FTC and counterads take it from all sides, including White House
ASCAP raids on BMI: to inflate the cost of music clearance?
Burch lets go in formal charge that Nick Johnson is irresponsible
Why networks are building up their Washington defenses
Great figures from "Petticoat Junction"
and even better ones!

“Petticoat Junction” attracts more viewers than any other program in its time period:

<table>
<thead>
<tr>
<th>Station</th>
<th>Market</th>
<th>Time Period</th>
<th>Total Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVII-TV</td>
<td>Amarillo</td>
<td>5:00 pm</td>
<td>47,000</td>
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<tr>
<td>KLZ-TV</td>
<td>Denver</td>
<td>4:30 pm</td>
<td>106,000</td>
</tr>
<tr>
<td>WJAC-TV</td>
<td>Johnstown-Altoona</td>
<td>5:30 pm</td>
<td>189,000</td>
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<td>KATC</td>
<td>Lafayette, La.</td>
<td>5:30 pm</td>
<td>71,000</td>
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<td>KMBC-TV</td>
<td>Kansas City</td>
<td>5:00 pm</td>
<td>204,000</td>
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<tr>
<td>KCBD-TV</td>
<td>Lubbock</td>
<td>3:30 pm</td>
<td>19,000</td>
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<tr>
<td>WTMJ-TV</td>
<td>Milwaukee</td>
<td>4:00 pm</td>
<td>82,000</td>
</tr>
<tr>
<td>WTCN-TV</td>
<td>Minneapolis-St. Paul</td>
<td>5:00 pm</td>
<td>202,000</td>
</tr>
<tr>
<td>KSBW-TV</td>
<td>Monterey-Salinas</td>
<td>5:30 pm</td>
<td>44,000</td>
</tr>
<tr>
<td>WNEW-TV</td>
<td>New York</td>
<td>6:30 pm</td>
<td>1,544,000</td>
</tr>
<tr>
<td>WOW-TV</td>
<td>Omaha</td>
<td>3:30 pm</td>
<td>57,000</td>
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<tr>
<td>KTVK-TV</td>
<td>Phoenix</td>
<td>6:00 pm</td>
<td>123,000</td>
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<tr>
<td>KPTV</td>
<td>Portland, Ore.</td>
<td>5:00 pm</td>
<td>146,000</td>
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<tr>
<td>KCPX-TV</td>
<td>Salt Lake City</td>
<td>9:00 am</td>
<td>30,000</td>
</tr>
<tr>
<td>KOGO-TV</td>
<td>San Diego</td>
<td>7:30 am</td>
<td>33,000</td>
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<tr>
<td>KHQ-TV</td>
<td>Spokane</td>
<td>5:30 pm</td>
<td>93,000</td>
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<tr>
<td>WTTG</td>
<td>Washington, D.C.</td>
<td>5:30 pm</td>
<td>317,000</td>
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<tr>
<td>WSAU-TV</td>
<td>Wausau</td>
<td>5:00 pm</td>
<td>56,000</td>
</tr>
<tr>
<td>WDAU-TV</td>
<td>Wilkes-Barre-Scranton</td>
<td>9:30 am</td>
<td>18,000</td>
</tr>
</tbody>
</table>

In 15 of these markets, “Petticoat Junction” increases the audience of its lead-in programming. And in Atlanta, Cleveland, Greenville, Las Vegas, Seattle, Tulsa and Yakima, as well. With gains ranging from 3% to 183%.

Invite the girls from “Petticoat Junction” to your market. They’ll put good-looking figures on your station—and in your rating books.

Another great sitcom from Viacom

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS.

Source: NSI, Nov. 1971. Audience estimates are Monday-Friday averages and are subject to qualifications available on request.
In Chicago,

WGN Television is number one more often throughout the week than any other Chicago station.

