Reading of the ratings yields strong hint of parity among TV networks
Guarded good marks, pointed reproof for broadcast journalism in '70-'71
Up in the sky: Sloan commission looks ardently to cable's future
Down on the ground: FCC, OTP try to keep present from coming unglued

---

Starlite 5

30 specially selected re-run features including 18 in color

Warner Bros. Television
A Kinney Company
Burbank • New York • Chicago
The Amazing World of KRESKIN
You won't believe what he can do.

In a seance-like setting, 20 members of the audience sit at five tables in groups of four. Kreskin—using the brainpower of the 20 people—makes the five tables tremble, rise off the floor and turn over.

Kreskin asks a guest to think of any program listed in an issue of TV Guide. Then he asks a member of the audience to hold the TV Guide and a pen behind his back and mark a point on any page in the magazine. The mark invariably appears on the listing for the program selected by Kreskin's guest.

A fencing expert thinks of a particular cord while Kreskin holds his sword. The fencer then throws a full deck of cards into the air, and Kreskin spears the correct card with the sword.

Five paper bags are placed on a tray. Only Kreskin knows which one contains a $100 bill. Two audience members come on the stage, pick two bags and burn them. Then each one takes another bag back to his seat in the audience. The remaining bag on the tray always contains the $100 bill.

At every public performance Kreskin's paycheck is hidden somewhere within the place at which he is appearing. If he cannot find the check, he forfeits it. Kreskin has never forfeited a paycheck.

The amazing Kreskin is an established SRO drawing card in local markets cross country. He's a favorite on college campuses, averaging 200 appearances a year and a 96% record of requests for repeat performances. He has been a favorite repeat performer on the television shows of Mike Douglas, Johnny Carson, David Frost, Merv Griffin and Virginia Graham. And a favorite with women's clubs, men's groups, business conventions and nightclubs everywhere.

Now the personable 35-year-old Kreskin brings his incredible feats to television in a unique new series of half-hour virtuoso performances. Directly involving the studio audience and guests. And guaranteed to confound the viewing audience at home. Any person who can prove Kreskin uses confederates or secret assistance of any kind will receive a $20,000 check.

On television "The Amazing World of Kreskin" is a fascinating spellbinding experience of the mind and emotions. Absolutely right for its time. And showcasing a remarkable personality who already has demonstrated, over and over again, his immense popular appeal.

Start "The Amazing World of Kreskin" on your station in January. And start the year with a new prime-time hit!
Get it all together and get the 3rd largest TV audience in the West.

The picture of success—KOVR 13 Stockton/Sacramento and KMJ-TV 24 Fresno.

Put these two big channels together and you’ve got the nation’s:
13th largest market in TV households.
12th largest market in total retail sales.

Make sure you’re using McClatchy TV to cover these vital California areas thoroughly.

Source: ADI-ARB 1/71 860,000 households; Retail sales (1970) SRDS 7/71; Television Factbook 1971-72—counties in which the net weekly circulation is 5% or better.

McCLATCHY BROADCASTING
Represented Nationally by Katz TV West.
As national television networks take aim on the 'second season,' ABC-TV is taking aim on second place in the ratings race, and is claiming 'parity at last.' CBS-TV remains clearly in front in prime time. See . . .

The rhetoric and reality of network parity . . . 16

While broadcasting was under siege in the year 1970-71, radio-TV news performed well but not spectacularly, according to a duPont-Columbia University survey, published in conjunction with the joint awards. See . . .

Muted applause for broadcast journalism . . . 28

The Democratic National Committee is asking a Washington court to grant the party out of power an automatic right to reply to a broadcast Presidential speech. The party terms the fairness doctrine inadequate. See . . .

Democrats seek right to reply . . . 31

Good news flowed from the Price Commission in Washington last week when it granted a request by the ABC television network to charge prices contracted for before the freeze. See . . .

Phase II increases won by ABC . . . 32

A long-awaited special report on cable television by the Sloan Commission recommended last week CATV 'de-regulation' to promote growth, called cable's potential great and said broadcaster protection is not needed. See . . .

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Bitter complaints from broadcast industry representatives are endangering an already shaky truce that had been engineered by OTP's Clay T. (Tom) Whitehead to end the controversy over cable regulation. See . . .

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The National Association of Broadcasters' proposed license-renewal legislation was introduced in the House of Representatives last week by a North Carolina Democrat. Two similar bills came from Republicans. See . . .

NAB gets its bill into the House . . . 46

Growth of government regulation of media—print as well as broadcast—is a very real fear of Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy. Fairness seen as threat to press. See . . .

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As the political year of 1972 approaches, speculation on who among Congress will or will not seek re-election is mounting. Those senators and representatives who have had an impact on broadcasting were polled. See . . .

House Commerce: ins, out, in-betweens . . . 51

FCC Chairman Burch is a complex man, a man with a low boiling point but not without charm. Energetic, politically ambiguous, he comes from a conservative background but has remained very much his own man. See . . .

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Broadcasting

Dec. 13, 1971; Vol. 81, No. 24

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Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
For the third consecutive year, WIIC-TV Pittsburgh has won the Pennsylvania Associated Press Broadcasters Association award for the best news operation in the state.

So we thought a team photo would be nice.

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

Congratulations, guys!
Wherever you are.
Turning off

Here's something else some people think may prove to be traceable to FCC: Fewer people are watching early-evening network TV news this year. Combined average rating of ABC's SmithReasoner, CBS's Cronkite and NBC's Chancellor newscasts for season to date is off about 6%, from 37.4 year ago to 35.1 now. That's actual loss of over 680,000 homes, but if there had not been increase of two million TV homes this year, current rating level would have meant loss of twice as many. CBS newscast is down 2.2 points but remains number one; NBC's is down 1.3 points but remains number two; ABC's is up 1.3 points but remains number three.

How blame this on FCC? Whether they are right remains to be seen, but some sources speculate prime-time access rule, returning 7:30-8 p.m. to stations for local programming most nights, is responsible. It widens gap between network news and network entertainment programming. It's conjectured that many viewers who formerly started their TV evenings by settling down to news have delayed their settling down or are tuning independent stations first in preference for their 7:30-8 programming to follow. Detailed analysis of local audience data may tell whether theory is valid.

Choosing the bait

CBS-TV network officials were in final stages late last week of developing commercial format for late-night movie presentations that will replace Merv Griffin Show Feb. 14 (story page 24). There was speculation, though not confirmed, that network would offer affiliates more time for local sale than the nine minutes and one station break they now get in Griffin, as inducement to clear CBS movies rather than program their own. Effort reportedly was being made to create format less cluttered than usual for late-night programs, whether talk or movies. Affiliates are expected to get details this week.

Which Broyhill bill?

Think legislation in Washington comes to pass by careful planning? Here's how broadcaster-drafted model bill on license renewals got introduced last week—to utter surprise of National Association of Broadcasters. NAB legislative contact staffers gave copy of bill to Representative James T. Broyhill (R-N.C.) as courtesy as they did to other members of House Commerce Committee. They hoped then to persuade Robert Macdonald (D-Mass.), chairman of Communications Subcommittee, to put his name to bill. While NAB was still negotiating for sponsorship, Mr. Broyhill introduced NAB bill—along with one of his own that he has been sponsoring for couple of years (see page 46). His is modeled on bill introduced in 1969 in Senate by John O. Pastore (D-R.I.) and offers more protection than most observers think Congress is likely to give broadcasters.

Now problem will be to distinguish between Broyhill NAB-type bill (HR-12018) and Broyhill Pastore-type bill (HR-12000). P.S.: Mr. Macdonald turned NAB down. He's piged by report that high NAB official, at Dallas regional meeting few weeks ago, implied association had Mr. MacDonald in his hip pocket. Official claims he was quoted out of context.

Special status

Educational broadcasters may get break in FCC's package of proposed CATV rules (see page 42). On commission's agenda this week is order exempting ETV licensees from rule banning television broadcasters from ownership of CATV systems in same market. Issue will probably open up whole question of whether rule should not simply be repealed. However, that would presumably be tougher to handle, and Chairman Dean Burch is believed to be interested in swift action on ETV.

Among other considerations, commission approval of ETV exemption would help assure vote of Commissioner H. Rex Lee on entire CATV package. Commissioner Lee is prime mover in effort to exempt ETV from crossownership rule.

Sideline action

CBS, which has maintained generally hands-off posture toward ongoing cable negotiations, figured unknowingly in one of key deliberations last week. Question of ultimate disposition of its copyright suit against Teleprompter was raised in FCC meeting considering draft language to effect possible compromise (see page 42). One member asked whether compromise might not void result of CBS suit, should it ultimately win decision to be issued by Judge Constance Baker Motley (same judge, incidentally, who sentenced Teleprompter's Irving Kahn two weeks ago [BROADCASTING, Dec. 6]). Answer from Chairman Dean Burch was that consideration wasn't germane, and, reportedly, that suit might be dropped.

Whatever else it might have been, remark was bad intelligence. CBS could not drop suit now if it wanted to (before judge issues her decision). Company, however, has made no secret of feeling that action on proposed compromise would in effect nullify decision should it win against Teleprompter, and feels broadcasters' negotiating position against cable would be far better in event of such a decision. Hence one reason for hope of some that FCC's rules would not precede Motley verdict.

New bugaboo

Latest worry to be thought up by consumer protectionists is whether people living close to television-station antenna farms can be harmed by radiation. And indeed federal Environmental Protection Agency is now investigating biological effects, if any, of radiation from all kinds of broadcast and communications stations. Word is EPA will check TV farms as possible concentrations of radiation.

Shows on ice

Feasibility of establishing public archive to house worthy television and radio programs—past, present and future—is under study at William S. Paley Foundation. Current explorations, described as "very preliminary," are aimed at answering such questions as how much inventory is available, where it is, how to store and retrieve it. Programs would have to be chosen under strict selective standards in view of space problems but would include works from all networks, commercial and noncommercial, and from stations as well. Miniaturization is also under study because of space question. Study is being directed by Arthur B. Tourtellot, CBS Inc. vice president and general executive. If archive gets go-ahead, it would be funded by foundation, set up by CBS Board Chairman William S. Paley.

Starting gun

FCC consultant, Dr. Barry Cole, has begun work on report and order that will incorporate new license-renewal procedures. Commission members last week plowed through proposals Dr. Cole and commission's Broadcast Bureau had drafted to overhaul present renewal procedures. While there was disagreement on number of items, package as whole stirred little controversy.
Very busy day for TV code board

TV code-review board of National Association of Broadcasters ordered special meeting for Jan. 6 in Washington to continue consideration of ABC proposal to cut back advertising in children's programming by about third (Broadcasting, Dec. 6).

Move followed vigorous discussion at review-board meeting in Phoenix last week. Special meeting next month also is due to consider provisions dealing with "hosts" on children's programs who are being used to sell products, as well as question of premium advertising on children's shows.

ABC proposal calls for establishment of special children's time category in TV code applying to Saturday and Sunday (7 a.m.-2 p.m.) programs aimed at children. This would limit all non-program announcements to 11 minutes per hour (compared to present limit of 16 minutes). It would also put ceiling of no more than two program interruptions within any 30-minute program (code now permits two in prime time, four in other times).

Also in children's advertising area, TV review board reaffirmed policy banning use of comparative claims in toy advertising directed to children.

Review board rejected recommendation by Corinthian Broadcasting, seconded by Avco Broadcasting, to cut back nonprogram-time standards by 10%. And it took no action on proposal by Ward Quaal, president of WCN Continental Broadcasting, to ban sale of less than five minutes to political candidates. Code spokesman said feeling was that move smacks of censorship and should be opposed, if at all, by individual stations or through legislation.

Review board recommended three actions to TV board, for consideration at January 17-21 meeting of NAB boards in Florida: That where over-the-counter drug mentions any "ingredient" having to do with product's efficacy, that ingredient has to be identified with common name or description, effective Sept. 1, 1972. And, that condition be imposed in multiple-product advertising using less than 60 seconds that would require production integration so it would appear to viewer as single announcement.

Review board once again recommended acceptance of hemorrhoid advertising, with pre-clearance required from code authority on taste, documentation of claims, etc. Year ago, similar recommendation without pre-clearance provisions was turned down by TV board. At present code authority is required to pre-clear only one product, toy advertisements.

Review board rejected, however, appeals for permission to advertise such personal products as sanitary napkins, tampons, douches, foam contraceptives, vaginal wipes, deodorant suppositories, and male genital sprays.

It also reaffirmed ban on use of live models to picture undergarments.

It rejected request to permit advertising of off-track betting, asked by Harness Racing Association; a move contrary to action of radio-code board whose recommendation to permit off-track betting advertising on radio is subject to confirmation by radio board at meeting next month.

New fee schedule was also proposed, subject to TV board affirmation. This calls for membership fees that are 11/2 times highest hourly rate, with minimum of $450 yearly and maximum of $1,950 yearly, effective April 1. This would supersede previous fee hikes that were to have gone into effect Oct. 1 but that were postponed on account of federal wage-price freeze.

Snag in Newhouse buy

Newhouse Broadcasting Corp., faced with threat of Justice Department action, has delayed consummation of sale under which it would acquire remaining 50% of KOIN-AM-FM-TV Portland, Ore.

FCC in October had authorized takeover, for $8.1 million, from members of Portland voting trust, despite objections of Justice's antitrust division (Broadcasting, Oct. 4).

Justice, whose opposition was based on fact Newhouse already owned Portland's only two newspapers, has warned parties to sale it would take further action if they consummated sale.

As result, parties are pondering their next move. They have received from commission extension through Dec. 31 to complete sale. Deadline for that action would have run out Nov. 15.

Parties are said to be seeking resolution acceptable to them, and government. Decision against consummation apparently has not yet been made.

Newhouse is preparing opposition to late petition to deny sale, filed Nov. 2 by New Oregon Publishers Inc. Petition contends sale would give Newhouse unchallengable dominance of news media in area.

Nathan David cries foul

Nathan David, Boston Broadcasters Inc. principal indicted under Massachusett's "Blue Sky Law," says he is victim of "selective" and, therefore, "unlawful" enforcement.

Mr. David, in motion to dismiss indictments, said he is first person ever prosecuted for violation of state's Sale of Securities Act since it was enacted 50 years ago.

He also charged that state attorney general, Robert Quinn, has chosen to prosecute him "to advance private interests of others unrelated" to state law. Attorney general's office had no comment on motion.

At time indictments were returned, last month, Mr. David issued statement claiming that they were results of efforts by Herald Traveler Corp. to "discredit" him in "final desperate attempt to prevent [BBI] from commencing operations on channel 5 in Boston" (Broadcasting, Nov. 15).

FCC in January 1969 denied Whid-
tv's renewal application and granted competing application of BBI. However, implementation of grant has been delayed more than two years as result of court appeals by WHOR-TV.

More recently, implementation was stalled as result of civil suit brought against Mr. David by Securities and Exchange Commission. Allegations in state and federal actions are based on same set of circumstances.

Moving right along: political-spending bill

Senate and House conference late last week wrapped up agreement on media provisions of campaign-spending legislation, leaving heavily on version passed by House. (BROADCASTING, Dec. 6).

Like House-passed bill, compromise plan contains no repeal of Section 315 of Communications Act (equal-time provision); limits federal-office-candidate spending to 10 cents per eligible voter (or $50,000, whichever is more), only six cents of which could be spent on broadcast media. There are no such limitations on print media.

Plan covers TV, radio, CATV, newspapers, magazines and periodicals and billboards, but postage and telephones are expected to be added.

Broadcast media would be required to charge candidates their lowest unit rates, while print media could charge candidates no more than comparable rates. (House bill specified comparable rates for all media; Senate version called for lowest unit rates for all media.)

Retained in compromise bill is Senate provision empowering FCC to impose sanctions on broadcasters, including denial of license renewal, for failing to allow candidates "reasonable access" to time.

House provision that would force newspapers and magazines to make space available to all candidates if they made it available to one candidate was not included in plan.

Other provisions will be worked out at next conference meeting. Representative Wayne Hays (D-Ohio), chief negotiator for House on bill, said Friday (Dec. 10) he will attempt to have conference meeting this week. But, even if conferees finish work before recess this week, he said, he would not bring bill up in House until after recess—Jan. 18. Mr. Hays wants to avoid pocket veto, process by which President could veto bill merely by taking no action for 10 days after recess.

House Republican Leader Gerald Ford (Mich.) said: "I see no possibility of a veto and I certainly hope there won't be one."

House Speaker Carl Albert (D-Okla.) said he would consult with Senate leaders on completing measure before re-

cess this week, or delaying action until after Jan. 18. "I don't think it will make much difference by holding it over and doing it in January," Mr. Albert said.

Once conferees do finish bill, they will send conference report to both houses for vote. If passed, it would then go to President Nixon.

In related development, compromise version of tax-cut bill has passed both houses and now goes to President Nixon. Bill contains income-tax check-off plan to publicly finance presidential campaigns in general elections, but House-Senate conference delayed effective date of plan until 1976 to avoid veto (BROADCASTING, Dec. 6).

Piled high at HEW

With deadline for fiscal 1972 requests now past, Department of Health, Education and Welfare will apparently have more than 150 applications for facilities grants on file from public broadcasters, according to officials at HEW and National Association of Educational Broadcasters.

HEW was still logging documents late last week, but best estimates are that new applications requests and previous backlog together will represent record $50-$60 million in pending requests for grants. Department has $9 million of its original $13-million facilities appropriation remaining to distribute.

Of estimated 150-plus applications, 70 are new ones. Of that number, many were reportedly submitted principally to make government "aware of need," not in expectation that they might be granted anytime in near future.

Backlog underscores need for funding legislation before end of this fiscal year, NAEB executive vice president said Friday (Dec. 10). Without it, he said, millions of dollars lost in fiscal 1973 would mean that "many stations may have to face the question of simple survival."

Bid to lift blackout fails

WCKT(TV) Miami failed to obtain court injunction Dec. 10, on eve of Miami Dolphins-Baltimore Colts game, that would have prohibited use of NBC coverage feed from Miami for closed-circuit showing of event in Miami.

National Football League arranged for feed because of increased complaints of Dolphins fans faced with blackout of area—caused by conflict posed by college game being played in Miami that same day.

Legally, professional football TV coverage is prohibited under 75-mile radius blackout rule when college game is being played, unless waiver is granted.

NFL arranged for closed-circuit telecast using Sports Action Inc., New York, as promoter and set admission charge of $6 per person with proceeds slated to go to local charitable organization.

For Other industry developments see "Fates & Fortunes," page 58
Datebook

A calendar of important meetings and events in communications

January 1972

Jan. 7—9—Midwinter conference, Florida Association of Broadcasters; Tampa, Fla.

Jan. 10—Deadline for filing comments on FCC's inquiry into fairness doctrine, phase dealing with fairness doctrine generally and fairness in relation to political broadcasts (phases II and V, respectively). Replies due Jan. 29 (Dec. 1926).

Jan. 12—"Communications Technology and its Effects on People" seminar. Focus of discussion will be current developments and those likely to be implemented within the next five years, among TV, cable, and radio systems. Chairmen will include: Peter C. Goldmark, former head of CBS Laboratories; George F. Manseau, deputy director, Office of Telecommunications Policy; and Edward Goldsmith, who will moderate discussion.


Jan. 17-21—Winter meeting, TV and radio boards and joint board, National Association of Broadcasters, Marco Island Beach Hotel, Marco Island, Fla.

Jan. 20-21—Board of directors meeting, Institute of Broadcasting Financial Management, Plaza International Hotel, Tucson, Ariz.


Jan. 25-26—Conference for Journalists on China, sponsored by the Washington Journalism Center. Conference will examine changes going on in China's relationships with the U.S. and rest of the world and explore internal developments within the country and will place President Nixon's upcoming visit to China in perspective. The Washington Journalism Center, 2401 Virginia Avenue, N.W., Washington 20037.

February 1972

Feb. 4-5—Annual winter television conference, Society of Motion Picture and Television Engineers. Program chairman is Frank F. Coleman, Eastman Kodak Co., Dallas. Sheridan hotel, Dallas.

Feb. 6—Deadline for filing comments in FCC proceeding regarding proposed rule amendment concerning inclusion of program identification patterns in visual TV transmissions (Doc. 19314). Replies due Feb. 8.


Feb. 18—Thirteenth annual Close-Up dinner, dance and show, sponsored by New York Chapter of the National Academy of Television Arts and Sciences, honoring ABC-TV host Dick Cavett. American Club, New York.


March 1972

Mar. 3-5—Meeting, board of directors, American Women in Radio and Television. Americana Hotel, Los Angeles.

Mar. 3-4—Georgia Cable Television Association convention, Regency House, Atlanta.

Mar. 6-10—Second international study sessions for videocassette and video-disc programs and equipment (VIDCA '72), radio reviewing industry's brief past—its foibles and foibles—the sessions will focus on technical problems, the copyright issue, videocassettes and the public, and videocassettes and their applications to training and to industry. Registration may be arranged by contacting VIDCA, Commissariat General, 42 Avenue B.C. Perret, Neuilly, France. Fees are $70 for individual participants and $120 for members of companies reserving an office at the sessions. Palais des Festivals, Cannes, France.

Mar. 9-10—Spring convention, Arkansas Broadcasters Association, Sheraton hotel, Little Rock.


Major meeting dates in 1972


April 9-12, 1972—Annual convention, National Association of Broadcasters, Conrad Hilton hotel, Chicago.


Bullish on documentaries

EDITOR: In reference to Nov. 29's "Local TV Journalism's Quest for Excellence," we must challenge the quote from the news director who said: "Because documentaries have notoriously small audiences . . ." This is like saying all nondocumentaries are rating hits.

A well-conceived subject that is both timely and interesting and meets the test of relating to the audience, if adequately promoted and publicized, will achieve an audience justifying the time, effort and cost to the station and sponsor.

Admittedly, there are some subjects that leave everyone cold, but let's put the blame for poor audience values where it belongs—back in the newsroom. As an agency representing clients who have strongly supported local and regional documentary buys, we feel that the industry, with some notable exceptions, is seriously backing away from what it does best—news or news-feature oriented programing on the local level. And as an agency which conducts numerous coincidentals, one only has to look at the fast-building ratings for documentary-type programs on the educational network to see that the audience is continuing to support this type of programing.—Col Jones. Calvin Jones & Co., Houston.

Sense of the Senate

EDITOR: The fact that a very sizable percentage of TV viewers spend most of their time watching local TV news [BROADCASTING, Nov. 29], rather than famous commentators, is very interesting to me, and a good point. I am sure this is true almost everywhere. Too, I believe an even higher percentage of North Dakota people get most of their TV news from local newscasters.—Senator Milton R. Young (R-N.D.), Washington.

Staking a claim

EDITOR: Your Nov. 29 issue reported that representatives of broadcasters, cable operators and "copyright licensees" met in New Orleans to discuss and negotiate details of the regulatory compromise [on cable television] which had been agreed to earlier in November. The attorneys mentioned in the article represent only a number of motion picture companies. I should like to emphasize that there was no one present who represented Broadcast Music Inc. and the many thousands of writers and publishers affiliated with BMI. A meaningful agreement requires that BMI and all performing rights organizations be included in any negotiations.—Milton Adler, general attorney, BMI, New York.

(Mr. Adler is correct; no representatives of the various music performing rights societies attended the New Orleans meeting, nor have they been directly involved in earlier cable negotiations. The music licensing situation has, however, been called to the attention of the National Cable TV Association by BMI, SESAC and the American Society of Composers, Authors and Publishers [ASCAP]. NCTA has informed them that it is aware of the issue and intends to participate in negotiations "when the time is ripe.")

Errant digit

EDITOR: Cypress's recent $8.5 million term-loan agreement was covered very nicely in the Nov. 22 issue. However, I want to be on record to correct the loan period, which was for a seven-year term rather than the 17-year period reported in the article.—Jerry B. Greene, vice president-finance, Cypress Communications Corp., Los Angeles.

Parallel development

EDITOR: I thought you might be interested. This full page ad [below] ran in the Tulsa World Oct. 31.—George R. Kravis, president, KRAV (FM) Tulsa.

(Mr. Kravis's submission was prompted by the similarity to Broadcasting's editorial cartoon Nov. 29, captioned "He's having a little trouble adjusting to our new 'less talk, more music' policy.")

BROADCASTING, Dec. 13, 1971
Slow pay... an agency's point of view

There seems to be a prevailing attitude among station people that agencies benefit from slow payment and, therefore, are not doing everything possible to expedite payment of their bills. Unfortunately, when stations discuss this problem, they group all agencies under the one heading of slow payers. Like all generalizations this is inaccurate and unfair to those doing a good job. In spite of what some may think, the major agencies do not delay payment of station invoices for the purpose of using the cash elsewhere. Agencies strive to make timely payments to stations because they have obligations to their clients to clear payments and adjust client billing as quickly as possible. When this is not done, budget control for clients which have heavy spot volume can be lost very quickly. Moreover, when agencies can pay stations faster, smaller staffs are required because the same piece of paper is handled fewer times and the aging of payables and constant follow-up on past due bills is reduced or eliminated. The possible saving in staff costs far outweighs any other benefits that might accrue through slow pay.

A survey of 197 stations by the Institute of Broadcasting Financial Management (Broadcasting, Aug. 16) indicated that 75% showed an increase in delinquent receivables "31 days and older" for the period ending Dec. 31, 1970 vs. Dec. 31, 1969. I do not believe that one month after the month of advertising is a reasonable time period for putting an unpaid invoice in the delinquent classification. To do so assumes that all stations issue invoices on the last day of the month of advertising and agencies receive them within a few days thereafter. Our experience has shown that while some invoices are received within the first four to ten days of the month, a very high percentage are received between the 15th and 20th of the month. Some station bills are received by us as late as the 27th of the month following the month of advertising. Considering that it takes an agency more than 10 to 15 days to process many of today's complicated spot-TV invoices for payment, station delay in issuing billing is an important point that station management must not lose sight of when pointing a finger at slow-pay agencies.

We find that past due station receivables fall generally into two categories:

1. Items in the full amount of the invoice.
2. Deductions resulting from partial payment of invoices by the agency.

While an agency's delay in payment of the total amount of an invoice might appear to be the most serious problem because it represents the bulk of the money, in practice, when this type of receivable is questioned it can often be quickly resolved either by payment in full or an adjustment after review of the schedule with the media buyer and/or station salesman.

A much greater accounts receivable problem is caused by partial payments due to deductions. We spend a lot of time and manpower to advise a station why we are making a deduction. A copy of the invoice from which we are making the deduction, together with a deduction notice form fully explaining the deduction, is attached to our check. This allows station personnel to apply the cash in an orderly manner and fully understand our reason for partial payment. The form requests a reply within 30 days if it objects to the deduction.

Our experience has shown that deductions from bills often are ignored by stations for long periods of time. Many stations seem to be temporarily satisfied from a collection standpoint; they have received the major portion of their cash. This is dangerous. Six, 12 or 18 months later, those same stations may attempt to collect the unpaid amount and find that all parties originally involved in the buy have been assigned to other accounts. (This is likely to be true on both the station and agency sides.) It is then difficult, if not impossible, to reconstruct the facts. These problems never get better with age. If a station does not agree with a deduction made from one of its bills, it should contact the agency as quickly as possible, preferably within 10 to 30 days, and resolve the difference while all the facts are still readily available.

A deduction is sometimes made by the agency because of lack of contract modification or insufficient or outdated information in the agency's accounting department. When a station replies to a deduction notification and can attach a contract revision it will almost always be paid without delay if the revision, after review with the buyer, is determined to be correct.

Unresolved differences between ordered schedule and the station bill should never be permitted to get into the 90-day past due category. Before this point is reached, it is the obligation of the management of the agency's accounting department to pursue and clear the invoices with the help of the media department and the station. We believe that there should be no reason why resolution of routine problem invoices should take more than 45 to 60 days from receipt of the invoice. No matter how thoroughly the invoice is checked for time, day, date, product or rotation, an invoice should not spend more than 20 to 30 days in the accounting area. If we then allow another 30 days for buyer resolution of problems, it should not take more than a maximum of 60 days to clear an invoice for payment. And these are the exceptional bills, not the rule, and the percentage of invoices in this category should be negligible. However, it does require sustained effort on behalf of both the accounting and media departments.

Spot television billing has been a can of worms for a long time. Tight money and other recent events have caused us to focus more attention on this problem than heretofore—and, happily, steps have been taken which will eliminate some of the sore spots. Some time in the future, perhaps, the computer will solve the entire problem for us. But in the meantime, much can be done on both the agency and station side by establishing better lines of communication between the financial people on both sides.

John W. Harrison joined the staff of Ogilvy & Mather in September 1966 in the post of controller. He was elected a vice president and assistant treasurer in January 1966. Mr. Harrison was named to his present position, treasurer, in December 1969. He has his BA from Pace College, New York. After service in the Navy, Mr. Harrison worked for the Internal Revenue Service, then for Autocar Sales & Service Co., New York, and in 1954 he joined the New York agency of David J. Mahoney Inc. as assistant treasurer.
3 LEADERS ON WMAR-TV, MARYLAND'S DOMINANT STATION!

FIRST IN RATING AND HOME AVERAGES MONDAY THROUGH FRIDAY — ARB AND NSI

Source: ARB Television Market Report, October 1971. Nielsen Station Index, October 1971*

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December 3, 1971

Representative Robert W. Kastenmeier, Chairman
Subcommittee on Patents, Trademarks & Copyrights
House of Representatives
Room 2232 Rayburn Building
Washington, D.C.

Dear Representative Kastenmeier:

Since the FCC is bound and determined to devise some system whereby distant signal can be made compatible to our present system of television, I came up with a proposal to help solve the problem which was published in the November 29th issue of Broadcasting Magazine, pp 28 and 29.

First, I want to say that I don’t think there is a solution that is going to be satisfactory, from a standpoint of administrating both the broadcaster’s and the producer’s product as there is in the current arrangement. Overlapping markets by way of distant signal can cause nothing but havoc in the conduct of both businesses and this distant signal miscalculation will, I predict, keep the courts busy in the immediate future.

The FCC is advocating a system whereby the audience of small market stations, who can least afford it, is being siphoned off and included with the audience of larger market stations who do not need it. Ironically, one of the reasons for the creation of the FCC was to keep stations from encroaching on each other’s signals.

The United States Government encouraged its citizens to invest in a broadcasting license. And now, the same government is creating a situation involving unequal treatment under the law that is going to utterly destroy the industry it created.

In regard to my proposed solution, it is merely an attempt to do something that makes some sense in a framework involving the use of distant signal. I doubt whether anyone can come up with recommendations that will overcome the serious inequities involved with the proposed compromise. My suggestion was to introduce a bill in Congress enabling stations being carried on cable’s subscription in order to provide the stations a reasonable return. This, in turn, would give the stations something with which to take care of the producers in the use of the producer’s product,
and a return to the station for the use of its facilities in distributing that product. The cable people will tell you that a broadcaster is receiving ample remuneration in the form of additional coverage. However, it goes without saying that if the producer's product and the broadcaster's equipment can generate an additional income, (in the form of cable subscription), then they are entitled to a just return for the use of their products and services.

