, whether he is a paid employee or not."

NAB said the commission should require only that he be of good character, that he be informed of the station's policies and the commission's rules and that he certify as to the propriety of the material he has monitored. NAB said this would eliminate the burden of hiring an extra individual.

**Another UHF request for a financial break**

The FCC has again been asked to alter its rules to lessen the financial burden of independent television stations—particularly UHF's—that are forced to compete with VHF network affiliates in their markets.

A petition filed last week with the commission by KTXL(TV) (independent, ch. 40) Sacramento, Calif., asks that so-called "occasional" TV networks be required to offer their programing first to the independent stations in markets where there are three affiliated facilities and at least one independent with "comparable" capability.

An "occasional" network is defined as a regional or national organization distributing programs on a periodic basis to certain stations, via interconnection facilities.

KTXL said it has "experienced financial difficulties" since its inception in 1968. It said such a rule "would significantly help [UHF stations] improve their economic picture."

KTXL expressed the conviction that occasional networks usually offer their programs to VHF stations although "it would seem logical" for them to first approach the unaffiliated facility in the market. Consequently, the independent UHF stations "are usually left with the less desirable of those programs, if they have any chance of securing them at all," KTXL said.

A similar FCC rule, which went into effect on Aug. 1, requires a national network that does not have an affiliation in a three-station market to give first-call right to the independent station (BROADCASTING, July 26).
In the batter's box on the Hill

With recess ended, political spending ranks topmost among key broadcast issues pending in Congress

As the 92d Congress returned from a month-long vacation last Wednesday (Sept. 8), Capitol Hill sources indicated that resolution of the political-spending issue will occupy a prominent place among the broadcast-related matters to be considered in the final months of the first session.

Hill staffers pointed out that if a spending bill is to become effective in time for primary campaigns next year, a final bill must be approved before the end of this year.

Just before the recess, which began Aug. 6, the Senate approved a compromise spending measure (Broadcasting, Aug. 9). It would repeal Section 315 of the Communications Act, the equal-time provision, for all federal-office candidates; limit spending to 10 cents per eligible voter (of which no more than six cents may be spent in either broadcast or nonbroadcast media); prohibit all media from charging candidates more than their lowest unit rates for time or space, and empower the FCC to impose sanctions on stations, including denial of license renewal, for failure to allow candidates "reasonable" access. In addition, it would establish an independent Federal Elections Commission to handle financial reports on expenditures and contributions and would limit the amount a candidate could spend of his own money to finance his campaign. The bill (S. 382) places no limit on individual contributions, however.

The principal bill in the House, introduced by Communications Subcommit-
Judiciary Subcommittee Senator John Tower backed On U.S. approach found FCC in try, which produce legislation before will, the process of building documentary information) (1461, page 250, launched by Senator James B. Pearson to protect newsmen from being required to disclose confidential information (Broadcasting, March 29).

Information that the House Investigations Subcommittee staff gathered last month about possible news staging at CBS News in Los Angeles (and at least at one other network news organization) is still under review (Broadcasting, Aug. 9). In addition, the subcommittee will be issuing a summary report on CBS's The Selling of the Pentagon documentary and a report on NBC's Say Goodbye program that may include recommendations for action (Broadcasting, April 12, et seq.).

Prime-time access: Representative Barry Goldwater Jr. (R-Calif.) is in the process of building his case against the FCC's prime-time access rule and will, according to a spokesman, introduce legislation before the end of October to reverse the effects of the rule. The congressman is also concerned with the plight of the motion-picture industry, which is suffering a recession.

Renewal policy: There are 13 bills in the House that would require the FCC to first find an incumbent licensee disqualified before it could entertain applications for his facility—an approach found illegal last June by the U.S. Court of Appeals in Washington. On the Senate side, Senator Pastore, who in the last Congress unsuccessfully backed a similar bill, has made it clear he has no intention to try again. But Senator John Tower (R-Tex.) has been approached by the Texas Association of Broadcasters on the subject and could spearhead the Senate's attempt to override the court's decision.

Children's programming: Senator Pastore is known to be keenly interested in this subject. But, a spokesman said last week that the senator's Communications Subcommittee is waiting for a report by the surgeon general on TV violence and its relationship to children—due before the end of the year—before deciding on a course of action (page 15).

Advertising: The Senate Subcommittee for Consumers, under Chairman Frank E. Moss (D-Utah) will hold hearings Oct. 4 and 12 on the Truth-in-Advertising Act (S. 1461) and the National Institute of Advertising, Marketing and Society Act (S. 1753). S. 1461 would require advertisers to make available to the public full documentation of their advertising claims; S. 1753 would establish a federally funded institute to determine the impact and effects of advertising (Broadcasting, July 12).

Changinglands

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 48).

- KLIN-AM-FM Lincoln, Neb.: Sold by Donald O. Shurtleff and Paul C. Schorr Jr. to Norton and Diana Warner for $800,000. Buyers have controlling interest in KIMB(AM) Kimball, Neb.; KKKK(AM) Phillipsburg and KABA-FM Abilene, both Kansas, and KLKN (AM) Cannon City, Colo. KLIN(AM) is full time on 1400 khz with 1 kw day and 250 w night. KLIN-FM operates on 107.3 mhz with 100 kw and an antenna 165 feet above average terrain.


- WTTI(AM) Dalton, Ga.: 80% sold by Morton C. Lloyd and others to Edward L. Glockner, John W. Berndt and Eugene H. Fryman for $156,972. Buyers own Southwest Ohio Cable Co., Portsmouth, Ohio, and Multivision Northwest Inc., Dalton, both cable-TV operations. Mr. Glockner, in addition, has a 46% stock interest in group broadcaster Reeves Telecom. WTTI operates on 1530 khz with 10 kw.

- KOTY(AM) Wichita, Kan.: Sold by Richard C. Schmoker to Wichita Great Empire Broadcasting Inc. for $120,000. Mr. Schmoker owns KVMV(AM) Wichita. F. F. Mike Lynch is president of buyer corporation, which is also the licensee of KFDM(AM) Wichita. KOTY is on 101.3 mhz with 100 kw and an antenna 440 feet above average terrain.

Resist all interference, TIO director urges

Competing communications media were urged last week by Roy Danish, director of the Television Information Office, to respond vigorously to threats of interference from government, consumers and special interests.

He told an audience at the TV Day luncheon of the Advertising and Sales...
Executives Club in Kansas City, Mo., that the threats to commercial broadcasting include "the veiled antagonism of some high in government"; the proposal of the FCC to mandate the hours of the day for specific programming purposes, irrespective of audience or economic support; the claims of special interest groups for broader representation on the air; and the decisions from courts veering toward sharply diminished control of program and commercial content by broadcasters.

"All of us involved with the media have failed to make a strong enough showing of the values we offer and to make a convincing case for the ways in which we serve our audiences," Mr. Danish asserted. He criticized media research that "snipes" at other media, saying this weakens the strength of American journalism. He cited as an example a study conducted by Opinion Research Corp. for the newspapers' Bureau of Advertising. He pointed out that one question, "Where are you personally most likely to find advertising that can be trusted?", leads to responses that reflect unfavorably on all advertising.

"We must have competition among the media," Mr. Danish said. "But we must also have competition between the government and the press. Our government has been described as a dynamic system of checks and balances—and the freedom of the press to tell the people what their government is doing is one of the most important of those checks and balances."

Citizen compensation a court issue again

SCLC appeals FCC's ruling that broadcasters need not reimburse challengers

The FCC faces a second court challenge in connection with a ruling that a broadcaster need not pay the expenses incurred by a citizen group that had been engaged in an effort to deny his license renewal.

Counsel for the Southern Christian Leadership Conference and the Black Youth Club, of Sandersville, Ga., last week filed with the U.S. Court of Appeals in Washington a notice of appeal from the commission decision rejecting their request that WSNT(AM) Sandersville be required to reimburse them for their expenses—some $1,000—in opposing its license-renewal application (Broadcasting, Aug. 9).

The station's license had been designated for hearing, in March, on issues raised by the Black Youth Club and SCLC. Subsequently, however, the two sides resolved their differences, and the station petitioned for reconsideration of the hearing order. The complainants supported the petition, but they also asked that, as a separate matter, the commission require the station to reimburse them for their expenses in prosecuting the petition to deny. They were represented by the Citizens Communications Center, of Washington.

Last year, the commission refused to approve financial settlement agreement between KTAL-TV Texarkana, Tex., and a number of community groups that had opposed its license renewal (Broadcasting, Sept. 28, 1970). Under the agreement, reached before the renewal application was designated for hearing, the station would have reimbursed the United Church of Christ, which had aided the groups, some $15,000.

The church's appeal of that order, filed in October, 1970 is pending.

The Sandersville groups argue that, "in the post-designation context," it is necessary to order stations to reimburse community groups, since the station would otherwise have no incentive to engage in a dialogue with the groups. If the commission dismisses the petition to deny, they say, "the licensee would
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<th>RIAA GOLD RECORD AWARD (SINGLES)</th>
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The commission is showing increased concern about KTLA-TV-type agreements. The commission three weeks ago said it will conduct an inquiry to determine whether it should allow such expenses and if so whether there should be limits on the allowances (Broadcasting, Aug. 30).

**OEO lends new twist to renewal debate**

**It wants FCC to add requirement that licensees provide superior service to the disadvantaged**

When the U.S. Court of Appeals for the District of Columbia overturned the FCC’s policy statement on license renewals, it left the commission with the task of determining what constitutes “superior service.” Now a major new voice has entered that debate—the Office of Economic Opportunity—advancing its belief that broadcasters must be held accountable for service not only to those segments of the population from which they hope to achieve capital gain, but also to the economically deprived; whose potential as customers for advertisers is low but whose dependence upon the electronic media is high.

OEO made its remarks in comments filed in a rulemaking proceeding in which the commission is seeking to define “superior service.” Whatever definition emerges would be applied directly to renewal applicants within the comparative hearing process. The commission’s pursuit of a working definition of what was then called “substantial service” was announced in a notice of inquiry last February (Broadcasting, Feb. 22), in which it proposed specific percentages in the areas of local programming, news, and public affairs that must be met by the licensee in order to constitute such service. In accordance with the court’s mandate, the commission broadened its inquiry and changed the term to “superior service,” but retained its original percentage proposals (Broadcasting, Aug. 23).

OEO’s comments did not constitute a reprimand of the commission for its efforts in this proceeding. It suggested, however, that licensees be held accountable for service in a fourth category, which it called “informational services.” Such a category, OEO said, would “include programming of all types designed to serve the entire public in their personal, family and human needs and interests.” Under that general heading was a multitude of specifics: health, nutrition, homemaking, child care, vocational guidance and training, employment opportunities and placement, recreation, family activities, avocations and hobbies, community development, housing and shelter improvement and maintenance, personal and home budgets, extension and self education, personal care and clothing, career and psychological counseling, small businesses, geriatrics and “many others.”

OEO said the category would relate to programming geared toward the general public, but would be particularly relevant to the 47 million Americans classified by the 1970 U.S. Census as “poor or near poor.” The justification for programming geared primarily toward the underprivileged, OEO said, is clear: “Such persons, it said, simply need radio and television more than the economically advantaged.

OEO based its argument on several factors. Use of radio by the poor, it said, “greatly exceeds that by all other socio-economic groups.” Also: “Low-income adults view television two to three times more daily than the general population; they use television as the predominant source of news, information and entertainment; 90% of poor and disadvantaged families own at least one working television set.” OEO contended also that such groups “tend to lack the literacy and propensity for print media” and are “deprived of optimum access to more expensive by-the-unit print and film media.” And, it added, commercial broadcasters “have no revenue or profit incentives which impel them to program for the needs and interests of the poor who are presumed at any given time to offer inferior sales potentials for advertisers who make ultimate programing decisions.” Advertisers’ decisions, it said, “should not be the governing determinant of program policies.”

Services that could potentially be afforded the poor by “informational service” programming, OEO said, include job announcements; location of welfare, health and recreation centers; information on municipal services, and career counseling.

While the needs of the poor are similar “in kind” to those of their more affluent counterparts, OEO said, the degree of interest in certain services differs radically between the social classes. Certain social services, it said, may be “peripherally interesting” to the rich, but to “the poor, disadvantaged and
disabled, access to such information may alter their lives."

OEO suggested that the commission designate that from 3 to 5% of all programming be directed to this "informational services" category. And for television, it said, 3% of prime-time programming should fall in this area.

"The FCC, as trustee of the public interest," OEO said, "should exercise a compensatory responsibility for the interests of the otherwise unrepresented poor and disadvantaged. . . ."

Black legislator leads protest group

A statewide citizen group with major emphasis on the Los Angeles area, has been formed to review the programming and employment practices of broadcast outlets in California. The Council on Radio and Television (CORT) was organized under the direction of a state senator, Mervyn Dymally, and is making use of volunteer law students and others in both California and Washington, D.C.

Senator Dymally said the objectives of CORT were to monitor stations to determine whether programming and staffing reflect community needs. The senator denied, however, that CORT seeking some form of quota system.

The group is expected to challenge the license renewals of KCOP(TV) and KGFJ(AM), both Los Angeles. According to Senator Dymally, KCOP will be charged with inadequate ethnic representation in significant job classifications. The legislator said that he was referring to positions as producers and directors rather than the "tokenism" of a black on-air newscaster.

KGFJ is one of several stations owned by Tracy Broadcasting and is the primary black-oriented station in the Los Angeles market. Senator Dymally charges that KGFJ airs biased and managed political news reflecting only the point of view of its news director, a man the senator says has announced himself to be seeking the nomination for state assembly from a predominantly black Los Angeles assembly district, the 53d. Senator Dymally said that his continued use as an on-air newscaster raises fairness questions that may eventually have to be taken before the FCC.

"Regardless of the action CORT takes," Senator Dymally said, "I will be filing a petition against the renewal of KGFJ's license."

Cal_inline director of operations for KGFJ, refused comment on the charges, but said he expected several black groups to challenge the station's license renewal because it was white-owned. Senator Dymally is black.

KCOP officials refused to comment.

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BROADCASTING, Sept. 13, 1971 29
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RCA
More fuses primed for McGraw-Hill buy
Kramer wants fill-in on talks with FCC commissioners; programing proposal criticized

Counsel for one of two groups opposing McGraw-Hill Inc.'s proposed acquisition of Time-Life's five television stations has asked counsel for McGraw-Hill and each of the seven FCC commissioners to inform him of the nature of conversations they may have had regarding the proposed transfer.

Albert H. Kramer, of the Citizens Communications Center, in letters to Bernard Koteen, counsel for McGraw-Hill, and the commissioners said he had been informed that Mr. Koteen and his co-counsel had discussed the applications on one or more occasions with "one or more of the commissioners." He also said he was informed that principals or officers of McGraw-Hill were present.

The visits were said to have occurred after the applications were filed on April 12 but before oppositions to them were submitted and thus would not have been prohibited by rules barring off-the-record contacts between parties to a contested proceeding and commission decision-making personnel. It is not uncommon for attorneys to introduce principals in uncontested transfer cases to members of the commission.

Mr. Kramer, who in his letter to Mr. Koteen also asked whether he had been in touch with any staff member regarding the case, said the petitioners "recognize these contacts may not violate any rules of the commission" and are not suggesting violations of any rule or law.