Television 9 WGN is Chicago

Source: American Research Bureau, Chicago, Dec., 1971. Sun.-Sat., 7 AM-1 AM. Number of hours in first place in ratings, audience shares, total homes and total persons: average quarter-hour estimates. Data subject to qualifications listed in report.
Federal Trade Commission's 'counteradvertising' proposals are under mounting attack from the advertising and broadcasting industries, but the sharpest and most significant attack has come from OTP's Clay T. Whitehead. See...

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The struggle over centralization in public broadcasting was in full view again last week. The highlights: a dispute over a Woody Allen satire, and a report from the American Civil Liberties Union. See...

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National Association of Broadcasters and Association of Maximum Service Telecasters are ready to ask for FCC reconsideration of the new rules. The rules don't jibe with their understanding of the OTP compromise. See...

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A new call for broadcasters to make personal contact with congressmen and senators to urge hearings on license-renewal legislation has come from Mark Evans, chairman of NAB's task force on renewal legislation. See...

Another push for Hill action... 26

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Bill Monroe of NBC News charges at Senate hearing that government is using its licensing power to control the broadcast press. His presentation wins high praise, agreement from Sam Ervin (D-N.C.). See...

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Democratic National Committee loses again in an attempt to get television time to answer the President. Latest effort was triggered by administration statements on economy. FCC's ruling: Networks have been fair. See...

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Broadcasters have suffered one setback after another in Washington, but the networks are working to reverse that trend by beefing up their government relations. A special report tells what they're up to, and up against. See...

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More and more contemporary songwriters are switching from BMI to ASCAP, which is actively soliciting new blood and promises to pay more. It's latest phase of the 30-year struggle between these two organizations. See...

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Now hear this...

WELI, New Haven has appointed Blair Radio.

Excitement’s in the air in and around New Haven. The leading radio station, WELI, is forging ahead with new leadership — Covenant Broadcasting. And new representation — Blair Radio, the number one radio representative in America. WELI ranks first with young adult and mature listeners in music, personalities and conversation. News coverage is strong, with a local team plus Group W news. Programming ranges from pre-broadway theatre reviews to the forward thrust of shows like Black Experience. WELI is important because the New Haven market is. It’s a separate and distinct listening area which must be bought to truly cover south central Connecticut. To find out more about WELI and its important, affluent and impactful market, call your Blair man.

BLAIR & RADIO

A Division of John Blair & Company
Help on the way
Administration sources are privately assuring fundamentals that White House will submit legislation to restore equilibrium to broadcast license-renewal process, but probably not this year. Subject is considered politically risky for President seeking re-election. On assumption that Mr. Nixon will win, aides say corrective bill will go to Congress next year.

Administration is also understood to have sharpened its view that FCC is headed in wrong direction by considering ban on newspaper-broadcast cross-ownership in same market. Officials say critics of such multimedia ties have failed to prove need for divestiture and that public-service record of newspaper-owned stations is impressive. If administration makes this position public, it could embarrass its appointee, FCC Chairman Dean Burch, who has said strong argument can be made against television-newspaper cross-ownership.

Foot in door
RCA is in cable-TV equipment business—as of last Friday (Feb. 18). And it's expected to get deeper into it, though officials discount reports of big RCA build-up in field any time soon. Entry came in quiet acquisition of all stock of Electronic Industrial Engineering Inc., of North Hollywood, Calif., described as manufacturer of specialized CATV equipment. Purchase price was put at about $3 million. Sideline: One block of stock that RCA acquired in deal was approximately 33% interest in EIE that had been held by Zenith Radio Corp., company with which RCA tangled through many years of color-TV patent litigation.

Hustler in hustings
Week after letting it be known he might seek Democratic nomination for U.S. Senate seat from Iowa (BROADCASTING, Feb. 14), FCC Commissioner Nicholas Johnson was taking intensive readings in home state. He spent last Wednesday and part of Thursday in Des Moines, talking to Democratic state legislators (after being introduced on House floor) and visiting county courthouse. He also called on broadcast and newspaper journalists.

Mr. Johnson was asking not only about his chances of getting nomination but also about prospects against Republican incumbent, Jack Miller, who won sweeping victory in 1966. As of end of last week Mr. Johnson had received relatively little news coverage in Iowa, but salty political talk had crept into his speeches. In appearance at Iowa State University at Ames on Thursday he got in some licks against Senator Miller's voting record and attendance in Senate.