If you will compare the potential margins of profit of a proposed cable company with those of a proposed television station in a given market, you will readily see an unfair competitive situation. The cable company receives its product gratis from the television station and can sell it, in the form of advertising, while also receiving a subscription return. Compare this with the potential margin telecasters must work with and you will see the glaring proof of what we broadcasters are trying to say.

Again, as I have said in the past, the cause of this whole horrible situation came about when the Supreme Court overruled the lower court's decision in the Fortnightly case. Prior to this event, the FCC had started to handle the cable situation in a proper manner, i.e., the San Diego hearing. Then along came the Fortnightly case which distorted thinking. Believe me, that decision was a mistake and if the Supreme Court today were given an opportunity to make that decision over again, in the light of the additional information they now have and what is about to develop, I'm sure they would make a distinction between incidental extension of the antenna (to improve a signal), and commercial extension of the antenna.

The thing that gripes the broadcasters most is that the cable compromise was railroaded through without even waiting for final decision in the CBS Teleprompter case and the fact that the NAB never attempted to introduce a bill in Congress that would supersede the Fortnightly case.

The broadcasters must, without delay, submit an appropriate bill to Congress.

Sincerely,

NEW MEXICO BROADCASTING COMPANY

Bruce Hohenstreit
President

Bruce Hohenstreit
President
The rhetoric and reality of network parity

Nighttime, daytime, any time, television competition isn't what it used to be; here's what it is now.

The television networks are heading for the "second season" of the 1971-72 year with CBS-TV comfortably out in front in the prime-time ratings but with ABC-TV riding a surge that has it proclaiming "parity at last."

Is this parity real or illusory—or, as one NBC official called it, "rhetoric"?

ABC-TV President James E. Duffy, who made the claim at a meeting with the ABC-TV affiliates board two weeks ago, supported it with figures showing "less than one rating point difference between the three networks" in average prime-time network-program ratings for the four weeks ended Nov. 14. The score on that basis was 19.9 for CBS, 19.1 for ABC, 19.0 for NBC.

On the theory that four weeks do not make a season, CBS and NBC officials insist on a longer look. On a season-to-date basis (Sept. 13 through Nov. 28), for instance, Arnold Becker, assistant director of research for the CBS/Broadcast Group, puts the averages at 20.1 for CBS, 18.8 for NBC and 18.3 for ABC, giving CBS a lead of 7% over NBC and 10% over ABC.

ABC's claim for parity in daytime, also made at the affiliates board meeting, would seem better grounded, although CBS and NBC dispute that too. Here, CBS has clearly lost its dominant hold, although not—at least not yet—its number-one position, and both ABC and NBC have shown clear gains, to the point where less than a percentage point separates the three even on a season-to-date basis (see page 18).

If ABC has not attained full, seasonal parity in prime time, however, it has in fact made substantial progress in that direction, and nobody denies it. At this point a year ago it was 2.3 rating points behind CBS and two full points behind NBC—and ABC's seasonal averages haven't dropped all that much this year, amounting in fact to about two-tenths of a point. So ABC's approach to second place has been achieved on its own merit, not by default. ABC's Marvin Antonowsky, vice president in charge of research services, points out that ABC this year has tended to dominate Tuesday, Friday and Sunday nights and is generally second on Mondays, Thursdays and Saturdays. How it got that way, however, goes back a few years.

In 1968, ABC points out, the basic features of the current Sunday schedule—The FBI and Sunday Movie—were already in place and doing well. The big addition that fall was Mod Squad as the opener for Tuesday nights, to which were added, in the fall of 1969, Movie of the Week and Marcus Welby to form what is currently one of the most formidable line-ups in television (although both CBS and NBC hasten to point out that the last half-hour of Welby, thanks to vagaries under the FCC's prime-time access rule, plays against no network opposition).

ABC also moved to shore up Friday nights in the fall of 1969 by bringing in Brady Bunch to open the evening, and then, the following January, moved Love, American Style to the end of the Friday-night schedule, establishing the pillars, fare and aft, for what eventually became an all-evening comedy block. That was accomplished through the introduction of Partridge Family in the fall of 1970, two moves in January 1971—introduction of Odd Couple and expansion of Love, American Style back to its original one-hour length—and the shifting, last September, of Room 222 into Friday night.

Thus, as Mr. Antonowsky puts it, "Sunday has been strong for us for three years, Tuesday came into its own last year, and Friday as a comedy block came into focus a couple of years ago and really matured with the changes last January."

In addition, Alias Smith and Jones was added to the Thursday schedule last January, followed this fall by Longstreet and Owen Marshall, both getting shares a little above 30. ABC also figures that Monday nights started to turn around last year with the introduction of NFL Football—up this year 15% in ratings, 23% in share—with movies moving in at the end of the football season, and that Saturday "is starting to build" with this season's new Movie of the Weekend "doing pretty well," although one of the other Saturday-night entries, Bobby Sherman, turned in a cancellation performance and the other, Persuaders, is getting a new spot.

"Basically, we're set up so that we can picture a viewer sitting through an entire evening," says Mr. Antonowsky. On Wednesday and Friday the fare will be basically comedy; on Monday, "non-fiction" and drama; Tuesday, Thursday and Sunday, drama, and Saturday mystery-drama and supernatural.

Mr. Antonowsky concedes that the FCC's prime-time access rule gave ABC "marginal" assistance, helping a little with station clearances. These on the average have gone from last year's 186 stations (160 live and 26 delayed) for 96.8% coverage of the U.S., to this year's 194 stations (172 live, 22 delayed) for 98.2% coverage. "But if we had parity with the other networks in clearances," he maintains, "our ratings would be about five percent higher."

Both NBC and CBS officials think ABC is under-estimating the help the prime-time access rule has given it. CBS's Arnold Becker notes that ABC introduced seven new shows last fall, of which four are being cancelled, and wondered what the success/failure ratio might have been if there had been no access rule and ABC had been faced with the task of "choosing five additional shows that they didn't consider as good as those seven."

At NBC, William Rubens, vice president for audience measurement, figures his network has been to a big extent the victim of block-buster movies in the early weeks of the CBS and ABC schedules, but he sees evidence that the situation is turning around. "Before the
If any of the 1971-72 television season’s shows can be classified as “super hits,” these are they. None are new this year—a circumstance not unlikely in the super-hit business wherein familiarity more often breeds contentment than contempt.

Each of the networks has one: NBC-TV’s Flip Wilson Show, CBS-TV’s All in the Family and ABC-TV’s Marcus Welby. The reason why each is as good as it is are detailed in this week’s analysis of the network season.

season started,” he says, “we said the competition was going to front-load movies, but it kept going on longer than we expected.”

Disney, he said, bore the brunt of CBS’s Sunday-night movie scheduling, getting shares between 27 and 31 while movies such as “Guess Who’s Coming to Dinner,” “To Sir with Love” and “Sand Pebbles” were getting shares ranging from 38 to 44. But he figures CBS “finally ran out of big ones,” with three of the last four getting shares of under 30 and two under 25, while Disney’s have gone from 32 to 35 to 37 to 39. Bonanza also suffered at first but more recently has gone from 31 to 34 to 36 and in the latest national Nielsen was tied for 10th place.

CBS’s Cade’s County also “looked good when it was backed by big movies,” but it, too, has tailed off, he says, with shares in the low to mid-20’s.

From Mr. Ruben’s point of view, Friday for NBC “looked a disaster at first,” because “our movies didn’t seem to be going anywhere except maybe into the ground.” The NBC Friday movie shares the first four weeks were 29, 28, 25, 20, but since then have been 30, 35, 35, and 27.

“I don’t have an explanation for the turn-around,” he says. “It’s strange to us. We avoid front-loading, but we certainly didn’t pick the first four because they were weak.”

He counts Monday as satisfactory with Laugh-In followed by a movie, and says Wednesday “has worked very well,” with Mystery Movie proving to be “the number-one new show of the season,” preceded by the veteran Adam 12 and followed by the new Night Gallery, probably NBC’s second most successful new entry in the program ranks and number one in its time period most of the season.

Flip Wilson, NBC’s top-rated show, has continued to get shares in the 45-50 range on Thursdays, but Nichols, following it in the line-up, was “typically” getting about 28—“satisfactory by some standards but not for NBC,” which thought it was losing too much of the lead-in given it by Flip and not giving the Dean Martin Show the lead-in it deserved. So the veteran and proven Ironside was moved back to its old 9 p.m. Thursday spot and Nichols was switched to Tuesday.

Tuesday was a disappointment to NBC, failing to capitalize on Ironside—which Mr. Rubens says ran neck and neck with ABC’s Mod Squad during the first part of the season, and against the rest of ABC’s strong line-up to boot. In trying to compete with ABC, Mr. Rubens says, “we put a strong show at 7:30 and CBS put a strong show later, and between CBS and ABC, our Sarge got hooked.” So did The Funny Side at the end of NBC’s Tuesday schedule; that program, like Sarge, is going off the air in January.

On Saturdays, he says, “we came up against a huge hit” on CBS—“there’s no other way to describe All in the Family.” But NBC also felt “we just couldn’t let it go unopposed” and brought in Partners against it. “But Partners just never had a chance to get sampled,” and it and The Good Life, which follows is immediately will also be leaving the air in January, replaced by Jack Webb’s Emergency, a counter-programing of action drama against comedy.

On Friday nights, NBC’s new The D.A. has been performing well enough to remain in the schedule, with shares around 28 to 20, “but NBC is so high on Sanford & Son we felt we had to get it on the air this season,” so The D.A. goes out to make room.

At CBS, Mr. Becker says part of his network’s success this season can be tracked to Sunday night, particularly the introduction of movies at 7:30. He
concedes the movies have slipped in ratings in recent weeks and are not apt to be overwhelming, but says they have brought CBS's Sunday-night average from a clear third place last year to a near-second this year, so that "we're going to be ahead of the game."

Another factor, he feels, is CBS's "tremendous success on Saturday night, thanks to no small part, All in the Family. A lot of people now would like to get a handle on the credit," he says, "but if it hadn't been for [CBS-TV president] Bob Wood's faith, that program would never have got on the air."

Mr. Becker isn't inclined to give Family "too much credit" for the entire Saturday-night situation, however, contending that the rest of the evening's schedule has appeal of its own.

A third element in CBS's number-one position, in his opinion, was moving Hawaii Five-O from Wednesday to Tuesday night on the theory that it would help the night and would especially help the new Cannon program, which was to follow it. The upshot, he says, is that CBS is now second to ABC on Tuesdays—"you can't win 'em all."

Actually, CBS's seasonal averages show that its success is based not on capturing several nights of weeks but rather on staying out of third place. In Mr. Becker's calculations of the season to date, CBS takes Saturday and Monday but is in second place all other nights except Sunday, when it is in third by one share point.

Mr. Becker cites schedule changes as "useful" in that they can "help you pick up points in games that we play." And because CBS still thinks of NBC as its main competitor and he believes NBC thinks of CBS the same way he feels the counter-programming between these two can create situations in which "ABC sometimes comes out ahead."

"But what really counts," he says, "is the programming," and he cites the performance of CBS's new shows this year as a strong factor in the network's position. Of eight new shows, five had shares of 30 or better, one (Cade's County) is in the "marginal" area between 25 and 30, and two (Chicago Teddy Bears and Bearcats!) were rated failures with shares of 22 each and were cancelled.

By contrast, NBC had, by his calculation, two new shows with over 30 shares, two that were in the 25-30 range (one of which, The D.A., was cancelled) and four in the under-25 bracket, while ABC had two over 30, one close to 30 and four under 25.

These NBC and ABC success/failure scores were not, in his opinion, "horrible" performances but, rather, pretty close to the norm for new programs. But CBS's score, in his view, was exceptional, accounting for much of the current season's strength.

There is another measure of parity, called money, and the only available information suggests that ABC has not quite achieved it by that yardstick (although with improved ratings it obviously will raise rates to the extent the government's price commission will permit). Estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising indicate that during September and October, which include approximately six weeks of the current season, ABC's network-TV revenues came to $93.2 million as against $113 million for CBS and $107.9 million for NBC—based on data available before the wage/price freeze went into effect.

The high drama of network daytime

CBS, reigning champion of the dollar-profitable weekday schedule, faces toughest challenge in 13 years

Although CBS is virtually unchallenged as the ratings leader in nighttime, the picture in daytime, where CBS also leads, is as different as day from night. To begin with, costs of programming are much lower in daytime than in nighttime TV, and the profitability thus potentially higher. For this reason alone, network rivalry in this area is traditionally intense, although not so frequently subject to public view.

This year, particularly, the developments in daytime programming are dramatic. It is the first time in 13 years that CBS has been threatened seriously. It continues in the leadership position, but both NBC and ABC are nipping at its heels in the season to date. CBS is but three-tenths of a percentage point ahead of NBC, and but two-thirds of a percentage point in front of ABC. Average ratings for network programming in the daytime periods (Monday-Friday, 10 a.m.-4:30 p.m. EST) this season stand at CBS 7.6, NBC 7.3 and ABC 7.0, giving CBS an edge of 4% above NBC and 9% over ABC. In the similar period of 1970, CBS's lead was more impressive: 8.4 vs. NBC's 6.9 and ABC's 5.9.

It is necessary to go back 13 years to find an NBC daytime performance comparable to this year's—and only twice within that period has NBC showed up as well. In the 1958-59 season, CBS and NBC were in a tie—a 7.7 rating for each—while ABC was a poor third, just starting on its historic "Operation Daybreak" (in which ABC began the so-called scatter plan in daytime, with advertisers buying participations). ABC's rating then: 3.6.

NBC again broke through in daytime in the 1961-62 season: CBS 7.6, NBC 7.1 and ABC 4.1.

In the intervening years, daytime television on the weekdays belonged to CBS. It was at perhaps the crest of its leadership in the 1965-66 season. CBS then had a 4.5 percentage-point advantage over NBC (CBS 10.6, NBC 6.1 and ABC 4.7). CBS officials place the "big turn" in daytime in the 1962-63 season with the catchy power of the Password game in the lineup. In that season, CBS came up with a three-percentage-point lead over NBC—CBS 9.2, NBC 6.2 and ABC 3.9. From then on it was CBS by a comfortable margin, season after season.

ABC's daytime performance has followed the upward curve. While—as CBS officials readily concede—CBS had perhaps nowhere to go but down, ABC could experiment in its scheduling, and hopefully only go up. It did, but not immediately.

After a steady climb, ABC's breakthrough occurred in the 1969-70 season (CBS 9.2, NBC 7.1 and ABC 7.0) with the network gaining ground with its game show scheduling of such vehicles as Let's Make a Deal. Although ABC failed to hold that showing in the 1970-71 season (CBS 8.9, NBC 7.6 and ABC 6.4), it is now performing at its best daytime level in history.

ABC authorities say that network has been building for what might appear to be at least near-parity in weekday programming. They cite Let's Make a Deal as having "started things up" with General Hospital and One Life to Live, giving additional impetus to the movement.

From ABC's point of view, the crucial change in daytime audiences occurred in 1969 when audience shares foretold a "big difference." The real improvement and change in daytime, they say, started in the third quarter of 1971. That followed a repositioning of two daytime staples—ironically Password, CBS's 1962-63-vintage powerhouse, and Love, American Style. The former series was punched into a new spot in the schedule last spring: Love followed in the summer (the series is still strong in ABC's nighttime lineup).

Although ABC executives speak guardedly of daytime audiences more on a level with those of CBS and NBC, the two challenged networks demur. ABC, they note, is nowhere near parity in daytime, although the improvement
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BUT IN DALLAS/FORT WORTH
SHE'S SOME KINDA WOMAN

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The monitor picture shown below is an unretouched photo taken directly from a color monitor; shown here on a standard AVR-1. A color monitor is available as an option.
Now, we're into music.

December 27-January 3
is admittedly impressive. For one thing, they contend, ABC does not program during the same hours as do NBC and CBS, and ABC carries one hour less than the other two networks in the daytime. Moreover, they claim the hours that ABC does not program are those with least audience potential.

(CBS and NBC start the schedule—excluding Today on NBC and Captain Kangaroo on CBS—at 10 a.m., take a hiatus for a half-hour at 1 p.m., return at 1:30 and program through to 4:30 p.m. ABC starts at 11:30 a.m., does not pause at 1 p.m. but continues through to 4:30.)

ABC counters that not only are daytime clearances holding this season, they are actually showing improvement. In numbers, ABC is clearing an average 153 stations live (88.2% coverage) and an average 26 outlets delayed basis (4.4% coverage) for a total 179 stations representing a 92.6% coverage.

Last season, clearances were 149 stations live (87.7% coverage), 27 on delays (4.4%) for a total 176 stations representing a 92.1% coverage.

NBC authorities state flatly that their network is in its "strongest daytime position in 10 years—since late 1961." They note how the margin has narrowed between NBC and CBS since last fall; assert NBC has invested money and time in daytime serials, while CBS's "are wearing thin" (the researchers at NBC point to a general lowering of share levels of CBS drama serials in 1971 vs. 1970). ABC's assessment agrees, and also emphasizes the drop in appeal of CBS's soaps, intimating a possible loss in "quality control."

CBS, while not denying the declines in its soaps, refuses to accept the implication that any drama serial may be curtailed. (CBS has eight soaps compared with NBC's five and ABC's three). Four of CBS's shows are Procter & Gamble vehicles: As the World Turns, Search for Tomorrow, Guiding Light and Edge of Night. CBS authorities say you can be sure P&G as well as CBS programers are working on plans to strengthen their respective properties.

CBS officials contend the drama serial not only is still well up in share (although off from prior years) at the network but continues as the most "flexible" among daytime entries. If a game show starts to plummet, they say, there's not much that can be done to "change" the format. With soaps, a fall-off in viewer interest can be countered by extensive changes in storyline and/or characters; a role can be written in or out of a script almost at will. CBS cites just such a turnaround accomplished with Love Is a Many Splended Thing. Fred Silverman, then in charge of daytime programming at CBS (and now in charge of the whole ball game), effected a series of changes until "only the title and the music were recognizable." The surgery worked.

For years, CBS has been conscious of the adage that change for the sake of change, when the network is on top, entails needless risk. But the numbers have changed now and CBS must contend with the altered picture. "Everybody is ashamed of daytime," one CBS executive admits. Changes will be made. The first quick snip comes Dec. 20 when My Three Sons replaces The Beverly Hillbillies in the 10:30-11 a.m. period. Hillbillies is one of three shows rated lowest on the CBS daytime schedule—the others are the seemingly tireless Lucy and Gomer Pyle (the latter, at least, considered by CBS officials as a candidate for cancellation.) Snips two, three and onward may be expected to follow in rapid succession.

Irwin Segelstein (r), CBS-TV vice president for program administration, makes a gesture and a point during last week's panel discussion on the network season. His colleagues for the occasion, if not before and after: Edwin P. Vane (l), ABC-TV vice president for nighttime programming, and Lawrence White, NBC-TV vice president for programs, East Coast.

Three negative views of the prime-time rule

The single, most dominant factor in shaping the character of the 1971-72 television season has been the FCC's prime-time access rule, according to program executives of the three national television networks.

Appearing during an Advertising Age workshop in Washington last Thursday (Dec. 9), the network programmers said the FCC ruling has dictated decisions such as which programs would return to the air, which would be dropped and which new ones would be broadcast.

Lawrence White, NBC-TV vice president for programs, East Coast, said that "the loss of prime time [three and a half hours a week] by the networks has reduced the ability of networks to present diversified programming—something we have been under pressure to do." He added that the rule is "damaging to network programming, more than we are willing to say."

Irwin Segelstein, vice president for program administration, CBS-TV, said that "most station owners I know are opposed to the rule . . . mostly for economic reasons as well as lack of expertise to program that time [the three and a half hours weekly allotted to locally-originated prime-time programs]."

Mr. Segelstein added: "All of us [on the panel] thought that it would in the long run be against the networks' best interest and the public interest as well. It seems to be working out that way."

Edwin P. Vane, vice president for nighttime programming, ABC-TV, cited as evidence that the prime-time access rule is not working the fact that "the top five shows [in local periods] are network reruns." He added that there has been little noticeable lead-in enhancement for the network shows that follow local time segments.

Mr. Vane said he believes the coming year will be the test period for the access rule. Mr. White agreed, stating that the prime-time rule has "created more problems than it has solved, at least so far. This experiment is not yet ready to be voted on," he said, adding that it will be at least a year before it is reconsidered.

All agreed that in the current season's first half, the networks made mistakes with shows featuring Hollywood stars. The consensus was that the networks tried to let the names of the performers carry their vehicles, instead of supporting them with creative writing and well-conceived situations.
Merv goes out like a lamb for a lion

CBS-TV and Merv Griffin have retraced their steps to the summer of 1969 when the network's affiliated stations were carrying feature films in the post-11:30 p.m. time slot on weekends and the personality host was starring in a daily syndicated variety series.

Giving official affirmation to long-standing reports, CBS-TV announced last Monday (Dec. 6) that The Merv Griffin Show will end its network run on Feb. 11 and be replaced on Feb. 14 by feature films on the network. The following day Metromedia Producers Corp. announced that it will produce and syndicate a new, interview-variety program featuring Mr. Griffin.

CBS-TV said it has acquired a large number of feature films from Metro-Goldwyn-Mayer and added that negotiations are being conducted with other major film companies. Running time on each film will be about two hours.

CBS-TV launched Merv Griffin in August 1969, saying at the time that the dwindling supply of major feature films dictated a change to a strong, personality-variety show to compete with Tonight with Johnny Carson on NBC-TV. Mr. Griffin never provided stiff competition for Tonight in the rating race.

His departure leaves the Carson program and the Dick Cavett Show on ABC-TV in late-night, network variety.

Metromedia reported that The Merv Griffin Show will be taped in Hollywood and be made available for local programming on a five-a-week basis in both 90-minute and 60-minute formats. Frank Reel, MPC president, noted that all shows will be newly produced.

Taping will begin shortly after Mr. Griffin's final network broadcast. A separate sales staff is being established, headed by Pierre Weis, vice president, special projects, MPC.

Mr. Griffin was quoted as saying that his program will begin on three Metromedia-owned TV stations—WNEW-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington—on March 13 in the 8:30-10 p.m. period, which is now occupied by The David Frost Show. A spokesman for Metromedia said he could not confirm this report but other company sources indicated the Griffin show would begin on those stations on March 13 or March 20.

David Henderson, president of Group W Productions, which produces the daily 90-minute Frost series, issued a statement on Thursday (Dec. 9) stressing that the Frost program will continue irrespective of Metromedia's decision. He noted that the three Metromedia stations may elect to continue the Frost show in another time period, but said even if they drop it, he is confident another station in each market will pick up the series. (The Frost series is syndicated to 88 markets.)

Group W also said it is considering another program to syndication of 260 of the old 90-minute Merv Griffin programs, which Group W produced before Mr. Griffin went to CBS.

Little warm in here?
The cable system operated by Shadix Radio Inc. in the small Ohio town of Beverly has only 300 subscribers, and all of them apparently managed to miss an unscheduled skin show on their time-and-weather channel. Sometime after 12:30 a.m. Nov. 29—when few viewers would be watching the late movie, let alone the time and weather—somebody broke in and taped two photographs of nude women to dials showing the time and temperature. The camera, obeying the usual mechanical imperative, obligingly scanned back and forth from one picture to the other until nearly 8 a.m., when the prank was discovered and reported to the police.

Ray Mitchell, manager of the system, said the authorities have so far been unable to determine who was responsible.

Whoever it was, however, his plan was at least partially foiled by the elements. The camera got unusually cold that evening, and for a portion of the night its horizontal control flipped out.

CBS Radio schedule grows by 10 shows

Most are four minutes long and CBS News will produce the majority of them.

CBS Radio last week announced that it will add 10 new programs to its schedule during the week of Jan. 3. Six programs will debut as Monday-through-Friday entries, one will be heard Monday through Saturday, and three will be weekend programs.

The new five-a-week series, one in the morning, four in the afternoon, one in the evening and all four minutes long, are Newsmaker, Today's Woman, The Buyer's Scene, Dateline: America, Today in Business, and Campaign '72.

The new Monday-through-Saturday series is Sports World Roundup, and it will be heard in the early morning. The weekend programs are What's New at the Movies on Saturday mornings and Letters to CBS and CBS Views the Press, both aired Saturday and Sunday evenings.

All of the new programs except Sports World Roundup and What's New at the Movies will be produced for CBS Radio by CBS News under the supervision of Van Gordon Sauter, executive producer.

On Newsmaker, weekdays at 9:25-9:29 a.m. EST, CBS News correspondent Douglas Edwards will profile an individual who has made an impact some place in the world during the preceding 24 hours. Designed for the young homemaker, Today's Woman will be anchored by CBS News reporter Mr. and Mrs. Sylvia Chase and heard from 12:06 to 12:10 p.m. EST weekends.

CBS News reporter Christopher Glenn will anchor The Buyer's Scene, 12:25 to 12:29 p.m. EST Monday through Friday with information on "how the consumer can more effectively utilize his money." Weekdays at 2:25-2:29 p.m. EST, Dateline: America will take a day-to-day look at communities where something unusual is occurring, is about to occur, or has recently occurred. Today in Business, Monday through Friday at 5:25-5:29 p.m. EST, will feature CBS News correspondent Gary Shepard in reports on the major business activities of the day in terms comprehensible to the layman. Campaign '72, heard Monday through Friday at 7:30-7:34 p.m. EST, will be a daily report on the political scene as the nation heads toward the November elections.

The new program to be heard Monday through Saturday from 6:30 to 6:59 a.m. EST, will be Sports World Roundup, featuring CBS sportscaster
Win Elliot and Andy Musser. The program will offer a wrap-up of the previous day's sports events at home and abroad.

The Saturday-only program, What's New at the Movies, aired at 9:25-9:29 a.m. EST with Lee Jordan as host, will review one or two movies that have opened during the week.

The programs to be heard on Saturdays and Sundays are Letters to CBS and CBS Views the Press, to be broadcast at 5:25-5:29 p.m. and 8:06-8:10 p.m. EST, respectively. Letters is a program designed to give CBS Radio listeners a chance to comment on the current scene, CBS radio and CBS itself, and to ask questions about anything they heard on the network—including CBS-TV. CBS Views the Press is "a report on reporting," and will cover all aspects of journalism.

The network is also planning a "weekend special," said to be a new concept in radio networking, slated for Saturday and Sunday, Feb. 5 and 6, and titled The Twenty-First Century. CBS News correspondent Walter Cronkite will anchor the show, which will fill the weekend time periods usually devoted to feature programming. The special is composed of 30 different programs varying in length from four to 10 minutes and totaling over two hours of air time and will feature authorities from a broad spectrum of disciplines, each with his prediction on what might be expected in the next century.

A good week for CBS in the ratings races

Thanksgiving-week Fast Nielsen ratings had CBS in a firm lead and 11 of the network's shows in the top-20 list. For the week ended Nov. 28, CBS had 21.0, NBC 18.4 and ABC 18.0. In nights of the week, CBS took Monday, Wednesday, and NBC won Thursday and Saturday, and ABC had Tuesday.

CBS's All in the Family, Friday Night Movie and Gunsmoke were in the first three spots in the top 20. followed by ABC's Marcus Welby and NBC's Walt Disney. CBS's Funny Face and Here's Lucy were tied for sixth, then NBC's Ironside (shown on Thursday that week), CBS's Hawaii Five-O, with NBC's Flip Wilson and Bonanza in a tie for 10th position.

Wolper into TV cassettes

Pioneer TV documentary-maker David Wolper is making his first move into the cassette-TV field. His Hollywood-based Wolper Productions, in a three-way partnership with Trimedia Educational Services Inc., Los Angeles, and movie producer Harry Caltzman, is producing a series of 70 individual hour educational programs for the cassette-TV medium.

Entitled "The Encyclopedia of the 20th Century in Sight and Sound," the series of programming, Trimedia, involved in the development of educational concepts, will act as technical adviser.

Hill to revisit sports blackouts

Hearings planned on Ervin changes for sell-outs; Super Bowl challenge stopped

Legislation that would ban TV blackouts of professional sports contests when the games are sold out at the stadium is on tap for hearings next year by the Senate Judiciary Subcommittee on Antitrust and Monopoly Legislation. A subcommittee spokesman said last week that no dates have yet been set for the hearings. He added that Senator Sam J. Ervin (N.C.), rather than Subcommittee Chairman Philip Hart (D-Mich.), would hold the series of hearings this past summer on basketball mergers.

Focus of the hearings will be on S. 1521, introduced by Senator William Proxmire (D-Wis.) earlier this year (Broadcasting, April 12). Although aimed at professional football, the bill also covers other sports—baseball, basketball and hockey among them. It would amend federal law by requiring that those who hold TV rights to away games of their home teams be required to televise the sold-out home games.

The present antitrust exemption for the four sports permits teams to pool their TV rights and sell them to networks as a package. It also permits local teams to black out home games in a 75-mile radius. The Proxmire amendment to the law would remove the antitrust exemption when home games are sold out.

Senator Proxmire has said that the present blackout practice is unfair because local stadiums are usually built with public funds, and yet taxpayers can neither buy a ticket nor see the game on television. The amendment would not be unfair to ticket holders, Senator Proxmire has maintained, because home-game television coverage would be permitted only if the game was sold out.

The sports black-out question also

Broadcasting, Dec. 13, 1971
erupted last week on another front:

In New Orleans a federal judge threw out a suit that had been brought by a local businessman challenging the TV blackout of Super Bowl VI to be held by the National Football League in the local Tulane stadium Jan. 16.

Motel owner John Campo charged that the blackout violated the Sherman Anti-Trust Act and that his business would suffer.

However, Judge James Comiskey said he didn't believe that any damage Mr. Campo might suffer would be grounds for an injunction under the antitrust act.

Fine-arts funding from Standard Oil

A $300,000 grant for a series of 20 one-hour programs on music and dance was announced by National Educational Television last week. The award is from Standard Oil of New Jersey and its principal U.S. affiliate, Humble Oil & Refining Co. The funding will be matched by NET.

James Day, president of the Educational Broadcasting Corp., of which NET is a division, said the series, to be produced by NET under the title Vibrations, would be the first of its kind on American television. He said it is designed to show the universality and relevance of the widest possible variety of music and dance and will present composers, conductors, choreographers, instrumentalists, dancers, singers and other performing artists from around the world.

The series is scheduled to be seen on the 213 member stations of the Public Broadcasting Service on Wednesdays at 9-10 p.m. EST, beginning Feb. 16.

Robert Sherman, a concert critic for the New York Times and program director of its WQXR-FM New York, will be host on the series. Artists to be presented include composer-conductor Leon Kirchner rehearsing with pianist Peter Serkin, and Mime Marcel Marceau, pianist-humorist Victor Borge, young rock pianist Jobrath, dance-choreographer Lar Lubovich and jazz drummer Gene Krupa. Curtis W. Davis, NET's director of cultural-affairs programming, will be the executive producer and Kirk Browning, who is presently director of the NET Opera Theater, will be the director.