However, he expressed the view that the contacts may deprive opponents of the sale of an opportunity for a "fair, unbiased adjudication of their claims." He said the contacts may have caused commissioners and staff members on whom they rely to reach judgments in the case. Accordingly, he said that he needed information regarding the contacts to enable him to take "corrective steps" that would assure petitioners a fair treatment.

Mr. Kramer represents eight Mexican-American groups and a number of their individual members in each of the markets served by the Time-Life stations involved in the proposed $89.3-million sale—WPBM-TV Indianapolis; Wood-TV Grand Rapids, Mich.; KLZ-TV Denver; KGO-TV San Diego, and KERO-TV Bakersfield, Calif. The other opposition was filed by a group of Denver blacks, the Mass Media Task Force.

In a related development, the Mexican-American groups filed a pleading designed to buttress their original charge that McGraw-Hill's program proposals are minimal and do not satisfy the "compelling public interest showing" required of applicants seeking to acquire three television stations in the top-50 markets. McGraw-Hill, in its response to that charge, said that when compared to similar proposals accepted by the commission, its showing is "outstanding" (Broadcasting, June 21).

The pleading, based in part on a new catalogue of McGraw-Hill-owned films, asserts that the children's program proposals "are tailored to [McGraw-Hill's] film library" and thus "are not only redundant of programing now being offered by many broadcasters, but also are not geared to the older children . . ." It adds that further commission inquiry is needed to determine whether McGraw-Hill intends to do more than "draw on its film libraries in presenting new programing."

The groups, in their pleading, also argue that the commission, in applying the compelling public-interest standard, should employ the yardstick it is proposing for judging whether a renewal applicant has "superior performance." The commission has asked the industry for assistance in defining the term as it would apply to an applicant being challenged by a competitor for his frequency at license-renewal time (Broadcasting, Aug. 23).

The pleading notes that the commission has said that proposed standards are equally applicable to processing transfer applications. Accordingly, it says, McGraw-Hill must show its proposed performance will at least exceed the proposed standards in a quantitative sense and that on a comparative basis its performance will exceed the present level of the Time-Life stations.

Study to assess CATV as tool for churches
A research project aimed at defining the potential of cable television as a resource to serve community needs has been begun under the auspices of the Northern California Conference of the United Church of Christ.

According to Dr. Richard Norberg, conference minister, the project is intended to serve three purposes: aid churches in raising questions regarding local community access when cable television franchises are being considered by local governments; help community groups in determining how specific needs, such as those of senior citizens and young parents, can be served by CATV programing, and assist churches in developing new concepts of evangelism matched to the potential of cable television.

The study, which is being partially funded by the church's national Board for Homeland Ministries, is being directed by the Rev. George Conklin Jr., who for the past 10 years was associate director and director of communications for the Northern California Council of Churches. Mr. Conklin last year supervised the production of a booklet that provided guidance for members of the Bay Area interested in participating in the license renewal proceedings of California stations. It was called "Countdown—September 1971" (when the stations' renewal applications were scheduled to be filed) and was prepared by a group of college students.

Cable association names committee membership
The National Cable Television Association last week announced 1971-72 appointments to six standing committees and to its special election procedures committee.

Named chairman of the code committee was Charles R. Henry, an officer or owner of 11 cable systems in Michigan, Wisconsin and Indiana. The new chairman of the convention committee is Gene Schneider, president of LVO Cable Inc., Tulsa, Okla. The incumbent chairman of the utility relations committee—Benjamin J. Conroy, vice president of Communications Properties Inc.—was reappointed.

Robert G. Scallorn, NCTA national treasurer and vice president of Del Rio Cable Corp., will head the budget and audit committee. Robert Behringer, Theta-Com Corp., heads the associates committee. William F. Karnes, National Trans-Video Corp., is chairman of the engineering advisory committee.

The election procedures committee, headed by Joel Smith of Television Communications Corp., will comprise the following members: F. Gordon Fuqua, Electra Communications Inc.; Mel Gilbert, SCAT TV; Robert McGinty, Atlantic Coast TV Cable Corp., and George Sisson, Colony Communications.

Five to ABC's four networks
ABC Radio announced last week the addition of five new affiliates to its four network services. WPOP(AM) Hartford, Conn., joins the American Contemporary Network, bringing the total number of contemporary affiliates to 302. Joining the American Information Network of 468 stations are WWIN(AM-FM) Georgetown, S.C. The American Entertainment Network picks up two stations, WEFY(AM) Richmond, Va., and KSPO(AM) Spokane, Wash., bringing the number of Entertainment affiliates to 335, and the American FM network now has 207 stations with the affiliation of WAFM(AM-FM) Memphis.
Rallying around the renewal flag

Lieutenants named to Mark Evans task force; ANPA and FCBA apparently will join struggle

The National Association of Broadcasters fleshes out its industry-wide task force on license renewals last week with the appointment of six geographically spaced members to work with Mark Evans, Metromedia vice president for public affairs, who was named chairman of the task force two weeks ago (BROADCASTING, Sept. 6).

The function of the task force is to establish strategy and to activate broadcasters in a campaign to persuade Congress to legislate protection for broadcast licensees at renewal time, particularly from competing applicants for their facilities.

Named to work with Mr. Evans are Charles H. Tower, Corinthn Broadcasting; Frank Gaither, Cox Broadcasting; Richard Barron, WJSJ-AM-FM-TV Winston-Salem, N.C.; Donald E. McClinton, KFBB-TV Great Falls, Mont.; Hamilton Sheb, Gilmore Broadcasting; Robert E. Thomas, WJAG(AM) Norfolk, Neb., and Ancil H. Payne, King Broadcasting, Seattle.

At the same time, it became known last week that the American Newspaper Publishers Association has evinced a strong desire to ally itself with broadcasters in working for a federal law that will give some measure of protection to licensees. Newspaper-owned licensees, it was noted, have found themselves vulnerable in recent years to attacks at renewal time. In fact at the present time four newspaper-affiliated TV stations are in hearing status before the FCC because of such challenges. They are WPIX(TV) New York (New York Daily News), WFAA-TV Dallas (Dallas Morning News), WART-TV Norfolk, Va. (Norfolk Virginian-Pilot and Ledger-Star), and KORK-TV Las Vegas (Las Vegas Review-Journal).

Establishment of a broadcast task force came at the meeting of the NAB executive committee last week. It is considered one of the many steps that the trade association is undertaking—all aimed at building sentiment among congressmen and senators for the adoption of legislation that will help stop or reduce challenges that many broadcasters are receiving at license-renewal time.

One of the functions of the task force, which is expected to meet soon, is to determine just what form legislation should take to accomplish this aim. Another function is to plan public-relations and lobbying activities to lay the groundwork for enactment of the legislation.

The group is expected to work closely with the Federal Communications Bar Association, whose legislation committee is scheduled to meet Wednesday (Sept. 15) on this same subject. Pending before the FCBA committee are four versions of prospective legislation. All but one are aimed at establishing the security of licensees who have rendered superior or substantial service to their communities; in essence variations of the bill introduced in 1969 by Senator John O. Pastore (D-R.I.) that would have required the FCC not to accept applications for existing facilities unless it first found that the existing license holders had not performed properly. No action was ever taken on that bill, principally because the FCC adopted a policy statement on renewals early in 1970.

A fourth draft before the FCBA committee would have the FCC examine opposition applications and decline to receive those where the applicant was found to be deficient in meeting existing requirements, including financial ability. Where a competing application was accepted, a hearing would be ordered to be held with the licensee but solely on programing proposals.

Members of the communications bar were told to submit any other legislative drafts to the committee at least 24 hours before this week's meeting in order that duplicates can be made for distribution to members of the committee.

The current concern of broadcasters with license-renewal procedures, a situation that has been growing over the past year, sharpened last June when Circuit Judge J. Skelly Wright of the federal appeals court in Washington held that the FCC's policy on renewals was illegal, since it denied applications without a hearing. That FCC policy stated that the commission would not entertain competing applications for existing facilities unless the FCC first found that the licensee had not provided substantial service to his audience.

Ecumenical exploration of CATV under way

National and regional executives of Protestant, Roman Catholic, Jewish and ecumenical communications organizations will participate this week in a seminar exploring the role of religious organizations in the development of

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Texas CATV group expands in big way

CPI acquires Telesystems in stock transfer valued at $15 million; awaits second deal

Communications Properties Inc., Austin, Tex., announced last week an exchange-of-stock agreement wherein it acquired the assets of Telesystems Inc., Jenkintown, Pa. Total value of the undisclosed amount of stock in Communications Properties was put at over $15 million.

The agreement, which is expected to be closed sometime before Oct. 31, is said to make CPI the sixth largest CATV systems operator, with over 140,000 subscribers.

That figure may go still higher. It has been announced that General Instrument Corp., parent of multiple-CATV-owner Jerrold Corp., has reached an agreement in principle to sell six of its systems to Telesystems for an undisclosed price. The transaction is expected to be completed by the end of the year, but is subject to execution of a contract and approval by the boards of both companies.

The six Jerrold systems are in Illinois, New Jersey, New York, Pennsylvania, Texas and Virginia.

Under the terms of the agreement between Communications Properties and Telesystems, the latter will operate as a wholly owned subsidiary. Fred Lieberman, principal owner of Telesystems, will become a member of the CPI executive committee and hold a position on the firm’s board.

CPI will gain control over six existing systems in Williamsport, Pa.; Lafayette, Ind.; Midland, Tex.; Rumford, Me., and Haverhill, Mass. The company will also acquire 80% of the stock in Crosswicks Inc., a CATV system in New Jersey.

Systems presently operated by CPI serve 80,000 subscribers in metropolitan Philadelphia, lower New Jersey, Marshall and Gladwater, both Texas, and five communities in Connecticut.

Last year, as part of a plan to expand in size and operating capabilities, CPI bought Tower Communications Inc. of Texas and KFJZ(AM) and KWWX (FM), both Fort Worth. CPI is awaiting the commission’s approval of the radio-stations purchases, which represent its first venture into commercial broadcasting.

Stock still CBS’s, spin-off foes claim

Minority group’s pleading charges Viacom is not separate entity

How does one unscramble an omelette—specifically, undo the spin-off that occurred when CBS distributed its stock in Viacom International Inc. to CBS stockholders? A pleading entered in the U.S. Court of Appeals in San Francisco last week offered one suggestion.

The pleading was filed in behalf of three minority stockholders in a Viacom-controlled CATV system in San Francisco who are fighting to have the spinoff of CBS’s CATV and program-syndication interests invalidated. The distribution was designed to bring CBS into compliance with FCC rules barring networks from having such interests.

The commission had approved the plan on June 3 and announced the action on June 4 (Broadcasting, June 7). The minority stockholders on that day asked the appeals court to stay the commission action, and the request was promptly granted. But by then the distribution—of one share of Viacom stock for each seven shares of CBS—
Our new telephone
  can save you money on remote broadcasts.

The Bell System's new phone
is the simplest equipment yet for
originating remote broadcasts.

This set, called the Portable
Conference Telephone, plugs di-
rectly into a standard telephone
jack installed at the broadcast site.
It is equipped with two broadcast-
quality microphones.

No amplifier is needed. No pre-
amp. In fact none of your station's equipment is needed at the
site—and that means no technician need be sent to operate it.

Your reporter simply carries the 19-pound set with him,
plugs it into the jack and an AC outlet, dials your studio and is
ready to go on the air. By using regular telephone lines, you
avoid the expense of special audio channels.

Between remotes, this phone won't loaf on the shelf. For
staff meetings, its built-in speaker allows as many as 30 people
to listen to a telephone conversation—and the microphones
allow them to join in. On an executive's desk, it can permit
hands-free talking and listening.

Call your local Bell Telephone representative for details
of how this new phone can work for you.

The American Telephone and Telegraph Company and
your local Bell Company are continually working to improve
service and help you do your job better.

In this case, when you have to broadcast from remote
locations.
had been effected. The court affirmed the stay order last month (Broadcasting, Aug. 16).

The pleading—a supplement to the stockholders' petition for review of the commission order—said that "a fair, just and equitable order" of the court would "simply declare that the Viacom stock, as distributed, represents fractional ownership of CBS and that CBS in effect declared a CBS stock dividend." It also said the court should declare that Viacom is not a separate entity but a division of CBS, and that any Viacom stock being traded is actually CBS stock of a different fractional value.

The brief says that CBS and Viacom will "rely on the equities of the situation" in arguing that the court should not undo the stock distribution. But, it adds that since "CBS distributed the stock in the face of this court's order," it cannot therefore depend on "equity to protect it from what is its own precipitous action and own wrongdoing; CBS lacks the requisite appointment."

The brief lists a number of grounds for overturning the commission's order—among them, the agency's alleged failure to consider the anticompetitive effects of the spinoff and the character questions the petitioners had raised in their earlier pleadings; its failure to make a public-interest finding in approving the spinoff plan, and the commission's failure to consider all aspects of common control of CBS and Viacom.

Promotion

Fairchild chides youth with public-service ads

A Maryland aerospace technology firm has launched a media campaign designed to combat what it calls the "anti-technology, nihilistic philosophy" found among high-school age youth today.

Fairchild Industries, one of eight applicants to the FCC for a domestic communications satellite system, said it has devoted some $70,000 to development of a 13-minute, 16mm color film; a series of 60-second radio spots and 10,000 brochures keyed to the theme, "It's Your Turn."

Four Washington-area radio stations and three in Winston-Salem, N.C., have sold time to Fairchild for the messages. The firm has offices in both areas.

Through the film, radio spots and brochures, Fairchild hopes to regain from the young people their interest, respect and confidence in American technology as a means to solving "pollution, communications, medical, safety and other social problems."

The film is available from the company (Germantown, Md. 20767), along with the brochures. Fairchild indicated the radio spots are also available to stations as public service announcements. Agency is Ehrlich Linkins & Associates, Washington.

MDAA record telethon earns over $8 million

Muscular Dystrophy Associations of America reported last week that the 20-hour telethon conducted in its behalf until 6:30 p.m. Monday (Sept. 6) resulted in pledges of $8,125,387.

The association said the figure represented a record for telethons generally, and eclipsed its own total of 1970 by more than $3 million. The Muscular Dystrophy telethon was presented on a line-up of 121 stations, with comedian Jerry Lewis serving as host (Broadcasting, Sept. 6).

The telethon originated from the American hotel in New York and included two live pick-ups from Las Vegas.

Singer opens doors

Bottom Line Associates, promotion and media services firm, has begun operation in Brookline, Mass. President of new firm is Joel Singer, former manager of advertising and promotion at NBC, New York, and earlier administrator of sales development. Address is 229 Freeman Street, Brookline 02146. Phone: (617) 232-2009.

Anchormen at KGO-TV San Francisco have teamed up in a series of four TV spots promoting the station's news broadcasts. The multimedia campaign, created by Gross, Pera and Rockey, San Francisco, begins this month with 60-, 30- and 10-second versions of the spots and back-up radio commercials on KGO(AM) and print ads. During the filming of one of the TV spots, the would-be actors try to keep their minds on the game while dispensing some golf instruction to the win-some twosome playing ahead of them. In another, the news-men are shown hamming it up heavily on horseback.
Caution is word from two of big three

Auto makers set to roll on radio, TV net campaigns; spot TV plans stalled

Detroit is advancing toward its new-model introduction with network-TV plans locked in and radio campaigns already under way, but spot-TV funds have yet to become unstick for some of the bigger car manufacturers.

