Broadcast journalists find a friend in Congress, an ally from abroad
Whitehead takes on the Communications Act in frontal attack for change
Falling out in San Diego: split in ranks of broadcast challengers
Progress report on children's TV tells Pastore there are gains in sight
Some of our most important stockholders don’t know they’re stockholders.

For one, this secretary. But she does own a part of us.

Her company’s pension fund invested in us a few years ago, and every dividend we issue adds to the value of her part of the fund.

And she’s not alone.

Millions of owners

While over 239,000 people own our stock directly, millions more are indirect stockholders. Maybe the mutual funds they own hold our stock. Over 80 funds do.

Or their life and health insurance policies may be backed by investments that include our stock.

Record performance

For 48 consecutive quarters—including the first two quarters of this year as well as 1970, a year when many U.S. companies experienced lower sales and profits—we have established new records in consolidated sales and revenues, net income and earnings per share.

Last year, our consolidated sales and revenues reached $6.4 billion, an increase of 12% over 1969 restated sales and revenues of $5.7 billion.

Consolidated net income rose to $353 million, an increase of 21% over restated 1969 net income of $293 million.

Earnings per common share, after recognition of all common stock equivalents, were equal to $3.17, for an increase of 20% over 1969 restated earnings per share of $2.65.

Millions benefit

Millions and millions of Americans, like you, share in our growth. Our stockholders, certainly. The indirect stockholders, too, like the secretary.

And all those who benefit from low-cost public housing, medicaid, training of the hard-core unemployed, veterans’ education programs, research in air and water pollution, the wars on drug abuse and cancer.

ITT and you

It is the profitable businesses like ours that are the original source of all funds—through taxes, employment and investment—for activities that generate change for the better for you. Especially change that is Government sponsored.

That’s the system. The free enterprise system—in which 31,900,000 Americans have invested.

For the way of life it has given us, you can’t beat it.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.
From Boston to Washington, with stopovers in Anaheim and sundry other points, broadcast journalism had a busy week. The score, for a change, seemed to be coming out in the industry’s favor. See . . .

**Broadcast news making more of its own . . . 12**

Charles W. Yost, former ambassador to United Nations, is named head of National Advertising Review Board, ad industry’s vehicle for policing its own house. Former Borden Inc. executive William Ewen is second in command. See . . .

**Diplomat heads self-regulation . . . 20**

At New York media workshop of Association of National Advertisers, there’s disagreement with National Association of Broadcasters’ interpretation of freeze—that price limitations do not affect new rates. See . . .

**ANA panelists buck NAB on freeze . . . 22**

Split in ranks of citizen groups is evident as National Mexican Antidefamation Committee chastises Citizens Communications Center and Church of Christ for excluding it from McGraw-Hill reconciliation conference. See . . .

**A rift in the challengers’ ranks . . . 26**

In light of struggle for access, Office of Telecommunications Policy Director Clay T. Whitehead sees need for changes in Communications Act that would redefine broadcaster’s relationship with public. See . . .

**The new game needs new rules . . . 30**

The National Association of Broadcasters’ task force on license renewals is enlisting the aid of every broadcaster in the nation in its lobbying efforts to push through federal legislation friendly to its cause. See . . .

**A call to arms on renewals . . . 31**

Surgeon general tells Senate Commerce panel that study of TV violence, particularly its effects on children, will be ready by end of year. FCC and Federal Trade Commission outline related activities. See . . .

**Moves toward reform in children’s TV . . . 34**

Faced with the demanding task of analyzing and providing counsel to the FCC on children’s programming, Elizabeth Roberts and Alan Pearce assume their duties on the commission’s children’s TV task force. See . . .

**Settling in: Mrs. Roberts and Dr. Pearce . . . 36**

Teleprompter tells FCC that its efforts in CATV program origination probably exceed that of entire cable industry combined. It spent $4.3 million on origination last year on 70 systems—59 more than last year. See . . .

**Proud of its programming . . . 40**

WWLP(TV) Springfield, Mass., asks FCC to approve its plan to bring at least three distant signals into area via revolutionary three-input channel translator. It says facility will offer CATV’s advantages without cost to viewers. See . . .

**A no-cost cable substitute? . . . 42**

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**Departments**

<table>
<thead>
<tr>
<th>Department</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>6</td>
</tr>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>20</td>
</tr>
<tr>
<td>BROADCAST JOURNALISM</td>
<td>12</td>
</tr>
<tr>
<td>CHANGING FORMATS</td>
<td>40</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>28</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>4</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>8</td>
</tr>
<tr>
<td>EDITORIALS</td>
<td>60</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>42</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>46</td>
</tr>
<tr>
<td>FOCUS ON FINANCE</td>
<td>43</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>49</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>12</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>26</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>10</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>9</td>
</tr>
<tr>
<td>PROGRAMING</td>
<td>34</td>
</tr>
</tbody>
</table>

**Broadcasting**

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Back to fundamentals

American Research Bureau has quietly decided to dump all those estimates of product usage in local-market television-audience reports. It's decision made by new ARB president, Theodore F. Shaker, in office only couple of weeks (BROADCASTING, Sept. 20), and it will eliminate favorite target of ARB critics. Details on use of 10 standard products (deodorants, headache remedies, etc.), volume of washloads, supermarket expenditures, department-store visits, new-car purchases have been solicited—along with period-by-period information on TV viewing—in ARB's regular diaries.

Critics have said collection of product data detracts from completeness and accuracy of TV-viewing reports. There's also been question about dependability of product-use estimates. Main reason Mr. Shaker ordered discontinuance of product data was to reduce costs of regular reports, reassign research editors to main effort (audience data), speed delivery of audience reports. In future ARB will think about putting out product data in different form.

Ins and outs

Representative Charlotte Reid (R-Ill.) is expected to be sworn in this week as FCC commissioner in setting designed to call attention to President Nixon's appointment of woman to high office. She'll take oath in White House, reportedly with President in attendance. Last Friday she joined other FCC members at farewell luncheon for Commissioner Thomas J. Houser, who departed afterward for Chicago and law firm he left two years ago to go to Washington as deputy director of Peace Corps, from which he moved to FCC. Firm is Leibman Williams Bennett Baird & Minow (the last Newton Minow, one-time chairman of FCC).

In other movement on FCC personnel front, John H. Powell Jr., general counsel to U.S. Commission on Civil Rights, stepped up campaign to be first black appointed to FCC. Mr. Powell, Republican, has not been put off by reports that FCC General Counsel Richard Wiley will get seat vacated by Commissioner Robert Wells, ticketed for return to Kansas. There's still talk, however, that White House will go through with Wiley appointment, at same time choose or announce intention to choose black for Democrat Robert Bartley's seat when he retires next June.

Changing times

Growing dissatisfaction with direction in which ETV is going has triggered quiet reappraisal of formats, funding and functions of whole noncommercial system. Of concern to Republican leadership is said to be what's seen as 'obvious' move toward networking of news and public affairs rather than advancing local programing which, it's argued, was keystone of Carnegie Commission recommendations.

Means are being considered to transfer funding from Corporation for Public Broadcasting, possibly to Office of Education in Department of Health, Education and Welfare. HEW now allocates funds for new construction and upgrading of educational stations, with programing money allotted through CPB, private foundations, and local contributions. Announcement (BROADCASTING, Sept. 29) of hiring of former NBC newsmen Sander Vanocur and Robert MacNeil by newly created "National Public Affairs Center for Television" as political correspondents who will have staff of 55 to 60 people to cover next year's elections, accelerated routine study which had been under way ("Closed Circuit," Aug. 23).

Favors

Appointment of LeRoy Collins as one of 10 "public" members of new National Advertising Review Board (see page 20) may be small tit for larger tat. Back in 1963, when Mr. Collins was president of National Association of Broadcasters, he promoted Howard Bell to director of NAB Code Authority—where Mr. Bell was to get idea for larger apparatus put into operation last week. Mr. Bell, as president of Advertising Federation of America since early 1968, has been among foremost promoters of all-advertising system of self-regulation.

Caught in middle

Situation could still change, but way things stood between networks and Cost of Living Council late last week, networks may have to take price roll-back rather than mere price freeze on commercials sold in some programs. Unless they manage to change council officials' minds, programs whose subsequent popularity lifted values and boosted price-tags above last fall's rates will have to go back to old pricing for duration of freeze. If it comes to that, networks are hopeful advertisers won't merely pocket savings but will reinvest in other TV buys. While issue is being resolved, some are asking clients to pay due bills at committed prices, subject to any adjustment that outcome may require. Agencies are accepting prompt billing—so they can collect and keep revenues flowing.

While pricing outcome is still uncertain, profit squeeze between increased production costs and frozen rates appears to be sure thing. Networks made commitments to higher outlays for production of new episodes of many shows, and deliveries were made and paid for before freeze started. Hence networks are stuck with higher costs without increased rates to help recoup them.

Flank attack

Because license renewal and related regulatory issues have first priority in quest for legislative relief, some Washington observers feel broadcasters have tended to lose track of basic allocations problem haunting TV. It's case for UHF TV against inroads of land mobile aggravated by claim of CATV it can all be done by wire. Inside FCC report is that land-mobile interests have their case for pre-emption of additional UHF spectrum (already reduced from 83 to 70 channels) pretty well documented.

Broadcasters, according to these sources, need to build case to "justify" use of all remaining 70 UHF channels, taking into account that International Telecommunications Conference set aside three bands for direct satellite-to-home transmission aimed at providing India and other countries with needed service. FCC, said one authority, would welcome "program of alternatives" to preserve over-the-air TV in CATV and satellite economy, and in light of land-mobile demands.

It's 30 for spots

Rapid increase of isolated 30-second ads in spot TV is pointed up in commercial-length analysis by Broadcast Advertisers Reports, based on monitoring in 75 markets. Using average-week figures for second quarter each year, BAR found incidence of isolated 30's jumped from 1.3% of all nonnetwork TV commercials monitored in 1967 to 58.5% this year—at expense of all other lengths. Once highly popular piggyback 30's rose from 18.4% in 1967 to 20.4% in 1969, then began to tail off, dropping to 7.5% this year. 60's dropped from 52.1% to 19.3%, 120's from 14.7% to 11.5%, 20's from 12% to 2.5% and 40's from 1.5% to 0.4%.
WHO NEEDS MARTIANS?

Remember the imaginary weapon Orson Wells' invading Martians used to strike down earthly resistance? A deadly, all-killing pall of poisonous smoke.

Back in 1968, before “environment” and “ecology” were the popular subjects for public crusade that they are today, Detroit’s “fresh air” wasn’t quite up to Martian standards, but it was gaining, and becoming more serious all the time. Storer’s Detroit television station, WJBK-TV, did not procrastinate, but opened fire on air pollution without delay, implementing an intensive program to spell out just how bad the situation was becoming. An ingenious use of time-lapse photos showed the constancy of pollutants, and periodic reports of the city’s “MURC-Index” measured their alarming density. Now many others have followed the lead.

And when Storer stations speak out, people listen. Climaxing a barrage of editorials, news features, in-depth reports, WJBK-TV recently staged a live studio program with a panel of experts to answer telephone questions. It took 25 operators to handle the calls. Concerned citizens talking to a concerned television station about mutual problems.

You learn a lot in 44 years. Through experience, you develop practical guidelines within which stations like WJBK-TV can build responsive audiences through dedicated community service. And you learn that when you really work at it everybody wins!

STORER BROADCASTING COMPANY
Around the first turn: CBS still in the lead

Networks ratings race tightened as CBS-TV for second week of new season led in Nielsen 70-market multimarket area (MNA) average ratings (network prime time). Averages for week ended Sept. 26, in report out Friday (Oct. 1): CBS 19.5, ABC 18.6 and NBC 18.3.

In nights of week, ABC won Tuesday, Friday and Sunday; CBS took Monday, Wednesday and Saturday, and NBC had Thursday.

CBS's "Fancy Face" was only regularly scheduled new series to place in top 10, second week in row for show.

Other regularly scheduled series in top 40 were CBS's "Dick Van Dyke" (17), ABC's "Longstreet" and NBC's "Night Gallery" (tied at 20), CBS's "Cannon" (24), CBS's "O'Hara, U.S. Treasury" (28) and ABC's "Owen Marshall" (39).

Also in top-40 were NBC's "Mystery Movie" ("McCloud," one of trilogy but carryover from last season), and CBS's new Friday movie (made for TV) and CBS's "Sunday Movie" (features).


Top 40 in MNA's:
(1) Marcus Welby (ABC); (2) Flip Wilson (NBC); (3) All in the Family (CBS); (4) Movie of the Week (ABC): (5) Here's Lucy (CBS); (6) Funny Face (CBS); (7) Mannix (CBS); (8) Gunsncok and Medical Center, both CBS; (10) ABC Sunday Movie; (11) Doris Day (CBS); (12) NBC Mystery Theater; (13) NBC Monday Movie; (14) Carol Burnett and Mary Tyler Moore, both CBS; (16) My Three Sons (CBS); (17) Dick Van Dyke (CBS); (18) FBI (ABC); (19) Laugh-in (NBC); (20) Longstreet (ABC) and Night Gallery (NBC); (22) Partridge Family (ABC); (23) Bonanza (NBC); (24) Cannon (CBS); (25) Love, American Style and Odd Couple, both ABC; (27) Adam 12 (NBC); (28) O'Hara, U.S. Treasury (CBS); (29) CBS Thursday Movie, CBS Friday Movie and Mod Squad (ABC); (32) Ironside and Bold Ones (both NBC); (34) Arnie (CBS) and NBC Saturday Movie; (36) NFL Football (ABC); (37) CBS Sunday Movie and Brady Bunch (ABC), and (39) Owen Marshall and Room 222 (both ABC).

Senate bill appears for renewal protection

License-renewal legislation to be introduced Wednesday (Oct. 6) by Senator John G. Tower (R-Tex.) would provide that a licensee's past record is best gauge of his future performance. And, it would put burden on challengers to prove they can offer substantially better service (BROADCASTING, Aug. 16, etc seq.).

Spokesman for senator said Friday (Oct. 1) that bill would amend Communications Act to require that FCC first determine which, if any, applications for facility should be denied on "citizenship, character, financial, technical or other qualifications grounds." Those not disqualified, bill says, "shall be designated for hearing on the single comparative issue of which will provide the best program service to the area to be served." When one of applicants is applying for license renewal "its past operating record shall be taken as the most reliable indicator of its future performance," measure states.

And, bill states, "no applicant for renewal of license shall be denied on comparative consideration with a mutually exclusive applicant for a new station except upon a finding supported by the weight of the record evidence that the new applicant will provide a substantially superior program service."

In prepared statement, Senator Tower said purpose of measure is "to clarify the intent of Congress that the overriding purpose of the FCC in administering this [Communications] act, and more specifically its licensing procedures, is to provide for the general public the best possible broadcast service."
At the same time, he said, FCC "must maintain that intricate balance of providing sufficient stability for the established market, yet not to the exclusion of entering new potential stations operators."

Senator Tower's measure is first of its kind on Senate side this year. Senator John O. Pastore's (D-R.I.) bill in 1969 that would require FCC to find incumbent disqualified before it could entertain competing applications was unsuccessful. But, 13 bills to that effect have been introduced this year in House (BROADCASTING, Aug. 16).

Even more waiting is word for BBI and WHDH

U.S. Court of Appeals in Washington says it will not rule on FCC's request for renewal of Boston channel 5 case until Supreme Court acts on WHDH Inc.'s petition for rehearing.

In event rehearing is denied, court said, FCC would be requested to supplement renewal request with any data it has on misrepresentation or ex parte activities by Boston Broadcasters Inc. and with submission on court's authority to grant remand.

Commission on Aug. 20 had requested remand for purpose of holding oral argument on what steps it should take in light of civil action Securities and Exchange Commission against BBI principal Nathan H. David.

Commission in January 1969 had denied WHDH's renewal application for Boston channel 5 in favor of BBI. Appeals court affirmed FCC decision on Nov. 13, 1970, and Supreme Court refused review in June. But WHDH subsequently asked high court to reconsider that order.

Besides requiring data on possible improper activities of BBI or its principals and legal submission on its authority to grant remand, appeals court said FCC should submit views on whether it could protect public interest by separating Mr. David from interest in BBI pending further consideration.

In Boston, Leo L. Beranek, president of BBI, saw court order as giving commission "a final opportunity to justify" its request for remand.

Meanwhile, federal judge in case in which SEC has accused Mr. David of violating provisions of Securities Act, has granted indefinite postponement Mr. David requested of hearing on his motion to dismiss SEC suit. However, case can be put back on calendar at request of either party.

Parting shot

Report recommending revision of minimum spacing requirements of UHF TV assignments as means of increasing spectrum-management efficiency, was released last week by office of outgoing commissioner, Thomas J. Houser.

Study, "Some Preliminary Recommendations Concerning Study of the UHF-TV Taboos," was written by
KOIN stations now all Newhouse's

FCC has authorized Newhouse Broadcasting Corp., half owner of KOIN-AM-FM-TV Portland, Ore., to acquire other half for $8.1 million.

Action, announced Friday (Oct. 1) overrode objections of Department of Justice as well as two commission members, Nicholas Johnson and H. Rex Lee, who expressed concern over concentration of control of media issue.

Newhouse which acquired 50% interest in Mount Hood Radio and Television Broadcasting Corp. from members of a Portland voting trust owns only two daily newspapers in Portland. Company also owns newspapers in 13 other cities, and besides its interest in Portland, Newhouse is licensee of WSYR-AM-FM-TV Syracuse and WSYE-TV Elmira, both New York: WAPI-AM-FM-TV Birmingham, Ala.; WTPA-FM-TV Harrisburg, Pa.; and also KTVI(TV) St. Louis, Mo.

Through Advance Publications, Newhouse owns 20% of Denver Post, which holds construction permit for KHBC(TV) Denver; operates CATV systems in 12 New York cities, one in Alabama, and holds 11 New York CATV franchises.

Justice Department had opposed transfer in letter in which it referred to its position in commission's rulemaking aimed at breaking up multimedia ownership in individual communities. Justice, in its comments, urged commission to adopt rule at least so far as newspaper-television crossownership is concerned (Broadcasting, May 24).

Commissioners Johnson and Lee said FCC should approve transfer only on condition Newhouse break up its Portland multimedia ownership.

Newhouse had argued that, because it already owns 50% of licensee, it does not seek approval of transfer as prospective new owner. But Commissioner Lee said commission's approach "should be in favor of the broad application of our diversification policies rather than the creation of an additional exemption that emasculates the literal meaning of our regulations."

Commissioner Johnson said that, in approving transfer, commission was turning its back on concern previously expressed for media concentration. Media concentration in Newhouse acquisition, he said, "is precisely the sort of condition we have sought to change in our extended rulemaking involving multiple ownership."

More chance for translators

FCC last week announced that it will permit construction of 1-kw translator stations on UHF channels presently listed in its TV table of assignments but not occupied by existing television stations. Commission also said it will permit translators to operate on unassigned, unoccupied channels between 55 and 69.

Commission said use of higher-powered translators will eliminate need in certain areas for multiple-translator systems. It will also reduce costs for licensees and allow for more diverse use of assigned but unoccupied channels. Translator with power of 1 kw, however, will be limited to assigned channels to avoid interference.

Translators currently operating with 1-kw power on unassigned channels under waiver will not be required to switch over to assigned channels, commission said, but they cannot expect protection from interference from new facility with equal power on assigned channel.

Commission said it specified translator use on unassigned channels between 55 and 69 because most UHF stations are situated below ch. 55 and there would be little room for translator use on lower channels in view of spacing requirements. Channels 70-83 are reserved for land-mobile use. In some cases, translator use on lower channels will be permitted, but only if applicant can show that no space is available in area on regularly allocated channels.

Week's Headliners

Mr. MacLennan Miss Parisi

J. Ross MacLennan, senior VP, Doyle Dane Bernbach, New York, elected treasurer succeeding Maxwell Dane, who is retiring. Mr. Maxwell was also named executive VP and was elected to board of directors. Dorothy Parisi, senior VP and general manager of DDB, elected secretary succeeding Mr. Dane. Appointments are effective Nov. 1.


Chet Casselman, KSFO(AM) San Francisco, and VP, Radio-Television News Directors Association, elected president, RTNDA (see page 12).

For other industry developments see "Fates & Fortunes" page 46.
Acclaim for access

EDITOR: I want to congratulate you on the excellent articles on "The Struggle Over Broadcast Access", which appeared in the Sept. 20 and 27 Broadcasting. I was impressed with the thoroughness with which you researched the subject and the objectivity presented in your findings.—Michael Finkelstein, attorney, Washington, D.C.

Epilogue

EDITOR: THANK YOU FOR YOUR SCRUPULOUS AND FAIR SUMMARY OF THE HIGH POINTS OF MY BOOK AND FOR YOUR REPORTER'S RESPECT FOR MY COMPLEX AND CHANGING CONTEXTS.

MY ONLY DISAPPOINTMENT WAS THAT WHILE YOU MENTIONED My "CONSERVATIVE FINANCIAL ANGELS" YOU FAILED TO MENTION THE FULL POLITICAL SPECTRUM OF MY NATIONALLY PROMINENT "INTELLECTUAL ANGELS"—LIBERAL, CONSERVATIVE, DEMOCRAT, REPUBLICAN, RADICAL AND BLACK—who have so strongly endorsed my book, and stand as evidence of its non-partisan nature.

FOR THE RECORD I AM NOT A CLASSICAL CONSERVATIVE. I AM A RADICAL LIBERTARIAN. ALTHOUGH I SHARE CERTAIN POSITIONS WITH THE CONSERVATIVES, I DEPART FROM THEM STRONGLY ON OTHERS: I OPPOSE ALL FORMS OF STATISM INCLUDING THOSE WHICH BENEFIT BUSINESS; I HAVE ALWAYS OPPOSED THE WAR IN VIETNAM; I STRONGLY OPPOSE THE DRAFT; I ADVOCATE THE ABSOLUTIST INTERPRETATION OF THE FIRST AMENDMENT, ETC. YOU DID HOWEVER STRONGLY STRESS MY LIBERTARIAN POSITION ON THE FIRST AMENDMENT AND FOR THAT I AM GRATEFUL.

AS FOR CBS'S CRITICISMS, THEY ARE VERY FUNNY. THE HUMOR, AS ALL READERS OF MY BOOK WILL SEE, LIES IN THE WAY CBS FAILED TO CHALLENGE AFTER WEEKS OF FRENZIED PORING OVER "THE NEWS TWISTERS."—Edith Efron, New York

WHEC-TV's Attica coverage

EDITOR: The Sept. 20 Broadcasting carried an informative story on Attica prison and its revolt. No mention was made of the news covering efforts of WHEC-TV, acknowledged by at least one network (CBS) to have been the best in upstate New York. Also, the CBS-TV special mentioned included a three-minute interview with two wounded guards by WHEC-TV's Warren Doremus. This was indeed an exclusive. We would be pleased to see credit given where credit is due.—Howard C. Hamer, managing editor/news, WHEC Inc., Rochester, N.Y.

BookNotes


This is a simplified, slender, but often lively discussion of the growing controversy over children's television. Mr. Morris, a producer-writer with CBS News, provides material better suited to the layman than to the professional (his book reads like a 19-part TV Guide article), and his sympathy with the outlook of groups such as Action for Children's Television may jar some commercial-broadcasting types, but the volume is straightforward and largely free of the strident tone that mars some similar efforts. Included are sections on television as a learning tool, the effects of television, the economics and creation of children's programing, public television as a children's programer (praised), advertising for children (deplored at some length), and a look at present potential action by parents against doubtful TV fare.

"Broadcasting and Government: Responsibilities and Regulations," second edition, by Walter B. Emery. Michigan State University Press, East Lansing, Mich., 403 pp. plus appendices, $12.50. Professor Emery has updated his 1961 landmark volume to include new policies and court decisions relating to those topics that have come to the fore in the last decade: fairness, obscenity, concentration of control of mass media, license-renewal procedures and, of course, the newest area of broadcast dissemination, CATV. Included also in the appendices are brief sketches of the past decade's FCC commissioners and their opinions on various aspects of communications law, as well as a list and description of American overseas broadcasting activities, amendments to the Communications Act, new FCC policies and regulations, and court decisions.

Professor Emery is now professor of communications at Ohio State University.
Advertising in the uncommon international market

The advertising manager of a food company with distribution in three or four black African countries is looking at the interlock of his latest commercial. So as to avoid the cost of separate films, it has been carefully produced to be usable in all markets. The manager smiles at the establishing shot of a supermarket interior. The merchandise on the shelves is nondescript, sold all over Africa. He keeps smiling as the camera moves in on the actors. No extremes in wardrobe that would label their nationality. He smiles through the tight close-ups of happy faces sampling the product, faces unblemished by tell-tale tribal scars. Truly a pan-African campaign. But what's this? He's frowning now. It's the final scene. A hand has reached into a supermarket basket and is offering the product to the camera. “My God, it’s the left hand,” he exclaims. “To some tribes that means the food is poisoned!”

Tribal superstitions are only one obstacle to multinational advertising. As even those who have been no nearer to the international scene than the United Nations dining room know, the world is the uncommon market. It’s not just the language of your passport stamp that changes when you cross frontiers. It’s also the standards and styles of living, the customs, religions and appetites, the quality and quantity of education and the availability of various media, to mention just a few.

And if these differences aren’t formidable enough to staunch the flow of communication, consider the segmented structure of multinational businesses. Most of them are run with a high degree of autonomy given to the management in each country. This, combined with equal amounts of national pride and prejudice, often makes “was it invented here?” the principal criteria for accepting an advertising campaign. No wonder then that common advertising in the uncommon market is usually a happy curiosity.

What is the answer then? If incongruous markets, corporate federalism and a little pardonable chauvinism force the advertiser into isolation he can’t afford, what’s the poor guy to do? Aside from the occasional film clip that is uncontaminated by idiosyncratic costume, faces and behavior, one of the most exportable ingredients in the advertising brew is the basic selling idea. As long as it can be adapted into the national idiom and ambience, an advertising idea can be international. But let’s not confuse the creative idea with its execution. A little anecdote will illustrate the distinction:

Having approached the top of the charts in the U.S., the United Kingdom and one or two other cereal cultures, a leading brand of breakfast food was committed by its manufacturer to a kind of international roll-out. The basic selling idea that had launched the brand had to do with health and nourishment. This in turn was given advertising expression in terms of the breakfast meal.

But “breakfast” is not simply the English word for “petit déjeuner.” Nor is “petit déjeuner” just the French translation of “Frühstuck.” And in Finland, where the little flakes of health and nourishment were slated next for introduction, the premiere meal is most apt to be meat or sausage on top of rice wafers. Like motherhood and the flag, the idea of health and nourishment is just as motivating in Finland as in any other country. But not when it’s served by Finnish dawn’s cold light in a bowl of milk and sugar. So the old idea was given a new twist. And today one of America’s leading breakfast cereals is, from Lapland to Helsinki, one of Finland’s favorite snack foods.

Travelworthy though it is, the advertising idea is not the only exportable and adaptable advertising commodity in the uncommon market. Expertise can also be transported across boundaries. And, usually without stepping on the prerogatives of either the agency or the advertiser.