The grant was the major one of three received by NET last week. The others were a $55,000 award from Ciba-Geigy Corp. for co-production by NET and the BBC of a 90-minute science special, The Restless Earth, to be presented early next year, and $10,000 from the Irwin-Sweeney-Miller Foundation for promotion of the Black Journal series.

Mom and dad, and the kids

NBC-TV's latest for children will attempt to bring parents into the act

NBC-TV's new half-hour children's-program service to affiliated stations will begin Feb. 14 under the title Watch Your Child/The Me Too Show. The Monday-through-Friday presentation is designed for viewing by both preschool children and their parents. The duality of the title was explained at a news conference in New York last week by George A. Heinemann, NBC-TV vice president for children's programming. He said Watch Your Child applies to parents, who will observe the child learning through play, while the Me Too is aimed at the child, who will be asked to become active participants in the program by performing certain activities.

The program will include appearances by four preschool teachers specializing in the areas of art, music, physical education and kindergarten subjects. There will be specifically created films, animation, slides, tapes and electronic effects to portray various life experiences. A puppet family has been designed for the show by puppeteer Paul Ritts.

NBC affiliated stations will receive the program by a special feed over the network lines when they are not in service. Acceptance and scheduling of the series will be determined by the stations.

The series will not be offered for network sale, but two, two-minute positions will be provided for local commercials or public-service announcements, one near the beginning and one near the end of each program. Affiliates carrying the series will pay a program-service charge to help defray the production costs, with the fee based on the station's rate card.

An NBC spokesman said that production for the first 20 weeks of the series is budgeted at more than $1 million and that the network expects to produce and distribute the program at a loss.

More from Mann

Approval has been given for the production of 16 more half-hour Stand Up and Cheer television programs, to add to the 16 programs in the series already completed and being distributed and shown in syndication across the country. Approval came from Campbell-Ewald Co., Detroit, agency for Chevrolet Motor division of General Motors Corp., Detroit, which sponsors the syndicated series (Broadcasting, Nov. 15). Total number of shows now firmed for the season is 34 original half-hours, with an option for five more original half-hours. There will be 13 or 18 reruns, depending on whether or not the option pick-up is made for the five extra original. Stand Up and Cheer shows.

Five-part Nile special to be shown on NBC-TV

NBC-TV has purchased and will televise a six-part dramatization of the search for the source of the Nile river on five evenings in January and February.

The network said last week that the Mobil Corp., through Doyle Dane Bernbach, New York, will be a major sponsor of the six one-hour programs, produced by the British Broadcasting Corporation in association with Time Life Films, New York. Other sponsors are being sought.

Originally carried on BBC-2 this past fall in six one-hour episodes, the series, The Search for the Nile, will be presented on NBC-TV in one two-hour segment and four one-hour segments as follows: Jan. 25 (7:30-9:30 p.m.) and Feb. 1, Feb. 15, Feb. 22 and Feb. 29 (7:30-8:30 p.m.)

The NBC team that produced the series is reported to have traveled thousands of miles over a five-month period to reconstruct on film the expeditions of five Englishmen and one American (journalist Henry Stanley). Scripts were based in part on the actual writings of individuals involved in the explorations.

Residual effects of writers

Television writers so far this year have earned some $518,000 more in residuals for the first 10 months through October than they did during the corresponding 10 months in 1970.

According to a report issued by the Writers Guild of America/West, residual income for writers from films released to television for the 10 months in 1971 decreased 2.09%, but residuals for writers from TV programs increased a substantial 10.79%. Through October of this year, writers earned a total of $5,489,532 in residuals from television while they garnered an additional $810,646 from films-to-TV.

By comparison, during the first 10 months in 1970 they earned $4,955,126 from television and $827,992 from films-to-TV.
Program Notes

Brisk sales * Warner Bros. Television's "Starlite 5," a selected group of 30 rerun motion pictures, has been sold in 12 markets, including six of the top-10 markets. The feature films, never shown on network TV and not seen on local television since August 1970, have been bought in New York, Los Angeles, Chicago, Philadelphia, Boston, Pittsburgh, Indianapolis, Minneapolis, Sacramento, Calif., Honolulu, San Diego and Fresno, Calif. Included among the 30 features in the package are "Big Jim McClain," "The Sea Chase," and Alfred Hitchcock's "Dial M for Murder" and "Strangers on a Train."

Turnabout * Movie and TV star Efrem Zimbalist Jr. of ABC-TV's The FBI series, may soon be in a regular series on radio. Mr. Zimbalist, in collaboration with Hollywood producer Harry O'Connor, has performed in three pilot five-minute episodes (of a projected 130) dramatizing acts of greatness. The series is budgeted at $100,000, and will be offered for sponsorship in the top 100 or 150 markets to a national advertiser or several major advertisers.

Prime time and daytime * Repeat episodes of CBS-TV series My Three Sons will be broadcast on the network as a weekday, daytime feature beginning Monday, Dec. 20 (10:30-11 a.m. EST), replacing The Beverly Hillbillies, which will have its last broadcast Friday, Dec. 17. Prime-time broadcasts of Sons, in its 12th season, will move to a new time slot beginning in January (Thursdays, 8:30-9 p.m. EST).

Around the world for children * NBC News's Chronolog series on Dec. 24 will be devoted to a "mini-festival" of children's TV programs from abroad. It will include selections from the Soviet Union, Red China, West Germany, Japan, Denmark, Spain, England, Sweden, Switzerland, Finland and Belgium. A panel of children will view the program in the studio and discuss the segments with anchorman Garrick Utley.

Not so horrible * MCA TV has assembled 77 Universal "horror" features into a package and reports initial sales in 48 markets. Titled 77 Horror Greats, the package includes "Frankenstein," "Dracula," "The Invisible Man" and "Murders in the Rue Morgue." Station purchasers include WON-TV Chicago, KTLA-TV Los Angeles, WJW-TV Cleveland and WDCO-TV Washington.

No-charge drug spot * WCBS-FM New York is offering copies of a taped drug abuse announcement free to interested stations. One-minute spot features Max Yasgur, on whose farm in White Lake, N. Y., the 1969 Woodstock music festi-

val took place. Mr. Yasgur implores against a background of rock music and some sounds from the festival itself—please put drugs down. I've seen what they can do.

Big expansion * Hanna-Barbera Productions, North Hollywood, Calif., is building an 8,600 square-foot addition next to its main headquarters building. The expanded facility is to provide additional production and warehouse space. Construction of this facility will bring total area occupied by Hanna-Barbera to 48,600 square feet on two-and-one-half acres of ground.

Stone Age and transistors * NBC-TV will carry Man is my Name, a study of primitive tribesmen and their initial reactions to such relatively modern products as cameras, canned food and transistor radios on Jan. 4 (8:30-9:30 p.m. EST). The program was filmed at a village said to be still at the Stone Age level of development in a remote region of West Irian (Indonesian New Guinea). The show launches NBC-TV's "multispecial night" of varied individual programs to be presented each Tuesday.

There she is—for three more years * NBC-TV and Miss America pageant have signed a reported three-year agreement, assuring the telecast of the event on the network through 1974. Don Durkin, NBC-TV president, said last week that in its six previous years on NBC-TV the pageant had been carried under one-year agreements. The selection of Miss America was telecast for the first time in 1954 and had its initial color transmission in 1966, the first year it was presented on NBC-TV.

More 'Hee Haw' * Production of an additional 13 hour episodes of the syndicated Hee Haw series began in Nashville the week of Dec. 6. The first 13 episodes, in what is scheduled to be a 26-week schedule of programs, were completed by October (Broadcasting, Nov. 22). According to Youngstreet Program Services Inc., Beverly Hills, Calif.-based producer and distributor of the show, as many as 197 stations throughout the country are now clearing time for Hee Haw, which went into syndication on a first-run basis Sept. 18 after 51 previous episodes had been produced for CBS-TV.

Top-40 package * A new tape program service featuring stereo contemporary top-40 music is being offered. Fun Music Radio includes current hit singles, selections from top selling albums and oldies. The service also highlights Christmas music in season and a year-end review of the year's top hits. The total package includes intros for news, weather, sports and community announcements. Fun Music Radio is at 8408 E. Indianola Avenue, Scottsdale, Ariz. 85221.

...And

Ken Logowitz
Erv Lyke
Jim Magnuson
Dave Maxwell
Bruce Mayer
John McDaniels
Ernest McFarland
Jack McGrew
George Milner
Jack Moffitt
Jim Moroney
John Nagle
Bud Nelson
Andy Ockershausen
Syd Oliver
Herman Pease
Dan Pecaro
Ward Quall
Odn Ramsland
John Reynolds
Bob Rice
Lou Rocke
Owen Saddler
Bill Sawyers
Jim Schiavone
Doc Schoen
Bill Schwartz
John Serrao
Mike Shapiro
Dave Shurtleff
Dody Sinclair
Mark Smith
Ron Stack
Dick Stakes
Chase Taylor
Bill Thorson
Dick Trapp
Howard Trickey
Don Tykeson
Scott Vaughn
Mike Volpe
George Wallace
Irving Waugh
Fred Weber
Norm White
Bob Wilson
Dick Wylie
Muted applause for broadcast journalism

duPont-Columbia survey praises radio-TV news for its coverage under ‘siege,’ but chides it for not seeking out new areas

It was another year of crisis—a year when, "at the moment of their greatest acknowledged influence, broadcasters were threatened on three points, regulatory, economic and technological."

That was the year 1970-71 in TV-radio journalism as reviewed last week in the third annual Alfred I. duPont-Columbia University "Survey of Broadcast Journalism," subtitled "A State of Siege" and published in conjunction with the presentation of the duPont-Columbia awards announced two weeks ago (Broadcasting, Nov. 29).

The seven survey and awards jurors, headed by Elie Abel, dean of the Columbia University Graduate school of Journalism, found "a sizable number of oases" in Newton Minow's "vast wasteland" of broadcasting, but not enough.

Among its recommendations: That the FCC reconsider its curtailment of primetime programming by networks; that the "best journalistic presentations of commercial broadcasting" be regularly made available for rebroadcast by public broadcasting to "remedy the waste" inherent in commercial broadcasting's failure to repeat them, and that Congress free public broadcasting from short-term pressures by providing long-term financing through a dedicated tax, which "could be a small annual levy on receiving sets, a modest excise tax on new sets, a tax on commercial broadcasting, or a combination of the three."

The survey was critical of both commercial and noncommercial performances in many instances, but it lacked the scathing tone that marked the initial report on the 1968-69 season.

"If the 1970-71 season was an important year for broadcast journalism," the survey's review asserted, "it was more for a series of events caused by this growing influence than for anything seen on television or heard on radio. Broadcasters did not, as they had in the past, stake out new areas of the news or appropriate old ones to be then forward uniquely their own.

"The big stories they did superbly well—space, state occasions, disasters, disorders were all represented in the events of the year ... but their scope and impact seemed less ...

"If influence was up, the amount of prime time devoted by the networks to news and public affairs was unquestionably going down. The news ratings remained substantially the same as the previous year's, but were lower than they had been five years ago."

Considering broadcasting's influence and the amount of time people spent with TV, the survey continued: "Whatever broadcasters did, good or bad, had to be important. It was this realization, and the excitement and frustration it caused to many individuals and groups, which produced the principal events of the broadcast year. The quality of the programs appeared secondary.

"This did not mean that there weren't many examples of journalistic excellence, nor that news operations, local and network, did not continue to function with conscientiousness and distinction. But the mood of expansiveness, the excitement of handling unfamiliar and difficult assignments brilliantly, characteristic of other seasons, was lacking.

"The recession which hit broadcasting no doubt played its part. So did the multiple attacks from the administra-

A star system for newscasters?

Britain's William Haley
decrees what he sees as superficiality in newsmen

A distinguished British journalist said last week that the selection of television newsmen for their look and voices was debasing the presentation of news.

The criticism came from Sir William Haley, one-time director general of the British Broadcasting Corp. He spoke at the delivery of the third annual duPont-Columbia awards in journalism in New York (see above).

"In my view," said Sir William, "nothing has been more harmful to the process of informing the people than the personalizing of news." When newscasters and commentators are picked for their appearance "what should be incidental has become primary," he said.

"There are countries in which a handful of journalists on television have become pooh-bah pundits," Sir William asserted. "They pontificate about matters they cannot possibly know in depth. The result is a vast blanket of superficiality smothering the most complex and profound issues."

Sir William also spoke of the need for journalists of all media to extract from government the truth about government affairs. "If government of the people is to be by the people and for the people," he said, "then the people must know all that is going on." It is the journalist's duty, he said, to make government justify every exception to that doctrine.

Journalists should not be susceptible to "the flattery of 'sharing responsibility with government'" or to their own "patriotic censorship," said Sir William. "There is nothing more unpatriotic than to tell a nation half the truth."
tion, from special-interest groups, from government agencies, from competitors.

Though "overshadowed by television," radio was found in "many instances" to still have "first claim on the attention of the community, if not the nation," with special strength in the field of editorials and commentary, where "invisibility seemed to promote greater frankness and courage."

In local television, the survey reported that the 1969-70 trend toward "good-news" or "happy-talk" newscasts appeared to have leveled off. Moreover, the report continued, "the finest local achievements of the year concerned themselves with the poor, the old, the aberrant, the addicted and the dispossessed."

The 132-page survey includes a chapter on CBS's The Selling of the Pentagon and the controversy surrounding the program, and while it has high praise for the broadcast and CBS's refusal to retreat under fire, it also has some sharp words for the network.

"Perhaps the most devastating commentary on the whole matter, and the most damaging to the network's credibility," the survey asserts, "came not from Staggers, or Agnew, or Hebert, or Laird, or any other outside critic. If they had been called upon to suggest a punishment to an intractable television news writer, producer or president, they would have been hard put to think of a better one. For a variety of reasons, none of them associated with the Pentagon hassle, the network decided that the CBS News Hour, the last regular weekly news and public-affairs program in prime time [on which Pentagon had appeared], would not return to the air.... It was a self-inflicted wound."

Another chapter is devoted to public television and particularly its Banks Journal program, which brought new pressures from throughout the financial community as well as in Congress and led many noncommercial stations to cancel or delay the broadcast. The survey says the events "raised a painful suspicion that, while commercial television's top echelon—supposedly with nothing but profits in mind—fought for the editorial independence of its news and public-affairs division against the highest powers in the land, its counterpart in public television seemed to wilt before any outside disapproval was registered and continued to retreat in the face of an anticipated threat only weakly realized. It would appear that, however timid and reticent the commercial networks had shown themselves in the past, they were, at the moment, more hospitable to controversy than their noncommercial brethren."

The survey also cites "the short, unhappy life" of The Nader Report series on consumer issues as suggesting "administrative timidity and tinkering" within the public-TV system.

As for the suggestion by John Macy, head of the Corporation for Public Broadcasting, that public television takes over some of the public-interest responsibilities of commercial broadcasting, the survey concludes:

"Considering the condition of public television in the season under observation, it seemed questionable that its levers were yet strong enough to hold the rechanneled public-interest programming its leader suggested, even if the commercial networks were reckless or foolhardy enough to give up those responsibilities and accomplishments in news and public affairs which were their main protection against total irrelevance."

The survey recognizes that the general economic recession, on top of the loss of cigarette advertising, has hurt broadcasters and their news operations. But it also finds that strange that news staffs have been curtailed as much as in some instances, "since newscasting had established itself as one of broadcasting's biggest revenue producers."

It also suggests that in prosperous times networks should—and should have, but apparently didn't—sit aside some sort of reserve fund that would permit them to continue their news operations at full strength in times of recession, and should also be willing to divert money from their "fabulously successful" owned-and-operated stations to help maintain their public-affairs schedules in lean times.

The survey says it polled the top-100 television advertisers and received substantive answers from 50. Of these, "32 had used news and public-affairs programming during 1970-71, 18 had not, seven had increased their budgets for news and public affairs in the year, three had decreased theirs and six planned an increase in the coming year. The percentage of their budgets devoted to news and public affairs ranged from less than one percent to 100%, the great majority being 10% or under."

Bic Pen Corp. was quoted as reporting it put 20% of its annual budget on news and public affairs as "part of the 'balance' we require to talk to our customers." H. J. Heinz Co. said it rarely used such programming because it needed to reach a women's audience, but Reunion, which also has a female market, said "we find it an excellent vehicle to reach our kind of audience." Pillsbury considered news "an outstanding medium" but thought "most public-affairs programming is somewhat less than professional and has not found the key to finding and retaining the interest of the populace."

AT&T and Prudential, once big...
news and public-affairs users, had switched to entertainment forms in search of bigger audiences, but Ford suggested that "the editorial compatibility of news and public-affairs programs with fact-oriented advertising campaigns could lead us to increased use of such shows."

Polaroid, which used newscasts on two commercial networks and had made grants to public television, planned to increase its news and public-affairs budget by 10%. ITT Continental Baking was shown as spending 15% to 17% of its network dollars on news and 8% to 10% of its spot dollars on local news. General Foods was rated not only two among the nation's television advertisers but also "the highest on the list to give substantial support not only to news but to documentary programming, particularly local."

It looked as though the void left by cigarette advertisers would be filled within a year, the survey continues, bigger problems emerged: "The question, 'Are cigarettes good for the American people,' has been replaced by 'is advertising good for the American people?,' a question far more worrisome to the broadcasters. The events of the year indicated that the elimination of cigarettes might be only the first of a long series of advertising departures, both arbitrary and voluntary, from the public airwaves."

However, the survey continues leading into a chapter on CATV, "the most insidious threat to over-the-air broadcasting was not the growing conflict between advertising and late 20th-century American reality, nor the deteriorating economic situation, nor government intrusion, although all represented important hazards. It was the appearance in the middle distance of an alternative communications technology—cable television . . . eventually, if it continued to expand, cable could not fail to affect [broadcasting's] programming as well [as its audiences] including news and public affairs."

"The loss of such programing would be tragic, though hardly inevitable. There was the possibility, although cable's performance today did little to confirm it, that the future of electronic journalism need not depend solely on the maintenance of the over-the-air status quo. To the sanguine, cable promised, if its full development were achieved, equivalent, and perhaps superior, accommodation to news and public-affairs programing."

"In its summation, the jury says it "does not count itself among those who denounce the whole of commercial broadcasting. Nor do the jurors view situation comedies, variety shows and old movies as unmitigated evils. Escapism has its place. Programs which are regarded as time-wasters by some may not be so regarded by others."

"The root problem springs from the system, which evolved almost by accident, a system in which broadcasters are selling audience-mass to advertisers. This too often leaves out important minorities who want something more—educated citizens who seek mature treatment of the issues of the day, tasteful handling of the arts and sciences, quality music and drama; or minority-group citizens who want to see a reflection of their way of life and recognition of their problems."

"The central challenge is that of finding ways to give television viewers such options. These jurors are far from confident that CATV will automatically solve the problems. More channels will not necessarily mean better channels."

"The answer, if it is to be found, lies largely in two areas: (1) recognizing and applauding the best on commercial broadcasting and encouraging more broadcasters to lead, rather than trail, public taste; (2) vastly strengthening our undernourished and timid system of public and instructional television (whose programs will automatically find their way onto CATV channels.)"

The survey, edited by Marvin Barrett, director of the duPont-Columbia survey and awards, is published by Grosset & Dunlap at $1.95 in paperback and $6.95 in hard cover. It was based on a year's research supervised by the Columbia University Graduate School of Journalism and the board of seven jurors. For this year's volume, information was submitted by 65 correspondents across the nation, 600 members of national organizations, including the League of Women Voters and the YWCA, and more than 300 network and individual station news and public-affairs departments.

Jurors, in addition to Chairman Abel, were Richard T. Baker, Columbia professor of journalism; Edward W. Barrett, director of the Communications Institute, Academy for Educational Development; Dorothy I. Height, president of the National Council of Negro Women; John Houseman, director of the drama division of the Juilliard School at Lincoln Center; Sig Mickelson, vice president of Encyclopaedia Britannica Educational Corp., and Michael Novak, associate professor of philosophy and religious studies at the State University of New York.

Making life easier for Ohio newsman
Ohio state capital news correspondents are finding their work a bit more enjoyable these days with the opening of a news conference room in the basement of the 115-year-old capitol in Columbus.

The 25-by-30-foot news center has 17 camera positions with electrical power and outlets for connection to a central sound system. In addition, more than 20 outlets for hookup of tape equipment to the sound system are provided.

Available-light filming is possible anywhere in the room as a result of incandescent color fluorescent lamps which illuminate it for proper color balance. Colortran quartz movie lights shine on the speakers platform.

Access to the center is granted to all elected officials and cabinet officers. Prior news conferences were held in the governor's cabinet room, dominated by "large, old-fashioned tungsten spotlights."

An added feature of the center is a bank of tape recorders and telephones by which taped reports can be fed to radio stations in Ohio and elsewhere.

Governor John J. Gilligan's press secretary, Robert Tenenbaum, said that he believes the news center will make everyone's job easier. "The correspondents who are normally stationed in the capital now don't have to haul equipment all over the downtown area to get the information they need."

Mr. Tenenbaum said the idea was primarily that of James J. Dunn, the governor's associate director of communications. Mr. Dunn served as media man for the late Senator Robert F. Kennedy during his 1968 presidential campaign.

Governor John Gilligan speaks in the new Ohio capital news-conference room, and radio reports are fed to more than 180 stations in Ohio and surrounding areas from the control area of the new press accommodations.
Democrats seek right to reply

They ask court to rule that outs get time whenever the President makes a broadcast

If the Democrats win the White House in November 1972, and then find the networks automatically giving the Republicans time to reply whenever the Democratic President goes on the air, the Democratic National Committee will have no one to blame but itself.

The party's general counsel, Joseph A. Califano Jr., urged a three-judge panel of the U.S. Court of Appeals in Washington last week to issue a ruling conferring an automatic right of reply on the party out of power.

The fairness doctrine, under which broadcasters are allowed discretion in determining how conflicting points of view are to be balanced, is inadequate when the President is involved, he said. "You can't equate [presidential] speeches and hour-long interviews with one or two minutes on news programs or a casual conversation on a late-night show."

Although the requested ruling would benefit the Republicans in the event of a Democratic victory in November, the DNC, currently facing a $9-million deficit even before the presidential campaign gets under way, is concerned with free access this year, to counter the television appearances of President Nixon. The equal-time law does not come into play until the parties have nominated their presidential candidates.

The DNC is appealing an FCC order denying its complaints, filed last spring and summer against ABC, CBS and NBC as a result of three presidential network appearances—a 20-minute speech on the Indochina war that the networks carried, a 48-minute interview with Barbara Walters that was spliced into the two-hour NBC Today show and a one-hour interview with Howard K. Smith on ABC.

Only ABC offered the Democrats time for reply to the speech on Indochina—and that resulted in a complaint by the Republican National Committee, which ABC subsequently denied, its request for time to respond to the Democrats. The RNC's appeal of the commission order upholding ABC also was involved in last week's court argument.

Mr. Califano, who said the commission's denial of the DNC complaints was expected—it was "as automatic as the dog salivating after the master rings the bell"—said he was urging the "carving out of a fourth corollary" to the fairness doctrine. He noted that the commission now affords an automatic right of reply to persons who have been attacked, to spokesmen for political candidates who are denounced or whose opponents are supported in station editorials, and to political parties when the opposition is given time.

The impact of a presidential address is great, Mr. Califano said, and the public is "entitled to a coherent presentation by the major party out of power" when the President uses radio or television.

Throughout his argument, Mr. Califano leaned heavily on the appeals-court decision last month overturning a commission order holding that an appearance by DNC Chairman Lawrence F. O'Brien obligated CBS to make time available to the RNC (Broadcasting, Nov. 22). CBS had presented Mr. O'Brien to balance the network appearances of the President.

The court, Mr. Califano noted, said, "But if the words and views of the President become a monolithic force, if they constitute not just the most powerful voice in the land but the only voice, then the delicate mechanism through which an enlightened public opinion is distilled, far from being strengthened, is thrown dangerously off balance."

James J. Freeman, counsel for the RNC, sought to draw a distinction between the CBS case, in which the court sharply reprimanded the commission for giving the President's party "two bites of the apple," and the appeal from the commission order involving ABC. He said the RNC is not concerned with having its spokesman presented on the network but, rather, with having the network present someone who would respond to issues he said the Democrats had raised that had not been discussed by the President.

The public, he said, must be informed as to the RNC's position. Furthermore, he said, the President appears on radio and television in his constitutional role as chief of state and commander in chief—not as a party spokesman. Mr. Freeman also said that the corollary being urged by Mr. Califano would have the effect of "forcing the President off the air."

Joseph Marino, counsel for the FCC, saw both parties as seeking, in effect, equal or comparable time. But Congress, he said, has provided guidance in matters of news coverage—and, he indicated, it was negative. He referred to the 1959 legislation exempting news broadcasts from the requirements of the

Broadcasting, Dec. 13, 1971
equal-time law. In enacting that amendment, Mr. Marino said, Congress adopted the fairness doctrine, adding language to the Communications Act asserting that broadcasters must be fair in dealing with controversial issues of public importance.

He recalled that even political candidates have been denied equal time. In 1964, the commission, in an action narrowly upheld by the appeals court in Washington, rejected a demand for equal time filed in behalf of the Republican presidential candidate, Senator Barry Goldwater (R-Ariz.), as the result of a foreign-policy speech by President Johnson carried by the networks.

The RNC chairman at the time was the present chairman of the FCC, Dean Burch.

Proposed Senate bill seeks fuller disclosure

Legislation to provide essential information about government to Congress, the press and the public was introduced last Tuesday (Dec. 7) by Senator Edmund Muskie (D-Me.).

The Trust in Government Act (S. 2965) would create an independent seven-member Disclosure Board to supervise the government's classification system and determine what executive documents can be released.

The board would have the power to subpoena documents, regulate classification and investigate charges of over-classification from the public. The board's decisions, and any presidential modifications of them, would be subject to review by the courts.

In a Senate speech, Senator Muskie said that "with the growth of the security classification system, of normal bureaucratic maneuvering, and of formal use of executive privilege, the executive branch can hide from Congress, the press, and the public information that is absolutely crucial for responsible decision-making." The best example of the problem, he said, is the Pentagon Papers case in which "material that is essentially historical was denied to the public on national security grounds."

JournalismNotes

Niven memorial: A Paul Kendall Niven Jr. memorial fund, in honor of the late TV-radio newscaster and commentator, has been established by Bowdoin College, Brunswick, Me., Mr. Niven's alma mater. The fund's accumulated income, composed of contributions, will be awarded once every four years to the broadcast news commentator considered to have done "the most outstanding job of interpreting and presenting the news to the public." Mr. Niven, who was associated with CBS and National Educational Television, died in January 1970 in a fire in his Washington home.

China talk: The Washington Journalism Center, Washington, is sponsoring a Conference for Journalists on China. Purpose of the meeting is to examine the changes going on in Red China's relationships with the U.S. and the rest of the world and to explore internal developments within Red China itself. Against this backdrop, the conference will seek to place President Nixon's upcoming Red China visit into perspective. Participants in the conference will be limited to 25 journalists. Conference fee is $275. Address: 2401 Virginia Avenue, N.W., D.C. 20037.

JFK and Vietnam: NBC News has decided to expand its special program on President John F. Kennedy and the Vietnam War from a one-hour program to two one-hour shows under the umbrella title of *An NBC News White Paper: Vietnam Hindsight*. Part one, *How It Began*, will be shown on Dec. 21 (8:30-9:30 p.m. NYT) and part two, *Death of Dienb* on Dec. 22 (10-11 p.m.).

RFK awards deadline set

The deadline for the fourth annual Robert F. Kennedy Journalism Awards has been announced as Feb. 1, 1972. The awards honor outstanding reporting on problems of poverty and discrimination in the U.S. Entries should be for work in the U.S. during 1971 in newspapers, magazines, television and radio. A single article or broadcast or series of articles or broadcasts may be submitted. In the case of television, film or tape is preferred to script. Awards will be presented at a luncheon in Washington, April 18, 1972.

Entries should be submitted to Journalism Awards Group, c/o The Robert F. Kennedy Memorial, 1054 31st Street, N.W., Washington 20007.

BroadcastAdvertising®

Phase II increases won by ABC

The Price Commission last week allowed one national television network to increase prices for air time.

In keeping with a general trend at the commission of allowing most "reasonable" price increase requests, ABC-TV was permitted to return to pre-wage/price-freeze levels for certain 30- and 60-second commercial positions. However, the network was reluctant to identify either the programs for which the price increases are allowed, or the prices themselves.

ABC-TV said: "The price board has announced that it has granted the ABC-TV network increases in the prices of certain 30- and 60-second commercial announcements. The price board decision relates to contracts in force prior to Aug. 16 (the beginning of Phase I of the wage/price freeze) for commercials scheduled to run after Nov. 15 (the beginning of Phase II). In effect, it permits ABC to maintain the price levels previously established in those specific contracts."

An ABC spokesman indicated that his network's situation was substantially identical to ABC's, although the commission said approval was not needed since the network's selling practices were in accord with Phase II policy.

In both instances, prices will be retroactive to Nov. 15, the date that Phase I ended. In no case has the Price Commission allowed retroactive price increases to be applied to Phase I. By Dec. 7, 683 requests for increases from 529 firms had been received, 104 approved and two denied.

The other national network, CBS, is "seriously considering making a request for price increases of the commission," but no decision had yet been made by Dec. 8, according to a CBS spokesman.

ABC's commercial plan draws Johnson's praise

FCC Commissioner Nicholas Johnson, who seldom finds a broadcaster to cheer, found one last week—James E. Duffy, president of ABC-TV—and let the world know about it.

He released a letter he sent to the network executive congratulating him on his plan to recommend that commercial time in children's weekend television programming be reduced by about one-third (*Broadcasting*, Dec. 6). The recommendation was offered last week as an amendment to time standards of the National Association of Broadcasters television code.

"Whatever you may end up doing, whether this is a wise proposal or enough, the fact that you have made it is a heartening sign indeed," Mr. Johnson wrote. "For starters, you have made a tremendous number of friends among
A year ago, we promised you a new Petry.

Thanks to you, we’ve been able to deliver it!

Best Wishes for ’72 from your entire new Petry team.
parents—and Washington officials—which is itself kind of novel and newsworthy in these days for the broadcasting industry. More important, you've positioned yourself so that you are now participating in change—instead of simply waiting for it to happen to you."

The commissioner's closing had a ring familiar to broadcasters: "I trust that the long-range impact upon the industry's interests from their following your leadership will prove to be much more favorable than the present posture of intrusiveness and obstructionism."

O&M, BBDO both get Cyanamid business

LaRoche, McCaffrey & McCall lost some $6.7 million of American Cyanamid business last week.