Holding back in spot television, according to reports from the auto capital last week, were Chrysler, with the exception of Dodge trucks which was said to be on the verge of a substantial spot campaign, and Ford Division of the Ford Motor Co.

Details were being withheld but there were stirrings at General Motors, where Pontiac (D'Arcy-MacManus-Intermarco), Buick (McCann-Erickson) and Oldsmobile (Leo Burnett Co.) were understood to be mapping campaigns. This was the first report of potential spot-TV activity from these GM divisions.

There was a late report also of a limited spot-TV drive for Dodge passenger cars (BBDO).

American Motors (Wells, Rich, Greene), which has been active in negotiating additional network-TV exposure and has been buying radio, was said to have no plans for spot TV "other than dealer money."

GM's biggest division—Chevrolet—has a substantial stake in network TV, is in radio (network and spot) and has already committed its spot-TV money. It is active in barter syndication of three shows "in an average of 80 markets" and has completed regional buys in professional football in major markets. Chevrolet's business is placed by Campbell-Ewald.

A spokesman for the Ford Division of Ford Motor Co., said the division will be active this fall on network radio with partial sponsorship of the Van Patrick Show (sports) on Mutual, as well as that network's pre-game coverage of Notre Dame football. In addition, the division has bought a one-fifth sponsorship of radio coverage of Detroit Lions football games on a lineup of 15 Michigan stations.

He said Ford's fourth-quarter expenditure probably would be higher than last year, mainly because of added spending in network TV. There were no immediate plans for use of spot TV or radio during the new car introduction period.

The auto makers' thinking, however, is still affected by the price-wage freeze. The paucity of spot-TV plans in particular during the new car period was attributed to the caution in Detroit. The manufacturer was depicted as banking on the new economics to stimulate buying of 1972 cars at prices that will be at the 1971 level (or lower, with the excise tax rebate).

At the same time, it was noted, auto plans may yet be turned around once the new model year actually breaks. Stations and reps were sounded out in July by auto makers on upcoming spot campaigns that now have been sharply curtailed or eliminated, but these can be instantly reinstated.

Automotive advertising in television, not counting local dealers' expenditures, rose from $191.6 million in 1969 to $194.4 million last year, with spot's share rising $9 million to more than $65 million while network's dropped about $6.2 million to $129.3 million, according to figures compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports.

For the first six months of 1971, preliminary estimates put the total at $124 million as compared with $101.2 million in the same period of 1970, with most of the increase occurring in spot. These preliminary estimates put spot's 1971 first-half total at $55.6 million, up from $34.1 million in the same period of 1970, with network rising to $68.5 million from $67.1 million in the first half of 1970. TV advertising by local car dealers accounts for an additional $30 million to $35 million or more a year.

Philip Morris wants rebate on CBS tennis

A festering dispute in professional tennis erupted publicly last week when Philip Morris, a major sponsor of the Forest Hills matches on television, threatened to terminate its contract with CBS-TV.

Philip Morris sponsors one-half of CBS's coverage of the U.S. Open Championship with two more years to go in a five-year contract. Its cigarette brands are, of course, excluded from the television sponsorship. Most of its commercial time has been allocated to a subsidiary, Miller Brewing Co. (through McCann-Erickson), and some to Amer-
ican Safety Razor Co, (Personna), also a subsidiary and handled by Leo Burnett. The other half of the coverage was sold to participating advertisers. This year's schedule of telecasts—Sept. 4 at 3:30-6 p.m. NYT, Sept. 11, 4-6 p.m. and Sept. 12, 4-6 p.m.—was unaffected. Joseph F. Cullman III, Philip Morris's board chairman, said that his company paid CBS $250,000 a year for sponsor-ship. Of that amount, CBS retains $150,000 and pays $100,000 to the U.S. Lawn Tennis Association, organ-izer of the Forest Hills tournament, from which CBS purchased the rights. The Philip Morris chairman said the contract with CBS was on the under-standing that the USLTA would use its best efforts to deliver top players, but that the advertiser believed that this year the association had violated the agreement with CBS at the Forest Hills play. (A number of prominent pros had opted out of the U.S. Open in view of a pending decision by the U.S. Lawn Tennis Association to support an ex-clusion by the International Lawn Ten-nis Federation of 32 professionals who are under contract to the World Championshiptennis organization. Mr. Cullman said that Philip Morris was demanding a "renegotiation of the price" for this year's telecasts. Moreover, he said, should the ban on the pros stick, the firm would consider its contract for future telecasts ended.

Frank Smith, CBS-TV vice president, sales, said that he had turned the matter over to lawyers and that CBS was "not in a position to respond legally."

**Pieces added to the freeze puzzle**

More on price levels from Cost of Living Council may affect broadcasters

Two detailed definitions emerged from the Cost of Living Council last week. Both could have an effect on broad-cast advertising revenues.

The first is what constitutes a new product or service and how a ceiling price is determined for them: "A prod-uct or service is new if it substantially differs from others in purpose, func-tion, or technology, or if its use re-sults in substantially different out-comes."

Slight differences in appearance, ar-rangement, or combination are not con-sidered by CLC to be new. Nor are changes that are "solely a matter of fashion, style, form or packaging."

The ceiling price is determined by applying the percentage mark-up real-ized for new products introduced dur-ing whichever base period broadcast-ers choose (Broadcasting, Sept. 6).

The second definition tells how to determine freeze-level prices if the May 25, 1970, date base period is selected. The ceiling price is the average price of transactions on that day, CLC said.

John M. Torbet, FCC executive director who is acting as liaison between the CLC and broadcasters, submitted addi-tional questions to the council last week, but received no immediate replies.

**The piggyback: perfect for controversial ads?**

Norman E. Cash, president of the Tele-vision Bureau of Advertising, offered an off-beat suggestion last week for dealing with the thorny issue of accepting television advertising for and against social problems. Mr. Cash proposed that contro-versial-cause advertising, which now leads to demands for reply time, be sold as a piggyback. One-half of the piggy- 
back would give one side of the issue, he said, and the remainder, following immediately, would provide the oppos-ing view.

"Then each side would know its case would be tested against the case of the opposition," he continued. "The false claim has a built-in opponent. Equal time is not only equal but identical."

Mr. Cash made the suggestion at a luncheon in New York of the Catholic Apostolate of Radio, Television and Ad-vertising, which presented him its 12th annual award. The award is given to a person or persons "who have demonstrated an exemplary Christian attitude and deportment in the field of radio, television and advertising."

**BBDO drops B. F. Goodrich**

BBDO has resigned the B. F. Goodrich Tire account billing about $7 million a year ($3 million in national media and $4 million in retail ads). Account moves to Griswold-Eshleman Co. on Jan. 1. Both agencies have been asso-ciated with Goodrich for years—BBDO for 31 years and Griswold—which already handles Goodrich's truck, farm and industrial tires as well as other diversified activities—for 38 years.

A dispute over current BBDO-created advertising for BFG lifesaver radials was said to have led to disagreement on creative "matters," and to BBDO re-signing the account. (BBDO's ads fea-tured endorsements by state policemen stressing the tire's safety as well as mileage guarantees on stress.) Good-rich is not a heavy broadcast user, though it has been consistently repre-sented in network and spot on radio and TV.

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**National League Baseball Playoffs**

Announcing the availability of complete and exclusive* radio coverage. Probable oppo-nents: Giants or Dodgers vs. Pirates or Cardinals. Best three-of-five series.

*We will have the only radio coverage outside normal home radio network areas of the two opposing clubs.

<table>
<thead>
<tr>
<th>Saturday, Oct. 2</th>
<th>4:00 p.m. EDT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, Oct. 3</td>
<td>4:00 p.m. EDT</td>
</tr>
<tr>
<td>Tuesday, Oct. 5</td>
<td>1:30 p.m. EDT</td>
</tr>
<tr>
<td>Wednesday, Oct. 6</td>
<td>1:30 p.m. EDT</td>
</tr>
<tr>
<td>Thursday, Oct. 7</td>
<td>1:30 p.m. EDT</td>
</tr>
</tbody>
</table>

STATIONS: exclusive rights available in many markets.
ADVERTISERS: network sponsorship available.

Call or wire:
ROBERT WOLD COMPANY
11661 San Vicente Blvd.
Los Angeles, Calif. 90049
(213) 820-2668

38 BROADCAST ADVERTISING
American Express spots draw congressman's ire

Representative Lester L. Wolff (D-N.Y.) has called on the Federal Trade Commission to investigate whether broadcast advertising of American Express travelers' checks is deceptive.

In a letter to FTC Chairman Miles W. Kirkpatrick, Mr. Wolff said that during the international money crisis American Express has been advertising that its checks are better than U.S. currency "because persons traveling abroad found that they could not exchange actual dollars but could exchange travelers' checks."

The congressman was in the Far East at the height of the crisis and said that for a period of time American Express travelers' checks could not be cashed.

He pointed out that when U.S. dollars could not be exchanged it was because of uncertain exchange rates, not because they had become nonnegotiable.

"I neither like this undermining of the dollar nor the suggestion that travelers' checks are more valuable than American cash," Mr. Wolff wrote.

Food-slicer ad claims cut off by consent order

The maker of a food slicer has signed a consent order with the Federal Trade Commission agreeing not to make claims in television commercials that are contradicted by instructions for the device.

The order was tentatively accepted by the FTC and applies to Pople Bros. Inc., Chicago, manufacturer of the Veg-O-Matic food slicer. In the FTC complaint, announced last January, the commission claimed that the device was promoted as slicing raw carrots, tomatoes and other such vegetables. But, the FTC said, instructions that accompanied the device warned: "Don't slice raw carrots, raw beets, lemons, oranges, ripe or overripe tomatoes. . . ."

The FTC also charged that, although in the TV commercials implied that if a user didn't like the machine he could return it, in reality the guarantee was limited solely to defects.

New agency to emerge from Interpublic buy

A "new" advertising agency, Tinker, Dodge & Delano, was proposed last week. The agency, based in New York, would bill about $25 million a year, with almost $10 million of that amount in broadcast.

The Interpublic Group of Companies, which also is parent of McCann-Erickson and Erwin Wasey agencies, said that it has an agreement in principle for the acquisition of Dodge & Delano. The Dodge agency, which bills at a yearly rate of about $12.3 million, would be merged with Interpublic's Tinker-Pritchard Wood Associates (about $12.7 million in billings). The latter subsidiary was formed a year ago as the result of a merger of two Interpublic agencies—Jack Tinker & Partners and Pritchard Wood.

Though no breakdown in billing was provided (nor were terms of the proposed merger transaction disclosed), it was reported that radio-TV business is at about the same level at both agencies: approximately $4.5 million at Tinker and about $5 million at Dodge & Delano.

Agency principals said that the merger of the two companies should be consummated quite quickly. "It looks good and we are happy about the prospect of joining Interpublic," a Dodge principal said.

Among major broadcast clients at

BAR reports: television-network sales as of Aug. 22

<table>
<thead>
<tr>
<th>Day Parts</th>
<th>Total minutes week ended Aug. 22</th>
<th>1971 total minutes</th>
<th>1971 total dollars</th>
<th>1970 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>69 $ 399,500</td>
<td>2,474</td>
<td>$ 14,349,500</td>
</tr>
<tr>
<td></td>
<td>Monday-Friday</td>
<td>885 $ 5,242,800</td>
<td>29,715</td>
<td>199,866,800</td>
</tr>
<tr>
<td></td>
<td>Saturday-Sunday</td>
<td>258 $ 1,539,000</td>
<td>9,032</td>
<td>89,852,400</td>
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<tr>
<td></td>
<td>Monday-Saturday</td>
<td>6 p.m.-11 p.m.</td>
<td>1,108,000</td>
<td>3,020</td>
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<tr>
<td></td>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>12 $ 168,700</td>
<td>520</td>
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<tr>
<td></td>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>13,513,800</td>
<td>14,577</td>
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<tr>
<td></td>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>124 $ 1,188,800</td>
<td>4,194</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1,471 $23,160,400</td>
<td>83,352</td>
<td>$957,919,500</td>
</tr>
</tbody>
</table>

*B Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Class A Stations & Educators!

NEW elliptically polarized Performer

FM ANTENNA

There's a reason for the name— it's Performance!

It delivers a power rating of one kilowatt per bay (up to 8 bays) and can be field trimmed for minimum VSWR!

Built of marine brass and copper for lasting performance and quality. Conveniently connects to a 1%* EIA line.

Don't sacrifice quality for price— call Jampro for the budget details on the Performer, the FM antenna especially for you!

(916) 383-1177

JAMPRO HELPS YOU PENNY PINCH on your budget with a

FM ANTENNA

A division of

Computer Equipment Corporation

6939 Power Inn Road
Sacramento, Calif. 95828

BROADCASTING, Sept. 13, 1971
Dodge & Delano are Bromo Seltzer, Sacramento Tomato Juice and some Borden products. Heavy billing also comes from nonbroadcast liquor accounts (Heublein).

Tinker's business is spread among several product lines and includes some handling of accounts in Latin America. Among its clients are Plough, Esso Chemical, some Coca-Cola business, and Shulton.

The two agencies involved had suffered setbacks temporarily in broadcast accounts. Tinker a few years back lost the hefty Alka-Seltzer account, and Dodge & Delano spokesmen said that their agency has recovered broadcast billings to replace losses suffered after the departure of Mattel toys.

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**BusinessBriefly**

Consolidated Cigar Corp., through Compton Advertising, both New York, has produced a series of 30-second commercials for El Producto cigars featuring aerial acrobats, gymnasts, fences and horse racers and placed them in the environment of a $1-million network-TV football campaign. The spots are scheduled to run on both CBS-TV’s American Football Conference and NBC-TV’s National Football Conference games beginning Sunday, Oct. 3, and running through to the Super Bowl, Sunday, Jan. 16. Commercials for El Producto’s Durango and Cigarlet will also be scheduled.

R. J. Reynolds Tobacco Co., Winston-Salem, N.C., is using radio and TV to advertise a new small cigar, “Winchester,” that looks suspiciously like a cigarette—filter-tipped, 85 millimeters long, and packaged 20 per soft-pack box. Winchester will find its way to radio and television audiences in test markets in Boston and Dayton, Ohio. The one-minute spots, using the theme, “Winchester is something else,” started last Tuesday (Sept. 7). Agency is Dancer-Fitzgerald-Sample, New York.

General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, will launch a campaign for its Jell-O division’s “Pudding Treats” in San Francisco and Los Angeles. The campaign will feature 30-second spots and run for about two months beginning in mid-September. The puddings were introduced in Syracuse, N.Y., in April and Portland, Ore., in June.

Gillette Co., Boston, through Benton & Bowles, New York, is using TV this fall (at World Series time, starting Oct. 9) to introduce its new “wet shaving” razor that uses two parallel blades encased in a disposable plastic cartridge. Gillette reportedly will back the introduction, which also will be in print, with more than $2 million in TV this fall. Over a year’s period, Gillette will spend some $6 million in television and print.