Sometimes expertise from one country can be profitably invested in another country before it is needed. Take commercial TV for example. At the moment, Norway, Sweden, Denmark and Belgium don’t have it. But with neighbors France, Holland and Luxembourg all beaming sponsored signals into the country, it’s a safe bet that at least Belgium soon will. So in anticipation, Lintas set up a TV workshop at its agency in Brussels to get experience in writing, acting, directing and producing. To head the workshop, Lintas Rotterdam contributed a senior producer who, even before the advent of commercial TV in his native Netherlands, had learned his trade in the U.S. and practiced it with a production company in London.

A similar procedure is now being followed in the U.K. There, with an “if you can’t beat ‘em, join ‘em” gesture, the government has given approval to radio advertising. As a result British agencies must acquire a whole new set of skills— in timebuying, writing and producing. While to many here in the U.S. it may seem like teaching jet pilots to fly the DC-3, there is still a lot for them to learn about radio. And British as well as international clients will be expecting instant know-how. Those agencies with an American affiliation seem to be best placed to provide it. Lintas Ltd. in London, for example, working through SSC&B in New York, was able to draw heavily, not only from the agency’s own experience but also from a plethora of facts and opinions which SSC&B assembled for its overseas partner from industry sources throughout the U.S.

Until that day when some commercial Telstar beams advertising in Esperanto to a world of uniform behavior, international advertisers will continue to depend upon agencies organizations that have the resources to create powerful selling ideas, the team work to internationalize them and the experience to make them work.

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Marston Myers, senior vice president of SSC&B, New York, began his career as an announcer at KPDA(AM), now KPUR(AM), Amarillo, Tex. That was a long way from London, England, where he was until recently on the board of directors of SSC&B-Lintas an international advertising agency with 35 offices around the world. In between he worked at N. W. Ayer & Son and the Marschalk Co., finding time along the way to handle speechwriting and television in a gubernatorial campaign (William Scranton’s, in Pennsylvania).
The WJEF Countrywise buyers ...they know what they want and can afford it!

Today's WJEF Countrywise buyers are very particular families. Typically, they're over thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about $10,117. Ottawa County families have an average income of $9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants—part of an expanding economy already accounting for $902,087,000 in retail sales. Their particular like is WJEF. If you'd like these particular people, contact Avery-Knodel. They'll give you some wise advice on our Countrywise buyers.

SUBSCRIBER

Name: ____________________________

Company: ____________________________

Home Address: ____________________________

Business Address: ____________________________

City: ____________________________ State: ____________________________ Zip: ____________________________

Please send

SUBSCRIBER SERVICE

□ 1 year $14

□ 2 years $27

□ 3 years $35

Canada Add $4 Per Year

Foreign Add $6 Per Year

□ 1971 Yearbook $13.50

□ 1972 Yearbook $14.50

(If payment with order: $13.)

□ Payment enclosed

□ Bill me

ADDRESS CHANGES: Print new address above and attach address label from a recent issue. Or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.

BROADCASTING, Oct. 4, 1971
Broadcast news making more of its own

Radio-TV journalists talk shop, hear counsel, get hand from the hill in busy week for profession

It was, in the contemporary idiom, a heavy week for broadcast journalism. Newsmen were practicing it, critics were attacking it and—for a change— others were praising and defending it.

The principal action was in Boston and Washington, the first the scene of the annual convention of the Radio Television News Directors Association, the second the site for hearings into the First Amendment by Senator Sam J. Ervin's Constitutional Rights Subcommittee. The news, in both towns, was generally on the good side.

There were skirmishes on the sidelines, however, that reflected the kind of news treatment broadcast journalists are most accustomed to these days. Vice President Agnew was back on the stump (before the International Chiefs of Police in Anaheim, Calif.) laying much of the blame for Attica's ills on the media doorstep. Edith Efron, whose book, "The News Twisters," deals harshly with a liberal bias she discerns among the three TV networks, was in Washington finding friends among Accuracy in Media (AIM), an organization which thus far has found little accuracy in media.

Still, on balance, it was a better week than most. This is how it went.

Back to basics

Somewhere in between the veteran newsmen's plea for honest, objective reporting, rather than "new journalism," and a network president's plea for honest, objective reporting in the face of "new barriers against the free flow of information and ideas," a young professor got up last week and told the nation's broadcast news directors that their audiences have considerable difficulty remembering anything at all about television news broadcasts. If all these statements are to be taken at face value, it would appear that broadcast journalists are being subjected to unprecedented attack by people who don't like what they see but can't remember what they saw. It is not hard to understand why many professional newsmen become introspective about their work.

There was, nevertheless, a coherent if unstated theme at last week's annual convention of the Radio Television News Directors Association in Boston: back to fundamentals. Neither the usual diet of concern about the government, nor reflection on changes in society, nor resolution of internal RTNDA matters overshadowed this emphasis on the nits and bolts of compiling and disseminating news.

It was as if the entire broadcast news fraternity had taken to heart what CBS's Walter Cronkite told them at the close of last year's convention. At a time when the threat of government intervention was absolutely dominating newsmen's attention. Mr. Cronkite urged them to put that concern behind them: "Let's get on with the job of reporting the news," he said then. "And let the chips fall where they may."

As several of the delegates themselves commented, this year's convention provided evidence that newsmen are doing just that. The emphasis came through in a variety of ways.

There was Jim Bormann, retiring from RTNDA after 25 years, telling his colleagues that the real threat to their profession comes not from without but within—in the form of the "new journalism," with its emphasis on subjectivity and partisanship by newsmen in the events they cover. He called for unqualified rejection of this "phony, plastic reporting" and a reaffirmation of "honesty, fairness and real objectivity."

The speech was greeted by a standing ovation that clearly was more than a sentimental gesture. Although some newsmen later commented that the "new journalism" is not really a potent force in broadcast journalism, they welcomed Mr. Bormann's hard-hitting affirmation of traditional news values.

There was a recurrent emphasis on "professionalism." It was voiced by outgoing president Jim McCulla, who called it a basic RTNDA goal, and linked the concept to pending Supreme Court cases dealing with the right of newsmen to protect their sources. He called that right "a basic, rock-bottom requirement" for the profession. The word was heard again when Nancy Dickerson urged news directors to demand the same quality and integrity in network news programs as they do in their own.

Nowhere was the emphasis on the essentials of news coverage more evident than in this year's workshop sessions. For the first time in many years, there were practical sessions in, for example, news writing and tape editing, where those attending not only listened but also participated. The sessions were well attended and widely praised.

The problem of government was, of course, far from absent. ABC President Elton Rule hit it hard in a speech on Friday (Oct. 1); recalling broadcast journalism's recent clashes with government, from The Selling of the Pentagon controversy on down, Mr. Rule warned that these pressures "could, if not checked, destroy the house we live in, destroy our very reason for being."

Later that evening, Charles Curran, director general of the British Broadcasting Corporation, alluded to those same pressures in paying tribute to CBS's Frank Stanton, a second-time recipient of RTNDA's Paul White award. And that award was given to Dr. Stanton precisely because of his stand against a congressional committee's subpoena of unaired broadcast materials.

It seemed, however, that the news profession found itself between crises. As one news director put it, there was considerable thought being given to "where we stand, where we're going, what we're doing to build clear understanding about what our business is about." The consistent focus on fundamentals, techniques, traditions of re-
porting also demonstrated that even those who head television and radio news operations like to remind themselves, at regular intervals, of what their business is about.

Bravo from Britain

Great Britain's foremost broadcasting executive called it both the shortest and the most significant visit he has ever paid to this country. His 48-hour round-trip was for one purpose: to address the annual convention of the Radio Television News Directors Association, in tribute to CBS Vice Chairman Frank Stanton and in recognition of the problems shared by professional journalists in both countries.

What the RTNDA delegates heard last Friday (Oct. 1) from Charles Curran, director general of the British Broadcasting Corporation, was a forceful British equivalent of the U.S. newsman's own defense of his profession. Using examples drawn from his own country, Mr. Curran dissected several areas in which newsmen have been criticized—and emerged, in each case, with a ringing defense of the craft as practiced by today's journalists.

On hard news: "It is alleged that we choose the sensational, ignore its content, and thereby disturb and distort the public mind. . . . Now I agree that there are occasions when the fact that nothing is happening is important and newsworthy. I concede, too, that the prevalence of normality can be news. No citizen of Belfast would dispute that proposition. . . . But it is no criticism of the people who report and present the news to say that they are presenting the unusual. That must be their job, and I do not see what other practical approach there can be. Nor does anybody suggest one."

On news analysis: "The news cannot be understood without the background . . . . If [British journalists] think of themselves as tribunes of the people it is not to accuse the government but to find out what they are really saying. That, for me, is a wholly proper role and one which ought not to be diminished. It is sometimes awkward for politicians to be asked what they are saying, if only because they do not always know."

On documentaries: "High editing ratios can be a matter of simple extravagance and inefficiency, but they can also be an indication of the distillation of the significant from the mass of the ordinary and everyday. This process of selection . . . . does raise serious questions of integrity, and there must be clear warning to the subject that this is the process in which he is involved . . . [but] there is a special contribution in the documentary technique which ought not to be abandoned simply because there is the risk of an accusation of lack of integrity on the part of the editor."

On the marketplace of ideas: "My view of the BBC—and indeed I think it would be appropriate to any broadcaster in the free world—is that of an editor who starts from the position of tolerance. I mean by tolerance the readiness to assist in the active circulation of ideas . . . . There is no particular difficulty about balancing the representation in our programs of those ideas which we would find broadly acceptable. What is difficult, what is courageous, is to find the place for those new ideas which we do not accept, which, because of their rational or emotional force, demand examination by an informed public."

On self-censorship: "From time to time it is suggested that there are items in the news which we ought not to have reported because of the effect they may have. . . . In my view that policy would be subject to one fatal criticism. It is an essential function of news that it be believed. Unless people have a conviction that the agency from which they are receiving their news is honestly attempting to tell the truth, they will cease to believe it and the most valuable quality which news can have—its credibility—will be undermined."

Only in the opening moments of his speech did Mr. Curran refer specifically to Dr. Stanton, who was the recipient of RTNDA's Paul White Award. In those remarks, however, the BBC executive made clear his regard for both Dr. Stanton and the CBS News organization. Mr. Curran paid tribute to the "immense achievement in building up CBS News, which is a service of international as well as national reputation."

And he added: "Today particularly, I am paying tribute to Frank Stanton's stand for free journalism on behalf of all my colleagues."

In behalf of the verities

Journalists, particularly broadcast journalists, have spent much of their time in recent years coping with attacks by critics outside their profession. This year, the keynote speaker at RTNDA launched a different debate—over "the assault on journalistic practices from within."

Jim Bormann, retiring director of news and public affairs for WCCO-AM-FM Minneapolis, did not have in mind the question of generalized "liberal bias," which has so outraged some critics. He spoke instead of what is commonly known as the "new journalism"—which, freely translated, is the conception of the journalist as participant rather than observer, transmitter of feelings and moral judgments rather than fact alone, and agent of social change rather than mere recorder of it. To Mr. Bormann, a newsman for 36 years, that philosophy represents an attack on old and tested news values—and plays into the hands of journalism's critics.

"It's clear enough," he said, "that the media are under bombardment: not just from the Spiro Agnew's, not just from the thinking members of our audiences. . . . Sometimes that growing skepticism about what they read or hear is simply based on a misunderstanding of our methods or of the realities of news reporting. But sometimes it isn't."

So many thinking individuals have discovered from personal knowledge that news stories have been dishonestly reported, Mr. Bormann said, that the problem has become "an American epidemic. And we cannot afford to be complacent or merely defensive about it any longer. If confidence in the media..."
is being undermined from within, it's up to us as responsible journalists to identify the problem and then eliminate it. If we lose our credibility, then we have lost everything." And as Mr. Bormann identified the problem—particularly for newspapers, but "to a lesser extent" in the broadcast media—it is the growth of "new journalism" as a working philosophy.

How does the philosophy translate into practice? To answer that question, Mr. Bormann took as his text some remarks attributed to Alexander Kendrick of CBS News. Mr. Kendrick, it is said, offered the opinion "that a good reporter in the modern milieu should not be afraid, while covering a riot, to throw a few bricks himself. Rather than standing on the sidelines as a competent observer and then going to the mike to 'tell it like it is,'" Kendrick urged the contemporary newsman to get involved and then report what he "felt inside."

It might be noted, at the risk of lapsing into new journalism, that so brief a description inevitably oversimplifies what new journalism is all about. Nevertheless, the example did provide Mr. Bormann with an opportunity to make his central point—that any journalist, new or old, must start with a respect for fact and an acceptance of objectivity as a valid goal.

"It is simply outrageous," he said, "to think that we as modern practitioners have any rights or duties or privileges to deal more lightly with the truth than the journalists of another age may have had."

What is the principal source of this new philosophy among journalists? Mr. Bormann located it in the universities; it "is emerging from many journalism schools today," he said. "I'm sure you all have read about young graduates whose chief interest in journalism is to use it and the media as tools for shaping a new social order." Although he readily acknowledged that the phenomenon is not universal, he added that many "are so intent on destroying the Establishment—and the universities along with it—that they would blindly destroy the credibility of the media in the bargain."

These, he said, "are the real villains—the root source of our 'crisis of confidence' with the public."

Mr. Bormann was not anxious to have his argument construed as an assault on conviction. "Nobody is seriously considering," he emphasized, "that journalists must be neutral on the great issues of the day. We all have a right to our opinions and we have the right to express them in editorials and to some extent in writing clearly labeled interpretative articles. But we reject the idea of imposing those opinions on our readers, listeners and viewers under the guise of factual reporting. There's no dedication to the truth or to the public interest in that. Yet that's exactly what the new journalism has brought about. "Is it any wonder," he asked, "that we are in danger of breaking our pick with the public?"

Mr. Bormann remarked that during his 25 years of membership in RTNDA, broadcast news has "come of age," the news directors' association has developed the "maturity" to deal with problems that arise, and the profession as a whole has not yet abandoned the "unchanging principles of honesty, fairness and real objectivity." He suggested that RTNDA might have a concrete role to play in maintaining those traditions—by citing some new journalism practitioners for violations of its code of professional practices.

In one eye...

What does the television viewer really absorb when watching a network news program? According to a study unveiled last week at the Radio Television News Directors Association convention, the answer in slightly more than half of all cases is: nothing, absolutely nothing.

Andrew A. Stern, head of the graduate broadcasting program at the University of California at Berkeley, told a heavily attended RTNDA session that a sample of the San Francisco area showed that 51% of respondents were unable to recall even one news story from a network broadcast they had seen earlier the same evening. The average unaided recall was one story per newscast.

When the respondents were read a few headlines from the broadcast, to jog their memories, Mr. Stern said, their scores improved—but even then, the average recall was only 9 out of 19.

The study, which is still in progress, also found that the level of recall was unrelated to age, sex, occupation or education. The only variable that mattered very much, according to Mr. Stern, was the extent to which a viewer was distracted while watching the news.

Lead stories and stories with violence were most frequently remembered; commentary, features and stories at the end of a broadcast were least likely to be recalled. "People almost never remember the subject of a Sevareid, Stern or Reasoner commentary," Mr. Stern said.

The study was drawn from more than 2,000 telephone calls, which resulted in a sample of 232 adults. Mr. Stern said he was encouraged by the fact that his respondents reflected "quite closely" the Nielsen ratings in their choice of network news broadcasts.

Noting the high correlation between recall and lack of distraction, Mr. Stern said: "It is quite evident that if you want a better informed public—one that retains a news item better, possibly even one that has time to think about it—scheduling the news away from the dinner hour and other early evening distractions would seem to be the best answer."

Mr. Stern's research was financed in part by a grant from the National Association of Broadcasters.

Rule's warning

Elton H. Rule, president of ABC, urged radio and television newsroom last week to "raise strong voices" against the threat of "new barriers against the free flow of information and ideas."

He warned an audience at the Radio Television News Directors Association convention in Boston Friday (Oct. 1) that if the pressures being exerted on electronic journalism go unchecked, they could "destroy the house we live in, destroy our very reason for being."

Mr. Rule cited as recent examples of pressures an attempt by a congressional committee to subpoena outtakes of CBS News's Selling of the Pentagon; the resulting attempt to secure a congressional contempt citation against CBS for its refusal to provide the outtakes, and requests by both major political parties to review the logs of ABC News's coverage of the Vietnam war for a specific period.

He suggested that the current climate has developed because the world has been struggling through a quarter-century of crisis, and added that electronic journalism has shown "images so shocking and frightening to so many, I do not think that we should be surprised at outcries of pain on the part of some of the beholders."
Senator Ervin to Dr. Stanton:

"Thomas Jefferson said to a group of students in 1799 [that] to preserve the freedom of the mind and the freedom of the press every spirit should be ready to devote himself to martyrdom. For as long as we may think as we will, and speak as we think, the condition of man will proceed in improvement . . .

I think that you exhibited this spirit when you declined to produce the data that had been collected by CBS in preparation of The Selling of the Pentagon . . . I think you struck a great blow for the preservation of the freedom of the press when you declined to produce those documents, and I rejoiced in the House vote which upheld that action."

Help on the Hill

"If First Amendment principles are held not to apply to the broadcast media, it may well be that the Constitution's guarantee of a free press is on its death bed."

That was the warning issued by Senator Sam J. Ervin Jr. (D-N.C.) as his Constitutional Rights Subcommittee began hearings last Tuesday (Sept. 28) on the thorny and elusive subject of the First Amendment's application to the press—print and broadcast.

The subcommittee is gathering information from broadcasters, newspapers and the academic community in an effort to determine what specific issues are involved in the maze of conflicts that have developed between the press and government over freedom of the press.

The subcommittee is also examining legislation introduced by Senator James B. Pearson (R-Kan.) earlier this year (Broadcasting, March 29). The bill (S. 1311) and its House counterpart (H.R. 4271), introduced by Representative Charles W. Whalen Jr. (R-Ohio) and co-sponsored by 51 House members, provide that Congress, courts or other government agencies cannot require a newsman to disclose confidential information or sources he gathers in his capacity as a journalist. But, the protection would not apply to the source of an alleged defamatory information in cases where the defense is based on that information. In addition, it would not apply to sources of information about a proceeding that is required by law to be kept secret. The bills also establish procedures for divesting the privilege when there is substantial evidence that disclosure of confidential information is required to prevent a threat to human life or to protect national security.

Broadcasters testifying at the first round of hearings, which ran through last Thursday (Sept. 30), were CBS President Frank Stanton and CBS newsmen Walter Cronkite.

Dr. Stanton told the subcommittee that "there is no doubt whatsoever in my mind that in referring to the press those prescient authors of the Bill of Rights intended to describe all means of communicating ideas."

And yet," he said, "some contend that, because broadcasting is licensed and print is not, that fact—springing wholly from technological factors—justifies governmental surveillance of broadcast journalism. We reject that view. The true test of government devotion to the First Amendment is the sensitivity with which it exercises its licensing power and declines to take advantage of technical factors to impose controls that would otherwise be clearly against public policy."

But he noted that attempts to regulate the content or methods of broadcast journalism are on the upswing—and those attempts include "unreasonable application of the FCC's fairness doctrine to the coverage of controversial public issues."

The commission's policy that broadcasters cannot exclude paid spot announcements on public issues—which was upheld by the U.S. Court of Appeals in Washington (Broadcasting, Aug. 9)—"constitutes a real threat to a free broadcast press because it empowers a government agency to decide what issues a journalist must cover . . . ," Dr. Stanton said.

The CBS president also voiced alarm over "the increasing tendency of governmental agencies to make print and broadcast journalists de facto 'investigative arms of government' through the use of subpoenaes—a particularly insidious threat to the ability of newsmen to carry out their responsibilities effectively." CBS's refusal to give the House Investigations Subcommittee outtakes from The Selling of the Pentagon documentary, he said, stemmed from its concern over "the chilling effect that such legislative scrutiny would have not only on our own newsmen but on all other broadcast journalists as well."

Dr. Stanton said Senator Pearson's bill—the Newsmen's Privilege Act—"goes a long way" toward defining newsmen's rights. But he suggested that the bill should be revised to protect not only confidential information but all information that has not been broadcast or published.

Speaking for himself and not CBS, Mr. Cronkite acknowledged that broadcast journalists have "awesome power" in deciding what news items are to go on the air, but added that they "feel the creeping danger" that prejudice and bias can enter into the decision-making process and "most of the time—not always because we are not perfect—we react and we bend over backwards to regain balance. . . ."

But when the courts or Congress or anyone else impose their own standards on broadcast news, he said, "then it ceases to be a virile seeker of the truth and becomes a pallid conduit for that propaganda which is palatable to the majority of the people, or the Congress, or the administration of the moment."

The greatest threat to freedom of information is government licensing of broadcasting, he said.

Although he paid tribute to the FCC for not using its regulatory power to the fullest extent, he noted that "the axe lies there temptingly for the use of any enraged administration."

"The least that must be done . . . is to legislate assurances that no restrictive laws or government decrees interfere with broadcast journalism's full exercise of those freedoms of press and speech guaranteed by the First Amendment," he said.

"The cleanest and perfect solution—
clearly much harder to obtain than the First Amendment guarantee—would be to eliminate all government control of broadcasting," he said, leaving it to a federal authority to assign channels as well as to monitor technical performance.

Senator Pearson was unable to testify because of illness, but he submitted a statement for the record that called for passage of his bill to "protect the public, who, in the final analysis, must depend upon the press for information about the actions of its government." He said "it is axiomatic that a newsman cannot report information without first collecting it, and Congress and the courts must be vigilant against all vestiges of governmental action which have a 'chilling effect' on a newsman's efforts to gather information..."

Then in his testimony, Congressman Whalen suggested that the Newsman's Privilege Act be broadened to "protect all information furnished government subpoena..." and the 'exceptions' to the privilege should be inspected thoroughly to determine whether they can be narrowed or eliminated.

Representative Ogden R. Reid (R-N.Y.), a co-sponsor of the Newsman's Privilege Act, also called for legislation "to prohibit the issuance by the courts of injunctions against publication, thereby removing prior restraint from the reach of the executive."

The Newsman's Privilege Act also was endorsed by Norman E. Isaacs, editor in residence at the Graduate School of Journalism, Columbia University. But, he noted, the measure overlooks the necessity of including photographers in the listing of those to whom the protection would apply. "On countless occasions, a newsman with a camera is as much privy to confidential information as are his colleagues carrying notebooks or tape equipment," he said.

If the protection of newsmen's confidential sources is not also extended to public scholars—those who analyze the operations of government and make the information public—the public will suffer. That was the point made by Richard J. Barnet, co-director of the Institute for Policy Studies. Mr. Barnet said denying public scholars the protection will mean that newsmen who do only superficial investigation will have more complete access to sources, while scholars, who do indepth research, will be effectively cut off.

But, Harding F. Bancroft, executive vice president of The New York Times Co., told the subcommittee he is not convinced that federal legislation to protect newsmen's information is what is needed.

"In general, we believe that judicial resolution of difficult Constitutional questions involving the Bill of Rights, is more desirable," he said. "There is the danger that legislative attempts to define rights under the First Amendment may raise more problems than are put to rest."


Agnew resumes attack

Even as a Senate subcommittee was preparing last week to hold hearings aimed at "re-examining and re-emphasizing First Amendment principles," Vice President Spiro T. Agnew let loose with the kind of charge that the subcommittee chairman, Senator Sam Ervin Jr. (D-N.C.) has expressed an interest in exploring as a threat to a free press.

The vice president, speaking before a conference of the International Chiefs of Police, in Anaheim, Calif., said the news media, by providing "inverted" coverage, play a role in developing "celebrated radical left causes."

Taking the coverage of the prison revolt at Attica, N.Y., as his point of departure, he said, at some point in the development of such causes, "the full force of the major national media will be brought to bear as columnists, commentators and the producers of television documentaries descend on the scene. They will plumb the purported 'root causes' of the incident, focus on members of the militant minority, and emerge with a verdict that the 'tragedy' which occurred could have been avoided had the legally constituted authorities not 'over-reacted,' but instead had shown more sensitivity to the need for change in these difficult times."

Along with "millions of other Americans," the vice president said, "I reject the inversion of values which has enabled the enemies of our society to thus advance their pernicious objectives."

The inevitable question that the speech prompted at the White House brought a familiar reply. "The Vice President has every right to express himself" on the news media, White House News Secretary Ronald L. Ziegler said, when asked for comment on the speech and whether it reflects the administration position. Contrary to the view expressed by some individuals over the last two years, he added, the administration has no intention of intimidating the news media. "We respect the free press," he said.

"But," he said, "just as government should be criticized and should be selfcritical, that criticism of the press in itself does not suggest intimidation." He expressed the personal view that the news media have shown "too much sensitivity to criticism."

ACLU cries censorship

The American Civil Liberties Union released a report last week that it says documents censorship of the press during the Nixon administration.

The report, first in a planned series, was prepared for ACLU by freelance writer Fred Powledge, principally from interviews with more than 45 members of the press and government.

"Attacks on the press by the officers of government," the report says, "have become so widespread and all-pervasive that they constitute a massive federal-level attempt to subvert the letter and the spirit of the First Amendment."

The ACLU report—"The Nixon Administration and the Press: The Engineering of Restraint"—also says that there is a "subtle tendency" of the press to engage in self-censorship in an effort to "play it safe" to avoid criticism. "In commercial television, the chill has become as ordinary as a station break," Mr. Powledge writes.

The report sets the origin of the government's campaign to "chill the press," in Vice President Spiro Agnew's November 1969 speech criticizing the TV networks and noting they are a "government sanctioned and licensed monopoly."

Efron revisited

The author of "The News Twisters" found a sympathetic audience in Washington last week at a luncheon sponsored by Accuracy in Media (AIM), an organization which earlier clouted Representative Harley O. Staggers (D-W.Va.) to its bottomless attack on CBS News' The Selling of the Pentagon. Edith Efron, the TV Guide staff writer whose analysis of television-network performance during the closing weeks of the 1968 election campaign found it slanted toward the left (BROADCASTING, Sept. 27), began her remarks by noting there is a "dangerous illusion in the land" that public criticism of media performance was something new (i.e., post-Agnew), and ended by saying that it was because of media performance that "the so-called Silent Majority blew up.""}

The thesis of her luncheon remarks—as of her new book—was not so much that bias was a journalistic evil to be avoided as one to be identified. She told Broadcast later that the FCC's fairness doctrine now forces networks to pretend a neutrality that does not exist. Were the FCC actually to apply a bias standard of its own to network newscasts, she believes, "it would blow the networks off the air."

Miss Efron's methodology—already under attack by professional researchers as well as journalists (prominent among
you are invited to join the . . .

INTERNATIONAL BROADCASTERS CLUB
of
NEW YORK

A luncheon club for broadcasters and their guests is being established in New York to begin operation in early November. It will provide a congenial, convenient meeting place for those engaged in broadcasting or in activities related to it.

The Club will be located in a spacious, attractive suite of rooms below the main lobby of the Hotel Lexington at 48th and Lexington Avenue. Good food and beverages at reasonable prices will be served on a limited-menu, partial self-service basis.

