Bolt from the blue: Whitehead offers broadcasting bill of rights
Macdonald political spending version carries day in House Commerce
Public broadcasting tangles with FBI, comes up with major cause celebre
Burch tries his hand at putting Humpty Dumpty together again in cable
"Speak softly and carry a big stick—You will go far."

We took Teddy's advice to heart. We at Channel 7 built the biggest VHF "stick" in Ohio. Our 1096 foot tall antenna reaches a much larger audience than our competitors, 26% more than Station A and 91% more than Station B in Weekly Cume households.*

Our extra signal reach is evident from a quick look at our coverage map, yet all that bonus coverage usually costs no more than others ask to cover Dayton metro alone.

When you want to reach the total Dayton market, use our big stick to get their attention.

A reflection of Dayton

WHIO Television

*Source: NSI Weekly Cume Audience, 7 A.M.-1 A.M.—Sun.-Sat., Feb./Mar. 71

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
FEATURE HOUSE
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Nothing beats first love. Which is why, come what may, viewers still love the original Lucy most. Keep this devotion going for you.

Viacom Enterprises
A DIVISION OF VIACOM INTERNATIONAL INC

Source: ARB Syndicated Program Analysis Report, Feb-Mar '71. Subject to qualifications available on request.
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WEEKLY PROFILE

BROADCASTING, Oct. 11, 1971
We telecast the news to 3½ million strangers as if we were talking to one friend.

For years the classic newscaster was an inanimate object. An automaton that's programmed to go off at 6:00 and 11:00 PM each night with the day's happenings.

We at the ABC Owned Television Stations however, think there's something a lot more likeable for our newsmen to be: Themselves. The result is a newscast that is not only accurate and authoritative, it's also warm and human.

The response to this new way of telecasting the news wasn't just unusual. It was astonishing.

The ABC Owned Television Stations have been picking up new viewers for their news shows by the thousands. In New York and Chicago, our Eyewitness News (early and late combined) is first in men and women 18 to 49.* In San Francisco, our late news delivers more homes and adults 18 to 49 than anyone else.* And including Los Angeles and Detroit, our five stations together have added more than 700,000 adults since May 1970.* At last count there were 3½ million viewers choosing us for news.*

It looks like that one friend that we talk to has won us a lot of friends.

ABC Owned Television Stations

Fast relief
Lost in excitement provoked by daring proposals of Clay T. Whitehead, director of President's Office of Telecommunications Policy, to liberalize all broadcast regulation (see story, page I4; editorial, page 72) is prospect of swift action by FCC to "de-regulate" radio. That's only major part of Whitehead plan that can be put into action without extensive legislation.

In disclosing plan, Mr. Whitehead said he had suggested to FCC Chairman Dean Burch that FCC and OTP work together on major-market test of radio de-regulation which would include pre-forma station transfers and renewals, end of fairness doctrine, no program review or counting of commercials. At least four FCC votes, all Republican, can be counted for experiment: Mr. Burch, Robert E. Lee, Robert Wells (or his expected successor, Richard Wiley) and Charlotte Reid, sworn in last Friday. Incidentally, White House was aware of Mr. Whitehead's plan but so far describes it as individual effort.

All but done
Any day now President is expected to announce nomination of FCC general counsel, Richard Wiley, as successor to Commissioner Robert Wells who simultaneously will formally resign. (Mr. Wells won't decide, however, whether to run for GOP nomination for governor in home state of Kansas until possibly late this year or early next.) While he hasn't said so, it is likely Mr. Wells will return to broadcast-newspaper business (he was with Harris stations in Midwest before joining FCC Nov. 6, 1969).

Coincident with Wiley-Wells shift, President Nixon may declare his intention to name black to replace veteran Commissioner Robert Bartley, Texas Democrat, whose term expires next June 30. Several prospects are being checked, with considerable support for Revis Ortique, 46, of New Orleans. Ted Ledbetter, 32, Washington communications consultant, is campaigning for slot. Mr. Ortique is Democrat; Mr. Ledbetter classifies himself as independent.

Building equities
Appointment of Robert L. Stone, now VP and general manager of NBC television network, as president of NBC Radio (see "Week's Headliners," page 9) does not mean company has taken its six AM and six FM stations off trading market. NBC will still entertain offers and expects eventually to sell off radio properties one or two at a time. But top management has decided it needs to upgrade radio operations while stations are still in its portfolio. That's assignment given Mr. Stone, who is regarded as crack manager.

NBC has fixed two criteria as essential to any station deal: Price must meet its expectations; deal must look promising for prompt clearance by FCC. Beyond that, NBC will entertain no offers for stations that must apply for license renewal soon, which would seem to eliminate California properties (up now) and New York (which must file by next March 1). Right now NBC has no offer that meets criteria.

Flirting with fraud
FCC has set aside Wednesday for major debate on course it should take in area of fraudulent advertising. Two staff documents are expected to be under consideration—one to set general guidelines for stations and networks to follow in guarding against deceptive advertising (BROADCASTING, Aug. 2) other to make major point of Federal Trade Commission's responsibility for policing such ads in all media, but also stressing view that broadcasters have duty to make good-faith effort to determine legitimacy of commercials they carry.

At issue in discussion will be three requests that commission take activist role. One was from group of George Washington Law School students who want commission to establish primer making clear what constitutes deceptive advertising; second was from Action for Children's Television seeking ruling that stations carrying toy commercials challenged by FTC be required to make time available for messages warning of alleged deceptiveness; third was from Washington, D.C., consumers group complaining about ads carried by wtop-tv and its affiliated network, CBS.

Hunt broadens
Search for new president of National Cable Television Association is going far beyond those few names usually placed atop list of contenders. NCTA presidential selection committee is interviewing people all over country, including some who have expressed no interest in job. Significantly, there is strong feeling among members that, as committee chairman, Robert H. (Hank) Symons of Teleprompter Corp., puts it, "the man we're looking for may not be looking for us."

There is even possibility that committee may end up with more than one name, leaving it to NCTA board to make final choice—which indicates difficulty of finding one man clearly acceptable to entire industry. No prominent names have been clearly eliminated or established strong lead; it's still open race.

Friends stir
House may be gearing up for action soon on legislation to give broadcasters stronger hold on licenses. Several such bills have been lying dormant in Commerce Committee. In next week or two committee member, James T. Broyhill (R-N.C.), will reintroduce bill (H.R. 539) he offered on first day of 92d Congress. Aim is to call attention to problem and gather co-sponsors (who could include 12 congressmen with similar bills). Mr. Broyhill then plans to press for hearings in Communications Subcommittee. Mr. Broyhill's bill would require FCC to find incumbent licensee disqualified before it could consider competing applications for facility.

More football?
There will be extra football plums to entice network bidders for 1972-73 college rights, if TV committee of National Collegiate Athletic Association gets through its proposals. Among highlights: total of 15 TV dates (now 14) with okays for optional TV games on Labor Day and Veterans Day plus doubleheader on Thanksgiving. That 15th date (Dec. 9 in 1972, Dec. 8 in 1973) would be for matching on TV of two top teams, with each team eligible to participate in subsequent bowl game. Membership is being circulated on new plan which is slated to come up at NCAA convention in Hollywood, Fla., Jan. 6-8, 1972.

Edge of day
NBC-TV, which trails CBS-TV in prime-time ratings averages at new season's opening, is pointing out that nose-to-nose ratings race is shaping up in weekday daytime this fall. NBC cites best showing by network relative to CBS in nine years, notes that for period Sept. 20-24, NBC in Nielsens had average rating of only one-tenth point behind CBS and tied in share of audience. ABC was in third position.
Prime-time waivers settled on by FCC

FCC spent considerable amount of time at its regular meeting last Wednesday (Oct. 6) in attempt to clear record of numerous requests from networks and individual licensees for waivers of prime-time access rule, which went into effect on Oct. 1. Results were as follows:

NBC and CBS requests for waivers to permit regular schedule of prime-time programming in situations when weekend afternoon sports events normally scheduled to conclude before prime time but running overtime into prime hours were granted. Commission said it would consider requests for occasional waivers in such situations.

It denied, however, ABC’s request to carry regular evening prime-time programming on 12 dates between Oct. 9 and Feb. 6, 1972, in addition to coverage of certain football, basketball and golf events. FCC said ABC’s request represents “incursion into prime time by sports coverage as a matter of plan ... rather than more or less fortuitously,” as opposed to NBC and CBS’s requests.

Commission also denied, at least at present, NBC and ABC requests for blanket waivers to permit up to four hours a night of programming during 1972 Winter Olympics, in case of NBC, and Summer Olympics, by ABC. Commission said that while such coverage appears to be in public interest, networks’ requests were rather general and more specific information was required.

NBC’s request for waiver to carry Miss America Pageant and Academy awards in two Western time zones was also denied. While no problem is posed by this live coverage in East, where only one hour of prime time will be affected by these events (they start at 10 p.m. EST), it is different story in West. Networks must carry such pre-empting programs “on their own time,” commission said.

Also denied were requests by four stations (KCPL-TV [ABC] and KUTV-TV both Salt Lake City; KSTP-TV [NBC] St. Paul, and KTHV-TV [CBS] Little Rock, Ark.) for waiver of three-hour limitation for one or more nights per week, with total prime network hours not exceeding 21 per week. It also denied motion by WJBK-TV (CBS) Detroit and WJAS-TV (NBC) Winston-Salem, N.C., for arrangement that would call for more than 21 weekly hours of network prime-time programming.

CBS was granted permission for unspecified “one-time-only news and public-affairs program” this season in addition to regular evening schedule. Network’s request to carry two news series in prime time on Sunday evenings in addition to regular Sunday programming, however, was denied. Although CBS had contended that its Sunday proposal would add another 45-60 minutes of news per week, FCC said such scheduling would preclude independent programming on that night, without adjustment by CBS on another evening. Syndicator Westinghouse Broadcasting Co. had objected to this CBS proposal.

Commission also ordered that stations in Mountain time zone may redesignate their prime-time hours as 6-10 p.m. MST, instead of 7-11 p.m. Stations in Arizona may redesignate weekend prime hours to 5-9 p.m. MST instead of 6-10 p.m. or 7-11 p.m.

Kahn, Teleprompter re-indicted

New federal indictment was lodged last Friday (Oct. 8) against Teleprompter Corp., its chairman, Irving B. Kahn, and four present and former officials of Johnstown, Pa., accusing them of conspiracy and bribery in award of CATV franchise to Teleprompter in that city.

New indictment supersedes one filed in New York last Jan. 28, alleging two counts of conspiracy and bribery (Broadcasting, Feb. 1 et seq.). Unsealing of federal grand jury charges, filed in New York on Sept. 14, led to new indictment, alleging six counts of bribery.

Former Representative Charlotte Reid (R-Ill.), second woman to be appointed to FCC, was sworn in as member of commission on Friday (Oct. 8). Ceremony was held in President Nixon’s White House office, with Mr. Nixon in attendance. Oath was administered by Associate Judge Frank Q. Nebeker, of District of Columbia Court of Appeals, with Mrs. Reid’s son, Edward, holding Bible that Mrs. Nixon gave to Mrs. Reid in honor of occasion. FCC Chairman Dean Burch was only member of commission present. Mrs. Reid, who is widow, succeeds Thomas Houser and is first woman to serve on commission since Frieda B. Hennock, who was commissioner from 1948 to 1955. Mrs. Reid resigned from Congress Thursday, after serving as congresswoman from 15th district since 1962. Mr. Nixon offered his congratulations, said he would miss her in Congress but added, “we’re glad to have you on the FCC.” Mrs. Reid begins work at FCC on Tuesday (Oct. 12), and she will be honored at reception of D.C. chapter American Women in Radio and Television.
and conspiracy in payment of $15,000 by Teleprompter to three present and former officials of Johnstown. Mr. Kahn also was accused of lying to grand jury last Dec. 17 and last Jan. 27.

Spokesman for Teleprompter issued statement saying that "company and our chairman, Irving B. Kahn, were victimized by mayor of Johnstown, who extorted money from us by threatening our investment in cable TV system we had operated since 1961 under authority of city government."

It was learned Friday that trial of these charges is scheduled to begin tomorrow (Oct. 12) in U.S. Southern District Court in New York.

CBS in front third week, but ABC takes second
CBS-TV continues to lead ratings, according to Nielsen MNA report out Friday (Oct. 8). For week ended Oct. 3, third week in new season, Nielsen 70-market multinetwork-average ratings in prime-time were CBS 19.5 ABC 18.5 and NBC 16.2. In nights of week, CBS took Wednesday, Saturday and Sunday; ABC won Tuesday and Friday, and NBC had Monday and Thursday.

Top 40:
1) Marcus Welby (ABC); 2) All in the Family (CBS); 3) CBS Sunday Movie; 4) Movie of the Week (ABC); 5) ABC Sunday Movie; 6) Mannix (CBS); 7) Medical Center (CBS); 8) Short Summer (special) Wed. Sept. 29. (CBS); 9) Partridge Family (ABC); 10) Flip Wilson (NBC); 11) Here's Lucy (CBS); 12) Funny Face (CBS); 13) Room 222 (ABC); 14) NBC Mystery Movie; 15) Gunsmoke (CBS); 16) NBC Monday Movie; 17) Odd Couple (ABC); 18) Doris Day (CBS); 19) Dick Van Dyke (CBS); 20) Mary Tyler Moore and Cade's County (both CBS); 22) Adam 12 (NBC) and Hawaii Five-O (CBS); 24) Laugh-in (NBC); 25) Brady Bunch (ABC); 26) CBS Thursday Movie; 27) Movie of the Weekend (ABC); 28) Love, American Style (ABC); 29) Dr. Suey (CBS special), FBI and NFL Football (both ABC), and My Three Sons (CBS); 33) Mod Squad and Longstreet (both ABC); 35) Owen Marshall (ABC); 36) Bonanza (NBC); 37) Cannon (CBS); 38) CBS Friday Movie; 39) Mission: Impossible (CBS); 40) Nichols and Night Gallery (both NBC).

Last Time stations go
Time Inc. has reached agreement to sell WFMB-FM-AM Indianapolis and WFMB Muzac to Rahall Communications Corp., St. Petersburg, Fla., for $3,050,000, it was announced jointly

Robert L. Stone, VP and general manager, NBC-TV, since 1960, appointed president of NBC Radio. He succeeds Arthur A. Watson, who has been named executive VP and manager, wnbc-TV New York, NBC-owned station. Both appointments effective on Nov. 1. Mr. Stone has been with NBC for more than 12 years and Mr. Watson, 15 years. Successor to Mr. Stone, who was also elected to NBC board and to position of executive VP of NBC, has not been named.

For other industry developments see "Fates & Fortunes" page 58

Friday (Oct. 8). In addition to stated purchase price, announcement said unspecified amount will be paid for certain inventory items.

Purchase, subject to FCC approval, completes sale of all Time-Life broadcast stations. Selloff started last March with Time Inc. agreeing to sell its five television stations to McGraw-Hill Inc. for $69.3 million and subsequently sales were announced of six of its eight radio properties to various buyers for about $8 million in total (Broadcasting, March 15, et seq.).

More 'controversial trouble'
FCC has been asked to rule that broadcaster, who provides forum for discussion of political and nonpolitical views "cannot arbitrarily and discriminatorily single out and refuse" to air ideas that are unpopular or with which he disagrees. Such discrimination was said to constitute illegal censorship under First Amendment.

Request was made by Tracy Westen, of Stern Community Law Firm, in complaint filed with commission in behalf of Student Association of the State University of New York at Buffalo.

Complaint involves ABC's refusal to broadcast any part of activities during half-time of Buffalo-Holy Cross game on Oct. 31, 1970, on ground they constituted "political demonstration."

Half-time show, written by representatives of student body and band, complaint states, was designed to express students' "strongly felt views on the Vietnam war, racism and industrial pollution." Students wanted to contribute views through television to national "Vietnam Moratorium" debate that day.

Complaint asserts that ABC regularly carries half-time activities of football games it carries and that on some occasions half-time shows were "laden with 'political implications.'"

"Discriminatory censorship between ideas is per se violative of the First Amendment and the public interest," complaint says. "The First Amendment bars both networks and governments from arbitrary and unrestrained discrimination" between ideas on the basis of whether or not they are palatable.

Besides request for general declaratory ruling, Mr. Westen asks commission to rule that ABC's "discriminatory refusal to broadcast" half-time activities of Buffalo-Holy Cross game "constitute illegal censorship" under First Amendment and Communications Act's no-censorship provision. He also asks that ABC be required to broadcast film of half-time show involved to audience that would have seen show live, or to make time available to Buffalo Student Association to convey ideas in half-time show.

Whitehead seeks support from broadcasters
Clay T. (Tom) Whitehead, director of Office of Telecommunications Policy, has invited broadcasters to mount campaign in support of proposals he has advanced for revising Communications Act (see page 14).

Mr. Whitehead, who addressed meeting of Kansas Association of Broadcasters, on campus of Kansas State University, on Friday (Oct. 8), said broadcasters who endorse his position should make their views known in letters to their representatives in Congress.

Mr. Whitehead, in speech in New York two days earlier, had called for elimination of fairness doctrine and its replacement with statutory right of paid access, removal of government from area of programing, and deregulation of radio.

In his Kansas appearance, Mr. Whitehead restated main points of major address. Then he said if proposals attract support, administration will seek to implement them through legislation. He called for letter-writing campaign after he was asked how broadcasters can show their support.

Hank Parkinson, executive director of KAB, who asked that question, called Mr. Whitehead's proposals "the most positive we've heard in years."
Empathy: time for an advertising rediscovery

Radio and television have been the miracle media of advertising. We take them for granted today, but we forget the tremendous power each medium carried, particularly in the growing years.

The advent of radio brought with it a new dimension—sound—and advertisers were soon to realize the opportunity to develop a new factor—a deeper empathy—a deeper penetration of thought—than was offered by the printed page, placard or billboard. Here was a new challenge, to reach and persuade the customer through a more personalized message. The vehicle was the sympathetic channel of a well-liked and trusted announcer with the emphasis and persuasion on an almost direct mouth-to-ear contact. There existed the opportunity to create a friendly image of a product in the mind of the consumer.

Webster defines empathy as "the capacity for participation in others' feelings or ideas." The rapid growth of radio attests to the success of empathy in creating sales. Every station and network has its success stories. Take, for example, the friendliness created by Amos 'n Andy for Pepsi in the highly competitive field of toothpaste. That friendliness was truly a marketing miracle.

On the local level, the Northern Trust Co. Bank of Chicago presented a male octet called "The Northerners," and for 20 years turned a cold banking image into that of a friendly banker. It goes without saying that in the process the bank reached a whole new market of middle-class accounts. And it was done using empathy to make friends of listeners and then turn those newfound friends into customers.

Try to do that today in radio and you will find most of the avenues closed tight. Station formats are now designed to create a particular station image in a fragmented market with no time or area left for the sponsor to develop empathy with his customer. That is, except for the limits of his commercial message. A few exceptions exist where a station personality has established penetration of friendship and can translate a client's impersonality into that golden circle.

Television burst upon the entertainment scene with much the same impact as radio. And when the listener became aware that here was a window through which he could look out on the world, radio suffered a reeling blow. Although it first appeared as if the days of radio were numbered, the medium's ability to change and modify has seen it survive the clash with TV. Now, however, instead of being an advertising medium in the unit-program form, radio is nearly 100% a spot user.

The early empathy between the television advertiser and his audience was, to say the least, phenomenal. Even pitchmen were welcome personalities and sold gadgets by the carload.

Substantial television programing was slow to develop, because to operate a station meant an automatic loss of a half million dollars a year.

But there was one station in Los Angeles, owned at that time by Paramount Pictures. That station developed grass-roots programs of substantial musical entertainment value. They were full hour programs with Lawrence Welk, Spade Cooley, Leighton Noble, Western Varieties, Frosty Frolics and the Polka Parade with Dick Sinclair. Many of these were produced with limited technical facilities but were exceptional entertainment for their time. Television will probably never again have vehicles with such amazing empathy between sponsor and customer.

One local meat packer had the foresight to use several of these large audience programs. He experienced a remarkable growth which, in a few years, took his bacon from a survey position of 8.5% share of the market, to an unbelievable 44.7% share. And this was in a highly competitive product field where you have to push some other bacon out of the meat case to make room for your own. This packer still retains close to a 40% share, equal to all the other major packers put together.

This marketing miracle was accomplished by taking full advantage of the empathy between program and viewer; by using commercials to make friends for his product. Since the sponsor bought the full hour program, he used two-and-a-half minute commercials. The first half was devoted to humor or tongue-in-cheek to make the commercial entertaining, then the advertiser switched to selling. So the end result was a well-integrated, believable and penetrating commercial that caused viewers to demand the sponsor's product in the market place.

I am sure there are many case histories, some extending into the present, where sponsors use empathy to make friends with customers and create an outside sales "force" that adds a powerful dimension to marketing.

But when I retired several years ago, I was appalled at the lack of empathy remaining in either radio or television. I found an advertiser was required to spend more and more to receive less and less. The advertiser had to buy what the station had to offer. These were usually commercial patterns not in his best interests—total audience plans—which compel him to buy unproductive time areas or pay a penalty. He has to buy formatted programs which gives him little choice for individuality or to develop any empathy or friendship with his customers.

In other words, radio and television are fast reducing themselves to the impersonal coldness of print. They are neglecting the great heritage of empathy which both the station and the sponsor can share. This does not have to be.

Fragmented audiences, economic competition and high overheads to the contrary, it is time that stations rediscover their real heritage. Empathy is the real power of the medium and this power can be used for the welfare of their advertisers. And it will pay off in an extra buck for everyone.

George Allen is a broadcasting pioneer, having taken his first job as manager and chief announcer of WOK(AM) Chicago in 1925. He became radio producer and director for J. Walter Thompson there in 1930 and later worked for Benton and Bowles and J. Stirling Getchell, both New York. He spent 14 years with CBS, both in New York and Hollywood before returning to the agency business on the West Coast with Guild, Bascom and Bonfigli; Dancer-Fitzgerald-Sample and MacManus, John and Adams.
In the Duluth-Superior Market: KDAL-TV

First! IN PRIME TIME:
KDAL-TV leads in ADI and DMA rating, share, and total homes, Sunday through Saturday, 6:30 - 10:00 p.m.*

First! OVERALL:
KDAL-TV leads in ADI and DMA rating, share, and total homes, Sunday through Saturday, 9:00 a.m. - midnight.* Dominant influence in Duluth-Superior market (the second largest market in both Minnesota and Wisconsin) via Channel 3 plus 54 translators and CATV systems!

KDAL TELEVISION
DULUTH - SUPERIOR
A WGN CONTINENTAL GROUP STATION
DEDICATED TO QUALITY, INTEGRITY, RESPONSIBILITY, AND PERFORMANCE

*Duluth-Superior ARB & NSI, February-March 1971; day-part audience summary, average 1/4-hour estimates, subject to qualifications in reports.
Talk about access

EDITOR: I thought [senior correspondent] Leonard Zdenberg's special reports on "The Struggle Over Broadcast Access" were superbly done. The implications, of course, are clear and chilling for all broadcasters. Can reprints be made available? I want to be sure that all of our congressional delegations have copies.—James Conley, vice president-general manager, broadcasting division, Meredith Corp., New York.

(Reprints can and will be arranged. Write to Reader's Service, Washington, D.C.)

EDITOR: Just a note to let you know that I felt your handling of both parts of the access article was very fair and well done. This is obviously a difficult and highly sensitive subject in the minds of broadcasters and the public alike, and I thought your treatment was factual and fair.—Richard M. Wolfe, president, WBNS-AM-FM-TV Columbus, Ohio.

EDITOR: In view of your recent articles on the access movement [Broadcasting, Sept. 20, 27], your readers may be interested in the policies which the Office of Communication of the United Church of Christ follows:

1. We furnish assistance to local organizations only upon receipt of a written request signed by an authorized officer of the organization. 2. We do not regard ourselves as a poverty law firm whose services are available to any needy group. We work only with groups which are broadly representative of the major elements of a particular community. Usually these are coalitions of a number of civic organizations including local church councils. The reason for our policy is that we expect the group to determine its own objectives. We want to be sure these objectives are not narrow or self-serving but reflect a consensus of the community as to its needs. 3. If any organization offering service similar to ours is already working in the community, we also require that it join in the request for our services.—Rev. Everett C. Parker, director, New York.

Presidential kudos

EDITOR: Your concise summary of the upcoming Federal Trade Commission proceedings with the advertising agencies together with the Charles Yost advertising self-regulation story [Broadcasting, Oct. 4] are both examples of fine reporting.—Don Durbin, president, NBC Television Network, New York.

Governmental exception

EDITOR: Your [Sept. 27] editorial ["Give and take"] was unjustified, I think, in implying that public-interest communications groups in Washington and elsewhere have ignored noncommercial broadcasting.

If it seems that there have been relatively few challenges to the FCC involving noncommercial stations, that may be because there are other remedies available for groups dissatisfied with performance on noncommercial broadcasters. Virtually all noncommercial stations have received or will receive federal funds and are therefore subject to Title VI of Civil Rights Act of 1964, which provides that federal money may not be used in activities that are discriminatory on grounds of race, color or national origin.

The job of the Office for Civil Rights is to be sure that public broadcasters give due consideration to the interests of significant racial and ethnic minority groups and comply with all federal civil rights requirements. The office has handled a half-dozen such major cases in the past few months. The Washington public-interest groups have been diligent in forwarding complaints to us.—Robert E. Smith, acting director, Public Affairs Office for Civil Rights, Department of Health, Education & Welfare, Washington.

(The thrust of Broadcasting's editorial was that most of those seeking access to the air have made commercial stations—with their larger audiences—the target of their efforts, whereas noncommercial stations have been left relatively alone.)