Bulk of the budget went to Ogilvy & Mather, which picked up $4.5 million worth of network-TV billings for Formica floor-shine product. The Wayne, N.J.-based manufacturer sent the remaining $2.2-million worth of billings for Pine Sol to BBDO, which already holds a considerable amount of the advertiser's Breck hair-care products. Pine Sol, a liquid disinfectant and cleaner, advertises almost exclusively in broadcast.

BBDO had some more good news last week. The General Electric Lamps Business Division, New York, assigned its photo lamps (formerly with Grey Advertising) and Christmas lamps (with Foster & Davies, Cleveland) to the agency. Advertising plans have not been defined yet but the products have used both radio and TV in the past.

Frito-Lay drums up children's sports show

Frito-Lay Inc., Dallas, through Foote, Cone & Belding, New York, is offering stations a five-minute weekday children's TV show, entitled Sportscast, as an advertising trade-out.

GRS Films International, Hollywood-based firm, said in New York last week that the advertiser has lined up 80 TV stations with 40 of the top-50 markets represented and is shooting for 150 to 200 cities for 80% coverage of the country.

The advertiser is asking for a Monday-Friday, across-the-board placement generally in the 4-7:30 p.m. area "within or adjacent to" regularly scheduled children's programing. According to GRS Films, the show, which features a 12-year-old participant in a sport with a superstar of the particular sport as a guide and "teacher," is designed to be "educational" as well as entertainment.

Frito-Lay has set Jan. 3 as the starting date for the strip, with the offer of 13 weeks of repeats. There would also be an option for 26 additional weeks on the basis of 13 weeks of new programs and 13 weeks of repeats.

The advertiser retains one 60-second commercial and a billboard; the station sells other commercial adjacencies.

Packaged sales training

Ralph Stachon, president of Ralph Stachon & Associates, Memphis-based broadcast production and sales-service firm, has introduced a comprehensive broadcast sales training and radio orientation course.

Designed as a refresher course for experienced sales representatives, as well as a primer for neophyte salesmen, the material covers such topics as the history of radio, the radio station, the FCC, sales and related activities, promotion and broadcast terminology.

The course kit comes with master text, sectioned lessons, cassettes, playback unit and examinations, which are sent back to Stachon for evaluation. In all, the kit is designed to ready new sales representatives in four to six weeks.

"The Selling of the President," Joe McGinniss's best-selling laceration of Richard Nixon and his television advertising, is about to become a Broadway musical—and some of its principal angels are, of all people, practitioners of television advertising. At a luncheon of the Philadelphia Television and Radio Advertising Club—where the producers, lyricist and composer walked through a "try-out production audition" to encourage TRAC members to invest in the show—Alan Kalish (t) was among those drawing for free tickets to the show's Philadelphia tryout in February; John Flaxman (l)—who, along with Kalish & Rice Vice President Franklin Roberts is producing the show—holds the entry box. The producers plan to start rehearsals next month; their show is scheduled to open in New York in March.

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An in-house 'raider' for ad agencies?

Ralph Nader proposed last week that advertising agencies create full-time positions for "corporate crusaders" whose job would be to elevate the purposes of advertising.

The persons filling these slots would be charged with finding "nonmarket-induced needs and making them market induced needs," in keeping with an advertising agency's basic responsibilities which are, according to Mr. Nader: recognizing the enormous effect advertising has on people's minds; recognizing the power generated by this effect; exercising responsibility in using the "public airwaves" and the responsibility of "just being a citizen."

Mr. Nader appeared at a media workshop arranged by Advertising Age in Washington.

In a panel session following the address, Mr. Nader was supported by FCC Commissioner Nicholas Johnson and Carl Ally, president of the agency bearing his name.

Mr. Johnson called Mr. Nader a "reform leader."

Opposing Mr. Nader's views were Leonard H. Lavin, president of Alber-to-Culver Co., and Irving Scher, of the law firm of Weil, Gotshal & Manges.

Mr. Lavin said that Mr. Nader doesn't really understand advertising.

"This is still a country of opportunity," Mr. Lavin said, and it operates on the capitalist system. "If you do away with advertising, you do away with that system," he added.

Mr. Scher said he found it interesting that Mr. Nader used the "same techniques he decried to you. He appealed to your emotions, and tried to recruit you to his side."

Line-up for Angels radio

KMPC(AM) Los Angeles has announced full sponsorships of its play-by-play broadcasts of California Angels baseball games for the 1972 season. Four participating advertisers last season renewed for next season. They are: Standard Oil Co. of California through BBDO, San Francisco, back for the 11th season; Continental Air Lines Inc., through Needham, Harper & Steers, Los Angeles, back for a sixth year; Nissan Motor Corp. on behalf of Datsun cars, through Parker Advertising Inc., Palos Verdes Peninsula, Calif., a second-year advertiser, and Anheuser-Busch Inc., on behalf of Budweiser beer, through D'Arcy Advertising Co., as well as Busch Bavarian beer through Gardner Advertising, St. Louis. Anheuser-Busch is a sponsor for the eighth year. Angels broadcasts will be fed by KMPC over a still-to-be-determined number of sta-
the new Petry announces its appointment as the new representative of

WNYS-TV
Channel 9/ABC-TV
Syracuse, New York

Edward Petry & Co., Inc.
Christmas cheer
Cunningham & Walsh is among the first advertising agencies to report on plans for payment of 1971 holiday bonuses to employees. C&W's chairman, Carl W. Nichols, said the agency will pay its regular Christmas bonus to all employees effective Dec. 10. He said that despite difficulties faced by "all companies" during 1971, the agency's profits were such that the board "was pleased to financially recognize the hard work and team spirit exhibited by its employees throughout the year."

H&R Block moves to Della Femina
H & R Block Inc. is gearing its annual television campaign to appeal to the young taxpayer. The Kansas City, Mo., based income-tax preparation company is taking the creative edge of its network and spot-TV campaign out of the hands of its house agency, B.W.A. Advertising, and giving it to Della Femina, Travisano & Partners, New York.

B.W.A. has been responsible for the long-running spots featuring John Cameron Swayze as spokesman. The house agency, which will continue to place the commercials, felt the untapped youth market could better be served by a more youth-oriented campaign.

Della Femina has created a series of nine 30- and 60-second spots scheduled to appear in early January and run through income-tax time in mid-April. Each spot features a nonprofessional trying to prepare a tax form. Theme of the spots: "Don't let an amateur do H & R Block's job."

New middleman
Media Specialists Inc., an independent media-buying service, officially opened its doors last week in New York with about $2-million worth of business, according to Joyce Peters, president of the new firm. Miss Peters was formerly a vice president and media director of Media Communication Inc. Accounts include two New York advertising agencies, Geer-Dubois and H. Sanford Co. Offices are at 45 East 51st Street.

Seven more to RKO FM reps
RKO Radio Representatives' FM sales division has added seven stations to its representation list, which now totals 20, and is five short of the 25 set as its goal under a "limited list concept." The stations (WLIF Baltimore, WWEL Chicago, WWZ Cincinnati, WZMW Milwaukee, WBYU New Orleans, KRMG-FM Tulsa, OKla., and KCFM St. Louis) all program what the rep firm calls "beautiful music," the format adopted by RKO-owned FM's. The RKO outlets form the nucleus for the rep's sales efforts (particularly in New York, Boston, Memphis, Los Angeles and San Francisco). The music format emphasizes standards, pop and rock (reorchestrated and with a focus on strings) and limits commercial interruptions to approximately every ten minutes—six commercial periods in one-hour programming.
Agency Appointments

* J. Walter Thompson Co. picked up some new Ford business last week. The new assignment is for a yet-to-be-named Japanese-manufactured pickup truck scheduled to be marketed early next year on the West Coast. Advertising plans have not been established. Thompson currently handles all of the advertising for the Ford division's trucks and cars, exclusive of compacts (Maverick, Mustang, and Pinto) which were assigned to Grey Advertising.

* Milton Bradley Co., East Longmeadow, Mass., has appointed Young & Rubicam, New York, to handle its $6-million account ($4.8 million in broadcast). Agency since 1966 has been James Neal Harvey Inc., New York.

* W. B. Doner & Co. has added some $2-million worth of broadcast billings. Calgon Corp., Pittsburgh, picked the Detroit-based agency to handle its automatic-dishwasher detergent (a network and spot-TV user) and its Fruit Fresh preservative (a local spot-radio advertiser). Doner currently handles the advertising for Calgon's consumer products in Canada. Former agency was Ketchum, MacLeod & Grove, Pittsburgh.

* Frigidaire Division of General Motors Corp., Dayton, Ohio, has picked Needham, Harper & Steers, New York, to handle its account. It is estimated that Frigidaire will allocate some $10 million to advertising next year, much of it in network TV. Former agency was Dancer-Fitzgerald-Sample, New York.

* Lehman Brothers Inc., New York-based investment-banking house, has appointed Doyle Dane Bernbach there to handle all of its advertising and the development of the firm's first corporate campaign in its 121-year history effective Feb. 1. A print advertiser, spokesman said future advertising plans may include broadcast.

* The Singer Co., New York-based firm, has appointed Ken Clanton Advertising, Tampa, Fla., to handle its radio advertising in North and South Carolina and parts of Tennessee. The agency was also reappointed for Florida, which it has handled since 1968.

Rep Appointments

* WNYR-TV Syracuse, N.Y.: Petry Television, New York.


Broadcasting, Dec. 13, 1971

You're only HALF COVERED in Nebraska... without Lincoln-Hastings-Kearney

Check retail sales.

☐ Check the top station dominance.*
  60% Total Day Share, 54% Prime Time, 65% Early Evening, 85% Late Evening.

☐ Check with Avery-Knodel

*Source: ARB Feb./March, 1971
Alfecon II, RCA's new headwheel material, has significantly increased headwheel life.

Average head wear of RCA panels is now over 500 hours. One hundred have run over 1000 hours. Maximum, so far, is 3001.

Now our rework is available to users of Ampex Mark X headwheels.

Calculate your potential savings here.

ASSUMING YOUR AMPLEX MARK X HEADWHEEL REWORKED WITH ALFECO N II HAS THE SAME AVERAGE WEAR AS OURS, YOU CAN DETERMINE YOUR COSTS WITH THIS EQUATION.

\[
\text{Total machine hrs. per year} \times \frac{\text{RCA rework cost}}{500 \text{ hrs. (RCA average wear.)}} = \text{(Your annual costs with RCA)}
\]

Your present annual headwheel costs

Your annual costs with RCA reworked headwheel

potential savings

So, Ampex users, here's your chance to join RCA's 1000 hour club.

You see, RCA is in business to make the broadcaster's job easier and more profitable. Our headwheels are doing it for our customers. So we thought we'd spread a good thing around.
rework your X headwheels.
A glowing prognosis for cable television, and a set of proposals for "de-regulation" to foster its growth, were made public last week by a special commission of the Alfred P. Sloan Foundation.

The blue-ribbon, 16-member panel, assembled in June of last year by the foundation, looked ahead 10 or 15 years and concluded, as have so many others, that cable "seems to promise a communications revolution." But it added that, although some regulation is desirable, excessive government control might erase the medium's promise; so, "wherever it has proved possible," the commission said, "we have recommended de-regulation in many important aspects of cable-television's governance."

In some cases, that de-regulation would be a sweeping change from present public policy. For example, the commission saw no basis for regulations designed to insulate over-the-air television from the effects of cable. Although it concluded that conventional TV stations can adjust to cable's growth, the commission saw no reason for regulations that would insure their survival.

"[If] over-the-air television is to fall victim, in some degree or another, to technological change, it is in no different position from any other enterprise in which investments have been made, and possesses no greater right than other industries to protection from technological change," the commission said. "... We have sought to maximize the service to the public that can be provided by television as a whole. If, in that process of maximization, the existing structure of over-the-air television is undermined, we believe that the public interest must still remain paramount."

The commission also recommended the elimination of all restrictions on carriage of advertising by cable systems; endorsed subscription television as a "highly desirable" corollary of cable; and called for the abandonment of restrictions on cable's use of distant signals, subject only to payment by cable operators of appropriate fees to copyright holders.

If the government does not restrict cable's growth, the commission predicted, 40% to 60% of all American homes may be wired for 20- or 40-channel reception by the end of the decade.

In offering its proposals, the Sloan Commission found itself consciously at odds in several particulars with the FCC's letter of intent and with the modifications worked out by the contesting parties in compromise discussions with the Office of Telecommunications Policy (although the report contained no detailed comparisons).

"When we saw the recent proposals of the FCC and OTP," Stephen White, a foundation vice president, said last week, "it dawned on us that the government was speaking only for the broadcast interests and the cable interests and not for the public. This report tries to speak for the public."

Apparently, it also had something positive to say to the cable industry. John Gwin, chairman of the National Cable Television Association, commented in a statement: "Even on first reading it is clear that the commission has a realistic grasp on both the current state of CATV technology and its development as the cornerstone of a national television system of abundance. . . . The report seems realistic, creative and to the point. . . ."

Hubert J. Schlafly, president of Teleprompter Corp., said the report "is not all beer and skittles for cable-TV operators, but it is one that the CATV industry in general and Teleprompter Corp. in particular can accept with enthusiasm and encouragement . . . and the timing is fortuitous since it stresses the public interest in the growth of cable communications at a time when we are on the threshold of major new CATV rules and legislative action."

But if the Sloan report is to have an impact on the federal government's deregulations over cable policy, it is likely to be more at the legislative than the regulatory level. The 256-page study, "On the Cable: The Television of
ers' complaint, he said OTC is honoring its word to the parties. He said the commission work is still in its early stages and that the parties would be consulted as the work progressed. OTP and Mr. Burch, he said, are committed to making sure that the rules are a "faithful reflection of the compromise agreement." It's the "monumental" agreement any party to pull out of the agreement" if it is not faithfully reflected, he said. "That's the built-in check." However, he indicated the parties would not be allowed to examine those portions of the draft not involved in the compromise.

The draft rules prepared by the cable bureau are being subjected to careful scrutiny to assure conformance with the compromise. Besides consulting with the parties on the draft, Mr. Scalia and a member of his staff reviewed it with key commission officials on Wednesday morning. Later, the commissioners legal and engineering assistants checked it over in considerable detail.

The commissioners themselves began their review Thursday and continued it Friday. Much time, reportedly, was given over to Commissioner Robert E. Lee for an elaboration of a nine-page memorandum circulated among the commissioners that raised a number of questions critical of the compromise. Chairman Burch is said to have labeled it "pro-broadcasting."

However, while he declined to discuss the memorandum following the meeting, Commissioner Lee said he felt "better" about the compromise than he had previously. He was not as concerned as he had been that it would be harmful to UHF and noted the commission indicated a readiness to adopt some of the suggested proposals.

The commission has scheduled a special session on the CATV package for Friday, which would probably be the last meeting on it before the holidays. Besides the rules, the commission must produce a report and order to accompany it, as well as a number of collateral notices of rulemaking. One is aimed at providing radio stations additional protection against CATV. Representatives of the Rocky Mountain Broadcasters Association, who visited the commissioners last week, stressed the need for that kind of protection, as well as for additional protection for small-market television.

Owensboro CATV takes fight with city to FCC

An Owensboro, Ky., cable-TV operator has asked the FCC to investigate what it alleges to be "vindictive . . . unlawful and shocking" actions by the local government against the system.

Top Vision Cable Co. last week asked the commission to look into what it said was an attempt by the Owensboro mayor, the city's board of commissioners and other local officials to take away the system's nonexclusive cable franchise, in collusion with the licensee of another Owensboro, Kentucky, system, vying for a second franchise there.

The commission, in turn, officially asks the FCC to examine the city government's dealings with Top Vision; the events that motivated the city's public-utilities commission to grant wvjs-wsto access to pole attachments before bids for a second cable franchise were invited, and the part the stations played in bringing about the "forced forfeiture" of Top Vision's franchise.

The cable company, which has held its franchise for six years, last month was denied an extension of time to complete its system by the city commission.

The company said that the city has refused to negotiate a new gross-receipts tax after the local government pleaded no contest to a Top Vision suit against it asking that the 26% tax called for in the franchise agreement be declared unconstitutional. The system won a subsequent local court suit against the city which severed the 26% tax from the rest of the franchise agreement. Owensboro is currently appealing that decision.

Top Vision is controlled by multiple CATV owner Communications Properties Inc., Austin, Tex.

NCTA may change selection of board

The board of directors of the National Cable Television Association, meeting last week in Hollywood, Fla., approved new, more open procedures for nominating and electing board members.

The procedures, which now go to the full membership for final approval, would create three classes of directors: nine "group A" directors, representing geographical districts and chosen by system members within those districts; 17 "group B" or at-large directors, chosen by the full membership at its annual meeting; and two "group C" or associate-member directors, chosen by that group. The realignment would enlarge the board from 25 to 27.

Previously, nominees to the board have been chosen by a committee and ratified by the full membership at its meeting. The new procedures would eliminate that committee and leave nominations, as well as elections to all members of a district (group A), the full membership (B) or associate members (C). A permanent elections committee would be established to organize and supervise the mechanics of election.

Chairman, vice chairman, secretary and treasurer would continue to be filled by board vote. Only group A and B members would be eligible.
and broadcast properties in the Midwest, will produce an after-tax gain of 20 cents a share, which will be treated as an extraordinary item. Gill Industries is the licensee of KNTV (TV) San Jose.

**Changing Hands**

**Announced**

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

- **WGEE-FM Indianapolis:** Sold by Rollins Inc. to Mid-America Radio Inc. for $500,000. Rollins retains WGEE (AM) there. Burnett L. Small is president and major owner of Mid-America, which is the licensee of WIGE (AM) Indianapolis. Other Mid-America stations include WKAN (AM) Kankakee, WURL-AM-TV Peoria and WQOA (AM) Moline, all Illinois, and KDAO (AM) Des Moines, Iowa. WGEE-FM operates on 103.3 mhz with 64 kw and an antenna 120 feet above average terrain. Broker: Hamilton-Lindsay & Associates.
- **WVLN (AM)-WSEI (FM) Olney, Ill.:** Sold by Illinois Broadcasting Co. to Donald G. Jones and others for $245,000. Merrill Lindsay is president of selling firm, which is the licensee of WSQY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. Mr. Jones and associates own WTM-FM Taylorsville, WTAX (AM) Springfield, and WZSE (AM) Princeton, all Illinois, and WCTW-AM-FM New Castle, Ind. WVLN (AM) is on 740 khz with 250 w day. WSEI (FM) operates on 92.9 mhz with 50 kw and an antenna 290 feet above average terrain. Broker: John F. Meagher, Falls Church, Va.
- **KVFC (AM) Cortez, Colo.:** Sold by Jack W. Hawkins to Richard F. Hamilton Sr. and Jr., for $232,750. Mr. Hamilton Sr. is president of Consolidated Manufacturing Co. Mr. Hamilton Jr. is an employee of KWHK (AM) Hutchinson, Kan. KVFC operates full time on 740 khz with 1 kw day and 250 w night. Broker: Hamilton-Lindsay & Associates.

**Approved**

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 60).

- **KTOW (AM) Sand Springs, Okla.:** Sold by Charles R. Powell to Jim Halsey, Hank Thompson, Roy Clark and Mack Sanders for $400,000. Mr. Halsey is the personal manager of several country-and-western performers. He also has interests in real estate and a record-production company. Messrs. Thompson and Clark are performers and recording artists. They also have real-estate interests. Mr. Sanders has interests in KFMC (AM) Salina, Kan.; KOOM (AM) and a CP for a new FM, both Omaha, and KBM (AM) Liberty, Mo. He also has an interest in the applicant for a new AM at Shenandoah, Iowa. Mr. Sanders also works as a concert promoter. KTW operates full time on 1340 khz with 500 w day and 250 w night.
- **WXTF (FM) Annandale, Md.:** Sold by Morris H. Blum to Family Stations Inc. for $350,000 plus one-half of FCC fees. Mr. Blum owns WANN (AM) Annandale. Principals of Family Stations are Scott L. Smith, Peter Sluit and Harold Camp- ing, its president, and others. The non-profit California corporation operates religious stations KEAR (AM) San Francisco, KEER (FM) Sacramento and KEER (FM) El Cajon, all California, and WDKN (FM) Camden and WFME (FM) Newark, both New Jersey. Family Stations proposes to turn WXTF into a religious facility. RKW Corp. has offered to donate its WHCT (TV) Hartford, Conn., to the group. That transfer is pending FCC approval and has been contested by a local citizen organization. WXTF operates on 107.9 mhz with 20 kw and an antenna 205 feet above average terrain.
- **WSWW-AM-FM Platteville, Wis.:** 85% sold by Mrs. John F. Monroe, Margaret M. Zunick, John F. Monroe Jr. and the estate of Mary F. Schmitt to Robert J. Bodden Jr. for $234,425. Mr. Bodden presently owns 15% of the WSWW licensee and is acquiring the remaining stock interest. He is the stations' general manager. WSWW (AM) operates on 1590 kwz with 1 kw day and 500 w night. WSWW-FM is on 99.3 mhz with 3 kw and an antenna 235 feet above average terrain.
- **KHAI (AM) Honolulu:** Sold by L. Dickson Griffith to Fox Broadcasting Co. for $130,000. Principals of Fox are Robert H. Thomas, Stan Himeno and others. Mr. Griffith continues to own KHER (AM)-KLDG (FM) Hobbs, N.M. Mr. Thomas was formerly with KKHV-TV Honolulu as salesman. Mr. Himeno owns a local auto dealership. KHAI is on 1090 khz with 5 kw.
- **WL KY-FM Milford, Ohio:** Sold by Francis J. Stratman, Frank Finn, Ann Reineke and George Walse to Ted Hepburn, Andrew J. Lehr, James Callahan and David H. Scheider for $100,000. Mr. Hepburn is a vice president of R. C. Crisler & Co., Cincinnati-based media broker. Mr. Lehr owns a retail meat business in Milford. Mr. Callahan owns two Ohio restaurants. WLYK-FM operates on 107.7 mhz with 3 kw and an antenna 300 feet above average terrain.
- **WSNL-TV Patchogue, N.Y.:** Sold by William and Hannah Granik to David H. Polinger, Robert A. Rosen and others for $45,000. Station is not com-
Abundance,” comes as the FCC is completing work on the final version of its cable rules, which are expected to be made final within the next several weeks. Additionally, the President’s high-level administration on long-term cable policy is on the verge of completing and sending to the President its recommendations, probably next month. Both sets of deliberations are much too far advanced to be affected significantly by a new report.

However, it is to the longer term that the Sloan report addresses itself. Although the commission declined to speculate as far ahead as the year 2000 — thereby omitting from its report some of the zingy but problematical forecasts sometimes associated with cable — it looked, by its own reckoning, at least a decade into the future, which qualifies it as long-term by the current standards of federal policymaking.

Some of the commission’s conclusions and recommendations:

**Access to programming:** Permit unlimited distant-signal importation, subject to payment of copyright fees. Permit carriage of network programs without payment of copyright fees, but bar advertising in such cases. Place severe legal limits on exclusivity, somewhat longer limits for first-run programs. Continue to require carriage of local stations (in this case, without copyright liability). Require carriage of the public-television station — or, in the absence of one, require a public station’s signal be imported.

**Pay television:** Open up the marketplace. Programs could be paid for by advertising, per-program payment, or subscription to a channel, such as an all-news or all-cultural service. Enact legislation that would preserve certain major sports events for conventional television, and would free other events for competition between pay TV and conventional TV.

**News and opinion:** The promise of cable is in the diversity of news services it can provide. The danger is that network news would be “the first to suffer” if cable fragmented the audience and reduced network revenues. One proposed solution: All-news and public-affairs programs are given over to news and public-affairs programs in the evening, might be supported by viewer subscriptions and by advertising. It was also recommended that the equal-time and fairness restrictions not apply to cable television because of the abundance of channels.

**Ownership and control:** Prohibit network ownership of cable systems. Limit the number of subscribers that may be served nationally by a single company. Permit local commercial stations and newspapers to seek franchises as long as the system would not reach more than 10% of area households, and provided that all newspaper and television franchise holders in an area reach no more than 40% of all homes on their systems. Permit public-television stations to operate franchises without market restrictions. In neighborhoods with “special social or ethnic problems and needs,” give preference to “community nonprofit and profit-making institutions.”

**Common-carrier operation:** Forgo separation of ownership and programming at least during cable’s growth period.

**Separation of regulatory powers:** Enact legislation setting copyright issue and acknowledging the federal government’s obligation to protect the public if cable’s growth threatens to deprive “any significant sector of the public” of broadcast service. Set minimum requirements at the federal level for channel uses, technical standards, channel capacity in new systems, access and ownership. Establish at the state level a special agency — not the public utilities commission — to regulate cable by establishing franchise areas and by setting standards above federal minimums on a case by case basis. Permit cities to set higher standards if they desire, make their own channel allocations, establish appeal and adjudicatory mechanisms, and establish franchise boundaries when the area to be served is wholly within the city.

Fundamental to these recommendations was the commission’s stated goal of encouraging a “television of abundance,” more like the printed press in its diversity than like conventional television. Barring restrictive government action, the commission said, cable television should in the next decade be able to carry mass entertainment, provided by conventional television and leased channels, with advertiser support; special-interest programs, supported by subscription or advertising or a combination of the two; news and opinion, supported by subscription and advertising; channels for public access, commercial uses and government services.

NCTA Chairman Gwin specified only one important area of disagreement between his industry’s position and that of the Sloan Commission. “The commission’s treatment of the copyright and exclusivity questions,” Mr. Gwin said, “seems to propose the ‘retransmission consent’ concept earlier tried and abandoned by the FCC.”

An earlier draft of the commission report, obtained last week, differs from the final product more in language and organization than in basic ideas. The draft, dated July 31, is less detailed and has less to say about such proposals as the creation of state cable agencies, but the conclusions are similar in both documents.

The Sloan Commission was established in June of 1970 to make a comprehensive, $300,000 study. It received formal encouragement from President Nixon, who, in a letter to Nils Y. Wessell, president of the foundation, expressed his hope that the commission “will be able to illuminate the tremendous potentialities” of broadband communications as they “are made available on a large scale” (Broadcasting, June 15, 1970).

Chairman of the commission was Edward S. Mason, dean emeritus of Harvard University’s graduate school of public administration. The other members were Ivan Allen Jr., former mayor of Atlanta; John F. Collins, former mayor of Boston; Dr. Lloyd C. Elam, president of Meharry Medical College; Kermit Gordon, president of the Brookings Institution; William Gorham, president of the Urban Institute; Morton L. Janklow, New York attorney; Carl Kasen, director of the Institute for Advanced Study; Edward H. Levi, president of the University of Chicago; Emanuel R. Piore, vice president and chief scientist, IBM; Henry S. Rowen, president of the Rand Corp.; Frederick Setz, president, Rockefeller University; Franklin A. Thomas, president, Bedford-Stuyvesant Restoration Corp.; Patricia M. Wald, Washington attorney; Jerome B. Wiesner, president of the Massachusetts Institute of Technology, and James Q. Wilson, professor of government, Harvard University.

**Little to begin second cable study**

It’s to follow a first predicting profitability in nonbroadcast services

Arthur D. Little Inc., international consulting firm, is conferring with clients in New York Dec. 15 to determine the next step in its study of the economic viability of special CATV services. The first phase, with a budget of $450,000, began early last year and was sponsored by 36 firms. The company is said to have 12 sponsors for phase two of a projected three-step project.

The phase-one study was concluded early this month. Although its findings are confidential to the firms that put up $12,500 each to underwrite the study, the fact that the next step is under consideration points to the conclusion that profitability was found to be a definite possibility for extra cable TV services, particularly pay TV, audio channels for music and news, shopping, and retrieval.

These were picked for the near future among a plethora of prospective services that encompass such fields as meter reading, fire and theft surveil-
lance, educational presentations for the general public as well as to professional groups, and electronic mail delivery.

Among the companies sponsoring the first portion of the ADL study were CBS. Time Inc., Times-Mirror Co., Storer Broadcasting, American Television & Communications Inc., Television Communications Inc., Zenith Magnavox, Bank of America and Bell of Canada.

An indication of the ADL findings was given by John P. Thompson, ADL project director for the broadband communications network (BCN) study whose ultimate aim initially was the establishment of a national hookup of wire systems to provide these extra services.

Mr. Thompson, speaking last month at a financial seminar in Montreal, suggested a number of demonstration projects either by a single "third party" firm, or by a number of independent CATV's. As a start he suggested a cable system that would, in addition to its principal function of providing broad- cast TV programs to its subscribers, also provide an audio service that would offer 60 separate programs, a retrieval system using alphanumeric readout on the home TV screen for advertising merchandise and providing up-dated news, a pay TV channel for the showing of feature movies, and a local shopping service that would enable the home viewer to order at home.

He saw these extra services adding about $20 monthly to the subscriber fees and estimated that a 20,000-cus- tomer system should gross about $7.25 million yearly, with $3 million coming from advertising. Operating costs, including acquisition of programs, should come to about $1.5 million yearly, he said, and the capital investment for equipment at the headend and the cus- tomer's receiver would be about $5.7 million. This could generate a cash flow in the neighborhood of $6 million annu- ally, he noted.

**Epilogue to cable truce: discontent**

Broadcast spokesmen complain they're not being given chance to help translate compromise into finished rules

The FCC and the Office of Telecommunications Policy last week were taking what appeared to be extraordinary precautions to keep intact the compromise agreement that was thought to have ended the controversy over the commission's proposed CATV rules. But there were clear signs that the efforts might be too little, if not yet to late.

Broadcast-industry representatives were complaining bitterly over what they considered the failure of Clay T. (Tom) Whitehead, director of OTP, who engineered the agreement, to keep his part of the bargain.

The complaint was that the parties to the agreement—the National Association of Broadcasters, the Association of Maximum Service Telecasters, the National Cable Television Association, and the copyright owners—were not being informed of, and allowed to participate in, the commission's work of translating the compromise into finished rules. Some broadcasters also felt that blame should be given FCC Chairman Dean Burch, since he endorsed the agreement.

But OTP officials denied that any part of the compromise agreement was not being kept, and rejected the complaint as unwarranted. A member of Mr. Burch's staff said he knew of no commitment to consult with the parties, as far as the commission was concerned.

The feeling in the broadcast camp was said to be so intense that some members of the NAB radio and TV boards wanted those panels to meet for the purpose of declaring the agree- ment breached. Those boards had ap- proved the agreement by a vote of 27-9.

AMST officials were also incensed. But there was no indication that either group was prepared as yet to renounce the agreement. Vincent T. Wasilewski, NAB president; Jack Harris, WPRC-TV Houston, AMST president, and A. Louis Read, WDSU-TV New Orleans, who is an AMST board member as well as chairman of the NAB TV board, are said to favor its implementation. All three participated in the talks leading to the agreement.

For its part, the NCTA shows no sign of waiving in its support of the compromise. NCTA Chairman John Gwin, following a board meeting in Hollywood, Fla., last week, said: "Some of us are unhappy about the compromise, but we feel it's one way to get CATV moving. We'll stick by our word. There's no possibility of a policy change, if the rules reflect the agreement."