Shell Oil Co., through Ogilvy & Mather, Houston, will launch a 10-week spot-TV campaign in 21 TV markets, beginning Friday, Sept. 17. The 30-second commercials will promote giveaways of glasses embossed with the emblem of the region’s professional football team (Chicago Bears, Houston Oilers, Dallas Cowboys, Minnesota Vikings, Cleveland Browns, St. Louis Cardinals, Green Bay Packers) and the insignia of the National Football League. One-third of the spots will appear in NFL games.

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**AlsoInAdvertising**

New at Y&R Chicago * The establishment by Young & Rubicam of a retail merchandising unit in its Chicago office was announced last week by Edward N. Newy, president. He said Jack Flatley, formerly with McCann-Erickson, Chicago, is joining Y&R tomorrow (Sept. 7) as manager of retail merchandising.

Moving Dolphin * Dolphin Productions, New York-based commercial production division of Computer Image Corp., moves next month to a new expanded computer animation facility at 305 East 45th Street from its current quarters at 666 Fifth Avenue.

**Direct marketers relying more on TV—Evans**

Television not only is a mass medium but is also establishing itself as a major direct-marketing tool, with direct marketers increasing their use of it at a rate that makes theirs “the fastest-growing category of television advertising,” looking to account for more than $50 million in television billings this year.

That was the word given to the Mail Advertising Club of Chicago last Wednesday (Sept. 8) by Jacob A. Evans, central division vice president of Evans Television Bureau of Advertising. He said TV investments of direct marketers in 1970 totaled $37.9 million, up 68% from 1969. Among individual companies with substantial increases in TV for direct marketing he listed Columbia Records, Longines-Wittnauer, Physicians Mutual Insurance, Mutual of Omaha and Ronco Foods.

Mr. Evans predicted direct marketing will represent a “significant” category of TV income within three years and will in time join direct mail, magazines and newspapers as a “truly major medium for direct marketing.”

**Sold: five children’s specials**

General Mills Fun Group, Minneapolis, has purchased five children’s specials, three on CBS-TV and two on Hughes Television Network. The Fun Group includes Kenner Products and Rainbow Crafts, both through Leonard M. Sive & Associates, Cincinnati, and Parker Bros., Lionel Toy Division and Model Products, all through Humphrey Browning, MacDougall, Boston. The buys on CBS-TV: (all one-hour, 5-6 p.m. NYT) Robin Hood, Sunday, Nov. 14; Treasure Island, Sunday, Nov. 28, and Christmas Carol, repeat, Sunday, Dec. 12; on HTN: Tales of Washington Irving: Legend of Sleepy Hollow and Rip Van Winkle, one hour, Halloween weekend, Oct. 30-31, and “A Connecticut Yankee in King Arthur’s Court,” 90 minutes, Thursday, Nov. 25.

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**RepAppointments**


BBC flunks 'Sesame Street'  
But turndown and criticism don't stop commercial ITA from scheduling show

*Sesame Street* has had a profound effect on the under-6 crowd in America. That's what the BBC is worried about. So concerned in fact, it has refused to buy the show.

"*Sesame Street* is an American program based on the viewing habits of American children, which include crime series, soap operas, game shows, and commercials . . . Research reports refer to the program maker's aim to change children's behavior. This sounds like indoctrination," said Monica Sims, head of children's programming for the BBC, in a news conference last Monday (Sept. 6).

Miss Sims criticized the "passive, uninvolved" nature of *Sesame Street* and called it "wallpaper programming." The BBC has had its own program for preschoolers, *Playschool*, for some time now. *Playschool* lasts only 20 minutes and offers learning activities that children may continue after the show.

"TV is no substitute for the interaction between a child and his mother or companions," Miss Sims said. *Playschool* is shown in many countries but is handled separately by each and tailored to each audience's needs.

That is the basic reason for the BBC's decision to exclude *Sesame Street* from its programming fare. Miss Sims feels that the colloquialisms used on the show and its basic format based on commercial techniques would only confuse the British younger audience. David Webster of the New York BBC office later added that because of limitations of broadcasting time, officials were reticent to knock out five hours of home-made programming a week to make room for an imported show.

*Sesame Street* will get its day in Britain, though, on the commercial Independent Television Authority. The program will be shown for 13 weeks, in London, each Saturday beginning Sept. 25. ITA officials say the showing is an experiment, but if successful, *Sesame Street* would be continued, perhaps several times a week.

Michael Dann, vice president of the Children's Television Workshop, which produces *Sesame*, said that "it is of interest that the BBC actually decided more than a year ago not to show *Sesame Street* and instead continued to import such children's programs as *The Harlem Globetrotters* and *Yogi Bear*." A 10-program test was run in Wales this spring by Harlech-TV and parental response was "better than seven-to-one in praise of the series," he said. "Because of the interest shown by broadcasters, educators, and parents in the test, Independent TV in Britain requested the series."

Robert Hatch, information director for the workshop, dismissed the issue of children's noninvolvement by saying researchers have proven that youngsters interact with the program when asked to complete sentences, give arithmetic answers, and sing along with songs.

"*Sesame Street* continues to be an experiment in television to teach youngsters basic skills," Mr. Dann said. "Scientific research has shown its success, especially in poverty homes . . . In the final analysis, the children and their parents will be able to decide whether the program has any merit."

Ogilvy & Mather Ltd. buys Benson companies

A formal agreement embodying the plans of Ogilvy & Mather International's United Kingdom subsidiary, Ogilvy & Mather Ltd., to acquire the advertising interests of S. H. Benson (Holdings) Ltd. on Oct. 1 (Broadcasting, July 19) has been announced.

O&M Ltd. will purchase the Benson advertising companies for $1,174,000 in cash and 400,000 pounds ($984,000) in a new 8% convertible unsecured loan stock for O&M Ltd., convertible into common stock of O&M International.

The main Benson United Kingdom agency, S. H. Benson Ltd., will merge with O&M London under the name of Ogilvy, Benson & Mather Ltd. Six other English agencies and a public relations firm owned by Benson will continue to operate separately as subsidiaries of Ogilvy, Benson & Mather Ltd. Benson operates overseas companies in Nigeria, Kenya, Malaysia, Indonesia, Singapore and Hong Kong.
Laser Link system claims popularity

Laser Link Corp., New York, reported last week that its television transmission system has been designated in filings to the FCC as the one that 21 CATV operators propose to use when the commission approves their construction permits.

Ken Knight, vice president in charge of sales, told a news conference outlining the company's recent activities that these contingent orders amount to about $2 million. He said each transmitter is priced at $50,000 and each receiver at $5,000 with some of the orders calling for multiple units of the equipment. Ira Kamen, president of Laser Link, said the FCC gave type approval to the system last May, paving the way for production that has begun at the company's facilities in Woodbury, L.I. He pointed out that the system permits the transmission of up to 18 separate TV channels on a single carrier without the use of cable.

He also told the news conference that Laser Link has made a special filing to the FCC to permit the use of frequencies for business, industry, the medical profession and the educational field. Mr. Kamen said Laser Link has requested that broad enough bandwidths be assigned for local distribution of intercity (long-haul) microwave signals to take advantage of the system's capabilities.

AEL cable converters

AEL Communications Corp. has introduced its RK-1 and RK-2 bi-directional retrofit kits that enable an existing single cable CATV trunk system to become a bi-directional system with additional channels carried in the reverse direction. The RK-1 converts the trunk station, the RK-2 converts extender amplifiers. Another kit, the RK-3, makes distribution lines bi-directional. A free color brochure on AEL's single and dual cable bi-directional trunk systems, trunk extender amplifiers and other special CATV units, is available by writing AEL, Box 507, Lansdale, Pa. 19446.

WCAU-TV antenna up

RCA has installed its 100th "traveling wave" antenna in the antenna farm at Roxborough, Pa., for WCAU-TV Philadelphia. The 71-foot antenna has been placed on top of the station's broadcast tower, which had been extended to a height of 1,066 feet.

The 1,000-foot candelabra TV tower that was to be fully occupied within weeks by three Minneapolis-St. Paul television stations and that was virtually completed, collapsed last week killing seven men, injuring two and damaging a nearby transmitter building. In the scene above, tower debris lies across the damaged transmission building that was being used by WCCO-TV (ch. 4) and WTCN-TV (ch. 11) which had temporarily placed their new antennas on the sides of the unfinished tower last month and were broadcasting from the new site (Broadcasting, Aug. 23). Both stations switched operations back to their old antennas atop the Foshay Tower in downtown Minneapolis, resuming broadcasting in 30 minutes and 90 minutes, respectively.

The third prospective occupant of the new tower (KSTP-TV [ch. 5]) was still operating from its original antenna, midway between Minneapolis and St. Paul and was unaffected by the accident.

The collapse, the cause of which still has not been determined, resulted in damages that are estimated at more than $1 million for the tower and roughly $300,000 for WCCO-TV's transmitter, which was totally destroyed, and damage to the building. The tower was being put up by National Steel Erectors Inc. for Dresser Industries Inc., prime contractor for the three Twin Cities stations. Late last week a Dresser spokesman said it had no word yet on why the tower collapsed. All the dead were riggers employed by National Steel. The two injured, neither seriously, were Stanley Allison and George Grider, both WCCO-TV transmitter engineers.

The site, at Shoreview, Minn., is the FAA-approved antenna farm for Minneapolis-St. Paul, designated after two of the TV stations found it necessary to move from their original site atop the Foshay Tower because of the construction of the 57-story Investors Diversified Service building, also downtown, that threatened to block the two stations' signals. Actually there were to be two candelabra towers at the Shoreview location: one already completed houses KMSP-TV (ch. 9) and noncommercial stations KCTA-TV (ch. 2) and KTCI-TV (ch. 17). This was untouched in the catastrophe.
Liberalized rules for blind engineers

Blind persons, if otherwise qualified, may now acquire all classes of radio-telephone licenses. The FCC so ruled last week in overturning its previous policy, which had permitted sightless individuals to acquire only third-class licenses.

The commission's action followed a rulemaking proceeding in which over 30 parties filed comments urging such a change. They pointed out that technological advances, coupled with the desire of handicapped persons to succeed, should surmount the handicaps that previously confronted blind engineers. There were no arguments against the rule change.

In implementing the rules, however, the commission made several stipulations. Noting that examinations for specific licenses must be given orally to blind persons, the commission said an appointment must be made with an FCC district office at least two weeks in advance. In addition, blind persons acquiring higher degree licenses will not be qualified for employment in the Public Safety Radio Services and any transmitter to be operated by a blind person must be adapted for such use by the licensee.

The commission said that the matter of personal safety of a blind operator is a consideration of employment to be examined by station management and the prospective blind employe.

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FocusOnFinance®

Profits stay up at Britain's ATC

Associated Television Corp. Ltd., London, diversified company principally engaged in TV production, reported increases in turnover and group profit after taxes for the year ended March 28.

Turnover, equivalent to the gross revenues of American companies, was £37,631,000 for the 1971 period compared to £36,713,000 for the 1970 period. Group profit after taxation was £3,109,000 in 1971 vs. £3,008,000 in 1970. The British pound sterling was the equivalent of about $2.40 at the end of 1970.

ATV Network Ltd., one of the principal subsidiaries of Associated Television Corp. Ltd., provides programming for independent television in England.

The parent company also has subsidiaries that produce and distribute films and video tapes, primarily for television: own theaters; deal in merchandising rights, and manufacture and distribute records and tapes. Other subsidiaries publish music, are licensees of the Muzak background music franchise and have other business interests.

Financial Notes

- Ridder Publications, New York, publishing company with broadcast and CATV interests, declared regular quarterly dividends on common and preferred stocks. Eight cents per share is being paid on each share of common and $2 per share on the preferred. Shareholders of record as of Sept. 10 will receive the dividends payable on Sept. 30.
- Cablecom-General Inc., Denver-based CATV systems operator, announced last week the private placement of $10 million in 10 1/2% senior promissory notes due July 1, 1986. Financing of the transaction, completed Aug. 24, was negotiated with five insurance companies and resulted in the issuance of 165,000 warrants for the purchase of Cablecom's common stock. Proceeds from the sale of notes were put partially toward retiring a $7,400,000 short-term bank debt, with remaining funds used by the firm for capital expansion programs.
- Fourth quarter earnings for MGM, Culver City, Calif., are expected to include the results of the sale of Lot #3 to Levitt-United Multihousing Corp. for $7,250,000. The developer plans construction of a 600-million complex of apartments and condominiums. The sale was in keeping with MGM's announced intentions of disposing of assets which, the company says, do not contribute sufficiently to profits.
- RCA has declared a quarterly dividend of 25 cents a share on the company's common stock, payable Nov. 1 to holders of record Sept. 13. Dividends of 87 1/2 cents a share were declared on the $3.50 cumulative first preferred stock and $1 a share on the $4 cumulative convertible series first preferred stock, both for the period from Oct. 1, 1971, to Dec. 31, 1971, and both payable Jan. 3, 1972, to holders of record Dec. 10.

Company Reports

Tele-Communications Inc., Denver-based multiple-CATV and microwave systems owner, reported a 73% increase in net earnings and a 58% rise in revenues for the first half of 1971.

For the six-month period ended June 30:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.06</td>
</tr>
<tr>
<td>Revenues</td>
<td>5,935,140</td>
</tr>
<tr>
<td>Net Income</td>
<td>263,457</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,512,000</td>
</tr>
</tbody>
</table>

Note: The 79%-owned subsidiary, National Telefilm Associates, has not been included.

- LVO Cable Inc., Tulsa, Okla.-based multiple-CATV owner, experienced an increase in revenues and net income during its first fiscal year of operation...
of a public entity, to complement an increase of 20.4% in subscribers during the period.

For the fiscal year ended May 31:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.16</td>
<td>0.00</td>
</tr>
</tbody>
</table>

For the six months ended June 30:

- Gray Communications Systems Inc., Albany, Ga., TV broadcaster, newspaper publisher and CATV systems operator, last week reported increased revenues and income for the firm's past fiscal year.