Precautions
Financial crises that have sent at least one agency and one independent media-buying service into bankruptcy in recent months are causing concern beyond agency and media-buying field. Some major advertisers are reportedly sending auditors into offices of their agencies to make sure their financial footings are sound.

Southern exposure
Latin America's big three in commercial TV—Emilio Ascarra of Mexico, Goar Mestre of Argentina (former owner of CMO-AM-TV Havana) and Fernando Aleta of Panama—are completing plans for first regular commercial use of satellites for program distribution, using Intelsat TV relay under 24-hour leasehold. Initial programming, to stand on own economic feet through “international” sponsorship, expected to be 90-minute news program in Spanish to be expanded to other programming and other Latin American nations, as sold. Contract for facilities will be through Comsat.

Own shop
LeRoy (Lee) Keller, who pioneered in radio news and was one of founders of United Press broadcast wire in 1936, has opened his own media-brokerage office in New York, after 42 years with press association. Specializing in newspaper and broadcast sales, he has established offices at 342 Madison Avenue, New York 10017.

In the family
FCC, which normally is fed—though it does not always agree with—industry-supplied research in its rulemaking proceedings, will have data supplied by in-house expert when it gets around to reviewing prime-time access rule. Dr. Alan Pearce, Britisher who did doctoral thesis at Indiana University on economics of network news and sports programming, is expected to start digging into economic implications of rule for, among others, affiliated and independent stations and program producers whom rule was designed to help. However, there seems no chance commission will do anything about rule until full force of it is felt next season.

Dr. Pearce, who was retained by commission as consultant last summer, has completed first assignment—report on economics of children's programming. Commission will not get into that subject, at least for several weeks. Its attention now is riveted on domestic communications-satellite issue.

Added function
In effort to expedite payments by agencies, Television Advertising Representatives has assumed responsibility of collections for client Jefferson Standard stations—WBTW(TV) Charlotte, N.C., and WWXT(TV) Richmond, Va. It was already handling collections for two Post-Newsweek outlets it represents—WXJ(TV) Jacksonville, Fla., and WTOP-TV Washington. TVAR is not collecting at this time for TV outlets of parent company, Westinghouse Broadcasting Co., because these outlets are said to have own collection facilities including access to computer at company headquarters in New York.

Tax grab
Efforts are under way to get Wisconsin TV broadcasters united in fight against imposition of 4% state sales tax on purchase of feature film and syndicated programs—move that began last spring with claim against WMTV(TV) Madison, Wis., by state revenue department, with stark implications nationally if Wisconsin levy succeeds. WMTV appealed ruling, which was based on 1969 revision of Wisconsin sales tax, and is awaiting decision after informal hearing early this month.

Meanwhile, state revenue agents have been auditing books of number of Wisconsin TV stations, some of which have received bills for allegedly unpaid taxes.

In a box
U.S. Chamber of Commerce is trying to figure out how to oppose Federal Trade Commission's proposal that FCC require broadcasters to carry counteradvertising (BROADCASTING, Jan. 10). Chamber's consumer division has issued code of truth in advertising and substantiation of claims. Question is how to oppose new FTC maneuver without seeming to discount chamber's own code. Decision may take a while.
ASCAP, radio group far apart in talks

Observers were betting Friday (Feb. 18) that issue of new rates for radio stations' use of music of American Society of Composers, Authors and Publishers would wind up in court — and not simply because such negotiations usually do, either. Odds on litigation rose following announcement, after first negotiating session between ASCAP and All-Industry Radio Music License Committee, of terms sought by each side.