TNT equal time

EDITOR: While it is admittedly unfair to criticize her from secondary-source information and before publication of "The News Twisters," Miss Edith Efron apparently exhibits mastery of one technique of propagandists, whose kind she warns against: to use objective evidence in support of subjective analysis. A viewpoint could cite similarly "objective" data to support a vastly different conclusion. In her presentation, Miss Efron's facts have only limited validity. Her personal bias may be overextending that validity.—Edward E. Ohiibaum, graduate student, S. I. Newhouse School of Public Communication, Syracuse University, Syracuse, New York.

EDITOR: In your story concerning "The News Twisters" you state as follows: "An earlier broadcasting-concerned publication sponsored by the Historical Research Foundation was titled 'The Left-Leaning Antenna.'" The Historical Research Foundation neither sponsored nor subsidized this publication and was not connected with it directly or indirectly. In the interest of accuracy we believe you have arrived at a retraction of this statement in some form in your publication.—Lawrence Fertig, president, Historical Research Foundation, New York.

(Broadcasting is prepared to take Mr. Fertig at his word. We leaped to the conclusion that the foundation had subsidized "The Left-Leaning Antenna" because—according to Internal Revenue Service records—its author, Joseph Keeley, received grants from the foundation in 1964 and 1966, and its publisher, Arlington House (which also published Mr. Keeley's "The China Lobby Man," a book about Alfred Kohlberg, founder of the Historical Research Foundation), received grants from the foundation of approximately $2,000 in 1968 and $10,000 in 1969.)

The Day's mail

EDITOR: It must have been a slow news day, indeed, when your editorial writer sat down to exorcise me in your journal [Broadcasting, Sept. 27] for my failure to reply to a viewer's letter. With the industry for which you presumably are spokesman in a state of modified siege, and no shortage of more important things to write about, I can only assume you opted to write about my "arrogance and inefficiency" out of a desire to take aim once again on public television. If so, you've missed your target.

Had your writer checked with my secretary he would have discovered the letter I am accused of not answering has never been received. Perhaps its author was so anxious to get it into your hands he forgot to post my copy.—James Day, president, Educational Broadcasting Corp., New York.

(The letter Mr. Day says he did not receive was written by Edward Cramer, president of Broadcast Music Inc., asking, as a private citizen, whether National Educational Television fell bound by the fairness doctrine to present another side of a story it broadcast about the George Jackson-San Quentin killings. Mr. Cramer says the letter was indeed sent to Mr. Day, and a copy of it was sent to Ben Waple, secretary of the FCC, who confirmed delivery.)

Open doors at ITFS

EDITOR: I should like to correct a slight error which appeared on page 51 of your Sept. 27 issue. The national meeting of the Instructorsal Television Fixed Service (ITFS) committee, which is being held in Miami on Oct. 17 prior to the National Association of Educational Broadcasters convention, is not a private session. As always, the meeting will be open to the public. As chairman of the committee, I should like to extend a welcome to all observers.—Commissioner H. Rex Lee, FCC, Washington.
This week:


Oct. 11—Deadline for filing comments in FCC’s inquiry into fairness doctrine, phase regarding “access” in the broadcast media as result of carriage of program commercial.


Oct. 12—Senate Judiciary Subcommittee on Constitutional Rights hearing on application of equal employment opportunities commission.


Oct. 15—First fall conference, National Association of Broadcasters. Regency Hyatt House, Senor Ernest Hollings (D-S.C.), Senate Commerce Committee will speak.


Oct. 16—Conference, Information Film Producers of America Inc. Location to be announced, San Diego.


Oct. 15—Fall meeting of national committee for Instructional Television Fixed Service (ITTFS). Fontainebleau hotel, Miami Beach.


Oct. 17—Annual convention, North Carolina Broadcasters. Speakers include Herb Klein, special assistant to President Nixon and director of communications, executive department; Richard Wiley, general counsel, FCC; Richard Chasin, chairman, joint board, and Andrew Ockershausen, chairman, radio board, both National Association of Broadcasters, and Representative James T. Roy- holt (R-N.C.), member of House Com- merce Committee. Grove Park Inn, Ashe- ville.


Also in October.


Oct. 18—Second national symposium on children and television. Action for Children’s Televisi- on and American Academy of Pediatrics’ Committee on Public Information, as part of Annual Conference of the American Academy of Pediatrics. Luncheon speaker will be FCC Commis- sioner. Dinner speaker, Panel on “Children and Television: Professional Opinions” will be conducted by Advertisers’ Sales Council. Speakers at session will be Miltis W. Kirkpatrick, chairman, Federal Trade Commission, and Fred Rogers, pro-ducer and performer, Mr. Rogers’ Neighborhood.

Major meeting dates in ‘71 and ‘72.


Oct. 18–19—Regional meeting, National Associ- ation of Broadcasters. Pick Congress hotel, Chi- cago.


Oct. 19—Senate Judiciary Subcommittee on Constitutional Rights hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 1114, New Senate Office building, Washing- ton.


Oct. 20—Senate Judiciary Subcommittee on Constitutional Rights hearing on application of First Amendment to broadcast and print journalism. 10 a.m., Room 318, Old Senate Office building, Washing- ton.

Oct. 20–21—Federal Trade Commission inquiry into advertising, with special emphasis on tele- vision. Four major areas are to be considered: advertising addressed to children; TV advertising as it may exploit desires, fears and anxieties; tech- nical aspects of the production and presentation of TV commercials; and psychological and responses to advertising. FTC building, Washington.


Oct. 20–22—Fall meeting, Indiana Broadcasters Association, Ramada Inn, Indianapolis.


Oct. 21–22—Regional meeting, National Associ- ation of Broadcasters, Statler Hilton hotel, Boston. Senator Marlow W. Cook (R-Ky.), Sen- ate Commerce Committee, will speak.


Oct. 23–30—Merrill, International Film, TV Film and Video Conception. Closed Conference. Directed for negotiators in any branch of film and video production, financing and issue of import and export licenses made. Additional booking should be made to MIFED before Sept. 25. Largo Domodossola January 20–25, Milan, Italy.
Whitehead calls for a new deal

Administration's OTP head says its time to remake broadcasting regulation, turn the industry free

To an FCC and a broadcasting industry increasingly concerned and seemingly buffeted by the growing controversies over access to the medium, the President's chief adviser on telecommunications matters has suggested radical surgery: Eliminate the fairness doctrine, remove government from program regulation, protect broadcasters from challenges at license-renewal time, and de-regulate radio.

His aim, Clay T. Whitehead, director of the Office of Telecommunications Policy, says, is to "redefine the relationships in the Communications Act's triangle of government, private industry, and the public," at a time when the regulatory framework from that act, has, in his view, produced "chaos." The effect of his proposals would "add stability" to the broadcasting industry—far more than it knows now, when stations increasingly are locked in "bitter adversary struggle with community groups," he says.

Mr. Whitehead offered his proposals last week at a luncheon meeting of the International Radio and Television Society in New York. The speech had been built up over the past several weeks as his most important statement on broadcasting since OTP was established a year ago. And in the view of Washington observers, at least, the speech had not been oversold.

Not only were his suggestions revolutionary, they revealed Mr. Whitehead as sympathetic to broadcasters who feel bedeviled by FCC regulation and citizen-group pressures. "Once the public discovered its opportunity to participate in the commission's processes," Mr. Whitehead told the broadcasters in his audience, "it became inevitable that the rusty tools of program content control—license renewal and the fairness doctrine—would be taken from the FCC's hands and used by the public and the courts to make you perform to their idea of the public interest."

To deal with this situation, he offered a package of three closely related proposals which whose implementation would require a major revision of the Communications Act:

* He would eliminate the fairness doctrine and replace it with a statutory right of paid access. Television time would be made available on a first-come, first-served basis at nondiscriminatory rates—but there would be no rate regulation. "The individual would have a right to speak on any matter, whether it's to sell razor blades or urge an end to the war." But the time would have to be purchased, as space is bought in a magazine. The U.S. Court of Appeals in Washington, in a decision two months ago, held that broadcasters who sell time for commercial messages cannot refuse to sell it for the discussion of controversial issues (Broadcasting, Aug. 9). However, it discussed the public's First Amendment right to such time in connection with broadcasters' continuing fairness doctrine obligations.

* The opportunity of the public to be informed on public issues would be protected through a new license-renewal process in which a licensee would be judged simply on whether he had made a "good faith" effort to ascertain and to serve local needs and interests. Mr. Whitehead does not feel that the opportunity to be informed can "sensibly be enforced on a case-by-case basis," as the commission attempts to enforce it now under the fairness doctrine.

"There would be no place for government-conceived program categories, percentages and formats, or any value judgment on specific program content" in the renewal process he envisages.

Moreover, he would extend the TV license period beyond its present three-year term—although he does not say how much—and would allow the commission to "invite or entertain competing applications only when a license is not renewed or revoked." In effect, he would revive the broadcaster-supported licensee-protection bill that Senator John O. Pastore (D-R.I.) championed in the last session of Congress, then dropped when it ran into sharp criticism from citizen groups. (In an early draft of the speech, Mr. Whitehead also suggested that a broadcaster who loses his license be reimbursed by a successful challenger for the fair market value of the station. However, that proposal was eliminated.)

* Ultimately, radio should be treated
Whitehead on the fairness doctrine:

"However nice they sound in the abstract, the fairness doctrine and the new judicially contrived access rights are simply more government control masquerading as an expansion of the public's right of free expression. Only the literary imagination can reflect such developments adequately—Kafka sits on the Court of Appeals and Orwell works in the FCC's Office of Opinions and Review. Has anyone pointed out that the 50th anniversary of the Communications Act is 1984? 'Big Brother' himself could not have conceived a more disarming 'newspeak' name for a system of government control than the fairness doctrine."

statutory right of paid access on the ground that it would not be fair to broadcasters to require them to give free time. Why, he asked during the interview, should a broadcaster who has built up his prime-time audience be required to give up a portion of that time for nothing simply because a group requests it? 'It's a business: you pay for an ad in Life.'

In amplification he added that a group dissatisfied with a station's service would have to show that the licensee is not making a good-faith effort to serve the public. 'They couldn't say, 'We want time for free because you're there, you're rich and you're vulnerable—and we're good.'"

In his speech— in which he talked of the public's "opportunity" to be informed—he put his feelings about the fairness doctrine this way: "It is a quagmire of government control, and once we get into it we only sink deeper . . . The courts are on the way to making the broadcaster a government agent. They are taking away the licensee's First Amendment rights and are giving the public an abridgable right of access. In effect, the First Amendment is whatever the FCC decides it is."

As for the present license-renewal system, he said: "In city after city, in an atmosphere of bewilderment and apprehension, the broadcaster is being pitted against the people he's supposed to serve. The proxy for the public becomes the patsy who is held responsible for the Vietnam War, pollution and the turmoil of changing life styles."

And "while we all talk about localism," he added, "we establish national program standards. You go through the motions of discovering local needs, knowing that the real game is to satisfy the national standards set by government bureaucrats. But it's not a game. Right now your programs are being monitored and taped [presumably by citizen groups] and the results will be judged under the FCC's 1960 program statement. Can you be safe in all [of its] 14 program categories?"

Mr. Whitehead made it clear that although he is the President's spokesman on telecommunications matters, his proposals, at this point, are his own. He told the news conference that the speech reflected the "broad thinking of the administration" but that he did not want to commit the President or other administration officials to any particular course of action.

He said he hoped his speech would stimulate a dialogue on the issues. If his ideas attract support, he would be expected to submit legislative proposals to Congress, possibly within three or four months. He has discussed his ideas at least generally with Chairman Burch, but not with any members of Congress.

Chairman Burch declined to comment on the speech; however, he is understood to be interested in the proposal to deregulate radio. As Mr. Whitehead noted in his letter to the chairman, Mr. Burch has expressed the view that radio "more closely approaches the free enterprise system than any other segment of the broadcast industry" (Broadcasting, Sept. 27).

There was virtually no comment from Capitol Hill, where the speech apparently failed to attract immediate attention. And a Senate Commerce Committee spokesman indicated it would be difficult to appraise the proposals until they were presented in more detail.

Broad-asters who heard the speech reacted with general although not unqualified pleasure: they were not immediately ready to swing behind him, presumably because they, too, felt a need for a more detailed presentation. An NBC spokesman appeared to speak for many broadcasters when he said: "Mr. Whitehead's proposals are bold, innovative and like a breath of fresh air. We would support most of them, although they include some points that need further study and clarification."

One point that troubled some members of Mr. Whitehead's audience was...
the proposed statutory right of paid access. One broadcaster said this could amount to a further "erosion" of broadcaster responsibility for what goes out over the air.

But Richard Jenks, CBS vice president, Washington, found the speech "stimulating," particularly in its view that there is a trend "toward more government control masquerading as the public's right of free expression." Mr. Jenks said he was not sure about the "feasibility of all of Mr. Whitehead's solutions," but he welcomed the opening of a dialogue concerning them. "We need to ask the basic questions Tom Whitehead asks."

And Vincent Wesilewski, president of the National Association of Broadcasters, who was not present in New York for the speech, endorsed it without qualification. From Hyannis, Mass., where he was attending a meeting of the Massachusetts of Broadcasters, he issued a statement asserting that "NAB applauds Dr. Whitehead's creative and positive approach to these central issues. His speech certainly contains many suggestions which deserve implementation."

For representatives of the community groups that have used "the rusty tools of program content control" to win concessions from broadcasters whose programming and employment practices they found lacking, the speech contained virtually nothing to cheer.

Tracy Westen, of the Stern Community law firm, Washington, when informed of the proposals, said, "It sounds like a disaster to me." He said the right of access is a required adjunct of a fairness concept not a replacement. Discarding the fairness doctrine, he said, "is a step backward."

And the "attempt to reconstitute the Pastore bill," he said, "is medieval in the light of what's happened. It's a direct attempt to keep out people with better programming concepts. It's anticompetitive and antifree enterprise." He also expressed the view that the time has passed when broadcasters' problems can be "legislated away," for "broadcasting is an area that is intertwined with considerations for the public's First Amendment rights."

Dr. Everett Parker, director of the Office of Communication of the United Church of Christ, who has played a leading role in aiding citizen groups to protest local broadcast service, thought it was "very constructive" on Mr. Whitehead's part to contribute to the debate over the future of broadcast regulation. But he thought little of the proposals.

To suggest that "a natural resource" be turned over to a private enterprise and expect it to serve the public interest is "naive," he said. "Broadcasters won't do anything except for private profit. They never pay attention to the public interest except under pressure. . . . This is the kind of suggestion that brings people out into the streets. It closes the door to opportunity."

He also served notice that "the public" will resist broadcaster efforts to secure "Pastore-type" legislation. "You can count on it," he said.

That proposal of Mr. Whitehead's was not the only one observers saw as having tough going in Congress. "To be pragmatic about it," said one broadcaster, "just how much chance would there be, say, for the fairness doctrine to be rewritten by a member of the House during an election year?"

**BroadcastAdvertising**

Macdonald moves his campaign-spending bill

Despite last-minute Republican efforts to alter it, measure is out of committee in almost original form

The House Commerce Committee, after a see-saw party battle, last week voted 23 to 20 to report Communications Subcommittee Chairman Torbert H. Macdonald's political-spending bill to the floor.

Republicans had made progress in changing, through amendments in committee markup sessions, some of the bill's principal provisions. But, with the backing of all but two of his Democratic colleagues—John Jarman (Okla.) and David Satterfield III (Va.)—Mr. Macdonald (D-Mass.) was able to muster support for a substitute bill and shelve the amended version.

The substitute bill is nearly identical to the original bill (H.R. 8628) that Mr. Macdonald introduced last May and to the version his subcommittee reported to the full committee (Broadcasting, July 12). It repeals Section 315 of the Communications Act for presidential and vice-presidential candidates, and limits to 10 cents per eligible voter the amount a federal-office candidate could spend on all media in an election. But no more than half that could be spent on broadcast media (TV, radio and CATV).

It requires that broadcasters may charge candidates no more than "the lowest unit charge . . . for the same amount of time in the same time period" and nonbroadcast media (newspapers and magazines) may charge candidates rates not to exceed "charges made for comparable use" of advertising space "for other purposes." In addition, the bill requires newspapers and magazines to make equal advertising space to all candidates for a federal office (at the same rates) if they make it available to one candidate.

The bill also prohibits a presidential candidate from spending in a primary more than he would have been a senatorial candidate from that state.

Presidential primaries were not covered in the original bill, but that coverage was included in the subcommittee's version. And, it was the only change in the bill, despite attempts by the Republicans to extend Section 315 repeal to all federal-office candidates, eliminate the "equal space" provision for print and knock out the provision restricting broadcast spending.

Heavy Republican votes—aided by the absence of some Democrats—altered some principal provisions of the bill when the full committee first took up the measure. The 50% spending-limit restriction was eliminated and the lowest unit rate provision was altered to allow broadcast and print media to charge candidates the rates they would charge commercial advertisers for comparable time or space (Broadcasting, Sept. 27).

In the committee's markup last Tuesday (Oct. 5), Mr. Macdonald's motion to reconsider the amendment striking the 50% clause passed 17 to 15. But, the actual amendment passed 21 to 19.

The following day, prior to Mr. Macdonald's amendment offering the substitute bill, there were a number of at-

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tempts to further amend the measure. Here is a summary of them:

- Amendment by Mr. Macdonald to repeal Section 315 for presidential candidates before they enter primaries: Adopted 22 to 19.
- Amendment by James M. Collins (R-Tex.) to allow challengers to spend twice as much as incumbents are allowed under the bill: Defeated by voice vote.
- Amendment by James W. Symington (D-Mo.) to require reports from candidates when TV and radio production expenditures exceed specified amounts ($1,000 for House candidates, $5,000 for Senate candidates, $10,000 for presidential candidates): Defeated 22 to 19.
- Amendment by Lionel Van Deerlin (D-Calif.) to change the spending limit to seven cents per eligible voter for presidential candidates only: Adopted 24 to 18.
- Amendment by Clarence J. Brown (R-Ohio) to prohibit businesses or unions from using money collected from their employees or members for broadcast media campaigns for candidates: Ruled not germane and out of the committee's jurisdiction.
- Amendment by Hastings Keith (R-Mass.) to prohibit businesses regulated by the Civil Aeronautics Board, FCC and Interstate Commerce Commission from extending credit to candidates unless security is posted: Defeated 26 to 16.
- Amendment by Louis Frey Jr. (R-Fla.) directing the CAB, FCC and ICC to issue regulations prohibiting businesses they regulate from extending credit to candidates: Defeated 25 to 17.

Mr. Frey told Broadcasting that the substitute bill is “a disgrace,” “a damn shame,” and “full of hypocrisy.” He said there is no reason why repeal of Section 315 could not be extended to all federal-office candidates, and the 50% provision be eliminated to give a candidate freedom to spend his funds as he sees fit.

In a statement last week he said the Macdonald measure “has many loopholes, is designed to perpetuate incumbents in office and isn’t true campaign reform.” He contended that the average congressional candidate spends over 50% of his campaign funds on non-broadcast media, and much of this is not covered by the bill. That statement was based on a survey of over 30 congressional districts (representing urban, suburban and rural areas) taken by Representatives John Anderson (R-Ill.) and Morris Udall (D-Ariz.). It showed that candidates spend an average of 40% of their campaign funds on TV and radio; 35% on newspapers and magazines, and 25% on billboards, postage and telephones.

Mr. Frey was also critical of the tactics of the majority in considering the substitute bill. “They limited debate on the entire bill to only five minutes,” he complained. “We didn’t even get through the entire thing.”

In a related development, the House Administration Committee voted out a modified version of the political-spending bill sponsored by committee Chairman Wayne L. Hays (D-Ohio) and Watkins M. Abbott (D-Va.), chairman of the Elections Subcommittee (Broadcasting, May 17).

The bill, approved by a vote of 18 to 3, would limit a presidential candidate’s spending to six cents for every person in the U.S. House and Senate. Candidates are limited to six cents per constituent or $50,000, whichever is greater. Limits on individual contributions are $5,000 for Senate or House candidates and $35,000 for a presidential candidate. The bill also limits amounts candidates can contribute to their own campaign—$35,000 for president, $20,000 for senator and $15,000 for representatives. There is no restriction on how funds are to be spent.

The original bill (H.R. 8284) called for a ceiling of $30,000 on campaign contributions to, and expenditures by, House candidates. Senate or “at-large” House candidates would be restricted to the same limit, or six cents per person in their states, whichever is greater. Presidential candidates and their running mates would be held to six cents per person for expenditures and receipts.

The Macdonald bill and the Hays-Abbott measure now move to the Rules Committee, which must clear bills going to the full House. They may reach the floor together for joint consideration, or Rules may choose between them. The bill that eventually passes the House must then be considered in conference with the version passed by the Senate two months ago (Broadcasting, Aug. 9).

**CBS-TV shows first signs of the freeze**

Network will base prices, for new shows and old, on last fall's rates

CBS-TV will set top prices of its prime-time programming this fall on a "program-by-program" basis and will calculate them according to the comparable season last fall.

CBS was the first TV network to make its decision known to advertisers. It issued letters explaining its policy under the administration's price freeze to advertising agencies early last week. NBC appeared to be on the verge of issuing its policy and indicated that the pricing method may differ in some respects from CBS's approach. ABC is sending out invitations with advisories that its prices may change.

The ABC statement said it was currently reviewing pricing policies as they relate to the President's economic order and the Cost of Living Council guidelines and that "pending the resolution" of these pricing policies, "this invoice should be paid per the terms of our contract." The network said that if its review indicated an adjustment was required, it would issue either a credit or a refund.

CBS's letter said that ceiling prices on all continuing shows "in general" were figured on the basis "of the appropriate rates charged for the same program shown during the base period." It said that original broadcasts and repeats were treated separately.

For the fall season, the letter specified, "ceilings were calculated on each continuing program on the basis of the comparable season in 1970. These ceilings were adjusted for changes (upward and downward) in the gross station line-up and in the relative value of the time period for series which have changed time periods."

CBS also said that "an average of the ceiling prices of all the continuing prime-time programs was used as the ceiling price for all other prime-time programs. Similar calculations were made for other day parts."

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Chief Engineer
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William B. Nielsen
Executive Vice President
KUAM-TV, Agana, Guam

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Jim Martens
Chief Engineer
WGEM-TV, Quincy, Illinois

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Weldon B. Paulsen
Chief Engineer
KPAX-TV, Missoula, Montana

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used a "10% formula" in figuring ceiling prices. The total commercial positions were broken down according to the gross charge for each unit and that the price at which "at least 10% of all the availabilities were sold" last fall is to be the price charged this season. CBS said it would issue agencies "credit memoranda" by Oct. 15, covering the months of August and September.

CBS's letter also said that in some cases, wherein contracts completed before Aug. 15, 1971, provided for prices in excess of the ceilings newly figured by the network, "appropriate adjustments will be made." Invoices, meantime, are to be issued according to the original contract and credits reflecting the adjustments for the ceiling prices are to be issued separately "as soon as practicable."

Talking about FM and money in Dallas

The topic of the day at a regional conference in Dallas of the National Association of FM Broadcasters, was how to increase revenues at FM outlets. There was also a discouraging word from FCC Commissioner Robert Bartley.

Stan Wilson and Ray Menefee, president and sales manager respectively of KWXI(FM) Fort Worth, told more than 100 broadcasters from Texas, Oklahoma, Kansas and Louisiana on Sept. 29 that the introduction of quadrasonic broadcasts last April had led to a number of new clients, many from the consumer-electronics field.

Commissioner Bartley provided the FM men a bleak answer to questions on how soon broadcasters might expect speedier and improved service from the commission in view of increased fees. He said the Nixon administration's freeze on the hiring of additional government personnel is having an effect on the FCC's ability to accelerate the handling of the commission's ever-increasing work-load.

FTC and cabled food ads

The Federal Trade Commission has denied a request by the National Association of Broadcasters and Time-Life Broadcasting Inc. for an advisory opinion regarding the July FTC ruling on availability and pricing of broadcast food and grocery advertising specials.

The commission said to issue an opinion would be "inappropriate" since the requesting party, according to FTC rules, must be contemplating a course of action to warrant an interpretation of FTC trade regulations. NAB and Time-Life were not, a commission spokesman said.

A major concern of the broadcasters was possible violation of the rule when cable-television systems in distant areas carry broadcast programs to viewers where such advertised special food sales are unavailable. The commission's regulation requires that advertised food and grocery specials must be available to the consumer in quantity.

U.S. Media is no longer

Heavy debts burdened four-year-old media-buying service

U.S. Media/International Corp., the pioneer independent media buying service, is ceasing operations.

Hope Martinez, who was president of the company until she resigned last Tuesday (Oct. 5), later in the week confirmed reports of the company's imminent closing. Miss Martinez would only say that "we are being liquidated by Sherwood Diversified Services."

Robert Essex, president of Sherwood, a holding company in New York, said this was not an accurate characterization. He explained that in January 1970 Sherwood was to acquire U.S. Media in a two-step transaction, paying the buying service an initial $2 million in cash, a $750,000 note and some stock. That agreement, he said, was canceled in the fall of 1970 because U.S. Media could not provide adequate financial information to implement the second and final step of the contract.

Mr. Essex said that U.S. Media is in debt to the Continental Bank of Philadelphia for approximately $2 million, and the bank called in its loan. He said U.S. Media also owes Sherwood about $2.25 million.

According to Mr. Essex, the principal shareholders in U.S. Media are Norman King, its founder and chairman until he resigned this past summer and The Penny Co., Philadelphia. Mr. King could not be reached for comment last week.

U.S. Media has been operating for more than four years and is regarded as the first company of its kind in the field. Media buying services have grown in numbers in the intervening years, operating on the premise that their expertise in media enables them to buy television and radio advertising more effectively and efficiently than conventional advertising agencies.

Several other independent media organizations expressed concern last week that the projected closing of U.S. Media might have an adverse effect on their business. They reasoned that advertisers and agencies that engage them might become fearful that other service organizations are financially troubled.

"A number of advertising agencies have gone out of business or have merged, and no one made a big deal about it," one media service executive said. "There's bound to be a shaking-out in a field such as ours which has grown so rapidly. This doesn't mean that the concept of a buying service is invalid and we are certain that most advertisers and agencies are aware of it."