Annual dues for resident members (those whose place of business is located within 50 miles of New York City) are $35 a year. Dues for non-resident members are $25 a year. Each non-resident member may sponsor one associate member who works for the same organization at an additional cost of $10 per year.

Planning for this new club has been carried out by the Broadcast Pioneers as a service to the industry. Once established, the club will function as an independent entity. The operating plan involves no real estate or other financial commitment or guarantee on the part of the club. Direct responsibility for the operation of the dining room and kitchen will be placed in the hands of experienced, successful restauranteurs.

Please complete the application form below or include the same information in a brief letter. Mail the application or letter, with your check for dues, to IBC, Room 531, 420 Lexington Avenue, New York, New York 10017.

Applications for membership, which will be limited by the size of the dining facility, will be accepted in order of receipt, subject to maintaining a balance among various segments of the industry.

Organizing Committee for the International Broadcasters Club:

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Dale Moore
Tod Moore
Bill O'Shaughnessy
Len Patricelli
Sol Paul
Ham Shea
George Simko
Larry Taishoff
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Vince Wasilewski
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Please accept this application for membership in the International Broadcasting Club of New York. My check for the first year's dues ($35 resident; $25 non-resident) is enclosed.

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Salant says it isn't so

"The News Twisters," the new book charging TV-network news with bias favoring the left and opposing the right (BROADCASTING, Sept. 27), contains "many serious flaws," including one that "completely discredits" it, Richard S. Salant, president of CBS News, said last week.

With his statement he released an appendix of some 20 passages comparing the book's version of what was said on CBS newscasts with what was actually said, offering them as "a few of the many examples of the startling distortions" in the book, written by Edith Efron of TV Guide.

Mr. Salant also said that CBS News "has retained two highly qualified, experienced, independent research organizations, one to study the methodology used by Miss Efron and the other to review the identical 1968 campaign coverage on which her book reports." International Research Associates Inc., New York, will evaluate the Efron methodology and Dr. Charles Winick of UCLA "will review the CBS News coverage on which Miss Efron reported. Their conclusions will be made public, he said.

Mr. Salant said CBS News "has a continuing interest in any suggestions or studies" that can help improve fairness and objectivity, but that "regrettably, Miss Efron's book does not contribute to this goal."

The "one basic flaw that permeates and completely discredits the book," Mr. Salant said, was that:

"Its drastic conclusions, with respect to CBS News, depend entirely on the accuracy and objectivity with which Miss Efron describes and characterizes the CBS News stories on which she relies. But, in story after story, there is just no resemblance between the story as broadcast and Miss Efron's description of that story. They simply do not state what Miss Efron claims they state. She sees sinister meanings where none were intended and none exist. Her conclusions are based, in large part, on nonexistent facts."

He offered a sampling of comparisons of Miss Efron's descriptions with what they purported to describe because, he said, "Miss Efron, generally speaking, does not quote the full, as-broadcast text of the stories mentioned in the book," so that the reader cannot make such comparisons himself. Here are some of the examples he cited, which he said are based on a spot check and are "among many which can be cited," as "a measure of the accuracy and fairness of her facts and conclusions."

"9/25/68. CBS News transcript: (concluding paragraph in a report on Mr. Nixon's campaign visit in the Seattle area): 'This week's tour, all in friendly territory, is to reassure the faithful, and to boost local GOP candidates. Nixon says he is warning his staff against over-confidence, but he himself hardly looks worried.'

"Appendix D [of book] (page 281). Miss Efron portrays as an "anti-Nixon editorial" by the reporter. Without setting out the actual words of the broadcast, Miss Efron writes that the CBS News reporter says Nixon is over-confident: suggests he is a liar. (emphasis added)."

"9/30/68. CBS News transcript: After broadcasting an excerpt from a Humphrey campaign speech, CBS News reported that Mr. Humphrey "has not, however, figured out how to handle the demonstrators. When the hecklers wish, they can dominate his campaign appearances, and that frustrates and angers Humphrey and his staff. To that extent, at least, the hecklers have the upper hand."

"Appendix K (page 330). Miss Efron classified this report as a 'pro-demonstrator editorial' by the reporter and comments: 'Reporter supports demonstrators (demonstrators politically unidentified).'

Mr. Salant offered two examples of what he said were charges based on "alleged but nonexistent statements" in CBS newscasts. In one he said Miss Efron cited a reference to "young, restless hecklers" when the phrase used on the air was "young, leftist hecklers," and this "led her mistakenly to charge (pages 89, 92) that CBS News editorialized by 'suppressing the political or ideological identity of hecklers and demonstrators.'"

In another case, the analysis said, Miss Efron charged that the reporter "attacks those who would prevent Cleaver from teaching at Berkeley as 'censors,'" but that she mistook "censure" for "censors" in this statement by the reporter: "His (Cleaver's) tough talk prompted the state senate to censure the university." Either way, Mr. Salant said, "there is no basis, whatsoever, for her charge. The reporter does not 'attack' the state senate for this 'censure.'"

Mr. Salant's analysis also quotes Miss Efron as saying (page 32) that during the seven weeks of her study there were only 173 "words spoken by Mr. Nixon on the CBS evening news. But, his analysis continued, "a quick check of the broadcast transcripts shows that, during the period in question, the CBS evening news carried a total of 4,747 words spoken only by Mr. Nixon in the course of his campaign—and presumably spoken in his own behalf as a candidate. But this fact does not appear in the book. Certainly, it is pertinent to an evaluation of the coverage given to Mr. Nixon."

Mr. Salant's statement and accompanying comparisons were prepared for release Oct. 11, publication date of Miss Efron's book (Nash Publishing, Los Angeles: 355 pages, $7.95). CBS News released them to BROADCASTING in advance of that date because BROADCASTING, with the publisher's permission, had already reported on the contents of the book (in its issue of Sept. 27) and had carried rebuttal by CBS News.
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Diplomat heads self-regulation

New all-advertising apparatus of restraint will act on complaints about deceptions

Membership of the advertising industry's new self-regulatory arm, the National Advertising Review Board, created to "sustain high standards of truth in national advertising," was announced last week. The 50-member board will be headed by Charles W. Yost, former U.S. ambassador to the United Nations, as chairman. William H. Ewen, former director of advertising for Borden Inc., has been named executive director of the board.

Most of the board's composition and its leadership—and also its operating procedures, which generally follow the lines disclosed earlier in the evolution of the NARB structure (BROADCASTING, March 29, May 24)—were announced at a news conference in New York last Tuesday (Sept. 28) by Victor Elting Jr., one of the prime architects of the plan and chairman of the National Advertising Review Council, NARB's sponsoring agency.

From the 50-member NARB board—30 members representing advertisers (a few of them yet to be selected), 10 representing advertising agencies and 10 representing the public—a five-man panel will be selected to pass upon each complaint of false or deceptive advertising that cannot be settled in earlier stages of processing. These earlier stages will be handled by the National Advertising Division of the Council of Better Business Bureaus.

The system is intended to deal only with national advertising "disseminated in all of the United States or a substantial section thereof," according to the NARB's by-laws.

Two of the public members are well known to broadcasters: Kenneth A. Cox, former FCC commissioner, and LeRoy Collins, one-time president of the National Association of Broadcasters.

Mr. Elting said that for the present, the board's criterion in passing upon challenged or questioned advertising would be simply: "Is it truthful or deceptive?" He said that within four to six weeks, when the board is in full operation, it would address itself to the question of whether a code of advertising standards should be developed.

Mr. Yost will coordinate the NARB's activities and will be its spokesman. He will also appoint the five-member panels that pass on individual cases referred to the board by the Council of Better Business Bureaus. Mr. Ewen will assist him and will maintain liaison with the council. The board's offices are at 845 Third Avenue, New York 10022.

Procedurally, the wheels of the organization are set in motion whenever an individual consumer, group or industry spokesman lodges a complaint by calling one of the approximately 140 local offices of the council's National Advertising Division. The division will evaluate, investigate, analyze and hold initial negotiations with the advertiser involved in the complaint or challenge relating to the truth or accuracy of his national advertising. Cases that cannot be resolved satisfactorily by mutual agreement will be forwarded to the NARB.

The chairman will appoint a panel of five board members—three representing the advertisers, one the agencies and one the public—to consider each case. Advertising that is judged unacceptable will be publicized, and results of the judgment will be turned over to the appropriate governmental agency.

The NARB's sponsoring agency, the National Advertising Review Council, is made up of the presidents and chairmen of the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers and the Council of Better Business Bureaus. The National Advertising Review Council elects NARB members. It also approved final by-laws and operational procedures for the NARB.

The lists of 10 public members and 10 agency members of the NARB are complete (as is a list of 10 agency alternates, made necessary by the likelihood of conflicts of interests; agency members are not eligible to serve on a panel if they represent a client that sells a product or service directly competitive with the product or service involved in the proceeding). Most of the advertiser representatives have been designated and others are being added promptly, NARB officials said.

Agency members (all based in New York unless otherwise indicated): Thomas B. Adams, Campbell-Ewald, Detroit; Edward L. Bond Jr., Young & Rubicam; Archibald McG. Foster, Ted Bates & Co.; Robert S. Marker, McCann-Erickson; Alfred J. Seaman, SSC&B; Walter Bregman, Norman,

Mr. Yost (at podium) and Mr. Ewen during the news conference.
FTC ad hearings: bigger and bigger

With scope of inquiry growing, it might be held in additional cities

The large-scale Federal Trade Commission inquiry into today's advertising practices and their effects on consumers, set to begin Oct. 20, is growing larger daily. Originally scheduled for only three days (BROADCASTING, Aug. 30), the inquiry has stretched to some 15 to 17 sessions to be conducted at the commission's Washington headquarters, and that's only the first round, an FTC spokesman said.

Growing interest on the part of consumers, advertisers, media and agencies may well require additional hearings, not only in Washington but also in other major population centers throughout the nation, the spokesman said.

Emphasis was placed on the "informational" nature of the inquiry, which will investigate television advertising practices in particular. The FTC has continually stated that the hearings will involve neither review nor evaluation of specific advertising representations or claims in terms of their possible violation of the law. Complaint and rulemaking procedures will still be applied to such questions.

FTC Chairman Miles T. Kirkpatrick has told the Food and Drug Law Institute (BROADCASTING, Sept. 27) that "the hearings are unprecedented and "perhaps the most interesting of our current projects." At the same time, he hinted that deeper involvement by the FTC in the area of consumer protection is probable. The commission has "heretofore barely scratched the surface in developing new approaches to our consumer-protection responsibilities," he said. Mr. Kirkpatrick emphasized the FTC authority to require specific reports and information from corporations regarding advertising practices and to publicize such material, much like the recent FTC demands for substantiation of advertising claims from automobile, air-conditioner and electric-shaver manufacturers (BROADCASTING, Aug. 30).

Mr. Kirkpatrick feels the hearings will tell the commission not only what advertising does, but also what it doesn't do.

The second through fifth day of the hearings will be devoted to an "advertising symposium," to be conducted by the American Association of Advertising Agencies and the Association of National Advertisers. The FTC spokesman said the format of the presentations is at the discretion of the associations.

Some 300 individual advertising agencies have been invited to participate, but most have indicated to the FTC that they will respond through AAAA. However, a few agencies will make individual appearances before the commission to present their views.

Following the associations, the topic will turn to advertising for children, as seen from a child's point of view. Child psychiatrists, psychologists and others with relative information in this area are scheduled to appear at the sessions. Included will be agencies and other advertising-industry representatives who deal in children's advertising. They will be asked to relate their practices and the effects they hope to achieve through their advertisements.

Some discussion within the commission centered on inviting children to testify on their reaction to advertising, but concern about exploitation of the youngsters prevented their inclusion.

This first round is expected to conclude "sometime around Thanksgiving," the FTC indicated. Agendas and witness lists are expected later this week.

Army keeps pushing on advertising

Research will be made into effectiveness of public-service spots

The Department of Defense is conducting a major inquiry into the use of public-service announcements by radio and television stations throughout the United States.

The intent, according to a DOD spokesman, is to provide a basis for deciding whether to spend some $9 million earmarked for a prime-time advertising campaign to boost Army enlistments (BROADCASTING, Sept. 27). But a questionnaire now being sent to some 1,500 radio and television stations by the Gallup Organization, Princeton, N.J., research firm, is devoted entirely to their use of unpaid public-service announcements.

At least six research firms have been engaged to study prospects of recruitment by paid advertising or contributed promotion, it was said.

Of immediate interest to broadcasters is the Gallup survey which is to be conducted in two parts. The first is a mailing of a comprehensive questionnaire to the 1,500 stations, inquiring deeply into the frequency, placement and volume of free messages they carry on behalf of all types of causes.

Most questions are related to the use of U.S. Army announcements in par-
particular, such as: "Have you ever received complaints from individuals or antiterror groups after you have played Army or other armed services public-service recruitment advertising?" If the respondent answers yes, he is then asked to note the effect of such complaints on his playing of Army PSA's. Did he reduce, eliminate or move the spots to poorer times?

Gallup's second-phase questionnaire may cause more consternation among broadcasters. It deals with a station-log analysis. About 250 stations will be selected by the New Jersey–based organization, which will ask to send a researcher to each of those stations to review actual log entries and calculate the frequency, time, length, and so on of PSA's, particularly those relating to military matters.

Emphasis on Army advertising is understandable in light of the experiment in prime-time recruiting ads conducted earlier this year (Broadcasting, Feb. 22, etc.), and the recent request by Secretary of the Army Robert F. Froehlke that radio and TV networks increase their public-service time devoted to recruitment by five-to-ten-fold (Broadcasting, Sept. 27).

Secretary Froehlke's letter to TV and radio network presidents stressed the "remarkable" response from the March 1 to June 15 prime-time campaign, attributing "approximately 8,000 enlistments" directly to the $10.6 million campaign.

Among the other research agencies conducting the survey are Opinion Research, Rome-Arnold, Stanford Research Institute, Audits and Surveys Inc. and Cincom.

Areas of their investigations include thematic appeals to enlistees, the cost of advertising campaigns, effectiveness of ad campaigns, effectiveness of time slots and reach of announcements.

**ANA panelists buck NAB on freeze**

**Insist the restrictions do apply to new rates; other sessions in New York offer advice on media buying**

The broadcaster is not off the hook as to the effects on his business of the current price freeze—not by a long shot.

This was the message last week from the "other side" of the fence in buying and selling—the advertiser.

In a late-scheduled appearance before a media workshop of the Association of National Advertisers in New York Thursday (Sept. 30), two experts said flatly that they take issue with the freeze interpretations made by the National Association of Broadcasters a few weeks ago (Broadcasting, Sept. 20).

The experts—both active in the American Association of Advertising Agencies' ad hoc legal committee's continuing discussion and interpretation of the impact on media rates of the price-wage freeze—were Richard Killin, senior vice president and general counsel, Young & Rubicam, and Felix Kent, senior counsel, Starling & Kent New York law firm, who serves as legal counsel to a number of advertising agencies.

Mr. Killin referred to a report published in Broadcasting that cited Grover Cobb, NAB executive vice president for station relations, as saying that positions sold during this past summer for delivery during the fall season (within the freeze period) are "unaffected by price limitations."

The Y&R executive said he could not go along with that interpretation and that he believed that the freeze did apply in limiting price. "The real question is," Mr. Killin said, "what is its [freeze's] effect?"

He said that little information has been forthcoming from the television networks as to what their official positions will be. Mr. Killin, however, noted that NBC has indicated to Y&R in one instance that its price on a particular program will be "rolled back," and that NBC's invoice stated that the network is now studying the impact of the freeze on the price of the program and, in the meantime, it would base charges on the "old rate" but that subsequently an adjustment may be made.

Mr. Killin questioned (as in effect did Mr. Kent) the report that "whichever base period is selected by seasonal broadcasters, it must be consistently applied in setting prices," to this extent:

Mr. Killin said he saw no reason to deny a broadcaster the right to sell prime time on the basis of seasonality (thus following the pricing of last fall), while he sells daytime programs on the basis of average price charged during the month (statutory base period) previous to the freeze date, and say, "movies" according to the average price obtained on May 25, 1970. According to Mr. Kent, advertisers do not necessarily have to accept the premise of price increase, unless substantiation under the freeze rules is obtainable for rationale behind the hike. His example was the sponsor of professional football in 1970-71 who had option for renewal in 1971-72 but at a price increase. Mr. Kent said a price hike was not permissible unless the network can demonstrate that in the base period the network sold sponsorship to an advertiser at the price level at which he now seeks to sell the show.

Mr. Killin brought up a question of advertisers who buy network scatter plans at a package price knowing what each minute is worth so as to permit year-to-year comparisons (an essential ingredient possibly in assessing freeze-price applicability). Because comparison would be needed with buys made in the past seasons, Mr. Killin suggested that advertisers could ask the TV networks for the past records of prices received in prime-time programs sold in participations—a suggestion that was received if not with gusto by the advertiser-agency audience then with audible amusement.

The expertise by the AAAA representatives also was trained on "what qualified [under the freeze interpretation] as a new product in television?"

They noted that Mr. Cobb had mentioned that most prime-time TV positions are environmentally different from what they were last year and thus comply with the Cost of Living Council standards for new products and can be priced up by the average mark-up realized last fall. They questioned this statement in light of CLC ruling that a "new model is not necessarily a new product."

They made it clear that in their opinion broadcasters must find a "substantially comparable" program priced in the past when considering the pricing of a new program. And, they said, still further interpretation was needed to establish what qualifies as a new product in TV:

"Is it a new program series, a new program in a continuing series, a continuing series in a new time period, a new "special" (even though containing the same basic ingredients as prior specials), or perhaps the World Series where a night game will be telecast for the first time?"

From the more fuzzy area of interpreting the effects of the price freeze in media rates, the ANA workshop—on the theme of "Improving the Return on Media Investments"—moved into the realm of the need for more precision in plotting, in planning, and in research.

Advertisers were cautioned in a panel
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session on "people power—the final ingredient" that buying media cheaply is not necessarily the route to effective and efficient advertising. Participants were Herbert D. Maneloveg, vice president and director of media service, McCann-Erickson Inc.; Hope Martínez, president, U.S. Media International, and Charles Benes, manager, media analysis, General Foods Corp.

Mr. Maneloveg urged advertisers to find media talent that understand the art of negotiating and of planning. He stressed that negotiating need not be a synonym for rate-cutting. He said it entails the ability to mix packages and units together effectively and to be alert to advertising opportunities that crop up unexpectedly.

Similarly, Mr. Maneloveg continued, advertisers should rely on media men who are skilled in planning. He described them as people with "the uncanny knowledge of when to recommend flights, when to suggest continuity" and with "an understanding of what's the proper balance between print and broadcast." They make decisions that are not spelled out in media research, he said, because these people "grasp the fact that they're planning for the future."

Miss Martínez, who articulated the merits of a well-run media-buying service staffed by experienced personnel, warned advertisers against engaging these units "just to buy a campaign cheaper." She said U.S. Media attempts to buy a campaign more effectively and more efficiently, and in some cases, this may mean the savings of dollars and in others, it may mean better spots for the same money or superior target reach.

She contended that large agency media departments are hamstrung because staffers initially are trained in media research and become numbers-oriented rather than buying-oriented; they use media as a stepping-stone to account work or other areas of the agency, or they move on quickly to other agencies or other jobs. She predicted that in the years ahead, there will be more widespread use of outside media services and of the fee arrangement, and there will be more and more major advertisers establishing the post of corporate media director.

In a look at what general management required from its media investment—as well as from those who are practitioners in the media field—M. R. Bohm, executive vice president of General Foods, ticked off various "quantitative" needs. Foremost among these, he said, is spot television: "Certainly the industry could use a high-quality broadly accepted method of providing proof of performance for spot television activities."

Similarly, Mr. Bohm took note of local ratings: "I get rather nervous," he said, "when I hear that the quality of the ratings, in particular local ratings, is under constant attack and question by competent experts. Yet those ratings are a primary quantitative tool in determining the effectiveness of our advertising dollar."

Also asked for in Mr. Bohm's address: research into comparative performance of individual media: ability to calculate in advance "and with some reliability" levels of reach and frequency against a specific audience, and encouragement and support by the advertiser (and his agency) of "higher quality in what media offers to the public."

Of the last, he said, "for one thing, It means sponsoring programs that will sometimes deliver lower ratings but will make a contribution to the improvement of the over-all programming fare," which he indicated General Foods was doing in children's shows on the networks and in local public-service programming.

In another session, Andrew Kershaw, president, and Stanley Canter, senior vice president, Ogilvy & Mather, New York, presented a discussion which centered on formalization of advertising expenditures to share of market and brand profitability.

They contended that by a mathematical analysis (analitical method developed by the Hendry Corp. and adapted at O&M), it was possible to determine the weight of increase in an ad expenditure for an individual brand without affecting materially the share of market achieved and yet increasing the profitability.

In the area of research, Thomas Dunkerton, senior vice president, director of media and research services, Compton Advertising, urged involvement by the advertiser in media studies conducted on a custom basis by advertisers and/or by agencies for their own needs.

He said one controversial area is in intermedia comparisons. While accepting the obvious pitfalls, Mr. Dunkerton said he believed it was possible to make such comparisons by using techniques that are the same for "both print, radio and television" and then "securing values." But, he warned, it was also necessary to temper the results "with judgment."

According to Mr. Dunkerton, testing of one medium with another is best conducted "in the marketplace" though in doing so it is necessary to recognize weaknesses when comparing one market with another. This difficulty may be eased, he speculated, with the advent of split-cable systems whereby it is possible to test in small communities "at reasonable cost" over a period of time.

**Now-familiar answer: the 'base period'**

**CLC says it is price guide for long-term contracts, rate-protection agreements**

More clarifications on the effects of the wage/price freeze on broadcast advertising trickled from the Cost of Living Council last week.

Foremost among them was a question relating to the permissibility of raising the cost of advertising when long-term contracts or rate-protection agreements expire within the freeze period.

CLC said the ceiling price is based on the prices at which a substantial number of transactions took place during the base period. If the ceiling is higher than the price under the long-term contract, it is permissible to charge
the higher rate after the contract expires.

A station may also change the basis for sale of programs, CLC said, but cannot charge prices higher than those obtained for the show during the base period. Example: A special news show is sold at spot rates. On July 1, 1971, the station announced that effective Sept. 1, 1971, the program would be sold under a restructured "sponsorship" basis, at higher than spot rates. The station may sell on the new basis, but may not charge more than the spot rates realized during the base period.

Do advance arrangements, such as positions sold before the freeze but not to be delivered and paid for until during the freeze, allow for prices to be increased above those in the base period?

CLC says no. Ceiling prices are based on advertising services actually delivered during the base period. Advertising services may not be delivered during the freeze at prices above the ceiling price (Broadcasting, Aug. 23 et seq.).

Questions relating to seasonality, new products or services and establishment of and selection of base period are answered by previously issued CLC guidelines and left for the broadcaster to determine applicability.

**Saab first account for new Cox & Pare**

New York's newest advertising agency, Cox & Pare Inc., opened shop last week in temporary quarters at the Time & Life building, suite 27-21. The new agency's principals, Michael Cox, president, was a writer with Young & Rubicam, and John D. Pare, executive vice president and treasurer, was a vice president and manager of Y&R's Mexico City office.

First account of the new company is auto manufacturer and distributor Saab-Scania of America, with billings of approximately $3.5 million. An agency spokesman said monies would be divided between radio and print advertising but that campaign plans were not final. Former agency for Saab was Kracht, Ryder & Minicus, New York.

**Argeo buys in TV for toy cookers**

"It's much more fun—when you see how it's done" is the jingle attached to a new series of one-minute commercials for Argeo Industries Corp., New York toy manufacturer. Approximately $500,000 has been allocated for a fall campaign for its Junior Chef See-It line of food toys. The television schedule is the largest in company history, according to Robert Gottlieb, president.

A network schedule on ABC-TV is set to start Saturday (Oct. 9) and continue through mid-December on weekend morning children's programs and in spot-TV in 75 markets beginning Oct. 18, also on children's shows.

The commercials, produced by Cine-dyne Productions for Helitzer Advertising, both New York, will feature Argeo's See-It bake oven, pop corn popper and spin cotton candy maker. Transparent tops on all the cooking toys allow the youngsters to watch the cooking process. A safety switch regulates the heating devices.

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**TheMedia**

**A rift in the challengers' ranks**

Reyes split with Kramer, United Church surfaces after San Diego meeting with McGraw-Hill

A long-fester ing dispute between the National Mexican American Anti-Defamation Committee and other agencies aiding community groups in their efforts to gain access to the broadcasting medium has broken into the open. Domingo Nick Reyes, executive director of the committee, and its counsel, Joseph Gibson, last week accused Albert Kramer, of the Citizens Communications Center, and the United Church of Christ, in effect, of seducing away from the committee, chicano groups it was trying to aid.

The rupture became known at a time when Mr. Kramer and church representatives were counseling chicano groups in a meeting in San Diego, Calif., with representatives of McGraw-Hill Inc. The meeting, attended also by a black group represented by William Wright, of Black Efforts for Soul in Television, was held in an effort to produce a settlement under which the minority groups would withdraw the petitions they have filed with FCC seeking a denial of McGraw-Hill's applications to acquire Time Inc.'s five television stations for $69.3 million. Sources among the groups said McGraw-Hill suggested the meeting, but that there was no confirmation available.

Participants in the meeting, which was held during part of Tuesday and all day Wednesday at the La Barron hotel, declined to discuss its results. However, Bernard Koteen, Washington counsel for McGraw-Hill, said he expected further contacts between the two sides to discuss their differences.

Mr. Kramer's participation gave rise to speculation that the groups would seek a settlement similar to the one
under which groups aided by CCC early this year withdrew their opposition to Capital Cities Broadcasting Corp.'s purchase of three television stations from Triangle Publications Inc. (Broadcasting, Jan. 11). That agreement calls for Capacities to invest $1 million in minority-interest programming by the three stations over a three-year period.

The petitions to deny the McGraw-Hill purchase cite McGraw-Hill's failure to make a similar commitment. However, it also raised a number of regulatory issues, among them the allegation that the purchase would run counter to the commission's policy of diversifying ownership of media. And at least one of the chicanos present at the San Diego meeting said later the chicanos were particularly interested in the regulatory issues. He expressed concern about the "damage" a "conglomerate like McGraw-Hill can do to a community."

The chicoano groups involved are from each of the cities where a Time station is located—Indianapolis (WFMB-TV), Grand Rapids, Mich. (WOOD-TV), Denver (KLZ-TV), San Diego (Kого-TV), and Bakersfield, Calif. (KERO-TV). The black group is from Denver.

The fact that a settlement meeting was being held came to light in a letter Mr. Reyes wrote to the commission last week urging it to disapprove a request McGraw-Hill had made for authority to undertake the costs of those attending. Mr. Reyes said the proposal is "fraught with many potential abuses."

The letter was received by the commission after it had already voted on the question, and had split 2-to-2, with Chairman Dean Burch and Commissioner Nicholas Johnson voting to approve the arrangement and Commissioners Robert E. Lee and Robert T. Bartley, to disapprove it. In view of that vote, and Mr. Reyes's letter, Mr. Koteen said, McGraw-Hill decided not to pay the costs.