Representatives of each of the parties have seen those portions of the com- mission staff's draft of the rules that apply to the compromise agreement, which add program-exclusivity and unilateralprovisions, deal with the importation of distant radio signals, and permit the parties to support copyright legislation. The portions were made available last week, but for in-Speagle, General Counsel, OPC general counsel, who transmitted the parties' comments to the commission.

This kind of participation by private parties in a commission proceeding is highly unusual, as is the compromise itself. But the broadcast-industry re- presentatives felt it was far from ade- quate. And Paul Comstock, NAB vice president for government relations, indi- cated he felt the circumstances under which he was invited were less than auspicious. He had telephoned OTP for a copy of the draft rules, which the commission had made available to OTP, after he heard that a member of the cable industry had obtained one.

Adding to the broadcasters' concern was the report brought back by Mr. Comstock and Michael Horne, counsel for AMST, that the portions of the draft rules they had seen were, in Mr. Comstock's words, "weighted in favor of CATV." They also noted that a report and order, which would accompany the rules and elaborate on them, is not yet prepared, nor is there a draft of proposed copyright legislation. The legis- lation is expected to be drafted in Con- gress. NAB and AMST officials cite the letters their organizations wrote to Mr. Whitehead as proof that their accep- tance of the compromise was based on the understanding all parties would have complete access to the commission's work as it progresses. AMST said its acceptance "necessarily assumes that all the above parties will work with and cooperate with the FCC and your office in preparing the final documents." NAB said it would "appreciate the op- portunity of consulting with the draftsmen as their work progresses."

NAB's letter also made another point that is now in contention. It spoke of the drafting being done by "unbiased persons." And broadcasters said it was made clear that was intended to rule out the participation of Sol Schildhause, FCC Cable TV Bureau chief, in the preparation of the rules. Mr. Schild- hause is playing a key role in the drafting process.

An OTP spokesman said he was "positive" Mr. Whitehead never shared such an understanding. OTP, he said, could not make such a commitment re- garding the personnel of another agency.

As for the balance of the broadcast-
Eaton wants out of television

Pressured by FCC hearings and collapsed finances, he'll sell all six of his TV's

Group broadcaster Richard Eaton last week told the FCC that he will sell all of his six television stations. His announcement was made after the commission issued a hearing order for three of the TV stations in connection with the alleged acceptance by an ABC-TV employee, Carmine Patti, of a bribe from Mr. Eaton to procure affiliations with the network (Broadcasting, Nov. 8).

The stations that would be affected are WFN-TV (ch. 14) Washington; WMET-TV (ch. 24) Baltimore; WMUR-TV (ch. 9) Manchester, N.H.; KECC-TV (ch. 9) El Centro, Calif.; KIKU-TV (ch. 13) Honolulu, and WJMY-TV (ch. 20) Detroit, which is not yet on the air. The stations are licensed to Mr. Eaton's United Broadcasting Co. or to subsidiaries.

Mr. Eaton's intention to sell was stated in a petition, filed by United Broadcasting, for reconsideration of last month's hearing order. The order called for a revocation proceeding against WMUR and hearings on the renewal of WMET and issuance of an initial license to cover a construction permit for KECC.

Two of Mr. Eaton's stations, WMET and WJMY, have previously been earmarked for sale, but the transfers are still pending FCC approval. WJMY would go to WJMY-TV Inc. for $233,952. When that sale was contracted last year, the price was fixed at $413,823, but that sum was reduced to the present level after the FCC questioned the buyer's financial qualifications. WMET is scheduled to be sold to the Christian Broadcasting Network Inc. for $125,000. The original price for that station was $750,000, but Mr. Eaton negotiated a lower sum after Christian threatened to terminate its contract following the WMET hearing order last month.

The company told the FCC that "United is simply not in a position to afford another very expensive and time-consuming hearing." It asserted that an earlier case—involving the renewals of WFN-TV and WOOK(AM) Washington on deceptive advertising charges—has cost it more than $225,000 thus far.

The pleading last week requested that the commission stay its hearing order for WMET, WMUR and KECC for four months so that assignment applications for the four yet-unsold stations may be

Cable TV:

* Des Moines Cable Television Inc., Des Moines, Iowa, has announced its purchase of True Vue Inc., owner and operator of a CATV system at Creston, Iowa. Mr. and Mrs. J. Howard Brown were formerly the majority stockholders of True Vue. Mr. Brown will continue in his capacity as president and general manager of the system. James M. Hoak Jr. is president of Des Moines Cable, which, through its Hawkeye Cablevision subsidiary, holds a franchise for Urbandale, Iowa, cooperatively with multiple-CATV owner Cox Cable Communications (Cox is not involved in this transaction). The Creston system has about 44 miles of plant and serves 1,700 subscribers.

* Vikoa Inc., Hoboken, N.J., reports it has completed the acquisition of Pulaski (Va.) Cable Co. Inc. from Booth American Co. The system has 1,400 subscribers. Vikoa, a manufacturer of cable-system equipment, owns and operates 10 systems with approximately 50,000 subscribers.

Cox Cable joins in St. Louis venture

Cox Cable Communications Inc., Atlanta, last week announced the formation of a joint venture with Melhar Corp. to build and operate a cable system in St. Louis, the nation's 11th largest market.

Cox Cable will manage and develop the system, and eventually plans to acquire 51% interest in it. Melhar already holds the St. Louis franchise.

Under present plans, construction will begin next year, after the FCC adopts its pending cable rules. The total system would be 800 miles long when completed.

Financial consideration involved in formation of the joint venture was not disclosed.

Cox Cable, a subsidiary of Cox Broadcasting Corp., is the nation's second largest operator of cable systems, with a total of more than 235,000 subscribers.
filed, and so that testimony from Mr. Patti will become available.

That testimony is expected to come "in the near future" when Mr. Patti appears before a New York court to answer charges in connection with a civil suit in which ABC is seeking to recover compensation the network paid to United under the WMET, WMUR and KECC affiliation agreements. Mr. Patti, who is a co-defendant in the suit, was retained by Mr. Eaton as a "consultant" at the time that the payments were actually made.

Mr. Patti's anticipated testimony weighs heavily in this proceeding, the United petition said last week, because Mr. Patti has already stated in a court brief that there was no wrongdoing on his part and that any actions taken by ABC in regard to the Eaton stations "were fully directed and authorized by ABC, its officers and employees." Mr. Patti declined to testify in the FCC's investigation of the matter, United said, and his forthcoming court appearance "will corroborate Mr. Eaton's testimony as to the character of the payments made [by Mr. Eaton] to Mr. Patti."

But of more dire consequence, United indicated, are the ramifications of the hearing order upon the company's future viability. In order to document this fact, United literally laid its financial cards on the table. It disclosed the depths to which its faltering television operations have plunged.

As of last Oct. 31, United reported, WFLAN-TV had incurred an operating loss of $135,694 through 1971. WMET, in the same period lost $72,354; WMUR, $64,504; KECE, $58,949; and KIUKU, $89,524. In addition, United concealed, unamortized and unrecovered investments from television operations through Dec. 31, 1970, amounted to $992,780, $639,898 of which resulted from the construction and maintenance of WJMY.

In total, the firm's unamortized investments and TV operating losses at this moment are $4 million. The unfavorable TV returns have offset the gains generated by United's radio stations, the company said. The firm's net loss from all broadcasting operations in 1970 was $75,124, and its 1971 loss, as of Oct. 30, was $30,614.

NAB gets its bill into the House

Brodyhill introduces association's renewal measure; Frey and Collins also put forth similar proposals

Representative James T. Brodyhill (R-N.C.) has introduced the proposed license-renewal legislation completed earlier this month by a special task force of the National Association of Broadcasters (Broadcasting, Dec. 6).

Mr. Brodyhill, a member of the House Commerce Committee, introduced the measure on Dec. 2, the same day he reintroduced—with 37 co-sponsors—the renewal bill he offered last January.

Meanwhile, at the request of broadcasters in hill districts, two members of the Communications Subcommittee—Republicans James M. Collins (Tex.) and Louis Frey Jr. (Fla.)—have introduced bills similar to the Brodyhill-authored legislation. Spokesmen said the congressmen plan to talk to subcommittee Chairman Torbert H. Macdonald (D-Mass.) about holding hearings on the bills. And they are sending copies of the bills to broadcasters in their states, asking them to urge their congressmen to push for renewal legislation.

Mr. Brodyhill has already urged Commerce Committee Chairman Harley O. Staggers (D-W.Va.) to hold hearings, but has not received a positive commitment. Mr. Staggers said last week that he still has not decided whether to hold hearings next year. And, Mr. Macdonald is said to be cool to the prospect of hearings. Communications items that are likely to dominate his subcommittee's agenda next year are funding for the Corporation for Public Broadcasting, closed-circuit TV, children's television and possibly cable television.

The provisions of the renewal bills vary somewhat, but they have the common goal of affording broadcasters some degree of protection against competing applicants at renewal time.

Following is a summary of the principal license-renewal bills that have been offered in both Houses since the beginning of the 92d Congress:

* H.R. 12000, reintroduced by James Brodyhill (R-N.C.) and 37 co-sponsors on Dec. 2: This measure is identical to H.R. 539, which Mr. Brodyhill introduced Jan. 22. It adds a provision to Section 309(a) of the Communications Act stating that the FCC, "in acting upon any application for renewal of license...may not consider the application of any other person for the facilities for which renewal is sought." It directs the commissions to grant renewals if it "finds that the public interest, convenience, and necessity would be served thereby." If the FCC determines, after a hearing, that grant of the application would not be in the public interest, "it may deny such application, and applications for construction permits by other parties may then be accepted...."

* H.R. 12018, introduced by Mr. Brodyhill at the request of the NAB, on Dec. 2: Amends Section 307(d) of the Communications Act by striking the first two sentences and inserting a provision that "no license granted...shall be for a longer term than five years..." Licenses could be issued for up to five year periods and renewals could be granted for up to five-year terms if the FCC finds that the public interest would be served. In a renewal hearing, "an applicant for renewal who is legally, financially and technically qualified shall be awarded the grant if such applicant shows that its broadcast service during the preceding license period has reflected a good-faith effort to serve the needs and interests of its area as represented in its immediately preceding and pending license-renewal applications and if it has not demonstrated a callous disregard for law or the commission's regulations." If the applicant fails to make such a showing, it will be weighed against him in the hearing.

* H.R. 12019, introduced by James M. Collins (R-Tex.) on Dec. 2, and H.R. 12119 by Louis Frey Jr. (R-Fla.) on Dec. 8: Both amend Section 307(d) by

A near crisis

A long-standing fear that the 29-member radio board of National Association of Broadcasters could outvote the 15-member TV board (see page 47) almost came to pass once. It was at the NAB board's June 1965 meeting at Buck Hills Falls, Pa., when the TV board on a 9-to-4 vote and with one abstention, agreed to accept the recommendation by a split Future of Broadcasting Committee that called for support for federal legislation that would bar CATV from entering any market where there were three TV stations and where anyone had announced he was applying for a vacant UHF channel.

The radio board, meeting next day, voted down the FOB resolution. The impasse was resolved the following day when the joint board authorized the FOB to notify the FCC of its views, without adding the imprimatur of the association.

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At NAB another self-analysis

Vincent T. Wasilewski, determined to stay on, proposes review of the organization

Wasilewski, president of the National Association of Broadcasters, last week told the executive committee of the organization that he wants to continue as president. His administration has been the subject of criticism.

At the same time, Mr. Wasilewski recommended that a committee be appointed to study the mission and structure of the association and to make recommendations to the board at its mid-year meeting next year. The NAB's executive committee took no action on either issue. As explained by Richard D. Chapin (Stuart Enterprises, Lincoln, Neb.), NAB chairman, the issue of Mr. Wasilewski's tenure is up to the joint board whose next meeting is scheduled in March Island, Fla., Jan. 17-21.

Mr. Chapin noted that under the association's bylaws the election of a president requires affirmative votes by 75% of all directors but that if the board takes no action, Mr. Wasilewski automatically continues as president.

There is speculation that some disgruntled directors may use this procedure to move for Mr. Wasilewski's retenion and that this motion, if seconded and put to a vote, might fail to attract the support of three-quarters of the directors. In that case, it is believed, Mr. Wasilewski would be out of a job.

At attack on Mr. Wasilewski's leadership had been mounted last month by a group of radio board members, who initially called an informal meeting for Denver on Dec. 13. Early this month, however, the meeting in Denver was canceled when Andrew M. Ockershhausen, (Evening Star Stations, Washington), chairman of the radio board, called a special meeting of that body to hear discussions on any subjects for Monday, Jan. 17, two days before the official radio board meeting.

The NAB board schedule calls for meetings Jan. 17, the joint boards to meet Jan. 18, the radio board on Jan. 19, the TV board on Jan. 20, and the joint boards again on Jan. 21.

At issue is a growing dissatisfaction with the number of problems facing broadcasters, particularly in the congressional and regulatory spheres.

Mr. Ockershhausen told the executive committee last week that he had called the special meeting to permit radio members to "get things off their chests." He also noted that the special meeting, which could not, he stressed, take any official action, would save time at the regular formal radio board meeting that comes two days later.

Mr. Chapin reported that he had asked A. Louis Read (WDSU-TV New Orleans), chairman of the TV board, to appoint an observer to sit at the special radio board meeting.

Mr. Chapin noted that he had sent a letter to all board members explaining his position on the movement to depose Mr. Wasilewski.

In his Dec. 3 letter, he said that at the recent Las Vegas regional meeting he had been approached by a number of radio directors who expressed dissatisfaction with "certain areas" of the association's operation. At the subsequent Dallas meeting, he said, he was confronted with the same issues plus unhappiness with the license-renewal proposal of the association which was considered by a number of broadcasters as not strong enough (Broadcasting, Nov. 22).

Mr. Chapin commented in his letter that there had been an erroneous understanding that he was going to preside at the Denver meeting. He stressed that he had told the disgruntled directors that he would attend only if 15 or more attended and then only as an observer. "As chairman of the board," he wrote, "it was my obligation to be there and report the essence of the meeting, first to the executive committee and then to the entire board at the January board meeting."

Commenting that now that a special meeting of the radio board has been called, Mr. Chapin said he would be there. Mr. Ockershhausen, as chairman of the radio board, will preside at the meeting.

"Only through the unified action of the combined boards," Mr. Chapin concluded, "can the NAB ever hope to reach its full potential as the national representative of the broadcast industry."

As to Mr. Wasilewski's suggestion that a special committee be named to study the structure of the NAB, Mr. Chapin commented that it was aimed principally at studying the composition and voting rights of the two boards. Although it has never happened, he noted, under the association's bylaws the 29 members of the radio board could, in theory, overvote the 15 members of the TV board. There might be a change, he said, that would authorize the radio board to make final decisions on radio matters and the TV board on television issues. At present, he said, any NAB action must have the vote of the combined board.

Another element, Mr. Chapin said, is the possibility of a federation, a pro-

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posal that has been advanced from time to time as a better form of organization for the many different interests in the broadcasting business.

Mr. Chapin said he had asked the executive board members to think the Wasilewski idea over and to report their views at the next executive committee meeting, scheduled Jan. 6-7. If the executive committee agrees, Mr. Chapin said, he will appoint a committee. He also said there was sentiment for hiring outside consultants.

He also called reports of a proposed reorganization of personnel and responsibilities at the NAB decidedly premature. On matters of personnel and organization, he said, this was the board's prerogative since it had ordered the present organization early this year and no further personnel changes could be done without board direction. The new organization of NAB imposed three executive vice presidents as the top layer reporting to Mr. Wasilewski.

Other members of the NAB executive committee are Donald P. Campbell, (WMAR-TV Baltimore), vice chairman of the TV board; Wendell Mayes Jr. (KNOW(AM) Austin, Tex.), vice chairman of the radio board, and Willard E. Walbridge (Capital Cities Broadcasting Corp., Houston), immediate past chairman of the joint board.

**RIO is near to realization**

NAB executive committee accepts proposal for in-house counterpart to TIO

Radio broadcasters have been fuming ever since the Television Information Office's Roper studies showed that TV was first in the hearts of the public for news, believability, and the medium they most wanted to keep—while radio was No. 3, just above magazines. The latest Roper study was unveiled at the National Association of Broadcasters convention in Chicago last March (BROADCASTING, April 5).

This, coming on top of the loss of cigarette advertising which radio men blamed totally on TV, generated a move to establish a radio information office that would promote and defend radio just as TIO does for TV. Last week, the establishment of an RIO was close to accomplishment.

A three-man National Association of Broadcasters committee, named last June to investigate the feasibility of an RIO, reported that one should be organized—under the supervision of James H. Hulbert, executive vice president for public relations of the NAB.

Initially, the group recommended, the RIO should consist of a director and a secretary, with extra help from other members of the NAB public-relations department. Its primary mission would be to guard radio from being threatened by attacks on broadcasting principally aimed at television—such as, it was noted by one advocate, the prospective move by the Federal Trade Commission to impose limits on advertising directed at children (BROADCASTING, Dec. 6).

The recommendation was accepted by the executive committee of the NAB at its meeting in Washington last week. The three-man RIO subcommittee was asked to submit its report to the board, meeting in Florida Jan. 17-21.

Members of the study group were Frank A. Balch, WJOY-AM-FM Burlington, Vt., chairman; Wendell Mayes Jr., KNOW(AM) Austin, Tex., and J. Kenneth Marston, WIXI(AM) Jackson, Tenn. They were appointed at the June board meeting after a formal resolution was submitted calling for an RIO, by Philip Spencer, WCSS(AM) Amsterdam, N.Y. (BROADCASTING, June 21, 28).

Opting for "in-house" office, explained by Mr. Balch, is a logical outgrowth of the present radio activities carried on by the public-relations department. It was also felt, he said, that in the interest of avoiding the proliferation of broadcast organizations, it would be best to make the contemplated RIO a function within the NAB, with some reallocation of funds to help in the initial period. There is an unspoken hope that someday RIO might be financed as well as TIO and be as active.

TIO is underwritten by a $75,000 grant from NAB and an equal sum from each of the networks. The remainder of its $650,000 annual budget comes from station groups and individual stations. It operates autonomously, with its own board of directors, and is headquartered in New York. RIO, it is felt, someday might reach this status.

**Another post facto denial petition**

Although the FCC deadline for filing petitions to deny California broadcast license renewals passed a month ago, some citizen groups in that state continue to pour over station records with an eye open for something they might have missed or, in the case of Marcus Garvey Wireless and his Community Coalition for Media Change, something they did not have time to examine prior to the deadline.

Mr. Wilcher's organization last week
filed a challenge against the renewal of Golden West Broadcasting’s KSFO (AM) San Francisco, charging that the station had slighted minority groups in its public-affairs programming, community-needs ascertainment procedures and employment practices. It was the second past-deadline petition to deny in San Francisco that Mr. Wilcher’s name has been connected with, and the sixth since the current barrage being made on California broadcasters began on Nov. 1.

The KSFO petition claimed that the station’s programming was devoid of any offering aimed specifically at minority-group problems. It contended that KSFO has failed to go into the ethnic communities of the Bay Area and seek out suggestions from residents, and further claimed that the station’s contacts with its audience are almost exclusively “all white and all male.” Additionally, the petitioners complained that KSFO employs only six minority-group members on a staff totaling 69, and that none of these have advanced to a managerial level.

NAB rallies forces for renewal bill

Executive committee pushes Broyhill measure; campaign urged for early hearings

The word was “go” last week to promote congressional legislation to give broadcasters some protection at license-renewal time.

The executive committee of the National Association of Broadcasters, at its meeting in Washington, voted to call for backing of the “Broyhill bill” and to ask broadcasters to press for hearings early next month when the second session of the 92d Congress begins.

The Broyhill bill is the NAB-proposed legislation which Representative James T. Broyhill (R-N.C.) introduced on Dec. 2 (see page 46).

This calls for a five-year license term and requires the FCC in a hearing to renew a license when the broadcaster shows that he has made a good-faith effort to implement his promises of previous and pending renewal applications. If the broadcaster has shown a “callous” disregard for law or FCC regulations, it calls for the commission to “weigh” this attitude against the license renewal applicant (Broadcasting, Dec. 6).

NAB officials are working to persuade someone who ranks high in the Democratic leadership of the House or Senate to introduce the same bill, hopefully with a number of co-sponsors.

NAB President Vincent T. Wasilewski issued a statement late last week noting that H.R. 12018 “most nearly meets the criteria set up by the NAB task force.” The six-member task force was established last September to lead the fight for renewal legislation. Chairman of that group is Mark Evans, public-affairs vice president of Metromedia Inc., who is based in Washington.

Terming the need for hearings “essential,” Mr. Wasilewski called on broadcasters to seek from their congressmen help in persuading the House Commerce Committee to hold hearings as soon as possible.

Noting that H.R. 12018 is only one of several bills that have been introduced relating to license renewals, the NAB president said: “Differing words and approaches can be resolved later—but hearings are essential.”

Meanwhile, William Carlisle, NAB’s vice president for television who is staff coordinator on the license-renewal legislation campaign, has begun organizing a massive membership drive to win friends and influence congressmen and senators in behalf of H.R. 12018. Late last week he was drafting a letter to 7,000 broadcast licensees asking their support and their cooperation in seeing their congressmen and senators. Through the renewal task force he was aiming to establish regional chairman to work with state associations as well as state chairman of the Future of Broadcasting Committee (which originally had been organized for the cable-TV threat). Mr. Carlisle said last week that he wants every congressman covered by a broadcaster from the congressman’s district.

Mixed bag for NAB executive committee

A move to establish a committee of the National Association of Broadcasters to write proposed revisions of the FCC’s engineering standards that now apply to radio was authorized last week by the executive committee of the NAB.

The six-man NAB steering committee authorized George Bartlett, the association’s vice president for engineering, to name the committee to study the provision of Section 73 of the FCC’s rules and standards and to formulate a new package for submission to the FCC.

The move, it was said, has the acceptance of the FCC at the staff level, and is part of a drive to persuade the commission to “deregulate” radio, recommended last October by Clay T. Whitehead sol director of the Office of Telecommunications Policy (Broadcasting, Oct. 11).

Among other actions taken by the
NAB executive committee at its meeting in Washington last week:

- Named two new members to the CATV negotiating committee. They are Robert E. Krueger (KTVB-TV Boise, Idaho), president of the Rocky Mountain Broadcasters Association, and Robert E. Davis, KWKX(AM) Pocatello, Idaho. Their addition to the committee provides new clout for mountain states broadcasters who have been objecting to those provisions of the CATV compromise plan that do not make special allowance for small-market stations in the western areas of the country (Broadcasting, Nov. 29).
- Agreed to accept observers at board meetings from the Television Bureau of Advertising and the Radio Advertising Bureau on a formal, regular basis. At the last two NAB board meetings, there was a TVB representative present, but only on an ad hoc basis. There never has been an observer from RAB at an NAB board meeting. The converse has not been a problem, since prominent broadcasters, many of them NAB board members, are on the TVB and RAB boards.

* Authorized adding a specialized half day to the six regional fall conferences for the holding of a radio management workshop. This would be limited to 60 radio broadcasters and a fee would be charged. It would take place the afternoon of the day before the regular fall conference.
* Turned down a suggestion that NAB establish a WATS line for incoming calls so that members could call NAB headquarters without cost. It was felt that it would cost too much and that members might abuse the privilege.

A wide-ranging Whitehead in Hollywood

He fears fairness threat to press, defends TV, sees advertising and pay-TV in cable future

The specter of government moving into the regulation of magazines and newspapers was raised last week by Tom Whitehead, director of the Office of Telecommunication Policy. At a news conference in Beverly Hills, Calif., prior to a scheduled talk to a luncheon meeting of the Hollywood Radio and Television Society, Mr. Whitehead said that there now "seems to be a very strong sentiment in Washington to extend its tentacles," and he indicated that these "tentacles" may reach into print media.

"The more you regulate," he said, "the more you have to regulate to keep the regulations working."

Mr. Whitehead said that the Communications Act was written to be a technical law, but that over the years it has come to be the basis for some "very pervasive" FCC regulations to govern program content. He said that the commission has shifted more and more from the rationale of technical regulations to rationales covering such things as the power of the media and the degree of monopoly control.

"These kinds of rationales," he said, "apply directly to print media. If things continue to drift as they have, some people in this country may succeed in getting the fairness doctrine applied to newspapers." Mr. Whitehead added that he considers it a "very dangerous interpretation" that the fairness doctrine is part of the First Amendment.

He said there are two ways the government can try to get the press to be what it thought it ought to be. One way—an approach, he stressed—that he did not favor—was for the government to regulate the press, tell it what is fair, what is objective reporting: tell it, too, the kinds of things it has to cover. Another approach is for the government to set up the economics so that the press can be independent of government pressure.

"When you have that condition," Mr. Whitehead said, "when the press is an independent fourth estate, an establishment of its own, then you have the conditions that are conducive to a good, strong, give and take between the press and government."

The issue of the economic independence of the media was much on Mr. Whitehead's mind. He stressed it time and again, explaining during his news conference that "I'm one of those people who happens to believe that business, properly structured and given the right incentives, does serve the public interest." Challenged on this point, he flatly declared: "I don't think television exploits the public." He said that the way commercial television is set up today "it is not economically feasible" to program for the minority audience. On the other hand, he said, "it's economically feasible and all the incentives are there" to program for the mass audience.

But his talk also focused on the future. Visualizing lots of channels and the low transmission costs of cable TV, he sees "exciting new opportunities" for television to reach new specialized audiences ("not just minority audiences of special ethnic or cultural interests") and to provide mass-appeal programming as well.

Where is the money going to come from to support this new mixed setup of mass-appeal and specialized programming? Mr. Whitehead wondered if a mixed economic system for the electronic media wouldn't provide the answer. "In a mixed system, funds would be provided by subscribers only if a different kind of programing is offered," he said.

"Specialized-interest programs could generate the subscriber revenues they need to be viable, but they won't replace mass-appeal programs on either cable or broadcast channels."

Mr. Whitehead assured his audience of mass-appeal programers that "there always will be mass-appeal programs and advertisers willing to spend billions on them." Still, he wanted them to know that "the important thing is that a mixed system would provide more diversity in both mass-appeal and special-appeal programs."

During his news conference, Mr. Whitehead renewed in carefully phrased, politely stated terms, his criticisms of public broadcasting—mainly that there is too much centralization (Broadcasting, Oct. 25). He said that there are signs that the Corporation for Public Broadcasting "is putting too many of its eggs in the national basket and that the local stations are just getting left the droppings." Mr. Whitehead indicated that "there ought to be a balance" and that "it probably ought to be more towards local programing."

He agreed with a reporter's supposition that public-broadcasting people "are being tempted by ratings." He also agreed that there is a "tendency for money to have some influence on programing, particularly Ford Foundation money." Qualifying his observations by saying he didn't want to get into the business of making charges against the Ford Foundation, and adding his belief that Ford Foundation people "are sincere and conscientious," Mr. Whitehead nevertheless said, "I think it's clear they exercise some kind of judgment over the kinds of programing they want to put on." He explained this in saying:...
"Any organization, whoever it is, be it the Ford Foundation or any individual, who has lots of money and wants to spend that money for certain kinds of programming, it's kind of obvious that you'll see that kind of programing on the air." Again, though, Mr. Whitehead emphasized that he was not saying that Ford Foundation people "use the power of funding the programs to go in and say, 'now, look, I want you to be favorable to this or that cause.'"

**House Commerce: ins, out, in-betweens**

Staggers, Macdonald, Van Deerlin will likely run again in '72; Springer is already out, and several remain undecided

With November 1972 just around the political corner, it is the season for much speculation as to who on the Hill will or will not seek re-election. Some already are announcing their intentions. Of immediate concern to broadcasting: Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, has announced that he plans to seek re-election next year. This came amid rumors that the 64-year-old congressman planned to retire or run for governor of his home state.

Mr. Staggers has served in the House since 1949. He has been on the Commerce Committee since 1951 and has served as its chairman since 1966.

Late last month William L. Springer (R-III.), ranking minority member on the committee announced that he would not seek a 12th term (Broadcasting, Nov. 22).

Samuel L. Devine (R-Ohio) is next in line to succeed Mr. Springer as ranking minority member and ex-officio member of the five Commerce subcommittees.

Senior majority members of the Communications Subcommittee—Chairman Torbert H. Macdonald (D-Mass.) and Lionel Van Deerlin (D-Calif.)—are expected to run again.

But ranking Republican Hastings Keith (Mass.) said he will not make a decision on his re-election plans until next spring. He added that he would like to continue dealing with problems relating to fisheries, power supplies, communications and the environment either in or out of Congress. And, he said, he would consider a federal appointment in these areas if it were offered. In a recent redistricting plan, Mr. Keith lost seven districts, including his home town of West Bridgewater.

Clarence Brown (R-Ohio) could succeed Mr. Keith as ranking minority member of Communications if Mr. Keith decides not to run again.

On the Investigations Subcommittee, Ray Blanton (D-Tenn.), next une Mr. Staggers on the subcommittee majority, will either try again for his congressional seat or run for the Senate against Senator Howard Baker Jr. (R-Tenn.). The remaining member on the subcommittee majority, J. J. Pickle (D-Tex.), will also run again next year.

On the minority side of Investigations, Mr. Springer is ranking Republican. The only other Republican on the subcommittee, Richard Shoup (Mont.), will seek re-election.

**Cable channels: how to identify them?**

The FCC last week collected feedback on two proposals that have been put forth as solutions to the channel "identity crisis" on CATV systems. Both drew mixed reviews.

The first proposal is the commission's own. It would require cable systems to identify locally originated programming by the name of the operator and channel, and would prohibit the use of four-letter call signs for CATV program-identification purposes (Broadcasting, Oct. 25).

The second motion was advanced by WXTV (TV) Paterson, N. J., about the same time. It would, supposedly, eliminate the "discrimination" shown by CATV to UHF stations carried on cable systems by forcing cable operators to designate the original channels of all television stations they carry, and by standardizing detent-tuning devices on TV sets hooked up for cable reception (Broadcasting, Oct. 25).

The National Cable Television Association, which has objected to the WXTV proposal, last week told the FCC that it generally supports the commission's rulemaking. The proposed FCC rule, it said, "would formalize a growing recognition of the importance of CATV program origination." ABC and the Association of Maximum Service Telecasters also supported the FCC. On the other hand, National Trans-Video Co. said the anticipated benefits of such a rule would be outweighed by the problems it might create and it would again relegate cable to a "second-class citizen" form of federal regulation.

Trans-Video said the WXTV proposal embodies a theory that any CATV regulation that would benefit broadcasters should be passed, regardless of the burden it might place on cable.
A boost for public interveners
Administrative Conference says agencies should foster citizen participation

The Administrative Conference of the United States last week took official notice of the rising tide of public-interest-group participation in federal-agency proceedings: It approved a recommendation calling on administrative agencies, like the FCC and Federal Trade Commission, to adopt procedures that would facilitate that participation, without at the same time "impairing" the performance of their duties.