Product-usage data dropped from ARB reports

The American Research Bureau confirmed last week it would discontinue product-usage estimates in local-market television reports, effective with the November reports ("Closed Circuit," Oct. 1). ARB believes exclusion of the product-usage estimates will speed delivery of local reports to its clients.

ARB also had decided that the estimates are not related to the reports, certainly not in the use made of them by advertisers and agencies. A sampling of agency media executives last week found spokesmen to be in agreement. Agencies said that the demographic data issued periodically by ARB has served the purpose and that the product-usage material provided no additional information.

Theodore F. Shaker, newly named president of ARB, said that the bureau would consider issuance of product usage, but separate from audience reports, "if there is a market for it."

Agency and some broadcast critics maintain that the product data detracts from the completeness and accuracy of TV-viewing reports. While ARB appeared to agree that product data was unrelated to audience reports, Mr. Shaker stressed that time spent by staff on product usage tended to impede the speed of delivery of ratings books. He denied that product-usage data, however, was inaccurate, saying data had high reliability.

New Chicago agency

A new advertising agency, Berman/Dewey Advertising, has opened in Chicago. Co-owners of the firm are Robert A. Berman, former senior vice president and account supervisor, and Toni Dewey, former account executive and director of public relations, Grey-North Advertising there. The agency begins operation with the Metropolitan Buick Dealers Association of greater Chicago, and several smaller accounts with an approximate billing of $600,000. Offices are located at 612 North Michigan Avenue.
Senate truth-in-ads bill frozen

FTC pushes delay on measure which would put in law commission's advertising-claims documentation efforts

The Federal Trade Commission has effectively killed—for the time being—the proposed Truth in Advertising Act of 1971. FTC Chairman Miles W. Kirkpatrick, in testimony last week before the Subcommittee for Consumers of the Senate Commerce Committee, urged deferral of any final action until results of the commission's own documentation program are assessed.

Subcommittee Chairman Frank E. Moss (D-Utah) registered "disappointment" over Mr. Kirkpatrick's recommendation to postpone legislative action on the bill (S. 1461), which would require advertisers to make available to consumers written documentation for advertising claims relating to safety, performance, efficacy, characteristics or comparative prices. Media would be required to tell their audiences how to obtain the documentation.

Senator Moss said he was not so naive as to believe the public could be passed without enthusiastic support from the FTC. He said the public is still awaiting the release of comments required of seven auto makers by the commission last July (Broadcasting, July 19). Mr. Kirkpatrick replied that the auto makers' response was being prepared for release "in a few days." Senator Moss then directed the chairman to report back to his committee "in April, so we can go ahead on our legislation." It would appear that legislation will be delayed at least that long.

Also speaking in opposition to the bill was John Elliott Jr., chairman of Ogilvy & Mather Inc., New York. Mr. Elliott, chairman of the American Association of Advertising Agencies government and public-relations committee, said legislation is unnecessary "because of substantiation procedures recently inaugurated by the Federal Trade Commission."

Mr. Elliott added that the bill, as proposed, "is not an appropriate means of accomplishing what it purports to aim at; i.e., the benefit of individual consumers." He said that few consumers are likely to bother requesting documentation, and fewer still will be able to draw meaningful conclusions from the documentation they do request.

A lighter note was introduced at the hearings by Senator Moss's co-sponsor on the bill, Senator George McGovern (D-S.D.). In calling for more documentation of advertising, Senator McGovern presented samples of magazine advertising that, he said, cry out for substantiation. "Here's an ad of particular interest to me," he said. "It claims to instantly produce longer and thicker hair. If it can do that, I'm going to send for some," he said, but added, in a more serious note, that the public has a right to know on what evidence such a claim is based.

Other testimony, favorable to the bill, was presented by Warren Braren, associate director of Consumers Union, publisher of Consumer Reports. Mr. Braren, former manager of the National Association of Broadcasters code authority New York office, said, "The integrity of our whole marketing system depends in no small part upon buyer information."

He said he supports "open disclosure" of the basis for advertising claims, which, he added, is the foundation of the Truth in Advertising Act.

The proposed Institute of Advertising, Marketing and Society Act is also under consideration by the subcommittee. This act (S. 1753) would establish within the FTC a body to examine the interrelationship between the manufacturer and the consumer. All witnesses supported the principle of the legislation, but some took exception to certain provisions.

Mr. Kirkpatrick opposed having the institute within the FTC while not having control over its expenditures which would be provided for by the FTC budget.

Mr. Elliott would like to see the institute formed within the National Science Foundation, and endorsed a proposed amendment by Senator Moss to do that.

TV code group seeks piggyback ad control

Provision would set 60-second minimum for multimessage ads

A TV code-review group last week proposed that the piggyback commercial of less than one minute be discouraged in television.

Net effect of the tightened criteria on integrated commercials would be to disallow such clustering of units within a minute of time—as for example, the use of a 30-second and two 15-second announcements, it was explained.

The revision was approved at a meeting Thursday (Oct. 7) in New York of the National Association of Broadcasters' television code review board subcommittee on time standards. The proposed new code provision on multiple-product announcements will be considered by the full TV code review board at a meeting set for Dec. 9-10, and if approved, will be subject to final approval of the NAB television board of directors in January 1972.

The new provision defines a multiple-product announcement as one "in which two or more products or services
KCBQ  Number One in San Diego is the “Big Q.” And the right cue for advertising in this golden market of the golden west! 50,000 contemporary watts at 1170 on the AM dial.

WMYQ  After 15 years, there’s a “new Q” in Miami radio. WMYQ-FM, South Florida’s most dynamic and fastest growing radio station. Watch for the October/November ARB... and remember who told you first, WMYQ-FM...100,000 watts of stereo power at 96.3 on the FM dial.

These two Bartell stations have joined the big selling parade represented by Metro Radio Sales because Metro Radio Sales provides the service, marketing help and research for them and for all these major market cities and stations:

New York/WNEW/FM; Los Angeles/KLAC/KMET; Chicago/WCFL; Philadelphia/WP/WMMR; Detroit/WKNR/WKND-FM; San Francisco/Oakland/KNEW/KSAN; Washington, D.C./WASH; St. Louis/WIL/WIL-FM; Baltimore/WCBM; Cleveland/WHK/WMMS; Houston/KUJ/KUJ-FM; Dallas/Ft. Worth/KRLD/KRLD-FM; Atlanta/WQXI/WQXI-FM; Milwaukee/WEMP/WWGU; Cincinnati/KSAI/KSAI-FM; San Diego/KCBQ; Buffalo/WBEN/WBEN-FM; Miami/WMYQ; Kansas City/KCNO/KFMU; Denver/KIMN; New Orleans/WSMB; Albany/Schenectady/Troy/WTR.

Take the cue and call Metro Radio Sales today for more information on any of these sales-powerful stations.

New York/Chicago/Detroit/Los Angeles/San Francisco/Philadelphia/Atlanta/Dallas
are presented within the framework of a single announcement," but restricts the scheduling of a "unit of time less than 60 seconds" except where it is integrated "so as to appear to the viewer as a single announcement."

The revised provision continues, "a multiple-product announcement shall be considered integrated and counted as a single announcement if the same voice(s), setting, background and continuity are used consistently throughout so as to appear to the viewer as a single announcement."

A multiple-product message failing to meet the definition would be counted as two or more announcements, the provision states. Retail and service establishments are not affected by the revision.

Lower court rebuffs FCC on BEM case
Rehearing plea rejected; Supreme Court next likely step for commission

The U.S. Supreme Court is now the FCC's last best hope to reverse a lower court ruling that imputes a First Amendment right to the public's use of the airwaves.

The U.S. Court of Appeals in Washington last week refused the commission's request to rehear the case in which a three-judge panel of the court held that broadcasters cannot refuse to sell spot-announcement time for the discussion of controversial issues of public importance, at least when they sell time for other kinds of announcements (Broadcasting, Aug. 9). The court also noted last week none of the nine judges of the District of Columbia circuit requested a vote on the commission's suggestion that the rehearing be by the full court.

The court's Aug. 3 decision was on appeals filed by the Business Executives' Move for Vietnam Peace and the Democratic National Committee. BEM had appealed a commission ruling upholding wtop (AM) in its refusal to sell BEM time for spots opposing the war. DNC appealed the commission's refusal to issue a declaratory ruling that broadcasters may not, as a matter of policy, refuse to sell time to "responsibile entities" for the discussion of controversial issues of public importance.

The DNC reads the court's decisions as requiring the sale of time for programs as well as spot announcements. The commission does not, and that difference is one of the matters it had hoped to clarify through a rehearing of the case. The three networks and wtop had also requested a rehearing.

The commission has now decided whether to ask the Supreme Court to review the case, but indications last week were that it would. In seeking rehearing, the commission said that the appeals court's decision that broadcasters cannot ban the sale of spot time for the discussion of issues "will destroy the licensee's statutory role as a 'public trustee' by substituting . . . an unworkable policy not required by the Constitution" (Broadcasting, Sept. 6).

RepAppointments

- WATF-TV Waterbury, Conn.: AAA Representatives, New York.
- KFRE-TV Fresno, Calif.: HR Television Inc., New York.
- WMMB (AM) and WYRL (FM), both Melbourne, and WAVY (AM) Ft. Lauderdale, all Florida: Pro Time Sales Inc., New York.
- WGBG (AM) Greensboro, N.C.: David Carpenter Co., Atlanta (Southeast only).

ASH wants to flick little cigars off TV

The R. J. Reynolds Tobacco Co. has been accused to violating the law that went into effect on Jan. 2 banning the broadcast advertising of cigarettes.

Action on Smoking and Health, the antismoking organization headed by John F. Banzhaf III, made the accusation in a petition to the Justice Department urging it to seek a court order banning the television promotion of Winchester, a new little cigar.

Reynolds is test-marketing the product in the Boston area. And ASH said the product is "clearly" a cigarette within the meaning of the law. It said that Winchester is the same size and shape of cigarette, has a filter identical to that of Reynolds' Winston brand, and comes in packages of 20, as do cigarettes.

William S. Smith, president of the company, has issued a statement describing the ASH charges as "ridiculous and untrue." He said little cigars are not a true product and that "Winchesters have been classified by U.S. government authorities as a little cigar."

TV very well fixed for blades

World Series sponsorship is start of Gillette drive to offset Wilkinson gains

Gillette's TV sponsorship in the World Series on NBC is the opening shot in a multimillion-dollar attempt to win back a substantial share of the wet-shave market it lost to Wilkinson Sword.

The Boston-based company, through Benton & Bowles, is using its long association with broadcast coverage of the series as the platform from which to launch an estimated $2 million-plus TV push this fall for its Trac II, a new razor that uses two parallel blades encased in a disposable plastic cartridge. The new product, Gillette says, provides a closer, faster shave than obtainable from older instruments. Gillette and its agency estimate that some $6 million will be spent in television and print on the Trac II campaign. Two spots, one 45 seconds, the other 40, have been prepared.

Wilkinson, a British-made product distributed in the U.S. by Colgate-Palmolive, introduced its bonded blades and shaver about a year ago. The Wilkinson bonded blade has a coated alloy edge sealed in a disposable cartridge. Since their introduction the razor and blades—handled by Ted Bates & Co., New York—have caught on with the wet-shave market. Wilkinson in some areas is believed to have taken 28% of the market, or some $10 million in sales lost to Gillette.

Gillette, the giant in the wet-shave field, reportedly controls from 55% to 60% of the $250-million market.

Wilkinson has been using TV as its basic advertising medium, and in 1971 it is spending at a rate greater than in 1970. Last year, Wilkinson spent $1.7 million in television (mostly spot). For the first six months of this year, it spent $1.35 million, or TV ($510,600 in network; $843,200 in spot). Compounding the competition in the razor field in its new Trac II shaver introduction is the TV campaign mounted by North American Philips for its new model Norelco electric shaver. The company has allocated a minimum of $2.5 million for its TV effort which continues through December in network and spot. Norelco expects to run more than 100 30-second commercials.

The Norelco shaver has new shaving heads which the company claims will shave "as close" as chromium and platinum blades or closer and surpass them in terms of comfort and lack of irritation.
MUSIC GROWS BIG IN THE COUNTRY. WE'VE HELPED IT GROW EVEN BIGGER.

It is only since the founding of Broadcast Music Incorporated that Country music has become an industry rather than simply a way for a burned-out farmer to keep the blues away.

When BMI was founded, things began to change. For the first time ever, Country writers and publishers had a way to protect the performance rights on their songs and to collect royalties on them. And after years of being dismissed as worthless, Country writers had a place where they could go and be treated with respect.

So, as Paul Hemphill writes in his book, The Nashville Sound: "It is poetic that BMI and the Country Music Association would stand shoulder to shoulder at the top of Music Row, like two Statues of Liberty, because not until BMI was formed in 1939 did it become possible for Country songwriters to make a decent living."

We've come a long way since then and we've come that way together. So much together that today, over 90% of all Country songwriters are licensed through BMI.
**Programming**

**Last words on children's programing**

ACT, NCCB, ABC and NAEB have one more thing to say; now it is up to the FCC to proceed with inquiry.

Whenever, and if ever, the FCC makes a decision on what course licensees must take in television programing for children, one fact remains undisputed: Such a decision will be the product of an intensive study, motivated by an overwhelming amount of data that, in the past several months of the commission's inquiry into children's programing, has poured into the agency's Washington headquarters in such volume that a substantial amount of floor and filing space is now reserved for this single docket.

Last week saw the culmination of the inquiry phase of this proceeding as the deadline for reply comments passed. The sparse number of organizations seizing the final opportunity to plug their respective positions on the matter gives indication that most interested parties have already had their say.

Noteworthy among those that did file last week was Action for Children's Television, the Boston-based citizen group through whose efforts this proceeding was initiated. As in the past, ACT asserted that commercial TV stations in this country have been deficient in their children's programing efforts. The group devoted a substantial portion of its latest brief to the documentation of studies it has conducted in an attempt to prove that broadcasters who have argued against federal regulation of their program material have failed to back up their position with adequate broadcast product.

In an attempt to refute previous arguments from licensees that their local children's programing equals, if not surpasses, the demands of quality and quantity set forth by ACT and other parties in this proceeding, ACT argued that even Romper Room, which it regards as "undoubtedly . . . the leading local program for children," is often centered on unethical commercialistic principles. Romper Room's greatest attribute, the "relationship of trust" between the program's TV "teacher" and her pupils, ACT said, "is remorsefully abused to build up Romper Room for a variety of goods and services" bearing the program's trademark. ACT made particular mention of the Hasbro line of Romper Room toys.

Commercialization of children's TV fare, ACT argued, detracts from what-ever quality that might otherwise be present in a program. This is true, it said, of both syndicated programs, such as Romper Room, and locally produced efforts. As an example of the latter, ACT cited the KGGM-TV Albuquerque, N.M., daily offering, the Captain Billy Show. An analysis of that program, which was monitored by the United Church of Christ, ACT said, showed that "a considerable part of the local live material consisted of tie-ins with the commercials. For example, Captain Billy lauded MacDonald's hamburgers for 42 seconds following a 30-second MacDonald's spot. Much of the remainder consisted of Captain Billy congratulating himself for being on time, apologizing for playing the wrong cartoon and expanding on themes suggested by the commercials."

Aside from the impact of commercials, ACT also called attention to what it indicated was a frightening array of violence present on commercial television shows geared especially for children. The foundation of ACT's conclusions in this area was a report commissioned by the group on the programing of four Boston commercial stations on Saturday morning during last May and June. The "most startling finding" of this report, ACT said, was "the extent to which sadistic behavior continues to dominate programing and the fact that it is usually treated as harmless and funny." (Most of the programing monitored for this report was of an animated nature, ACT said.) Statistically, out of

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The aura of executive propriety that normally exists on the eighth floor of the FCC's Washington headquarters—where all seven commissioners' offices are located—was momentarily shattered last Tuesday afternoon when Commissioner Nicholas Johnson played host to eight Washington children chaperoned by staff members of National Citizens Committee for Broadcasting. The occasion was the delivery to Mr. Johnson of some 9,000 petitions solicited by NCCB, calling on the commission to exercise controls over children's programing. NCCB later filed the petitions in the proper office, that of the FCC secretary, in conjunction with its reply comments on the commission's current inquiry into children's programing (see story). The petitions, which NCCB said were signed by over 10,000 individuals and representatives of organizations, recommended such regulations as 14 hours of children's fare per week, elimination of commercials from such programs or at most two commercial interruptions per hour, and a general screening of children's fare to preclude use of violent and racist material. Pictured above: Mr. Johnson, the youngsters and petitions, in the commissioner's inner office.
the programs monitored, the group said, 82% contained violence, 32% were "saturated with violence" and the remaining 18% that contained no actual violent acts did show "chase scenes and other segments in which violence was threatened." National Citizens Committee for Broadcasting, which together with ACT is regarded as the gadfly of the children's television controversy (several months ago it submitted a detailed study to the FCC, comparing commercial television in the U.S. to that of foreign countries and emphasizing what NCCB cited as the shortcomings of the former) was particularly critical of the National Association of Broadcasters' stance in this proceeding. NAB's position that most criticism surrounding American commercial television represents "the myth of reformers and idealists . . . a handful of individuals," NCCB said, "seems somewhat less than honest." NCCB cited a 1966 NAB study of television and its effects on society, which was devoted in part to television's ramifications on its younger viewers. That study, NCCB pointed out, showed that 19% of the individuals polled thought that television had a harmful effect on children (53% took an opposite position). The fact that roughly one-fifth of the entire adult population of the U.S., as represented in the NAB study, took this position NCCB asserted, belies NAB's definition of children's TV critics as "a handful of individuals." What is more, it said, "it seems improbable that this figure would be less today; most probably it has increased significantly" over the five-year period.

NAB and CBS, filing two weeks ago, defended their positions on the children's television issue and contended that NCCB and ACT's criticisms of broadcasters are founded on numerous inaccuracies and untenable conclusions (BROADCASTING, Oct. 4).

ABC was also a last-minute filer. ABC's brief, in essence, argued that regardless of the number of critics and the quality of children's programing at present (although it affirmed its position that commercial children's programing is good and getting better all the time), it remains a pure and simple truth that if commercials were eliminated from the children's airwaves, the over-all effect would be one of degradation of programing—not improvement, as ACT and NCCB have claimed. "Tampering with the vital financial source commercial sponsorship provides can only shrink the availability and quality of children's programing," ABC said. The alternatives to commercials as funding sources for children's TV that have been suggested by ACT and NCCB, namely financing through donations and foundation grants, ABC said, simply will not work in a realistic situation. If both commercial and educational broadcasters were dependent upon grants to finance children's programing, the network asserted, the available funding from such grants would be necessarily limited. Moreover, educational interests, who now rely chiefly on such grants to carry on operations, would be forced to share them with their commercial counterparts, the ultimate effect being degradation of the programing on both sides. ABC said.

National Association of Educational Broadcasters, in its comments, did not touch on this prospective dilemma. While the organization affirmed its opposition to the imposition of government controls on the programing of individual stations—both commercial and noncommercial—it said there may be justification for FCC concern in the matter on a broader level: "the broad categories of programing for children and the over-all manner in which stations serve groups such as children." But NAEB requested that the commission refrain from issuing any new rules in this area—at least for the time being. If the commission is inclined to promulgate regulations on children's programing, NAEB said, it should do so on a representative and informed basis, as it has done, and not on the basis of the information submitted to the FCC so far.

The hot topic: children's shows

Academy panel touches all critical bases, reaches no conclusions

A symposium presented last week by the National Academy of Television Arts and Sciences in New York was perhaps the only panel on children's television to be seen this year that did not include Evelyn Sarson, George Heimemann, or Joan Ganz Cooney," as the moderator aptly suggested. The forum was entitled "The New Look in Children's Programing: How Far Have We Come from the Wasteland?" The panel included Bob Keeshan of CBS-TV's Captain Kangaroo; Marya Mannes, writer and TV critic; Eda Leshan, moderator of noncommercial WNET-TV's New York's How Do Your Children Grow?; Norman Morris, producer and author of "Television's Child"; Burt Rosen, producer of the syndicated Story Theater, and George Stoney, former member of the White House Committee on Children and director of the Alternate Media Center of New York University. Sonny Fox, chairman of the academy, served as moderator.

The discussion, for the most part, centered on two areas: The form a new, enlightened children's TV service should take and how the new programing can be financed.

The individual members of the panel expressed a divergent range of opinions on and insights into children's television. Miss Mannes said Sesame Street is the best of children's fare, while Miss Leshan called it the worst. Bob Keeshan, no stranger to children's programing, shocked everyone when he said he thought the best children's television is no television at all.

Eda Leshan, commenting on the reasons children watch such an enormous amount of television, credited the appetite of children for "garbage" as the basic cause. "Because they can't get anything of real value out of television, they drown themselves in the substitute," she said. Programs for children "are not giving children any genuine excitement." If the child were offered programing of actual substance, they would not have the need for so much of it, she explained.

One panel member, Marya Mannes, decried what she termed "the rape of innocence" perpetrated by television. She called the supposed accelerated growth in the maturity of children, due to their mammoth exposure to the electronic media, "superficial" and detrimental to the emotional development of a child.

Mr. Keeshan was very firm in calling for the institution of a training ground at the network level to prepare younger, creative people for children's television. Later in the program, he stated his desire to see the return of weekday afternoon children's programing by the networks.

Mindful of problems with the high cost of production in any new attempt in children's shows, Norman Morris cited the costs as being a result of network neglect in researching such programs in the past.

He also called for the separation of children's television from the rating systems that have new shows "under the gun from the minute they go on the air." He used NBC's Take a Giant Step as an example. Calling the new show an exciting endeavor, he pointed to the poor ratings and bad reviews as hurting the show "before it even has a chance."

George Stoney called for the removal of all advertising from children's programing. "We are teaching our children that if they buy this toy, they will be happy. And we reinforce that concept.
SOUL SEARCHING

There's a lot of talk about it. How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of M & H, and we search out the heart, soul, affection and defection of audiences toward stations. The audience knows why it likes your station and why it doesn't, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the sociologist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

Columbia subsidiary moves into CCTV movies

Pay television via closed-circuit of current motion pictures and live sports events into hotel rooms will be launched on or about Nov. 15 by Trans-World Productions Inc., a division of Columbia Pictures Inc.

Trans-World announced plans last week for the closed-circuiting of feature films that have completed their initial theatrical showings into the 1,000-room Regency-Hyatt House in Atlanta in mid-November. A spokesman said that motion pictures will be offered to the hotel patrons for $3 for each showing, with two features available each month.

Trans-World, the closed-circuit television division of CPI since 1969, began operations in 1968 with Tele/Ad, an advertising concept in which advertisers buy time in a film on a particular city that is delivered to hotel guests. Last year Trans-World began Television, a closed-circuit system of telecasting proceedings of conventions to facilities away from the convention hall. The latest activity is called Tele/Theater.

Tele/Ad is operating at 32 hotels in six cities. Televention has handled the closed-circuiting of 12 conventions. Trans-World hopes to extend its Tele/Theater concept to hotels in other cities.

NFL closed-circuit takes Denver for a loss

The first closed-circuit telecast of the Denver Broncos home football games to the local Coliseum Oct. 3 resulted in a $7,000 loss with just 1,184 of the 8,000 available seats sold.

When the Broncos as well as the Washington Redskins announced plans for closed circuit TV of home games, the National Football League Players Association protested that the current player-owner agreement made no provision for players sharing in such revenues (BROADCASTING, Oct. 4). Edward Garvey, executive director of the association, last week reaffirmed the NFL stand that NFL Commissioner Pete Rozelle, during the last contract talks in 1970, had promised no closed circuit because of network contracts. New contracts will come up for negotiation in 1973.

The earlier report that Denver revenues had been earmarked for urban development in underprivileged areas was corrected by an NFL spokesman and by Mr. Garvey. Proceeds were distributed on a 60-40 split to the Broncos and the visiting Kansas City Chiefs, respectively. It was said that some of the telecasts might be channeled into underprivileged areas on a test basis.

Coming to ABC-TV: marathon Tolstoy film

ABC-TV has obtained rights to "War and Peace," the six-and-one-half-hour Russian-made motion picture based on the Leo Tolstoy novel.

Martin Starger, vice president in charge of programing, said last week the film, produced at a cost of $100 million, was made in Russian but has been dubbed in English. He said ABC-TV is attempting to "devis[e] an appropriate format for televising the mammoth film." He did not reveal when or how the film would be telecast, but other sources indicated it would be shown on two or more evenings either this season or next.

Rights to the feature were acquired from The Walter Reade Organization, which handled the theatrical release. ABC-TV declined to give the amount it paid for television rights, but a spokesman for Walter Reade said it was "a multi-million dollar contract."
There’s something special about Olde Golde...

MONEY!

It reaches over gently and taps the 20-40 year old listener and says, “This is your music. You bought the records... millions of them. You made them hits.” Olde Golde brings them back in a completely automated, fully announced package created and produced by Draper, Blore and Rook of Programming db, the best at their trade. Syndicated by IGM, the best at its trade. Olde Golde is beautifully programmed, yet low in cost. The basic package includes 1600 records in 24 reels, and is updated with 4 new reels each month. The concept is perfectly solid. The listeners have already given their judgement on its musical content. The programming offers them further involvement with “Think Back,” the question and answer special feature, and “Olde Golde Retold,” interviews with their favorite artists.

For you, there are customized singing ID’s, Olde Golde promos, public service announcements and periodic sales guides. And, 12 commercial minutes in every hour. As Olde Golde builds your ratings your sales people will need every one of those 12 minutes. Maybe more. That’s what is special about Olde Golde... all of that money!

It’s your Pot of Olde Golde! Send for complete information today!

IGM
INTERNATIONAL GOOD MUSIC
3950 Home Road
Bellingham, Washington 98225

Please send me full information about the Olde Golde package today.
Name_____________________________________
Station_____________________________________
Address_____________________________________
City______________State__________Zip_________
The ratings race: predictable results

CBS wins, NBC places and ABC shows as second week of new season ends

The viewers were still channel-hopping the second week of the new television season so the ratings are not all that meaningful, but still: CBS-TV had seven of the top-10 shows. This is according to the Fast National Television Index put out last week by A. C. Nielsen for the week of Sept. 20-26.