ASCAP reiterated offer to renew licenses at current rates (2% of station revenues for blanket licenses, 8% for per-program licenses). What all-industry committee is shooting for, according to announcement by Chairman Elliott M. Sanger (WQX-KAM-FM New York), includes "substantial" cut in those rates; adoption of formula that would reduce rates further (by 50%) as they apply to station revenue gains beyond certain levels; elimination of sustaining fees; introduction of optional 20% standard deduction available to all stations, and use of accounting procedures that would replace stations' current monthly reports with single annual report. ASCAP and committee were said to have agreed further meetings should be held — but set no date for one.

As-is cable package not sitting well with NAB

Vincent T. Wasilewski, president of National Association of Broadcasters, declined Friday (Feb. 18) to give cable-TV officials promise not to object to FCC's CATV rules.

He told John Gwin, chairman of National Cable Television Association, that NAB analysis reveals departures from compromise agreement and said, "We feel strongly that these discrepancies should be corrected." Mr. Wasilewski's comments were in reply to letter from Mr. Gwin Feb. 14 that also went to Association of Maximum Service Telecasters. AMST responded that it intended to ask for reconsideration of cable rules (see page 22).

As did AMST, Mr. Wasilewski noted that compromise agreement called for copyright legislation which, in NAB's opinion, should have been proposed to Congress when FCC rules were issued. He also noted that proposed copyright legislation had been submitted to NCTA by copyright owners but that no response from NCTA to copyright owners appears to have been made yet.

"...we contemplate no assault upon the report and order," Mr. Wasilewski said in his letter to Mr. Gwin, "but we must insist upon its clarification. More importantly, we must continue to urge early agreement upon draft copyright legislation as an essential element to implementation of the new regulations."

Who pays the piper on time

Plans for formation of National Broadcast Credit Bureau, to serve as clearinghouse for data on national advertising agencies' track records in paying station bills, will be developed by Institute of Broadcasting Financial Management and sent to television and radio stations throughout the country by mid-April. Warren Middleton, executive director, said Friday (Feb. 18) after meeting of IBFM executive officers in New York, that if stations indicate adequate support, including willingness to pay "modest" fees to support project, IBFM will retain independent research organization to compile credit information from stations. He said this would include, for all agencies placing national broadcast business, data on accounts-delinquent 90 days or more. Both Television Bureau of Advertising and Station Representatives Association are supporting project, he reported.

Metromedia ahead last year

Metromedia Inc. reported increase in net income and decline in revenues in 1971. The gain in profits was achieved primarily through reduction in costs and expenses. The company at end of 1970 had 97 stations.

The summer games' sponsors

Traditional magazine user, Northwestern Mutual Life Insurance Co., Milwaukee, enters network television for first time in contracting for partial sponsorship of ABC-TV's Summer Olympics coverage, Aug. 25-Sept. 10 from Munich. Northwestern, through J. Walter Thompson Co., Chicago, will have 30 minutes of commercial time.

ABC will telecast about 661/2 hours in coverage, devoting to Olympics entire weekday prime-time schedule and substantial weekend periods of both prime time and afternoons. In 1968, ABC logged 451/2 hours covering summer games in Mexico City.

ABC said sponsorship of coverage of games has been virtually sold out. In addition to Northwestern, major advertisers include Coca-Cola (McCann-Erickson), Faberge (Nadler & Larker), Joseph Schlitz Brewing (Leo Burnett), International Harvester (Young & Rubicam), Sears, Roebuck (Foote, Cone & Belding), Texaco (Benton & Bowles), Toyota (Clinton E. Frank) and Warner-Lambert (J. Walter Thompson).

NBC-TV lays down law on 'clipping'

NBC-TV has let its affiliates know they may lose their affiliations if they engage in "clipping," practice of cutting away from network programs or network commercials to make room for more local commercials. In memo to managers of NBC-affiliated stations, Donald J. Mercer, station-relations vice president, said "there are recent indications of an increasing number" of such incidents and that they not only violate terms of affiliation agreements but also cause "great annoyance and inconvenience" to viewers when programs are clipped and "may cause advertisers to be billed fraudulently" when network commercials are clipped.