Mr. Reyes and Mr. Gibson vented their criticisms of Mr. Kramer and the United Church of Christ—and specifically its part-time field representative, Jane Goodman—in discussing the background of Mr. Reyes's letter.

Mr. Reyes, who has been active among chicoano groups in the Southwest, said he and Mr. Gibson made the first move to organize the opposition to the McGraw-Hill purchase. He said he arranged a number of meetings early in the year, before the applications were filed but while McGraw-Hill was making its ascertainment of needs survey. It was the Denver group, according to Mr. Reyes's account, that brought in Mr. Kramer and "because of his track record—Capacities—" insisted he participate in the representation.

Following a meeting of the groups and the attorneys in Denver, in May, the petition to deny the proposed sale was prepared and signed by Mr. Kramer and Mr. Gibson. But at a subsequent meeting in Denver, in June, Mr. Reyes said, Mr. Kramer "did a tremendous selling job" in persuading the groups to use only one attorney, and to exclude Mr. Gibson. Neither Mr. Reyes nor Mr. Gibson attended the meeting, but they say they were filled in by those who did.

The allegation that the church was moving in on the committee's territory was made by Mr. Gibson. He said the church went into "every one" of several southwest communities that he had told Miss Goodman the committee had found to be ripe for citizen-group organizing campaigns.

A Denver attorney who has worked with Mr. Kramer in aiding a local group that has filed petitions to deny the renewal applications of Denver stations says he believes "got Kramer involved" in the McGraw-Hill case. But the attorney, I. Jack Kerner, rejects the notion that Mr. Kramer made an effort to become the sole attorney.

Rather, he says, Mr. Reyes forced the issue of representation on the groups—and found himself "kicked out." "The leaders from the different cities took a vote, and they decided to stay with Kramer."

As for Mr. Kramer, he said that he is a lawyer, "and lawyers don't solicit clients." He also said the citizens movement in broadcasting is generating enough work for everyone. "There's plenty to be done. It's not as though I don't have enough to do."

And Miss Goodman denied the charge that the church is taking away the committee's clients. On the contrary, she said, Mr. Reyes has gone into cities where the church was already active. "He has seen fit not to cooperate but to pull away and make bitter accusations," she said.

She and Earle K. Moore, the counsel retained by the church to work with community groups, were the church representatives at the San Diego meeting. Miss Goodman said the church had been asked to participate by the groups in Bakersfield and San Diego whom it is assisting in negotiating with local stations.

Mr. Reyes, who acknowledges that Mr. Kramer and the church have done a creditable job in aiding minority groups, sees the question of representation in racial terms. "White groups ought to work among whites, or enable minority groups to do the work themselves," he said last week. "For the most part, the United Church of Christ and Kramer mean well, but their whole philosophy is not to let us do it for ourselves. It's superwhite to the rescue."

Memphis TV station wins renewal fight

FCC overturns charges of bias, distortion against Scripps-Howard's WMCT-TV

Scripps-Howard Broadcasting Co.'s application for renewal of its WMCT-TV in Memphis was granted by the FCC last week over the objections of two local groups who had conflicting opinions about the station's service to blacks in the area.

Opposition to WMCT-TV's renewal were filed last summer by the Memphis Coalition for Better Broadcasting and the Memphis Citizens Council (Broadcasting, July 13, et seq.).

The coalition's pleading, filed by Al Black Jr., director of the NAACP Legal Defense Fund Inc., and representatives of 10 other organizations, charged that Scripps-Howard failed to conduct an adequate survey of community needs, failed to serve the needs of the Memphis area, discriminated in employment and had an undue concentration of media control in the Memphis area.

But the commission said Scripps-Howard "more than adequately" complied with its ascertainment responsibilities and there was no evidence to support the other charges. Further, it said, WMCT's programing record "amply demonstrates" that the station has presented programs of interest to both blacks and whites, as well as a number of programs of particular interest to blacks.

The council's petition to deny was filed by its president, Emmett L. Baker, and alleged that Scripps-Howard had distorted its news coverage, had exerted undue concentration of control over area media and had given too much coverage to blacks.

In rejecting the charges, the commission again found no evidence of media concentration and said the council had provided no specific examples of news distortion. In response to the council's charge that WMCT-TV had refused to present spokesmen for the Ku Klux Klan and the White Citizens Council, the FCC pointed out that, in matters involving controversial subjects of public importance, the selection of spokesmen is left to the discretion of the individual licensee.

Vote on the commission's denial of the petitions to deny and grant of WMCT-TV's renewal application was 6 to 1, with Commissioner Robert T. Bartley not participating and Commissioner Nicholas Johnson dissenting and issuing a statement.
With FCC OK, Sterling considers pay cable

Sterling Manhattan Cable Television Inc., New York, reported last week it is "interested" in beginning pay cablecasting on its system in New York, but has no timetable for the start of such an operation.

Charles Dolan, president of Sterling Manhattan, said a recent FCC ruling affirming the legality of pay cablecasting paves the way for the inauguration of an alternative service to viewers who are willing to pay. He pointed out the commission has made it clear that local authorities may not ban pay cablecasting in their franchise agreements with CATV systems.

The commission's declaratory ruling on the matter came at the request of Time-Life Broadcast Inc. and Sterling Manhattan Cable Television Inc. Sterling, one of three franchised cable operators in New York, is 48%-owned by Time. The firms sought FCC authorization on pay cablecasting last July, noting that a clause of Sterling's franchise agreement with the city stated that franchised companies cannot engage in subscription operations without affirmative authorization from the FCC (Broadcasting, July 12).

The commission said that it has already affirmed legality of pay-CATV in past ruling (it had indicated it would permit such operations when it disposed of various petitions for reconsideration of its order requiring local origination on systems with more than 3,500 subscribers), and that no further authorization of pay-CATV pre-empts any local franchise terms on record stating the contrary, the commission said.

It was emphasized, however, that this ruling "is not to be construed . . . to sanction, authorize or encourage the carriage of any specific program on pay cablevision." It noted concern that existing over-the-air TV signals could be siphoned off to subscription cable, and indicated it would keep a close eye on such developments and take whatever action necessary to prevent such siphoning.

FCC gets it together with new advisory group

In an attempt to improve communications among its various divisions, the FCC has established an Executive Advisory Council.

In an announcement last Thursday (Sept. 30) the commission said the council will include the chiefs of the broadcast, cable television, common carrier, field engineering and safety and special services bureaus, as well as Richard Wiley, FCC's general counsel, John Torbet, executive director, and Raymond Spence, chief engineer.

The council will meet on a bi-monthly basis, or whenever necessary, to provide the interchange of information and ideas.

Mr. Torbet, who spearheaded the council's establishment, said the new body grew out of a seminar attended by all the members last August at the Federal Executive Institute at Charlottesville, Va. Mr. Torbet said the council will meet at an out-of-town location, away from the ordinary pressures at the commission's Washington headquarters. There is no designated chairman for the group, he added, and meetings will be conducted on an informal basis.

The council has already met twice, at Charlottesville—once in August and again in September.

The new council replaces an ad-hoc body with the same membership, known as the Planning Advisory Committee. Regarded as generally ineffective, it had met only twice in the past three years.

Changing Hands

Announced

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

- KARM-AM-FM Fresno, Calif.: Sold by George R. Harm and Floyd H. Hyde to Empire Broadcasting Corp. for $675,000. Sellers are trustees of the estate of the late Hattie Harm. Empire owns KLIV(AM) San Jose, Calif. Its president is Robert S. Kieve. KARM(AM) operates on 1430 kHz with 5 kw full time. KARM-FM is on 101.9 mhz with 1.8 kw and an antenna 1,870 feet above average terrain. Broker: Hamilton-Landis & Associates.

- KABO(AM) Albuquerque, N.M.: Sold by Oscar I. Dodeck to Edward L. Gomez and others for $450,000. Mr. Gomez has a controlling interest in KXXX(FM) McAllen and KIRT(AM) Mission, both Texas. KABO is full time on 1350 kHz with 5 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

- KHUZ(AM) Borger, Tex.: Sold by J. Robert Wooten to Larry Dean Hickerson for $100,000. Mr. Hickerson is presently manager of KBOO(AM) Waco, Texas. KHUZ is full time on 1490 kHz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

- KAVA(AM) Burney, Calif.: Sold by Ulysses B. Bartmess to Hermiston Broadcasting Corp. for $50,000. Robert Chopping, president of Hermiston, has an interest in KOHU(AM) Hermiston, Ore., and is general manager and...
Tickling the ivories—to the obvious enjoyment of (l to r) Red Skelton, Mamie Eisenhowe, Ethel Merman, Lawrence Welk, Ray Bolger and Betty Bialek, president of the Washington chapter of American Women in Radio & Television—is President Nixon. The occasion was last week's celebration of Mrs. Eisenhower's diamond jubilee, held in the Washington Hilton hotel and sponsored by the local AWRT chapter. Proceeds from the $100-a-plate dinner and show will go to establish the Mamie Eisenhower scholarship fund at Eisenhower College, Seneca Falls, N.Y.

stockholder of KAST(AM) Astoria, Ore. KAVA is on 1450 kHz with 1 kw day and 250 w night. Broker: Hamilton-Landsis & Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 49).

* WMBO(AM)-WRLX(FM) Auburn, N.Y.: Sold by Auburn Publishing Co. to Floyd J. Keese and others for $350,000. Auburn Publishing prints the Auburn Citizen-Advertiser and is applicant for a new FM at Rochester, N.Y. Frederick R. I. Osborne is its president. Mr. Keese is manager of the two stations. WMBO is full time on 1340 kHz with 1 kw day and 250 w night. WRLX operates on 106.9 mhz with 45 kw and an antenna 530 feet above average terrain.

* WCSS-AM-FM Celina, Ohio: Sold by Lester G. Spencer to Hugh E. Johnson for $175,000. Mr. Johnson is station manager of WDZU(AM) Green Bay, Wis., and has a 50% interest in an Albuquerque, N.M., restaurant. WCSS-AM is on 1350 kHz with 500 w day. WCSS-FM operates on 96.7 mhz with 3 kw and an antenna 125 feet above average terrain.

* WHDM(AM) McKenzie, Tenn.: 80% sold by Ben M. Gaines, Ludie Gaines, Edgar R. Perkins and Demetra Perkins to Holiday Inns Inc. for stock exchange valued at $149,974.86. Messrs. Gaines and Perkins will retain 10% each of the station, and Mr. Perkins will continue as the station's general manager. Holiday Inns, a publicly-owned motel and transportation corporation, is making an initial broadcast venture. Kemmons Wilson, the company's board chairman, has a 32% interest in WMER(AM) Memphis, and Roy M. Scott Jr., a director and minority stockholder, has a 4% interest in that station. The FCC conditioned its grant of the sale on the outcome of rulemaking proceedings that would relax the restrictions on bank ownership of multiple-broadcast facilities. First National City Bank and Bankers Trust Co., both New York, hold in a trustee capacity 8.96% and 5.02%, respectively, of Holiday Inns and also hold interests in other companies with broadcast ownerships. WHDM is a daytimer on 1440 kHz with 500 w.

S. F. trainee project set

A training program for minorities and women will begin this month at non-commercial KQED(TV) San Francisco. It is being conducted by the Bay Area Educational Television Association with applicants selected on the basis of written and oral examinations and personal interviews. KQED said special attention would be given to motivation, community involvement and problem-solving ability in choosing the trainees.

Classes in all aspects of TV production will be held on a five-day-per-week, eight-hour-a-day schedule at the KQED facilities. Five students will be taken in the first training semester and will be paid $100 per week.

Richard Moore, president of BAETA, hoped that graduates of the training sessions would form the nucleus of the station’s professional staff at all levels for technical services and management.
The new game needs new rules

OTP's Whitehead criticizes vagueness and inadequacies in Communications Act as hobbling everyone

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, feels that the widening struggle for public access to the broadcast media—a struggle he sees as involving CATV, FCC license-renewal policy and the fairness doctrine—requires changes in the Communications Act that would do nothing less than redefine the broadcaster's relationship with his public. This week, Mr. Whitehead is expected to explore that theme more thoroughly and, possibly, to suggest the Communications Act amendments he has in mind.

Mr. Whitehead last week spoke before the Ohio Association of Broadcasters, in Columbus, outlining his concern over what he sees as the lack of "equity and clarity" in the administration of broadcast regulations and several times suggesting that the root causes of that problem are to be found in what he regards as the vagueness or inadequacies of the Communications Act, the basic statute underlying communications regulation. Later his office said he may discuss proposed amendments to that act at the International Radio and Television Society in New York in what is being billed as Mr. Whitehead's most important speech on broadcasting since OTP was established a year ago.

Speaking of the struggle over access to the media—a struggle that has resulted in scores of citizen groups filing petitions to deny renewal applications of their local radio and television stations—he said: "It's fruitless to argue at this late stage that the intent of the Communications Act has been perverted. Times change—this is the way it is now. If you don't like it, either change the act or find a line of business where there's no Communications Act and a public committed enough to tell you what its interest is. It's a fundamental issue—one that won't be solved by patchwork approaches to superficially unrelated regulatory problems."

The "ultimatum" of the Communications Act's intent, he said, is when broadcasters and local citizens see themselves as adversaries. "We've got to go back and work out a new relationship between the licensee and the public before this goes much further."

He also said a separate policy is required for cable television, whose technology, he added, will require government to consider access problems in terms of the over-all context of a public communications system of the future. There should be separate policies for broadcasting and CATV, with "each tailored to the different technologies of distribution but each directed to the same access goals," he said.

Mr. Whitehead is chairman of a high-level administration committee that is formulating proposals for long-range CATV policy for submission to President Nixon. And OTP is expected to respond "shortly" to a Senate Communications Subcommittee request for comment on the FCC's CATV proposals. Broadcasters, Mr. Whitehead predicted, "will not like all" that they hear when OTP's comments are submitted. However, he said that should not be taken to mean OTP is pro-cable or antibroadcasting. But he does think cable "has a lot of appeal . . . the appeal of a technology that offers an opportunity to recast the mold set for our public communications system back in 1934," when the Communications Act was adopted.

Since OTP has not yet submitted its views to the Senate subcommittee, Mr. Whitehead is not likely to discuss CATV in much detail in his speech this week. But he is expected to delve into such issues as FCC license-renewal policy and the fairness doctrine. Discussing the former, he said he is aware of problems broadcasters face when their judgments conflict with government's on types and amounts of programming that best serve the public interest. "How will you juggle your schedules to get 3% of public affairs programs in prime time? Is it safe to put that USDA film at 5 a.m. on Mondays? . . . It's really not a joking matter; you risk your future on the way you answer some pretty ridiculous questions."

He also questioned the "appropriateness" of the U.S. Court of Appeals in Washington in "second-guessing" the commission on its "substantial-performance standard." He was referring to the court's action in overturning the FCC's 1970 policy statement on comparative hearings involving renewal applicants, designed to afford broadcasters renewal protection.

Mr. Whitehead did not disagree with the court's conclusion that the policy statement violated the hearing requirements of the Communications Act. But he suggested that the court had departed from the traditional principle holding that courts do not substitute their judgment for that of regulatory agencies on the substantive merits of a case. But "the vagueness of the public-interest standard under which that power was granted [to the commission] simply invites this type of court review," he said.

He said "a direct approach which will go to the heart of that problem"—that is, the Communications Act—is required in the matter of renewals as it is in the matter of the fairness doctrine. The public must have access to the airwaves, he added, and the access mechanism should be uncomplicated and inexpensive, and administered in a manner that does not intrude unduly on broadcasters' operations. But the government, he said, has not discharged its duty in the fairness area.

"We . . . have let you down by not doing our job of setting the metes and bounds of what is now an amorphous set of far-reaching requirements which you interpret at your peril." He added that OTP will take "a careful look" at the doctrine. The commission itself is conducting a massive inquiry into the doctrine, seeking answers to the kinds

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30 THE MEDIA
of questions which Mr. Whitehead had raised.

Mr. Whitehead also saw broadcast regulation lacking in its failure, really, to distinguish between radio and television. "We started out regulating TV as if it were radio with pictures—now we regulate radio as if it were TV without pictures," he said. And in discussing radio he may have given a hint as to the particular kind of regulation which he favors.

"We don't have to change human nature—even I'm not expecting this," he said. "All we have to do is to give our regulators fewer details to get into. Let's start with radio. Maybe we should think about the deregulation of radio instead of pulling it along as television regulation is expanded in a policy vacuum."

A call to arms on renewals
NAB seeks to draft all broadcasters in man-to-man campaign for legislation

The National Association of Broadcasters is courting allies in its push to win substantial federal legislation as the answer to the broadcasters' license-renewal problems.

Mark Evans, chairman of the NAB task force on renewals, has sent a letter to every broadcaster in the United States, NAB member or not, asking for commitment and dedication of time and effort to secure "a fair license-renewal policy," in this time of the "greatest danger ever faced by free broadcasters."

At a task-force meeting last week, attended also by 18 Federal Communications Bar Association lawyers representing most of the larger and more prominent communications law firms who are drafting proposed bills, the consensus reached was that strong legislation is the only way to insure stability in the broadcast industry.

Paul B. Comstock, NAB executive vice president for governmental relations, said the need for substantial legislation in the face of recent renewal challenges and court decisions (Broadcasting, Aug. 30).

Mr. Evans, who is vice president and director of public affairs for Metromedia in Washington, said: "No broadcaster is sacrosanct." He said the hope was to develop an all-industry effort to "sell Congress" on the need for legislation to protect the public's interest in free broadcasting.

"Consider the alternatives," Mr. Evans said. "I have lived overseas for three years and have witnessed these attempts at broadcasting. It [the U.S. system] is like our governmental system—it's the worst, except for all the others."

Since the whole structure of free broadcasting is at stake, Mr. Evans said, the task force is mounting a "no-holds-barred" approach. The large-market stations are not alone in jeopardy, he said, but every licensee faces a challenge at renewal time.

In addition, if filing on top of licensees becomes "the in thing to do," it could destroy the present broadcasting system, he said.

Without strong legal guidelines, which, according to Mr. Evans, even the FCC wants in light of recent court decisions, he fears there will be an increase in challenges at renewal time, and threats to file on top of a broadcaster who has limited financial resources.

This intimidation is nothing short of "blackmail of the first order," Mr. Evans said. "By threatening a small-market broadcaster with a renewal challenge, any group or even one person could effectively dictate the policies of that station."

Richard W. Chapin, of the Stuart Stations, in his maiden speech as NAB board chairman, told the Nebraska State Broadcasters that the NAB believes "the FCC itself should take the first steps to solve the problem—and there is some evidence it is doing so."

Mr. Chapin cited the FCC's recent grant of a renewal to WQAD-TV Moline, Ill., and denial of a competing application (Broadcasting, Aug. 23). In that decision the FCC said the incumbent's record of service was superior to the challenger's promises. If the decision stands, it could be a step back toward the 1970 policy statement that the Court of Appeals overturned earlier.

Despite the encouragement to be drawn from the FCC's Moline decision, Mr. Chapin said, most NAB board members see Congress as the hope for a solution to license-renewal.

"Only if it is written into law will we have a permanent national policy, binding the FCC and the courts. Only if it is clearly written into law will we have a policy on which we can rely," Mr. Chapin said.

"And it's going to be one hell of a job to get legislation like that," he added, calling for broadcasting to respond with money, hard work and time, and "with the maximum use of all the influence it has."

The solving of the license renewal problem, Mr. Chapin said, would help solve many other problems facing broadcasters. "The eight-day announcement rule . . . the annual report which we all feel is an unnecessary pile of paper . . . the pressure to release our financial figures—all of these are products of the license-renewal struggle, and they may well dissipate if we can solve the main problem," he said.

As part of the package, he would like to see the license period extended. "Seven years has a nice biblical ring

Richard W. Chapin (second left), National Association of Broadcasters board chairman, discusses license renewal with members of Nebraska Association after his maiden speech to NAB convention last week. Officers are (from left): A. James Ebel, vice president, general manager KOLN-TV Lincoln and KGIN-TV Grand Island; Mr. Chapin, president, Stuart Stations; Amos Eastridge, KMTV(TV) Omaha, outgoing NAB president; Howard Bell, president, American Advertising Federation, and Roger Larson, KFOR(AM) Lincoln, new NAB president.
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<th>Market/Station/Time</th>
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<td>CLEVELAND—WJW-TV Thursday 7:30 PM</td>
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<td>DETROIT—WWJ-TV Thursday 7:30 PM</td>
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<td>PHILADELPHIA—WCAU-TV Friday 7:30 PM</td>
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Source: ARB Coincidentals
†NSI Instantaneous Audimeter
* ARBiron
The audience data presented are estimates only and are subject to the qualifications as listed in the reports used.
denver chicanos want another try at kwgn-tv

a denver mexican-american group rebuffed two months ago by the fcc in an attempt to block the license renewal of kwgn-tv in that city has asked the commission to take another look at the case.

in a petition for reconsideration filed with the commission last week, the colorado committee for the mass media and the spanish surnamed said the commission erred last august when it granted kwgn-tv a full three-year renewal and simultaneously rejected the organization’s petition to deny the station’s license renewal.

in the august action, the commission said it was disturbed by the committee’s attempts to bring about a settlement with wn continental broadcasting co., kwgn-tv’s licensee. the committee reportedly had offered to withdraw its challenge if the station agreed to hire two chicano employees at a salary of at least $600 a month, or as an alternative, to make a donation to the petitioners of $15,000 (broadcasting, aug. 9).

the committee last week found fault with what it called a “new mood” at the fcc regarding citizen compensation, as evidenced by this case.

further, the committee contended, the commission had not acted with the best interests of the public in mind when it refused the committee a further seven-day time extension within which to file its petition to deny. that petition was filed four days past the deadline imposed by the commission when it had earlier granted the group a week’s extension to file. the committee had initially asked for a 60-day time extension, and, having only received seven days, requested another week, which was denied. the committee argued that within the extension it had been granted, it had attempted “to resolve amicably its differences with local broadcasters.” the commission’s refusal to give it more time to prepare its objections precluded the further submission of information relevant to this case, it said. the committee’s petition was treated as an informal objection due to late filing.

in its petition last week, the committee renewed its argument that kwgn-tv had failed to ascertain the needs of the denver mexican-american community “in any area.”

financial disclosure into washington court

the alianza federal de pueblos libres, an albuquerque, n.m., mexican-american organization, has filed a petition for review with the u.s. court of appeals for the district of columbia, seeking reversal of an fcc decision last month denying the group’s request to inspect the financial records of kob-tv, koat-tv and kggm-tv, all albuquerque. in its court brief, filed by tracey westen of the stern community law firm, washington, the alianza charged that the commission “improperly” refused its motion, and has “impaired the petitioner’s ability to participate fully in the license-renewal process.”

the commission, in its action last month, ruled that it would not grant the alianza request on the grounds that it might help an individual organization to prepare a challenge to a station’s license renewal (broadcasting, sept. 6).

programing

moves toward reform in children’s tv

surgeon general promises million-dollar report by end of year, but burch says fcc won’t wait

the senate commerce committee last week got encouraging progress reports on actions that the surgeon general, the fcc and the federal trade commission are taking in the area of children’s television.

appearing before the committee last tuesday (sept. 28), surgeon general jesse l. steinfeld said his scientific advisory committee on television and social behavior, which is studying the effects of tv violence, expects to submit its report to the committee “in approximately two months, but no later than the end of this calendar year.” the advisory committee, which consists of 12 behavioral scientists, was formed in 1969 by the secretary of health, education and welfare at the request of senate communications subcommittee chairman john o. pastore (d-r.i.). it was given a budget of $1 million, staff support from the national institute of mental health (part of hew’s public health service) and a mandate to determine whether there is a connection between tv and mental health, partic-
ularly that of children. Coordinator of
the program and vice chairman of the
advisory committee is Eli A. Rubenstein,
who is NIMH's assistant director for
extramoral programs and behavioral
sciences.

Dr. Steinfeld gave no hint of the con-
clusions the final report will draw. But
he noted that papers on the subje-
ct—written by researchers for the advisory
committee—were presented last month
at the American Psychological Associa-
tion convention (BROADCASTING, Sept.
6). Although some of their findings sug-
gested there may be some link between
TV violence and the aggressive behavior
of normal children, Dr. Steinfeld em-
phasized that "these are independent
findings and conclusions of some of our
participating researchers and are not
necessarily the conclusions of the Scien-
tific Advisory Committee."

He said a total of 40 technical reports
have been produced by the committee's
staff and these will be published in five
volumes about the time the committee
submits its formal report to Congress.

Noting that the three TV networks
are also engaged in examining the ef-
fects of TV violence, he said that "to the
best of our knowledge, none of that
work . . . will have been published by
the time the committee makes its report."

Dr. Steinfeld said that "the precision
of the data and the conclusions are even
difficult to establish," than in its
study of smoking and health because
"the issue of social behavior and mental
health makes the problem even more
complex." He said the final report
"should serve to stimulate more re-
search on an even broader basis."

In his opening statement, Senator
Pastore, who presided over the hearing,
said: "I . . . want to serve notice on the
FCC, the FTC, the networks and broad-
casters that this [Commerce] commit-
tee . . . expects them to follow the progress
of the surgeon general's committee
closely so that when its final report is
issued all parties will be in a position
quickly to take whatever action, if any,
that is necessary . . . ."

FCC Chairman Dean Burch told the
committee that "we are by no means
just waiting around" for the surgeon
general's report. He pointed out that
the commission has formed a special task
force on children's programing (see page
36) "and one of their first major efforts
will be to analyze and evaluate the sur-
genon general's report and back up re-
search, and to advise the commission as
to its possible future options" and to
assist the FCC in its formal inquiry into
children's programing.

"In our budget projections for the
next several years, furthermore, we have
canceled in under 'external contract re-
search' a specific category for children's

the positive by presenting truly worth-
while TV fare for children, he con-
tinued.

He pointed to improved network
programs for children, plans of many
stations to reduce commercial minutes
during the daytime and run them in
clusters only at the beginning and end
of programs, and the National Associa-
tion of Broadcasters' new toy advertis-
ing code, "which promises to put real
limits on super-hardsell commercial-
ism . . . . " And, he noted, "there are
hopeful signs" that major advertisers
are pushing for better children's pro-
graming and willing to pick up the tab
for it. "All in all," he said, "there are
reasons for cautious optimism . . . . But
no celebration is in order unless and
until a pattern is established and main-
tained."

FTC Chairman Miles W. Kirkpatrick
said he could not discuss the agency's
pending cases involving deception and
unfairness in advertising, "for I may
have to sit in judgment upon some or all
of them." Instead, he spoke in general
terms of the FTC's activities in the area
of broadcast advertising, mentioning the
agency's continuing cooperation with
the FCC, and the distribution to li-
censees of an FTC bulletin on actions
relating to advertising that is "designed
to be helpful in assisting them in dis-

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BROADCASTING, Oct. 4, 1971

35
charging their responsibilities to the public . . . ”

He also noted that “last fall the FTC staff, in a report to the commission on advertising addressed to children, discussed the subject of product endorsements by program personalities.” If this practice were to be regulated, Mr. Kirkpatrick said, it could be done by the FTC from an advertising standpoint or the FCC from a program standpoint. (But Senator Howard H. Baker Jr. [R-Tenn. warned him that this is a “very treacherous field” of inquiry because it “borders on editorial intrusion by government.”) The FTC chairman said this issue and others in the general area of children’s TV, were discussed at a meet-

ing of the two agencies. “Such exchanges are useful even if no concrete action results . . . ,” he said.