For the week, CBS had an average prime-time rating of 20.2, NBC had 18.8 and ABC 17.7. CBS won Monday, Wednesday, Saturday and Sunday; ABC had Tuesday and Friday, and NBC won Thursday.

Proved shows for the most part dominated the top-20 Nielsen list with movies loosening their grip on the higher ratings as compared with the previous week.

Two new CBS shows placed in the top 20. They were Funny Faces up from 20th position in the first week of the season to sixth spot in the second week, and The New Dick Van Dyke Show, from 14th to 12th. Another new CBS show, Cade's County, which was rated 111th in the season's first week, was 34th in the second week. Also dropping was NBC Mystery Movie, from fifth place to 13th.

In the top-10 list, established programs took the first five rankings: CBS's All in the Family, NBC's Flip Wilson, ABC's Marcus Welby, and CBS's Here's Lucy and Gunsmoke. The next five were Funny Face (CBS), ABC's Movie of the Week, CBS's Mannix, Medical Center and Donny Day.

The number of new shows below the 50th ranking of programs again came to 10, though two new shows climbed out: NBC's Jimmy Stewart Show moving up to 49th and CBS's Chicago Teddy Bears to the 50th spot. The new shows previously above the 50th mark but falling below in the second week were NBC's DA and ABC's Movie of the Weekend. Eight new series continuing under the no. 50 ranking: ABC's Man and the City, featuring Anthony Quinn, Shirley's World, with Shirley MacLaine, Getting Together, with Bobby Sherman and The Persuaders, the Roger Moore/Tony Curtis vehicle; CBS's Bearcats and NBC's The Partners, The Good Life and The Funny Side.

Among other new shows, CBS's Sunday movie was 21st, down from third spot in the first week of the season; CBS's Cannon was 23rd, up from 40th; ABC's Longstreet, ranked 28th, up from 34th; NBC's Night Gallery was 29th, down from 27th, and CBS's O'Hara, U.S. Treasury fell two rankings to 30th. NBC's Nichols, with James Garner, dropped to 33rd from 19th; CBS's Friday movie was 36th, down from 22d, and Arthur Hill in ABC's Owen Marshall: Counselor at Law ranked 39th, up from 49th.

ABC's NFL Football had its first outing of the new season in this report and it scored in 27th place, and to the delight of ABC, added strength to that network's Monday-night line-up.

According to early computations, viewing of network prime-time increased in the week ended Sept. 26 over the comparable week in 1970. According to NBC Research, some 2.5 million more people were watching network prime-time programming during an average minute. The full import of this was not clear, however, since it was acknowledged that the contraction of network prime-time schedules this year was a contributing factor (the dropping out of lower-rated shows may have attracted people to the more popular series and all networks this year have better clearances in prime time ["Closed Circuit," Sept. 6]).

N.Y. sessions to focus on video-cassette fare

Programs produced for the video-cassette market and a workshop dicussion on the subject will be the highlights of the First International Video Cassette Programming Festival to be held in New York Oct. 14-15.

The festival is being held under the auspices of Knowledge Industry Publications, White Plains, N.Y., and is open to the public at a charge of $4. Listed exhibitors are Optronics Library, Motorola Systems, Videorecord Corp. of America, Nicholson-Muir Productions, East End Enterprises and EUR Partnership of London.

A concurrent, specially subscribed workshop will be held on video-cassette program production and marketing. Among the scheduled speakers is Sig Mickelson, vice president of Encyclopedia Britannica Educational Corp.; Paul Klein, president of Computer Television; Anthony J. Palms, director of marketing, Time-Life Video; Warren Bahr, executive vice president in charge of media services, Young & Rubicam, and George Newlin, vice president, Dominick & Dominick, New York investment banking firm.

ProgramNotes

Producer's privilege * Twentieth Century-Fox Film Corp. has established a policy of offering its studio facilities for rental for feature-film and TV production to its own producers as well as independent producers. The company said the move will place the studio "on a strictly competitive basis with resultant significant economies for both the company and its producers."

New program trader * Dave Gale Productions, New York, has been formed to serve as a sales representative for independent producers, arranging advertiser transactions for syndicated series and specials. Address is 768 Fifth Avenue, New York 10019. Telephone is 758-9444. Mr. Gale was formerly director of special television projects for Triangle Television and New York sales manager for Metromedia Producers Corp.

AFTRA showcase * New York Chapter of the American Federation of Television and Radio Artists has launched a program to expand the employment potential of its members through a series of workshops and showcases. The union...
plans to present two or three live showcase productions annually; conduct workshops giving members training and experience in performing for commercials, and tape a monthly, 30-minute TV production in which members can demonstrate their talent.

From 'Patton' to 'Yellowstone' • Actor George C. Scott will serve as host-narrator of "From Yellowstone to Tomorrow," a program marking the 100th anniversary of our national parks system, to be telecast on NBC-TV on April 11, 1972 (8:30-9:30 p.m.). The program will be sponsored by the Long Lines Division of AT&T through N. W. Ayer & Son and is part of the Bell System Family Theater series of specials.

CTW preview on commercial TV • Hughes Television Network will air a prime-time special on Thursday, Oct. 21 (7:30 p.m. NYS) which will preview the new noncommercial children's television workshop series, The Electric Company. Thirty-minute special, Here Comes The Electric Company, is expected to be televised by more than 140 stations. The daily series will premiere on the Public Broadcasting Service on Monday, Oct. 25. Program on HTN will be fully sponsored by the Kraft game and toy division of General Mills, Minneapolis.

Film stars reshine • A group of 30 theatrical motion pictures have been packaged by Warner Bros. Television, Burbank, Calif., for re-release on TV. The films, grouped as Starlite 5 were chosen from those released for first run on TV in the early 1960's. Of the 30, 18 are in color. The films will be available for showing beginning in January.

Sales team named • Rich-Ramos Associates, New York, has been appointed sales representative for National Telefilm Associates, Beverly Hills, Calif., in all areas outside the United States and Canada. Rob Rich is a former international vice president for Warner Bros. Television. Vincente Ramos is a former international sales director for Warner.

Royal show • University of Texas football coach Darrell Royal is host on a Monday-through-Friday five-minute radio program. The Darrell Royal Show, which has been sold to 74 Texas stations, features post-game wrap-ups as well as late news from inside the Longhorn camp. Producer is Read-Poland Inc., Dallas.

Colts contract • The Baltimore Colts have signed a new three-year contract with WCAM (AM) there. The station has carried the Colts broadcasts since 1965. Play-by-play and color will be handled by Ted Moore and by Orrell Braase.

Christmas is a-coming • Time-Life Films reports the sale of Pickwick, a 90-minute musical version of the Charles Dickens classic, to 30 stations in the U.S. for presentation during the Christmas season. The special, produced by the BBC, was sold last year in 70 markets here in its initial run. Stations buying the program for 1971 include WNBC-TV New York, WMAQ-TV Chicago, KTLA (TV) Los Angeles, WDST-TV New Orleans, WPXL-TV Philadelphia, WJAR-TV Providence, R.I., and WMAL-TV Washington.

Links for TV golf • Formation of the Century Golf Network to provide live television coverage of major tournaments was announced last week. Principals in the new sports network are Century Telesports Network, Frank Chirkinian, television golf producer, who will act as CGN's president, and F.P.A. Corp., Florida land-development Century Telesports Network; Frank company. The schedule of seven CGN events is set to begin this Feb. 19-20 with the Phoenix Open and continue through June 24-25 with the Western Open.

Old TV series never die • They just fade away for a while. Prime TV Films Inc., New York, has reported that it is placating a businessman is inside a hotel and settled, he's not about to go out," he said. "The situation at most of the airports and downtown hotels in major cities is not all that different. The competitive nature of this venture is designed to keep guests in, anyway."

Mr. Von Schreiber also pointed to what he said was an enormous volume of requests for the service by such franchises as the Holiday Inns, Howard Johnsons, and the Hiltons, as well as independent hotels here and abroad.

Computer Cinema says it plans to place its converters in 10,000 units in 15 to 20 major markets beginning April 1972. A contractor for production of the converters has not yet been signed.

Hotels will be charged a flat lease fee for the hardware and will retain 40% of the gross. They will be supplied three titles a month. And if the new service can increase the occupancy by one-half of 1% it would pay for itself, Mr. Von Schreiber says.

The producers of Hollywood movies are listening a little more intently these days to this idea. Computer Cinema predicts that if it can capture 20% of the hotel market (600,000 units out of 3 million in the country), it can return $900,000 per title per month to the movie producer.

**Motel pay-TV proving worthwhile**

A 37% "share" in Newark try-out brightens outlook of firm selling closed-circuit feature movies

A 37% share of a television audience should be enough to keep any broadcast executive out of worry. The executives of Computer Cinema have announced that their pay-TV experiment at the Gateway Downowntowner Motor Inn in Newark, N.J. (Broadcasting, Sept. 6), has been just that successful.

In a test project that began June 29, Computer Cinema wired 120 of the 259 rooms at the motel with converters to allow guests to view recent films at a cost of $2 to $3. The fare included "Patton," "M*A*S*H," and "Butch Cassidy.," "Barbarella," "Villa Rides," and "The Dirty Dozen" were added after the first 24 days of the experiment and additionally a two-channel choice was opened up. With viewer access increased to two channels, the CCTV share went to 41%.

Not only are the people at Computer Cinema happy about the results of this first go around, so is the motel owner. Since the experiment began, the occupancy rate has risen from 50% to 65%. And those results came with no outside advertising. The only form of promotion included in-house posters and tent cards.

Paul Klein, principal at CC, feels there is a large market waiting to be tapped in pay television and he cites these figures as bearing him out: 65% of the occupants viewed some TV while Computer Cinema was playing movies, and of these, 37% watched Computer Cinema. (Columbia Pictures Industries, last week, announced that it too will undertake a similar pay-TV experiment (see story page 341).) A survey of CC viewers showed that over 60% had not been to a movie theater in over six months. And of those who had seen the films before (in theaters and, in the case of "The Dirty Dozen," on TV), 44% chose to see them again.

Asked whether the Gateway Downowntowner's location, in a section that some nyeeyites say is not conducive to nighttime strolls, might have increased viewing, CC's Paul Von Schreiber responded by pointing out the motel was directly opposite Penn Station, making New York City 12 minutes away. "Once
BROADCASTING, Oct. 11, 1971

**Burch dons robes doffed by Whitehead**

He renews attempt to merge broadcast-cable interests but meets skepticism; administration to comment soon

FCC Chairman Dean Burch has stepped into the breach created when Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, abandoned his effort to harmonize the differences of the industry groups that are at war over the commission's CATV policy proposals.

Mr. Burch made his first move last month, when he called in broadcast industry representatives to discuss the reasons for the failure of the talks Mr. Whitehead had held with them, with representatives of the cable industry and with spokesmen for copyright owners (BROADCASTING, Sept. 20).

Later, he met with cable industry representatives. And last week he conferred a second time with broadcast industry representatives and a first time with copyright-owner spokesmen.

Chairman Burch said the rounds of meetings would be continued in an effort to determine "what went wrong" at OTP. But he also said he was attempting to achieve what the talks at OTP had been designed to accomplish. "I haven't given up yet," he said.

However, it was not clear why Mr. Burch would have any more success than Mr. Whitehead, who initiated the effort after OTP and the White House had received complaints, principally from broadcasters and their friends in Congress, about the commission's proposals for overhauling CATV regulation. The White House apparently was hoping to head off a fight on Capitol Hill over the commission's package, which was delivered to Congress in August for inspection.

Mr. Burch would also like to avoid the delay and uncertainties that would flow from a congressional fight over the commission's proposals, but he faces the same dilemma that confronted Mr. Whitehead: The broadcasters feel the package offers their industry too little protection against CATV competition; cable operators feel the package contains the minimum they can accept.

The Whitehead effort to help the parties reach a compromise broke down when the cable operator representatives felt they were being asked to accept proposals less desirable than those in the commission's package (BROADCASTING, Aug. 6).

And the cast of characters is largely the same. Broadcasters are being represented by Vincent Wasilewski, president of the National Association of Broadcasters; A. Louis Read (WSU-TV New Orleans), chairman of NAB's television board, and Jack Harris (KPRC-TV Houston), who was chairman of an NAB committee that had attempted without success to negotiate an agreement with representatives of the CATV industry.
and copyright owners. The cable interests have been represented by John Gwin, chairman of the National Cable Television Association, and Gary Christensen, NCTA counsel. Attorney Arthur Scheiner and David H. Horowitz, vice president and general counsel of Columbia Pictures Industries, represented the copyright owners last week.

Chairman Burch is said to be engaging in the traditional form of mediation seeking to determine the maximum one group will surrender and the minimum another will accept.

Participants in the meetings are not talking much about what is going on. However, it appears to be the broadcasters who are the least optimistic about the talks. They feel that the CATV representatives are prepared to wait them out, that the cablemen have what they want in the FCC package.

And NCTA officials do not attempt to disabuse questioners of that idea. They and the copyright-owner representatives are said to have expressed the view that progress is being made in the talks.

It is not known whether Mr. Burch is working under a self-imposed deadline. But OTP has been invited by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, to comment on the commission's CATV proposals, and OTP's comments are expected to be filed early next week. On Oct. 15, a high-level administration committee, on which Mr. Whitehead serves as chairman, is expected to submit long-range CATV policy proposals to the President. So Mr. Burch might be working with that Oct. 15 date in mind.

Meanwhile, the cable industry is waging a vigorous campaign to rally support for the FCC proposals. One element in the campaign is a memorandum that surfaced in Washington last week. The copy that came to Broadcasting's attention was unsigned, and NCTA denied even knowledge of it. But it sharply attacks Mr. Whitehead, accusing him of admitting to being influenced by political considerations in an effort to force NCTA to accept less than the commission was willing to provide in its proposals. It said OTP has an "unannounced goal of killing or delaying action on the cable issue" and it called on its readers to use whatever influence they have with the President to persuade him to instruct Mr. Whitehead "to leave the FCC. Chairman Burch and his rules regarding cable strictly alone."

NCTA has been active on Capitol Hill—productively so. Key members of Congress—including the chairmen of the Senate and House appropriations subcommittees that handle OTP appropriations requests—have indicated to OTP their interest in the FCC maintaining its independence of OTP.

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How and why the mother country differs from its offspring

Broadcasting Associate Editor Steve Millard, in Boston to cover the annual convention of the Radio Television News Directors Association (Broadcasting, Oct. 4), seized the occasion to interview British Broadcasting Corporation Director General Charles Curran on problems and characteristics that are common or unique to broadcasting as practiced there and here. Their exchange, edited to highlight the more significant sections, appears below:

Q: One normally thinks of the American and British broadcasting systems as two alternative models of what broadcasting might be. Yet in your speech to the Radio Television News Directors Association (Broadcasting, Oct. 4), you emphasized the similarities—at least in the specific realm of broadcast journalism. Could that thought be extended—are there other similarities between the two systems that we don't always recognize?
A: What I was trying to do in that speech was to take those points which must be basic to any broadcast news system. . . . I don't really think that outside the field of news, the similarities can be very marked.

I think the differences begin to emerge when you consider the origins of the two systems way back in the days of radio. The fundamental American assumption is that diversity of ownership leads to diversity of view, diversity of presentation, whereas our assumption is the contrary—that solidity of ownership or control is likely to lead to diversity of presentation. In other words, where we tend in Europe to rely on planning diversity, you tend to rely on, shall we say, the Adam Smith theory—that everything happens by economic cause.

In certain areas, such as light entertainment, there are bound to be similarities, because there is a homogeneity of understanding there between people in Britain and people in the United States. There is, of course, a long tradition of Hollywood entertainment being equally acceptable in both countries, and a lesser tradition of British entertainment being acceptable here. In this area the kind of people we're dealing with, and the kinds of shows we're dealing with, are likely to be very much the same.

But the differences predominate. I think it's true to say, for example, that nowadays there's comparatively little straight drama on the networks. This we have. It's a difficult operation to conduct, because what you're doing is producing the equivalent of a major play every week. I can understand any American network program planner, especially when he's only got three hours of prime time instead of three and a half—I think that half-hour makes quite a difference—saying: "In that three hours, both my network and all my affiliates want certain sure-fire revenue-raisers." And I'm not surprised that drama isn't seen often. I'm sorry, though, because I think there are many fine American writers who could find an outlet on television, provided the economic circumstances were in their favor.

When you come to an enterprise like Civilisation, again this is an entirely practical question. The BBC has two networks, which we can plan in a complementary fashion. Which doesn't mean that one's an egghead network and the other a mass network; it simply means that they have different appeal programs on them. We can therefore afford to play Civilisation on one network and expose it, once it's made its name, on the other network. It doesn't do badly in the audience ratings, but that's not our major concern; we're offering a complementary choice. Again, I think it's difficult to do, in the circumstances of American program planning.

Q: But Civilisation, and several other programs from Britain, have found their way onto public television in this country. Do you see possibilities—or perhaps dangers—in an attempt by public television to model itself after the BBC?
A: No country's problems in broadcasting are exactly the same. In this country, I believe they [public broadcasters] have an especially difficult problem of tactics to solve, quite apart from financial problems.

I don't really believe that any broadcasting organization can effectively survive unless it is going to appeal to a mass audience in one way or another. Now once you make this proposition, you're bound to put public television in competition with the networks. This raises the formidable problem of whether they are going to plan programs in the fields where the networks are successful. Do they go in for major news coverage; do they go in for major light entertainment? Without it, they cannot establish a mass audience and therefore a massive reputation; with it, they find themselves with tremendous political problems. I have no answer.

What I think they certainly can do, as they have been doing, is to embark on this field of drama, which as I said before the networks seem to have been getting out of. There I think they can establish popular appeal. I still think that eventually, if they're going to be established as a permanent feature of the American television scene, they must serve a comprehensive public. After all, if you're drawing money—whatever way it comes—from the public in general, then it follows that you have to serve the public in general.

There was at one time in Britain an argument that the BBC should concern itself only with those things which the commercial system was not effectively able to do. I totally reject this propo-
sition. We are there, supported by public money—by licenses paid by individual homes—and we have to provide a service to all those individual homes if we are to justify taking that money. Otherwise, we're thieves in the night.

Q: You mentioned that no country's problems in broadcasting are quite the same. What major problems do you encounter that U.S. broadcasters do not?

A: There are technical problems, there are problems of attitude, and there are problems of money.

In the technical area, we sit alongside a continent which consists of numbers of different sovereignties and numbers of different languages. Therefore, our frequency allocation problem is quite different from yours. You have a homogeneous, single-sovereign land mass, speaking—in principle, at any rate—one language. We have quite a different problem. Therefore, broadcasting in Europe has tended to develop as a series of national institutions, offering national services. Yours has developed as a kind of series of affiliates to centers operating from the major metropolitan areas. This is true even of public broadcasting, which is a federation rather than a unitary system. So our technical base tends toward national consolidation, whereas yours tends toward local service—and I must say I have to raise questions when I'm in the States about the amount of service in rural areas. Our ideal is to give equality of service to the Shetlands and London, so that if we have three services in London we have three services in the Shetlands. I'm not sure that you follow the same principle; I don't think you do.

The second point comes out very clearly at this convention of radio and television news directors. You start from the principle of the First Amendment that there should be no prior restraint on the publication of news, and you have great arguments about how this is to apply, but the attitude you start from is no prior restraint. We don't have a First Amendment. We do have freedom of the press; but we do have, for example, as a comparatively minor restriction, the Official Secrets Act. We accept the assumption that there can be national secrets related to security which put a prior restriction upon us, which we are happy to observe. This is not censorship. It is a sense of responsibility, which is embodied in our national way of life. I'm not saying that the effect is much different when you come to reporting the news, but the starting points are different. You make assumptions in this country about the validity of total free competition—it's a kind of attitude of mind—then you proceed to modify them in various ways. We tend to start from a different attitude—we accept the fact that we're going to have to modify it, so we don't actually profess the philosophy of pure, free competition. I'm not saying that either attitude is right; I'm simply saying that we start from different points of the compass.

Then, of course, I mentioned money. We accept both as a public and as a broadcasting organization that it is a reasonable proposition that people should pay subscriptions to us for providing a broadcasting service. I think that this proposition would not be acceptable here at all. My impression of the United States is that it is the kind of society which resents almost every action of government.

Q: Given the fact, which you mentioned earlier, that ours is a naturally more 'local' system than yours, are there not corresponding differences in the local broadcast stations in the two countries?

A: Yes. You have to start from the basic geographical fact that the United States is a very much bigger country than the United Kingdom. That mere fact of size, coupled with the relative scatter of communities, means that broadcasting can and does take a much more local character in the States than it does in Britain, which on the whole is very concentrated. In the north of England, for example, we have enormous problems trying to decide what local stations we should put up, simply because the communities are so close together—including large and significant and identifiable communities—that we cannot have stations to serve them all; we have to make compromises as to what constitutes a community. So whereas your geographical situation and the spread of your population means that you tend to be locally natural, ours tends to be unitary, with difficulties in establishing real local communities.

Q: Broadcasting in this country is subject to innumerable criticisms, one of which involves the amount of violence presented in television programming. Is there an equivalent debate in Britain or is there much less concern?

A: There is an equivalent debate—with much less cause.

It's a perfectly fair question: If you show violence on the screen, do you show it in such a way that it's likely to have ill effects on people, especially children? But there is absolutely no evidence that it does, except certain very limited categories of people who are already prone to violence. I think one has to be anxious about it, but not anxious to the point of trembling and saying no violence at all. Life is in some cases violent; it would be a disservice to any community to present on the screen a society which contained no violence at all.

We have a related, and perhaps more significant, debate that would have been...
familiar to you in the States in the thirties when the movies were under criticism by the Legion of Decency. This is a constant threat in society. There are always people who will disapprove of modes of personal behavior that depart from what is assumed to be the correct, the established, the conformist. We've got those. There is a movement in Britain called the Festival of Light, a movement of Christians—there were about 35,000 of them in Trafalgar Square a short time ago—and they say that they want to see an improvement in the moral tone of society. I don't disagree with this. What I do find a little frightening is that, in saying they want to see an improvement in the moral tone of society, they want to make decisions about what other people should do, as well as about the example they themselves wish to set.

Q: Critics in this country are beginning to take caustic note of the fact that many of public broadcasting's best programs are imported from Britain. Do your critics lament the amount of programming you import from us?
A: Some do. About 12% of our programs are American; we have, for example, All in the Family, Ironside, My World and Welcome to It, many others. There is always in any country a xenophobic element which will say that anything which comes from abroad ought to be less. But I don't regard that as particularly significant. 85% of our output is our own; that's fine for anybody.

Q: Perhaps the most recurrent criticism of broadcasting in this country is that of political bias. What problem do you have in this realm?
A: That is also our principal criticism. In general, those people who accuse us of political bias are those who would like us to be showing the opposite political bias. This is always true. We have a particularly acute problem at the moment in Northern Ireland. When you have an acute political situation, then the accusations tend to get more frequent. And there are those people who say that we at the BBC, by putting on the views of people with whom they disagree, are in fact advocating those views. They are unable to make the distinction between presenting somebody else's view in a context and you yourself committing yourself to that point of view.

This is, again, a running thread of criticism. I don't think it's overwhelming. It is, of course, a matter of integrity, of honesty of intention. I think most people, if they were asked, would say that the BBC is straight. We do periodic surveys of this. We did one after the last general election. The vast majority of the people—something like 80%—said they thought the BBC was fair. Among those who thought we were biased, the balance between those who said we were biased one way and those who said we were biased the other way was pretty well exact. So that's not a matter that worries me very much.

Q: Is the government a matter that worries you very much?
A: I don't think there's any broadcasting system that doesn't have a government problem of some kind. We do. But it would be unfair of me to suggest that it is less than civilized in spirit. We do not have—at least I have not met him or heard him—a Spiro Agnew.

Q: Apart from the absence of commercials and the differences of accent, what are the chief differences of presentation that would strike an American viewing the BBC?
A: Take radio for a moment. We have four networks; basically, one plays pop music, one a sweeter kind of music, one primarilly classical music, and one is an information network. A look at the pop network might suggest the differences. It is similar to yours in some ways, but it is not quite so sharp, contains a good deal less music and a lot more chat.

Now television. First of all, during the day at this time of year you would find a good deal of school programming. You have Sesame Street—and I don't want to comment on our rejection of Sesame Street; there's been quite enough said—but you would find a substantial amount of school programming, very good programs. You would find in the early evening, on BBC 2, programs of the Open University.

I think you would find more contextual presentation of news. You would find not only hard news presentations—which by your measure would be fairly short—but you would also find regular programs of substantial comment and analysis on the major issues of the day.

You would find, I think, a slightly less insistent presentation, particularly on BBC 2. In fact, we were criticized recently for being too easygoing. I find it really rather pleasant to be easygoing in the evening.

Q: You opened this discussion with some reflections on the differences between our two systems. Looking again at those differences, is there any one area of achievement you particularly admire, even envy, in our system; and is there any one area where you particularly think we ought to shape up?
A: I admire very much the resources you are able to devote, and do devote, to news. I wish ours were comparable. As for the other half of the question, I would return to my earlier comments about drama. I do wish there were more of it here. Difficult as I know it is, it would be marvelous to see the same energies devoted to drama that are already devoted so effectively to broadcast news.

ABC, NBC O&O's renewed pending antitrust suit

The license-renewal applications of ABC and CBS owned-and-operated stations in three cities have been granted by the FCC subject to the outcome of an antitrust suit brought against the companies by 13 members of the Motion Picture Association of America.

The stations involved are ABC's WDAF-FM and WLS-AM-TV Chicago, Ill., and WRIF-FM and WWZY-AM-TV Detroit, and CBS's WWBM-AM-FM-TV Chicago and KMOX-AM-FM-TV St. Louis.