However, the most controversial aspect of the recommendation as proposed—a section urging the agencies to experiment with methods of helping the groups to meet necessary expenses "in trial-type proceedings"—was stricken before final approval.

The conference, holding its sixth plenary session, in Washington, also postponed until its next meeting, in June, a proposed recommendation that agencies permit radio and television coverage of their proceedings, "subject to appropriate limitations and controls."

The recommendation on public participation, which was drafted by a committee headed by Max Paglin of the FCC, notes that Congress, the courts and the agencies themselves have broadened the standing accorded individuals and citizen organizations to participate in agency proceedings.

And, it says, "agency decision-making benefits from the additional perspectives provided by informed public participation." But at the same time, it said, the scope and manner of public participation that is "desirable" in agency proceedings has not been "delineated."

The FCC particularly has seen an increasing number of citizens' groups participating in its proceedings. Most are concerned with license-renewal and station-sale matters. But the public-interest law firms that represent the groups are also participating in rule-making and inquiry proceedings.

The recommendation adopted by the conference calls on agencies to take a number of steps to facilitate public participation in notice-and-comment rulemaking proceedings. And in on-the-record and adjudicative hearings, it says, "public participation should be freely allowed" where agency action is "likely to affect the interests asserted by the participants."

It says intervention should depend on a balancing of various factors, including the prospective interveners' interest, the agency of the representation provided by existing parties, the ability of the prospective interveners to present relevant evidence and its effect on agency performance.

And, noting that "the cost of participation can render the opportunity to participate meaningless," the recommendation says agencies "have an obligation" to reduce that cost. It says agencies should bar the expense of transcripts and avoid, where possible, requirements for multiple copies of pleadings and should experiment with making their experts available to citizens' groups.

But, by a vote of 35-to-13, the conference refused to go along with the committee proposal that agencies be urged to experiment with means of helping groups meet their expenses. One method suggested was allowing attorney fees and costs to interveners "that have assisted the agency in the successful resolution (including settlement) of a proceeding."

The 11-member council that directs the work of the conference had disapproved the provision by a vote of 6-to-1. A member of the council, Marion Harrison, a Washington attorney, said he objected to the provision on the ground that it went beyond facilitating participation to "encouraging" it. Other members of the conference expressed the view that if Congress were to make additional money available to the agencies, they should use it to strengthen their own staffs.

Another provision disapproved by the council, by a 4-to-2 vote, was accepted by the conference. It urges the agencies to take whatever steps "may be feasible" to inform the public about their proceedings. One suggestion was a monthly bulletin of scheduled proceedings "in which public-interest intervention may be appropriate."

The 83-member conference—about 60% of the members are drawn from government or government-organization whose function is to recommend methods of improving agency procedures. Its recommendations are not binding. However, it routinely checks on whether they are being implemented.

MediaNotes

More for Mutual * Mutual Broadcasting System has signed seven new affiliates: KZON-FM San Diego; WENZ(M) Highland Springs, Va.; WCNW-AM-FM Fairfield, Ohio; WECF(M) Orange, Mass.; WMNA(M) Gretna, Va., and WXRK(M) Winston-Salem, N.C.

New consultant * Gladmon Enterprises has opened in Vienna, Va., and will handle communications consulting, political advertising, government marketing, adult education and fund raising. William T. Gladmon will head the operation at 1847 Hunter Mill Road.

Canada

Waters seeks to purchase Montreal radio-TV complex
One of the largest transactions in Canadian broadcasting history was set into motion formally on Dec. 1 when Allan Waters, president and major shareholder of CHUM Ltd., Toronto, filed application with the Canadian Radio Television Commission to purchase, for $19,245,000, an 80% interest in Marconi's CFCF-AM-FM-TV and shortwave complex in Montreal. The package includes what is claimed to be North America's oldest operating radio station, and is highlighted by CFCF-TV's key position in the largely voluntary Canadian Television Network.

Mr. Waters, who advanced from office boy to president with a station he has made one of Canada's most profitable, promises heightened competition for CTV production in Montreal. The network to date has been programmed primarily by CFTO-TV Toronto. Some observers see the Waters move into Montreal as a shot at English-language communication in that city. At the same time other observers question Mr. Waters's wisdom in investing heavily in Quebec at a time when that province has steadily threatened the use of the English language.

English-owned Marconi was ordered to divest itself of 80% of the CFCF operation under the Canadian ownership rules of the commission. As few other qualified buyers are in evidence, it is considered likely the application of Mr. Waters will receive approval by CRTC.

The addition of the CFCF holdings would make CHUM Ltd. one of the three largest broadcasting conglomerates in Canada, with broadcast holdings throughout the country, which include the cities of Toronto, Ottawa, Halifax, Sydney (Nova Scotia), Peterboro (Ontario) and Montreal.

Canada approves Toronto UHF
The Canadian Radio Television Commission has made public a Nov. 25 decision to approve an application for the country's first commercial UHF station, to begin broadcasting next year in Toronto. The successful applicant is headed by Phyllis Switzer. Shareholders include former Canadian Broadcasting Corporation producer Mose Znaimer and folk singer Sylvia Tyson. The station, whose calls letters have yet to be assigned, is scheduled to begin operation next fall. The new commercial UHF station will broadcast on ch. 79 with 31 kw video and 3 kw audio.

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Labor abandons ideas on salesmen's salaries

The Department of Labor has dropped a proposal that would have imposed a weekly salary test on "outside salesmen" (as opposed to a retail-store clerk, for instance), including those working for broadcast stations, in order to determine who would be exempted from wage-hour laws.

The Labor Department's move was announced Dec. 2 in the Federal Register. It also at that time reported it planned no action on broadcast proposals to exempt broadcast newsmen from present wage-hour regulations.

All outside salesmen at present are exempt from provisions of the wage-hour law. The Department of Labor proposal would have continued the exemption only in the limited category of outside salesmen who earn salaries of $80 to $85 a week.

Broadcasters opposed this move, which would have required work records to be kept and overtime paid to those making less than the minimum wage scale, on the ground that much of broadcast salesmen's working time is irregular, and that the minimum-wage levels would impose a hardship on small-market stations in the hiring of new and inexperienced salesmen. It also was noted that most experienced salesmen earn more than $125 weekly.

Although the campaign to exempt broadcast newsmen from wage-hour laws failed, Ron W. Irion, director of broadcast management of the National Association of Broadcasters, said last week that he intended to press the question.

Broadcasters told the Labor Department that newsmen today are virtually professionals and most are paid well above the $140 weekly wage that is the criteria for exempting professionals from wage-hour laws. Mr. Irion told a Labor Department hearing earlier this year that broadcast newsmen in 1969 averaged $200 weekly, and in larger markets the annual salary for newsmen ranged from $12,000 to $15,000 (Broadcasting, Feb. 15).

Who's to test satellite for Alaska?

That's question rival applicants raise after Comsat seeks permission to do it

To at least two applicants for authority to establish domestic communications-satellite service, the FCC notice last month had a slightly suspicious ring. The commission, it said, had received an informal application from the Communications Satellite Corp. to relocate its 16-foot portable earth station from Washington to Alaska to conduct tests of television reception in remote geographical areas under severe environmental conditions.

Comsat had told the commission that tests would be made with the encouragement of the state government, which regards communications-satellite service as essential. It planned to ask the governing body of Intelsat for permission to use the Intelsat 4 satellite, due to be launched late next month, for the test. Intelsat routinely permits free use of its satellites for tests to advance the telecommunications-satellite art.

But MCI Lockheed and RCA Alaska Communications Inc. (whose application for a domestic system was filed with RCA Globecom) apparently saw something more than a simple desire to obtain technical data in the Comsat proposal. They wrote the commission urging it not to permit Comsat to use the tests as a means of gaining an advantage over other applicants for domestic-satellite authorization; there are eight proposals for such service now pending before the commission.

They said Comsat should be directed to inform the Intelsat governing board —the Interim Communications Satellite Committee—that free use of the Intelsat space segment should be made available to parties other than Comsat. In addition, RCA Alascom filed an application for authorization to conduct its own communications-satellite tests in Alaska and suggested the establishment of a technical committee composed of government agencies and other domestic communications-satellite applicants to determine the technical problems that could be resolved by experiment.

These expressions of concern apparently had an effect. At the ICSC meeting, now under way in Washington, Comsat, which represents the U.S. in Intelsat, is seeking free access to the satellite for the Alaskan tests, but not for itself. The FCC will determine later which party will conduct the tests, and under what conditions. The commission will meet with the interested parties in an effort to reach that determination.

ICSC is also scheduled to consider another proposal of Comsat's for experimental use of the Intelsat system, one that has not run into trouble. It involves a National Science Foundation project for transmitting meteorological data from an unattended earth station in Jamesburg, Calif., for relay to the Stanford Center for Radar Astronomy. Tests of the equipment are now being conducted, and the experiment is scheduled to start in January. Commercial use of the Antarctica station is in prospect if the experiment is successful.

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BROADCASTING, Dec. 13, 1971
ETV's get more time on remote requirements

Noncommercial UHF broadcasters will have until April 30, 1974, to bring their facilities into compliance with the standards adopted by the Commercial Control Operations into compliance with the FCC last March (Broadcasting, March 22). The commission last month ruled that since educational UHF's would require more time to gather funds to meet the tightened regulations advanced in the March notice, an additional two-year grace period for these stations is in order. Commercial UHF's must comply by April 30, 1972.

Under the March order, all TV stations using remote control must inspect their transmitting facilities five times a week, instead of the previous weekly inspection requirement. Several commercial U's had asked for either a waiver of this requirement or a five-year grace period; the commission denied those requests last week.

The commission also dismissed several petitions for reconsideration of standards it introduced for vertical interval test signals to be used in monitoring remote control broadcasts.

Sony gets exemption

Sony Corp. has been granted a waiver of the FCC rules on marketing and technical standards in connection with Sony's model VP-1000 videocassette player. The action will permit the sale and distribution of the unit under the standards comparable to those currently proposed in an FCC rulemaking pertaining to restricted radiation devices. The commission determined that the unit meets the technical standards proposed under the current rulemaking for class I television devices. Under the waiver, the unit can operate on TV channels 3 and 4.

The grant stipulated that units marketed by Sony comply with the technical standards proposed in the current rulemaking (exclusive of type acceptance), and that such units continue to comply if and when the proposed rules are adopted.

Focus On Finance

Teleprompter gain paces CATV stocks

Price passes 100 mark in brisk trading week; other issues up for year

Rapid trading in the shares of Teleprompter Corp. stock last week pushed the price past the 100 mark at midweek—a 17% point jump from its previous week's standing on the Broadcast Stock Index (page 56). (And it advanced still another 7% points on Thursday, Dec. 9.) Ironically, Wall Street's bullish position on the company presumably was precipitated by news that Irving Kahn had been sentenced to five years on charges of bribery, conspiracy and perjury in connection with the grant of a cable franchise in Johnstown, Pa. (a sentence subsequently stayed pending appeal), and his consequent removal from control of the company for whose fortunes he had been most responsible. Teleprompter itself was found guilty of bribery charges in the same court proceeding.

A Broadcasting analysis of the market performance for all CATV stocks on its index for 1971—comparing the prices for Jan. 7 with those for Dec. 8—put Teleprompter 28.4% ahead for the year (see box). This performance, while among the leaders in the field, was by no means the strongest. That title went to Burnup & Sims, Florida-based telephone-CATV equipment supplier, which during 1971 jumped 182.9% in market price (with two stock splits along the way). Four other CATV issues also billed Teleprompter in percentage, if not point, performance: Tele-Communications, up 47.2%; Sterling Communications, up 39.1%; American Electronic Labs., up 35.7%; and Cypress Communications, up 33.9%.

Of the 19 companies on the Broadcasting index both in January and last week, 12 showed advances for the year, while seven lost ground. The principal loser was Ameco, off 72.1%.

MGM opts to buy Las Vegas hotel

Metro-Goldwyn-Mayer Inc., Culver City, Calif., last week was given approval by stockholders to purchase Las Vegas property from the film company's major stockholder, financier Kirk Kerkorian. Shareholders, at the company's annual meeting, voted overwhelmingly in favor of a controversial plan to acquire the nonoperative Bonanza Hotel in Las Vegas from Mr. Kerkorian for some $5 million.

The purchase of the hotel is the first step by MGM in a previously announced plan to build a major hotel and casino in Las Vegas. Earlier in the week, a federal judge in New York denied a motion by an MGM stockholder to block a vote on the hotel purchase at the annual meeting. The proposal to approve the agreement between MGM and Mr. Kerkorian for purchase of T.L. Corp., holder of the assets of the closed Bonanza hotel, was the major issue at the three-hour, often commotational meeting. Mr. Kerkorian, who holds some 39% of MGM's stock, is the sole owner of T.L. Corp.

Columbia's top brass tighten belts too

Columbia Pictures Industries, which suffered a loss of $28.8 million in the fiscal year ended last June, advised stockholders last week that its top management has "voluntarily agreed" to salary reductions until the company returns to a profit position.

Leo A. Jaffe, president of CPI, told shareholders at the annual meeting that two directors, Serge Semenenko and Donald S. Stralem, who "have special

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<td>-5%</td>
<td>-72.1%</td>
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<td>American Electronic Labs.</td>
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<td>4%</td>
<td>+1%</td>
<td>+35.7%</td>
</tr>
<tr>
<td>American TV &amp; Communications</td>
<td>19%</td>
<td>21%</td>
<td>+2%</td>
<td>+10.1%</td>
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<tr>
<td>Burnup &amp; Sims</td>
<td>6%</td>
<td>22%</td>
<td>+14%</td>
<td>+182.9%</td>
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<tr>
<td>Cablecom-General</td>
<td>14%</td>
<td>13%</td>
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<td>-9.4%</td>
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<tr>
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<td>2%</td>
<td>2%</td>
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<td>-100%</td>
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<tr>
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<td>12%</td>
<td>12%</td>
<td>-2%</td>
<td>-16.7%</td>
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<tr>
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<td>11%</td>
<td>+1%</td>
<td>+11.1%</td>
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<td>7%</td>
<td>9%</td>
<td>-1%</td>
<td>-12.1%</td>
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<tr>
<td>Cox Cable Communications</td>
<td>21%</td>
<td>22%</td>
<td>+1%</td>
<td>+22.1%</td>
</tr>
<tr>
<td>Cypress Communications</td>
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<td>9%</td>
<td>-1%</td>
<td>-16.7%</td>
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<tr>
<td>Entron</td>
<td>3%</td>
<td>2%</td>
<td>+1%</td>
<td>+22.2%</td>
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<tr>
<td>General Instrument Corp.</td>
<td>17%</td>
<td>18%</td>
<td>-1%</td>
<td>-5.6%</td>
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<tr>
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<td>3%</td>
<td>+1%</td>
<td>+33.3%</td>
</tr>
<tr>
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<td>-5%</td>
<td>-26.5%</td>
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<td>100%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
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<td>9%</td>
<td>+1%</td>
<td>+12.5%</td>
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<td>16%</td>
<td>14%</td>
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<td>-14.3%</td>
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<tr>
<td>Vixor</td>
<td>9%</td>
<td>7%</td>
<td>-1%</td>
<td>-12.5%</td>
</tr>
</tbody>
</table>

* Jan. 7 price adjusted to reflect stock splits.

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BROADCASTING, Dec. 13, 1971
deals with the company for their services also have agreed to take reductions in their retainers.

Mr. Jaffe did not specify the amount of reductions in the salaries of the top executives. But those participating in the pay reduction, he said, are Abraham Schneider, chairman; Mr. Jaffe; Jerome S. Hyams, senior executive vice president; John H. Mitchell, president of the Screen Gems division, and Stanley Schneider, president of Columbia Pictures division.

Total remuneration for the fiscal year ended June 26 amounted to $260,000 for Abraham Schneider; Mr. Jaffe, $221,000; Mr. Hyams, $208,000; and Stanley Schneider, $161,200.

Mr. Jaffe related that he expects a loss in the second quarter of fiscal 1972, ending Dec. 31, but did not mention a figure. In the first quarter of this fiscal year CPI showed a loss of $1.1 million. He said he expected “better results” in the second half of fiscal 1972.

Company Reports

- Meredith Corp., publisher and station-group owner, reported an increase in revenues and earnings for the three months ended Sept. 30.

- Revenues 7,369,153 6,183,683
- Net income $1,299,552 1,017,852

- ASI Communications, Inc., New York-based broadcasting company, reported a net loss on a 12.9% increase in revenues for the nine-month period ended Sept. 30, compared with the same period last year.

- For the nine months ended Sept. 30:

- Revenues 7,369,153 6,183,683
- Net income $1,299,552 1,017,852

Insider Trading in October

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for October (all common stock unless otherwise indicated):

- American Electronics Labs—M. M. Rosen made initial purchase of 1,000 shares. J. H. Riebman sold 700, leaving him 364.
- Ampex—J. E. Brown made initial purchase of 100 shares. H. Walske liquidated his holdings by selling all 100 shares in his possession.
- John Blair—R. A. Hemm sold 1,000 shares, leaving him 19,000.
- Cablecom-General—Wife of Director H. J. DeLynn liquidated her holdings by selling 600 shares. Mr. DeLynn has no current common stock interests.
- Capital Cities Broadcasting—D. D. Burke sold total of 5,000 shares, leaving him 20,000. J. P. Dougherty also sold total of 5,000, leaving him 23,890. K. M. Johnson sold total of 11,200, leaving 16,000. T. J. McMillen sold 10,000, leaving 62,694. P. K. Oxen sold 900, leaving 8,000.
- Chris-Craft Industries—A. L. Hollender made initial purchase of 1,000 shares.
- Collins Radio—D. Barenz Jr. made initial purchase of 500 shares. R. Anderson, through trust, made initial purchase of 1,000 shares. He holds no common shares personally. W. W. Booth made initial purchase of 200. W. F. Rockwell Jr. purchased same of 1,000 shares, as did R. C. Wilson, also 1,000.
- Columbia Pictures Industries—Wife of D. S. Stralem bought 6,300 shares, giving him 52,858. Mr. Stralem holds 16,604 personally and 98,265 through trusts.
- Cox Broadcasting—R. D. Rice sold 128 shares, leaving him 300 personally and 204 through family. L. A. Swanson, through joint tenancy, sold 100, leaving 270 in tenancy. He holds no personal common shares.
- Walt Disney Productions—M. L. Bagnall sold 200 shares, leaving 420. N. Brown bought 300, giving him 1,156.
- Dun & Bradstreet—G. E. Keefe sold 350 shares, giving him 4,780. J. R. Schoenert bought 1,000, giving him 1,758. (Transactions implemented through company’s stock bonus plan.)
- Foote Cone & Belding—R. L. Edens Jr. bought from issuer 19,000 shares, giving him 19,000.
- Fuqua Industries—J. A. Gome bought 5,000 shares and sold total of 6,100, giving him balance of 3,332 personally and 276 through wife as custodian. H. M. Nowlan Jr. sold 220, leaving him 510. Mr. Nowlan also sold 5,000 worth of 74% convertible subordinated debentures, leaving him none of such stock at end of month.
- Gable Industries—A. G. DiFalco liquidated his common holdings by selling 578 shares.
- General Electric—A. E. Andres made initial purchase of 1,720 shares. L. W. Ballard sold 1,200 shares, leaving him 258 personally. 212 in savings plan and 200 through wife. A. M. Buche bought 1,844, giving him 2,610. J. R. Charlter liquidated present common holdings by selling 196 shares. W. H. Demler sold 1,410, leaving him 10,972. S. C. Gaul bought 1,456, giving him 1,604. H. P. Gough bought 1,424, giving him 5,312 personally. 1,020 through trusts, 240 as custodian and 92 in savings trust. R. D. Moore purchased 3,342, leaving 2,028. J. B. McKitterick, through wife, sold 400, leaving her 400. Mr. McKitterick owns 3,020 personally. 919 through savings plan. D. S. Moore purchased 1,500, giving him 1,704 personally and 208 through savings and security program. J. F. Welch Jr., through family, sold 200, leaving 198 in family’s name. Mr. Welch holds 116 through savings plan; he owns no shares personally.
- Gulf & Western—C. C. Bluhdorn bought 69,463 shares personally and 28,366 through corporation, giving him 469,463 shares personally and 301,259 through corporation.
- Kinney Services—A. J. Frankel bought 120,150 shares personally. 23,069 through trusts. 1,334 through wife, and 14,044 at custodian, giving him 127,150 personally. 23,068 through trusts. 1,334 through wife and 14,044 as custodian. (Mr. Frankel is former officer and director.) W. V. Frankel purchased 232,444 and sold total of 60,000 shares, leaving him with personal balance of 232,444 shares. His family, through Mr. Frankel made initial purchase of 10,400 shares and Mr. Frankel additionally purchased initially 51,368 for trusts. S. L. Lewis bought 5,882, giving him 13,182 personally and 3,000 through wife. P. Milstein made initial purchase of 79,771. M. Rosenhall sold 1,000 personally and 100 through trusts, leaving him 162,404 personally and 14,020 through trusts. He also holds 79,125 through wife and 200 through children’s trusts. J. B. Select bought 214, giving him 80,558 through trusts. 83,000 personally and 28,600 through wife. M. A. Swig sold total of 89,000, leaving him 83,000 personally.

Gates circularly polarized FM antennas combine mechanical ruggedness with transmission reliability. They are constructed of a special brass alloy to withstand corrosion from salt-laden air and industrial gases. Performance-proven Gates antennas are available with one to sixteen bays. Accessories include 300 watt or 500 watt heaters, radomes, and automatic heater control systems for protection against icing. Null fill and beam tilt are also available. Select the right antenna from the four circularly polarized antennas offered by Gates: Dual Cylind for high power; Dual Cylind II for medium power; Dual Cylind III for low power and the Directional Dual Cylind antenna.

For complete details, from the leading supplier of FM antennas, write Gates Radio Company, 123 Hampshire Street, Quincy, Illinois 62201.
bought 430 shares through family and 22,728
through trusts, both of which signified initial pur-
chases. A. J. Frankel disposed of his personal
preferred stock (60,075 shares) as well as the 11,514
shares of such stock he held in trusts, 667 through wife and 7,022 as custodian. W. V. 
Frankel also disposed of his preferred holdings,
which amounted to 116,322 shares personally,
111 through wife, 5,089 through daughter,
and 25,684 in trusts. S. L. Lewis sold 2,441 shares
of series A preferred convertible stock, leaving him
5,000 such shares. P. Milstein disposed of his
39,886 shares of preferred series A stock. J. 
Rahall did same with 107 such shares be held in
trusts. M. A. Swig disposed of his personal hold-
ings of class A preferred stock, liquidating 433
such shares as well as 215 such shares held
through family and 11,364 in trusts. (Mr. Swig
is former director.) All of preceding transactions,
with exception of Mr. Rosenblatt’s sale of com-
mon stock, represented conversions or exchanges.

- Lamb Communications—E. H. Lamb bought
200 shares of common stock, giving him
2,275 such shares personally and 2,101,407 through
Lamb Enterprises (late report).

- Lee Enterprises—A. Magnuson bought 200
shares, giving 1,700 personally and 1,800
through wife, C. C. Waterman Jr., through wife,
bought 100. Mr. Waterman has no personal
holdings.

- LIN Broadcasting—C. E. Unterbergs, through
Tower Co. trading account, purchased 4,495 shares
and sold 2,311, giving account balance of 3,000.

- Magnavox—James V. Schery sold total of 2,000
shares, leaving him 13,780.

- MCA Inc.—Firm’s stock investment plan
purchased 2,306 and sold 82 shares, giving plan bal-
ance of 37,146.

- Motorola—P. D. Lynch liquidated holdings by
selling 800 shares. E. P. Vander Wicken bought
4,000, giving him 8,000.

- A. C. Nielsen—G. E. Blecha sold 900 shares
of class A common stock, leaving him 351.

- Pacific & Southern—Fox Wells & Rogers, benefi-
cial owner, sold 75,000 shares, leaving 434,823.
H. Fox and J. G. Rogers, both indirect owners
through Fox, Wells & Rogers, personally hold
5,373 and 300 shares, respectively.

- PKL Co.’s—J. F. Shima liquidated his assets
of class A common stock, resulting in all 1,500
shares of such stock in his possession.

- Post Corp.—J. V. Loewi, through Loewi & Co.
trading account, bought total of 4,467 shares and
sold total of 2,637, leaving balance of 1,838 in

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**Broadcasting StockIndex**

A weekly summary of market activity in the shares of 115 companies associated with broadcasting.

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>51%</td>
<td>51%</td>
<td>+ %</td>
<td>51%</td>
<td>25</td>
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<tr>
<td>ASI Communications</td>
<td>O</td>
<td>3%</td>
<td>2%</td>
<td>+ %</td>
<td>4%</td>
<td>2%</td>
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<td>Capital Cities</td>
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<td>45%</td>
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<td>29</td>
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<tr>
<td>CBS</td>
<td>CSS</td>
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<td>45%</td>
<td>+ %</td>
<td>46%</td>
<td>30%</td>
</tr>
<tr>
<td>Cox</td>
<td>CXX</td>
<td>37</td>
<td>35</td>
<td>+ 2</td>
<td>37%</td>
<td>17%</td>
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<tr>
<td>Gross Telecasting</td>
<td>GGG</td>
<td>A</td>
<td>11%</td>
<td>11%</td>
<td>+ %</td>
<td>16</td>
</tr>
<tr>
<td>LIN</td>
<td>LIMB</td>
<td>O</td>
<td>14%</td>
<td>12%</td>
<td>+ %</td>
<td>15%</td>
</tr>
<tr>
<td>Mooney</td>
<td>MOON</td>
<td>O</td>
<td>7%</td>
<td>7%</td>
<td>- %</td>
<td>9%</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PSOU</td>
<td>O</td>
<td>10%</td>
<td>9%</td>
<td>+ 2%</td>
<td>17%</td>
</tr>
<tr>
<td>Rheem</td>
<td>RAL</td>
<td>O</td>
<td>10%</td>
<td>9%</td>
<td>+ %</td>
<td>16%</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SCRP</td>
<td>O</td>
<td>20</td>
<td>20</td>
<td>+ 0%</td>
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</tr>
<tr>
<td>Star</td>
<td>SDB</td>
<td>A</td>
<td>21%</td>
<td>21%</td>
<td>+ %</td>
<td>34</td>
</tr>
<tr>
<td>Talt</td>
<td>TFB</td>
<td>N</td>
<td>41%</td>
<td>38%</td>
<td>+ 3%</td>
<td>44%</td>
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</tbody>
</table>

**Total** 63,101 $2,400,134

**Broadcasting with other major interests**

| AV | N | 15 | 14% | + % | 16% | 12% |
| Bally Media | BMC | A | 3% | 3% | + % | 8 | 2% |
| Boston Herald-Traveler | BHLD | O | 20 | 20 | + 0% | 25 | 18 |
| Chris-Craft | CCC | N | 6 | 6% | + % | 9% | 5% |
| Combined Communications | COM | O | 22% | 21% | + 1% | 24% | 10% |
| Cowles Communications | CWL | N | 11% | 10% | + 1% | 13% | 8 |
| Dun & Bradstreet | DNB | N | 63% | 61% | + 2% | 64% | 52% |
| Fugue | FGA | O | 19% | 18% | + % | 20% | 21% |
| Gable Industries | GBI | N | 21% | 20% | + 1% | 24% | 9% |
| General Tire | GCI | N | 55% | 54% | + 1% | 60% | 32% |
| Gray Communications | GY | N | 26 | 24% | + 1% | 28% | 21% |
| ISC Industries | ISC | S | 6 | 6% | + % | 7% | 6% |
| Kansas State Network Inc. | KSNI | N | 6% | 6% | + % | 7% | 6% |
| Lamb Communications | LNT | A | 16% | 16% | + % | 20% | 20% |
| Liberty Corp. | LC | N | 17 | 16% | + % | 24 | 18% |
| Meredith Corp. | MOP | O | 24% | 22% | + 1% | 25% | 19% |
| Meredith Cables | MET | N | 27 | 25% | + 2% | 30% | 17% |
| Multimedia Inc. | MCI | O | 32% | 32 | + % | 34% | 25% |
| Outfit Co. | OTU | N | 15% | 14% | + % | 24 | 12% |
| Pan Am Corp. | PAM | N | 18% | 16% | + % | 20% | 10% |
| Publishers Broadcasting Corp. | PUB | O | 2% | 2% | + 0% | 4% | 1% |
| Reeves Telecom | RBT | N | 21% | 21% | + 0% | 37% | 2 |
| Rollins | ROL | N | 45% | 43% | + 1% | 45% | 35% |
| Rust Craft | RUS | A | 23 | 20% | + 2% | 23 | 18% |
| Scheiber-Plough | PLO | N | 86% | 86% | + % | 86% | 60% |
| Store | SBK | N | 25% | 25% | + % | 33% | 19 |
| Time Inc. | TL | N | 50 | 50 | + 0% | 62% | 40% |
| Trans-National Communications | TRN | N | 1% | 1% | + % | 1% | 1% |
| Turner Communications | TCR | O | 2% | 2% | + 0% | 4 | 2 |
| Wometco | WOM | N | 15% | 15% | + 0% | 23% | 14% |

**Total** 146,458 $9,924,825

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**CATV**

| ACO | O | 2% | 2% | + 0% | 12% | 1% |
| American Electronic Labs | AELBA | O | 4% | 4% | + % | 10 | 3 |
| American TV & Communications | AMTV | O | 21% | 20% | + 1% | 25% | 19% |
| Burtness | BSIM | N | 22% | 22% | + 0% | 36% | 20% |
| Cablecom-General | CCG | A | 12% | 10% | + 2% | 17% | 9% |
| Cable Information Systems | COMU | O | 8% | 8% | + % | 11% | 7% |
| Cable TV Financial Corp. | CFN | O | 12% | 11% | + 1% | 13% | 11% |
| Columbia Cable | CCAB | N | 11% | 11% | + % | 15% | 9% |
| Communications Properties | COMU | O | 8% | 8% | + % | 11% | 7% |
| Cox Cable Communications | CCC | A | 9% | 8% | + 1% | 10% | 7 |
| Cypress Communications | CYPR | O | 9% | 8% | + 1% | 10% | 7 |
| Entron | ENT | O | 2% | 2% | + 0% | 4% | 3% |
| General Instrument Corp. | GRL | N | 18% | 17% | + 1% | 20% | 13% |
| LVO Cable Inc. | LVOC | O | 8% | 7% | + % | 10% | 7 |
| Sterling Communications | STR | O | 8% | 8% | + % | 10% | 7 |
| Tele-Communications | TCOM | O | 19% | 18% | + 1% | 22% | 12 |
account. Mr. Loewi holds 600 shares personally.