The Signal Companies Inc., Los Angeles, 49.9% owner of Golden West Broadcasters, group radio and television station owner there, reported a slight increase in net income for the six month period ended June 30. Revenues were down over 11% for the same period. For the six months ended June 30:

- For the year ended June 30:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.63</td>
<td>0.57</td>
</tr>
</tbody>
</table>

- Chuck Barris Productions, Hollywood, wood, program producers, reported decreases in net income and per-share earnings for fiscal 1971 ended May 31. The firm also announced in its annual report that the pilots for two new game shows, Dream Girl and Cop-Out, were

The Broadcasting Stock Index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Sept. 8</th>
<th>Closing Sept. 1</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>45%</td>
<td>42%</td>
<td>+ 2%</td>
<td>48</td>
<td>25</td>
<td>7,089</td>
<td>$303,055</td>
</tr>
<tr>
<td>ASI Communications</td>
<td>O</td>
<td>3%</td>
<td>3%</td>
<td>+ 2%</td>
<td>4%</td>
<td>2%</td>
<td>1,789</td>
<td>6,709</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>O</td>
<td>4%</td>
<td>4%</td>
<td>+ 2%</td>
<td>31</td>
<td>17%</td>
<td>5,802</td>
<td>173,306</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>21%</td>
<td>21%</td>
<td>+ 2%</td>
<td>24%</td>
<td>21%</td>
<td>2,042</td>
<td>120,740</td>
</tr>
<tr>
<td>Cox Cable</td>
<td>O</td>
<td>31%</td>
<td>28%</td>
<td>+ 1%</td>
<td>16%</td>
<td>15%</td>
<td>1,800</td>
<td>14,850</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>A</td>
<td>14%</td>
<td>13%</td>
<td>+ 1%</td>
<td>16</td>
<td>10%</td>
<td>2,384</td>
<td>19,954</td>
</tr>
<tr>
<td>LIN</td>
<td>O</td>
<td>14%</td>
<td>14%</td>
<td>+ 1%</td>
<td>15%</td>
<td>6%</td>
<td>1,590</td>
<td>21,863</td>
</tr>
<tr>
<td>Moneykey</td>
<td>MOON</td>
<td>8%</td>
<td>8%</td>
<td>+ 1%</td>
<td>10%</td>
<td>6%</td>
<td>1,590</td>
<td>21,863</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PSI</td>
<td>12%</td>
<td>12%</td>
<td>+ 1%</td>
<td>17%</td>
<td>12%</td>
<td>1,800</td>
<td>14,850</td>
</tr>
<tr>
<td>Rehahl Communications</td>
<td>O</td>
<td>12%</td>
<td>11%</td>
<td>+ 1%</td>
<td>29%</td>
<td>8%</td>
<td>1,590</td>
<td>21,863</td>
</tr>
<tr>
<td>Scrips-Howard</td>
<td>SCR</td>
<td>22%</td>
<td>22%</td>
<td>+ 1%</td>
<td>29%</td>
<td>8%</td>
<td>1,590</td>
<td>21,863</td>
</tr>
<tr>
<td>Sonderling</td>
<td>SDB</td>
<td>25%</td>
<td>24%</td>
<td>+ 1%</td>
<td>34</td>
<td>22</td>
<td>1,800</td>
<td>14,850</td>
</tr>
<tr>
<td>Starr</td>
<td>SGB</td>
<td>18%</td>
<td>18%</td>
<td>+ 1%</td>
<td>20%</td>
<td>8%</td>
<td>1,800</td>
<td>14,850</td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>41%</td>
<td>38%</td>
<td>+ 1%</td>
<td>44%</td>
<td>23%</td>
<td>3,707</td>
<td>147,798</td>
</tr>
<tr>
<td>Total</td>
<td>11,303</td>
<td>$1,338,622</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
completed and ready for sale. CBP has also finished the pilot of Bill Russell in Washington, a political talk show for syndication with the former Boston Celtic basketball star as host.

For the year ended May 31:

1971 1970
Earnings per share $ 0.37 $ 0.48
Revenues 3,708,849 4,920,911
Net income 351,816 518,555
Shares outstanding 1,052,373 734,937

Note: Per-share earnings have been restated to give effect to the three-for-two stock split distributed in January and the five percent stock dividend distributed in 1970.

Reeves said a $9-million suit against the corporation and certain directors by a former president has been terminated. The suit was filed last February by Richard Geismar, who said he was dismissed as president by Reeves "without cause" and without remuneration. (Mr. Geismar continued last week that the suit had been settled out of court last June but declined to provide details.)

For the six months ended June 30:

1971 1970
Earnings per share $ (0.23) $ (2.18)
Net (loss) (491,000) (4,980,000)
Gross revenues 4,674,000 6,266,000

Stock symbol Ex- change Closing Sept. 8 Closing Sept. 1 Net change in week High Low Approx. market capitalization

Programming
Columbia Pictures CPS N 10% 9% + 1% 17% 9% 6,342 $63,420
Disney DIS N 114% 14% + 4% 128% 77 12,854 1,511,887
Flinelines FWY A 6% 6% — 11% 5% 1,809 11,431
Four Star International GS O 11% 9% + 1% 11% 6% 1,186
Gulf & Western GW N 21% 27% + 6% 31 19 14,964 433,955
Kinney Services KNS N 34% 37% + 3% 35% 26% 11,200 383,168
MCA MCA N 22% 25% + 3% 20 21% 8,165 269,191
MG MGM N 24 20% 3% 26% 15% 5,886 119,999
Music Makers MUSC O 2% 2% — 3% 2% 589

Service
John Blair BJ N 19% 19% — 24% 16 2,584 $50,388
ComSat CD N 66% 66% + 3% 64% 49% 10,000 651,200
Creative Management GMA N 11% 9% — 11% 7% 1,000 10,000
Dyline Dan Behm DOYL O 19% 14% — 21% 21 1,000 10,000
Elkins Institute ELKN O 15% 14% — 16% 8% 1,000 10,000
Foote, Cone & Belding FCB N 12 12 — 13% 7% 2,196 26,548
Gray Advertising GREY O 15% 16% — 16% 9% 1,209 20,251
Marvin Josephson Assoc. MRVN N 7% 7% — 12 7% 902 7,443
LaLoche, McCaffrey & McGill LAO — 11% — 18% 9 565 6,435
Marketing Resources & Applications MAO — 6% 6% — 18% 9 565 6,435
Movietone MOV A 2% 2% — 4% 1% 1,407
MPO Video Advertising MAP N 3% 3% — 6% 3% 557 3,132
Nielsen NIELA O 41% 41% — 49% 39% 5,299 229,182
Ogilvy & Mather OGLN O 39% 33% + 3% 38 24 1,002 31,264
PKL Co. PKL A 7% 7% — 9% 8% 547 6,787
J. Walter Thompson JWT N 44% 43% — 80 34% 2,721 1,143
Transmedia International TRM O 3% 3% — 534 134
Wells, Rich, Greene WRG N 21% 21% — 25% 15% 1,601 34,213

Manufacturing
Admiral ADL N 18% 18% + 1% 21 8 5,163 $98,097
Ampex APX N 17% 16% + 1% 25% 13% 10,873 171,250
OCA Electronics CC AE 4% 3% + 1% 4% 2% 973 3,588
Collins Radio CRF N 15% 15% — 20% 11% 2,966 40,424
Computer Equipment CE N 3% 3% — 7% 3% 2,434
Convex CAX N 24% 22% + 2% 29 15% 1,259 26,423
General Electric GE N 64% 62% + 2% 65% 52% 181,628 11,245,406
Harris-Intertype HI N 10% 10% — 69% 49% 6,333 378,397
Map/Mex MAG N 51% 51% — 55 37% 17,285 393,292
Motorola MOT N 87% 85% + 2% 89% 51% 15,370 1,166,332
RCA RCE N 24% 23% — 60% 28 7,437 2,797,732
Reeves Industries RSC A 3% 3% — 6% 2% 3,456 12,569
Telecommunications TMT N 9% 9% — 13% 6% 14,040 135,685
Westinghouse WX N 95 94% + 1% 95% 66% 1,555 3,654,226
Zenith ZE N 51% 51% — 54% 36% 19,022 977,160

Total Grand Total 888,532 $42,046,242

Standard & Poor Industrial Average

A-American Stock Exchange
B-Midwest Stock Exchange
C-N-York Stock Exchange
D-Over-the-counter (bid price shown)
Broadcast Advertising

J. Bernal Quiros, director of advertising, American Airlines, New York, promoted to VP-advertising and sales promotion. Mr. Quiros is succeeded by Paul H. Gold, manager of advertising.

Polly B. Langbort, media group supervisor, and Morton Lowenstein, account supervisor, Young & Rubicam, New York, elected VP's.

Richard L. Olsen, West Coast broadcast production coordinator, Gardner Advertising, Los Angeles, elected VP.

Robert P. Linderman, creative group head, Kenyon & Eckhardt, New York, elected VP.

John C. Considine, corporate research director, W. B. Doner & Co., Detroit, elected VP.

Gerard J. Sperry, with sales staff, CBS-FM Sales, New York, appointed Eastern sales manager.

Harold J. Greer, account supervisor, Grey Advertising, New York, elected VP.

Tony G. Armstrong, with sales staff, station identification packaging division, Pepper & Tanner, Memphis, elected VP.

Edward H. Forester, manager, Detroit office, RKO Radio Representatives, appointed Eastern sales manager of RRR in New York. He is succeeded in Detroit by Frederick K. Gebstadt, with New York sales staff. John E. Collins, with sales staff, WQMS(AM) Bethesda, Md., and WQMS-FM Washington, joins RRR, Atlanta, as manager of that office.

William T. Crowell, with sales staff, CBS Television Stations National Sales, New York, appointed national sales manager, KMOX-TV St. Louis, CBS-owned station.

Carol A. Stephenson, VP and associate director of broadcast activities, Kluw-Van Piersom-Dunlap, Milwaukee, named VP and director of broadcast activities.

W. Arthur Fielden, senior VP, Bishopric & Fielden, Miami agency, named vice chairman of board of directors. Wallace A. Scotten, VP, named senior VP.

Wallace Butterworth, VP and account manager, Ketchum, MacLeod & Grove, Pittsburgh, appointed account supervisor.

Stella Z. Porter, president of now defunct Media Consultant Services, Philadelphia, joins Media Partners, New York, as senior media buyer.

William P. Kennedy, VP, and Michael F. Murphy, art director, both Davi-Callihan, agency, New York, open new advertising, marketing communications and PR firm, Kennedy, Murphy & Dowd, Hicksville, N.Y. Mr. Kennedy and Mr. Murphy will be president and VP, respectively.


John Donnelly, commercial producer, Leo Burnett, New York, appointed executive TV producer.

Robert Lang, actor, joins Young & Rubicam/West Coast, Los Angeles, as producer in TV programming department.

Benjamin D. McKeel, national sales manager, WHTN-TV Huntington, W. Va., appointed to similar position, WLWT-TV Cincinnati.

Douglas B. Slye, national sales manager, KFRC(AM) San Francisco, appointed general sales manager. Al Mackay, with sales staff, KFRC, appointed local sales manager.

John J. McGuinness, president and general manager, Sound Corp., licensee of KADX-FM Denver, joins KIMM(AM) there as general sales manager.


Jim Murray, sales manager, KACC(AM) Phoenix, joins KDKB-AM-FM as local sales manager.

Joseph T. Waugh, senior VP of client services, Ronald D. Tucker, senior VP of marketing services, and James V. Ficco, VP and general manager, Pittsburgh office, elected to board of directors of Mel Richman, Bala Cynwyd, Pa., marketing services consultant.

The Media

George Resing Jr., program director, WLS-TV Chicago, joins WQXI-TV Atlanta, as station manager.

Eric Hausenstein, with sales staff, WEBN-FM Cincinnati, appointed VP and general manager, KDKB-AM-FM Mesa, Ariz. June Vogel, business manager, WEBN, appointed to similar position at KDKB stations.

William R. Sinkunas, VP, Nation Wide Cablevision, Los Angeles-based CATV group owner, named VP and general manager, Cablevision Corp. of America, subsidiary of Television Communications Corp., New York.

Harold L. Wohlwend, business manager and controller, WTLF-TV Toledo, Ohio, Cosmos Broadcasting station, appointed controller of Cosmos. He is based in Columbia, S.C.

James R. Lowenberg, VP and general manager, KCRB-AM-FM Council Bluffs, Iowa, joins KFPI(AM) Cedar Falls, Iowa, as general manager.

Jay M. Epstein, sales manager, WAKY-AM Louisville, Ky., appointed general manager, WWRF(AM) Rochester, N.Y.

Dana M. Kott, director, Philadelphia office, Columbia School of Broadcasting, named president and general manager, WCDO(AM) Hyannis, Mass.


Lou Morgan, business manager, WXOA-AM-FM Sacramento, Calif., joins WTVM-TV Columbus, Ga., in similar capacity.

Walter Saffer, director of tax administration, NBC, named VP, tax administration.

Al Charles, VP-station manager, WAVS-AM Waynesboro, Va., resigns to join Diehl Motors there as PR and advertising director.

Programming

James Conley, VP, Meredith Corp., and general manager of its broadcasting division, New York, elected to additional responsibilities as president, Ralph Andrews Productions, Meredith subsidiary, Burbank, Calif. Subsidiary is package of TV programs.

Richard D. Lindheim, manager of program research, NBC, Burbank, Calif., appointed director, program research.

Sylvester (Pat) Weaver, consultant and one-time president of NBC, joins Qualis Productions, Los Angeles, as creative consultant. First assignment is the syndicated series, Election '72: 18 and Over.

H. Coleman Mitchell Jr., director of on-air promotion, WOR-TV New York,
appointed producer and assistant to station's program director.

William J. Toohey, day editor, UPI audio network, New York, joins National Public Radio office there as program coordinator.

Vincent Fleming, production manager, KBK-TV Bakersfield, Calif., appointed operations manager there.

Edd Robinson, with WAME(AM) Charlotte, N.C., appointed program manager.

C. Dwight Tindle, student, Kenyon College, Gambier, Ohio, named president and program director, KDKR-AM-FM Mesa, Ariz.

Ken Malden, sports director, WGBS(AM) Miami, appointed program director.

Donald H. Bartlett, with WOOD(AM) Hyannis, Mass., appointed program director.

Broadcast Journalism

Neil E. Derrough, VP and general manager, KCBS(AM) San Francisco, named VP-general manager, WCBS(AM) New York. Both are CBS-owned stations. Mr. Derrough succeeds Joseph Dembo, leader in developing WCBS's all-news format, who becomes bureau manager. CBS News, Rome. Mr. Dembo will assume some of duties performed by Winston Burdett, chief Rome correspondent for CBS News. Mr. Dembo's appointment is effective Sept. 19, Mr. Derrough's, Sept. 20.

John P. Dingham, New York state field representative, AP, appointed New England broadcast supervisor at AP's Boston bureau. He succeeds Dudley Leheu, who becomes regional editor, AP, Boston.

James M. Evans, manager, UPI, Memphis office, moves to similar position at UPI, Birmingham, Ala. He is succeeded in Memphis by Charles S. Aldinger, manager, UPI, Jacksonville, Fla.

Charles Osgood, anchorman and reporter, WABC(AM) New York, appointed CBS News correspondent, handling assignments for both CBS-TV and CBS Radio.

John Allen, with news staff, KTEW-TV Tulsa, Okla., joins KCNW(AM) there as news director.

Eddie Barker, former news director, KBLD-AM-FM-TV Dallas, and in similar position with TV facility, now KDFW-TV, since its transfer to Times Mirror Co. in May 1970, appointed evening news anchorman. Mr. Barker joined stations in 1949, year TV outlet began operation.

John D. Bray, reporter, Armed Forces Korean Network, joins WTV(TV) Buffalo, N.Y., as news director.

George McManus, religious editor, KCBS(AM) San Francisco, appointed managing editor.

Susan J. Hoffman, news director, WWCM(AM) Carrollton, Ky., appointed to similar position, KDB-R-AM-FM Mesa, Ariz.

Bill Hampton, newscaster and documentary writer, KFI(AM) Los Angeles, joins KPSA(AM) Los Angeles as news director.

Ann Eskridge, reporter, Oklahoma City Journal, joins WRENTV Buffalo, N.Y., as reporter.