The motion-picture production companies' suit, filed in the U.S. District Court for the Southern District of New York, accuses ABC and CBS of substantially dominating a majority of the television outlets in the country and of controlling television programming during most or all of the prime-time hours on their networks.

ABC both produces feature films and has a distribution agreement with Cinerama Inc., a major producer and dis-
Distant-signal problem solver?

CATV asks FCC for OK to import eight signals, selectively broadcast one

A Rockford, Ill., CATV has approached the FCC with its own "unique" solution to the distant-signal importation problem. Rockford Community Television Inc. claims to have figured out how to provide its subscribers with several distant independent signals, two educational stations and three additional network affiliates, while at the same time affording protection to UHF development in the area and appeasing local broadcasters.

Its proposal is this: Subject to the commission's approval of its request for waiver of the interim prohibitions on distant-signal importation, it will carry on its still-uncompleted system the programs of Chicago independents WMTV, WCUU-TV, WFLD-TV and WSNS-TV; independent WTVT(TV) Milwaukee, and network affiliates WISC-TV (CBS), WMTV-(TV) and WXOW-TV (ABC), all Madison, Wis. The unique aspect of this proposal is that Rockford Community Television plans to accommodate all these signals on one system channel. This will be accomplished through the "professional selection of the best program balances offered by the distant stations," RCT told the commission. In addition, it said, the system "will operate in such a manner as to provide the commission with useful information on the potential effects of distant-signal carriage in a market the size of Rockford," which is number 97 on the basis of ARB prime-time households.

The system would also carry, on separate channels, the signals of Chicago noncommercial stations WTTW(TV) and WXWW(TV), which the commission has already authorized it to import.

The RCT system will be located in Winnebago county, III., serving the incorporated community of Loves Park, and unincorporated North Park as well as adjacent unincorporated areas. It is not franchised in the city of Rockford itself. The company has had a franchise to build a system in the incorporated area since 1965, but held up construction because it found it economically unfeasible to operate a system that included only three local stations and the two Chicago noncommercial stations—it was prohibited from importing distant signals under the FCC's interim cable rules. Winnebago county is served by WCEE-TV (CBS, ch. 23), WREX-TV (ABC, ch. 13) and WTV(TV) (NBC, ch. 17), all Rockford. When completed, the system will have a 20-channel minimum capacity with bi-directional capability.

The Rockford system told the commission that the one-import channel situation would not impair UHF development in the Rockford market. It noted that there is presently no interest in constructing a station on channel 39, which is assigned to the market. Likewise, it said, the three existing stations in the market would suffer no injury from the imported signals. Although the three Madison stations proposed on the one-channel pick up are all network affiliates, only the nonduplicative programing from these stations will be carried, RCT said. And the proposed system, it continued, "would assure a pragmatic gradual easing into CATV development which would assure a smoother transition of CATV development in the market, a transition the local stations should welcome over the sudden impact of a plurality of commercial/educational/instructional and service channels which
would make a later down stream market entry.” In addition, it said, the proposed system would preserve the non-network programming of the local stations. It also pointed out that all three stations are presently economically viable.

On-air, on-job training

The facilities of noncommercial WNVT-(tv) Annandale, Va.—scheduled to begin broadcasting in early 1972—will be used as a laboratory for on-the-job training at Northern Virginia Community College. A two-year course in broadcast engineering technology will, according to Robert D. Smith, vice president and general manager of the station, “provide vocational training for engineering personnel.”

RCA Broadcast systems, Moorestown, N.J., is furnishing color cameras, video-tape recorders and other technical equipment, including an 84-foot UHF antenna.

A different kind of barter

CCC is latest to join growing practice of bargaining with minority groups threatening to oppose station sales

Applications for FCC approval of station sales are beginning to provide citizen groups with the same kind of opening for making demands that they have found in station license-renewal applications. A precedent was set in the agreement Capital Cities Broadcasting Corp. signed with citizen groups that threatened to block Capcities’ proposed acquisition of three Triangle Publications Inc. television stations (BROADCASTING, Jan. 11). Currently, McGraw-Hill is negotiating with community groups that are opposing its proposed purchase of five Time Inc. stations (BROADCASTING, Oct. 4).

And on file with the commission are agreements that have been filed by Combined Communications Corp. in connection with its proposed acquisition of KBVT(tv) Denver and KARK-TV Little Rock, Ark., through a takeover of the Mullins Broadcasting Co. The agreements, filed as amendments to the transfer application, were signed with minority groups in Denver and Little Rock.

Neither group—the Denver Task Force for Community Broadcasting and the Ad-Hoc Coalition on Broadcasting of Little Rock—had filed a petition to deny the transfer application. And neither agreement is as elaborate or far-reaching as the one signed by Capcities, which assured an investment of $1 million on programming in the three cities involved over a three-year period; the Little Rock agreement, in fact, in large measure is a recasting and embellishment of proposals contained in the transfer application.

Yet both commit CCC to take certain actions in the fields of employment and programming. CCC promises to attempt to employ a ratio of minority-group members equal to the percentage of population they represent in the respective cities (black and chicano in Denver; black in Little Rock). Specific promises are made regarding news personnel, including on-air newsmen.

A major provision of the Denver agreement relates to programming. It commits CCC to the production of children’s programs that will be aired in the afternoon, five days a week, that will be designed especially to meet the needs of minority children, and in which Denver community resources will be used “wherever feasible.” The show will begin in one year as a half-hour program, and may be expanded to one hour in length. In addition, both agreements cite specific programs that will deal with minority-group needs and interests.

CCC has also promised to consult with each of the groups on programming for minority members and on minority employment matters. And in the Denver agreement, CCC says it will, on the recommendation of the task force, appoint a full-time station staff member to assure coordination with the task force. CCC, in addition, will reimburse the task force up to $5,000 annually for expenses it incurs in implementing its “advisory services.” However, this provision is made subject to the outcome of the commission’s planned inquiry into the question of broadcaster reimbursement of such expenses.

CCC would pay Mullins $15 million and assume $10 million in debt, in a transaction that includes Mullins’ outdoor-display companies. The purchase price will be reduced by the amount Mullins receives from the pending sale of its radio stations—KBTR(AM) Denver, to Mission Broadcasting Co., for $1.5 million, and KARK-AM-FM Little Rock, to Ted Snyder, general manager of the kark stations, for $1 million.

Affiliation-rules violations result in $7,500 fine

KCJL(AM) Shreveport, La., has been ordered by the FCC to forfeit $7,500 for failing to meet obligations stemming from its affiliation agreement with the Mutual Broadcasting System.

The commission found that KCJL had violated two separate rules. It said the station had failed to send the commission, within the time required, copies of amendments to its affiliation agreement with MBS. It also said that KCJL issued certificates of performance that misrepresented the time, frequency and nature of the network commercials broadcast by the station.

On the latter charge, the licensee of KCJL told the commission that the violations had stemmed from a misunderstanding—that the station’s president had no knowledge of the inaccuracies.

The commission replied that during a two-week period last year KCJL broadcast only 23 of 147 network commercials, and that the station manager—the licensee’s authorized representative—clearly knew it, because he did not schedule the missing commercials on his program logs. Nevertheless, his certificates of performance indicated that all the commercials had been broadcast, the commission said.

THE MEDIA

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 31, 1962: Section 4369, Title 39, United States Code)

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LAWRENCE B. TAISHOFF
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Telco wins once, loses two times

Rulings involve question of phone company pressure in CATV dealings

The New York Telephone Co. (Telco) has been authorized by the FCC to construct and operate CATV channel facilities for Sterling Manhattan Cable Television, one of two franchised Manhattan cable operations, and for Comtel Inc., the third, unfranchised cable facility.

The commission simultaneously denied Telco's application to expand Comtel's service to a 20-block area west of Manhattan's Central Park.

In the same action, the commission permitted Telco to provide the channel service to the Long Island communities of Selden, Centerreach and Medford. It denied, however, the company's bid to supply the same service to Hyde Park, N.Y., in Dutchess county, and to the Eagle Estates area of Medford.

The commission's action last week concludes a two-year-old proceeding in which the agency had sought to determine whether the phone company had used its monopoly on phone-line conduits and pole attachment rights-of-way in an anticompetitive manner. Such a practice, it had been alleged, would work against a competing cable operator who chose to construct its own system rather than subscribe to the phone company service.

The commission found that Telco had not used its advantage in the Manhattan case, but had subjected cable operators in Hyde Park and Eagle Estates, who wanted to construct their own facilities, to "undue and unreasonable prejudice and disadvantage" in negotiations.

In denying the Telco motion for an expansion of Comtel's system, the commission noted that while there is no evidence that Telco had discriminated against Comtel's competitors—Sterling Manhattan and Telepromter (the other franchised operation)—the Comtel expansion would cause a "wasteful and unnecessary" duplication of facilities in the rapidly diminishing conduit space in Manhattan.

Although Comtel has not been franchised by the city of New York, courts there have ruled that its operation is legal since it subscribes to the Telco service and Telco is franchised for New York street usage.

In the Hyde Park and Eagle Estates cases, the commission noted that while Telco is not in direct competition with CATV, it controls the utility poles, and most local municipalities are reluctant to permit the construction of exclusive poles for CATV lines by firms that choose not to deal with the phone company. In Hyde Park, the commission said, Telco had impeded the progress of Better TV of Dutchess County, a local cable company, by "dilatory tactics, tortoise-like responses to inquiries and generally uncooperative attitude."

In Eagle Estates, the commission said, there is evidence that Telco had conspired against a cable firm that attempted to lease utility pole space from it in favor of a competing CATV operator that subscribed to Telco's channel service.

The commission directed U.S. Cablevision Corp., the Hyde Park Telco customer, and Brookhaven Cable TV Inc., the Eagle Estates client, to cease operation on their already completed system within 180 days. It prohibited Telco from including the undepreciated cost of these facilities in its rate base and ruled that these systems may not be sold without prior FCC approval.

WXIX-TV to Metromedia in $3 million sale

Metromedia Inc., New York, has reached a final agreement with U.S. Communication Corp. to purchase U.S. Communications' wxix-tv Cincinnati for an estimated $3 million, subject to FCC approval ("Closed Circuit," Sept. 13).

The announcement of the transfer of the channel-19 facility was made last Monday (Oct. 4) by Frank Reichel Jr., president of AVC Corp., nondiversified parent of U.S. Communications, and John W. Kluge, president and chairman of Metromedia.

Consideration in the sale includes assumption of the station liabilities. USC had been experiencing financial difficulty with its UHF stations. Last March USC let its kemo-tv San Francisco and watl-tv Atlanta go dark. In early August USC was expected to take similar action to close wpgh-tv Pittsburgh and wxix-tv, but the move was deferred. AVC, a closed-end investment-management firm, presently has two UHF independents, wphl-tv Philadelphia and 8,001 and still climbing

The broadcast industry reached another landmark, of sorts, last month when the total number of stations operating in the United States climbed for the first time above the 8,000 mark. According to figures released by the FCC last week, the total number of stations on the air as of Sept. 30 was 8,001. There were 4,350 AM stations; 2,279 commercial FM's; 471 educational FM's; 186 commercial and 117 educational UHF television stations, and 511 commercial and 87 educational VHF's.

KJDO-TV Houston (Rosenberg), Tex., in operation.

Metromedia entered into negotiations for the station's sale at about the time that the Washington law firm of Welch & Morgan, which had shown interest in acquiring the outlet, withdrew (BROADCASTING, Aug. 16, et seq.). At the time, USC and Welch & Morgan could not reach an agreement on the assumption of a reported $600,000 bank note held by the station.


Two sides on financial disclosure: Stern, NAB

Opposing interests locked horns last week over a proposal that the FCC open stations' annual financial disclosures to the public.

Among the parties filing informal comments at the commission on the matter were the National Association of Broadcasters and the Stern Community Law Firm, Washington. NAB has previously voiced objections to the proposal. The Stern firm was the original petitioner in the matter. NAB's position was supported in separate comments by several licensees; Stern's by Black Efforts for Soul in Television. Stern's comments were also filed on behalf of Citizens Communications Center and the National Citizens Committee for Broadcasting.

Stern's original petition, which was filed last July, asked the commission to institute a formal rulemaking proceeding to determine whether the financial reports that stations and networks file annually with the FCC should be made public. It also asked that broadcasters make available their annual expenditures for programing (BROADCASTING, July 26). Stern's principal argument in that petition was that citizen groups need the information included in the financial reports in order to determine whether licensees have invested an adequate percentage of their annual profits in their broadcast services. A determination of the "amount of return," it said, is necessary in order for the groups to effectively participate in the renewal process.

NAB, in its brief last week, called attention to the commission's action last month, in which it denied a request by the Alianza Federal de Pueblos Libres to open up the financial records of three
Albuquerque, N.M., television stations whose renewals the Alianza then contemplated challenging (Broadcasting, Sept. 6). NAB noted that the commission, in the Alianza decision, had stated that “the amount of return” is not presently a relevant consideration in a station’s renewal. It asked the commission “to adhere to the responsible approach it adopted” in the Alianza case and “to honor the long history of confidentiality” accorded licensees in the submission of financial data. (The Stern firm, which is representing the Alianza, has since sought court appeal of that decision (Broadcasting, Oct. 4).)

The Stern firm, however, pointed out that the commission had, in the same decision, indicated that new standards regarding the public-disclosure issue could be accomplished in a rulemaking proceeding. It asked the commission to grant its petition for such a proceeding and to proceed swiftly with an invitation for formal comments on the matter from interested parties.

Arguing that under the present rules, the commission’s staff is supplied with information that enables it to measure the “amount of return” while a member of the licensee’s community is precluded from doing so, the Stern firm re-emphasized the necessity for such information and its contention that the general disclosures “will not adversely affect the legitimate interests of broadcast licensees.”

Wisconsin governor seeks cable freeze

Wisconsin Governor Patrick Lucey has asked his state’s legislature to impose a five-month freeze on all state CATV franchising sales and development.

In a special message to a joint legislative session (Sept. 30), Governor Lucey said the moratorium would lessen the threat of large conglomerates taking over many of the cable systems in the state and wielding what he called “enormous media control.”

A month ago, the Illinois Commerce Commission asserted jurisdiction over cable TV in that state, imposing a freeze on new franchises for similar reasons (Broadcasting, Sept. 13).

NYU sets up TV center

With the help of a $220,000 grant from the Kresge Foundation, New York University is establishing a television communications center. The grant will allow the School of the Arts to train students in television technology and its applications to social and academic endeavors. The new television center will augment NYU’s Alternate Media Center, funded by a $260,000 grant from the Markle Foundation last April.

Relief is just a Senate bill away

Tower’s measure would prevent unqualified competitors from reaching hearing stage in license-renewal struggles

Senator John G. Tower (R-Tex.) introduced a bill last week to give licensee new protection against competing applications for their facilities. The action had been expected (Broadcasting, Oct. 4).

The measure (S. 2664), introduced last Wednesday (Oct. 6) would amend the Communication Act to provide that, when there are mutually exclusive applications for a TV or radio station to serve the same community, the FCC must first determine which of the applicants meets all the basic qualifications required of a licensee—as to character, financing, engineering, construction plans, etc.

The bill provides that if two or more applicants survive the test of qualification, their case “shall be designated for hearing on the single comparative issue of which will provide the best program service to the area to be served.” And, when one of the applicants is applying for renewal of his license, his past operating record is to be considered by the FCC as the best gauge of his future performance. New applicants would have to prove they could offer substantially better service than the incumbent before a station’s license renewal could be denied.

“The primary method by which this legislation will be of aid to both the commission and public,” said Senator Tower in introducing the bill, “is that it will set forth a method by which the commission will necessarily be required to consider programing in its determinations of license recipients. In many instances under the present rules of the commission, the quality of programing will be given no consideration in determining comparative cases, and it is my belief that we should not permit decisions of such significance to be rendered without consideration of this premise.”

He added that requiring a challenger to prove he can provide better program service than the existing licensee “certainly is not too onerous for him, for if the existing operator has not performed in the past as he should have performed, then the burden will be quite easy to sustain.”

The bill, he said, is not designed to “usurp” any decisional functions of the FCC, but rather to set up a “policy of requiring that the commission make its decisions upon the intent of the Federal Communications Act rather than creating and adopting independent regulations and guidelines which may tend to circumvent the act’s primary purpose.”
NAB rejects cash for candidates

Political contributions are out in campaign for renewal protection

Fund raising for political candidates has been abandoned by the National Association of Broadcasters as an effective means of winning desired legislation to protect broadcast licensees at renewal time.

A plan for establishment of a poltical-action committee of broadcasters—outside the NAB but with its support—was abandoned by the NAB executive committee when it met last week in Washington. Efforts instead will be concentrated upon lobbying for desired bills, public relations, and proposing draft legislation to the Congress on behalf of broadcasters.

The executive committee endorsed the activities of the NAB task force on renewals which is still planning strategy and formulating proposed legislation in its "no-holds-barred" effort to win substantial legislative action for licensees (Broadcasting, Oct. 4). The task force is being aided by the Federal Communications Bar Association on legislative drafting and strategy. In addition, William Carlisle, NAB vice president for TV, has been appointed NAB staff liaison with the task force.

A main concern expressed by the executive committee and the task force has been over the direct challenge to licensees at renewal time. An NAB spokesman said, "The question of access to a frequency by community groups is peripheral to the question here. We are concerned with those who contest the allocation of a license because they want it themselves. Most community groups file petitions to deny a broadcaster his license but are not prepared to take over the franchise."

As part of the license-renewal effort, NAB is in the process of drafting a policy statement to submit to the Senate Judiciary Subcommittee on Constitutional Rights. Subcommittee Chairman Sam J. Ervin Jr. is conducting hearings this month on First Amendment rights as they relate to journalists. NAB feels that license challenges directly infringe upon the First Amendment rights of broadcasters, and this will be reflected in the association's statement.

In another action the executive committee endorsed a proposal for establishing within NAB a redirection of efforts and funds to provide the radio industry with services similar to those provided television by the Television Information Office.

Now cables too must tell all to FCC

Annual survey will collect information on finances, ownership and operation

CATV systems will now be required to file all financial and functional data regarding their operations with the FCC. In making that ruling last week the FCC specified March 1 for CATV service and ownership, and April 1 for financial data.

The action culminates a three-year-old rulemaking proceeding. Under the new rule, systems will be required to file annually their operational reports in two parts, the first dealing with location of systems, number of subscribers, channel capacity, broadcast signals carried, program origination, ownership, and other operations carried on by the system; the second will include all financial data pertaining to the system's operation. Information will relate to the past calendar year, the commission said, but systems that commenced operations before Dec. 31, 1971, will be permitted to file on a fiscal-year basis—no later than 90 days past the end of that fiscal year. The required filings next March and April will cover the calendar year 1971.

The commission said that nonoperating systems will be exempt from filing the form regarding operation and ownership. The financial data will be required of all systems, however. Multiple-CATV owners may file a single form as long as the ownership and service data is identical for each system.

The commission emphasized that these forms will not be available for public inspection. Copies of both filing forms will be distributed to all known CATV systems next month.

Changing Hands

Announced

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

- WXIX (TV) Cincinnati: Sold by U.S. Communications Corp. to Metromedia Inc. for an estimated $3 million (see page 48).

- KISD (AM) Sioux Falls, S.D.: Sold by group broadcaster Starr Broadcasting Corp. to Stanley Deck for $700,000. Principal stockholders of Starr Broadcasting, a publicly owned company, are Peter Starr and William F. Buckley Jr. Mr. Deck owns KDIX-AM-TV Dickinson,

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Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 61).

- WVKY(AM)-WDOK(FM) Cleveland: Sold by Westchester Corp. to Globe-trotter Communications Inc. for $14.5 million (see page 52).
- WRNL-AM-FM Richmond, Va.: Sold by Media General Inc. to William F. Rust Jr. and others for $1 million. Media General is a publicly owned Richmond firm with multimedia holdings. D. Tennant Bryan is the company's chairman. Mr. Rust, who is majority owner of buying company, Rust Communications Group Inc., has a controlling interest in WKVL(AM)-Portsmouth, Va.; WAEB-(AM) WXXK(FM)-Allentown, WRAN-(AM)-Reading, and WNW-AM-FM York, all Pennsylvania, and WHAM(AM)-WHFM(FM)-Rochester and WPT(FM)-Albany, both New York. WRNL(AM) is on 910 kHz with 5 kW. WRNL operates on 101.1 mhz with 14 kW and an antenna 320 feet above average terrain.

Cable’s potential cited in Sloan-sponsored study

Cable TV as the distribution system of the future is the thrust of a draft of a final report now being studied by the Commission on Cable TV, the $500,000 study sponsored by the Alfred P. Sloan Foundation, New York. The final report by the commission is to be released later this year.

The draft of the report, written by the paid staff of the study, was delivered to the 15 members of the Sloan commission last month. The commission was named last year with the public endorsement of President Nixon. It is headed by Edward S. Mason, dean emeritus of the Harvard Graduate School of Business (BROADCASTING, June 15, 1970, et seq.).

The early draft considers CATV as having a significant potential for service, including the opening up of channels of communication for public groups. It acknowledges that cable TV will have an impact on over-the-air broadcasting, but sees some degree of protection for broadcasters without spelling out exactly what this could be.

The small, five-man staff of the study group was scheduled to be phased out by the end of last month. Staff director Paul L. Laskin reports he will continue writing a book on broadcasting and the public interest for Viking Press. Mr. Laskin is a former CATV consultant to the Ford Foundation and was staff director of the New York City cable TV task force. He also has been a consultant to the Twentieth Century Fund on international satellite communications.

Fifth Albuquerque station hit by denial petition

A coalition of 19 ethnic organizations last week filed a petition to deny renewal of the license of KOEO(AM) Albuquerque, N.M. The petition, which was prepared with the aid of the Office of Communications of the United Church of Christ, charges that KOEO’s programming does not adequately serve the needs of minority groups in the Albuquerque market.

KOEO is the fifth Albuquerque station under renewal challenge this year.

The Office of Communications said last week that the petition was filed after the coalition failed to reach an agreement with the KOEO licensee on community-service programming.

The petitioners had been granted a 30-day extension of time by the FCC to file the petition after the licensee agreed to meet with representatives of the coal- chicano and American Indian groups. The petitioners met with the public interest for time extension, however. KOEO’s attorney refused to agree to an additional 30-day extension.

The petitioners, going by the name of the Coalition for the Enforcement of Equality in Television and Radio Utilization of Time and Hours (CEETRUTH), is made up of black,

Y’ALL COME

Hamilton-Landis will be at the NAB in Atlanta. Come by and say hi to Lud Richards and Ray Hamilton—heah!

HAMilton-LANDIS
AND ASSOCIATES, INC. THE MEDIA BROKERS
Washington/Dallas/San Francisco/Chicago

BROADCASTING, Oct. 11, 1971
chicano and American Indian organizations.

The specific allegations made in the petition were:

1) KQEO does not carry any programs of particular interest to Albuquerque's chicano community; nor does it carry a Spanish language or bilingual program;

2) News programming does not supply in-depth coverage and the station's total news-time allotment is less than it has claimed;

3) KQEO's public-affairs programming is in the form of spot announcements with no full-length programming or opportunity for self expression; half of this programming is of an editorial nature and the station does not afford time for responses;

4) There is no Catholic or Jewish religious programming, and there is no instructional programming. In addition, agricultural programming claimed by the station does not actually exist.

The petitioners also charged that KQEO misrepresented its public affairs programming to the commission by claiming that contests and promotional spots on the station under this category.

Other Albuquerque stations hit with renewal challenges are KOB-TV, KGGM-TV (against which two petitions to deny have been filed), noncommercial KNME-TV, and KDEF(AM). CEETRUTH has filed against KGGM-TV and KDEF; the other petition against KGGM-TV and those challenging the two other television stations were filed by Alianza Federal de Pueblos Libres, a Mexican-American land rights organization.

**Globetrotter buys second, third stations**

The FCC has approved the $14.5-million sale of WIXY(AM)-WDOOK-FM Cleveland to Globetrotter Communications Inc., the broadcast arm of the Harlem Globetrotters exhibition basketball team.

The sale, which includes the WIKY School of Broadcast Techniques, Cleveland, will be consummated through the distribution of 822,948 shares of GCI stock to stockholders of the selling firm, Westchester Corp.

The commission, in granting the sale, affixed a $291,310.40 grant fee, payable by GCI. Parts of the contract price for the sale that either act to reduce the price or were not associated with broadcast properties were not included in determining the fee, the commission said. Brokerage fees paid by GCI to Westchester stockholders were included in the determination, however.

George Gillett is president of GCI; Glenn Killoren, vice president and treasurer. Robert F. Bell, a GCI vice president and principal, is the only individual in that company with current outside broadcast ownership. He owns 51% of the licensee of KFMR-FM Fremont, Calif. Globetrotter just over a year ago purchased WWON(AM) Cicero, Ill., for $9 million (Broadcasting, Sept. 28, 1970).

Westchester principals Robert Weiss, Norman Wain and Joseph Zingale will each retain a 2.36% interest in GCI. They jointly own WIXZ(AM) McKeesport, Pa.

WIKY operates on 1260 kHz with 5 kw. WDOOK is on 102.1 mhz with 50 kw and an antenna 485 feet above average terrain.

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**BroadcastJournalism**

**TV news cameras in another court**

**KAKE-TV claims first in filming juvenile hearing for broadcast**

A Wichita, Kan., television station is claiming a broadcasting journalism first—the filming of a juvenile court hearing using full names and full exposure of the participants to the audience.

KAKE-TV secured permission for the filming from Sedgwick county Juvenile Court Judge Michael Corrigan, along with a 17-year-old Wichita girl and her parents, to bring TV cameras into the courtroom.

Judge Corrigan placed only one restriction on the news team of Mr. Hatteberg and Charles Duncan, KAKE-TV reporter—that the resultant show be "in good taste." Two cameras were used, one in the rear of the courtroom and the other at the side, placed only a few feet from the judge. The team also made use of three microphones.