Mr. Mercer's letter comes on heels of FCC announcement that it proposed to fine KSHO-TV Las Vegas, ABC-TV affiliate, $10,000 for clipping, which it said violates commission rules (Broadcasting, Feb. 7). Mr. Mercer, without referring to that fine, said "we trust that these practices are limited, at worst, to a very few affiliates," but warned that "we are compelled to consider the advisability of continuing our relationship with affiliates who engage in them."

Evans sets sights on TV board

New candidate for TV board of National Association of Broadcasters is Mark Evans, Metromedia vice president for public affairs, Washington. Mr. Evans presently is chairman of NAB task force on license renewals. His candidacy brings to three number of new candidates for six vacancies as to be filled at association's convention in Chicago in April. Others are Ray Johnson, KMED-TV Medford, Ore., and Walter E. Bartlett, Avco Broadcasting. Running for re-election are Leslie G. Arries, WBEN-TV Buffalo, N.Y.; Dale G. Moore, KGVO-TV Missoula, Mont., both of whom have announced their candidacy for vice chairman of TV board, and George
Comte, WTMJ-TV Milwaukee. Running for chairmanship is Peter Storer, present member of TV board, of Storer Broadcasting, Miami.

**Discord over format change**

RKO General Inc. has run into opposition from two citizen groups protesting plans to switch its WGMSTM (AM) Washington from classical-music to top-40 format. RKO plans to continue classical-music programming on WGMSTM (FM).

Citizens Committee to Save Classical Music on WGMSTM, composed of area residents, filed petition with commission last week seeking emergency stay by Feb. 23. It also requests permission to inspect WGMSTM's financial records over last three years to determine whether proposed change is justified by economic considerations, as asserted by RKO.

Second group, composed of Georgetown University students, is aiming at station's license. It plans to file petition on Tuesday (Feb. 22) seeking stay of format change pending decision on either calling up station license for early renewal (Washington stations are to file for renewal by July 1) or issuance of show-cause order directed at revocation of existing WGMSTM license. Group calls itself CLASSICAL—Citizens Lamenting the Absence of Symphonies and Sonatas in Conventional Airways for Listeners.

First petition has already had one effect. RKO, which on Jan. 20 had said WGMSTM change-over would occur on March 1, informed commission on Friday (Feb. 18) it would postpone format change until April 24. RKO, in letter from its counsel, William S. Green, said it wanted to remove "element of pressure" it saw in citizens committee's request for decision on request for stay by Feb. 23.

Besides, requesting emergency stay and permission to inspect station's financial records, citizens committee wants order that would require WGMSTM to make "compelling" showing justifying format change.

Both groups contend that RKO has failed to demonstrate proposed change is in public interest. They also noted that RKO in past renewal applications has cited need for classical-music format in AM in Washington.

WGMSTM is only AM station in Washington with classical-music format; it has broadcast cultural and classical music for past 24 years. WGMSTM (FM) and WCAQ (FM) Baltimore are only commercial FM stations in area broadcasting classical music.

**Baker on renewal bandwagon**

Senator Howard H. Baker Jr. (R-Tenn.) issued call for action on license-renewal legislation in Senate speech late last week.

Senator Baker, ranking minority member of Senate Communications Subcommittee, said "stable license-renewal procedures benefit the public as well as broadcasters." To build station strong on news and local service, he said, broadcasters must invest good deal of time, talent and money. And, they must also have "reasonable expectation" that licenses won't be jeopardized at renewal time "by an adverse [FCC] decision based on nothing more than 'paper promises.' Legislation is clearly necessary if the industry is to have the stability the public interest requires," he said.

Senator said he would work with subcommittee chairman John O. Pastore (D-R.I.) in achieving goal of "statutory license-renewal policy." He urged broadcasters to inform their congressmen and senators of need for legislation.

In earlier speech on House floor, Representative James Collins (D-Tex.) urged congressional support of his license-renewal bill. Measure (HR 2019), introduced Dec. 2, 1971, would provide for virtually automatic renewal if FCC finds broadcaster has served public interest. Competing applications would be considered only if FCC made finding to contrary.