Dale Cerhin, with news staff, KCAU-TV Sioux City, Iowa, appointed assistant news director. Bob Lawrence, with KTVN(TV) Anchorage, joins KCAU-TV as reporter.

Joe Kramer, with news staff, KCMT-TV Kansas City, Mo., appointed news director.

Barney Morris and Larry McCormick, newsmen, KTLA(TV) Los Angeles, appointed co-anchormen for station's evening newscasts.

Charles Gray, newsmen, KMBC-TV Kansas City, Mo., appointed editor-used area of coverage to include all Kansas and Missouri.

Andy Musser, sports announcer, CBS-TV, joins CBS-owned WCBS-TV New York, news department, as sports broadcaster.

Promotion

Miriam Boucher, media director, Donald Sawyer Associates, Beverly Hills, Calif., joins Bob Harris Advertising, Los Angeles as director, radio and TV promotion and PR.

Robert D. Willis, assistant promotion director, WMC-TV Pittsburgh, appointed director of PR and promotion.

Phillip W. Miller, promotion manager, KMAT-TV Columbia, Mo., joins KOOC-TV Oklahoma City in similar capacity.

Bill G. Mize, with sales staff, WKTZ-AM-FM Jacksonville, Fla., appointed promotion and marketing director.

Equipment & Engineering

Frederick J. Ilaives, with engineering staff, video products division, Ampex Corp., Redwood City, Calif., rejoins International Video Corp., Sunnyvale, Calif., as product manager for color-TV cameras. Before joining Ampex, Mr. Ilaives had been projects engineer at IVC.

Gerald T. Plenmons, chief engineer, noncommercial KOED-FM-TV and KQEC-(TV) all San Francisco, appointed director of engineering.

Andy Barber, with WTV(TV) Columbus, Ga., appointed chief engineer.

Michael Ward, chief engineer, WBCN(AM) Boston, joins WCON(AM) Hyannis, Mass., in similar capacity.

Ken Knight, with technical sales staff, Laser Link Corp., New York-based multichannel microwave equipment manufacturer, elected VP.

John W. Keller Jr., chief engineer, WOKK-AM-FM Sunbury, Pa., named VP for engineering.

Allied Fields

Max Paglin, former general counsel and executive director, FCC, Washington, appointed supervising attorney in Office of Opinions and Review. He succeeds Joseph Zias, recently appointed chief of Renewals and Transfer Division. FCC (Broadcasting, Aug. 2). Mr. Paglin, until his new appointment, was commission's special assistant to administrative procedure. He continues as FCC representative to Administrative Conference of U.S.

Lieutenant Colonel Jordan E. Rizer, chief, American Forces Radio and Television Service Branch, secretary of the Air Force office of information, Washington, retires from active duty after 20 years, of which last five with AFRTS. He has been appointed special assistant AFRTS, Department of the Navy, there.

International

John Hylton, general counsel, Canadian Radio-Television Commission, Ottawa, appointed managing director of operations, newly created position designed to coordinate CRTC work.

Deaths

Spring Byington, 72, movie, radio and TV actress, died Sept. 7 after brief illness at her home in Hollywood. Miss Byington starred in December Bride TV series from 1954 to 1959 and was nominated for Emmy award in 1958. She is survived by two daughters.

Herbert G. Love, 81, Canadian broadcast pioneer, died Aug. 27 in Calgary, Alberta, of heart attack. Mr. Love began his career with CFAC(AM) Calgary in 1922. Later that year, he joined with W. W. Grant to found Voice of the Prairies Broadcasting, owners of CFAC-AM also Calgary. Mr. Love purchased CFACN in 1928 and served as its president until 1967, when station was sold to MacLean-Hunter Ltd. He was instrumental in establishment of Calgary's first TV outlet, now CFAC-TV. He later built CFCDN-TV there. In 1970 Canadian Association of Broadcasters of which he had been director, created The H. Gordon Love Award, presented to Canadian TV station of year. He is survived by his wife, Mabel, one daughter and two sons.
As compiled by Broadcasting, Sept. 1 through Sept. 7 and based on findings, authorizations and other FCC actions.

Abbreviations: Alt.—alternative. ann.—announced. ant.—antenna. aux.—auxiliary. CATV—community antenna television. C.H.—critical hours. CP—construction permit. D.—day. DA—direction antenna. ERP—effective radiated power. kHz—kilohertz. kw—kilowatts. L 3—local station. mhz—megahertz. mod.—modulation. N.—night. PSA—preservice service authority. SCA—substation communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. v.i.—visual. w.—watts. *—educational.

New TV stations

Final action
- Selma, Ala.—FCC denied motion by WCOV, Inc., license of WCOV-TV, Montgomery, Ala., for stay of construction to change facilities of WSLA-TV Selma, Ala. Action Sept. 1.

Other action
- Review board in Fort Smith and Jonesboro, both Arkansas, TV proceeding, granted request by Broadcast Bureau for extension of time through September 15, to file responsive pleadings to petition by George T. Herrenrich to enjoin proceeding. Proceedings involves application for license for KPFP-TV Fort Smith, and renewal of license of KAIT-TV Jonesboro (Docs. 19291-2). Action Sept. 2.

Existing TV stations

Final actions
- WRC-AM-FM-TV Washington.—FCC deferred action on complaint by WRC Women’s Rights Committee and Washington Chapter of the National Organization of Women, alleging that NBC and WRC-AM-FM-TV have discriminated against employees on basis of sex, pending action by Equal Employment Opportunity Commission. Action Sept. 1.
- KRSQ-TV Rapid City and KDSU Lead, both South Dakota.—FCC rescheduled, on request by Broadcast Bureau, oral argument in proceeding on renewal of license for KRSQ-TV and KDSU-AM for Oct. 7, at 9:00 a.m. (Docs. 18358-9). Action Sept. 1.

New AM stations

Applications


Final action

Action on motion
- Hearing Examiner David I. Kraushaar in Europa and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, on request by parties, reopened proceeding and scheduled hearing conference for Sept. 3, to consider and determine what shall be done concerning covering change in this proceeding that may not have been transcribed by reporting firm (Docs. 19026-7). Action Sept. 1.

Other action
- Review board in Sarasota, Fla., AM proceeding, enlarged issues in proceeding involving applications of Tinker Area Broadcasting Co. (Doc. 13362) and M. W. Cooper (Doc. 13344) for new AM facility to operate on 1220 kHz at Midwest City, Okla., and of T. M. Raburn Jr. (Creek County Broadcasting Co.) for same frequency at Sapulpa (Doc. 13341). In same action, board denied Cooper’s appeal from Hearing Examiner’s memorandum opinion and order released Decem. 23, 1970, allowing Tinker to amend its application to reflect change in ownership. Action Sept. 1.

Initial decisions
- Hearing Examiner Basil P. Cooper in Alexander City, Ala., proposed grant of application of Martin Lake Broadcasting Co., for CP for new AM station to operate on 1590 kHz, with 1 kW—D, at Alexander City (Doc. 18782). Ann. Sept. 1.
- Hearing Examiner Ernest Nath in Greensburg, Pa., proposed grant of application of WJWH Inc., licensees WHJMAM, Greensburg, for facilities change to increase daytime power from 1 kW to 3 kW—D (18801). Action Sept. 1.

Existing AM stations

Final actions
- KALA(FM) Davenport, Iowa.—Broadcast Bureau granted license covering ant. changes; trans. location to 2101 Gaines Street. Action Aug. 24.
- KAPB Marksville, La.—Broadcast Bureau granted license covering loc. changes; trans. location to Chester and Edgar Streets; type trans. Action Aug. 24.
- WTQI Mansfield, Mich.—Broadcast Bureau permitted licensee to temporarily increase output power by 5 kW to 12 kW during construction. Action Aug. 25.
- WKRT Cortlandt, N.Y.—Broadcast Bureau granted med. of license covering change in main studio location to Tompkins Street and Fairfield Drive, Cortlandtville (outside city limits); provi- dence for new application Aug. 25. Action Aug. 25.
- KAYE Payutopp, Wash.—FCC extended time for filing briefs and reply briefs in proceeding involving KAYE Broadcasters Inc., application for renewal of license of KAYE Payutopp, on its own motion (Doc. 19295).

Actions on motions
- Chief Office of Opinions and Review in Puyallup, Wash. (KAYE Broadcasters Inc.) granted request by Broadcast Bureau, and extended through Sept. 10, time to file replies to exceptions to initial decision (Doc. 18929). Action Sept. 1.
- Hearing Examiner Millard F. French in Vancouver, Wash. (Cathryn C. Murphy [KVAN]), license renewal proceeding, granted petition by applicant for leave to amend its application to report additional program contacts (Doc. 18672).

Other action
- Review board in Jackson, Ala., AM proceeding, dismissed petition by Broadcast Bureau to enlarge issues against WLMR Inc., controlling stockholder of Vogel-Ellington Corp., in proceeding on Vogel-Ellington’s application for change of frequency to WHIDAM (Jackson) (Docs. 18897, 19299, 19500). Action Sept. 2.

Initial decisions
- Hearing Examiner Chester F. Naumovicz in Titusville, Fla., proposed grant of application of WRMF Inc., to change operation of WRMF(AM) Titusville, from 1050 khz, 500 w, non-DA day. to 1060 khz, 10 kW-D, and 5 kW-DA (Doc. 19022). Ann. Aug. 31.
- Hearing Examiner Chester F. Naumovicz in Gulfport, Miss., proposed grant of application of Charles W. Doug to change operation of station WJWM(AM) Gulfport, from 1300 kHz, 1 kW to 5 kW using different DA days and night (Doc. 18941). Ann. Aug. 31.

New FM stations

Starts authorized
- KAMO-FM Rogers, Ark.—Authorized program operation on 94.3 mhz, 2.8 kw. Ant. height above average terrain 310 ft. Action Aug. 10.

Final action

Actions on motions
- Acting Chief, Broadcast Bureau, on request of Seashore Broadcasting Co., extended through Sept. 21, time to file reply to opposition by Cape Cod Broadcasting Co. in proceeding to assign ch. 284 to Orleans, Mass., in the matter of the application of FM Table of Assignments. Action Sept. 2.
- Hearing Examiner Arthur A. Gladstone in Virginia Beach, Va. (Payne of Virginia Inc. and
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Summary of broadcasting
Compiled by FCC, Sept. 1, 1971

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<th>Licensed</th>
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<th>Not on air</th>
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<td>202</td>
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* Special Temporary Authorization.

| Indicates 4 educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

Virginia Seashore Broadcasting Corp., FM proceeding, having under consideration continuing inability of presiding officer Herbert Shatzman because of illness, ordered Hearing Examiner Charles D. Cardin in charge over matter (Docs. 19965-6), Action Sept. 2.


Initial decisions

| Chief Hearing Examiner David I. Kraushaar in Omaha proceeding to issue application by Piers San of Nebraska Inc., for CP for new FM to be operated on 104.5 MHz, Omaha, (Doc. 19021), Ann. Aug. 31.

Existing FM stations

Final actions

| KNAC(FM) Long Beach, Calif.—Broadcast Bureau granted CP to install new trans.; ERP 1.6 kW; ant. height 400 ft.; remote control permitted. Action Aug. 24.
| WDEN-FM Mazon, Ga.—Broadcast Bureau granted license covering new; ERP 50 kW; ant. height 210 ft. Action Aug. 31.
| WMN-FM Elgin, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 2.5 kW; ant. height 210 ft.; remote control permitted; condition. Action Aug. 30.
| WBBM-FM Chicago—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 2.5 kW; ant. height 210 ft.; remote control permitted. Action Aug. 30.
| WIBW-FM Topeka, Kan.—Broadcast Bureau granted license covering new FM; ERP 97 kW; ant. height 1220 ft. Action Aug. 30.
| WDRU(FM) Drew, Miss.—Broadcast Bureau granted license covering new FM; ERP 3 kW; ant. height 295 ft. Action Aug. 20.
| WDAF-FM Kansas City, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 100 kW. Action Aug. 30.

WUNH(FM) Durham, N.H.—Broadcast Bureau granted CP to change frequency to 91.3 MHz; change location for Beach Hill Road, Durham; operate by remote control from studio site, Memorial Union, Durham; install new trans. and ant.; make change in ant. system; ERP 1.75 kW; ant. height 253 ft. Action Aug. 30.

| WBZA-FM Glens Falls, N.Y.—Broadcast Bureau granted CP to change trans. location to: Hanser and Evers Avenue, 43 miles north of Glens Falls city limits; make changes in ant. system; ERP 90 w.; height 350 ft.; remote control permitted. Action Aug. 30.
| WGF(M) FM Schenectady, N.Y.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Aug. 24.
| WCMF(F) FM Rochester, N.Y.—Broadcast Bureau granted CP to change trans. location to: 1427 Five Mile Live Road, Penfield, N.Y.; change studio location to 129 Leighton Avenue, Rochester; operate by remote control from proposed studio site; install new trans. and ant.; make changes in ant. system; ERP 20 kW; ant. height 290 ft. Action Aug. 31.
| WJIT-FM San Juan, Puerto Rico—Broadcast Bureau granted CP to change trans. location to: Route 831, 0.4 mile southeast of Porcelias, Santa Rosa, Puerto Rico; install new trans. and make changes in ant. system; ERP 50 kW; ant. height 9 ft.; remote control permitted. Action Sept. 2.
| KJIX-FM Dallas—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kW; ant. height 300 ft.; ERP 100 kw; remote control permitted. Action Aug. 30.
| KFWM-FM Fort Worth—Broadcast Bureau granted CP to change trans. location to: Bell Lane west of UHF translator, Cedar Hill, Texas; change studio location to site to be determined; operate by remote control from proposed studio location; install new trans. and new ant.; make changes in ant. system; ERP 100 kW; ant. height 1,420 ft. Action Aug. 27.
| KDOD-FM Sinton, Tex.—Broadcast Bureau granted license covering ch. 30, 100 kW horizontal; 21.5 kW vertical; ant. height 285 ft. Action Aug. 28.
| WOW(FM) Norfolk, Va.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kHz. Action Aug. 31.
| WSP(FM) Lacrosse, Wis.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kHz. Action Aug. 31.