Along with the actual hearings, KAKE-TV interviewed the girl, who had been charged with incorrigibility, shoplifting and being a runaway, while in custody between court appearances. The newsfilm was used in a series of KAKE-TV evening and night newscasts.

In departing from the established practice of banning news cameras and tape recorders from courtrooms, Judge Corrigan said, "We must be smart enough to be able to establish a system whereby the public can be informed and the judicial decorum maintained." The judge said many persons have commented on the documentary film, but none have remarked unfavorably. He added that he would do the same again "if I thought from it there would be something the public would gain... There was a message in the runaway's. We had a message in the approach that the court takes and in the type of young people that come before the court."

**Washington group offers 16 fellowships**

The Washington Journalism Center is offering 15-week fellowships to begin next February to 16 qualified young journalists.

Applicants should be college graduates with two years of professional ex-
perience (for eight awards), or young blacks with an interest in a journalism career.

Those selected will attend seminars with Congressmen, cabinet members, other government officials as well as leading Washington reporters, editors and commentators. Time will be provided for in-depth investigative reporting or internships with Washington media.

**Mort Crim syndicated in news ‘spots’**

After a two-year hiatus from network broadcasting, Mort Crim is returning to national radio. The former ABC morning anchorman for *News Around the World* will be heard through syndicated one-minute commentaries, *One Moment Please*, produced by Graphic Eleven, Louisville, Ky.

The new syndication firm was set up specifically to produce and market the series by WNAS-TV Louisville, where Mr. Crim has been co-anchorman of the evening news and anchorman at 11 p.m. for the past two years.

The company said the series has great flexibility—with sponsorship it can become a “compact one minute and forty seconds” mini-program, or can be dropped into a record show or labeled commentary within a newscast. Mr. Crim said it is time broadcast journalists learned the true value of a minute from radio and TV advertisers. “If a drug company can sell an aspirin tablet ‘n 60 seconds, why can’t a good newsmen sell an idea?”

**All the news that fits the evening**

CBS News will provide the entire prime-time programming of CBS-TV on Oct. 21 with a special edition of 60 Minutes and two one-hour documentaries on *CBS Reports*, beginning at 8 p.m. NYT.

60 Minutes, regularly broadcast Sundays (6-7 p.m.), will do several nighttime programs when live sports coverage pre-empts the Sunday edition. *CBS Reports* is offered as a two-hour, once-a-month series on Thursday evenings (9-11 p.m.).

The last of an entire evening of public-affairs programming “is of course in the nature of an experiment,” said Bill Leonard, vice president of CBS News. But he feels this type of programming is desired by a substantial portion of the audience.

60 Minutes will present a special edition of the magazine-of-the-air format at 8 p.m. *CBS Reports* will premiere at 9 with “Picasso at 90,” a personal portrait and retrospective survey of the artist’s works, and “Chicano,” a study of the Mexican-American movement.

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**Hill may ask what stopped ‘Machine’**

Withdrawn segment wasn’t documented, says PBS’s Gunn, but Macdonald plans to look into deletion

A segment of *The Great American Dream Machine* dealing with the FBI was suspended last week by the Public Broadcasting Service, over a protest from its New York production center. The incident may trigger a congressional inquiry.

The 12-minute segment contained interviews with three young men who claimed they had been assigned by the FBI to provoke violence within radical organizations. PBS President Hartford Gunn said the charges were insufficiently documented in the original piece: a last-minute attempt at revision was not completed in time for screening before broadcast.

What complicated the matter and aroused congressional interest were suggestions that the FBI itself might have influenced the cancellation. A letter from FBI Director J. Edgar Hoover said that, based on information the bureau had received, the program’s allegations were “totally and completely false.” Mr. Hoover said the matter was being referred to the Justice Department. It was one day after receipt of the letter that the segment was suspended.

However, any implication that the Hoover letter was solely responsible for the cancellation was denied by PBS. And although its version of the story did not agree in all particulars with the one heard in New York, both sources said that consideration of problems involving the segment had been going on before the letter was received.

Nevertheless, House Communications Subcommittee Chairman Torbert H. Macdonald said he planned to look into the matter to determine whether “an oblique form of censorship was exerted by the federal government.” Mr. Macdonald said the incident would be cause for concern under any circumstances, but “the fact that it involves our public broadcasting system makes it even more serious.” A spokesman for the Senate Subcommittee on Constitutional Rights said that his unit might also check into the incident.

Both Mr. Gunn and James Day, president of National Educational Television, agreed in separate conversations that PBS and NET representatives had met on Oct. 1 to discuss the former’s reservations about the program. As Mr. Gunn stated last week, PBS’s objections centered around both the brevity of the segment—he found it “an awfully brief period in which to raise these charges and document them”—and what he regarded as its lack of documentation. “Editorial conclusions were drawn for which there was no evidence,” Mr. Gunn said.

PBS offered three possible solutions: expand the program; leave it as it is but put it at the front of the program and make it the basis for extended discussion of the issues raised; or “frame
the piece differently"—principally by deleting the designation "special report," which Mr. Gunn felt implied more extensive treatment than was actually given the subject, and by establishing on the air the credentials of Paul Jacobs, who produced the segment. NET officials stood by the program and declined to make changes.

Meanwhile, denials of the program's allegations were coming from some of those named, including three FBI agents and a Seattle police official. They had been sent letters—in accordance with an agreement reached between PBS and NET counsel—warning that they were to be personally attacked on the program, within the meaning of FCC rules. Although NET President James Day later said he thought the documentation was "as good as you can make it in a program of this sort," the protests combined with the Hoover letter and PBS's objections led to last-minute changes. Because PBS was unable to get hold of the revised version in time for it and its stations to screen it, the segment was suspended.

Noncommercial WNET (TV) New York announced after the cancellation its plans to run the segment last Friday (Oct. 8), complete with panel discussion, on its new series Behind the Lines, a program of media criticism financed by a grant from the John and Mary R. Markle Foundation.

Suspension of the segment drew a sharp response from Alvin R. Perlmutter, executive producer of Dream Machine, who called it "wrong" and "the most drastic action taken by PBS to date." Although NET stood behind the program, Mr. Perlmutter said, "our hands are tied. PBS holds the key to networking."

New Newsweek vignettes start in 51 markets

Newsweek Broadcasting Service has been formed by Newsweek magazine to provide TV stations with a weekly package of 12 to 15 video-taped news and feature segments spotlighting editors, writers and reporters of the publication. The magazine said last week that distribution of the segments, about 90 seconds in length and designed for use in local news programs, has begun to 51 stations in major markets. The Newsweek programettes have been accepted by these stations on a reciprocal trade agreement, with Lever Bros., through J. Walter Thompson Co., receiving time credits on the outlet. A spokesman for JWT said this marks the agency's entry into the area of advertiser syndication.

In television markets not cleared for Lever, the series will be offered through National Syndicated News Systems Inc., New York, and Pickens & Associates, Chicago. Paul M. Roth of National Syndicated News Systems acted as the packager and sales agent on the project.

Newsweek also announced last week that John R. Corporon, formerly vice president and general manager of WTOP-TV Washington and earlier vice president for news at Metromedia Television in New York, has been appointed editor and executive producer of the new service. Mr. Corporon told Broadcasting that the news package is the first activity of the unit, but said it is conceivable that it would produce other programming.

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Equipment & Engineering

One-gram pressure tone arm marketed by Gates

The Gates Radio Co., Quincy, Ill., has developed a new transcription tone arm, which the company claims will track without skipping at a pressure of one gram.

Resonance of less than 15 hz is claimed, well outside the operating frequency of the system, the company said. A rear weight adjustment with a calibration of approximately one gram per revolution assures accurate tracking pressure, along with a fluid-damped antiskate mechanism, to meet critical tracking requirements for fine-groove stereo recordings, Gates said.

The TA-12 tone arm sells for $69.50 from Gates Radio Co., 123 Hampshire Street, Quincy, Ill. 62301.

$1-million RCA suit won by KAEC-TV

A federal court judge in Tyler, Tex., has awarded the licensee of KAEC-TV Nacogdoches-Lufkin, Tex., damages of $1 million in a suit it brought against RCA in relation to the failure of equipment it purchased from the company. Justice William Wayne's action last week affirmed the jury's verdict in favor of Fredonia Broadcasting Co. last June (Broadcasting, June 7). Fredonia had claimed that faulty equipment provided by RCA and failure by the company to deliver other equipment caused KAEC-TV to suspend operations in March 1970. In addition, the judge ruled that RCA may only recover its equipment upon payment of a full refund to Fredonia. The license was awarded $850,000 in actual damages and $150,000 in exemplary damages, plus an interest payment of 6% from the time of the court decision to the time of payment. Fredonia's original suit asked for $2.4 million. Justice Wayne simultaneously dismissed an RCA countersuit against the station of $506,333.80.

More muscle for WICZ-TV

WICZ-TV Binghamton, N.Y., has begun broadcasting from its new transmitter and 870-foot tower. Located in an antenna farm on Ingraham Hill, just south of the city, channel 40's new facility utilizes an RCA 30 kw transmitter and a specially designed antenna to produce 565 kw effective radiated power. Acquired last April by Stainless Inc., a North Wales, Pa., tower-construction company, the station is an NBC affiliate.
CBS Labs comes out with automatic enhancer

CBS Laboratories has introduced the "Mark III automatic image enhancer," an electronic device that automatically increases the sharpness and detail of color images on home TV sets. The equipment enables engineers to sharpen the quality of signals as they are transmitted and is said to be particularly effective in telecasting sporting events.

CBS said last week that initial sales of the image enhancer have been brisk. The device, developed by Renville H. McMann Jr., CBS laboratories executive vice president, and Clyde Smith, a senior broadcast engineer, is being sold "for less than $4,000."

CBS Labs will begin deliveries in about a month through a network of more than 30 distributors. CBS Laboratories, which initially introduced image enhancement in 1968, said that more than 1,500 manual image-enhancement systems are being used by broadcasters and TV-camera manufacturers in the U.S. and abroad. The new Mark III automatic device incorporates solid-state technology and is less than half the size of the manual system.

As explained by CBS Labs engineers, the device examines coded color signals as they are transmitted for viewing and automatically adjusts vertical and horizontal picture details as needed to eliminate color softness.

New career for Hubbard

Stanley E. Hubbard, at 74, is going into a new enterprise. The veteran station owner has founded Procam Co., which will manufacture a new sound-on-film camera, designed by Eric Berndt, who designed and built the Auricon, now standard with TV stations. Procam, with headquarters in North Miami, Fla., will be a subsidiary of Hubbard Broadcasting Co., group radio-TV station owner. In addition to the new camera, the company will market amplifiers and power supplies. Operating head will be Gerard Koester, former executive vice president of Auricon.

FocusOnFinance

Houser promotes minority banks

On eve of leaving office he writes big broadcasters for $5 million in deposits

Eighteen major broadcast licensees have been asked to participate in an administration-backed program to increase deposits in minority-owned banks by $100 million. Broadcasters are down for a hoped-for $5 million.

Former FCC Commissioner Thomas J. Houser, in one of his last actions before leaving the FCC, wrote the broadcasters on Sept. 28 to advise them of the program and alert them to a follow-up call that would be made by a Commerce Department official.

Mr. Houser was tapped for the letter-writing assignment by Walter L. Sorg, assistant director of the Commerce Department's minority-enterprises division, who is a personal friend and is helping to implement the administration's program of increasing deposits in minority-owned banks.

Out of 14,000 banks in the U.S., 35 are minority owned. And these hold less than one-tenth of all bank deposits, although they generate over 20% of all loans made to minority businessmen. If the $100-million figure is reached, de-

TechnicalTopics

New tape * A two-inch-wide video tape which the manufacturer claims substantially reduces head wear on all transverse-scan broadcast video-tape recorders has been introduced by Ampex Corp., Redwood City, Calif. The tape incorporates a new binder formula using smaller oxide particles and an advanced coating process. Series 175 tape has signal-to-noise and dropout characteristics comparable to video tapes currently available. Ampex said. One-hour reels of this newly introduced tape list at $213.

Debut in Miami * Magnavox Video Systems will introduce two new color TV cameras at the National Association of Educational Broadcasters convention Oct. 18-20, in Miami. The series 200 is a self-contained, single-tube camera. The series 300 is a studio-type driven version with a common EIA sync generator.
ed for the program are already de-
positing some of their funds in minority-
owned banks.

However, the attention which is being
given to broadcasters by the administra-
tion in its efforts to promote minority-

interest banks could complicate matters for
license-renewal applicants who are in
the process of negotiating with dis-
satisfied citizen groups. One demand
which is frequently made by such citi-
zian groups is that the licensee be re-
quired to place funds in minority-
owned banks.

Stockholders reassured
at Teletrompter meeting

Teletrompter's annual meeting in New
York Thursday (Oct. 6) produced only
a ripple of discord as one stockholder
expressed concern over the indictment
of the company and Board Chairman
Irving B. Kahn on charges of bribery and
conspiracy (BROADCASTING, Feb. 1,
et seq.).

The stockholder says he feared that
the indictments, charging Mr. Kahn and
the company with bribery and con-
spiracy in gaining a Teletrompter
CATV franchise in Johnstown, Pa.,
would damage the company's reputa-
tion and its stock market performance.

Mr. Kahn replied that on the advice
of counsel, he could not discuss the
indictments. But he repeated an earlier
assertion that he and Teletrompter
would be vindicated at the trial.

Shareholders overwhelmingly ratified
a previously announced agreement un-
der which Teletrompter would acquire
Muzak Inc. in an exchange of stock
valued at about $25 million.

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 Oct. 6</th>
<th>Closing Sept. 29</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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<td>Closing Oct. 6</td>
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| Stock symbol | Exchange | Closing Oct. 6 | Closing Sept. 29 | Net change in week | High | Low | Approx. shares outstanding (000) | Total market capitalization (000) |
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58 FOCUS ON FINANCE

BROADCASTING, Oct. 11, 1971
### Programming

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Total: 146,886 $4,203,185

### Service

- John Blair
- ZonSat
- Creative Management
- Doyle Dane Bernbach
- Ellen's Institute
- Foote, Cone & Belding
- Grey Advertising
- Interpublic Group
- Marvin Josephson Assoc.
- LaRoche, McCaffrey & McCall
- Marketing Resources & Applications
- Movielab
- Mingo Videoelectronics
- Nielsen
- Ogilvy & Mather
- PKL
- J. Walter Thompson
- Transmedia International
- Wells, Rich, Greene

Total: 38,254 $1,162,009

### Manufacturing

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<td>54%</td>
<td>36%</td>
<td>19,022</td>
<td>677,160</td>
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Total: 450,804 $28,552,874

### Standard & Poor Industrial Average

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<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Oct. 6</th>
<th>Closing Sept. 29</th>
<th>Net change in week</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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Grand Total: 883,072 $42,454,330

### Fox gets extra credit

Twentieth Century-Fox Film Corp. has announced an agreement in principle to obtain a total credit of $80 million for a three-year term with a group of major banks led by First National Bank of Boston. Dennis C. Stanfill, Fox chairman and chief executive, said refinancing would allow refunding of approximately $44 million of existing loans for which waivers of default have been extended to the company, and would provide Fox with additional borrowing access to about $36 million. Fox had a net loss of $77.4 million in 1970 and net loss of $25.2 million in 1969, but it has shown a profit in first two quarters of 1971.
Mr. Giarraputo


Carole K. Cohan, executive producer, and Richard Gaetano Ferrelli, associate creative director, both in New York; Rudolph N. Carlson and David Hefter, account supervisors, and Kenneth H. Koncik, copywriter, all in Chicago; Patrick H. King, account supervisor in Detroit; Bernard Rowe, creative director in Los Angeles; and Dewaine E. Wall, director of client services in Seattle, all McCann-Erickson, elected VP’s.

Rod Holbrook, VP and media director, J. Walter Thompson, Detroit, joins Clinton E. Frank/West Coast, Los Angeles, in similar capacity.

Robert S. Collins, VP and creative supervisor, Rumrill-Hoyt, New York, named VP and management supervisor.

Jonne Murphy, director of sales services, Radio Advertising Bureau, New York, joins Vitt Media International, media broker there, as VP and senior associate.

Fred T. Pielert, VP and media director, Norman, Navan, Moore & Baird, Indianapolis agency, joins Caldwell-Van Riper, there, in similar capacity.

Herbert S. Kaufman, VP for client services, Brand Rating Index, New York, returns to American Research Bureau as VP in charge of operations and production at Beltsville, Md. He had been with ARB from 1964 to 1970.

Harold F. Vaughn, VP and account supervisor, Doremus & Co., retires after 45 years in Boston office.

Victor A. Hunter, VP and manager, Los Angeles office, Tatham-Laird & Kudner, Chicago, forms Hunter Advertising Services, Los Angeles, which represents and consults for agencies.

Alvin H. Kalish, associate media director, William Esty Co., New York, joins Parkinson Advertising Agency, there, as director of media planning.

Craig Lesly, senior account executive, N. W. Ayer & Son, Chicago, joins W. B. Doner & Co., Detroit, in same capacity.

Don Gonzales, account executive, Doyle Dane Bernbach, New York, joins Kenyon & Eckhardt, Boston, in similar capacity.


Robert M. Fairbanks, general sales manager, KNXT(TV) Los Angeles, appointed to newly created post of director of sales. He will be responsible for sales, promotion and information services. Change is part of creation of new management levels at CBS-owned TV stations.

Richard Christensen, with sales staff, KBHK-TV Bakersfield, Calif., appointed local sales manager.

Dave Lane, local sales manager, WFAA-TV Dallas-Fort Worth, appointed national sales manager. He is succeeded by Charles Strickland, with sales staff.

Ted Thompson, manager, KMED(AM) Medford, Ore., appointed sales manager, KKL-AM-FM Portland, Ore.


John B. Casciani, with sales staff, WBN-AM Buffalo, N.Y., appointed general sales manager, WBN-AM-FM there.

John G. Dinkel, technical editor, specialty publications division, Petersen Publishing, automobile magazine publisher, Los Angeles, joins Clinton E. Frank/West Coast, there, as account executive and product information engineer.

The Media

Peter M. McCoy, general sales manager, KCBS(AM) San Francisco, named VP and general manager KCBS. He succeeds Neil Derrough who became VP and general manager, WCB(AM) New York, also CBS-owned station (Broadcasting, Sept. 13).

Alan Sloan, VP, CBS Television Stations Division, New York, joins Sutherland Learning Associates, Los Angeles, as executive vice president. Dr. Sloan was general manager of WCBS-TV New York before moving into staff position, was earlier assistant to CBS/Broadcast Group President Jack Schneider. Sutherland develops and markets communications packages in education and medical fields, and has sights on television and related electronic communications applications.


Upbeat ad award from Pulse

Thomas B. Adams, chairman of Campbell-Ewald, Detroit, has been named Pulse’s “Man of the Year” for 1971. Pulse, New York-based marketing and audience research organization, makes the award annually in recognition of an outstanding single or continuing contribution to the advancement of broadcast advertising. The award will be presented at a Nov. 19 luncheon of the Detroit Adcraft Club. Mr. Adams was named two weeks ago to the new National Advertising Review Board (Broadcasting, Oct. 4). In 1955, Mr. Adams served as chairman of the American Association of Advertising Agencies, of whose advisory committee he is now a member.

Mr. Adams
Curtis C. Messinger, VP and general manager of Time-Life Broadcast, New York, joins Educational Broadcasting Corp. there as VP for finance and administration effective Nov. 1. EBC owns and operates noncommercial WNET-TV New York and is parent of National Educational Television.

Sam Price, sales manager, KMED-FM Medford, Ore., appointed manager, KMED(AM) there. John Larkin, assistant news director, KOMS(AM) Redding, Calif., appointed manager, KMED-FM. Both stations are licensed to Radio Medford.

George Dessart, head of station relations, WCBS-TV New York, responsible for in-station policy and community relations, appointed executive assistant to Robert L. Hosking, VP and general manager of station.

Rev. W. James Richards, director of Office of Communications, Metropolitan Inter-Church Agency, Kansas City, Mo., elected deputy director, Office of Communication of United Church of Christ, New York. Mr. Richards succeeds Rev. Dr. S. Franklin Mack, who retires after seven years on staff. Dr. Mack was former head of Broadcasting and Film Commission of National Council of Churches.


Larry M. Harris, general sales manager, KAUS-TV Austin, Minn., named VP of licensee, Minnesota-Iowa Television Co.

C. E. Cooney, general sales manager, KRON-TV San Francisco, appointed assistant to general manager.

James A. Bradley, director of TV programming, KWWL-TV Cedar Rapids-Waterloo, Iowa, and VP of parent Black Hawk Broadcasting, appointed KWWL-TV general manager.

David Houser, plant manager with Jefferson-Carolina Cable Co., Greensboro, N.C., appointed general manager, Cypress Cable TV, Kingsport, Tenn.

Meyer Layman, at one time owner of WHAN(AM) Haines City, Fla., rejoins WHAN as station manager.

Carrol F. Jackson, with sales staff, WOKJ(AM) Jackson, Miss., appointed general manager, WOKJ(FM) Jackson.

Clifford E. Hall, operations manager, noncommercial KMWU(FM) Wichita, Kan., appointed station manager.

Gerald K. Rugger, president, Home Life Insurance Co., New York, elected director of Metromedia Inc. there.

**DNC names Ferber**

Mel Ferber, freelance producer-director, operating on the West Coast, has been appointed executive producer for TV and radio for the Democratic National Committee. Mr. Ferber, in his new position, will coordinate TV-radio coverage of the Democratic national convention which begins July 10, 1972, in Miami Beach. Mr. Ferber, who spent nearly 12 years at CBS, produced and directed From Here to the 70's, an NBC special, the Halmark Hall of Fame's "A Bell for Adano," in addition to other news and entertainment specials.

**Programming**

Peter Cardasis, VP in charge of production and controller, Movielab Inc., New York, named VP for sales administration.

William F. Fore, executive director, Broadcasting and Film Commission, National Council of Churches, New York, elected president, National Citizen's Advisory Committee, Corporation for Public Broadcasting, there. Advisory committee consults with CPB on audience program needs and interests as reflected through organizations from which committee members are drawn.

Melvin A. Harris, program coordinator, WKRF-TV Cleveland, appointed program manager.

Dick Peluso, director, WRBL-TV Columbus, Ga., appointed operations manager, WJCL(TV) Savannah, Ga.

Howard S. Shepard, research director, Golden West Broadcasters, group station owner, Los Angeles, appointed research manager, Warner Bros. Television, Burbank, Calif.

Jim Harrison, program director, KFOX-AM-FM Long Beach-Los Angeles, named to same post with KFI(AM) Los Angeles. He succeeds Ned Skaff, appointed operations director, KFI.

Sonny George, operations director, WYVD(AM) Mt. Dora, Fla., joins WJAN(AM) Haines City, Fla., as program director.

William Hunt, with WXXI-FM Jackson, Miss., appointed director of programming. J. Alex Bowah, with WXXI, appointed operations manager.

Jim Ridings, production manager, WSAY(AM) Savannah, Ga., joins WLAP-AM-FM Lexington, Ky., as program director.

Art McDonald, with WDCQ(AM) Hammond, Conn., appointed program director.

Ron Frasier, with WPOP(AM) Hartford, Conn., joins WKKE(AM) Asheville, N.C., as program director.

Richard E. Dunlap, with WRCH-AM-FM New Britain, Conn., joins WKSS(FM) Hartford, Conn., as operations supervisor.


Milton Moline, producer-director-writer, North American Rockwell's motion picture-TV department, Fullerton, Calif., joins noncommercial KYNE-TV Omaha as program manager.

**Broadcast Journalism**

Gary S. Franklin, news director, WIND(AM) Chicago, moves to KYW-TV Philadelphia, in similar position. He is succeeded by Ed Dorsey, assistant news manager, KYW-TV.

James J. Kane, associate director for affiliate press relations, CBS-TV, retired last week after 37 years service with CBS. William B. Lodge, vice president for affiliate relations and networking (!)—himself due for retirement at yearend—was among more than 50 of Mr. Kane's associates who honored him and his wife, Deedee, at a lunch at Gallagher's Steak House. Mr. Kane here holds one of a number of gifts presented on the occasion.
VFW honors Diehm

Victor C. Diehm, president of the Mutual Broadcasting System, New York, has been awarded the Veterans of Foreign Wars Gold Medal of Merit, "in recognition of his constantly pro-American position in broadcasting...." The presentation was made by Joseph Vicipites, national commander-in-chief of the VFW at ceremonies held at Pocono Downs, Wilkes-Barre, Pa., portions of which were broadcast over Mutual.

Indianapolis, as news director, Tony Garrett, news editor, ktko(AM) Oklahoma City, joins wire as anchorman.

Promotion

Timatha S. Pierce, manager of advertising and promotion for NBC's wrc(AM) Washington, joins NBC Radio, New York, in same capacity.

Lance Webster, assistant director of advertising, promotion and PR, wbal-TV Baltimore, joins wrc-TV Washington, as administrator of advertising and promotion.

Dick Huston, manager, kmed-FM Medford, Ore., appointed head of corporate promotions, kmed-AM-FM-TV Medford, and KQMS(AM) Redding, Calif. All stations are licensed to Radio Medford.

Equipment & Engineering


Richard Kelly, district manager for Boston area, Tele- nation, Neenad Heights, Mass., appointed national accounts sales manager. He will continue to operate out of Boston and New York offices of Telemation.

Mr. Kelly

Richard L. Jorgensen, treasurer and controller, Titanium West Inc., metal manufacturer, appointed to the newly created post of VP, finance, Sparta Electronic Corp., Sacramento, Calif.

Jerald Jones, chief engineer, kaus-AM-FM-TV Austin. Minn. named VP of licensee Minnesota-Iowa Television Co.

Harry B. Proudman, Eastern regional sales manager, Sony, Long Island City, N.Y., appointed national sales manager, working with regional sales manager and responsible for all video products, including soon to be distributed video-cassette system.