He noted the FTC’s new policy of requiring advertisers in selected industries to provide documentation of claims they make in their product advertising. And, he said, “an important segment” of the FTC’s informational hearings later this month on advertising practices will be devoted to ads directed at children (see page 21).

“We hope to gain a better understanding of the relationship between the child’s world and the meaning of the words ‘deceptive’ and ‘unfair’ which govern our actions in this area,” he said,

### Changing times

The dawn of a new day in children’s programing may come not a moment too soon for the new kind of children’s audiences on the rise. As a case in point, consider a Bozo the Clown episode on an East Coast station which last week had the following exchange:

Kid (trying to blow ping-pong ball across the studio, or some similar task): “Oh, darn it.”

Bozo (in admonishment): “Oh, that’s a Bozo no-no!”

Kid (in exasperation): “Oh, cram it, clown.”

### Settling in: Mrs. Roberts and Dr. Pearce

But head of FCC task force on, and economic analyst of, children’s programing are making no predictions

Elizabeth Roberts, 27-year-old mother of a 2 1/2-year-old daughter, moves into her new job as director of the FCC’s just-established task force on children’s programing with an acknowledged long way to go in developing the expertise and background needed to make policy recommendations to the FCC. But she is buoyed by expressions of concern she has heard at the FCC and the Federal Trade Commission aimed at television advertising and programing.

Her colleague, Dr. Alan Pearce, a 33-year-old British subject who has made a speciality of American broadcast economics, is already digging into the project assigned to him—the costs and revenues of network children’s programing—with what he says is a pragmatist’s approach; he is not going to make “moral judgments”; he is aware of the costs and problems besetting the networks and will consider them in his study. Dr. Pearce has a 7-year-old daughter and a 6-year-old son.

FCC Chairman Dean Burch announced the appointments of Mrs. Roberts and Dr. Pearce last month, in his speech before the International Radio and Television Society, which was devoted to the subject of children’s programing. At the same time he said the appointments were “just the beginning of a standing commitment” (Broadcasting, Sept. 20).

The commission is in the midst of an inquiry into children’s programing that has elicited a broader and more emo-
tional response than any FCC proceeding that has gone before. More than 80,000 pieces of mail have been re-
cived from members of the public, in addition to scores of pleadings by industry and organized citizen groups.

Mrs. Roberts joined the commission from National Public Radio, where she was executive assistant to the program director. But she got her new job largely on the strength of her experience as a member of the staff of the 1970 White House Conference on Children. She helped design the conference’s format and worked with several of the task

Elizabeth Roberts and Alan Pearce, the FCC’s newly resident experts on the subject of children’s programing, were doing some of their homework last week at Senator John O. Pastore’s Communications Subcommittee hearing at which the surgeon general gave his own progress report on a study of television and violence (story page 34).
forces—though not specifically with the one that issued a critical report of children's programming (Broadcasting, Dec. 21, 1970)—and later with a group assigned to implement conference recommendations.

Mrs. Roberts, who is a native of St. Louis, has an MA degree in political philosophy from Marquette University, has completed courses toward a doctorate and taught at Marquette for a year before joining the White House conference.

She has no feelings about children's television that she is ready to talk about publicly. "But I have the same visceral reaction as any parent" to television, she said last week. "Sometimes I like something my daughter doesn't and vice versa."

Mrs. Roberts does not claim to be an expert in the field of children's programming, but she is working at becoming one. She is reading her way through a stack of literature on the subject, including studies on the effect of advertising on children and the papers now beginning to be filed in the surgeon general's study on the connection, if any, between television violence and aggressive behavior in children. She will also dip into the filings in the children's programming inquiry—and she is awaiting with particular interest the surgeon general's report, which is due by the end of this year (see page 34).

She plans to interview producers of commercials and programs designed for children, to find out how they operate—and why they operate as they do. What kind of preparation goes into their work? How do they tailor material for a particular age group? What is their concern about impact? What are their projected plans for 1973, if any? She also wants to sort out what individual stations and networks are providing in the way of children's programming.

"Where do we go from there? That depends on what answers the questions bring," she said. "I don't know if there'll be rules, or what my recommendation would be. There's no way to put this into perspective until after the surgeon general's report is issued."

Mrs. Roberts who, with Dr. Pearce, maintains liaison with the FTC on the subject of advertising, speaks of the "evidence of concern" she has witnessed at the FCC and the FTC with respect to "complaints received from the public." She singles out Chairman Burch as one who has a "commitment, both personal and professional," to the improvement of children's programming. The question of how that commitment is to be kept, however, is "open-ended." Echoing a passage in the chairman's IRTS speech she said, "It's easy to be committed to quality children's programming, but what do any of those

BROADCASTING, Oct. 4, 1971
Only two new hits in first nationals

Tested shows dominate as CBS takes averages and movie stars bomb

Old series and old and new movies dominated the top of the first national ratings of the new network-television season, the A. C. Nielsen Co.'s Fast National Television Index published last Monday (Sept. 27) for the week of Sept. 13-19.

_Cade's County_, CBS-TV's contemporary western starring Glenn Ford, was the highest-rated regular new series, taking 11th place and missing the top 10 by a fraction of a rating point. The only other new regular series in the top 20 were _The Dick Van Dyke Show_, also on CBS, which was in a three-way tie for 14th; NBC-TV's _Nichols_, with James Garner, 19th, and CBS's _Funny Face_, with Sandy Duncan, 20th. Ten new series placed in the bottom third—between 50th and 75th—of the rankings.

For the week, CBS had an average prime-time rating of 19.9 and an average share of 33.7, followed by NBC with 18.2 and 30.8 and ABC with 17.1 and 29.2. By nights, CBS took Monday, Friday, Saturday and Sunday; NBC took Wednesday and Thursday, and ABC had a solid hold on Tuesday, its best night last year and repeated intact this year under a waiver of the FCC's prime-time access rule.

Television authorities tend to treat the initial ratings of a season as inconclusive if not meaningless as audiences switch back and forth in sampling programs before beginning to settle down into discernible viewing patterns, a process that usually takes several weeks. None of the three networks, then, showed alarm over the first week's report, and ABC, though it was a clear third, found a great deal to be thankful for—in average shares it was only 1.6 points out of second place, ABC officials said, whereas it was roughly four points out for all of the fourth quarter a year ago. They also noted that ABC's Monday-night professional football had not started during the measured period; instead a repeat movie was shown.

_ABC's Marcus Welby and NBC's Flip Wilson Show_ ranked one, two in the first week, followed by CBS's Sunday movie and _Here's Lucy_. Then came NBC's new _Mystery Movie_ and ABC's _Movie of the Week_ in fifth and sixth places, with ABC's Sunday movie and a Bob Hope special on NBC tied for seventh, followed by CBS's _Gunsmoke_ in ninth and NBC's _Laugh-In_ in tenth.

Among other new shows, NBC's new Friday movie ranked 22d, Rod Serling's _Night Gallery_ on NBC was 27th, and David Janssen in _O'Hara, U.S. Treasury_ on CBS was 28th. A special preview-movie combination of NBC's _Ironside_ with its new _Sarge_ ranked 30th.

It was not an altogether auspicious start for Hollywood movie names. Jimmy Stewart in his own show on NBC and Anthony Quinn in _The Man and the City_, Shirley MacLaine in _Shirley's World_ and the Tony Curtis/Roger Moore combination in _The Persuaders_, all on ABC, were all in the below-50 group. Other new shows in that group were CBS's _Chicago Teddy Bears and Bearcats!,_ ABC's _Getting Together_, and NBC's _Funny Side, The Partners and The Good Life._

Arthur Hill in _ABC's Owen Marshall: Counselor at Law_ just made it into the top 50—one step ahead of NBC's _Bonanza_ which dropped to an unaccustomed 50th after years at or near the top of the ratings.

_ABC's Longstreet, NBC's The DA and CBS's Cannon_ were 34th, 35th and 40th, respectively, and _ABC's new Movie of the Weekend_ was 47th.

Who chooses records?

Court asked to rule

When the FCC announced two months ago that it would offer no further amplification of its March 5 public notice on licensees' responsibility to screen recordings for phrases pertaining to illegal drug usage (Broadcasting, Aug. 9), it thought it had put an end to the controversy. Such may not be the case.

Last week, Tracy Westen of the Washington-based Stern Community Law Firm filed a petition with the U.S. Court of Appeals for the District of Columbia seeking review of the FCC's August ruling. Mr. Westen further requested that the court study the commission's March 5 notice and a subsequent April 16 "clarification" statement. He asked for no specific action on these commission rulings, requesting simply that the court "order such relief as may be necessary and appropriate."

Mr. Westen's brief, which was filed in behalf of several individuals and organizations, dealt specifically with the agency's refusal to make a declaratory ruling on the legality of a program proposal submitted by WYBC(FM), the Yale University radio station. WYBC wanted the announcer on duty to be given wide latitude in the selection and playing of records (Broadcasting, May 24).

The commission's refusal to make a statement on the untested programming of an individual station, Mr. Westen said, was a violation of the Administrative Procedures Act, the First Amendment and the commission's own rules.
Why cables claim copyright exemption

Teleprompter's Kahn plays down nonbroadcast services and revenues

Teleprompter Corp., New York, assembled an array of witnesses in court last week to buttress its claim that the cable systems it operates are not subject to copyright laws since their basic function is to improve and transmit television signals.

Teleprompter's principal witness was Board Chairman Irving B. Kahn, who testified last Thursday (Sept. 30) and who sought to refute earlier testimony of CBS Inc. and other plaintiffs (Broadcasting, Sept. 27).

The plaintiffs have claimed that Teleprompter cable systems should be subject to copyright laws, as are television stations, because they import distant signals, originate programs, carry advertising, transmit through the air and interconnect with one another.

Mr. Kahn emphasized several times the improved-reception function of cable systems. He acknowledged that programs are originated and commercials are carried on some systems, but said these were minor considerations.

"Cable systems are definitely not television stations," Mr. Kahn testified. "We originate programs to provide additional services for subscribers, be they community-oriented or special-interest shows. We hope, of course, that these services, for which we do not levy an extra charge, will attract new subscribers."

Mr. Kahn said that when the FCC ordered local programing origination for the larger systems and permitted advertising, Teleprompter decided to seek sponsorship to help defray some of the added expense.

Under cross-examination by CBS counsel, Mr. Kahn conceded he had said in a speech that TV and radio stations are competitors of CATV systems. But he stressed that his full statement was that all forms of entertainment, including the theater, motion pictures, sports events, books and newspapers, as well as TV and radio stations, are competitive with cable systems. He agreed also that he has said there have been vast changes in CATV over the past decade, but indicated he was referring mainly to technological advances.

Earlier in the week, Teleprompter called as witnesses the managers of a number of its cable systems, who provided testimony similar to Mr. Kahn's. Teleprompter rested its case Thursday afternoon.

Justice Constance Baker Motley of the U.S. Southern District Court in New York, who heard the case, directed counsel for CBS and Teleprompter to submit proposed findings of fact to the court by Nov. 15.

Other plaintiffs are Calvada Productions, Jack Chertok Television Inc. and Dena Pictures Inc.

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Repaving 'Sesame Street'

U.S. Commissioner of Education Sidney P. Marland last week announced the awarding of $2 million to the Children's Television Workshop to support both Sesame Street and the new reading series, The Electric Company. The amount is partial payment on a total commitment of $5 million during this fiscal year. In making the announcement, Dr. Marland called Sesame Street "one of the best continuing investments the Office of Education has ever made," and said The Electric Company shows "the same imagination and careful grounding in research that have distinguished Sesame Street."

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Proud of its programing

Teleprompter, as required, reports to FCC on origination: $4.3 million spent in one year

Teleprompter Corp., New York, has submitted to the FCC its first annual report on program origination by its cable systems, detailing progress achieved from September 1970 to September 1971 and outlining extensive programming plans for the next four years.

The report, presented to the commission on Sept. 15 and made available last week, complies with a requirement the FCC imposed when it approved the merger of Teleprompter and H & B American Corp. in August 1970. Topics covered in Teleprompter's submission included the number of its systems now originating programs; the growth of its staff in this sector; a recital of the types of programs created; financial information on production and equipment costs, and a summary of programming projected for the future.

From Sept. 15, 1970, to Sept. 15, 1971, Teleprompter reported, it spent a total of $4.3 million on program origination cost and investment. This breakdown shows $2,287,000 allocated to system and syndication equipment cost; $1,575,000 to system origination costs; $280,000 to independent program acquisition and $158,000 to syndication production cost.

Over the next four years, Teleprompter said, its production and investment costs are expected to total $4,511,000 in 1971-72; $6,584,100 in 1972-73; $8,695,300 in 1973-74 and $10,715,460 in 1974-75. Against these expenses, Teleprompter anticipates income from advertising and fees over the next four years, respectively, of $3,670,000, $5,405,000, $7,205,000 and $9,400,000, resulting in a total deficit of almost $5 million over that period.

Teleprompter notified the commission that in September 1970, 11 of its cable systems originated local programs. This past September there were 70 originating systems, the company said, adding that "in numbers of programs, numbers of personnel participating in programming and total expenditures, Teleprompter probably exceeds the combined efforts of all of the rest of the cable-television industry."

Teleprompter emphasized that it had met and exceeded proposed FCC criteria for program origination. As of last April 1, it said, all of its systems with 3,500 or more subscribers, plus 16 additional systems with less than 3,500 subscribers, were originating local programming. "There has been no cutback in the Teleprompter performance despite the subsequent suspension of the original requirement," the company said.

Teleprompter advised the FCC that more than 80 full-time and 50 part-time program staffers are now employed at the local systems and an additional 40 full-time program employees are being recruited. The company explained that the vice president and assistant general manager of its CATV division directly supervises programming, assisted by a staff of 16, with three to be added.

"Twenty-two systems have been equipped with color studios, with 10 scheduled for next year," Teleprompter reported.

The company cited various awards received by some of its local programs, including King Heroin, produced by its New York (Manhattan) system; The Un-birthday Party, produced by its Rawlins, Wyo., system, and coverage of sporting events, produced by its Lakeland, Fla., system.

Teleprompter described a wide array of programming it intends to produce in 1971-72 for syndication to other systems. These include six plays in cooperation with the Afro-American Theater; three plays in cooperation with the National Theater of the Deaf; 32 plays under the working title of Teleprompter Repertory Theater, co-produced with the drama department of Cal-State University; three plays with the Tulsa Children's Theater Group and a series of programs with the American Film Institute.

Other programming planned for this year, Teleprompter reported, will encompass music, sports, children's fare, documentaries and specials. The company also said it intends to acquire programs from independent production sources and will utilize the facilities of its wholly owned subsidiary, Filmination Associates, to produce live dramatic programs. Teleprompter revealed its technical and engineering staffs are working on the problem of effective distribution of programs to cable-television systems. The report noted that the eventual establishment of a domestic satellite distribution system will solve this problem, but until then, "more mundane methods of distribution are required."

The one-inch videotape that is in prevailing use throughout the cable-TV industry is economical and provides satisfactory reception quality for cablecasting, Teleprompter said. But the company observed that various brands of one-inch equipment are not compatible with each other, and a one-inch tape recorder played back on another tape recorder of the same make "often gives a picture of such poor quality as to be virtually unusable."

"We are confident of finding a solution at costs that bear a more reasonable relationship to the cost of the program themselves," Teleprompter said.

Teleprompter brought the commission up to date on the progress of its public-access channels (C and D) in Manhattan, which began operations last July 1. It acknowledged that only limited use has been made of these channels but cited these programs: the annual kick-off day of Operation Head Start; total TV and audio pool coverage of the Apollo 15 moon mission; a block party in Harlem to promote voter registration, and coverage of the two-day public hearings on mental and health care in the city's prisons.

In his covering letter to FCC Chairman Dean Burch, Teleprompter Chairman Irving B. Kahn said the company was "proud of the achievements" chronicled in the report and voiced the view that Teleprompter has built the foundation of "performance, not promises," upon which the cable-television industry will continue to grow.

Changing Formats

The following modifications in program schedules and formats were reported last week:

- WPED(AM) Peoria, Ill.—Wister Broadcasting alters station's afternoon programing by dropping its easy-listening format in favor of the Nashville sound.
- KJFPW(AM) Waynesville, Mo.—South Central Broadcasters has modified station's predominantly middle-of-the-road format by adding substantial general pop programing. Station continues to broadcast limited amounts of country-and-western music. KJFPW broadcasts on 1390 kHz with 1 kHz day.
- WVR(AM) New York—Riverside Church effective Sept. 27 changed from chiefly classical music and jazz to public affairs and news programing. At the same time it became a commercial station after 10 years of operating from contributions exclusively (BROADCASTING, June 14). Station operates on 106.7 MHz with 19 kw and an antenna 460 feet above average terrain.
- WFMJ(AM) Youngstown, Ohio—WFMJ Broadcasting announces it has altered station's broadcast day by
dropping four hours daily telephone talk, in favor of contemporary music. Station is full time on 1390 kHz with 5 kw and directional antenna at night.

* WJJC(AM) Johnson City, Tenn.—Tri-Cities Broadcasting modifies station's format from country-and-western music to gospel programing. Station operates on 910 kHz and 1 kw day.

* WKPT-FM Kingsport, Tenn.—Holston Valley Broadcasting announces that it has switched from predominantly country-and-western music to a rock music format. Allotment for each format is: 51% rock, 22% country and western, with the remainder jazz, standard pop and classical music. WKPT-FM operates in stereo on 98.5 mhz with 45 kw and an antenna 960 feet above average terrain.

* WROL(AM) Knoxville, Tenn.—WROL Inc. announces that station has changed its format from country-and-western to contemporary music. Station operates on 1590 kHz with 1 kw day and 250 w night.

* KQOT(AM) Bellingham, Wash.—Hillcrest Chapel alters format from easy listening to predominantly gospel music. KQOT operates on 1550 kHz with 1 kw day.

Football closed-circuit: a personnel foul?

Pro football players are getting their backs up about closed-circuit TV. The issue is on the agenda for a meeting of the National Football League Players Association tomorrow (Oct. 5), according to football sources.

The issue broke into the open last week when Edward R. Garvey, executive director of the association, demanded that the owners of the Denver Broncos and Washington Redskins cancel their respective plans for adding closed-circuit TV to their coverage. The Broncos had planned to feed coverage of yesterday's (Oct. 3) Broncos-Kansas City game into the 8,000-seat Denver Coliseum, and last week were reported still planning to do so. The Redskins plan to feed their last four home games into the 6,000-seat Washington Coliseum.

Mr. Garvey reportedly took the position that players sharing in clubs' closed-circuit revenues was not written into this year's player-owner agreement, on football commissioner Pete Rozelle's assurance that such closed-circuit coverage was forbidden in network-TV contracts. Mr. Rozelle's office told BROADCASTING, however, that the network contracts contained no such ban and that the closed-circuit question was up to the individual teams involved.

Receipts from the Denver Broncos' planned closed-circuit coverage yesterday were said to have been earmarked for urban development in underprivileged areas.

Did San Francisco TV's forget the children?

The Committee on Children's Television has charged five San Francisco area television stations with failure to research the needs and interests of 23% of their community—specifically the city's 726,000 children under 14.

In a report filed with the FCC last week, the San Francisco-based group pointed out that the stations had ignored this segment of their audience when preparing their license-renewal applications. While the CCT recognized that many of the stations were locally developing new children's programming, the group stated that "no station has cited in their renewal application any specific steps to utilize the professional resources of the community and learn children's needs."

A portion of the report, which was mailed to each station, was devoted to statements by such professionals which, the committee hoped, would "make it clear to stations that community resources do exist."

A cover letter to the report urged that it be considered when the stations' licenses (which expire Dec. 1) are considered for renewal.

The five stations are KTVU (Cox Broadcasting), KRON (Chronicle Broadcasting), KPIX (Westinghouse Broadcasting), KBHK-TV (Kaiser Broadcasting), and KGO-TV (ABC).

Nonbroadcast markets sought for ABC shows

ABC Media Concepts has been created to distribute programming from all of the broadcast operations of ABC to the nonbroadcast audio-visual market, it was announced last week.

Elton H. Rule, president of ABC, said the new department will function under ABC Merchandising Inc. and will be headed by Susan T. Mitchell, formerly manager of audio-visual education projects for ABC Merchandising. She has been named director of the new department and will report to William F. Dennis, vice president in charge of ABC Merchandising.

"ABC Media Concepts has been created," Mr. Rule said, "to expand the distribution of ABC's news, public affairs, documentary, sports and children's programing throughout non-broadcast audio-visual markets, including educational, industrial and civic groups. In the past, some of the programs . . . have been distributed under arrangements with organizations such as McGraw-Hill Films. In the past year, however, the successful efforts of ABC Merchandising in its direct distribution of the award-winning ABC News documentary, Eye of the Storm, and the continuing growth of the audio-visual market have led us to create this new department."

ABC Media Concepts will begin operations immediately, with headquarters in New York and a Hollywood office to be opened soon. A catalogue of more than 50 films to be initially available is in preparation.

Miss Mitchell joined ABC Merchandising in 1969. Previously she was associated for five years with Chandler Publishing Co., San Francisco, a publisher of textbooks and educational materials for the college, high-school and elementary-school markets.

Viacom now dealing films

Viacom Enterprises, which heretofore has distributed TV series and specials to stations on a worldwide basis, is moving into the area of syndicating feature films. As a first step in this expansion, the company has appointed Elliott Abrams as a vice president, with the responsibility of acquiring and marketing feature films to stations in the U.S. and abroad. Mr. Abrams is from the Walter Reade Organization, where he was vice president in charge of the TV division.
A no-cost cable substitute?

UHF asks FCC permission to use translator to pick up three signals, selectively rebroadcast one

An alternative to CATV?

That's what Springfield Television Broadcasting Corp., licensee of WWLP-TV (ch. 22) Springfield, Mass., was proposing at the FCC last week. Its argument, in essence, was that while cable television offers a beneficial service by importing distant off-air TV signals, that service is limited to those individuals in the community who can afford to pay for it, and those who happen to live in an area that the cable-system operator chooses to wire.

WWLP's alternative, which it claims can offer the advantages of cable without the alleged economic discrimination, is founded on an old engineering principle with some contemporary modifications. The station is proposing to build a translator at Springfield on UHF channel 69 that would rebroadcast the signals of at least three distant TV stations rather than the customary one. This would be accomplished by demodulating the incoming signals and then selecting among signals to carry the programming of one chosen station at a time.

WWLP applied for a CP to build the translator last week, in an application that included several requests for waivers of FCC rules applying to ordinary translator ownership and operation which, under normal circumstances, preclude the proposed three-station pick up. The advantage of such an operation, the station told the commission, is that of diverse media reception for all viewers in the Springfield market regardless of economic means.

The low-power facility (it would operate at 5.73 kW), WWLP said, would bring in the signals of two Boston independent stations, WSKR-TV and WKBG-TV, and independent WSMW-TV Worcester, Mass. WWLP said it plans to rebroadcast the programs of these three stations on a selective basis, using only the program material "not already available from existing local stations." Specifically "minority interest" fare would be picked up and local news and other purely locally oriented programming would usually be rejected. The translator would also broadcast public-affairs programming produced exclusively for it at WWLP's studios, involving community organizations. It would also broadcast programming of local sports events.

Commercials from the three input channels would be blacked out and local time spots will be substituted. WWLP stated in its application that it "hopes to establish that translator operation as hereby proposed can be made economically viable broadcast operations, thus encouraging other progressive and public-spirited parties in other communities to offer this same service." It emphasized, however, that it does not intend to "obtain any commercial comparative advantage over other local television stations," noting that there will be other channels available in the Springfield market for translator operation by other parties. Additionally, WWLP promised that after establishing the translator, it will, if requested, sell the facility to any interested local public-service organization in return for out-of-pocket expenses.

WWLP argued that the FCC's duopoly rules, which bar one party from operating two TV stations whose signals overlap, are "patently meaningless" in this situation. It contended that although the commission in the past refused to permit RKO General to expand the facilities of WHCT-TV near by Hartford, Conn. (which RKO is now doing) to offer the advantages of cable with-

nating to a California religious organization), because the power increase would result in an overlap between WHCT and the company's WOR-TV New York and WBZ-TV Boston, the commission "has quite willingly allowed CATV systems to accomplish the same result . . ." Both WOR-TV and WBZ-TV are carried on cable systems in communities in the surrounding Connecticut river valley, WWLP said. There are, at present, no cable systems operating in Springfield.

"If CATV importation and carriage of distant, independent signals is in the public interest because of consequent diversification of programming to the public," the station argued, the translator application in question is "equally, in fact, far more in the public interest . . . Springfield's translator will provide diversified program service on a free, over-the-air, and nondiscriminatory basis."

William L. Putnam, president of the WWLP licensee, is a frequent critic of cable television.

The applicant also expressed an intention to offer the programming of other distant stations "of apparently significant interest to the local community" from time to time (or for some on a regular basis) on the proposed translator. Such programming, it said, would have "full local commercial support whenever such can be obtained."

In addition to WWLP, an NBC affiliate, Springfield is served by WHYN-TV (ch. 40), the ABC affiliate there, and lies within the reception area of several other stations.

NAB picks convention planners

The National Association of Broadcasters has named the 10 broadcast engineers who will function as the NAB 1972 Engineering Conference Committee to plan technical activities in conjunction with the NAB annual convention April 9-12, 1972, in Chicago.


UHF envisions harm if contours are changed

Several months ago, UHF broadcasters implored the FCC to abandon a rule-making aimed at reducing field-strength measurements—the primary factor in determining a television station's grade B contour (Broadcasting, July 12). One of their chief arguments was that if their contours were diminished as a result of the proposed rules, CATV systems that are now forced to provide them exclusivity would be free to carry more viable signals in their place. Last week, WBRE-TV (ch. 28) Wilkes Barre-Scranton, Pa., asked the commission to insure that this does not happen—whether the proposed rule becomes a reality or not.

In essence, WBRE-TV's proposal called on the commission to grandfather the
exclusivity requirement for all cable systems now in operation. It asked that the determining factor in deciding which station a cable system should be forced to carry be designated as the field-strength curves in effect at the time the particular system commenced operation. If this request is granted, present cable systems would be required to provide exclusivity to stations whose grade B contours now fall in their service area—even if, as a result of the new rules, that contour were reduced to exclude that system.

In arguing its case, WBRE-TV contended that if the new rules go into effect, the station’s NBC-TV programing would be eliminated on eight cable systems because another NBC-affiliated station would have a higher priority. In addition, it said, 12 other systems would no longer be required to furnish the station exclusivity since their service areas would no longer fall within its grade B contour. And another seven cable systems would undergo a priority switch from WBRE-TV to KYW-TV Philadelphia because of the diminished WBRE-TV contour, the station said. In all, the cable systems lost to WBRE-TV would represent 37,000 subscribers, with an additional probable loss of 65,000 subscribers due to audience dilution, the station said.