**Dominick in Denver**

"Network commentators with their instant analysis" of presidential TV and radio appearances and "growing trend among many broadcasters" to blame ills of their industry on Republicans came under fire Friday (Feb. 18) from Senator Peter H. Dominick (R-Colo.).

Senator spoke at Colorado Broadcasters' Association meeting in Denver, where Office of Telecommunications Policy Director Clay T. Whitehead earlier attacked FTC proposals for "counteradvertising" (see page 14).

"Citing President's recent address on Southeast Asia as example, senator said analysis by network newsmen immediately afterward served only "to cloud the meaning of the original address."

"At one point in speech, senator referred to 35-mile radius rule, part of CATV package adopted by FCC. He said "it is my hope that we in the Congress can come up with some sort of resolution urging the FCC to give serious consideration to a waiver of that rule, substituting some greater distance to protect broadcasters.""

**Viacom '71 profits down**

Viacom International Inc., New York, reported gain in revenue and slight decline in net income for 1971. Decrease was said to be attributable to CATV operating costs and to expenses with spinoff of company from CBS Inc.

<table>
<thead>
<tr>
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<td>Earnings per share</td>
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<td>Net income</td>
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<tr>
<td>Revenues</td>
<td>20,974,000</td>
<td>16,538,000</td>
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The International Film, TVFfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice, Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 15 March.

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Plaudits for black radio

Editor: It is always a great pleasure to compliment [a magazine] on a job well done. In this day and age, when the authenticity of news reporting is questioned and the sensitivity of the journalist is oftentimes doubted, I would like to thank you for and compliment you on "Growth Market In Black Radio" [Broadcasting, Jan. 24]. All the bases were covered: where it has been, where it's going, various innovative ideas, the sales aspect, news, and, of course, music.

NATRA and I are grateful and, in the same breath, hopeful that more will be done on black radio.—Curtis E. Shaw, president, National Association of Television and Radio Announcers, Chicago.

Fairness verdicts


Cigars, cigarettes

Editor: Somebody has finally decided to question cigar advertising on TV in relation to Congress's ban on cigarette advertising from TV and radio. Big deal! The cigar advertising has been allowed for such a long period since the banning that it wouldn't surprise me if people actually believed it was healthy to puff the brown stems, no matter their cigarette-like shape.

The whole thing is ridiculous and it's even more ridiculous that Senator Frank E. Moss should suddenly decide to question cigars. Where has everybody been since the original congressional ban? Is cigar-smoking that much different from the cigarette habit?—Steve Hoffman, TV-radio editor, The Cincinnati Enquirer.

Passes muster

Editor: Thanks for the super article "Week's Profile," Broadcasting, Feb. 1].—W. H. Kennedy Jr., senior vice president-director of media, Campbell-Swift, Detroit.

For anyone who's following the campaign and wants to get ahead of it.

The CBS News Political Events Calendar, Campaign '72, is available for the first time.

This invaluable schedule of events has previously been issued solely for the CBS News Staff.

Compiled from personal contacts with the offices of the candidates and with the Democratic and Republican National Committees, and from newspaper clips and press releases, the Calendar gives you 2 weeks advance notice unavailable elsewhere—on:

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— much more.

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Also in February

Feb. 28-March 3—Seminar conducted by Eastman Kodak's motion picture and education markets division focusing on techniques of producing color film specifically for use in commercial, public and cable television. The "Videofilm Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is $150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.


March

March 1—Deadline for the regional and inter-national radio news awards made each year by Radio-Television News Directors Association. Awards will be made in four categories: Edward R. Murrow Radio Documentary Award; editorializing by radio; reporting of an on-the-spot news story by radio, and best series reports for an ongoing news story. Entries must be accom-plished by a type-written presentation and audi-tape. Contact regional awards directors: Washing-ton State University, western region; Iowa State University, midwestern region; University of Georgia, southeastern region, and Pennsylvania State University, northeastern region.

March 1—Advisers Club of Los Angeles luncheon meeting, with Mrs. Virginia H. Krueger, White House special assistant for consumer affairs speaking about "The Future of Advertising." Sherraton-West hotel, Regency room, Los Angeles.