Floyd R. McNicol, manager, sustaining and systems engineering, RCA, broadcast systems division, Burbank, Calif., office, appointed manager of professional electronic systems, responsible for engineering design and production of TV originating systems and film sound recording equipment.

Donald Atchison, district sales manager, Times Wire & Cable, CATV equipment sales. Wallingford, Conn., joins Jerrold Electronics, CATV systems division, as Southern region sales engineer, responsible for Kentucky and Tennessee.

George W. Henderson, corporate staff engineer, Nation Wide Cablevision, Los Angeles, joins Theta-Com, CATV equipment manufacturer, there as chief field engineer for CATV.

Martin Sperber, director of advanced development, Blonder-Tongue Co., equipment manufacturer, Old Bridge, N.J., appointed chief engineer.

Don Addington, chief engineer, wphn-TV Pittsburgh, joins wjcl(TV) Savannah, Ga., in similar capacity.

Allied Fields

Ward H. White, legislative assistant, Senator Robert Dole (R-Kan.), joins Communications Subcommittee of Senate Commerce Committee as minority counsel.

Herbert Hadad, editorial supervisor,
Children's Television Workshop, New York, joins staff of Senator Edmund S. Muskie (D-Me.), as campaign press aide.

Michael Faber, legal assistant to former FCC Commissioner Thomas J. Houser, joins Peabody, Rivlin & Gore, Washington law firm.

International

Marvin Goodman, VP in charge of international operations, United Artists Television, New York, joins D. L. Taftner Ltd. there as VP. Taftner firm imports shows from Australia, Canada and England and exports U.S. shows.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; aus.—aural; aux.—auxiliary; CATV—community antenna television; CH—critical hours; CP—construction permit; D.—day; DA—direction antenna; ERP—effective radiated power; khz—kilohertz; kw—kilowatts; LS—local sunset; mhz—megahertz; mod.—modification; N.—night; PSA—pressured service authority; SCA—subsidiary communications authorization; SRT—specified hours; STA—special temporary authorization; trans.—transmitter; UHF—ultra high frequency; VIS—visual; w—watts; — educational.

New TV stations

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Warman Communications Inc.), TV proceeding, granted petition by applicant for leave to amend its application by changing financial portion of application; ordered record closed; directed Warman to file proposed findings of fact and conclusions of law by Oct. 28; and Brooklyn (Buccs) may file replies by Nov. 4 (Doc. 18939). Action Sept. 30.

Rulemaking petition

■ Bethel, Alaska—Bethel Broadcasters Inc. Request institution of rulemaking proceedings looking toward allocation of TV ch. 2 to Bethel for noncommercial educational use.

Existing TV stations

Final action

■ WMC-TV Memphis—FCC granted application of Scripps-Howard Broadcasting Co. for renewal of license of station WMC-TV for remainder of regular license term; suspensions to August 9, 1972, for nonpayment of license fees; no petition filed by Memphis Coalition for Better Broadcasting and Memphis Citizens Council, were denied. Action Sept. 29.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted motion to strike amendment filed by WTAR Radio-TV Corp. and rejected amendment of Hampton Roads Television Corp. (Docs. 18791-2). Action Sept. 27.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAV-TV], et al.), TV proceeding, denied motion of RKO General Inc. to compel answer to interrogatories (Docs. 18759-61). Action Sept. 22.

Call letter action

■ KHBV-TV Henderson, Nev.—Granted KVUU-TV.

New AM stations

Final action

■ East St. Louis, Ill.—FCC granted application of East St. Louis Broadcasting Co., for new AM to operate on 1490 kHz, 250 w, 1 kw-LS, U., at East St. Louis. Competing application of Metro East Broadcasting Inc., denied, and proceeding terminated by commission (Docs. 17256-7). Action Sept. 29.

Actions on motions


■ Hearing Examiner Millard F. French in Natchez, Miss. (Home Service Broadcasting Corp. and Natchez Broadcasting Associates Inc.), AM proceeding, granted motion of Home Service and extended to Nov. 4, time to file proposed findings and to Nov. 26, time to file reply findings (Docs. 18564-7). Action Sept. 28.


■ Hearing Examiner Isadore A. Honig in Stanford, Conn. (Connecticut Connection Broadcasting Co.), AM and FM proceeding, ordered that motion to produce documents filed by Broadcast Bureau Sept. 14, is held moot (Doc. 19043). Action Sept. 28.

■ Hearing Examiner Isadore A. Honig in Atlanta, Ohio (Radio Enterprises of Ohio Inc.). AM proceeding, granted petition by Broadcast Bureau and extended to Nov. 10, time to file proposed findings of fact and conclusions and on own motion extended to Nov. 19, time to file replies (Doc. 19207). Action Sept. 27.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala., Mobile, Fla. and Lebanon, Ind. (Vogel Broadcasting Corp. [WHOD], et al.) granted petition by Charles Banks, assignor, and dismissed application for consent to assignment of license of WNDN (FM), Lebanon, Ind. From Banks to Vogel-Bolen Corp. (Docs. 18897, 19299, 19300). Action Sept. 27.

■ Hearing Examiner David I. Kraushaar in Saginaw and Midland City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding, postponed date to filing of pleadings, petitions, motions or briefs in keeping with memorandum opinion and order released Sept. 8, until 30 days have elapsed from date of release of this order (Sept. 29) or until close of business Oct. 29, whichever is sooner (Docs. 13341-2, 13346). Action Sept. 27.

■ Hearing Examiner Isadore A. Honig in Humboldt, Tenn. (Communications Associates Inc.), AM proceeding, granted, nunc pro tunc, request by applicant and extended certain procedural dates and postponed hearing to Dec. 7 (Doc. 18987). Action Sept. 24.

Initial decisions

■ Hearing Examiner Jay A. Kyle in Charlotte, N.C. (propounded list of competing applications of Charles W. Hurt, WELK, Inc., and WUVA for CP's for new AM in Charlotteville (Docs. 17867-77). Applicants proposed operating on 1400 kHz, with power of 1,000 w-D and 250 w-N. Ann. Sept. 30.

■ Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo. (proposed grant of application of Baboom Inc., for new daytime AM on 1060 kHz, 500 w power, in Springfield (Doc. 17921). Grant is subject to condition that station's pre-sunrise operation conforms with present commission docket procedures. Ann. Oct. 1.)
Existing AM stations

Actions on motions

- Hearing Examiner Millard F. French in Van- court, N.Y., proposed grant of application of Charles L. Langeland; and retained in hear- ing application of Lee R. Shoobim for further proceedings, continuing on Nov. 30 (Docs. 19916-71, Action Sept. 24).

- Hearing Examiner Jay A. Kyle in Big Bear Lake, Calif., (Mountain View Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend its application by showing availability of ample funds to carry out its proposal (Docs. 18967). Action Sept. 27.

- Hearing Examiner Jay A. Kyle in Leisure City, N.J., proposed grant of application for increase in carrying capacity of station, continuing on Oct. 4, to file reply findings (Docs. 18956, 18958). Action Sept. 28.


Call letter action

- WKJG Fort Wayne, Ind.—Granted WMEE.

New FM stations

Final actions

- Chief, Broadcast Bureau on request of Sierra Pacific Radio Corp., extended through Oct. 11, time for answering objections to granting of FM table of assignments, (Moderato, Tur- lock and Patterson, all California; Albuquerque, N.M.; Centerville, Iowa; and Milford, Del.) (Doc. 19297).


- Moberly, Mo.—Moberly Board of Education, Broadcast Bureau granted 90.1 MHz, ch. 211, 100 kW, New York, Minn. (VIRO), for educational purposes, excepting grant of service to serve people above average income (P.O. address: 101 North Johnson, Moberly 65770. Estimated construction cost $1,950; first-year operating costs none; revenue none. Action Sept. 28.

Actions on motions

- Hearing Examiner Charles J. Frederick in Lake Havasu City, Ariz.; Frank A. Robbins and Charles D. Langeland, FM proceeding, approved joint petition for approval of agreement and renume- ment of Langeland by Shoobim in amount of $3,850.63; dismissed with prejudice application of Charles L. Langeland; and retained in hear- ing application of Lee R. Shoobim for further proceedings, continuing on Nov. 30 (Docs. 19916-71, Action Sept. 24).

- Hearing Examiner Jay A. Kyle in Big Bear Lake, Calif., (Mountain View Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend its application by showing availability of ample funds to carry out its proposal (Docs. 18967). Action Sept. 27.

- Hearing Examiner Jay A. Kyle in Leisure City, N.J., proposed grant of application for increase in carrying capacity of station, continuing on Oct. 4, to file reply findings (Docs. 18956, 18958). Action Sept. 28.


Other action

- Review board in Westminster, Ohio, FM pro- ceeding, dismissed petition by 5 kW Inc., one of two applicants for new FM station at Westminster, for enlargement of issues against competing applic- ant, Clinton County Broadcasting Corp. (Docs. 19218-19). Action Sept. 27.

Rulemaking petition

- WRICAM (A) Joliet, Ill.—Requests amendment of FM table of assignments to add, ch. 252A at Shorewood, and ch. 237A Ottawa, both Illinois.

Call letter applications

- Jones College, Jacksonville, Fla.—Requests WPAFM (FM).

- Coastal Broadcasting Co., Exeter, N.H.—Re- quests WJK-R-FM.

- Metroland Broadcasting Corp., Albany, N.Y.—Requests WNNY-FM.

Call letter actions

- Paul Burrry Broadcasting Co., Benld, Minn., granted KBHF (FM).

- KBOW Inc., Butte, Mont.—Granted KBOW- FM.

- Alfred University, Alfred, N.Y.—Granted WALT (FM).

- Duplin Broadcasting Co., Wallace, N.C.—Granted WLSE-FM.
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>(202) 296-6400</td>
<td>Member AFOOE</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, Suite 402, Park Building</td>
<td>(301) 229-6600</td>
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<tr>
<td>—Established 1926—</td>
<td>PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Mentclair, N.J. 07043</td>
<td>(201) 746-3000</td>
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<td>COHEN &amp; DIPPELL</td>
<td>CONSULTING ENGINEERS, Formerly GEO, C. DAVIS</td>
<td>(202) 783-0111</td>
<td>Washington, D.C. 20004 Member AFOOE</td>
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<td>COMMERCIAL RADIO</td>
<td>Consulting Engineers</td>
<td>(202) 347-8215</td>
<td>Member AFOOE</td>
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<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>(305) 631-8360</td>
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<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>(703) 560-5800</td>
<td>Falls Church, Va. 22042 Member AFOOE</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W., 785-2200 WASHINGTON, D.C. 20036</td>
<td>(202) 347-8215</td>
<td>Member AFOOE</td>
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<td>A. EARL CULLUM, JR.</td>
<td>INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360</td>
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<td>Member AFOOE</td>
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<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>711 14th St., N.W. Washington, D.C. 20005</td>
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<td>CONSULTING ENGINEERS</td>
<td>(202) 347-8215</td>
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<td>JOHN B. HEFFELINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</td>
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<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 715, Associations Bldg. 1145 19th St., N.W., 659-3707</td>
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<td>Washington, D.C. 20036 Member AFOOE</td>
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<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>(301) 233-4644</td>
<td>Phone: (301) 223-4644 Member AFOOE</td>
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<td>VIR N. JAMES</td>
<td>Application and Field Engineering 345 Colorado Blvd. — 80206</td>
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<td>Member AFOOE</td>
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<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 220</td>
<td>(516) 694-1908</td>
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<td>ROSNER TELEVISION SYSTEMS</td>
<td>ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803</td>
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<td>Member AFOOE</td>
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<tr>
<td>ORRIN W. TOWNER</td>
<td>Consulting Engineer</td>
<td>(502) 245-4673</td>
<td>Member AFOOE</td>
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<td>—Readership Survey showing 3.2 readers per copy.—</td>
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<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>445 Concord Ave., Cambridge, Mass. 02138 Phone (617) 876-2810</td>
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<tr>
<td>SPOT YOUR FIRM’S NAME HERE!</td>
<td>To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM TV and facsimile facilities.</td>
<td></td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEER 9616 Pinkney Court Potomac, Maryland 20854 (301) 299-8272 Member AFOOE</td>
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<td></td>
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<tr>
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<td>Consulting Engineer</td>
<td>(512) 454-7014</td>
<td>Member AFOOE</td>
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*1970 Readership Survey showing 3.2 readers per copy.
TV

TV

all

K72BZ

K79AZ

ton and

both Idaho; KIDS-TV Twin Falls, all Idaho; KOLD-TV Tucson, Arizona; KFDF-TV El Paso, Texas; KUNM-FM Albuquerque, N.M.; KBUY-FM Provo, Utah; KCFM-FM Cedar City, both Utah; KCRH-FM Nampa, Idaho; KDFD-FM Las Vegas, N.M.; KWMF-FM Las Vegas, Idaho; KPW-FM Parowan, Utah; KRWG-FM University Park, N.M.; KUE-FM Salt Lake City, Utah; KEW-FM Reno; KILO-FM Moscow, Idaho; KUFR-FM Provo, Utah; KKTU-FM Boise, Idaho; KTVK-FM Phoenix, Arizona; KUNA-FM Boise; KFTV-FM Stockton, all Texas; KDDY Tablegau, KFTX-FM Saginaw, KFJB and KZIA -FM Fargo, and all Oklahoma; K104H Big Springs, Texas; KGBD Anderson; Elkhart and Slocum; K11EF and K13EC, both Terrell Plant; K104-LD Middletown; K11IP both by Delt City; K11JF Longfellow; K13JF Marathon; K106O and K11W1 both Marfa; K66EC Monahans; K66G6 Kenth; K66G1-1V Park: Park; K66GN Presidio; K66G1 Shafter; K20EZ Paris; K2A2 and K13AG, both Texline, all Texas.

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Other actions, all services

Chief Broadcasting on request of CP's, extended through Nov. 25, time to file responses to requests for rule making filed by Pacific FM Inc., requesting amendments and regulations to permit transmission of discrete four channel VHF translator signals.

FCC extended, in response to request by McClatchy Newspapers, time for filing comments and reply comments to rule making grant of CP's, to request by the Broadcast Media for the Discussion of Public Issues (Doc. 19206) for an extended period of time.

FCC extended the comments was extended to Dec. 10, for and reply to Jan. 24, 1972. Reply comments due Dec. 31, for comments. and Nov. 24, for replies.

Translator actions

Bulldort City, Arizona — Broadcast Bureau granted CP's for new VHF translator to serve Bullhead City, operating on (1) ch. 4 by rebroadcasting programs of KTVK Phoenix; (2) ch. 9 by rebroadcasting programs of KATV Phoenix; and (3) ch. 11 by rebroadcasting programs of KOOL-TV Phoenix. Action Sept. 27.

Merrick, N.D. — Broadcast Bureau granted CP for new VHF translator to serve Merrick, operating on ch. 7 by rebroadcasting programs of KGDJ-TV Hay Springs, Neb. Action Sept. 24.

Sutherland, Neb. — Broadcast Bureau granted CP for new VHF translator to serve Sutherland and Hershey, both Nebraska, operating on ch. 7 by rebroadcasting programs of KGTV-2 Grand Island, Neb. Action Sept. 24.

WBBB Robbinsville, Yellow Creek and Beechwood, all North Carolina — Broadcast Bureau granted CP for new VHF translator to serve Beechwood, North Carolina, in principal community and make changes to station's operating facilities. Action Sept. 24.

Medora, N.D. — Broadcast Bureau granted CP for new VHF translator to serve Medora, operating on ch. 7 by rebroadcasting programs of KUMY-TV Williston, N.D. Action Sept. 24.

Gold Beach, Ore. — Broadcast Bureau granted CP for new VHF translator to serve Gold Beach, operating on ch. 68 by rebroadcasting programs of KEET-TV Eugene, Calif. Action Sept. 24.
Radio Help Wanted

Management

16mm Film Laboratory Manager. Experienced all phases color/B/W operation to include equipment checkout, procedures, printing, printing, and single and double system editing. Must be familiar with tape and film, and salary and benefits. Must be available to work weekends. Box G-276, BROADCASTING.

Salary plus commission and bonus.

Situations WANTED 254 per word—$2.00 minimum.

All other classifications 354 per word—$4.00 minimum.

Add $1.00 for Box Number and reply service (each ad), per issue.

Radio Help Wanted

Sales continued

Wanted two experienced salesmen for Charlotte’s top contemporary station WIST. We are expanding and this is your chance—call Ed K., Station Mgr. Please have resumes and references. Send to WIST, Birmingham, Ala. 35201.

Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch, $5.00 or over billed at run-of-book rate. Salesman offers relief service to Buy Stations, Employment Agencies, and Business Opportunity advertising requires display only. Agency commission only applies to display space.

Applicants: If your ads are submitted, please send $1.00 for each package to cover mailing charge. Forward all replies to the address above, with possible dates, etc., addressed to box numbers are sent at owner’s risk. BROADCASTING expressly repudiates any liabilities for any return of their custody or return. Address replies to c/o BROADCASTING, 1755 DeSales St., N.W., Washington, D.C., 20036.

Radio Help Wanted

Manpower

Rare opportunity—If you love sales and consider yourself a great salesman, here’s a rare challenge. We’re looking for a manager to handle an agency of 2,000 people which is really growing in southern Calif. This is a position in a company that turns out strong and capable news programs. Our sound is professional and our community service top rate. We’ve been operating quite successfully for the past six years without a salary salesman on the staff. Our total billing has come from 100,000 to over $1 million. We’re going to go out and see the others and double our billing. We’re looking for a man who has been a sales manager, or a man who would like to become Vice President and own part of the business. Our offer is this: Work for us for one year and then 25% (based on collections) of everything you sell. No guarantees, draw expenses, or such. The first year you’ll do all you can, like us and want to stay permanently and we like you. The second year you’ll be considered for the position of manager. For example, if you’ve created $40,000 in new business during the year, you’ll own 25% of the total. You’ll be able to take your first year’s profit immediately. No phone calls. Send full information first letter, including references that will be used under closest scrutiny. Write to K-K-74, BROADCASTING.

Station manager, Progressive AM-FM station. Strong market in sales management. Box K-69, BROADCASTING.

Have you wanted a chance to manage but weren’t going to get the chance because you lacked the experience? WBEZ is looking for a station manager with Progressive management and administration skills and with the present general manager. This is Chicago’s only station with an Established gender, but it’s growing for over 15 years. Future promotion available at other Rollins stations. Contact John R. Wilson, Rollins Inc., P.O. Box 1967, Boston, Mass., with resume, sales success and salary requirements.

Sales

Florida. Before freezing winter comes make that move. Send salary, enjoy the problems of the north. Your family will love this 100,000 metro west coast paradise. You will like selling both the fulltime and separately pro-rated AM and FM. Both the most powerful in the market. One owner for almost 20 years. Fishing, hunting, golfing year round and 1500 week plus 15%. Today send resume to Box J-246, BROADCASTING. All replies confidential. Life can be beautiful.

Looking for experienced salesman with salesmanship and floor, growing market. Write K-75, BROADCASTING.

Wanted: Experienced salesman, with strong national advertising experience, opportunity for high earnings with leading radio production firm now preparing several new series for sale. Box K-105, BROADCASTING.

Experienced, creative salesman for MOR/contemporary station in metro market. Must be capable of top salesmanship and have benefits for right person. Mail billing record for past six months to Box K-1107, BROADCASTING. We’re looking for a man, not a boy. We have the country’s number one 25 station group. Write to Box K-1070, BROADCASTING.

Chief announcer, public radio station. Duties to include a 3-4 hour air shift daily, announcer scheduling, assisting in training new employees, some production, B.A., minimum three years experience required. Send tape and resume to Box R-25, BROADCASTING, WJCT, Jacksonville, Florida, 32207.

Chief announcer wanted—top salary. Must be experienced with audios and TV commercials. Write Box 127, BROADCASTING.

Chief announcer—top salary. Must have experience in TV and radio. Write Box 128, BROADCASTING.

Senior announcer—top salary. Must be experienced in TV and radio. Write Box 129, BROADCASTING.

Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch, $5.00 or over billed at run-of-book rate. Salesman offers relief service to Buy Stations, Employment Agencies, and Business Opportunity advertising requires display only. Agency commission only applies to display space.

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Radio Help Wanted
Programming, Production, Others continued

Copywriter-announcer, looking for a production man who can also produce, for a well known radio station. Will see to it that the client putting them on the air. Must have an opportunity with a broadcast station in New York City. Send resume and tape to Box K-118, BROADCASTING.

Wanted: Top country P.D./D.J. to assume responsibility of station KWOZ (Surveys pop, 1,010,000, San Gabriel/Pomona). Strong responsible program director and/or salesperson required. Send resume to Jon Wickstrom, South Mills & Olive, Pomona, Calif. 91766. Ph. (213) 369-3544.

Development Officer—Excellent career opportunity at West Virginia University in fund raising program. College degree and fund raising experience required. Starting salary based on qualifications. Excellent benefits. Located in scenic area 70 miles south of Pittsburgh, Pa. Apply by resume to E. J. Podeszwa, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. An equal opportunity employer.

Wanted: Producer-director with varied experience. Very heavy commercial schedule, news and specials. Award winning production company seeking full time producer-director, call collect immediately—Al Marras 316-740-4225.

Situations Wanted Management

Creative young radio manager looking for challenging and stimulating. Major market group experience, skilled all phases of radio. Ready to build your ratings, image and profits. Contact Box K-151, BROADCASTING.

If you have clean rivers, pine trees and a station that isn’t a basket case. If you want more profit and your station becomes an asset, consider this how to make more and more profit in a smaller market. Wind me up and I sell, sell, sell, write copy, announce, manage and help you count money. Twenty-five years in radio. I’ll work for 25% of gross yearly profit per month. Box K-88, BROADCASTING.

Aggressive and sales minded 25 year old station manager looking for someone to manage medium market station needing a top manager. Never been a loser and don’t plan to start now. Salary not as important as challenges. Will relocate anywhere. Box K-295, BROADCASTING.

General manager—29 sales/programming pro—1st phone—experience all phases—proven results—show me permanent future. Box K-109, BROADCASTING.

Selling manager, experienced programmer and former station owner, I can do job. Prefer small to medium market, give resume and answers questions promptly. Box K-111, BROADCASTING.

Major market programer and broadcaster wants medium market or smaller market station to manage/program. Prefer FM... let’s talk at the 17mn. Can handle all the waterfront. Box K-121, BROADCASTING.

Chuck Ashworth is now available. Took over impossible situation and in only 2 months "cured" it, 100% increase over all ratings. Dynamic—organizer—leader. Seeking new challenge as manager or sales manager/promotion director. Prefer west, south or south west. Ready today. Make offer, 601-982-3039, Chuck Ashworth.

Manager/sales mgr. 49, Proven track record, Exciting programer, Take full charge or lead sales staff. Prefer New England states or northwest. References. Call 212-740-6302—Write Box E6, Hudson Falls, N.Y.

Sales

Professional black salesman, plus great air personality, big sales dual sales and talent position with medium or small market station. Box K-118, BROADCASTING.

Strong radio salesman. Inside and outside station experience. Excellent promotion plan opportunity to grow. Service completed and ready for challenge. Contact Mike, 312-973-2366 or 21 Mitchell Avenue, Des Moines, Iowa 50315.

Young, sharp, aggressive; college, experienced, references; combo or straight sales. 904-667-7147 morning.

Announcers

Combination "oldies" jock/sportscaster, third endorsed, responsible. Box X-262, BROADCASTING.

Second by second, good newsgirl, commercials, 3rd phone. Box K-99, BROADCASTING.

Graduate top NYC broadcasting school—professionally trained—will locate anywhere in the U.S.—light board—authority—endorsed—third endorsed. Box J-146, BROADCASTING.

Majors-stations/markets. Rock jock wants to move up. Programming know-how, proven ratings, dynamic production, first ticket. Idea man. Box K-64, BROADCASTING.

Ten year versatile pro with 1st phone looking for growing market personality operation. Box K-41, BROADCASTING.

Self starter, first, major, production, remote, seven years. Box K-46, BROADCASTING.


Program/music director,... 1st ticket. lock, married, experienced. Box K-171, BROADCASTING.

First phone, experienced, draft, exempt, will relocate. Box K-65, BROADCASTING.

Deejay-newscaster, experienced, dependable, versatile, creative, tight board, third endorsed. Box K-68, BROADCASTING.

Beginning, young, single. Willing to relocate. Trained in broadcasting, school. Want experience. Box K-70, BROADCASTING.

Comb-mane, first phone, dj, announcer, professionally trained. Available immediately. Box K-171, BROADCASTING.

First phone experienced announcer with low key adult approach seeks New Jersey or New York metropolitan area. Box K-72, BROADCASTING.

Soul dj-newscaster, announcer. Experienced. Deejay-level or desirable stock. 3rd class. Prefer east coast. Box K-75, BROADCASTING.

Deejay-announcer. Experienced, authoritative news, aggressive salesman. Dependable, versatile. Tight board, third endorsed. Box K-107, BROADCASTING.

Experienced MOR dj-sportscaster desires college or professional play-by-play service. Completed single. Box K-88, BROADCASTING.

Morning DJ or newsmaker or newsmaker director, Production work, copy writer. First phone. Published author. Ten years experience. Married. Family. Box K-83, BROADCASTING.


First phone announcer with play-by-play experience, prefer MOR format or C/W. Box K-87, BROADCASTING.

Older man with business acumen can motivate others. Over 15 years small market announcement pro- duction, copy, traffic. Desire chance to prove potent- ial in P/D. Sought for "good music—grounded". Box K-94, BROADCASTING.

Young black jock—looking for first job. Little exp. tight board, versatile, hard working dependable, 3rd endorsed. Will relocate. Box K-998, BROADCASTING.

First phone, young draft exempt small or medium market, prefers progressive rock of top—will con- sider anything in midwest preferably Iowa. ... all replies to Box K-101, BROADCASTING.

Anouncer, first phone, over 21 yrs top 40 exp. experience. Northeast preferred. Box K-110, BROADCASTING.