Such a loss, the station said, "would have a devastating impact on... revenues and could well jeopardize the ability of the station to sustain its operations."

Although the proposed rules were intended to restructure only the mathematical computation used to determine a station’s projected viewing area, WBRE-TV said, in an area such as its own where there is heavy CATV penetration “the new curves would actually result in a change of the viewing patterns” unless the commission also adopts the additional proposal.

Color-set sales going strong

The sale of color TV receivers by distributors to dealers was up 25.5% for the first eight months of this year, compared with the same period last year, the Electronic Industries Association has reported.

For the January-August period:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>11,762,086</td>
<td>10,287,224</td>
</tr>
<tr>
<td>Auto</td>
<td>6,618,306</td>
<td>5,628,499</td>
</tr>
<tr>
<td>FM</td>
<td>2,239,931</td>
<td>1,792,380</td>
</tr>
<tr>
<td>AM</td>
<td>2,923,929</td>
<td>2,846,355</td>
</tr>
<tr>
<td>Monochrome</td>
<td>2,895,566</td>
<td>2,679,053</td>
</tr>
<tr>
<td>Color</td>
<td>3,327,805</td>
<td>2,651,395</td>
</tr>
<tr>
<td>Total</td>
<td>6,223,451</td>
<td>5,330,349</td>
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<tr>
<td>TV</td>
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| WTVJ-T
### The Broadcasting Stock Index

A weekly summary of market activity in the shares of 113 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Sept. 29</th>
<th>Closing Sept. 22</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>44%</td>
<td>45%</td>
<td>- 1/4</td>
<td>48</td>
<td>25</td>
<td>7,089</td>
<td>$300,055</td>
</tr>
<tr>
<td>ASI</td>
<td>O</td>
<td>2%</td>
<td>9%</td>
<td>- 1/4</td>
<td>4%</td>
<td>2%</td>
<td>1,789</td>
<td>6,709</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>47%</td>
<td>46%</td>
<td>+ 1/4</td>
<td>48%</td>
<td>29</td>
<td>6,236</td>
<td>293,092</td>
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<tr>
<td>CBS</td>
<td>N</td>
<td>45%</td>
<td>43%</td>
<td>+ 1/4</td>
<td>49%</td>
<td>30%</td>
<td>27,210</td>
<td>1,244,658</td>
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<tr>
<td>Cox</td>
<td>N</td>
<td>32%</td>
<td>31%</td>
<td>+ 1/4</td>
<td>34%</td>
<td>17%</td>
<td>5,802</td>
<td>173,098</td>
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<tr>
<td>Gross Telecasting</td>
<td>GAG</td>
<td>14%</td>
<td>13%</td>
<td>- 1/4</td>
<td>16%</td>
<td>10%</td>
<td>800</td>
<td>11,296</td>
</tr>
<tr>
<td>LIN</td>
<td>O</td>
<td>12%</td>
<td>13%</td>
<td>- 1/4</td>
<td>15%</td>
<td>6%</td>
<td>2,294</td>
<td>32,690</td>
</tr>
<tr>
<td>Mutual</td>
<td>MON</td>
<td>9%</td>
<td>9%</td>
<td>- 1/4</td>
<td>9%</td>
<td>4%</td>
<td>250</td>
<td>2,313</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PBOU</td>
<td>10%</td>
<td>11%</td>
<td>- 1/4</td>
<td>17%</td>
<td>10%</td>
<td>1,657</td>
<td>20,872</td>
</tr>
<tr>
<td>Rahall Communications</td>
<td>RAHL</td>
<td>11%</td>
<td>11%</td>
<td>- 1/4</td>
<td>28%</td>
<td>8%</td>
<td>1,037</td>
<td>10,889</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SCRIP</td>
<td>O</td>
<td>21%</td>
<td>23%</td>
<td>- 2%</td>
<td>23%</td>
<td>2,589</td>
<td>58,890</td>
</tr>
<tr>
<td>Sonderling</td>
<td>SDB</td>
<td>A</td>
<td>23%</td>
<td>24%</td>
<td>- 1/4</td>
<td>34</td>
<td>222</td>
<td>2,977</td>
</tr>
<tr>
<td>Starr</td>
<td>SBG</td>
<td>M</td>
<td>18%</td>
<td>18%</td>
<td>- 1/4</td>
<td>20%</td>
<td>8%</td>
<td>496</td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>N</td>
<td>42%</td>
<td>42%</td>
<td>- 1/4</td>
<td>44%</td>
<td>23%</td>
<td>2,707</td>
</tr>
</tbody>
</table>

**Total: $1,923,239,822**

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### Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock symbol</th>
<th>Closing Sept. 29</th>
<th>Closing Sept. 22</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

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### CATV

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock symbol</th>
<th>Closing Sept. 29</th>
<th>Closing Sept. 22</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

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### Programming

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock symbol</th>
<th>Closing Sept. 29</th>
<th>Closing Sept. 22</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

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A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over-the-counter (bid price shown)  

*Focusing on Finance, Oct. 4, 1971*
accounts in their contracts, but rarely enforce it.

Over-all, among all respondents that expressed an opinion, the feeling is that an interest charge is needed in the broadcasting industry and most are willing to participate as soon as "somebody" organizes the majority of stations.

That "somebody" may be the standardized invoice and the standard broadcast week. Robert Purcell, secretary of the American Association of Advertising Agencies, told all broadcasters who have not done so, to put into use the standard invoice forms at their stations. This, he said, would alleviate many of the problems now plaguing agencies and stations. Also speaking at the panel session during the Sept. 26-29 meeting, Robert Brady, treasurer of Peters, Griffin and Woodward, stated that the discipline needed for standardization of invoices and the broadcast week will increase communication and prevent mistakes.

C. Dan Clay, vice president and general manager of Cox Data Systems, Atlanta, told another panel that use of standard invoices and standard confirmation forms, integrated through a computer system, would help to eliminate discrepancies. He cautioned stations that are considering such a system to ensure it is flexible to change.

Jim Rouse, controller, WQXI-AM-FM-TV Atlanta, was chosen IBFM president at the board of directors meeting on Wednesday (Sept. 28). Others are: chairman, Don Shomburg, KSD-AM-TV St. Louis; vice president, Paul W. Freas, WMAL-AM-FM-TV Washington; secretary treasurer, C. Mack Murphy, WSOCC-AM-FM-TV Charlotte, N.C. The newly elected officers will serve for a one-year term commencing immediately.


Computer decision boosts RCA stock

RCA stock gained sharply following the company's announcement that, after almost two decades in the general-purpose computer field, it was ceasing operations in this area because of losses sustained in the past and the fierce competition it faces in the future.

In announcing the decision on Sept.
17, RCA Board Chairman Robert W. Sarnoff said the company henceforth will concentrate its computer efforts in the development, manufacture and marketing of specialized data communications systems for government, defense and business. He added the company would absorb a special charge from the write-off this year that could reach $250 million after taxes, producing a substantial loss position for 1971, but clearing the way "for a resumption of vigorous profit growth."

RCA has laid off a total of 2,666 employees in various plants, and, according to a company spokesman, a larger percentage of the approximately 10,000 workers involved in computer manufacturing probably will eventually be dismissed as the operation is phased out.

RCA's stock was the most actively traded issue on the New York Stock Exchange on Sept. 20, the first day of trading after the announcement, up 2% and closing at 35 on a turnover of 325,000 shares. A week later, last Monday (Sept. 27), it slipped more than a point in a downside market but at 35% still remained over three points ahead of its pre-announcement closing.

Fun and games at Taft

Taft Broadcasting Co., Cincinnati-based group owner, has announced that it has obtained an option on a 700-acre tract of land just north of Richmond, Va., for its second family amusement center. Taft is presently developing Kings Island Amusement Park near Cincinnati, which is scheduled to open in May 1972. The Cincinnati complex is a $30-

Company Reports

- Cypress Communications Corp., Los Angeles, owner of CATV systems, reported record revenues and income for the fiscal year ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Income</th>
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<tbody>
<tr>
<td>1971</td>
<td>$8,698,860</td>
<td>$1,267,782</td>
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<tr>
<td>1970</td>
<td>$2,206,846</td>
<td>$389,781</td>
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</table>

- LVO Cable Inc., Tulsa, Okla., reported an increase in income, earnings and subscribers for the first quarter of the current fiscal year. It said the number of its subscribers had jumped from 70,000 to 91,300. For the first quarter ended Aug. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net income</th>
<th>Average shares outstanding</th>
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</thead>
<tbody>
<tr>
<td>1971</td>
<td>$1,474,000</td>
<td>$88,000</td>
<td>1,165,800</td>
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<tr>
<td>1970</td>
<td>$1,296,000</td>
<td>$29,000</td>
<td>1,100,000</td>
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</table>

- Movielab Inc., New York and Hollywood, reported a substantial net loss in 1970, attributed to a curtailment in film processing because of a reduction in production of motion pictures, programs and TV commercials. The company said it had terminated, on Sept. 17, pending merger negotiations with Technicolor Inc.

For the year ended Jan. 2, 1971:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Income (loss)</th>
<th>Earnings per share</th>
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</thead>
<tbody>
<tr>
<td>1970</td>
<td>$25,274,194</td>
<td>$18,475,358</td>
<td>$(1.09)</td>
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<tr>
<td>1969</td>
<td>(3,088,847)</td>
<td>(2,654,918)</td>
<td>$(0.65)</td>
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</table>

Reinsch sees solid gains in next decade

Revenue in the broadcasting industry can be expected to grow at rate of 8% to 10% annually over the next five to ten years, according to Leon J. Reinsch, president of Cox Broadcasting Corp., Atlanta.

In a presentation Sept. 24 before the New York Stock Society of Security Analysts, Mr. Reinsch said he was confident that Cox stations will "continue to outperform the industry average" over the next five to 10 years. He reported that Cox's net income for 1970 was at a record level of $7.6 million, equal to $1.32 per share, and he said he expected net income to rise in 1971 to between $1.35 and $1.45 per share.

Broadcast Advertising

James R. Kelly, with Chicago sales staff of Blair Television, station representative, named to newly created position of VP and national sales manager for division, based in New York.

Arnold E. Grisman, senior VP, J. Walter Thompson, New York, named executive VP and creative director. Mike Davis, promotion manager, KWTY-TV (TV) Oklahoma City, joins JWT there as account executive and field representative.

Joseph H. Zoller, account supervisor, and Robert N. Bauer, media director, Kenyon & Eckhardt, Chicago, named VP's.

Frank P. McDonald, VP and director of TV programming, Cunningham & Walsh, New York, appointed director of media services.

Mitton H. Harkrader Jr. and Sanford G. Reynolds, account supervisors, Young & Rubicam, New York, elected VP's.

Sherman J. McQueen, VP and director, West Coast broadcast, Foote, Cone & Belding, Los Angeles, appointed to newly created post of director, media and broadcast. He continues as firm's VP.

David T. Boyack, account executive, KAKE-TV Wichita, Kan., appointed TV sales manager for Avco Television Sales, San Francisco. He succeeds Ed Nugent, appointed to similar post in Avco's Atlanta office, where there now will be separate managers for TV and radio.

Tom Helfmann, sales manager for Avco Radio Sales, Dallas, moves to Atlanta in same title and is succeeded in Dallas by Gary Andon, formerly account executive at WOAI (AM) San Antonio, Tex.

Charles Decker, account supervisor, Ogilvy & Mather, New York, elected VP.

John R. Morrison, management service

Fates & Fortunes

BROADCASTING, Oct. 4, 1971
Hugh Rich Forrester, manager. 

John Thomas Meacham Jr., Bill Jackson appointed local manager.

AM-FM points manager, George Wolcott, with WCCR-TV Providence, R.I., appointed as director of national program management.

相关内容：

James E. Baldwin, associate creative director, Rutledge Advertising, St. Louis, appointed as vice president of program development.


Sylvia, local sales manager, as similar position, WQXI-AM-FM Atlanta, appointed assistant director of TV activities.

H. Paul, director of program development, United States Army, Fort Bragg, N.C., appointed as director of national program development.

The Media

Peter M. McCoy, general sales manager of CBS-owned wcrs(AM) New York, named VP, and general manager of CBS's kcrs(AM) San Francisco. He succeeds Neil Derrough, recently named VP and general manager of wcrs(AM) (Broadcasting, Sept. 13).

John W. Donahue Jr., assistant VP, WLAC-AM-FM Nashville, named VP and commercial manager, Cape Canaveral Broadcasting Corp., licensee of wtaf(AM) Melbourne, Fla.

Clifford H. Paul, systems manager, American TV and Communications, CATV system, Cocoa-Merritt, Fla., appointed to similar position with Middlesex Cablevision, East Brunswick, N.J.

John F. Lubey, project leader and systems engineer, Kraftco Corp., New York, joins Sterling Manhattan Cable Television, there, Sterling Communications subsidiary, as director of customer relations.

Donald M. Trapp, program officer, educational broadcasting facilities program, Department of Health, Education and Welfare, Washington, joins Corporation for Public Broadcasting there as radio projects manager to administer CPB radio grant projects. David Stewart, director of special activities, CPB, appointed director of national program projects. Ronald Morrisseau, assistant director of station development support, CPB, appointed assistant director of TV activities.

Richard D. Foerster, general sales manager, wmsn-TV Milwaukee, joins wcrutv Chicago, as assistant station manager and general sales manager.

John Gilman, VP and part owner, wonn(AM) Lakeland, Fla., appointed general manager.

James P. Miller, business manager, wnnew-TV New York, appointed business manager and controller of wcvb-TV Boston.

Hugh Barr, program director, whas-AM-FM Louisville, Ky., appointed station manager.

Eddie Hash, with Family Radio Network, San Francisco, joins kwip(AM) Redding, Calif., as station manager.

Programming

J. Michael Donohew, director of business affairs, CBS-TV, Los Angeles and New York, joins Winters/Rosen Productions, New York, as senior VP.

Joseph M. Tarlito, director of on-air advertising, ABC-TV. New York, appointed to newly created position of director of children's feature films, responsible for "Saturday Morning at the Movies," new series of children's made-for-TV motion pictures scheduled to premiere in 1972-73 season.

Jack Wiedemann, executive VP, Famous Music Corp., joins MetroMedia Music, New York, as general manager.

F. Torey Southwick, with kctv-TV Kansas City, Mo., appointed program manager. noncommercial KCSO-TV there.


Squire D. Rushnell, assistant program director, wls-TV Chicago, appointed program director. He succeeds George Resing Jr., who became station manager of wgsi-TV Atlanta (Broadcasting, Sept. 13).

Joe N. Gwathmey Jr., assistant director, Radio Communications Center, University of Texas, Austin, joins National Public Radio, Washington, as director of programming. David A. Cooper, assistant counsel and investigator, Senate District Committee, Washington joins NPR.
as reporter and producer for network.

Joseph Sands, program director, KNXT-TV Los Angeles, appointed to newly created post of director of broadcasting with over-all responsibility for programming, production and technical operations.

Robert L. Parker, chief producer, WREC-TV Memphis, appointed production manager.

Rich Rapiti, features reporter, WHN-AM New York, joins WYTV-FM there, as operations manager.

Bob Rubin, with sports department, KKO-AM-FM Denver, appointed program manager.

Norman H. Brooks, program director, KARK-AM-FM Little Rock, Ark., joins WFRB-AM Baltimore, in similar position.

Broadcast Journalism

Bruce Bakke, general news editor, UPI, New York, appointed Southern division news editor. He succeeds Lewis Lord, who becomes UPI regional executive for Tennessee and Mississippi.

Phil Nye, with news staff, WXZY-TV Detroit, appointed news director.

Paul McGonigle, news director, WKRN-AM-FM Detroit, joins WAKX-AM-FM Raleigh, N.C., as director of news and public affairs.

Ed Dorsey, with news staff, WIND-AM Chicago, appointed news director.


J. Michael White, anchorman, KHON-AM Honolulu, joins KIRO-TV Seattle, as anchorman and reporter. Tanna Beebe, former editor, Tribal Spokesman, national Indian newspaper, joins KIRO-TV as reporter.

William Balleza, with news staff, WOAI-AM San Antonio, Tex., joins KRON-TV San Francisco, as reporter.

Richard Anderson, with KERO-TV Bakersfield, Calif., joins KTAR-TV Phoenix, as reporter-producer-anchorman.

Bill Kenner, with WNDB-AM Milwau-kee, joins WITI-TV there as reporter and co-anchorman.

John Wallace, with KYNO-AM-FM Fresno, Calif., joins KJEO-TV there as anchorman.

Larry Schmidt, with KDRA-TV Pittsburgh, joins WCCO-TV Minneapolis, as investigative-consumer reporter.

John A. Kerans, former news editor, KWK(AM) St. Louis, appointed news and business editor, WWT(AM) Minneapolis.

W. Vincent Burke, reporter, WHEN-TV Syracuse, N.Y., appointed news director for WHEN-AM there.


John Holliman, news director WAU-AM Athens, Ga., joins WSB-AM-FM Atlanta, as newsman.

Edwin M. Kitch, newshammer, WHAG-TV Hagerstown, Md., joins WMHI-AM Frederick, Md., as news director. Rex Barney, former major league pitcher, joins station as sports director.

Promotion

Pat Throne, former director of sales promotion and trade press publicity for Metromedia Program Sales, New York, appointed publicity director of RKO General's WOR-TV New York.

Pat Blue, associate producer, KJOU-TV Houston, joins KHJ-TV Los Angeles as publicity director.

Camille Keith, promotion assistant and publicity director, WFAM-TV Dallas-Fort Worth joins Read-Poland, advertising and PR agency, there, as publicity director.

Thomas D. Stanford, advertising and sales promotion manager, KDCA-TV Pittsburgh, joins KIRO-TV Seattle as promotion director.

Dolores Finlay, with 20th Century-Fox, joins Bill Burrud Productions, Los Angeles, as director, publicity and promotion.

Martin A. Grove, director of PR for Foote, Cone & Belding, New York, joins 20th Century-Fox Film Corp., there, in newly created position of director of corporate and financial PR.

Lynda Darinell, with advertising and sales promotion staff, KYW-TV Philadelphia, appointed audience promotion director.

James P. Langford, TV promotion manager, WMTV-FM Kansas City, Mo., joins WXYZ-TV Detroit as assistant director of advertising and promotion.

George Staudt, promotion manager, WZZM-FM-TV Grand Rapids, Mich., appointed to similar position, WGR-FM Buffalo, N.Y. All are Taft Broadcasting stations.

Melynn B. Smith, communications instructor, Webster College, St. Louis, appointed director of information services, KPLR-TV there, responsible for all station advertising, promotion, and publicity.

Don Weeks, creative director, Churchill Associates, Albany-Schenectady-Troy, N.Y., joins WABY-AM Albany, N.Y., as promotion director.

Equipment & Engineering

Floyd R. McNeil, manager of engineering, RCA Broadcast Systems, Burbank, Calif., appointed manager, professional electronic systems.

Mark L. McGowan, technical operations supervisor, WOAM-FM-TV Omaha, retires after 34 years with stations.

Robert E. Wohlgemuth, with sales staff, Superior Continental, Hickory, N.C., equipment manufacturer, appointed major account manager. Johnny C. Caldwell, Southeast division marketing manager, West Virginia Telephone Co., joins Superior as manager of marketing services.

Allied Fields


Avra Fliegelman, managing editor, Film Source Books published by Broadcast Information Bureau Inc., New York, appointed editor-in-chief and administrative head of IB.

Arthur H. O'Neil, director of PR, United Cerebral Palsy Associations, New York, joins the Arthritis Foundation there as radio-TV director.

International

Osvaldo Barzelatto, director of sales, Screen Gems de Mexico, Mexico City, appointed general manager there.


Deaths

New TV stations

Final action

Norwalk, Calif.—FCC granted petition by Fidelity Television Inc., for permission to amend its application for television station in Norwalk, to reflect changes in its by-laws and to report name, Western Television Inc., to take effect Sept. 28.

Action on motion

Hearing Examiner Lenore G. Ehrig in Eri-Mo. for declaratory ruling, dismissed petition for change of proceedings, rejected Miss. by election to board of directors, dames McVeigh is president and director and has 35% interest in Broadcast Services Inc. and is general manager of XELU Ciudad Juarez, Chih., Mexico.

Existing TV stations

Applications

WMAT (TV) San Antonio, Miss.—Seeks CP to change to D, change to D Orlando, Fla., and change frequency from ch. 22 to ch. 18. Ann. Sept. 24.

WYTV (TV) Youngstown, Ohio—Seeks CP to change ERP to 1,000 kw, using 199 kw, using 199 kw, using frequency, change to D ATV.

Final actions

KTXL-LS Sacramento, Calif.—FCC approved proposal for change to ATV. D TV.

 WTEN (TV) San Jose, Calif.—Broadcast Bureau granted CP to change vis. ERP to 234 kw; sur. ERP 46.8 kw; change type trans.; change frequency.

WHCT (TV) Hartford, Conn.—FCC granted extension of time to O. 1, to the reply to the request to deny an application for assistance of license of WHCT, from KRO General Inc, to WHTC Center.

WLTV-LS Marquette, Mich.—FCC granted application by WLUC Inc., to make facility changes in its station WLUC-TV.

Actions on motions

Hearing Examiner Forest L. McClellan in Washington, United Television Co. (WFAN-TV, etc.), TV and AM proceeding, granted petition by Washington Community Broadcasting Co. for leave to amend its application to include the stock rights of Hobart Taylor Jr. to his wife Lynette Taylor, her election to board of directors and execution of voting trust agreement which is irrevocable so long as Hobart Taylor Jr. is officer or director of Westinghouse Electric Corp., under which all voting rights of stock issued to Lynette Taylor are held by her designee; grant is subject to condition that voting trust be managed by Marjorie M. Larkins by agreement with voting trust shall not be considered in any computation of evaluation of applicants herein (Docs. 18359, 18365-3), Action Sept. 21.

Hearing Examiner James F. Tierney in New York (WPIX Inc. (WPIX) and Forum Communications Inc.), TV proceeding, denied request by Forum Communications Inc. for protective order (Docs. 18957-9).

Call letter applications

KTTST-LS Springfield, Mo.—Requests KOLR (TV).

WJSN-TV Charleston, S.C.—Requests WCBD.

New AM stations

Starts authorized

KGOE Thousand Oaks, Calif.—Authorized program operation on 850 kHz, 500-watt-D.

KWBY Edna, Tex.—Authorized program operation on 1130 kHz, 10 kw-D.

Final actions

Jackson, Mo., and Mattoon, Ill.—Initial decision issued Aug. 3, granting applications of Robert Neathar Jr. and Ann Rebecca Raymon (Jackson South Missouri Broadcasting Co.) for new AM at Jackson, and of Mattoon Broadcasting Co. to change facilities of station WLBH Mattoon, Ill., became effective Sept. 22, under rules (Docs. 18354-5), Ann. Sept. 28.

El Paso, Tex.—Jack R. McVeigh, Broadcast Bureau granted 1060 kHz, 10 kw-D; P.O. address; 2421 Franklin Ave., El Paso 79930. Estimated construction cost $4,833; first-year operating cost $47,500; revenue $35,000. Principals: Mr. McVeigh is president and director and has 35% interest in Broadcast Services Inc. and is general manager of XELU Ciudad Juarez, Chih., Mexico.

Broadcast-Broadway-Timberl, Va.—FCC gave notice that initial decision, released July 28, proposing grant of application of Massannitten Broadcasting Company Inc. for a new AM in Broadway-Timberl, and dismissal of application by Charlottesville-Albermarle Broadcasting Co., for new AM at Charlottesville Va., became effective Sept. 16, in keeping with rules (Docs. 19053-4), Ann. Sept. 22.

Actions on motions

Hearing Examiner Millard F. French in Calhoun, Ga. (John C. Robach), AM proceeding, set certain procedural dates, and scheduled hearing for Nov. 10, Action Sept. 22; and by separate action, granted petition by applicant for leave to amend its application (Doc. 17695). Action Sept. 23.

Hearing Examiner Arthur A. Gladstone in New Albany, Ind. (Shell Broadcasting Inc.), AM proceeding, cancelled hearing now scheduled for Nov. 17 and ordered that proceeding remain subject to further appropriate order (Doc. 19120). Action Sept. 22.


Call letter applications

Wasena-Gateway Broadcasting Co., Waseca, Minn.—Requests KHYM.

Upshur Broadcasting Co., Gilmer, Tex.—Requests KHYM.

Existing AM stations

Applications


WKIK Leonardstown, Md.—Seeks CP to increase power to accommodate FM ant. Ann. Sept. 22.

WRPM Poplarville, Miss.—Seeks CP to change name and alter trans. site to 1.6 miles southeast of city limits on Interstate 99, Poplarville, Miss. and apply for new ant. system. Ann. Sept. 22.

KMBZ Kansas City, Mo.—Seeks CP to make changes in directional ant. system for main and all main, Ann. Sept. 22.

Paoli, Ind.—FCC gave notice that initial decision, released July 23, proposing grant of application of Z. Denezo King & Virginia A. King (King & King & Broadcasters) for CP for new FM to operate on ch. 101.1 kw, PA. became effective Sept. 13, in keeping with rules (Doc. 18614), Ann. Sept. 22.


Arden, Minn.—Upper Minnesota Broadcasting Corp. Broadcast Bureau granted 94.3 mzr, 3 kw, on ground above average terrain 185 ft. P.O. address Box 287, Arden 55631. Estimated construction cost $21,515; first-year operating cost $4,200; revenue $15,000. Principals: Ralph J. Courtois, president (82.5%), James R. Courtois (16.5%), and F. P. Roloff (1%), Ralph Courtois is attorney. James Courtois has interest in KKKIN-AM, Alaker, president of Campbell-Mithune advertising agency. Action July 13.

Cleveland, Miss.—Radio Cleveland Inc. Broadcast Bureau granted 103.9 mhz, ch. 280, 3 kw, on ground above average terrain 185 ft. P.O. address, c/o J. R. Denton, WCCL Cleveland, Miss. 38732. Estimated construction cost $19, 258; first-year operating cost $4,200; revenue $15,000. Principals: J. R. Denton, president, Radio Cleveland Inc. is licensee of WCCL Cleveland, Miss. Action Sept. 17.


Streetsboro, Ohio—Streetsboro City School District. Broadcast Bureau granted 91.5 mhz, 332 kw, on ground above average terrain 85 ft. P.O. address, 900 Annunciation Brook 44466. Estimated construction cost $16,523; first-year operating cost $4,200; revenue $15,000. Principals: Lowell B. Myers, Superintendent of Schools. Action Sept. 15.

Scottsdale, Pa.—FCC gave notice that initial decision, released July 23, proposing grant of applications of L. Stanley Hahn, Sr. for new FM to operate on frequency 103.9 mhz at Scottsdale Pa. became effective Sept. 13, in keeping with rules (Doc. 19054). Ann. Sept. 22.