- RCA—C. M. Odorizzi sold 2,000 shares, leaving 37,118 personally and 380 through wife as custodian. M. B. Seretan sold 35,000, leaving 1,432,103 personally, 4,000 through wife and 65,536 through trusts.
- Walter Read Organization—A. D. Emil, through corporation, sold $100,000 worth of convertible subordinate debentures, leaving none either personally or through corporation. N. Schermerhorn liquidated holdings in same by selling $3,000 worth (the sale is private transaction). M. Emil, through corporation, made initial purchase of 75% convertible subordinate notes: Mr. Schermerhorn made initial purchase of $3,000 worth of same.
- Rolls Inc.—J. W. Rolls sold total of 12,600 shares, leaving him 652,910 personally, 6,394 as custodian and 3,150 through wife.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Dec 8</th>
<th>Closing Dec 1</th>
<th>Net change</th>
<th>High 1971</th>
<th>Low 1971</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teleprompter</td>
<td>TP A</td>
<td>100%</td>
<td>63%</td>
<td>+17%</td>
<td>100%</td>
<td>56%</td>
</tr>
<tr>
<td>Television Communications</td>
<td>TVCM O</td>
<td>9%</td>
<td>8%</td>
<td>+5%</td>
<td>100%</td>
<td>5%</td>
</tr>
<tr>
<td>Viacom</td>
<td>VIA N</td>
<td>14%</td>
<td>13%</td>
<td>+1%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Viola</td>
<td>VHS A</td>
<td>7%</td>
<td>6%</td>
<td>+1%</td>
<td>14%</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Programming

<table>
<thead>
<tr>
<th>Network</th>
<th>Stock symbol</th>
<th>式出口 (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Pictures</td>
<td>CPS N</td>
<td>62,000</td>
<td>175,000</td>
</tr>
<tr>
<td>Disney</td>
<td>DIS N</td>
<td>102,000</td>
<td>1,522,500</td>
</tr>
<tr>
<td>Filmways</td>
<td>FWA A</td>
<td>10,000</td>
<td>60,250</td>
</tr>
<tr>
<td>Four Star International</td>
<td>FSI O</td>
<td>26,000</td>
<td>138,000</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>GFW N</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>Kinney Services</td>
<td>KNS N</td>
<td>23%</td>
<td>17%</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA N</td>
<td>17%</td>
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<tr>
<td>MGM</td>
<td>MGM N</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>MUSC O</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Time-Tape Productions</td>
<td>TT N</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Transamerica</td>
<td>TAN N</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Walter Reade Organization</td>
<td>WALT O</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Warner Corp.</td>
<td>WCO A</td>
<td>9%</td>
<td>5%</td>
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### Service

<table>
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<tr>
<th>Band</th>
<th>Stock symbol</th>
<th>Approx. shares out (000)</th>
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<td>Service</td>
<td>BJ N</td>
<td>2,597 37,007</td>
</tr>
<tr>
<td>ComSat</td>
<td>CQ N</td>
<td>10,000 56,250</td>
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<tr>
<td>Creative Management</td>
<td>CMA A</td>
<td>9,699 6,111</td>
</tr>
<tr>
<td>Doyle Dane Bernbach</td>
<td>DOY N</td>
<td>193,934 401,311</td>
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<tr>
<td>Enkin Institute</td>
<td>ELKN O</td>
<td>1,904 4,002</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
<td>FCB N</td>
<td>2,196 21,411</td>
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<tr>
<td>Grey Advertising</td>
<td>GREY N</td>
<td>1,209 15,717</td>
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<tr>
<td>Interpublic Group</td>
<td>IPC N</td>
<td>1,673 21,813</td>
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<tr>
<td>Marvin Josephson Assoc.</td>
<td>MRVN N</td>
<td>825 6,699</td>
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<td>LaRoche, McCaffrey &amp; McCcall</td>
<td>LRC N</td>
<td>585 8,289</td>
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<td>Marketing Resources &amp; Applications</td>
<td>MRA N</td>
<td>505 4,293</td>
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<tr>
<td>Movielab</td>
<td>MOV A</td>
<td>1,407 2,814</td>
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<td>MPO Videotronics</td>
<td>MPO A</td>
<td>557 2,016</td>
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<td>Nielsen Co.</td>
<td>NLS N</td>
<td>507,016 204,647</td>
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<td>Ogilvy &amp; Mather</td>
<td>OGL N</td>
<td>1,098 36,716</td>
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<td>PKL Co.</td>
<td>PKL N</td>
<td>778 5,057</td>
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<td>J. Walter Thompson</td>
<td>JWT N</td>
<td>2,703 106,599</td>
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<td>Transmedia International</td>
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<td>134 134</td>
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<td>Wells, Rich, Greene</td>
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### Manufacturing

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<td>Admiral</td>
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<td>5,163 89,062</td>
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<td>Ampex</td>
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<td>10,875 130,500</td>
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<td>CGA Electronics</td>
<td>CCA N</td>
<td>881 3,234</td>
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<td>Collins Radio</td>
<td>CRI N</td>
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<td>CEC N</td>
<td>2,434 7,594</td>
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<td>Converse</td>
<td>CAX N</td>
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<td>Zenith</td>
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### Standard & Poor Industrial Average

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<td>110.53 108.23</td>
<td>1.58</td>
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<tr>
<td>N-New York Stock Exchange</td>
<td>110.53 108.23</td>
<td>1.58</td>
</tr>
<tr>
<td>O-Over-the counter (bid price shown)</td>
<td>110.53 108.23</td>
<td>1.58</td>
</tr>
</tbody>
</table>

Shares outstanding and capitalization as of Dec. 1.

* Prices not available.
** Price as of Nov. 29.
† Price as of Dec. 9.
Broadcast Advertising

Carl O. Uren, advertising manager, Chevrolet Motor Division, General Motors Corp., Detroit, appointed director of national advertising. Appointment is part of major reorganization of firm’s advertising, emphasizing greater specialization in division’s marketing efforts. Other changes include: H. J. Cordes, assistant manager, appointed manager of passenger-car advertising. T. Russell Chick, former VP and account supervisor, Campbell-Ewald, Detroit, appointed manager of truck advertising. Richard P. Loughman, dealer management consultant in Atlantic Coast region. New York, appointed assistant advertising manager, succeeding Otis H. DeRussy Jr., who becomes assistant zone manager at Houston. Ronald Timmington, administrator of advertising media, appointed assistant manager of department. Robert V. Clevely Jr., administrator of advertising budgets, also appointed assistant department manager.

Walter Kaprielian, VP and creative director, Ketchum, MacLeod & Grove, New York, named senior VP.

Alan J. Glass, creative director, N. W. Ayer & Son, New York, elected VP.

Mary Ellen Campbell and Joseph McNell, copy supervisors, and Eben W. Keyes Jr., account supervisor, all BBDO, New York, elected VP's.

Daniel A. Nichols, associate creative director, Needham, Harper & Steers, Chicago office, elected VP.

Charles (Bud) Meehan, national sales manager, WNEW-TV New York, named VP.

Lawrence P. Loelto, assistant treasurer, Ogilvy & Mather, New York, joins Peters, Griffin, Woodward there as VP of finance.

John Pincetich, with Peace Corps, Honolulu, joins Milici Advertising there, as VP and director of PR.

Cyril C. Penn, associate media director, McCann-Erickson, New York, joins Ross Roy of New York Inc. as media group head.

Phil Benblatt, research director, Edward Petry Co., New York, joins Tele-Rep there in same capacity.

Eula Casello, media supervisor, Ralph Jones Co., Cincinnati agency, resigns after 20 years with firm. No future plans were announced.

Arthur Wright, senior VP and director of commercial production, Cunningham & Walsh, New York, assumes additional responsibilities of manager of creative services.

Charles Gowl, copy group head, J. Walter Thompson Co., New York, joins Warwick & Legler there as creative supervisor.

Nella C. Manes and Frederick M. Harris, senior VP's, Ehrlich-Linkins & Associates, Washington, named executive VP's. Mrs. Manes is also treasurer of agency and Mr. Harris among founding principals.

Lita Asher, media director, Blaine-Thompson Co., New York, agency, joins CBS Broadcasting Services there in same capacity.

Anita Nole, with sales staff, WWDJ(AM) Hackensack, N.J., joins Edwin Lewis Advertising, New York, as account supervisor and associate media director.

Jay Carter, merchandising director for KFOX(AM) Long Beach, Calif., appointed director of merchandising for KABC(AM) Los Angeles.

George Beaudet, sales manager, KSHE-FM Crestwood, Mo., joins KADI-FM St. Louis as general sales manager.

Thomas W. Laughlin, VP and creative director, Leo Burnett, Chicago, joins Clinton E. Frank there as executive creative director.

The Media

Mr. Struthers, 32-year veteran with CBS, named VP for management development, CBS/Broadcast Group. Appointment follows announcement that Drew Brinckerhoff had been named CBS corporate VP for manpower management and James F. Sirmons had been designated corporate VP for personnel and labor relations (Broadcasting, Dec. 6). In new post Mr. Struthers returns to CBS/Broadcast Group from CBS Television Services division, where he has been VP, CATV international.

William C. Koplovitz, Jr., member of legal staff, National Association of Broadcasters, joins KOKI-TV Medford, Ore., as station manager.

Ron R. Barkley, manager, PM, background music service, division of KZTN-FM San Diego, appointed general manager of station.

Frank Chappell, with KARD-TV Wichita, Kan., joins Kansas State Network there

Triple-threat realignment at Blair Television

Mr. Kennedy Mr. Coveny Mr. White

Blair Television’s station division has realigned its sales organization in New York and Chicago by forming three new selling groups that will handle stations by network affiliation. Stations previously were assigned to “east/west” selling groups according to geographical location.

Three sales executives in New York have been named sales managers in charge of individual groups: Neil Kennedy, who joined Blair in 1968 as an account executive, heads the ABC group; Richard C. Coveny, on the New York sales staff, manages the CBS group, and John White, head of the New York division/east sales team since 1969, manages the NBC group.

Jack Fritz, vice president and general manager for broadcasting, John Blair & Co., said the new alignment more closely matches the way major New York and Chicago agencies are now buying. In Chicago A. Harry Smart and Leon Serruys will share management responsibilities for the groups.
as assistant to president, newly created position.

Tyrone Brown, staff director, Senate Subcommittee on Intergovernmental Relations, joins Post-Newsweek Stations, Washington, as VP for legal affairs, formerly responsibility held by Daniel E. Gold, now VP and general manager, wtop-tv Washington (Broadcasting, Oct. 25). Mr. Brown will also become board member and provide staff services for wtop-am-tv; wjxt(tv) Jacksonville, Fla.; wplg(tv) Miami, and wcky(am) Cincinnati. Mr. Brown has been associated with Washington firm of Covington & Burling and was previously law clerk to Chief Justice Earl Warren. In 1970 he was special investigator on President's Commission on Campus Unrest.

Kenneth Quaife, sales manager, kudl-(am) Fairway, Kan., joins kveg-am-fm Las Vegas as general manager.

Joseph Centola, assistant controller, Cowles Communications, group owner, New York, appointed to additional responsibilities as assistant treasurer.

Programming

David Sacks, executive assistant to Frank Price, senior VP, Universal Television, New York, named assistant VP in charge of children's programming.

Robert K. Hagel, VP in charge of studio facilities for Columbia Pictures, Hollywood, appointed general manager and chief operating executive of newly formed corporation, Burbank Studios Inc., Burbank, Calif. New corporation will provide below-line personnel for theatrical and television production for both Columbia Pictures and Warner Bros. Pictures, and also will provide personnel for Columbia Pictures TV commercial production activities as well as offering rental facilities to other companies.

Irving Townsend, VP, CBS/Columbia Group, West Coast, Los Angeles, appointed to newly created post of consultant to Clive Davis, CBS/Records Group. Mr. Townsend will be based in Hollywood.

Arden D. Moser, with sales staff, National Telefilm Associates, Beverly Hills, Calif., joins Cable Network Television, program producer there, as Western sales manager. Gary O. Langseth, VP for marketing, Lear Jet Corp., Denver, joins Cable Network Television, as Eastern sales manager, working out of firm's Denver office. Personnel appointments are concurrent with company's establishment of national sales offices in Los Angeles, Denver, Chicago and New York.

Barbara Shotel, talent coordinator, Mike Douglas Show, Philadelphia, appointed associate producer.

Tom Terito, producer-director, wdca-tv Washington, joins wtop(tv) St. Petersburg, Fla., as production manager.

Rebecca Eaton, with BBC Radio World Service, division of London-based, British Broadcasting Corp., joins noncommercial wbgl-fm Boston, as production director.

Bruce Lang, executive director of medical programs. Teletronics International, New York, elected VP, responsible for company's activities in video-cassette programs.

Broadcast Journalism

Peter Jennings, ABC News foreign correspondent based in Rome, appointed head of newly established bureau in Beirut, Lebanon.

Paul M. Steinle, Group W correspondent, Saigon, appointed to head newly established Hong Kong news bureau.

Aubrey Morris, news director, wsb(am) Atlanta; Ted Capener, VP in charge of news, ksl-tv Salt Lake City; Gary DeLaune, news director, kens-tv San Antonio, Tex., and Fred Hammond, wwl-(am) New Orleans news director, appointed to newsletter committee of Associated Press Broadcasters Association. Committee, which will function for 1972 calendar year, will continue under chairmanship of Dave Kelly, news director of wwi-tv Detroit.

Don Marsh, news director, wjz-tv Baltimore, appointed to similar position with ktvi(tv) St. Louis.

Cal Rains, news director, wks(AM) Orlando, Fla., joins wbsl-tv Columbus, Ohio, as anchorman.

George Lord, former CBS News correspondent, Washington, joins wtmr-(AM) Camden, N.J., as news director.

Mark Hyams, news editor and talk-show host, wlac-am-fm Nashville, appointed news director.

Joe Witte, with Geophysical Fluid Dynamics Laboratory, Princeton, N.J., joins king-tv Seattle as on-air meteorologist.

Promotion

Charles Flowers, novelist and former newsmen, joins Television Information Office, New York, as associate editor, reporting to Bert Briller, executive editor.

David H. Kenworthy, assistant promo-
tion director, WLX1-TV Indianapolis, appointed promotion director.

George F. Hoover, head of his own Hoover Communications, New York, PR firm, joins Westminster Broadcasting there as director of information services, responsible for PR and press-related activities for Group W's stations.

Equipment & engineering

Morley Kahn, director of marketing, Dynaco, broadcast-equipment manufacturer, Philadelphia, named VP and manager of U.S. operations, Dolby Laboratories, London-based broadcast equipment firm. He will be based in New York.

James N. Porter, manager of product development, Information media group, Memorex Corp., Santa Clara, Calif., tape manufacturers, joins Cartridge Television, Palo Alto, Calif., cartridge tape manufacturer, as director of marketing planning.

Nugent S. Sharp, senior engineer responsible for radio broadcasting, TV and CATV, Jansky & Bailey, Washington-based engineering and research firm, has opened engineering consultant offices to provide design and consulting services for management in communications. Address: 1500 Massachusetts Avenue, N.W., Washington.


Fred King, with WE1(AM) New Haven, Conn., appointed director of engineering.

Allied Fields

Joseph M. Gambatese, manager, news department, Chamber of Commerce of U.S., Washington, appointed communications general manager. Charles R. Armentrout, assistant manager of news department, succeeds Mr. Gambatese as department's manager. Prior to joining Chamber of Commerce, Mr. Gambatese was associate editor of Nation's Business, Washington, and communications consultant for General Electric, New York.

William Jay Wilson, executive VP, International Research Associates, Mamaroneck, N.Y., elected president of

For The Record

As compiled by Broadcasting, Nov. 30 through Dec. 7, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. sur.—cable. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directions antenna. ERP—effective radiated power. kHz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—secondary communications authorization. SH—specified hours. SSA—special service authorization. STA—temporary special authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. w—watts. w—watts. w—watts.

New TV stations

Action on motion
n Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles, (Los Angeles Unified School District and Viewer Sponsored Television Foundation) educational TV proceeding, extended to Dec. 27, time to file proposed findings (Docs. 19180-1). Action Nov. 29.

Other action

n Review Board in New York, TV proceeding, granted motion by Forum Communications Inc. for extension of time to Dec. 17 to file oppositions to motion by WPIX Inc. to enlarge issues. Action Dec. 3.

Existing TV stations

Final actions

n KIXE-TV Redding, Calif.—Broadcast Bureau granted license covering permit for changes. Action Dec. 1.

n WAPA-TV San Juan, P.R.—Broadcast Bureau granted license covering permit for aux. ant. Action Nov. 30.

n Port Arthur, Texas.—FCC removed mandatory stay imposed on Port Arthur Cablevision Inc., owner of CATV system scheduled to operate in Port Arthur, to permit proposed cable system to carry signals of four local television stations, KMVB (ch. 12) and KFDM-TV (ch. 6) both Beaumont, Tex., KJAC-TV (ch. 4) Port Arthur-Beaumont; and KPLC-TV (ch. 7) Lake Charles, La.; and signals of two distant television stations KHAF-TV (ch. 19) and KLTV (ch. 8) both Houston. Action Dec. 1.

Actions on motions

n Hearing Examiner Millard F. French in Montgomery, Ala. (Cosmos Broadcasting Corp. [WWSA-TV]), TV proceeding, set certain procedural dates; cancelled hearing scheduled for Dec. 2 and closed record (Doc. 16094). Action Nov. 30.

n Chief Hearing Examiner Arthur A. Gladstone

Daniel Starch & Staff Inc., research firm there whose interests include C. E. Hooper Inc., broadcast audience measurement firm. Mr. Wilson succeeds Oscar B. Lubow, who resigned effective Nov. 30.

Art Sherman, executive news director, WIP-AM-FM-TV Harrisburg, Pa., joins staff of Pennsylvania Governor Milton Shapp, as special assistant to James McHale, state agriculture secretary.

Robert K. Avery, assistant general manager, WDFM(FM) State College, Pa., appointed assistant professor of telecommunications, University of Utah, Salt Lake City.

International


Deaths

Tucker Ashworth, 39, former TV director, CBS, died Dec. 2, in Bronxville, N.Y., after lengthy illness. Mr. Ashworth was associate director of CBS daytime serial, Search for Tomorrow, until illness forced retirement.
hearing scheduled for Nov. 30; and closed record

- Hearing Examiner Millard F. French in Franklin
  and Hackettstown, both New Jersey (Louis
  Vanders- eld, Jr., Pittsburgh, Pa.) AM proceding,
  reopened record and scheduled hearing conference
  for Dec. 15 (Docs. 18251-2). Action Nov. 23

- Hearing Examiner H. A. Hong in Hum- 
  boids, Tenn. (Communications Associates Inc.),
  AM proceeding, granted motions by applicant
  for leave to amend its application to satisfy
  air hazard issue; to show changes of ownership
  in applicant corporation; supplemental equip-
  ment proposal from sponsor; projected annual
  expenses of operation of Merchants State Bank
  of Humboldt; correction of site coordinates;
  data concerning population and area to be served;
  and supplemental survey and programming informa-
  tion (Doc. 18987). Action Nov. 23.

- Hearing Examiner David L. Kraushaar in Jack-
  son, Ala. and Madison, Fla. (Vogel-Ellington
  Corp [WHOD] et al.), AM proceeding, granted
  motion of Vogel-Ellington Corp. and Vogel-
  McCreary Corp. and corrected the transcript
  (Docs. 18999, 19299). Action Nov. 23.

- Hearing Examiner David I. Kraushaar in San-
  juan and Midwest City, both Oklahoma (Creek
  County Broadcasting Co. et al.), AM proceeding,
  ordered that action will be withheld on pending
  pleadings by applicants until Dec. 9 with directive
  to parties either to submit affidavits Broadcast
  Bureau asks for or to explain any refusal to do
  so in pleading form by no later than Dec. 9 (Docs.
  13341-2, 13344). Action Nov. 29.

- Hearing Examiner Chester F. Naumovich jr. in
  Indianapolis, Omaha, Neb. and Vancouver, Wash.
  (Star Stations of Indiana Inc. et al.), AM and FM
  proceeding, scheduled further conference for
  Nov. 24 (Docs. 19122-25). Action Nov. 23.

**Network affiliations**

**CBS**

- Formula: In arriving at clearance payments
  CBS multiples network's station rate by 12.5 per
  cent compensation (which varies according
  to time of day) then by the fraction of hour
  substantially occupied by program for which
  compensation is paid, then by fraction of
  aggregate length of all commercial availabilities
  during program occupied by network commercial.
  CBS deduces 2.05% from network's work expenses
  weekly to cover expenses, including payments to
  ASCAP and BMI and interconnection charges.

- WHCT(AM) Hartford, Conn. (WHCT-Channel
  18, Division of RKO General Inc.) agreement
dated Nov. 1 and Nov. 18, 1972; time to file comments
  in time to file comments in table of assignments (Docs.

- Chief, Office of Opinions and Review in Denver
  (Action Radio Inc.), for renewal of license for
  KLKR, granted request by Broadcast Bureau and
  extended through Dec. 10 to time to respond to
  petition for reconsideration of order designating
  case for hearing by Action Radio Inc. (Doc.

- Chief, Office of Opinions and Review in Insker,
  Mich. (Bell Broadcasting Co. [WHCB]), AM
  proceeding, granted petition by Broadcast Bureau
  and extended through Dec. 10. Time to file comments
  relative to petition for reconsideration of com-
  missioning of special hearings and order by

- Chief Hearing Examiner Arthur A. Gladstone
  in Key West, Fla. (J. M. Spotswood), for
  renewal of license for WKWF, having under
  consideration Broadcast Bureau's motion to cancel
  answers to interrogatories pronounced to John M.
  Spotswood; scheduled oral argument for Dec. 6

**New FM stations**

**Applications**

- Talladega, Ala. — Jimmy E. Woodard. Seeks
  92.7 mhz, 3 kw, Ant. height above average
terrain 300 ft. (1041.3). Estimated construction
  cost 31,493; first-year operating cost $27,554.64;
  revenue $36,000; principals: Jimmy E. Woodard
  (100%). Mr. Woodard is president and general
  manager of Tallabassee Broadcasting Co., licensee
  of WFFY(AM) Talladega, and he is 33 1/3
  % owner of WAM(L) Live Oak. Ala. Ann. Nos. 1
  18.

- Yuma, Ariz. — KVOY Radio Inc. Seeks
  93.1 mhz, 3 kw, Ant. height above average
terrain 74 ft. P.O. address 699 Avenue B, Yuma, Ariz.
  85346. Estimated construction cost $15,700.00;
  first-year operating cost $20,500; revenue $24,000;
  principals: James M. Stowe, vice president, secre-
  tary, et al. Action 18948 in license of KVOY(AM)

- Cambridge, Mass. — Brant Broadcasting Co.
  Seeks 105.5 mhz, 3 kw, Ant. height above average
terrain 300 ft. P.O. address 1748 20th Ave. N.W.
  in Washington, Minn. 55122. Estimated construc-
  tion cost $393,400; first-year operating cost $40,500;
  revenue $57,000; principals: Jack D. Moore, presi-
  dent, and general manager (80%), et al. Mr. Moore
  is president, general manager and editor of the
  Boston Nother of Boston. Action 18948 in license of

- Cambridge, Mass. — BH Brant Broadcasting Co.
  Seeks 105.5 mhz, 3 kw, Ant. height above average
  terrain 300 ft. P.O. address 1748 20th Ave. N.W.
  in Washington, Minn. 55122. Estimated construc-
  tion cost $393,400; first-year operating cost $40,500;
  revenue $57,000; principals: Jack D. Moore, presi-
  dent, and general manager (80%), et al. Mr. Moore
  is president, general manager and editor of the
  Boston Nother of Boston. Action 18948 in license of
Summary of broadcasting

Compiled by FCC Dec. 1, 1971

Licensed On air STA* CP's

On air

Not

authorized

License

Commercial AM
3,438

3

13

4,354

57

4,411

Commercial FM
2,254

1

44

2,299

114

2,413

Commercial TV
500

2

5

510

17

527

Commercial TV-HF
178

0

0

178

0

178

Commercial TV-UHF
79

1

1

80

1

81

Educational FM
472

0

0

472

0

472

Educational TV-HF
85

3

3

88

3

91

Educational TV-UHF
110

0

0

110

0

110

Total educational TV
195

3

3

200

3

203

* Special Tempor ary Authorization.
1 Includes AM's on non-exclusive channels.
2 Includes educational stations.
3 Indicates four educational stations on non-exclusive channels.


- Duluth, Minn.—Stero Broadcasting Co. seeks 98.9 mhz., 100 kw. Ant. height above average terrain 432 ft. P.O. address Box 1109, Edinburg, Tex. 78539. Estimated construction cost $388,976.90; first-year operating cost $28,150; revenue $35,000. Owner: William H. Whitlatch, manager.

- Duluth, Minn.—Stero Broadcasting Co. seeks 98.9 mhz., 100 kw. Ant. height above average terrain 432 ft. P.O. address Box 1109, Edinburg, Tex. 78539. Estimated construction cost $388,976.90; first-year operating cost $28,150; revenue $35,000. Owner: William H. Whitlatch, manager.

- Authorizes Rule Board in Williammatewan, V. Va., FM proceeding, denied supplemental petition by Banana Broadcasting Corp. to bar issuance against Three States Broadcasting Co. Action Nov. 3.

Existing FM stations

Final actions


- KFLA-FM Scott City, Kan.—Broadcast Bureau granted license covering use of former main trans., and make changes in ant. system; ERP 100 kw.; ant. height 360 ft. Action Nov. 30.

- WBCN(FM) Boston.—Broadcast Bureau granted license covering changes; ERP 19 kw.; ant. height 740 ft. Action Nov. 30.

- WFPF-FM Atlantic City, N.J.—Broadcast Bureau granted license to install new ant. Action Nov. 30.


- WLOB(FM) Toledo, Ohio.—Broadcast Bureau granted license to install new ant. Action Nov. 30.

- WVBW-FM Xenia, Ohio.—Broadcast Bureau granted license covering changes; ERP 1 kw.; ant. height 500 ft. Action Nov. 15.


- KFIND(FM) Pasadena, Tex.—Broadcast Bureau granted license to install new ant. Action Nov. 29.

- WOXY-FM Hill, W. Va.—Broadcast Bureau granted license covering changes; ERP 25.5 kw.; ant. height 650 ft. Action Nov. 30.

- Review Board in Williammatewan, V. Va., FM proceeding, denied supplemental petition by Banana Broadcasting Corp. to bar issuance against Three States Broadcasting Co. Action Nov. 3.

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PROFESSIONAL CARDS

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
6400 Goldsboro Road
Bethesda, Md. 20034
(301) 229-6600
Member APOOB

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member APOOB

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsy Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

COMMERCIAL RADIO
CONSULTING ENGINEERS
Edward F. Lorentz
PRUDENTIAL BLDG.
341-1319
WASHINGTON, D.C. 20005
Member APOOB

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 20036
WASHINGTON, D.C. 20036
Member APOOB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2322 Telesky Ct. (703) 560-5800
Falls Church, Va. 22042
Member APOOB

COMMERCIAL RADIO
CONSULTING ENGINEERS
Everett L. Dillard
1302 18th St., Northwest
Washington, D.C. 20006
Member APOOB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
WE-6704
DALLAS, TEXAS 75209
(214) 631-8000
Member APOOB

SILLIMAN, MOFFET
& KOWALSKI
711 14th St., N.W.
Washington, D.C. 20036
Member APOOB

LOHNE & CULVER
CONSULTING ENGINEERS
1242 Munsy Building
Washington, D.C. 20004
(202) 347-8215
Member APOOB

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-3308
Member APOOB

JOHN B. HEFFELFINGER
9208 Wyoming Pl., Hilland 4-7010
KANSAS CITY, MISSOURI 64114

SILLIMAN, MOFFET
& KOWALSKI
711 14th St., N.W.
Washington, D.C. 20036
Member APOOB

JULES COHEN
& ASSOCIATES
Suite 716, Associations Bldg.
1715 North St., N.W.
Washington, D.C. 20036
Member APOOB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member APOOB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—B2036
Phone: Area Code 303-333-5562
Data phone (303) 333-7807
DENVER, COLORADO
Member APOOB

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

ROSNER TELEVISION
SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558
632-2821

SPOT YOUR FIRM'S NAME HERE
To be seen by 120,000* readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM FM TV and facsimile facilities.
*1970 Readership Survey showing 3.2 readers per copy.

Orrin W. Towner
Consulting Engineer
1100 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
104 S. Market St.,
Lee’s Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Cambridge Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

MERIT SAXON
CONSULTING RADIO ENGINEER
9616 Pinkeye Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

SERVICE DIRECTORY
Modification of CP's, all stations

WGOD-TV and WRMP, Mich.—Broadcast Bureau granted mod. of CP to change ERP to v. 537 kw; aural 107 kw; trans. location to 6420 E. Valley State College Road, and 48th Avenue, Allendale, Mich.; make changes in antenna structure; height: height 860 ft.; condition. Action Nov. 30.

K34AA, Newport, Neb.—Broadcast Bureau mod. of CP to change in trans. location and to make changes in ant. system in UHF translator. Action Nov. 30.

Ownership changes

Actions

KNCI(AM) Fortuna, Calif.—Broadcast Bureau granted assignment of license from Dale A. Owens to FGK Inc. for $135,000. Dale A. Owens is sole owner. Buyers: Joseph F. King, president and treasurer; Peter W. Tedesco, vice president; Mr. King is presently retired. Mr. Hernandez is Western office manager of H. R. Representatives, television representation firm in San Francisco. Action Dec. 1.

KDES-AM-Palm Springs, Calif.—Broadcast Bureau granted assignment of license from KDES Inc. to Tostoliet Broadcasting Corp. for $275,000. Sellers: Norma F. Lofthus, president, and L. Scott Lofthus, secretary, (10%); KDES is an affiliate of Colom.-Mich. Broadcast Bureau, the licensee of CP's, for 45% interest; buyers: Mr. L. Scott Lofthus, secretary-treasurer (10%); Mr. J. L. Tourtelot, president, (5%); Fred Breeden, vice president (45%); Mr. L. J. Tourtelot is presently vice president, and has 5% interest in Fred J. Tourtelot Co., which is a consolidated construction and electrical heating units. Mr. J. L. Tourtelot is salesman for KDES.

WWCM(AM) Brazil, Ind.—Broadcast Bureau granted assignment of license for $1,000,000. Buyers: Mr. J. L. Tourtelot, president, and Fred Breeden, vice president, for 10% of Mr. Tourtelot's stock interest in the station to Mr. Tedesco. Mr. Tedesco retains 90% stock interest. Action Oct. 26.

WLTC-TV Muncie, Ind.—Broadcast Bureau granted assignment of license to Tri-Cities Radio Corp. to Ball State University for $125,000. Owners: Mr. R. W. Wankel, television station manager, et al. Action Oct. 29.