March 1-3—Annual convention, Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 3-4—Georgia Cable Television Association annual convention. John Gwin, chairman of National Cable Television Association, will be banquet speaker (March 3). Also on agenda as speakers: Don Elliott, WSB-TV Atlanta, and Robert W. Cull, associate in McKenna, Wilkinson & Kilmer, Washington. Regency Hyatt House, Atlanta.

March 5-7—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 6—Regional meeting, West hotel, Atlanta.

March 10—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 11—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 13—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 14—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 15—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 16—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 17—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 18—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 19—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

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March 29—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 30—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

March 31—Annual convention. Florida CATV Association, St. Petersburg Ramada Inn, St. Petersburg.

April

April 1—Deadline for the regional and inter-national radio news awards made each year by Radio-Television News Directors Association. Awards will be made in four categories: Edward R. Murrow Radio Documentary Award; editorializing by radio; reporting of an on-the-spot news story by radio, and best series reports for an ongoing news story. Entries must be accom-plished by a type-written presentation and audi-tape. Contact regional awards directors: Washing-ton State University, western region; Iowa State University, midwestern region; University of Georgia, southeastern region, and Pennsylvania State University, northeastern region.

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Bond's proceeds with caution into broadcast

A significant move into television and radio advertising is being made by one of America's largest clothiers. Bond's, with 150 stores in 49 trading areas, has adopted a marketing strategy that calls for a carefully monitored media mix of traditionally heavy newspaper campaign reinforced by key-city TV and radio advertising.

This will mark a radical departure from the way Bond's once utilized broadcasting. Instead of the one- or two-week flights that had been scheduled mainly for sales events, Bond's new media plan calls for greater continuity in six-, 10- and 13-week cycles in the fall and winter.

Phase one began this past fall with the purchase of Arthur Godfrey and Pat Summerall on CBS Radio in support of local spot in most Bond's cities. This spring, Bond's will begin concentrating its broadcast effort in select markets to test new creative and media concepts that can then be harnessed to do a continuing job in fall and winter.

Will this use of TV and radio prey-age a diminishing newspaper advertising budget? Hardly. Bond's will tell its value story quite specifically in print and will use broadcasting to build a definitive, likable and believable profile for its stores. Hopefully, an entire new generation of consumer prospects will learn about Bond's unique "maker-to-wearer" story.

But this does not imply the institutionalizing of radio-TV messages. Neither Bond's nor its agency feels that retail patronage is built on concept advertising alone. Rather the concepts will use pinpoint specific Bond's selling advantages to demonstrate a gregarious store personality and thereby impart a balance between key-event, item-value selling and store-image "humanizing" concepts.

So in all of its broadcast advertising, Bond's will stress what it feels is its most potent selling weapon-credibility. Bond's management is responsive to the swelling consumerism cry of "tell it straight."

Bond's will use a no-nonsense approach to convincing people that it is believable—that when you make the clothes you sell, it makes so great a difference that Bond's clothes are indeed "a cut above—a cost below."

In these budget-stretching times when consumers are carefully shopping their restricted dollars, Bond's advises them: "Don't buy a fable... a high priced label... Bond's makes the clothes that make the man."

And while broadcast will be called upon to show a contemporary new look and a greater variety of styles the consumer will get the message that Bond's sells fashions, not fads: that Bond's is still the home of the legendary two-trouser suit. And that beyond suits, coats and slacks, Bond's is into shoes, shirts, sportswear and accessories. And one more thing that TV and radio will be called on to do is to build a following among daytime listeners and viewers, inasmuch as Bond's is also a store for women as well as men.

While our most important objective is to see that Bond's broadcasting dollars yield greatest impact and remembrance at the consumer level, there is a secondary function that motivates this clothier to go audio/video. Bond's wants to involve emotionally its selling organization in its respective 150 stores. Bond's feels that broadcast will help enthuse retail selling personnel by adding a distinctive Bond's sound and color to newspaper advertising. And by using well known local sports, news and music personalities, broadcast will give Bond's a "celebrity" status to bolster its long established value story.