Greenville, S.C.—South Carolina Educational Television Commission. Broadcast Bureau granted

- \#441. - Delaware, W. - Kingley H. Murphy Jr, Broadcast- ing Co., granted request for leave to amend its application to show Kraus as succeeding to Kraus, Jr., to operate on 104.9 mhz at Donaldsville (Doc. 19004). Ann. Sept. 23.

Rulemaking petitions
- San Francisco-Meyer Gutesman. Requests amendment of Table of FM Assignments to add call D-965 at San Francisco; and grant CPA to Pacifica Institute at 106.7 mhz. Action Sept. 24.

- Pensacola, Fla.-Barbas Investment Company requests amendment of Table of FM Assignments to add call CP-1000 at 90.3 mhz. Ann. Sept. 24.

Final actions


- KOTS, Deming, N.M.- Broadcast booth granted CP to increase power to 1 kw and install new trans. Action Sept. 22.

- KOHI, East Cleveland, Ohio- FCC granted license to WBBM-FM, to operate on 104.9 mhz. Action Sept. 22.

- KOHD, Waipahu, Hawaii- FCC granted license to KPIH-FM, to operate on 104.9 mhz. Action Sept. 22.

- KEBN, Carizzo Springs, Tex.- Broadcast booth granted license to operate on 104.9 mhz. Action Sept. 22.

Action on motion
- Hearing Examiner David J. Kraushaar in Jackson, Ala. (Vogel-Ellington Corp. (WJH00) et al.) AM proceeding, granting motion for leave to file Oct. 18 (Docs. 18897, 19299, 19930). Action Sept. 22.

Other action

- KDDJ, Orlando, Fla.- FCC notified Tri-State Broadcast Co., licensee, to pay $700 for willful CP violation of 1 day rule of station's PTA, by operating during prohibited period with excess power. Action Sept. 24.

Call letter applications

- KBTO, El Dorado, Kan.- Requests KQYV. Action Sept. 22.

- WLLX, Marion, Ill.- Requests WQWBQ. Action Sept. 22.

- KRSF, Rapid City, S.D.- Requests KTED.

- WPIC, Collierville, Tenn.- Requests WSMO. Action Sept. 22.

- WBFJ, Woodbury, Tenn.- Requests WRBY. Action Sept. 22.

- KLME, Laramie, Wyo.- Requests KOJO. Action Sept. 22.

New FM stations


- Manhattan, Kan.- Manhattan Broadcasting Co. Seeks 101.7 mhz, 1.6 kw. Ant. height above average terrain 450 ft. P.O. address 249 High Street, Manhattan, Kansas 66502. Estimated construction cost $34,941; first year operating cost $36,000; revenue $20,000. Principals: Fred A. Sexton president, Richard J. Caudle, secretary. Louis E. Jack (20%) treasurer, et al. Messrs. Sexton have interests in KHAS (AM) Hollywood, Calif. and KGQA; KCVF. Action Sept. 22.

- Central City, Pa.-Central Broadcasting Co. Seeks 101.7 mhz, 500 kw. Ant. height above average terrain 1,651 ft. P.O. address 140 South Street, Central City, Pa. 17225. Estimated construction cost $31,500; first year operating cost $36,000; revenue $36,000. Principals: Benjamin F. Thomas (90%) and Mr. F. Thomas. Mr. F. Thomas is father of Barry F. Thomas, Ben- jamin has 95% partnership interest in KWG (FM) Greensburg, Pa. Action Sept. 21.


Starts authorized
- WBOW-FM Tete Haute, Ind.- Authorized program operation on 107.3 mhz, Ant. height above average terrain 185 ft. Action Sept. 17.

- KAVS (FM) Thief River Falls, Minn.- Authorized program operation on 89.5 mhz, ERP 10 w. Ant. height above average terrain 100 ft. Action Sept. 17.

- WRDR (FM) Egg Harbor, N.J.- Authorized program operation on 95.3 mhz, ERP 100 w. Ant. height above average terrain 280 ft. Action Sept. 22.


Final actions
- Chief, Broadcast Bureau on request of Gerity Broadcasting Co., enters into October 4th, time to file replies to oppositions submitted in matter of amendment of table of assignments, FM broadcast stations (Doc. 19304). Action Sept. 22.


Call letter applications

- Indiana State College, Jackson ville, Fla.- Requests WICK (FM).
Summary of broadcasting
Compiled by FCC, Sept. 1, 1971

Licensed            On air         Not on air          Total          Total authorized
Commercial AM      4,3301          4           12         4,3481          52          4,3981
Commercial FM      2,232            1           37         2,270           11        2,281
Commercial TV-VHF  501             2           8         517             15        522
Commercial FM-VHF  154             1           15         169             15        174
Total commercial TV 672             2           23         697             68        765
Educational FM      458            1           6         464             63        527
Educational TV-VHF  82              0           6         88              4         92
Educational TV-UHF 106             0           9         115             16        131
Total educational TV 186             0           14        200             22        222

* Special Temporary Authorization. Includes 25 educational AM's on nonreserved channels.
* Indicates four educational stations on reserved channels.
* Does not include six commercial UHF TV's licensed but silent.

Annilston Road Christian Schools, Jacksonville, Fla.—Requests WYFL-FM.
K & M Broadcasting Co., Catlettsburg, Ky.—Requests WCK-A(FM).
Kenyon University, New Orleans—Requests WTUL(FM).
Educational TV Council of Central New York, Syracuse, N.Y.—Requests WCNY-FM.
Hot Air Radio, Camarillo, Calif.—Granted KEDW-FM.
Guilford Community Radio Station Inc., Guilford, Conn.—Granted WGCRT(FM).
Board of Education of Westport, Westport, Conn.—Granted WWPW(FM).
Stereo Broadcasting Co., Savannah, Ga.—Granted WGF-FM.
Northern Illinois University, Oregon, Ill.—Granted WPRU-FM.
Community County Broadcasting Co., Savannah, Ill.—Granted WCCRI(FM).
Elkhart City Public Schools, Elkhart, Ind.—Granted WYPE(FM).
Bridgewater State College, Bridgewater, Mass.—Granted WBIM-FM.
University of Michigan, Ann Arbor, Mich.—Granted WCBM-FM.
Clark Broadcasting Co., Maryville, Mo.—Granted KNIM-FM.
Frank Anderson, Great Falls, Mont.—Granted KABU-FM.
Stereo Broadcasting Co., Auburn, Neb.—Granted KAUB(FM).
KAM Broadcasters Inc., Stirling, N.J.—Granted WKMB.
Endisquash Way Inc., Las Vegas, N.M.—Granted KNFM-FM.
Central Carolina Technical Institute, Sanford, N.C.—Granted WDCQ-FM.
Parker-Rew Enterprises, Exmore, Va.—Granted WEXM-FM.
City of Public Schools, Sheboygan, Wis.—Granted WSHS(FM).

Existing FM stations Final actions
KVHS(FM) Concord, Calif.: WHMS(FM)
Hilliard, Fla., and WBF-FM Baltimore.—FCC-authorized Clayton Valley High School, licensee of KVHS(FM), and Flamingo Broadcasting Corp., licensee of WHMS(FM), to present series of old radio shows with original commercial messages intact. Community College of Baltimore, licensee of WBIF-FM, may continue series already begun.

WAVY-FM Pottsville, Pa.—Broadcast Bureau granted CP to change remote control location to studios of WBG-FM, from South Centre Street, Pottsville; install new trans.; make changes in antenna system; 5,000 watts.
The Bureau granted CP to increase effective radiated power from 301,000 to 85,000 watts.

Call letter applications
KWRL-FM Carson, Nev.—Requests KPTL(FM).
WEBR-FM Buffalo, N.Y.—Requests WBCZ-AM.
WNYN(FM) Canton, Ohio—Requests WQLW(FM).
WONE-FM Dayton, Ohio—Requests WTUE(FM).
WKVM-FM San Juan, Puerto Rico—Requests WACD-FM.
KCWM(FM) Fort Worth—Requests KXOL-FM.
EKM(JM) Salt Lake City—Requests KALL-FM.

Call letter actions
KBTI(FM) Garden Grove, Calif.—Granted KFZJ(FM), Bridgeport, Conn.—Granted WPSB(FM).
WJTS-FM Jupiter, Fla.—Granted WRYZ-FM.
WWFM(FM) Thomasville, Ga.—Granted WTUP(FM).
WVIC(FM) Peoria, Ill.—Granted WHUN(FM).
WHOE(FM) Terre Haute, Ind.—Granted WBOW-FM.
KQTY(FM) Wichita, Kan.—Granted KFDI-FM.
KVQX-FM Moorhead, Minn.—Granted KIDM(FM).
WDQSK-FM Cleveland, Miss.—Granted WDWT-FM.
WTOA(FM) Trenton, N.J.—Granted WPSF(FM).
KVBC(FM) Grand Forks, N.D.—Granted KTIN(FM).
WTCV(FM) Memphis—Granted WATD(FM).
KFWB(FM) Fort Worth—Granted KFWDF(FM).
WINA-FM Charlottesville, Va.—Granted WQMC(FM).
WNRRI(N) Neonah-Menasha, Wis.—Granted WROE(FM).

Other action, all services
FCC denied petition by NBC for reconsideration of June 30 ruling that broadcast of three announcements by Standard Oil Company of New Jersey, about its oil drilling operations in Alaska, created fairness doctrine obligations for network. Action Sept. 17.

Translator actions

Chiloquin, Ore.—Klamath Reservation Jaycees. Broadcast Bureau granted CP to Chiloquin translator to serve Chiloquin, operating on ch. 12 by rebroadcasting programs of KOTT(FM) Klamath Falls, Ore. Action Sept. 22.

Modification of CP's, all stations
KWJIB Globe, Ariz.—Broadcast Bureau granted CP to increase daytime power to 1 kw, conditions. Action Sept. 22.

WZAT(FM) Savannah, Ga.—Broadcast Bureau granted CP to increase ERP of tower and antenna, 620 ft. Action Sept. 22.

Ownership changes
Applications
KKAM(AM) Pueblo, Colo.—Requests assignment of license from Southwestern to KKAM Inc. for assumption of debt in amount of $35,000. Owners: Edward Shadbolt et al. Buyers: Thomas T. Farley (70%), president, and W. J. Roden (30%). Mr. Farley is attorney and has interest in CATV firm. Mr. Kelly is president, director, and majority stockholder in insurance company. Action Sept. 15.


WHTV-AM—Meridian, Miss.—Requests assignment of license from Delta Broadcasting of Mississippi Inc. to Central Television Inc. for assumption of debt in amount of $15,000 in bankruptcy proceeding. Sellers: F. Carrington Weems, president, et al. Buyers: Frank L. Ross, president. Mr. Ross has 60% interest in WTV(TV) Tupelo, Miss. and is owner of Microwave Service Co., Tupelo. Action Sept. 5.

WWDM(AM) Sumpter, S.C.—Requests assignment of license from Radio Station WPIG Inc. to Georgia City Broadcasting Co. for $50,000. Sellers: Thomas P. Tisdale, president, et al. Buyers: W. E. Jackson Inc. (90%) and John W. Cities (10%). KPLT Inc. is 90% owned by Clifford D. Melvin, an associate of Blackbird Company Inc., media brokers. Mr. Cities is vice presi- dent and general manager of WPIE Inc. Game- coke Broadcasting Inc. is 10% owner of WPIG- AM-FM Sumpter. S.C. Action Sept. 9.

KWPJ(AM) Claremore, Okla.—Requests assignment of license from Radio Broadcast- ing Co. to Green Country Broadcasting Inc. for $150,000. Sellers: Murray Management and Owners: Jack Marshall (33 1/3%), president; C. G. Roden (25%) and Gale E. Welch (33 1/3%). Mr. Marshall is owner and operator of auto retail outlet; Mr. Roden is vice president of Bank. Mr. Welch is owner of real estate and wholesale and retail oil and gas firm. Sept. 20.

WTV(TV) Victoria, Tex.—Requests assignment fee. Buyers: Corpus Christi Broadcasting Co. (54.26%). et al. (Stock of Corpus Christi Broad- casting Co. is voted by president of CP from John J. Tilibetti to K-SIX Television Inc. Also owns Corpus Christi AM-FM Inc. for $10,000. Seller: John J. Tilibetti, permit- ted FM Corpus Christi. Action Sept. 24.

Actions
KLIN Lincoln, Neb.—FCC granted assignment of license from Shupe & Bowers Broadcasting Corp. to KLIN Inc. for $600,000. Sellers: Donald C. Shupe, president, et al. Buyers: E. R. Warner (50%), president, and Diana H. Warner (50%). secretary-treasurer. Norcin E. Warner and Diana H. Warner are husband and wife. Mr. Warner has interests in KIBM(AM) Kimball, Neb. (50%), KLIN(AM) Kansas City, Colo. (100%), and KABM(AM) Abilene, Kan. (75%). Mrs. Warner has 50% interest in KIBM and 24.1% interest in KABM. Mr. and Mrs. Warner have 86.66% interest in KIBM Inc., licensed to KABM(AM) Kimball, Kan. Act- ion Sept. 1.

WMBO(AM) and WRLK(FM), both Auburn, N.Y.—Broadcast Bureau granted assignment of license from WBMO Inc. to Auburn Medical Co. for $75,000. Seller: Frederick R. Osborne, president, et al. Buyers: Floyd J. Keese (28%), president, and George R. Johnson (18%), vice presi- dent; David S. Bowen (10%), treasurer; J. Lester Sawyer (9%); R. T. Milette (8%), secretary, and Ronald P. Hine (5%). William A. Roden is assistant secretary and Mrs. Keese is secretary-treasurer of WBMO Inc. Mr. Johnson is author of the WRLK(FM) and Mr. Sawyer are partners in Bowen & Sawyer Public Accountants. Mr. Roden is director of Cayuga Home for Children. Mr. Roden is mayor stockholder and president of retail furni- ture, upholstery and floor covering firm. Action Sept. 16.

WNGC(AM) and WKTM(FM), both North Charleston, N.C.—Broadcast Bureau trans- fer of control of KTM Broadcasting Corp. from Alice L. Swanton (60%) to Mr. and William J. Barmann Jr. (39%) before

(Continued on page 58)
Radio Help Wanted

Management

16 mm Film Laboratory Manager. Experienced, all phases color/B&W operation to include complete knowledge of processing, 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, BROADCASTING.

Manager for South Carolina small market station needed by end of year. Good market. Must have experience and know how to sell. Salary plus commission. Box J-266, BROADCASTING.

Ownership-New England suburban chain will give—without investment—ownership to man selected as General Manager. Salary should be good in local sales. Will consider current salesmen, sales manager & managers for position. Box K-36, BROADCASTING.

Sales Manager/salesman—if you are a heavyweight salesman ready to move up and interested in joining the biggest operation see your track record and need for: Jim Lowenberg, Manager, KCF, Box 157, Cedar Falls, Iowa 50613.

Northeastern top-100 market manager experienced with stereo-FM sales desired. Phone 419-565-9526 or 201-837-2726.

Have you wanted a chance to manage but haven't been given the opportunity because you lacked experience? WBBE is looking for a station manager with strength in sales and administration to work with the program manager. This is Chicago's only jazz station and has been successful for over 15 years. Great opportunity available at all FM stations. Contact J. R. Wilson, Rollins, Inc., P.O. Box 694, Atlanta, Georgia. With resume, sales success and salary requirements.

Sales

Manager for small market station, with great future. Must be mature, self-starter, who wants to move up in market. Good salary, plus override, Florida southwest coast. Send resume and photo with first letter. Box J-201, BROADCASTING.

Successful, single east coast needs sales announcer. Will train for sales. Salary $2500. Send resume to: WBBF, Box 412, Miami 30, Fla.

Florida, beautiful freezing winter makes that move. Let others enjoy the problems of the north. Your family will love Miami. Contact: WBBF, 215 W. Division St., Miami Beach 10, Fla., to send resume to: J-248, BROADCASTING. All replies confident. Life can be beautiful.

Stalling new AM northern New Jersey. Write starting experience and salary required. Box K-34, BROADCASTING.

Experienced, creative salesman for MOR/contemporary station. Chance for advancement and fringe benefits for right person. Mail billing record for past six months to: WACK Radio, P.O. Box 1967, Birmingham, Alabama 35201.

Salesmen with some experience, willing to work hard. 60 miles north of N.T.C., fast growing area. Salary plus override, potentialboned interview a must. Send resume to WBNR & WSPK-FM, Beacon, New York 12508.

Experienced salesmanannonceur who can produce and sell own show on commission basis. Dave Drew, WDLT, Delaware, Ohio.

Money-money-money...Tired of hearing about it but not making any? Now is your chance to break into a progressive, new ownership AM, Fantastic climate, low cost of living, general comfort on red and whites. Need four account exec's for this contemporary operation. Send resume, full payment, references and availability to Bruce Baker, WAVN Radio, P.O. Box 870, Pensacola, Florida 32502.

Wanted: aggressive salesmen to answer the above ad headed: Money—money—money.

Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 9” or below at run-of-book rate. Stations for Sale, Wanted to Sell, and Business Agreements, need display space. Agency commission only on display space. Appearances: 1 tapes or films per package, minimum $1.00 for each package to cover handling charges. Forward remittances separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner’s risk. BROADCASTING assumes no liability or responsibility for custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio Help Wanted

Tampa-St. Petersburg, WWBA-AM & FM, the bay area’s service of beautiful music, requires 1 acct. exec. This is a mid-size market. If you are the best salesman in your market, and want to work in a beautiful warm climate, please send resume with recent picture, including your billing and income statement to: Manager, WWBA-AM & FM, 2875 22nd Ave., St. Petersburg, Florida 33733.

Equipment sales—CASA Electronics, the industries largest, independent manufacturer of AM and FM broadcast equipment, has immediate vacancies for several sales oriented personnel 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. This is the largest independent manufacturer of AM and FM broadcast equipment. Contact Mr. Berman Wise, President CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Sales continued

Announcers

Swinging soul jock for major midwest market. Must be tight, modern and have knowledge of music. Production capability a must. Send resume, picture and salary requirements to Box J-121, BROADCASTING.

Talk man—one of nation’s leading all-talk news stations in major market has open for experienced talk man. Send resume, picture and salary potential. Send resume, air check and photo to Box J-174, BROADCASTING.

Successful, single east coast needs sales announcer. Will train for sales. Box J-204, BROADCASTING.

Early morning or mid-morning man with young adult appeal. Experience in music directing, programming and handling of DJ’s, Tennessee. Send resume and tape immediately. Box K-10, BROADCASTING.

Looking for experienced announcer with PD ability, Florida, send tape & photo write Box K-18, BROADCASTING.

If you’re an experienced announcer-sportscaster interested in joining the listening-disadvantaged Ohio AM-FM station, send complete resume to Box K-31, BROADCASTING.

Stalling new AM northern New Jersey. Write starting experience and salary required. Box K-25, BROADCASTING.

Full time rockker, medium size eastern market requires a disciplined jock with tough delivery. 1st phone required. But don’t lose it be a crutch for no talent. Write Box K-47, BROADCASTING.

Chief announcer, public radio station. Duties to include a 3-4 hour a.m. shift daily, announcer scheduling, assisting in training of student announcers, some production. B.A., minimum 3 years experience required. Salary $16,500—$20,000 to start, depending on qualifications and experience. Send audition tape, resume with first letter. Contact: WJCT, KCMW-FM, Central Missouri State College, Warrensburg, Missouri 64093. Phone 816-747-9151.

Experienced 1st (Mexican/American-preferred) announcer for Spanish radio KOXR in Oxnard, serving Ventura and Santa Barbara counties in California. Excellent opportunity. Bringing local music and working conditions. Part of large broadcast group for added benefits. Salary and fringe benefits. Send resume to: W. E. Brown, Box 13, Oxnard, Calif. 93030.

Combination DJ/entertainer. Must have good knowledge of MOR music. We have a unique MOR format for an entertainer. Send tape and resume including salary requirements to: WACK Radio, P.O. Box 1967, Birmingham, Alabama 35201.

Attention Michigan, Ohio, Indiana. K1 rated Kalamazoo station needs experienced top-40 jock. Send resume, tape and interview expenses to: Larry Knight, WWY, Kalamazoo, Michigan 49001.

Announcers continued

Norne, Alaska 10 KX. Need I experienced announcer and 1 newcomer to replace volunteers finishing their yearly tour of duty on educational radio venture. Men with ideals, audience, ethnic specialty, and understanding of small villages. All new Collums equipment. Non-Massachusetts applicants flee. Fax resume and references. Send resume and photo, at once to: Jim Poole, S., Box 101, Nome, Alaska 99702. Prefer 1st class license. 3rd class with broadcast endorsement required. All varieties of popular music format with educational background, broadcast 7 AM to 11 PM. One hour of religious programulation sponsored by Catholic Bishop of Northern Alaska.

Technical

Somewhere there is a chief engineer with experience in AM/FM stereo STL who announces and does some sports play-by-play. Good pay, security, an equal opportunity employer, benefits, or custome. Traffic free southwest. Write all details, picture, tape, experience, etc. To: Jim Poole, S., Box 1156, BROADCASTING.

Radio chief engineer wanted—if you are experienced in directional antenna systems, solid state, two way communication and have designed the ground floor in building a highly sophisticated new studio complex we have a position open. Salary of five figures awaits the right man. Send resume, tape and references to: Mr. Berman Wise, President CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Chief engineer—engineering, only-northeast gulfs AM directional—must be strong—studio man, company benefits. Complete resume and references first letter. Box J-248, BROADCASTING.

Radio chief engineer wanted—if you are experienced in directional antenna systems, solid state, two way communication and have designed the ground floor in building a highly sophisticated new studio complex we have a position open. Salary of five figures awaits the right man. Send resume, tape and references to: Mr. Berman Wise, President CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Chief engineer—immediate opening. 5000w DA-N located in Jacksonville, Florida. New equipment and auxiliary systems. Recently completed a new, multi-building and transmitting facility. Opportunity to assist in the construction to this building located at our transmitter site for greater operating efficiency. We offer top pay and many fringe benefits. Send resume to: R. T. Oldenberg, P.O. Box 240, Jacksonville, Florida 32205 or call 904-388-0766.

Field Service and transmitter testing: CCA Electronics has immediate openings for experienced AM/FM radio technicians, preferably chief engineers, who are familiar with the technical phases of an AM/FM station operation. Experience, a must. Possess a thorough understanding of its total service to the broadcast industry and requires competent technical people in our service departments. Excellent opportunity. Please send your resume and employment history to: Bernard Wise, President, CCA Electronics, 716 York 716 Jury Avenue, Gloucester City, N.J. 08030.

News

Newsmen who enjoy digging and reporting local news in Midwest. Station located in pleasant and good family area. Must have voice and authoritative delivery. If you qualify, equal opportunity employer, male/female. Send tape and resume to: Dave Beck, Operations Manager, WCCO, Minneapolis, Minnesota 55402.

Local news reporter—we want a good voice and ambitious staff. Staff of four newsmen. Florida resort, NBC-MOR chain. Airmail tape and resume to Dave Beck, Operations Manager, WCCO, Minneapolis, Minnesota 55402.

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirmation plus given letter prior to deadline.

Wanted 30¢ per word—$2.00 minimum.

Situations Wanted 25¢ per word—$2.00 minimum.

All other classifieds 35¢ per word—$4.00 minimum. Add $1.00 for Box Number and reply service (each ad), per issue.
Announcers continued:

Radio school graduate (United in Florida) 6 months hard, practical experience in classroom plus part-time all-skill experience. All formats. Box J-336, BROADCASTING.

Weekends, part-time availability. 5 years experience in music-news-talk-show talk host. Attending Emerson College Radio School. Box K-11, BROADCASTING.


Experienced NYC metro part-timer seeks full time DJ position in top 40 stations. Will move, $1,200,000 am, sports. Tape now, also am so am 11. Box K-14, BROADCASTING.

Will to trade low salary for experience. Degree in broadcast journalism news bureau background; 3rd party furnished. Desire news or sports. Box K-19, BROADCASTING.

Experienced soul PO looking for major market station. Box K-23, BROADCASTING.

1st phone—contemporary jock, news background, strong on production, four years experience, masters degree. Box K-27, BROADCASTING.

Attention—southern Utah—LA. Pro will manage, P.D., or do TV—First phone. Box K-28, BROADCASTING.

First phone announcer with five years experience desires change to C&W or MOR market. Midwest looking for major market. East coast area. References. Box K-33, BROADCASTING.

Fact: To have good business you need people. Six years of broadcasting experience, ready to work for you. Box K-44, BROADCASTING.

Self starter, first, maint., production, remotes, seven years. Box K-46, BROADCASTING.

Professional jock wishes work in Michigan. Dependable, family experienced, small medium and large markets. Write Box K-49, BROADCASTING.

First ticket, 2 years, tight pro sound, MOR, C&W, or contemporary. Young and dynamic. Box K-50, BROADCASTING.

Announcer—DJ. Can “turn on the heavy” and operate tight board. Will relocate. (212) 434-4651 or Box K-53, BROADCASTING.

Sex...thanks for your attention Michigan, Northeast, DJ, copy production. Experienced, 3rd, good valued. [phone number removed]

Progressive cat needs work/can’t come free! 1st phone/ 7 years radio, all phases. Contact Lester, 903, Fox, Clifton, New Jersey. Graduated. Contact A/Y for position 3 years, 29. First ticket. Box J-227, BROADCASTING.

Creative young radio manager looking for challenge and opportunity. Major market group experience, skilled all phases, solid record. Ready to help build your success. Years of experience and profits. Contact Box K-15, BROADCASTING.

Thoroughly experienced manager/salesman offers experience fourteen years experience to station offering future growth opportunity. Currently Maryland, Box K-21, BROADCASTING.

Progressive or contemporary programming challenge wanted, experienced. 317-362-9777.

Radio announcer

Strong radio salesman. Inside and outside station experience. $200 per week plus opportunity to grow. Service completed and ready for challenge. Contact Mike Hassan, 518-532-0256 or 21 Mitchell Avenue, Centralia, Illinois 62801.

Programing, Production, Others

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

Combination “oldies” lock/sportscaster, third experience desirable. Box J-420, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-137, BROADCASTING.

Graduate top NYC broadcasting school—professionally trained—will locate anywhere in the U.S., tight board—authoritative news/sales oriented—third experience. Box J-146, BROADCASTING.

Competent, personable announcer with music/director background looking for a progressive station. Single/families preferred, third phone... Box J-210, BROADCASTING.

Major market FM drive contemp.; music personality. Amusing, tight, and looking. All replies confidential. Box J-214, BROADCASTING.

DJ newscaster, salesmen, experienced, dependable, creative, versatile, right board, third endorsed. Looking for top 40 in rock know all oldies but goodie. Box J-123, BROADCASTING.

DJ newscaster, salesmen, experienced, dependable, creative, versatile, right board, third endorsed. Looking for top 40 in rock know all oldies but goodie. Box J-123, BROADCASTING.

Talk-show host, sports, play-by-play, news, variety. Many years experience. Major markets and personal interview preferred. Presently employed: Box J-232, BROADCASTING.