Action on motion

| Hearing Examiner Basil P. Cooper in Lincoln, Neb.—Broadcast Bureau granted motion by KFQW(KFMQ-FM) for consideration of motion by Cornelk Broadcasting Corp. and disqualification of KFQW(KFMQ-FM) on ground of undercapitalization; and granted application of KFQW(KFMQ-FM) subject to condition that Bureau will reconsider its action following commencement until it has tendered to commission evidence of its license holder's financial condition. Action Aug. 27. |  |

Renewal of licenses, all stations

| Broadcast Bureau granted renewal of licenses for following stations and their co-pending applications: KAPE(AM) San Antonio, and KDIN(AM) Amphitheater, both Texas; COM(AM) Wisdom, and KDWA(AM) Hastings, both Minnesota; KPFD(TV)-SAYRE, OKL.; KJIL(AM)-F M Hal- ford, and KDIE(AM)-Fort Worth, Texas; KXH(AM) Arkansas City, and KZKL(AM) Merid- id, both Texas; KWMT(AM) St. Louis, and WXYZ(AM) Detroit, Michigan. Action Aug. 30. |  |

Other action, all services


Translator actions

| KJIMM Mystic Creek, Ore.—Broadcast Bureau granted CP for VHF translator to change type ant.; increase output power; make changes in ant. system. Action Aug. 25. |  |
| KBOC rural Beaver county, Hamilton Fort, Utah—Broadcast Bureau granted CP to include Milford, Utah, in principal community of UHF translator and make changes in ant. system. Action Aug. 24. |  |

Modification of CP's, all stations

| KYVL-FM Socony, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action Aug. 24. |  |
| KIWA-FM Sheldon, Wis.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Sept. 1. |  |
| Lafayette, Ind. Lafayette School Corp.—Broadcast Bureau granted mod. of CP to change trans. location; change type ant.; ERP 250 w.; ant. height 315 ft.; remote control permitted. Action Aug. 31. |  |
| WGLS-FM Glassboro, N.J.—Broadcast Bureau granted mod. of CP to change ERP to 250 w. Action Sept. 1. |  |

(Continued on page 56)
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Payable in advance. Check or money order only. Deadline for copy: Must be received by Monday for publication next Monday. Please list contact by letter or wire, or telephone calls accepted without confirming wire or letter prior to deadline. Help Wanted 30¢ per word—$2.00 minimum. All other classifications 35¢ per word—$4.00 minimum. Add $1.00 for Box Number and reply service (each ad, per issue).

Radio Help Wanted

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16mm Film Laboratory Manager. Experienced all phases color/B&W operation to include complete knowledge of latest techniques of shooting, panning, printing, and single and double system editing. Good salary and benefits, Please send complete resume and references, Washington, D.C. Needed immediately. Box G-276, CASTROUING.

Assistant general manager for Wyoming AM (C&W) and FM stations. Wide market sales—opportunity for stock ownership and advancement with expanding group. Box J-09, CASTROUING.

If you can turn suburban daytimer profitable quickly, I went you. Good proposition, right man. Reference personal information to Box J-191, CASTROUING.


AM sales manager, $12,000 to $14,000 to start. Want aggressive, creative administrator with at least 3 years sales management experience. New York State, Top 100 market, group operation. Box J-108, CASTROUING.

Sales

Experienced, creative salesman in southeastern, growing, small market. Modern facilities, fringe benefits, contact by letter or wire, or telephone calls accepted without confirming wire or letter prior to deadline. Box H-395, CASTROUING.

Wanted—three experienced, aware salesman with personal sales record for top contemporary AM station in Montreal. One capable of working into sales manager. Also wanted: three experienced aware salesman for sister, free-flow FM station in Montreal, top rated with progressive rock and community conscience. Please send resume. CKCM Radio, 1310 Greene Ave., Montreal, P.Q., Canada.


Equipment sales—CCA Electronics, the industries largest, best equipped retailer of AM and FM broadcast equipment, has immediate vacancies for several radio salesmen with knowledge of AM and FM broadcast equipment. These gentlemen will be trained in the CCA plan for management activities. A background in AM and/or FM station management or high level technical activity would be appropriate. Supply resume to Mr. Bernard Wills, President, CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Announcers

Bright, personable announcer with some experience in Southeastern MOR small market. Modern facilities, fringe benefits, contact by letter or wire, or telephone calls accepted without confirming wire or letter prior to deadline. Box H-333, CASTROUING.

An exciting, Massachusetts top-40 operation needs two men: a contemporary all-personality and a newswoman. You must be young, vibrant, and willing to work under a strong program director. We need no beginners or restless announcers. Send tape, picture, and complete resume to the Program Director, Box N-344, CASTROUING.

Black soul deck must be clean for soul Drake format. No floaters. Forward tape, resume and recent photo, Box J-1, CASTROUING.

Copywriter/announcer position open. Beautiful area and excellent facilities. $500 plus insurance benefits. Tape, resume, recent pic requested. 3 years minimum experience required. Box J-8, CASTROUING.

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Announcers continued

Top 10 station has immediate opening for an experienced jock to complement the contemporary format. Past experience in Top 10, resume and references. Box J-14, CASTROUING.

Chief announcer and news director small market California station, AM & FM. Must have experience, prefered, first class equiv. for news and programming. Good place to live. Send resume and salary to Box J-30, CASTROUING.

Top rockers seek top-notch first phone jock for top 25 market; Top dollar. Box J-56, CASTROUING.

Mid-Hudson MOR in New York needs experienced announcer. Rush tape and resume to Box J-57, CASTROUING.

Personality wanted for midday position in contemporary format. Good benefits. Box J-26, CASTROUING.

Morning personality—needed for adult MOR station. Must be able to entertain and communicate in competitive six-station area. Six audition shows, six week residency. Salary—requirements to Box J-95, CASTROUING.

Talk show moderator wanted for a 4 hour weekday afternoon talk show. No ticket needed. Please send resume, tape and salary requirements to David M. Jack, KLiG Radio, Oaks Park, Portland, Oregon 97202.

Opening for 1st ticket combo man, who knows good music and promotion format. Good performance assures promotion to P.D. and/or operations manager. Tape and resume to George B. Jones, WAMU, 1525 15th St. N.W., Washington, D.C. 20005.


Announcers with 1st ticket at jazz oriented MOR, Good news delivery a must contact WROM, 6001 Wilkinson Road, P.O. Box 2937, Wilmington, North Carolina 28402. An equal opportunity employer.

As soon as we find the right man, we will expand and our adventure is an exciting, growing Top-40 operation, fifteen miles out of Providence. If you are aggressive, intelligent, great on the air and a little bit weird, rush your tape, picture and complete resume to Richard Hines, Program Director, WSAR Radio, Fall River, Massachusetts 02722. If you are from a minority group, we encourage you to apply. We judge only by your on-air performance.

Leading radio/TV operation has opening for top flight announcer. Some television if qualified. Send resume, VSATV, Savannah, Ga.

Top morning man—leading radio operation with consistent morning audience dominance has immediate opening for a leading man capable of continuing this leadership. Send tape. VSATV Radio and Television, Savannah, Ga.

Radio/TV engineer, University of Minnesota. An opening for a person who can provide detailed information of the electronics system for the radio/tv portion of our new performing Arts Building. Upon completion of design phase, this person will assume on-site supervision of installation, quality control and performance tests on all equipment. Applicant must have full knowledge of the principles, practices and design details of DTS & NTSC color tv, radio broadcast, FM stereo and SCA multiplex, EE degree and 3 yrs. radio/tv exp. or completion of radio/tv course of at least 15 credits and 7 yrs. exp. will qualify you for this position. Must have 1200 watt phone line-salary. Must have personal phone. Send resume to Box J-51, CASTROUING.

Chief engineer—able to maintain AM and FM equipment at较大 market N.J. Must have 5 years experience. Salary requirements Box J-44, CASTROUING.

Wanted Young capable, energetic news man to handle production and news writing for all New England group station. Must have first phone. Don't apply if you are not ready for top news market. Send photo, tape and resume. Box J-67, CASTROUING.

News

Experienced newsmen needed by 10 kw medium market midnight station, you have at least 2 years experience and drive and degree completed, can write, deliver and dig, we offer hard work with the top news service. Send resume to Box J-100, CASTROUING.

Wanted! Young capable, energetic news man to handle production and news writing for all New England group station. Must have first phone. Don't apply if you are not ready for top news market. Send photo, tape and resume. Box J-67, CASTROUING.

Chief engineer—able to maintain AM and FM equipment at larger market N.J. Must have 5 years experience. Salary requirements Box J-44, CASTROUING.

We're a sharp news operation now—we want to do even more! The Western Air Network, seeking another experienced newscaster to join our professional staff, work in our modern facilities. city, 40 thousand. Good voice wanted, but ability to handle hard news important. Basic salary, plus insurance benefits. Send full details in letter that sells yourself to Tom Sheldon, WN-FN, Findlay, Ohio 45840.


ANNOUNCERS WANTED: Top 30 market. Position available in all areas. Show reel necessary. Send photo and resume to Box J-21, CASTROUING.

MWST, Glen Burnie, Md. has immediate opening for DJ with 1st phone. Limited experience acceptable. Cell Charles Dol, 201-761-1590.

Technical

Experienced, professional chief engineer for leading major market stereo station. Give full details, Reply in confidence to Box H-327, CASTROUING.

Chief engineer—able to maintain AM and FM equipment at larger market N.J. Must have 5 years experience. Salary requirements Box J-44, CASTROUING.

BROADCASTING, Sept. 13, 1971 51
Help Wanted

Programming, Production, Others

Copy chief/copy writer for N.Y.C. metropolitan area station. Good ideas and ability to create ad- vertising copy for print and radio. Experience in sponsored and live production. Advancement opportunities in growing chain. Box H-339, BROADCASTING.

Ten years experience in broadcasting to teach in schools. Shares experience and know how. Call the facts. Call Steve Krup, 8109 New Hampshire Ave., Apt. #302, Silver Spring, Maryland 20903, phone 303-439-0025.

First ticket five years experience sports copy-play-by-play, color. Must have graduate degree in broadcast journalism. Must be able to handle sports commentary as well as copywriting. Gallant will relocate. Call or write Box 413, BROADCASTING.

 Reliable souless. Three years experience. Must relocate. Box 39, BROADCASTING.

Technical

Chief engineer, operations director, 20 years experience in all phases of AM and FM. Desires to relocate with stable employer. Box J-81, BROADCASTING.

Does your station need responsible xmitter, man, 30 yrs experience, 100 to 30,000 KW, who no longer wants 24 hr, relay-station. Call box 92999, 714-797-1664.

News

Top-Rate young professional. Good voice, long on experience. Currently doing spots, oriented talking show talk and play-by-play in season. Looks for place to add to area's market into a market of similar capacity. Box J-60, BROADCASTING.

News is exciting. Make it sound professional. 4 yrs experience, 3rd endorsed, also PB. Write Box J-88, BROADCASTING.

Wanted: Production film. Skill, salary. Call or write Box J-98, BROADCASTING.


Situation Wanted

Experienced salesmen/broadcaster wants manager's job small-medium Florida market. Box H-337, BROADCASTING.

Program director leading radio operation has im- mediate desire for program director. Contemporary MOR with strong news. Profit sharing, other ben- efits. Air performing versatility desirable. Send tape, WSAV, Savannah, Ga.

Program director—leading radio operation has im- mediate desire for program director. Contemporary MOR with strong news. Profit sharing, other ben- efits. Air performing versatility desirable. Send tape, WSAV, Savannah, Ga.

Sales

Creative experienced salesman unique production and programming background. Sponsorship sales as well as supervising knowledgeable sales staff. Super sales. bus. admin/ marketing. Box J-55, BROADCASTING.

Time salesman—overall experience. Seeks position in management—Single, forty, can work straight, first time. Personal interest required. Prefer upstate New York, other areas considered. Box J-72.

Extremely successful salesman in major market radio and television wants opportunity to manage midwest sales staff to bigger profits. B.A. degrees, married, ambitious. Box J-74, BROADCASTING.

Casting

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

Resistant voiced 1st phone announcer/dis- tirec MOR station. 10 years radio and television experience, play-by-play, college grad. Box J-9, BROADCASTING.

Combos man—1st phone announcer—DJ—progressive rock format. Available immediately. Box J-25, BROADCASTING.

Pro rock jock—first phone, $200. Box J-44, BROADCASTING.

Super top 40 soul combo (3rd) cooperative bright smart professional available immediately—call 212- 424-4136, or Box J-233, BROADCASTING.

Disc jockey. Looking for a soulful talent? Don't look any further, I'm the creative personality for you. Box J-78, BROADCASTING.

Announcer/newsman, one year experience relocate. 716-352-6603 or Box J-99, BROADCASTING.

Combination "oldies" jock/sportscaster, third endor- sed, responsible, dedicated. Box J-82, BROADCASTING.

Announcer, 1st phone, mature, experienced, light maintenance. Box J-101, BROADCASTING.

Christian radio TV. Allow me to bring 15 years adult radio experience to the Lord's work. First- phone, deep voice quality, married. Prefer market or good medium. Box J-104, BROADCASTING.

Capable and experienced young announcer looking for full-time position. Draft exempt, 3rd class ticket. Prefer Michigan. Will relocate in Illinois, In- diana, or Ohio. Two years experience in one of Michigan's leading markets. Tape and resume sent upon request. Box J-107, BROADCASTING.

Married, MA, vet., 5 yrs. DJ, strong prod., much TV, all in good mix: rental. See Sept. 24. Box J-109, BROADCASTING.

18 years highest ratings—DJ-PO, country, contem- porary, MOR, Kansas City, Cincinnati, Dallas, Los Angeles. Leaving KFOX after 5 years along with GM, PD & others after management change. Brad Melton, 12186 Fremont, Ypsilanti, California 714-927- 7666.

Professional DJ-music director. First phone, no maintenance. Experienced, dedicated, Man- aged and drafted station. Desires medium market top 40 station—south or southwest. Contact: Henry Kastell, P.O. Box 337, Cityland, Maryland 21015 (301) 699-9312.

What you don't know about me might hurt. Save on pain. Get facts. Joe Milwazy, (216) 663-8571. 2568 Tushar, Des Moines, Iowa 41252.


Exper, announcer and programer with first class college degrees in broadcasting. Has worked radio sta- tion—write George Woods, 11415 Cloverdale, Los Angeles, Calif., or call 938-8446.

Vibrant personality—available immediately. Immediately. Will relocate, married. Give me a chance and we'll both benefit. For tape, resume, and other information, call or write Tony Ventress, 105 Ave. B., Buffalo, New York 14220, 716-822-4720.

University Graduated, 1st class contemporary and top 40 music expert. Sports pbp, 2nd, college, first class. Will relocate anywhere but prefer the south. Call or write: Craig Bryson, 640 Greenwood, Philadelphia, Pa. 19112 (312) 433-1076.

Mike McKee or Jack Brewer. KWCO Radio and equal opportunity employer.

Two Michigan opportunities. Experienced morning man for contemporary/MOR AM/FM, pioneer, and create production whip with writing ability. Ma- ture-voiced pros only. Tape, resume to WBX, Box 1450, Jackson, Michigan 49204.

WANTED: PROMOTION.

Excellent references. Seeking new challenge. G.M. or sales management. Good salary, or_box J-83.

Excellent references. Seeking new challenge. G.M. or sales management. Good salary, or_box J-83.

Castell, McTee or Jack Brewer. KWCO Radio and equal opportunity employer.

Experienced morning man for contemporary/MOR AM/FM, pioneer, and create production whip with writing ability. Ma- ture-voiced pros only. Tape, resume to WBX, Box 1450, Jackson, Michigan 49204.

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Experienced morning man for contemporary/MOR AM/FM, pioneer, and create production whip with writing ability. Ma- ture-voiced pros only. Tape, resume to WBX, Box 1450, Jackson, Michigan 49204.
Television Help Wanted

Management

Program director. Must be creative and know all the production gimmicks in the book and film. Take charge large on-air and production staff, help news dir put out copy in heavy news schedule, produce local and network news. Must know the ropes, graphics, layout, copy, on-air production, sales as well as audience promotion, etc. Must have at least 3 yrs. exp.,pls. return resume including salary history and photo in confidence to Box J-23, BROADCASTING.