WXCT(AM) Annapolis, Md.—Broadcast Bureau granted assignment of license to WAAM-AM, Harford County, primary owner, for $365,000. Sellers: Thurston S. Jenkins, et al., station owners: John W. Nogar, president (22.5%); Donald L. Costa, vice president; Charles J. Norko, vice president (22.5%); William J. Bishop, treasurer (22.5%); Secretary (22.5%); Mr. Nogar is vice president of Gateway Broadcasting Co. Inc., Columbus, Ohio. Mr. Costa is general sales manager of Gateway Broadcasting Co. Inc., Columbus, Ohio. Mr. Costa is general manager of Gateway Broadcasting Co. Inc., Columbus, Ohio. Mr. Shirey is general manager of Gateway Broadcasting Co. Inc., Columbus, Ohio. Mr. Nogar is also general sales manager of Eastern Broadcast Co. Inc., Columbus, Ohio. (continued on page 68)
Advertised:

Sales

BROADCASTING.

**Announcers Continued**

**RADIO Help Wanted**

**Management**

**Fairfield County, Connecticut AM and FM seeking experienced manager capable of taking full charge. Must know all FCC rules and regulations. Experience on sales and programming. Send complete resume, references, salary requirements, and when available for interview. Box M-19, BROADCASTING.**

A major station in a major mid-western market seeks an experienced capable sales manager. The successful applicant for this position will be able to effectively organize and direct the station's sales effort. Income will range from $30,000 to $30,000 per year during the first 2 years with appropriate increases thereafter. Reply in confidence to Box M-36, BROADCASTING.

If you won't work without a driver, don't speculate. We need person with management potential in knowledgable in transmitter operation, first ticket, who is a self-starter. Small medium-market community with lots of work. State full qualifications and references in first letter. Box D-45, BROADCASTING.

Asstmanager for Oklahoma daytime. Needs college background. Eventually manager, owner. Let me hear what you have to offer. Ed Livernose, Box 1370, Tulsa, Okla.

**Announcers Continued**

We have an opening for our fully-sponsored all-night shift on our new FM station. Must have a mature contemporary knowledge of country music. Three phones, experience, versatility are required. Radio is part of a major company—future is here. All we need is you. Send tape, resume details: Steve Peebles, KGRC, P.O. Box 10171, Oklahoma City, Okla.

**Display ads:**

Wanted: Salesmen /women. 28 and 29 years old. Must have displayed initiative and ability. Send photo and resume. Box 10275, BROADCASTING.

**Situations Wanted**

**Management**

Red Ink You've been hitting on one or more FM stations or have neglected AM while TV was knee-deep in money. But now you can afford money-losing radio properties. I can save that problem. Highly qualified young station manager. Proven record includes sales, programming, and management in 20 station media market. Expert in ratings and profits. Eleven A.M./V.M.F., Dedicated professional. Age 27, B.A., M.B.A. Top references. Seek larger station and market. Box M-18, BROADCASTING.

One of best, all-around general managers in radio, interested in move with solid people. Equally at home in large or small market. Box M-4, BROADCASTING.

Experienced manager with solid sales background. Call Charles Dull, 301-781-0998.

Improve your profit picture thru total operational and sales analysis. 4 weeks in station consulting basis. 205-338-0322 extenisons.

**Programming, Production, Others**

**Young, dynamic O.J., tight board authorative sales. Will relocate. Third endorsed.** Box L-241, BROADCASTING.

**Sports—medium market pro saes move upward. Experience includes baseball, football, basketball, press shore-talk-radio TV sports, specials.** Box L-269, BROADCASTING.

First phone, dependable, hardworking, much potential, improving. Will work hard, learn. Box L-268, BROADCASTING.

First phone—pro medium major market centerpiece or cop. Married/collage grad/top references. Box M-47, BROADCASTING.

Disc jockey/news/artist, experienced, dependable, tight board, third endorsed, prefer Northeast, Box M-50, BROADCASTING.

1st phone, former station manager, program director, sales. Have worked all formats. Military connected, married, will relocate. Box M-64, BROADCASTING.

First phone, Black DJ announcer, Experience in top 40, MOR radio, and in television engineering and production. Prefer mid-west, or east or west. Will also consider recording studio. Box M-87, BROADCASTING.

Intelligent talent Black announcer/news/sales, college graduate, creative, production minded. Radio or TV, both required. Must have broad musical knowledge a real jewe, next package deal $3rd tight swing. Young, trainable, not a basher. Write or phone for details. Box L-68, BROADCASTING.

Experienced jack, will, professionally trained, tight board, mature and dependable, 3rd endorser, looking for CW spot. Box M-77, BROADCASTING.

Post-employee—2nd phone wants week-end dir job country western In sunny Florida, Box M-80, BROADCASTING.

Reads well, prior experience. Dial 315-958-1543 or write Box M-82, BROADCASTING.

**1st phone, 1 year experience, college graduate wants rock and/ or sports. Box M-43, BROADCASTING.**

Wanted! A good rock steady station in Indiana-Ohio area for young (21) hard working jack and music director with first phone and experience. Great spot package deal 3rd tight swing. Show. 24 yrs, veteran, married. Top 40, progressive rock. Box M-36, BROADCASTING.

Find out about me without my boasting in an ad. 3yrs. 3rd endorsed or write. Box M-95, BROADCASTING.

Third, some college, three years experience, theatre background. Box M-95, BROADCASTING.

Young announcer willing to relocate. Looking for fulltime opportunity. Good voice, some experience, and third ticket endorsed. Tape and resume available upon request. Box M-97, BROADCASTING.

**Dixie locker, young, talented, good voice, Call Raymond David,

7-243-8060.**

**Hard working beginner—a resident school graduate school. Brooklyn, N. Y.** Box 137, 608-877-5341, 6 Seaview Avenue, New Jersey 80013.

**Comtemporay announcer looking for a progressive—rock station. 313-683-3743, Roby Young.**

**Classified Advertising**

Payable in advance. Check or money order only. Deadline for copy must be received by Monday for publication next Friday. No phone orders, please. No telephone calls accepted prior to deadline. Helps pay 30c per word—$2.00 minimum. Include one word for the word "BROADCASTING." All other classifications 25c per word—$2.00 minimum. Add $1.00 per Box Name and reply service (check ad), per issue.
Situations Wanted Announcers

Continued

Announcer, DJ, Nestleator, college grad, writing skills. Recent broadcast training, previous experience ABC-TV research sales. Some sports experience, 3rd encorced. C. Eoni, 245 East 78 Street S.A., New York, N.Y., 10021.

Progressive California rock-jock with 1st and B.S. in Telecommunications looking to relocate. 918-587-4589.


Dynamic duo, PAB, ARB proven number one molder and afternoon drive line air men. Medium market mid west country. Former network talent, learned the hard way. $250 weekly first min. And final class and endorsed. Tapes, resumes available. Phone 303-343-5203. Write 1406 Lee Street, Charlotte, N.C. 23591. Johnny Kane.

How about a startl Mitchel Peck, 212-295-4104.

Dynaml, heavyweigt DJ and/or PD with first sees a happy home (anywhere) where a pro is won. 263-626-6269 evesing.

First phone DJ, beginner limited. Experience. Sincere and dependable with creative ideas. Available immediately, Wil recite, Box 92605, 2200 Coldwater, Long Beach, California 90815. (213) 987-5937.


First class ticket—country, M.O., mood—preter small town Calif. or Oregon. Age 36, available early February. Tom Bacis, 514552, 1st phone, Box 92605, 2200 Coldwater, Long Beach, California 90815. (213) 987-5937.


Experienced: Four years, mid-west, strong news, broadcast all formats, sports, Remote. Community minded individuals. Draft exempt, WR radio operator. Mike T. E. Jr., 1250 Sherbrooke Road, Toledo, Ohio. Phone 419-475-3361 or 419-224-5132.

Technical

Maintenance engineer—15 years experience—first phone responsible. Box M-46. BROADCASTING.

F.C.C. 1st class licensed technician intenies electronic training anyone. No 1 in graduating class available immediately. Box M-70, BROADCASTING.

1st class technician experienced transmitter or studio. Available now anywhere. Call (215) 398-3238.

News

Jersies based reporter/photographer seeks staff correspondant or stringer with guarantee. Box M-81. BROADCASTING.

Fantastic, dynamic sportscaster and play-by-play man, recent college grad, looking for radio position, single, will relocate. Box M-82. BROADCASTING.

Young, aggressive newshaw with autonomous production experience seeks position in medium or major market. Advertisement. Newsly hired, news editor with major radio network. Box M-96. BROADCASTING.

News director of AM-FM in medium three stations market looking for permanent position. Family man with eighty years news and sports play-by-play looking for stability. No driller, Four years in present position. Readers and Selects, Box M-92. BROADCASTING.

 Recent grad. of broadcasting school, seeking WRJU. News, commercials, production. Fitz board, mature voice. Call anyone (203) 929-8221. Jerry Williams, 96 Waveny Road, Shelton, Connecticut 06484.


Managing, Production, Others

Major market jock looking for a programing position. Salary open. Box L-292. BROADCASTING.

Thirty year old grad mgp available to program for profit, promise for immediate success seeks other small market opportunity for permanent residence and opportunity. Box M-93. BROADCASTING.

Black P.D. available (515) 243-8673. Ask for his majesty.

1st phone, 2 years experience seeks employment with progressive in sales or production. Production oriented, will relocate. Call Barry 908-788-7730.

Programing Production, Others

Continued

Outstanding background. 4 years experience. 22, veteran, first string newsman. Box M-79, BROADCASTING.

Hi, I'm "Tony Michaels". Do you need a personality, witty copy or production man. Stabile, married willing to travel. Knows music m.o.-morn-programmer, 2nd phone to Michael A. Neil, 4750 Florida St., San Diego, Calif. 92118.

TELEVISION

Help Wanted Management

Assistant commercial manager with administrative ability and good track record for VHF in south west market. Box L-246, BROADCASTING.

Two professionals with radio and/or television general or sales management experience available to sell ads in national markets. Prefer Raleigh area. Salary $36,000+ with continuing renewal wage and equity option. But a gimmick prove one, accented sales development program being utilized by stations in 16 major groups including CBS, Hubbard, Continental. Letters or resume in confidence. Broadcast radio, 440 Cleo Court, Suite 1710, San Francisco, Calif. 94111 or leave message, 415-982-0443.

Sales

National sales manager with sales management know-how and drive for VHF TV, Box L-246, BROADCASTING.

Technical

CATV—Director of Engineering. To supervise operation of a two-way, 26 channel system in a major television market. Salary, high tens or low 20's, depending on experience and capability. Reply to Box M-164, BROADCASTING.

Opportunities with Texas VHF for reliable, well qualified Assistant Chief Engineer. Box L-243, BROADCASTING.

Experienced transmitter engineer, and trainee with first class license, needed by Texas Gulf Coast VHF, Box L-249, BROADCASTING.

Maintenance supervisor for a top major market all color television station located in midwest. Send resume to Box M-9, BROADCASTING.

Chief engineer, VHF in midwest. Good technical knowledge and able to supervise techs. Send resume to Box M-27, BROADCASTING.

Television broadcaster engineer with transmission and production experience. Opportunity available immediately in Springfleld/Hartford area. Provide resume of experience to Box M-76, BROADCASTING.

Transmitter or studio engineer, Maintenance responsibility includes RCA-ITU-12V transmitter, or TRT-4TR. Chief engineer, WPAT, TV, Parker, W. Va.

News

Proven small market TV news director with 15mm and on-air experience wanted for rapidly growing VHF television operation, heavy emphasis on local and regional news with gate, VHF and TR. Box 9468, BROADCASTING.

Group owned station in SE seeks anchor-man, bright, ambitious, for mid day position. Send complete resume, sales, VHF and TR to Box M-81, BROADCASTING.

Experienced newswoman who can operate 16mm, get all the facts, write and edit her story, will find a home in our operation. Salary above average for this size market. Job is open now. Send resume, references and photo to, Mr. Ralph Johnson, News Director, P.O. Box 957, Tyler, Texas.

Wildwest...reporter with mature delivery...we need a "double threat man", who can field report, deliver on the air, shoot silent and sell not...process and edit. Send complete resume including salary request, VHF or audio tape and recent picture to Box M-84, BROADCASTING.

Anchorman, experienced in writing, and producing and television news, Job also exists outside assignement work, Fall open. Send type, photo and resume (personal references from all markets are encouraged). Centrally located and a challenge. E.O. gae, all positions. Box M-85, BROADCASTING.

Programing, Production, Others

Offering twenty great years station, agency. P.RI experience to solid medium market station where all my talents are needed. Located in market, with large studio facilities and full agency and agency writing and producing and behind reporters (ten years broadcast news) Result sells all, Young, M.A. married. seeks permanence. Box L-381, BROADCASTING.

Producer/production man. 24, B.A., single. draft exempt. Two years experience in all phases studio work plus scripting, producing in medium market. Seeks producer-director or writing position. Will relocate. Box M-53, BROADCASTING.

A take charge, ambitious, young man seeks greater programing/production opportunity in a small market. One year experience as production-manager. Trained in 4th major AM/FM TV market. B.A. in R.T.V. film. Box M-87, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw x 10 kw AM and FM transmitters. New used Guaranteed. Radio Supply Corp., 1314 I Street S.W., Aikens, Wash. 78640.

Used black and white equipment in operating condition, miro-phones, cameras, two studio and film chains, switchers, zoom lenses, etc. Send list of your surplus and sale price to Bledwin, 1815 South 2500 East. Salt Lake City. 801-665-1246.

PM transmitter in good operating condition with extra. Prefer low w.c. located in nearby state for on site inspection. Send details and price to Tom Church, KRFM, P.O. Box 1098, Pocatello, Idaho 83250.


For Sale Equipment

Hallas-aynxles. Large stocks bargain-priced listed and certified. Please call, Guarantee Radio Supply Corp., 1314 I Street S.W., Aikens, Wash. 78640.

BROADCASTING, Dec. 13, 1971
INSTRUCTIONS Continued

Elkins in Minneapolis ** 4103 E. Lake St.
Elkins in St. Louis, 4655 Harvard Ave.
Elkins in Cincinnati, 11750 Chesterdale.
Elkins in Oklahoma City, 591 N.E. 27th.
Elkins in Memphis ** 1352 Union Ave.
Elkins in Nashville ** 2106 8th Ave. S.
Elkins in El Paso ** 6801 Villacourt.
Elkins in Seattle ** 4011 Aurora Ave. N.
Elkins in Milwaukee, 611 N. Mayfair Rd.
Elkins in Colorado Springs ** 323 South Nevada Ave.

MISCELLANEOUS

Dejay's 11,000 classified gag lines. $1.00. Unconditionally guaranteed. Comedy catalog free. Edmund Oruc, Managing Editor, 95336.


“Free” Catalog: Everything there is for the dejay! Comedy, books, records, press releases, TV shows, contests, etc.

Ron Radlo and other with personal success or failure stories at broadcast schools wanted for eddication study. Box M-68, BROADCASTING.

Dejay lines by top comedy writers, monthly, 3 recent samples—$5.00, Years (12 issues) $25. Humor Originals, Box 860, East Meadow, N.Y. 11554.

INSTRUCTIONS


First Class FCC License theory and laboratory training in six weeks. Be prepared...let the spaciousness of the nation's largest network of 1st class FCC licensing schools train you. Accredited by the major manufacturer of broadcasting equipment. (Now licensed by Certifying Division of broadcast equipment and the license more converns you, Elkins Institute in Dallas ** 1326 W. 2620 New London Road, Nashville, Tennessee 37214, 615-881-0149.

BROADCAST AUTOMATION SPECIALIST

Elkins in Ft. Worth, 1750 W. 7th St.
Elkins in Houston ** 3158 Travis.
Elkins in San Antonio ** 501 S. Main.
Elkins in San Francisco ** 150 S. Van Ness.
Elkins in Hartford, 800 Silver Lane.
Elkins in Denver ** 470 S. Broadway.
Elkins in Miami, 1920 Purdy Ave.
Elkins in Atlanta ** 51 Tenth St. S, at Spring, H. W.
Elkins in Chicago ** 3423 N. Central.
Elkins in New Orleans ** 2840 Canal.

Help Wanted Management

FLORIDA RADIO General Sales Manager

For major Florida radio station. Aggressive, with top sales credentials and management ability essential. Experience in all facets of radio station operations. Salary is liberal. Contact immediately. Send resume to:

Box M-74, BROADCASTING

SITUATION WANTED, MANAGEMENT

FM/AM MANAGER

A successful builder, 15 years experience, recently in the difficult Florida market. Know FM/AM, sales, programming, engineering, etc. must be available. Contact immediately. Send resume to:

Box M-55, BROADCASTING

GENERAL Manager—Radio

Solid professional in early forties with a wealth of experience, top references, outstanding credentials, and top positions. Have successfully managed three major primary markets—two for leading group operators. Familiar with all operational phases of the business and extremely strong in local and national sales. Prefer east coast major market property or developing chain with an equity program. Must know how to generate profits—let me give you the facts.

Box M-56, BROADCASTING

RADIO Help Wanted

TECHNICAL

BROADCAST AUTOMATION SPECIALIST

We're Looking For An Innovative! We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual with a proven record of success in creative utilization of broadcast automation systems. You will handle programming and demonstration for Gates Automation Systems; and support the full sales force in generating leads and obtaining new business. You must have a proven track record of success in a major market automation experience. Your salary is fully commensurate with responsibilities and background, with a full range of benefits including relocation expenses. For further information, send your resume, in confidence, to: OR CALL: Robert T. Flint, Assistant Personnel Manager (217) 222-8200.

GATES RADIO COMPANY
A Division of Harris-Intertype Corporation
123 Haskell Street, Galaxie, Illinois 62301
An Equal Opportunity Employer (M/F)

SITUATION WANTED, MANAGEMENT

FM/AM MANAGER

A successful builder, 15 years experience, recently in the difficult Florida market. Know FM/AM, sales, programming, engineering, etc. must be available. Contact immediately. Send resume to:

Box M-55, BROADCASTING

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For Sale Stations

continued

TExAS
GULF COAST
Metro market over 340,000. Fulltime AM. Distress sale $250,000. Terms.
FLORIDA
Super FM independent. Ideal for shirt sleeve operator. Only $15,000 down.

Chapman Broadcasting Co., WTRX(AM), Flint, and program director of Fuchsia Communications Inc., WTAC Flint. Mr. Mayle is executive vice president of Gateway Broadcasting Inc. He was general manager of Eastman Broadcasting Co. Inc. and assistant manager of Fuchsia Communications Inc. Mr. Norko is vice president of Burger King Restaurants of Grand Rapids, Mich., and Columbus, Ohio, restaurant chains. Mr. Bishop is secretary of Burger King Restaurants, also in Grand Rapids and Columbus. Mr. Norko is practicing attorney for Benton, Hicks, Belz, Behm and Nichols, Flint.

* WHEC(AM) Rochester, N.Y.—Broadcast Bureau granted assignment of license from WHEC Inc. to Sandco Broadcasting Co. Inc. for $115,000. Sellers: Richard K. Blackburn, secretary, et al. Buyers: John L. Nichols, president and treasurer (40%), Paul R. Dean, vice president (30%), John T. Sayre, vice-president and general manager (15%) and Peter N. Pappas, secretary (15%). Mr. Nichols is vice president and 50% owner of Paul R. Dean & Co., Minnesota bond dealer. In Rochester, Mr. Dean is president and 50% owner of Paul R. Dean & Co. Mr. Sayre is president and general manager, and John A. Pappas, local, license of WBBF Rochester. Mr. Paris is executive vice president of Paris-Budweiser Inc., general insurance agency in Rochester. Action Nov. 18.

* KROA(FM) Aurora, Neb.—Broadcast Bureau granted assignment of license from Capitol Broadcasting Inc. to Midwest Broadcasting Inc. for $19,200. Sellers: James E. Kamas, president, et al. Buyers: Herbert P. Roschart Jr., president (25.5%), Maurice A. Kremer, vice president (25.5%) and Donald J. Larson (12.5%). Mr. Roschart is manager of KROA(FM) Mr. Kremer is Nebraska State Senate. CATV's are considered. Other actions.

* Mobile TV Cable Co. Inc. (dba Teleprompter of Mobile) —Cable Television Bureau granted permission for rule waiver. Filed Aug. 19, requesting carriage of *WYES(TV) New Orleans on cable systems at Daphne, Loxley, Fairhope and Bay Minette, all Alabama, and in surrounding unincorporated areas of Baldwin county within 10 miles of city limits of designated communities. Action Nov. 18.

* Mobile TV Cable Co. Inc. (dba Teleprompter of Mobile) —Cable Television Bureau granted request dated Oct. 7, for amendment to prior authorization dated April 28, permitting carriage of *WYES(TV) New Orleans, and *WSRE(TV) Pensacola, Fla., in unincorporated areas of Mobile county within 10 miles of city limits of Mobile, Saraland, Prichard, and Chickasaw, all Alabama. Action Nov. 18.

FOR SALE Stations

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FCC Chairman Dean Burch leaned back in his chair at the center of the semi-circular table in the commission meeting room, locked his fingers together, leaned his chin on his knuckles, and gazed out over the heads of the commission staff members sitting below. For him, the talk at the commission meeting had begun to pall; his associates and the staff were hacking their way through territory he had already traveled and he was waiting for them to catch up. If they did not hurry, though, he would probably pick up a pencil and throw it down, hard, on the table, or sharply call a long-winded colleague who had wandered off the main track back to what he considered the central issue.

That is one image of the commission chairman—the impatient man who does not suffer fools lightly and in whom frustration can be seen, almost literally, rising like mercury in a thermometer to a low boiling point.

But there are other images. There is, for instance, the charmer. A few weeks ago, he was the dinner guest of Tom Whitehead, director of the Office of Telecommunications Policy, and OTP senior staff members, at an exclusive Washington club. The purpose of the dinner was both social and business—to make sure, as one OTP staffer put it later, “we understand each other.” As happens on such occasions, his smile washed away the dour look familiar in commission meetings; it made his eyes seem lighter and it smoothed out the creases in his Western face. And for three hours, with wit and a kind of manly sophistication, he dominated the gathering.

It was, as OTP staffers recalled, an impressive performance. “He plowed right into a strange group, and won it over,” one said. “He had everybody in stitches . . . He’s a hell of an attractive individual . . . very pleasant.”

The images are perhaps at the extremes of the Burch personality spectrum. There are others between them. As one associate said, “You have to know how to read Burch.”

The industries the FCC regulates have been having their own troubles in that regard—broadcasters, particularly. When word was leaked over two years ago that President Nixon was going to name Dean Burch chairman of the FCC, broadcasters were generally delighted. Mr. Burch had a reputation for toughness, true. But didn’t his whole background bespeak conservatism—years of association with Senator Barry Goldwater (R-Ariz.), that archtypical conservative, a term as chairman of the Republic National Committee, from which he was purged by liberal Republicans who regarded him as too conservative? And wasn’t a muscular conservative just what was needed to deal with

Impatient, charming, politically ambiguous Roy Dean Burch

Nicholas Johnson and, in those days, Kenneth Cox?

Well, yes and no. True, he was ready and willing to battle the liberal Democrats on the commission. And he did make it clear he had orthodox doubts about the wisdom of government intervention in business affairs. But he soon let it be known he did not regard a vote for broadcaster interests as necessarily a conservative vote—or a liberal one, for that matter. He feels it’s silly to talk about “how we’re going to let the free enterprise system work” (in connection with the communications industry) “when we don’t have a free enterprise system.”

Moreover, he never had any intention of becoming the darling of any part of the communications industry. “The only way to be acceptable to the broadcaster,” he says, “is to be unacceptable to cable operators and land-mobile interests. It’s foolish to think that you can be Good Old Dean to every part of this industry.”

Mr. Burch, who has kept the commission moving at a fast clip during his chairmanship, has dismayed broadcasters by his performance in the direction he gave the commission on CATV. He was also a disappointment to them in the leadership he exerted in persuading the commission to turn over some UHF spectrum space to land-mobile users.

It may also be significant that Mr. Burch has won over many of those who used to be his critics. Former Commissioner Kenneth Cox, who left the FCC on Sept. 1, 1970, says Mr. Burch turned out to be a pleasant surprise. “He is smart and fair,” Mr. Cox said recently, “a man who will fight for his views, but who is ready to lose an argument.” The stories Mr. Cox had read in the press about Mr. Burch had led him to expect something of a political Neanderthal.

Mr. Burch is recognizable as a conservative, perhaps, in his efforts, generally, to keep government out of broadcasters’ hair in fairness matters; he is particularly concerned about court actions extending the fairness doctrine to product advertising. He has also expressed sympathy for broadcasters in license-renewal matters—not, as he says, because of any concern over a particular station being “zapped,” but because of a conviction that if broadcasting becomes “so volatile and chaney” investment money dries up, “we’ve got a problem.”

But he has also been pressing broadcasters to upgrade their children’s programming, an issue he feels deeply about. He even persuaded the commission to issue a notice of proposed rulemaking and inquiry that could lay the groundwork for rules in that area. (However, he is “loathe” to adopt rules governing programming; if anything, he would seek to regulate commercials in the programming—their kind and number.)

Mr. Burch is not expected to serve out his term as commissioner, which runs until 1976. Few chairmen serve more than two years. But he says he has no plans for the future, other than that he wants to get into something that would be “exciting and worthwhile.”

This is generally taken to mean that he would like to serve in the Senate. But he is not commenting on that prospect. Arizona does not elect a senator again until 1974, and the senator whose term expires then is Barry Goldwater. Obviously, Mr. Burch’s plans would depend on the senator’s decision not to seek re-election.

Whatever his future, Mr. Burch’s record at the commission is illuminating. It reveals a man who, while a conservative, is not a captive of any ideology. His driving, straight-line concern is to get the job done. He has made some people unhappy, this man who does not try to please everyone. But in the process, he is leaving his mark on the medium.

BROADCASTING, Dec. 13, 1971
Editorials

Federated future

Whenever there is undue government intrusion in broadcasting affairs, the trade association on the firing line takes the fire. For broadcasters, who have been subjected to overkill by all branches of government, the trade-association problem is immediate and acute.

Years before most members of the incumbent board of the National Association of Broadcasters reached voting age there were intermittent proposals for a federation of trade associations under the NAB policy banner. There has never been a time when NAB has not been under fire from one or more segments of its disparate membership.

Today's differences are easy to assess. How to reconcile them is the problem.

Radio-only members of the NAB board argue that the TV members are calling the shots—mainly to radio's detriment. They feel, with some justification, that they never should have lost cigarette advertising, but were forced out along with TV. They resent the activities of the Television Information Office, which derives a portion of its $650,000 annual budget from NAB funds, to which they contribute. So they want a Radio Information Office of their own.

There are television members, on the other hand, who say the composition of the NAB boards weighs disproportionately in radio's favor. With 29 directors on the radio board and 15 on television, there is some arithmetical justification for that position.

A detached study of the NAB structure inevitably will weigh the desirability, if not the necessity, of a federation of specialized trade associations identified with broadcasting.

As a start, sincere advocates of reorganization—we among them—see merit in an equal but separate division of the radio and television membership with each financing its own activities and electing its own board. At the federation top, unencumbered by intramural management problems, would be a president with a small staff of legislative and regulatory experts, to be sustained by the separate associations, the networks, and other organized entities in broadcasting. The group at the top would work for the common good.

Under such a broad concept, broadcasters, their clients, suppliers and kindred pursuits would stand a far better chance of achieving the prestige and recognition they deserve as first-rank media of communications.

No end to it

It was, of course, in the interest of political expediency that the Democrats last week asked the U.S. Court of Appeals to declare the opposition party automatically entitled to time to reply to presidential appearances on radio or television. The Democrats face a 1972 election with a glut of candidates, a dearth of funds and an opponent in firm command of the vast resources of publicity available to any President.

But Democratic desperation would be a poor excuse for the court to try an end run around the U.S. Constitution. What the Democrats really want is legislation. They dispatched their courier to the wrong address.

Hopefully the court itself will suggest the Congress as the more appropriate recipient of this request, if it does anything beyond summarily rejecting it. That may not be the outcome to bet on heavily, however. This is the court that in recent years has forced the FCC to enlarge its powers far beyond the limits intended by the Congress.

The fundamental problem in this case is the expansionist nature of the fairness doctrine itself. When the FCC first enunciated what seemed an innocuous statement at the time—to require broadcasters to afford reasonable opportunity for the presentation of conflicting views—it was starting an irreversible trend toward the substitution of government criteria for editorial discretion. When the principle was endorsed by law, in the amendment of the equal-time provision in 1959, the trend was accentuated.

Clay T. Whitehead, director of the Office of Telecommunications Policy, is on the right track when he suggests a reversal of the fairness-doctrine trend, but he would not go far enough. As he has most recently explained, in a speech to Arizona broadcasters (Broadcasting, Dec. 6), he advocates a return to the original simplicity of the FCC's first enunciation. He fails, however, to suggest a way to prevent the same expansion of the doctrine and this time at the accelerated rate that would be taught by the first experience.

A more useful solution would be a return to the days when there was no fairness doctrine on the federal books. Unless that happens the doctrine will continue to expand until it crushes the whole broadcasting business.

A dependable guide

With the issuance last week of its third annual report, the Alfred I. duPont-Columbia University Survey of Broadcast Journalism acquires a level of professionalism entitling it to serious attention. The third report contains conclusions with which equally experienced observers will no doubt disagree. In the main it is realistic and restrained.

This project has come a long way since its first report was issued in November 1969. That effort was distinguished for its emotional judgment that broadcasters were "laying waste to their country" and was, accordingly, rejected by all broadcasters who respected themselves and their craft.

The second report, issued just a year ago, put things in much more rational perspective. It gave promise that under the then new administration of Elie Abel, former NBC correspondent, as dean of Columbia's graduate school of journalism and head of the duPont judges, the annual survey would provide an understanding but unbiased appraisal that broadcasting could look to for guidance. That promise is being realized, it became evident last week.

"Do you have any idea how many thousands of dollars Gudstuff is spending just to tell you mutts how good this is?"
In 1949, we were the first TV station in Houston.
By 1953, we'd outgrown our original Quonset studios and we moved into the largest broadcast facility in Houston.
In 1962, we became the first station in the market to have complete video tape recording capability.
In 1965, we were the first station in Houston to go color.

In 1972, we're moving into our new broadcast center.
86,000 square feet, on three separate levels.
We'll be the first station in the market with three scientifically designed, acoustically correct production studios, interconnected by a single master control.
So production can go on in one, two, or three studios on an independent or fully coordinated basis.
We'll also be the first station in Houston to offer eight color cameras, six VTR machines, electronic tape editing, and slow motion in the same production center.
We're doing this for a reason.
In 1949, we were the first TV station in Houston.
We intend to stay that way.

Edward Petry & Co., National Representatives
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It's Lively at the Top!

In the wondrous atmosphere at the top of the nation—Metro Denver, Colorado—KWGN Television has set new patterns of programming and public service.
A great feeling. For one of the most innovative television stations in the nation.
That's why KWGN is lively. And getting livelier! The WGN of the Rockies