Versatile announcer, any format, currently employed, with first phone. Young but draft free. Box J-233, BROADCASTING.

Soul jock. Looking for my second job and more responsibility. Can move by October. Box J-234, BROADCASTING.

Working at progressive rock (AM/FM) looking to move up. All offers accepted. Box J-253, BROADCASTING.

Announcers continued:

First phone in northern Ohio medium market MOR. Young; married; experienced. Good production and news. Locate East of the Mississippi. Prefer Atlantic Coast. Call Randy in Cleveland 216-997-7768.


Announcer/program director desires position with classical or middle-of-the-road station. Six years experience in classical or syndicated program. Will send resume on request. Write Barry L. Williams, P.O. Box 186, Portsmouth, Virginia.

Technical

Chief engineer, now with 50 kw FM stereo in NYC wants to move anywhere—superior—will work anywhere. Will consider any northeast, and would like exposure in AM, FM, TV, any degree, first phone, and over 10 years experience in FM, audio and electronics. Box J-222, BROADCASTING.

Experienced looking for station who desires full time quality maintenance. No announcings. Box K-5, BROADCASTING.

Experienced communications engineer wants position with station in Southeastern Ohio area. Prefer chief engineer at smaller, well managed station but will consider other positions. Have AM, FM, SCA, TV experience plus more. 1st class license; college or training. Box K-135, BROADCASTING.

Southwest—Chief engineer or group director. Broad background in AM-FM operation and technical management. Also TV if something similar. Box K-38, BROADCASTING.

Maintenance engineer seeking non-directional AM, FM. Immediate. 703-463-2470 or Box K-55, BROADCASTING.

Highly experienced engineer-announcer. References. Good credit. 918-932-4083.

News

Top-notch news hawk for hire; Young, dynamic and aggressive. Box J-218, BROADCASTING.

Newsmen with major market all-news background looking for station or major or major medium market news operation. Top-notch writer, editor, production, board man, can go anywhere. Will consider any position but will consider all replies. Box J-229, BROADCASTING.

Reporter, NYC, 4 years major market experience in news; production. Will relocate or free lance. Box K-9, BROADCASTING.

California newsmen, 10 years, 2 years CATV origination experience, seeks challenge in California medium market. Box K-16, BROADCASTING.

Newsroo, experienced reporter, features, radio production, film, journalism. Seeks position on news staff at information communication station. Box K-56, BROADCASTING, or 319-351-2078.


A good voice is important. But the ability to dig for and write the news is even more important, right? I have two years local news. Also strong, play-by-play. First phone. Excellent references. Box J-209, BROADCASTING.

Programing, Production, Others

Large market experience in sales, copy, promotion and board. B.A. in English. 3rd endorsed. Desire position in any or all of above in any Vir- ginia medium market. All offers considered. Box J-209, BROADCASTING.

Programming, Production, Others

Country music programming expert. Currently large market. Looking for interesting, challenging opportunity. Box J-231, BROADCASTING.


Educational director with Norman Vincent Peale on the brain seeking employment with communications outfit. Educators, commercials, cables, production houses, contact immediately. I'm going places, are you? Can you get a room till you write. Box K-23, BROADCASTING.

Recent college graduate seeks position in small market station. Two years experience on college station, both in programming and management. Third phone will travel. Mike Sokolski, 5051 Newport, Chicago, Ill. 60641.

I need a station who needs a production, news, copy and/or sales minded person on the go. Professionally trained ready to start now and guarantee one year of dedicated radio. Allen Datee, 801 North Loara #165, Anaheim, Calif. 92801.


Program director-independent in major market. Responsible for production, music, audibility. We have the tools, now we need a great promotion man. Send resume to Box J-226, BROADCASTING.

Program director with technical aptitude and creativity for VHF in Texas Gulf Coast city. Box J-243, BROADCASTING.

Wanted—Experienced producer for northeast major market net affiliated news operation—Need a young, aggressive self-starter to handle a half-hour newscast. Abilities you have are phases of production a must. A top opportunity for the right background opportunity employer. Box K-29, BROADCASTING.

Television Situation Wanted

Washington. Live director of network newscast. box J-96, BROADCASTING.

Top program manager. 8 years experience in all phases of TV programming. Also interested in management positions in other media. Box J-231, BROADCASTING.

Top program director. Five years experience in all phases of TV programming. Will relocate immediately with any offer. Box J-235, BROADCASTING.

Television Situations Wanted

Production, Engineering, Country Music. 5 years network experience, currently working with ABC. Box K-27, BROADCASTING.

Television Situations Wanted continued

Program, Production, Others

Program director/independent in major market. Responsible for production, music, audibility. We have the tools, now we need a great promotion man. Send resume to Box J-226, BROADCASTING.

Director with technical aptitude and creativity for VHF in Texas Gulf Coast city. Box J-243, BROADCASTING.

Wanted—Experienced producer for northeast major market net affiliated news operation—Need a young, aggressive self-starter to handle a half-hour newscast. Abilities you have are phases of production a must. A top opportunity for the right background opportunity employer. Box K-29, BROADCASTING.

Television Situations Wanted Management

Dedicated professional. Program/operations manager. 11 years large market TV. Drifter. Two employers—9 and 2 years. Strong in programming, administrative leadership, film buying, community involvement and service. Seeks medium to small station with goals, commitments and professional pride that does? Personable, young, creative, professional experienced television meteorologist available with new ideas for top flight visual weather. Box K-24, BROADCASTING.

Author, objective discussion host, news analyst, anchorman, editor. Late 30's. Eye patch. Emmy, heavy background. Negotiable $11,000. Start now. VTR available. (312) 644-6770 or Box K-39, BROADCASTING.

Highly qualified sports director able to prepare network quality programs. Strong air work—strong film and editing. Contact immediately, Box 3564, Orlando, Florida 32803.

Wish that will shine above others. Want one that shines. Send resume to Box J-97, BROADCASTING.

News

Complete news/sports reporter with top 3 background. Family man, 32, will relocate anywhere. Call (312) 325-1358, or write Box J-235, BROADCASTING.

Wheatshack that will shine above others. Want one that shines. Send resume to Box J-97, BROADCASTING.

Mass communications graduate (Wisconsin), twenty-five, married. Did news oriented radio talk shows, three years, managed a's, sold news. Seeks TV news or related. Available now. Box K-33, BROADCASTING.

Outfit, objective discussion host, news analyst, anchorman, editor. Late 30's. Eye patch. Emmy, heavy background. Negotiable $11,000. Start now. VTR available. (312) 644-6770 or Box K-39, BROADCASTING.

Highly qualified sports director able to prepare network quality programs. Strong air work—strong film and editing. Contact immediately, Box 3564, Orlando, Florida 32803.

All day no day, radio newsman (4-years) with experience in reporting, airing, writing news; inter view programs, mobile reports, documentaries, investigative reporting. Any medium market TV or major market radio. B.S., family, hard worker. Phone: 516-743-4222.

TV weatherman. AMS professional with informative and interesting program seeks new opportunity. 312-234-3781.

Enthusiastic, contemporary approach to sports broadcast. Former football and basketball sports back ground. 6 yrs. sports, news, dj interviews. Degree, first phone, woven/digital film, ambition. For VTR call Ken Kelly, 515-279-6200.

News photogapher . . . experience in medium market. BJ, resume and reel on request. (301) 4020 Evans, Independence, Mo. 64003, 816/441/1717.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 turquoise St., Laredo, Texas 78040.

For Sale Equipment

Hallicrafters. Large stock-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94603. Phone (415) 839-3527.


Carrington reconditioned and reloaded with Scotch 156. Like new at half the price. $40 1956, 956, 70 seconds . . . more, plus major parts. We pay return shipping. Also 1964, 1965, 200, and any where on new Fidelictos and all numbers of 3M tape and eight-track tape equipment. Reasonable price. Box 455, Fort Lauderdale, Fla. 33346.

Top-class Triple-threat news anchor. 30's. Holds all necessary. Experienced in all fields. Excellent anchor. Excellent red coater. Excellent contacts. Local 1016 Broad St., Bridgeport, Conn. 06603 or call evenings 203-376-9242.

For Sale—One General Electric twelve bay broadcasting antenna, Model 4710440Y, 7' x 21' overall. Excellent condition. For $15,000. Contact Glenn Cellison, Director, KTVU, 156. Like new at half the price. $40 1956, 956, 70 seconds . . . more, plus major parts. We pay return shipping. Also 1964, 1965, 200, and any where on new Fidelictos and all numbers of 3M tape and eight-track tape equipment. Reasonable price. Box 455, Fort Lauderdale, Fla. 33346.

Fairly new 1062A rat transmitter. Good condition. For $1250. Contact Sidwell, 609-456-1716, CCA Electronics, N.J.

MK-11-5 OHM Gas Filled Line. Complete with "W" connectors; equipped for pressurization Brand New, Price $250.00. Write Box 215A 156. Like new at half the price. $40 1956, 956, 70 seconds . . . more, plus major parts. We pay return shipping. Also 1964, 1965, 200, and any where on new Fidelictos and all numbers of 3M tape and eight-track tape equipment. Reasonable price. Box 455, Fort Lauderdale, Fla. 33346.


For Sale: Two 500W AM transmitters available 60 to 90 days. One three years old, priced at $3,500. Equipment furnished. Call Gates Radio, Box 215A, 156. Like new at half the price. $40 1956, 956, 70 seconds . . . more, plus major parts. We pay return shipping. Also 1964, 1965, 200, and any where on new Fidelictos and all numbers of 3M tape and eight-track tape equipment. Reasonable price. Box 455, Fort Lauderdale, Fla. 33346.

KTC-250A Transmitter with power and accessories. For Sale. The transmitter is in perfect condition, new in and out. Only $1650. Contact Robert Sidwell, 609-456-1716, CCA Electronics, N.J.

Century 315 SWK transmitter in good operating condition, $3,500.00. Contact Glenn Callison, Director of Engineering, The Fidelity Co., 1711 Eshom, Dallas, Texas (214) 742-9311.

Automation system, Continental prolog 100; good condition; available now. Box K-9, BROADCASTING.

Miscellaneous equipment GR 916A rf bridge, $295, HP 3308 distortion analyzer, fine for AM audio proofs, $295; Stiddard NM-20B filter intensity meter, 150Hz—20 kHz, $500, Box K-1, BROADCASTING.

Two Ampex halfrack 450 playbacks, spare head assembly, rack. Best offer. Phone Freedberg, WHOM 214-346-3000.


FOR SALE Equipment continued

**INSTRUCTIONS**

**Help Wanted**

NEW MEXICO IS A GOOD PLACE TO BE!

Openings for DJ’s, salesmen, engineers, newsroom and combos in small to medium size markets. Applicants from all states preferred. Send tape, typed resume and recent salary history. New Mexico Broadcasters Association, 120 Atrisco Drive NE, Albuquerque, NM 87106.

**Help Wanted Sales**

Radio Station Representative

wants effective salesman with good potential. Salary open. Bonus. Growth situation. Contact:

Grant Webb

915 Main Avenue

New York, N.Y. 10002

Phone: 212-488-7550

**TECHNICAL**

**BROADCAST AUTOMATION SPECIALIST**

We're Looking For An Innovator!

We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in creative utilization of broadcast automation systems. You will have an opportunity to lead and demonstrate for Group Research and to support the field sales force by preparing bids and quotations for program automation equipment.

We require a broad knowledge of radio station technical and programming operations and current major market automation experience. Salary is fully commensurate with background and responsibilities plus a full range of benefits including insurance. We are an equal opportunity employer. For further information, send your resume, in confidence, to OR CALL: Robert T. Fluett, Assistant Personnel Manager

GATES RADIO COMPANY

A Division of Harris-Intertype Corporation

123 Hampshire St., Quentin, Ill. 60020

An Equal Opportunity Employer (m/f)

CALL: 212-488-7550

**Management**

**MANAGER/INVESTOR**

Your opportunity to advance professionally with an experienced, invest and manage stereo FM in major northeastern market. For details please call 415-362-6958 or 201-837-2726.

**Help Wanted**

NATIONALLY ORIENTED REP SALESMAN TO MANAGE NEW YORK ORCHE for Regional Radio Stations.

Investment possibility with excellent future. Write in confidence:

BOX 1-218, BROADCASTING
Telemation is Lyle Keys's most important product
given to brief, direct sentences and to no-nonsense assessments of the things that affect his company. And where "TV" is concerned, his assessment is that the word applies wherever there is a market for what he enjoys doing.

When he first learned electrical engineering—in the Navy during World War II—there was nothing on the market called "television." He first became associated with the industry in 1950 when he joined the Philco Corp. as an engineer. He left Philco and the title microwave project engineer there in 1953 to go with the Allen B. DuMont Laboratories as sales engineer. Later, he teamed with other DuMont marketing personnel to establish Visual Electronics Corp. And, although his background includes a stint as engineering director of KUTV(TV) Salt Lake City, it was not in broadcast that Lyle Keys's company got its start in the early sixties. It was in cable.

After two years of running a strictly distribution business that later matured into Telemation's sales arm, Mr. Keys entered the field of cable products in 1963 with "Weather Channel," for automatic presentation of time, weather, and public-service or advertising announcements. Telemation continued to manufacture specialized products for cable while moving into closed-circuit, institutional and—chronologically the latest—commercial television.

Right now, ironically, it is in broadcast that Mr. Keys's company is making its most rapid strides forward. Because of the uncertain Washington situation, he says, "cable is not growing today—except in the amount of column space it gets in publications." (He expects that situation to change dramatically—but only after the FCC nails down new rules that permit cable to grow.)

Telemation moved into broadcasting in a big way late in the sixties with the introduction of a color camera, and the company is also heavily engaged in producing less conspicuous but vital staples of the broadcast art—synchronizing systems, electronic titling devices, and video testing and switching products, for example.

Looking ahead, Mr. Keys views the technical problems of the next several years as questions of refinement rather than dramatic breakthrough—in areas such as automation and the quality of color transmissions. On the latter subject, he laments, "we're miles and miles behind the Europeans. They started later than we did, but they seem to pay more attention to their technical problems than we do."

As for cable, Mr. Keys adopts the posture of friendly critic. He has close ties with the industry, but he worries about what he regards as a past tendency among industry leaders toward rhetorical overkill. "Cable leaders," he says, "have taken to talking about lots of pie-in-the-sky ideas as if they were a fait accompli," he says. He singles out two-way communication as an innovation that, while promising, has been oversold for the near term.

He is as convinced that cable will grow, however, as he is of long-term health of all other phases of that multi-headed, prosperous entity he calls "TV." The prospect pleases him: wherever there is television, there is a market for the mushrooming operation headed by Lyle Keys.


As Calvin Coolidge did not say but might have, the business of business is business. The paths that take modern corporate managers to the top—sales, marketing, finance, law—often have less to do with specific products and services than with process itself; business acumen has become a gift that transcends product categories. Aside from those few atavistic souls who sell old books or roll their own cigars, does anybody in this age of the conglomerate run a business out of sheer affection for the product?

Well, yes; business hasn't grown quite that large. Still, it is becoming more difficult to find people like Lyle Keys. As president of Telemation Inc., which manufactures and distributes television hardware, he has led the company from modest beginnings in Salt Lake City— not exactly the industrial hub of the Western Hemisphere—to its present status as an international firm that makes over 130 products. Yet Mr. Keys—a 46-year-old Montana native who took his degree in electrical engineering and has remained in that field for over 20 years—is not about to diversify into lipstick and earth-moving equipment. Personally and professionally, he is oriented toward the kinds of products Telemation now makes and distributes.

"My principal value to the company," he says, "is in the area of product. I'm still deeply involved in it from a conceptual standpoint. In marketing, finance and other areas, I'm involved to a much lesser degree."

As president of Telemation, he heads a company with 21 domestic and two overseas sales offices, as well as the corporate headquarters and manufacturing facilities in Salt Lake City. Undeniably, though, television products are his first concern.

They will also be the heart of Telemation's future activity. The company does have two software subsidiaries—Telemation Productions Inc., Chicago, serving industrial and educational clients; and Telemation Program Services Inc., a film-procurement firm for cable systems—but they represent a limited, focused kind of diversification. As Mr. Keys puts it: "We're philosophically committed to confine our activities within the TV industry—to anything and everything involving TV except the consumer end of the business."

When Lyle Keys says "TV," his definition is far broader than the one heard in political circles, where factional squabbles are an everyday occurrence; it is, in fact, as broad as the market—broadcast, cable, closed circuit, instructional, and whatever may emerge next week. A black-haired, deeply tanned man who in smiling moments resembles a younger, smoother and considerably quieter Ernest Borgnine, Mr. Keys is
Remaking the FCC

For years there was a standing joke about the kind of appointment a President would be obliged to make to the FCC to satisfy all vocal minorities. The choice would have to be a politically independent black female of the Jewish faith.

The Nixon administration's solution to the personnel problem of today's FCC, which is beginning to resemble a revolving door, is taking shape. There seem to be more pluses than minuses.

There is a woman in the case, Representative Charlotte Reid (R.-II.), who takes over from an interim Republican, Thomas Houser. Mr. Houser's record, from the free-enterprise broadcasters' view, has been anything but favorable. He seems to be locked to the common-carrier concept, undoubtedly stemming from his background as a legal specialist in railroads. Mrs. Reid has an excellent middle-of-the-road congressional record and a background in broadcasting as a performer. Person for person, this is a plus.

The FCC loses a forceful figure in the imminent departure of Commissioner Robert Wells for a Republican run for the governorship of his native Kansas or, absent that, a return to the business of broadcasting. The White House has more than hinted that his successor will be the FCC's general counsel, Richard Wiley. Promotions based on merit are to be applauded. The woods are full of devout party members who are looking for political plums like the FCC's $38,000 per annum.

The fact that the administration has in mind the replacement of a Republican broadcaster-commissioner by a young lawyer who has won the respect of his peers betokens a regard for efficiency and balance rather than patronage.

Bound to be the most controversial appointment will be that of a successor to Commissioner Robert T. Bartley, Texas Democrat who will retire next June 30 after a decade. The commitment is for appointment of a black. Because not more than four members may be of the same political party, the Bartley successor must be a Democrat or an independent.

The best man for the position probably will be a reluctant candidate who will need to be goaded. The first black on the FCC should be neither a professional militant nor an Uncle Tom. Whether lawyer, engineer, businessman or whatever, he should have credentials that are applied to others who serve on important regulatory agencies.

One is enough

If the success of an organization depends upon the people who compose and run it, the new National Advertising Review Board must be counted a potential winner. As a glance at the roster printed elsewhere in this issue will show, its 50 members, headed by this country's former UN ambassador, Charles W. Yost, include advertiser and agency executives of recognized professionalism and integrity.

As to the 10 members who have been appointed to represent the public on the board, we have no reason to question their selection, although two of them in times past have been discussed with less than total approbation on this page. LeRoy Collins, when president of the National Association of Broadcasters, often represented a constituency of one—himself. Ken Cox, while on the FCC, invariably opposed the bigs in the name of defending the little. even when sizes were irrelevant to vistas at hand. We are willing to hope both will work from larger vistas in their new assignment.

With the new board in operation, success will also depend on the whole advertising fraternity, first in creating and approving advertising that is as free of taint as it can be made and then, if challenged, in either accepting the board's final verdict or, if unpersuaded by the board, having the courage to test its verdict before the Federal Trade Commission or another federal agency.

The last point—the board's referral of unresolved cases to an appropriate governmental agency—may be the main strength and main flaw in the entire apparatus. In the current Washington climate, how many advertisers are apt to expect more lenient treatment from government than they got from their peers? No matter how right they believe themselves to be? No matter how right they may in fact be?

The board faces a monumental task. Formed in a period of rising consumer complaints to fend off harsher government regulation by providing more efficient self-regulation, it almost certainly will attract even more consumer complaints, simply by being there. Experience under broadcasting's own codes, the only ones of their kind in all advertising, amply justifies that dismal prediction.

There is no suggestion that broadcasting's codes, as currently constituted, will be affected in any way. The National Advertising Review Board will operate after the advertising has run and the complaints have come in, and, at least at the outset, will deal only with charges of falsity and deception. Broadcasting's codes, of course, attempt to screen out objectionable advertising before it runs and deal in many areas—from taste to volume and frequency.

It is strange, as we have said before, that the broadcast media must—or choose to—operate under far stricter standards than those for advertising generally. TV and radio advertising will of course be subject, like all the rest, to NARB review upon complaint. So it, unlike other advertising, will be subject to strict review fore and aft.

This may be, as some say, a price that broadcasters and their advertisers are to pay because broadcast advertising has higher visibility and greater impact, or because television in particular, already under attack on all fronts, would bring down new wrath if it relaxed its own standards. But if the inequity cannot be cured, it certainly need not be compounded by further expansion of TV-radio code activities. The new NARB seems fully competent, and in broadcasting it starts with a base that is already well established.
Situations Wanted
Management

17 years experience. Currently with major in top 3 markets. Want managerial position with programming and sales challenge. All offers considered and answered in strictest confidence.

BOX K-6, BROADCASTING

Situations Wanted Announcers

* 815-645-2268 *

For one of the next TALK Personelities in America. Just left #2 rated show in Top 15 market—30.5. Adults & 55.7 18 to 34 demo + 100%. Call or write Box K-30, Broadcasting.

Programming, Production, Others

*************** AUDIO ARTIST ***************

Available for the right position. Experience: Program Director; Music Director; 4 years as announcer; musicologist; Production, Public Affairs, News. B.A.—Mass Communications. Tape and resume available.

Bill Davis
2445 S. Colorado Blvd. #333
Denver, Colorado 80222
(303) 787-1388

Situations Wanted Management

*********************** EXECUTIVE ***********************

We have a very interesting and unique opportunity for a bright, ambitious television broadcaster willing to invest his station experience in the fast growing "Executive Search" business. Candidates should be under 35 years of age with sales background and the ability to work on a highly confidential basis with top level broadcast executives. Starting salary $18,000-$24,000 depending on experience with opportunity to earn $40,000 third year. Call:

Ron Curtis,
Nationwide Broadcast Personnel
in Chicago—312-337-5318

Sales

CHICAGO SALES

Network owned Chicago television station. List worth $30,000. Prefer medium market sales experience. Rush detailed resume to General Sales Manager,

BOX K-2, BROADCASTING

Technical

VTR Operator

Immediate NY opening video & vtr operator/ maintenance man Ampex 1200 83 vtrs & Ampex BC 230 color cameras. Great copy with young company specializing in computer animation. $8-$17,000 yearly depending upon experience. Please contact:

BOX K-12, BROADCASTING

Technical continued

CATV GROUP OPERATION needs experienced Chief Engineer whose capabilities include mapping, construction, maintenance and technical know-how. Excellent opportunity. Rush all information.

BOX K-45, BROADCASTING

News

ASSISTANT NEWS DIRECTOR

For Major Top Ten Midwest market television network affiliated station to run operation. We have a must challenging opportunity for a dedicated aggressive newsman.

Minimum five years experience in broadcast journalism and/or print.

Position equivalent to city editor and requires mature, responsible judgment and administration.

Must be a college graduate, prefer journalism major.

Send references and samples of work required to:

Box K-57, Broadcasting
An Equal Opportunity Employer

Situations Wanted 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 fortune? 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.

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1653 No. Cherokee, Hollywood, Cal.
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(Continued from page 52)
none after) to Anthony D. Cohen Jr. (331/2% before, 100% after). Consideration: $33,778.66. Mr. Cohen is general manager and director of WNGC and WCTM and has interest in Motivational Musics Inc., which provides background music and services for stores and offices. Action Sept. 16.


- KWIN(AM) Ashland, Ore.—Broadcast Bureau granted assignment of license from Rogue Valley Broadcasters Inc. in C&W Broadcasters Inc. for $100,000. Sellers: W. Henry Peck, chief executive, et al. Buyer: Michael M. Lorch (25%), president; Walter A. Graff (25%), secretary-treasurer; Thomas C. Howser (25%), vice president, and Ernest L. McKie (25%), director. Messrs. Lorch and Graff were formerly employed by KSHAA(AM) Medford, Ore., as manager and salesman respectively. Mr. Howser is attorney. Mr. McKie is high school basketball coach. Action Sept. 7.

- WNNR(FM) Neweh-Menasha, Wis.—Broadcast Bureau granted assignment of license from Jerry J. Collins to Midwest Communications Inc. for $55,000. Seller: Jerry J. Collins, sole owner. Buyer: Duay E. Wright Jr. (77%), president; Roger D. Morrison (18%), and Elroy W. Sellin (5%), vice president. Mr. Wright is owner of WRIG-AM-FM Wausau, Wis. Mr. Morrison is franchise of weight reducing concern. Mr. Sellin is sales manager and Kalerman at WRIG-AM-FM. Action Sept. 7.

CATV
Final actions

- Allentown-Bethlehem, Pa.—FCC granted petition by Twin County Tran Video Inc., operator of CATV in Allentown-Bethlehem-Pa. market, for waiver of hearing requirements of rules, and for authority to add and carry additional signals and extend its area of service. Action Sept. 24.

- Newport, News, Va.—FCC granted stay to Hampton Roads Cablevision Co., operator of 12-channel system at Newport News, until Oct. 7, to comply with order directing it to stop carrying signals of Richmond stations WDVR-TV and WBT(TV), and Richmond-Petersburg station WXXW-TV, in violation of the mandatory stay provisions of rules. Action Sept. 27.

Cable actions elsewhere
The following are activities in community-antenna television reported to Broadcasting through Sept. 28. Reports include applications for permission to install and operate CATV’s, changes in franchise fees and franchise grants. Franchise grants are shown in italics.

- Seneca, Ill.—Kraus Electronic Systems of Joliet has been construction.
- Long Beach, N.J.—Island Cable Co. has applied to the board of commissioners for a 20-year franchise.
- Ithaca, N.Y.—Common council has granted a monthly rate increase from $4 to $4.50 to Cercrafe Television Corp. The increase becomes effective Jan. 1, 1973.
- Scheectady, N.Y.—City council has received a franchise application from Athena Communications Corp. (multiple-CATV owner). New York.
- Akron, Ohio—City council has received franchise application from Coastal Communications Inc. (multiple-CATV owner). Saratoga, Fla.
- Kent, Ohio—Portage Teleman Co. has applied to city council for a franchise.

58 FOR THE RECORD
Our First

1,000,000*

WCBS/FM Stereo 101's steady and consistently increasing audience has just passed the million listener mark for the first time.

*To be exact, 1,019,700 Cume Persons, Age 12+, TSA, Total Week, ARB'S July/August 1971 Radio Market Report.

**These data estimates subject to qualifications which WCBS/FM RESEARCH will supply on request.
KTVU is the only television station in the San Francisco Bay Area to have its own news bureau in the Nation's Capitol.

Tom Frawley, Hal Cessna, and their staff keep Northern California viewers well informed on the Washington scene with film reports almost daily. Every week, Tom and Hal compile a half-hour report...OUR MEN IN THE CAPITOL...which brings Northern California congressmen in touch with their constituents on current issues.

Having our own Washington News Bureau is just another example of the KTVU commitment to the community it serves. From the reaction we get...Bay Area citizens think it's a CAPITOL idea.