I have no experience but plenty of desire. I am third endorsed and creative. Prefer FM but will consider any. Box please other a box. Write Box K-112, BROADCASTING.

Yorkende dishes: Let’s get together—12 yrs.— multi- metter—authoritative—stand up. You can photo/reume on request—Box K-113, BROADCASTING.

Disc jockey-newscaster. Creative, versatile, aggressive, authoritative, third endorsed. Eager for the opportunity to do my thing. Box K-114, BROADCASTING.

1st phone, top 40 jock and music director. Currently in Washington, D.C. area. Will relocate anywhere for suitable position. Send for tape and resume to Box K-115, BROADCASTING.
Announcers continued

First class P.D.—DJ with first class ticket can give you your first break. Around you can sell and assume full responsibility for programming and operate functions! Get that load off your shoulders—phone an enthusiastic, proven pro at 312-227-5523, evenings.

I.B.A. graduate, 3rd endorsed, right-board. Married, dragnet daily in radio in any continuous city in Western Pa. area. Contact Don Drew, 172 W. 4th St., Pittsburgh, Pa. 15212, Box K-17, BROADCASTING.

1st phone, dj—annoncer; single, broadcasting school and college graduate; good commercials/news; top 40 area station. Will develop your station. Jim Fritz, 191 Fenwick, Monterey Park, Calif. (213) 724-4892.

Technical

Experienced AM-FM chief looking for station where he can build new facilities. No announcing, Box K-5, BROADCASTING.

First phone twenty 5s audio/video production maintenance. Relocate anywhere. Box K-78, BROADCASTING.

1st phone. Experienced relax. Consider right offer in TV, Box K-104, BROADCASTING.

Is your station in need of personal engineering attention from a good engineer? We have the right man. Will rounded background. Also willing to assume short air shift. Prefer east coast. If interested, let me hear from you. Box K-124, BROADCASTING.

Chief engineer seeking low-pressure security, have equipment. 702-563-2470. Box K-124, BROADCASTING.


News

Top-notch news hawk for hire. Young, dynamic and aggressive. Box K-99, BROADCASTING.

Versatile, competitive, mature, inside-outside reporter, major market exposure. Excellent, investigative, exciting legman, professional airman. Cover municipal and county news, knowledge reports, sports interviews. College, political science, 25, single. Proper position takes me anywhere. Box K-77, BROADCASTING.

Small market news director with first phone, and play-by-play experience, ready to move up. Hard worker and enjoy my work. Box K-86, BROADCASTING.

Experienced, energetic newsman seeks new position in major market with excellent voice, good writing/editing ability. Past five years in major market. Aircheck available. Box K-99, BROADCASTING.

A good voice is important. But the ability to dig for the news behind the voice counts too. Is there such a person near you? I have two years in local news. Also strong play-by-play. First phone. Excellent references. 201-572-1958.


News director . . . still seeks opportunity to turn your news operation into a 21st product. 13 years radio, 6 years TV experience. Pool, ABC news. With you. Phone 813-597-7664.

Experienced newsman, 6 years radio, degree, draft exempt, married. Prefer coastal states. 713-582-6037 or 1919 West Main, 19, Houston, Texas.

Programming, Production, Others

Country music programming expert. Currently large major market. Looking for interesting, challenging opportunities. Mail to Box K-97, BROADCASTING.

Program/music director. Modern country. Top references. Box K-17, BROADCASTING.

Swap swap for sun—veteran program director/annon- nouncer—top-rated good music FM stereo station in Midwest medium market. See ad, comparable position/salary in Florida. Box K-103, BROADCASTING.

I need a station who needs a production/news, copy. Copy is the mind person on the job. Professionally trained ready to start now and guarantees one year of dedicated radio. Allan DeBus, 801 North Iowa 2105, Anahiem, Calif. 92801.

Television Help Wanted

Management

Commercial manager with proven ability for south Texas VHF. Box J-242, BROADCASTING.

Technical

South Texas television station needs experienced RSS. Write Box J-242, BROADCASTING.

An equal opportunity employer needs first class left side, studio/field engineer. Must be heavy on maintenance of studio audio equipment. Reply to Box K-20, BROADCASTING.


Similar video engineer three to five years experience for all types of colored television for operational and market support. WMVFFM, 1015 North 6 Street, Mil- waukee, Wisconsin 53203.


News

TV/Radio station in midwest wants newsman with at least one year’s experience, major degree preferred. Send audio tape, resume and recent picture to Box K-97, BROADCASTING.

Are you the number two man in a major news op- eration? Should you be number one? If so a major market group-owned VHF has a place for you as its news director. Send resume to Box K-97, BROADCASTING.

Copy chief/copy writer for southeastern TV station. Must have good original ideas for both the video and audio portion of commercials. Ability to understand all phases of production a must. A top opportunity for the right person. Equal opportunity employer. Box K-29, BROADCASTING.

Copy chief/copy writer for top market TV station. Must have good original ideas for both the video and audio portion of commercials. Ability to understand all phases of production a must. A top opportunity for the right person. Equal opportunity employer. Box K-29, BROADCASTING.

Program manager southeast, one of the nation’s top ABC affiliates. Experienced person needed immedi- ately. Box K-92, BROADCASTING.

Art director for group owned, top 20, network affiliated, station. Creative, innovative artists will love working for progressive operation in country’s No. 1 resort city. Box K-108, BROADCASTING.

Art director for northeast 25th market. Experienced in commercial, documentary and newspaper layouts. Send complete resume detailing qualifications along with samples in first letter Box K-126, BROADCASTING.

Excellent opportunity with large video tape duplica- tion/distribution and post-production service center for experienced person to develop marketing policies, direct sales activities, and to service accounts. Experience in program syndication, videotape production and advertising is highly desirable. Net Television, Inc., 2715 Packard Dr., Ann Arbor, Michigan.

Television Situations Wanted

Management

Experienced midwest AM/TV manager—small-medi- um market preferred. Box J-212, BROADCASTING.

Production/operations manager—Good background in station operation and administration, commercial production, distribution and network. AA degree, 31, family man. Will accept producer/director spot. Top 20 area. Box K-104, BROADCASTING.


Announcers

12 year professional as weatherman/annoncer. Available now! (219) 484-8235.

Announcers continued

I have more experience in more areas of communi- cation than most men of any age. Even more two years with an ad agency involved me in broadcasting production. I’ve won a rating battle, but lost my job as a news anchorman at TV know broadcasting, and I know myself. I wear many hats. Gil Fryer, 632 Delaney, Orlando, Florida. 305-424-5752.

Technical

Chief small station twenty years BC engineering. Box K-79, BROADCASTING.

First phone, middle-aged, experienced AM and audio. No TV experience. See Ken Mac Gregor ad under Radio heading.

Engineer, experienced in UHF color and FM broad- casting. 1st phone, desires position of chief engineer with religious oriented station. Desires eastern U.S. but will consider all replies. Contact R. A. Pebworth (703) 407-1601.

News

Weathercast that will shine above others. Want one that does? Personable, young, creative, professional, experienced television meteorologist available with new ideas for top fle image visual weather. Box K-24, BROADCASTING.

Innovative, energetic and experienced radio news director looking for a career position in television news. B.A., Journalism. Box K-104, BROADCASTING.

Energetic young anchor/reporter in major west coast market seeks challenge. Proven ratings. Box K-96, BROADCASTING.

Experienced, talented newsman seeking reporting position in top 20 market operation. Box K-100, BROADCASTING.

Qualified and professional. Now with OBO & 8 yrs. experience, documentary, features, talk host, inter- view special, TV-radio anchor, cinemaphographer, writer, good voice, delivery, appearance M.A., first place believer in broadcast, good for right position, not over-priced. Let’s talk. Box K-116, BROADCASTING.

Highly qualified sports director able to prepare net- work quality programs. Strong air work—strong copy editing. Contract immediately. Box 3564, Orlando, Florida 32805.

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

Programming, Production, Others

Cinemaphographer/cameraman comes equipped with Beaulieu, Nikon gear & moral. Well versed in all as- pects of TV, wish to relocate. Box J-200, BROADCASTING.

Producer/director—Presently employed at a highly successful network market. Great challenge but seeking advancement. Current duties include news blocks, commercials, promotions, etc. Dedicated, detail oriented, working hard with company, creative, innovative and aggressive. Experience in all areas of production. Send resume on request. Box K-72, BROADCASTING.

Director/producer, top market experience; pro- grams, news, commercials, P.S.A.’s video animation. B.A. major commerce, A. E. Rho, married. Taps and resume Box K-7, BROADCASTING.

Production or traffic manager-Broadcast, CATV. Ten years broadcasting, advertising (five in top ten). Heavy traffic and inventory control, specialist in traffic and billing. Experienced all phases production-line, film. Box K-37, BROADCASTING.

Producer/director, or cameraman with future as P.D. Commercial experience in radio and as TV cameraman in top 10 market. Married, M.A. degree, military completed. Will relocate. Resume on re- quest. Box K-61, BROADCASTING.

Producer/director-writer, 4 years experience in motion pictures, TV, film, and television. Married, 24, four years military duty as a chief. Box E-28, BROADCASTING.

Young, bright, hard working man, age 21, looking for a job as cameraman, director/video switcher. Fully equipped with all TV studio gear as a small medium market TV station. Limited TV experience, but very knowledgeable of TV studio production. Fine sound man in radio, Nit. Has a first phone. Write Box K-69, BROADCASTING.

High quality all phases studio production. Directing, producing, editing. Will relocate. Box K-56, BROADCASTING.
Television Situation Wanted
Programming, Production, Others continued
College graduate wants to start career in TV production and transmission. We pay return shipping and insurance. Also best prices anywhere on new finishes and all numbers of 336-equipped and splicing tape. Your order is your charge account. Largest stock in the country.

Wanted To Buy Equipment
We need used 250, 300, 400, and 60 kw & 10 kw AM and FM transmitters. Call or write GE General Electric Corp., 1314 Turbide St., Laredo, Texas 78040.

For Sale Equipment
- Helix-styrene. Large stocks bargain prices tested and certified. Write for price and stock lists. Sierra Western Electric, Box 2387, Oakland, Calif. 94623. Phone (415) 832-3527.


- Sale: Schaefer model 1200 automation system, including all tape recorders. Two carousel cut-out machines, and control panels, in operating condition. 212-855-1228, Boxman, Boulder, Florida 55971 or call 1-407-866-2394.

- Field sales certified Nelsa 120C in excellent condition. First certified stock for $500 to J. R. Hatfield, Constraining Engineer, 900, 56th Ave., Seattle, Wash. Phone 232-7846.

- Ampex model 600/251 users—rare, heat, and flutter in stock. 251, 55 Min. View, Calif. 94040. 408-739-9740.

MISCELLANEOUS
- Deejay! 11,000 classified gag lines. $10.00. Unconditional guarantee. Send self-addressed, catalog free. Edmund Orrin, Maripolis, Calif. 93338.

- Prizewin Prizewin National brands for promotions, graphics, or trade shows! Better for fantastic deal, write: Television 66 E. Superior St., Chicago, Illinois 60611, call collect 312-356-2709.

- "Free" Catalog—everything for the deejay. Comedy, books, airchecks. desktop, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94124.

100 good commercial scripts. Ideal for spec tapes. $15.00. Bob Raleigh's Media Services, 3924 Browning, Raleigh, N.C. 27609.


- Wanted: Managers of daytime stations or any station with rates and/or sales difficulties to audition dynamically different, highly suitable and proven 60 second entertaining public affairs programs suited to all markets and formats. I have your audition tape ready to go! H & M Broadcast Services, Box 26348, Washington, D.C. 20014. Phone (301) 654-5726.

INSTRUCTIONS

- First class FCC license theory and laboratory training in 5 weeks. Prepare for FCC 1st and 2nd class exam. Program supervised by W.E. Vant., approved and accredited member National Association of Trade and Technical Schools.* Write or phone the location most convenient to you. ELKINS INSTITUTE, 3123 Hill Road, Nashville, Tennessee 37214.

- First class FCC license theory and laboratory training in 5 weeks. Prepare for FCC 3rd, 2nd, and 1st class exam. Program supervised by W.E. Vant., approved and accredited member National Association of Trade and Technical Schools.* Write or phone the location most convenient to you. ELKINS INSTITUTE, 3123 Hill Road, Nashville, Tennessee 37214.

- Elkinst F.F.C. Type Exams... Guaranteed to prepare you for FCC 1st, 2nd, and 3rd class exams. 5 classes a month. 37 classes a year. $1500.00 total cost. Write Elkinst F.F.C., 230 East 44th Street, Philadelphia, Pa. 20-6063.

- Cherry Hill, N.J. 08219.


Radio Help Wanted

**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'll handle programming and demonstration for Gates Automation Systems, and support the field sales force by preparing bids and quotations for program automation equipment. We require a broad knowledge of radio station technical and program operations and current market automation experience. Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses.

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  Can manage... program and sell any format. Past history excellent. Profit minded. Very best references. AM or FM 414-476-1651.

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Warm, articulate, persuasive with 5 years of good numbers in 2 market station. Seeking major opportunity.

**BOX K-90, BROADCASTING**

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CHICAGO SALES

Network owned Chicago television station. List worth $30,000. Prefer medium market sales experience. Rush detailed resume to General Sales Manager.

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Network affiliated television station needs experienced Program Department Manager. Pre-requisite abilities:

- Administrative and creative.
- Working knowledge of feature and syndicated film.
- Detailed familiarity with responsibilities prescribed stations by FCC.
- Both commercially and community minded to join dedicated aggressive department head team.

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ASSISTANT NEWS DIRECTOR

For Major Top Ten Midwest Market television network affiliated station to run operation. We have a most 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**

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NEWSMAN

Reporter-on-air—needed for Major Top Ten Midwest Market television network affiliated station.

We are looking for an experienced news reporter to be our number one man on film reports; also to pinch-hit for anchor-man when necessary.

**PREREQUISITES:**

1) Five year broadcast journalism
2) On-air reporting
3) College graduate.

If you qualify and are looking for a real broadcast news challenge, send video tape and/or film of interviews, in depth report, etc. and resume to:

**Box K-58, Broadcasting**

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INVEST IN CASETTE TV
Dealer in Southeast city has territory option. Will sell part of dealership to make profit for both of us in cassette TV software operation.
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Hot, new product extends FM SCA service range by 100%, attaches to receivers. Many stations ordering 50 up units per order. Very generous commission arrangement. If you call on FM or SCA people, call us.
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STATION FOR SALE
N.W., Fla. 1000 AM Daytimer—Excellent frequency—Cash sale—available immediately. Contact: Mr. Peter L. Anderson, P.O. Box 287, Blountstown, Fla. 32424

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1. PACIFIC NORTHWEST. Profitable daytime serving diversified market. Packed at $140,000, Long term payout.
2. UPPER MIDWEST. Regional daytime,3. SOUTHWEST. University town. AM-FM. 205,000. Terms.
3. MAJOR MARKET FM. $650,000. Terms.

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70 FOR THE RECORD

CATV Applications
- Pine Bluff, Ark.—Pine Bluff Video. Seeks distant signals of KVTY(TV), and KDFV(TV), both Dallas-Fort Worth; and KERA(TV) Dallas. (Little Rock, Ark., ARB 71). Ann. Sept. 27.
- Georgetown, Ohio—Sabre Cablevision Inc. Seeks distant signals of WLWD(TV) and WKED(TV), both Dayton, Ohio, and WBT(TV) and WBLG-TV, both Lexington, Ky. (Cincinnati, ARB 16). Ann. Sept. 29.

Final actions
- KMV-76 Greasterville, Ariz.—Cable Television Bureau granted renewal of license for CATV relay station to serve community of Sierra Vista. Action Sept. 30.
- WIZ-50 Wray, Colo.—Cable Television Bureau granted CP for new CATV relay station to bring KBVT(TV), KOA-AM, & KWGN-TV, all Denver, to CATV in Wray. Action Sept. 30.
- WIV-93 Augusta, Ga.—Cable Television Bureau granted CP for new CATV relay station to bring WJHO-Columbus, S.C., to CATV system in Augusta. Action Sept. 22.
- WIZ-91 Las Cruces, N.M.—Cable Television Bureau granted CP for new CATV relay station to bring TV signal KMME, Albuquerque, N.M., to CATV in Las Cruces. Action Sept. 30.
- Harlingen, Tex.—Valley Cable TV, Cable Television Bureau dismissed as moot three petitions entitled “Request For Special Relief” filed Aug. 26 and 27. Action Sept. 29.

Action on motion

Cable actions elsewhere
The following are activities in community-antenna television reported to BROADCASTING through Oct. 5. Reports include applications for permission to install and operate CATV’s, changes in fee schedules and franchise grants. Franchise grants are shown in Italics.

- El Cerrito, Calif.—City council has awarded a franchise to El Cerrito Video Systems Inc.
- Fort Wayne, Ind.—Cox Cable Communications Inc., (multiple-CATV owner) in Fort Wayne, has applied to city council for a franchise.
- Saginaw, Mich.—Four companies have been granted a franchise: Township of Michigan Inc., Jackson, Mich., subsidiary of Continental Communications Inc. (multiple-CATV owner); Boston; Saginaw Cable TV, subsidiary of Century Cable Communications Inc.; Gerity Cablevision, subsidiary of Gerity Broadcasting Co.; and Tele-Systems Inc.
- Seattle, N.Y.—Bradley Cable Service has applied for a franchise.
- Dillsburg, Pa.—West Shore TV has been granted a five-year franchise. The firm will charge a monthly rate of $4.95.
Anyone who assumes that successful businessmen always get that way by gluing their eyes to some single, all-consuming purpose from childhood onward (a) has been reading too many inspirational novels, (b) would probably admit, if pressed, that he never really met an eight-year-old child who wanted to grow up to be a marketing director, and (c) has certainly never met Paul Picard, who got into the television production business by reluctantly agreeing to substitute for an indisposed cue-card holder.

Mr. Picard—now MGM's vice president in charge of television—was an aspiring actor in his twenties; he went to acting school, made the rounds of plays in New York, worked to learn the business and art from every angle. But when a friend called to ask him to hold cue cards for a live television show, Mr. Picard had to be persuaded; this was something new.

The brush with production, he now says, changed the course of his career. "I stumbled into the business entirely by accident," he says. "It was the first time I'd been involved from a non-actor's viewpoint, and I found it more interesting—more challenging, really—than what I'd been doing."

About 15 years and innumerable experiences later (like the time, during his years as a production assistant, when the crew accidentally set a game-show contestant on fire), Paul Picard is one of television's top names. He presides over MGM-TV's production, sales for syndication and network, sales of feature films and series, operations national and international—the works. And he contributes heavily to the fortunes of a parent company that is busily engaged in bucking the prevailing economic trends. Two years ago, MGM reported a staggering $50-million loss; today, Mr. Picard says with considerable satisfaction, it is showing a profit. He attributes the upturn to changes wrought by MGM President James Aubrey, a former head of CBS-TV. But there is little doubt that Mr. Picard has also played a large role in the streamlining process during his eighteen months as the company's top television executive.

"Three weeks after I came into this job," he says, "I had cut our staff by approximately 20%." The number of projects dropped even more sharply. "Instead of proceeding with 100 projects—which is entirely possible over a six or seven-month period—we'll go with, say, 30. But they'll be the ones we really feel are going to make it."

Right now, MGM-TV is represented on the networks by two successful series, Medical Center (CBS) and The Courtship of Eddie's Father (ABC); it has contributed to the GE/Monogram documentary series; it is into syndication with a sports show, Man to Man, featuring Roman Gabriel, quarterback of the Los Angeles Rams professional football team; among new projects for syndication is a revival of Dr. Kildare; and on the agenda is a two-hour feature film, The Munich Project, to be used as a series pilot.

It's pleasing progress to Paul Picard, although he remains watchful of the general economic malaise and the specific ailments in Hollywood, where perhaps half of the work force in films is looking for work. There's no relief in sight, he says, but at MGM "we're making more judicious use of our funds than ever before."

A restless man of halfback-like build, Paul Picard lives in California, retains his Northeastern accent (he was born in Rhode Island), was raised by French parents, did not speak a word of English until he was five years old, and occasionally slips into the dialect of his adopted state, Texas. The accents and travels are as varied as his career.

It took Paul Picard five years to finish high school and he knew that college was out of the question. He had hoped to go to New York but his father refused to permit it unless he had a job there.

After convincing the president of a New York publishing company to send him a letter offering a job (there was no job—just the letter), he was able to leave home.

He had hoped to attend the American Theater Wing, but now admits he was too scared to audition. Instead, he went to Boston to work for an insurance company, into the Army in France as an interpreter and to Baltimore as a troubleshooter for the Coates & Clark O.N.T. Thread Co.

Then it was back to New York, where he did apply to ATW and was accepted. After his embryonic acting career turned into a production career, he worked for several years as a production assistant on network shows, spent a brief period in Canada, and in 1965 joined ABC-TV as director of daytime programs. He later held the positions of director of live programming and vice president for program development at that network, before joining MGM in 1970 as executive producer. He was appointed to his present post in April 1970.

As dedicated as he is to his present job, Mr. Picard admits that he is not a Hollywood person. He has become strongly attached to Texas, where his wife was raised and where he owns a 2,000-acre cattle ranch there and raises a small herd of cattle, leasing most of the land.

"I've developed an emotional love affair with the state," he says, "and fortunately, everyone down there has accepted me. We agree not to talk about racial matters or politics and just visit, like everyone else down there." He is a regular reader of Cattleman and Successful Farmer magazines, and is well-versed in the problems facing Texans in the southeastern part of the state.

In fact, he plans to return to the state for good some day. "That's where my roots are," says the Hollywood executive with the New York accent, and he clearly means it.
The Whitehead plan

Broadcasters have suddenly acquired a formidable ally in their attempts to get relief from recent applications of the Communications Act. When Clay T. Whitehead, director of the Office of Telecommunications Policy, asserts the need for fundamental changes in the law, the cause takes on new meaning.

The question now is whether broadcasters will take the cues Mr. Whitehead gave them in his remarkable appearance last week before the International Radio and Television Society in New York. To judge by the response of his audience, the significance of the speech may not immediately dawn on the people whose emancipation it proclaimed. There was only one interruption, and that for no more than scattered applause. An ovation would have been in order.

The President's chief expert in the field has now discovered that the chaos induced by FCC actions and court decisions of recent years can only get worse until the law itself is radically changed.

Admittedly his proposals, as advanced last week, need clarification and refinement. In outline, however, they merit respect: to replace the unworkable fairness doctrine with a statutory right of paid access, to get the government out of programming evaluation, to give licensees reasonable protection against poachers, to separate radio and television in the regulatory scheme and to "de-regulate" radio. If all of those objectives could be achieved in one triumph of legislation, broadcasting would move a long way toward its deserved position as part of the free press.

The very comprehensiveness of the package may, however, put some broadcasters off. It will be argued—especially by those who are facing competition for their facilities right now—that broadcasters would be better advised to go for simpler legislation, such as that introduced last week by Senator John Tower (R-Tex.) to discourage filings against incumbents.

Perhaps in the short range the practical course is to concentrate support behind limited-purpose legislation. In the more lasting interest of the broadcasters—and indeed of the general public, which is getting no advantage at all from the direction of current regulation—the substance of the Whitehead plan must become the broadcasters' plan.

Mr. Whitehead said he carried no legislation with him to New York last week. "But," he added, "I will work for legislation if there is support for these proposals." Unless broadcasters have been enfeebled beyond revival, the Whitehead plan will get their support—in spades.

Worse and worse

It may be unrealistic to believe that political-campaign reform can come about by action of political campaigners. So it may be concluded from last week's action of the House Commerce Committee in voting out Torbert H. Macdonald's formula to keep Republicans from outspending Democrats, especially in the Seventh District of Massachusetts.

The legislation has yet to be exposed to the House floor, where strange things have often happened. In its present form, however, it is at such odds with the political-reform bill passed last August by the Senate (on an 88-to-2 vote) as to make compromise look unlikely. Perhaps an impasse would be the best turn of events.

The Senate bill, as we commented at the time, came out better than it went in. It would repeal Section 315, the equal-time provision of the Communications Act, in its application to candidates for all federal offices—a distinct improvement over present law. It would impose limits on amounts of space and time candidates could buy, without discriminating against radio and television.

But in both original and final form the Senate bill contained one section that would reduce radio and television from active media of journalism to passive common carriers. It would require all stations to provide indiscriminate access to all politicians. That, of course, would be far more restrictive than Section 315.

The bill sponsored by Mr. Macdonald, who is chairman of the Communications Subcommittee, and adopted by the parent Commerce Committee last week, is worse in several ways. It would repeal Section 315 only for presidential and vice-presidential candidates. It would put a 10-cent-per-voter limit on media spending but specify that no more than a nickel of it could go-for radio and television.

It also contains a provision that in effect would extend the principle of Section 315 to nonbroadcast media. Magazines and newspapers according space to one candidate would be required to offer equal space on equal terms to all other candidates for the same office.

Broadcasters might be tempted privately to cheer the imposition of equal-space restraints on rival media. They cannot afford that distraction. They must revive their missionary work in both Senate and House to avoid winding up as the true victims of what is wrongly hailed as political reform.

Army game

As discovered by this publication a week ago, the Army has hired the Gallup Organization and other research firms to study the use of advertising in recruitment. Or so the Army says. The work being done by Gallup looks more like an effort to increase the air play of free Army spots.

Put the Gallup questionnaire to 1,500 stations together with Gallup's intended study of a couple of hundred station logs and with the recent letter from the secretary of the Army demanding that networks enormously increase their use of free Army messages, and the pattern smacks more of muscle than research. If the Army has $9 million to spend, as its spokesman says, it has already learned the value of radio and television during its spring campaign of paid advertising in both media. It ought to put its money where its experience tells it to.

"Where's that pickpocket we've been using in those traveler's check spots?"

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BECAUSE WE'RE NO. 1!

Television 9 WGN is Chicago

Source: ARB, Chicago, July, 1971, 10:30 pm-Midnight, Program Audience estimate. Data subject to qualifications listed in report.
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