Television Situations Wanted

Management

Production/operation manager-producer/director. Must know the ropes, graphics, layout, copy, on-air production, sales as well as audience promotion, etc. Must have at least 3 yrs. exp.,pls. return resume including salary history and photo in confidence to Box J-23, BROADCASTING.
Radio Help Wanted Management

GENERAL MANAGER—NEW ORLEANS
Progressive FM
Growing organization offers unbeatable deal to experienced Gen. Mgr. or Operations Mgr. If you know and can implement progressive radio formats and promotion, can handle and motivate employees, and have a good working knowledge of FCC regulations, broadcast equipment and engineering. Call or write:

Lawrence J. Gutter
Advance Communications, Inc.
2540 W. Peterson Ave.
Chicago, Ill. 60645
(312) 761-1800
Radio Help Wanted Sales

No. 1 salesman wanted for the No. 1 Radio station in Fort Lauderdale, Florida. Giant mid-market. Outstanding background. Contact: J. B. Moore, Inc., Box 735, Atlanta, Georgia 30301.

BROADCASTING

Situations Wanted

Programing, Production, Others

KEY EXECUTIVE

Key executive in our broadcast production firm seeking new position due to ownership change. Must be a successful, independent, effective manager, production wizard, graduate engineer, talented announcer, with broad broadcast experience including majors. Young, personable, professional, excellent potential. Highly recommended. Professional, Bob Co., Box 735, Atlanta, Georgia 30301.

BROADCASTING

Television Help Wanted

Management

IMMEDIATE AVAILABILITY

For Management and Engineering positions with one of the leaders in the electronic industry. Openings in DALLAS and/or overseas assignments.

MANAGER

Television System and Program Production Requires BSEE and minimum of ten years experience in design and operation of color broadcast TV. Must have five years recent related experience at supervisory level. Will supervise a technical group in the performance of the design, writing specifications for a color TV system, including equipment selection, installation, testing and camera. Must be capable of functioning effectively with both customer and subcontractor/technical representatives.

SYSTEM ENGINEERS

Television System and Program Production Requires BSEE or related technical training and minimum of five years experience in the construction and commissioning of electronic systems with experience in broadcasting and television preferred. Will be responsible for direction of technical group in the design of television and audio studio and mobile units. Responsibilities will include monitoring of design and drafting by technical subcontractors. Will make equipment selection and analysis of competitive vendors. Must supervise acceptance testing of installed systems and equipment.

COMPANY has a liberal benefit program totally company paid. An attractive overseas assignment plus other benefits to qualified personnel on foreign assignments.

QUALIFIED candidates please RUSH RESUME in confidence to:

Dr. White, Mgmt. Consultant
BOX J-84, BROADCASTING

Ready to move up?

Major broadcast group has retained our consulting firm to find several dynamic, young, salesmen in their area. They are looking for very bright, eager, ambitious young men in television and radio stations. Openings created by internal promotions. Candidates should have sufficient experience, maturity and ability to assume a management position within 12 months. Salaries negotiable but more than present income. Mail confidential resume to:

Dr. White, Mgmt. Consultant
BOX J-84, BROADCASTING

All replies acknowledged

Television Situations Wanted

Management

FLORIDA

Manager, program director, chief engineer. Negotiable in all fields of radio & TV. Experience in all aspects of broadcast engineering. Proven sales, lst phones and experienced program director. Strong leadership and administrative ability. Current operation $5,000,000. 5 years at present location. Desire solid radio and/or TV station in Florida. Resumes upon request.

BOX J-85, BROADCASTING

Business Opportunity

NOTICE OF ACCEPTANCE OF FOR PROPOSALS

CATV SYSTEM FRANCHISE

CITY OF ST. LOUIS PARK, MINNESOTA

NOTICE IS HEREBY GIVEN that the City Council of the City of St. Louis Park, Minnesota will receive proposals for a CATV system franchise at the Office of the City Manager in the St. Louis Park Municipal Offices, 5005 Minnehaha Boulevard, until 4:00 p.m., October 17, 1971. All proposals must be accompanied by an acceptance fee of $15,000.00. All administrative, legal and other expenses incurred by the City will be deducted from the fee of the company accepted.

Published in the St. Louis Park Sun on September 9, 1971.

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 book, "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 organization providing the opportunity, you help others to succeed. For your free copy of "New Roads to Wealth and Opportunity," phone, wire, or write immediately to:

B.R.O.X. INTERNATIONAL
Box 23220, Denver, Colorado 80222 - (303) 767-5000

Wanted To Buy Stations

We will buy your Tower site . . .

Transmitter site for CASH! Leased-back, terms best for you.

FREE your CASH

BROADCAST ADVISORY
(714) 835-5525
1431 So. Village Way
Bldg. #5
Santa Ana, Calif., 92705

BROADCASTING, Sept. 13, 1971

55
Whether you concentrate in the printed media or in sky-writing, it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. BROADCASTING is the one book that keeps you on the inside of broadcasting. It tells you why, when, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workaday, money-making use.

Subscribe now . . . pay later!

(Continued from page 50)

- W2BOC, W7AS and W7AO, all Harrisburg, Pa.—Broadcast Bureau granted mod. of CP's to make changes in aux. systems of UHF translators. Action Sept. 3.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WSB1-TV Jackson, Tenn., to March 1, 1972; KVUE-TV Austin, Tex., to March 1, 1972; KKMW-TV Dallas, to March 1, 1972; KVTX-TV Laredo, Tex., to March 1, 1972. Action Sept. 1.

CATV

Final actions
- Trion and Summerville, both Georgia—FCC waived hearing requirement of rules and authorized Clear-Vu Cable Co. to carry distant Atlanta stations WSB-TV, WAGA-TV, WOIT-TV, WTCG-TV and WATL-TV, on its systems at Trion and Summerville. Action Sept. 1.
- Lewiston and Auburn, both Maine—FCC granted request by Cable Vision Inc., for waiver of hearing requirements of rules and for authority under interim procedures (Docket 1058) to import distant signal of WABI-TV Bangor, Me., into Portland-Brunswick market. Action Sept. 1.
- Berlin and Gorham, both New Hampshire—FCC waived hearing provisions rules, and authorized Paper City TV Cable Corp. to carry distant signals of Boston TV stations WSB1-TV, WAGA-TV, and WBKB-TV on its systems at Berlin and Gorham. Action Sept. 1.
- Brownwood, Texas—FCC denied request by Brownwood TV Cable Service Inc., operator of system in Brownwood, for waiver of program exclusivity provisions of rules, requiring it to provide exclusivity to WTXS-TV Sweetwater, Tex., and its translator station K44DO Brownwood. Action Sept. 1.

Other action
- Review board in Berwick, Pa., scheduled oral argument for Oct. 7, at 10:00 a.m., in Room 105 of commission's offices in Washington, on cease and desist order against Cable TV Co. of Berwick, Pa. In initial decision issued April 1, Cable TV Co. was ordered to show cause why it should not be required to cease and desist from importing stations without FCC approval and extending signals beyond predicted grade B contours (Docket 1896). Action Sept. 2.

Cable actions elsewhere

The following are activities in community-antenna television reported to Broadcasting through Sept. 7. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in italics.
- Mountain Brook, Ala.—City council has awarded nonexclusive franchise to Alabama TV Cable Inc. The system will provide nine channels to the community.
- Clearwater, Fla.—TV Communications Co. of Florida, subsidiary of TM Communications Co. (multiple-CATV owner), Costa Mesa, Calif., has applied for a franchise.
- Prospect, Ill.—Chronology of New York has applied to city council for a franchise.
- Eastlake, Ohio—Complexicable Inc., Beachwood, Ohio, has applied for a franchise.
ABC-TV’s eager chief of spot sales: Richard Savage

For Dick Savage (in the job two years almost to the day), coming to the post was an opportunity to become "positioned." As president, he says, he is in a learning role. Though his style of living has not changed, his knowledge of the corporate structure has.

By "positioning," Mr. Savage has in mind the salesman who knows his accounts and knows where and to whom to go. In his current spot, he has built on his station experience, and he is as conversant with radio programers and radio-station problems as he is with TV producers and television-station difficulties. This includes sports and programming executives as well as the corporate executive suite. Simply put, says Mr. Savage: "It is the exposure and the breadth of understanding" that come about with responsibility.

Dick Savage takes his breadth of understanding with him to the individual stations and their situations. He has worked for the company in a market situation in San Francisco and in Los Angeles as well as in New York. As president, he is given an awareness of the stations' problems as well as the division's. "We are attempting to bring the spot sales division and the stations [the ABC-owned TV stations] division as close as possible. We want to exchange thoughts and be able to communicate. Though we don't attempt to dictate to a station, we ought to be able to tell a station if a deal is not good— in the spot salesman's opinion."

What advice does a top spot salesman have for the man who is selling? It is what Dick Savage lives by at his organization: "Stay on top in the everyday job: repeat sales calls; more effort is demanded today just to stay on top. "The TV salesman today is dealing with a more sophisticated and complicated marketplace."

There's the secret ingredient, too. Though it appears to be a gratuitous remark, Mr. Savage says emphatically, "I like my job." The declaration is not mere lip service.

The challenge for the spot-TV salesman appears quite formidable and Dick Savage is aware of this. Spot inventory is high in the soft year of 1971. There is the big hole left by the withdrawal of cigarette billing this year. And the economy has yet to turn. In addition, there's the gnawing problem of "agency transfer" of dollars with spot-billing in certain sectors becoming localized. That does not help the national salesman. Despite these obstacles, Dick Savage remains enthusiastic and determined.

One long-time colleague described Mr. Savage as the "exposed-nerve type" who is all action and motion. But he stressed that "Dick gets things done; he doesn't mull over things a long time."

He attributed Mr. Savage's success to hard work and perseverance but he said, that even in the pressure-cooker environment in which he operates, he maintains an even-tempered, unflappable disposition.

A virile, bright-eyed executive, he keeps trim by jogging one mile every weekday morning. He is now in his third year with the routine.

His other activities center around his home—he lives in Darien, Conn., about four minutes by car from Long Island Sound. And aside from golf, most of his other participating sports are related to the water—boating and water skiing.
Cruelest blow

When television commands an entire issue of Look and a 35-page section of Life, as happened in their issues dated Sept. 7 and 10 respectively, the knowledgable reader rightly concludes that something is up—something more than the start of a new television season.

The treatment television gets in both magazines is about what television has learned to expect from its print competitors, but in greater length. There may even be more favorable comments than TV is accustomed to find in such pieces. The tone, however, is conveyed in headlines such as Look's "The Giant Has Tired Blood" or Life's "It Segregates Us from Reality as well as from Ourselves."

What neither magazine says, understandably, is that both are suffering deterioration in acceptance and that they know that TV is not only a sure-fire audience-getter—even in print—but also one with which advertisers like to be associated. In scanning the two issues we note with some rancor that cigarette advertising abounds. That just about tears it—magazines using TV as editorial bait for cigarette accounts that are banned by law from the air.

Sitting ducks

Newspaper publishers who own broadcast properties believe they have built a strong, perhaps impregnable, defense against the threatened devastation of their crossownerships. More than that, they have received what some regard as assurances from high places that there will be no discrimination against newspaper ownerships while this administration is in power. Their confidence may be misplaced.

Anybody in broadcasting must now attach at least some uncertainty to any executive-department promise, however altditinous. The U.S. Court of Appeals is playing by different rules and aiming for different ends, and there is not much the administration can do about it. In reversing the FCC's policy statement on license-renewal challenges, as it did three months ago, the court has restored the principles the FCC first invented in the Boston channel-5 case. The first of those principles states that a station owned by a newspaper (in that case, WMHD-TV by the Boston Herald-Traveller) is ripe for the plucking by a contestant without media ties (Boston Broadcasters Inc.). Already, challenges for other newspaper-owned facilities have begun emerging, as if by magical response to a crying public need—or perhaps to the resourceful persuasion of law firms specializing in that practice.

It can be argued, of course, that all commercial broadcast licensees, especially those in television, have been rendered vulnerable to attacks of one kind or another by the same court's knee-jerk acquiescence to almost every appeal it receives from any group pretending to represent "the public." These days any station that is affiliated with other media, part of a group or absentee owned is fair game.

But the newspaper-owned television stations, as the game rules coming from the appellate court now stand, are all but defenseless. An independent applicant with "acceptable" financing, local ownership and blue-sky promises can make a strong run against an incumbent with newspaper ties and can count on a sympathetic ruling from the court even if it fails before the FCC.

What the politicians, no matter what their party, really fear is the power of television and newspapers under common ownership within their constituencies. They are less worried about other ownership combinations, AM or FM radio with TV, newspapers with AM or FM.

It is being suggested, rather gingerly, that newspaper owners would be wise to sell off one of their properties, newspaper or television station, in all communities where combinations are commonly owned. Swaps of facilities in different locations are also suggested to achieve the same diversity of ownerships within the same location. It is said that "due process" would be served through a five-year program of enforced divestiture.

But before such side deals are considered, the survival issue must be met—not only for the stations owned by newspapers but for all stations everywhere. Nothing will be gained unless the original concept of free broadcasting is restored, and that can be accomplished only by erasing the incongruous decisions of the courts that have arrogated legislative power. Congress must reclaim its power and restate its original conception of broadcast regulation.

This is no ordinary plea to rally 'round the flag. It is as fundamental as the first debates over the "American plan" of competitive, private enterprise versus the "European plan" of centralized government operation of broadcasting.

In agonizing over how to moutn the campaign, the new executive committee of the National Association of Broadcasters has outlined a bold offensive enlisting the participation of every entity in the business. If the offensive fails, broadcasting under the American plan can go under.

Cheap is cheap

In adopting the prime-time access rule, which goes into effect this month, the FCC majority argued that the restriction of network-television feeds to three hours a night would open the air to a profusion of imaginative programing. Realists who understood broadcast economics knew and argued otherwise. The realists' view is confirmed by events.

An extensive survey appearing last week in this publication provided a measurement of the distance by which the new rule falls short of its advertised goal. The programs now scheduled to go into those freed station time periods are mostly lower-budgeted versions of venerable formats. The dawn of a new golden age must await other inspiration.
Let's talk about women's liberation.

The American Appliance Industry has always championed women's liberation. There was a time when women washed clothes by hand in water carried from a well . . .

. . . shampooed every day because there was no way to refrigerate food . . .

. . . tried to keep house with just a broom . . .

. . . made clothes without a sewing machine!

It's obvious. America's appliances have freed women from the oppression of endlessly dull, backbreaking work. They've helped liberate the American woman to enjoy a more stimulating, more interesting life . . . in or out of the home.

Women who seek successful careers in the arts, sciences, business, industry, education, or the professions are finding themselves.

It's all part of America's new freedom of preference. And Republic Steel Corporation, a leading supplier of steels to the appliance industry, is proud to be a part of it.

Visit your nearest appliance dealer and you'll see hundreds of our modern steels — intricately shaped and beautifully finished in the world's finest consumer appliances.

Like to help liberate the woman in your life from some hard work and drudgery?

Buy her one of the new convenience appliances this weekend.

Or maybe a whole houseful.
If you lived in San Francisco...

...you'd be sold on KRON-TV