In addition, an area of special interest to Bond's is the testing, on radio, of a two-minute retail commercial, one-half of which provides almost pure entertainment plus Bond's musical ID, and the other minute detailing specific merchandise offerings or events.

In the past there has been some discussion in broadcast circles about the need for this length commercial in carefully allocated time segments, perhaps on an alternating three-days-of-the-week basis. While most of Bond's time commitments will feature one-minute, 30-second and, in some instances, 10-second reminder time signals, there is a feeling that intermittent two-minute spots could result in greater broadcast productivity and longer running schedules.

Bond's also would like to determine some standardization in terms of a local retail spot rate versus national rate. There is an appreciable variance, market by market and station by station, in retail spot costs. This militates against a national retail organization, such as Bond's, achieving a sensible cost-per-thousand and advertising cost-per-unit sale. This agency will be interested in hearing from our friends at the local station level regarding their views on this traditionally fuzzy subject.

James Posner, Bond's president, applies this caution to the projected broadcast effort—one which is perhaps applicable to most large retail institutions: "We feel it would be a strategic error in assigning unrealistic weights to media and splintering our promotional spending. We believe in radio and TV usage for many of our cities, but we're not going to weaken our newspaper posture by so-called investment spending to carve out a franchise in broadcast media. We're going to apply every strict but realistic measuring criteria to radio and TV. And while we, like other retailers, are getting away from the idea that audio/video efforts must generate same-or-next-day sales, we will look for a significant sales increase in each market to justify broadcasting as an adjunct to newspaper promotion.

"Whatever we do—we want to reach out to our customer prospects in a human and believable way. The days of taking a customer for granted are well past. Bond's believes this—and this belief will be the foundation of our broadcasting activities."

Norman Gladney, principal in Kane Light Gladney, New York, serves also as senior vice president, account executive and broadcast head with the agency. A radio announcer in the late forties, he subsequently moved to the agency and client side of the business, serving as director of TV and radio for Bulova Watch Co, (1951-56), and in later years with Sylvania's Golden Shield subsidiary and the Elgin Watch Co. He also was vice president in charge of radio-TV at two former agencies, Reach, Yates & Matson, and Calkins & Holden.
Mounting attack on counterads

FTC-to-FCC proposal goes less than nowhere with industry; a for-the-administration Whitehead publicly denounces plan

The Federal Trade Commission's proposal for "counterads" was under mounting attack last week from members of the advertising and broadcasting fraternities alike. But the sharpest and most significant attack came from neither group but from the Nixon administration itself, represented by Clay T. Whitehead, director of the Office of Telecommunications Policy.

Mr. Whitehead, making it clear he was speaking for the administration, denounced the proposal as an ill-conceived effort to solve "a philosophical problem that advertising in general poses for some consumer advocates."

He went even further—to express the administration's support of the existing system of advertiser-supported broadcasting. "This administration does not believe that advertising is inherently evil," he said. "We do not believe that advertiser support of the commercial broadcasting system is polluting the minds of America.

"This administration believes in a strong and free private-enterprise system of broadcasting for our country and in effective but responsible government. We intend to work to keep it that way."

Mr. Whitehead, who spoke at the Colorado Broadcasters Association's legislative dinner in Denver, which was attended by members of the state's congressional delegation, was elaborating on criticisms he had voiced of the FTC proposal at a congressional hearing two weeks ago (Broadcasting, Feb. 14).

The proposal, filed in the FCC's overall inquiry into the fairness doctrine, has been denounced by advertisers and their agencies, as well as by broadcasters, as a mechanism for driving advertisers from broadcasting.

The point was made again last week, by Mr. Whitehead as well as by two major advertising associations—the American Association of Advertising Agencies and the American Advertising Federation—in comments filed with the FCC.

The filings came against a background of reports from sources close to the leadership of the advertising fraternity that a solid front has been formed by advertisers and broadcasters in opposition to the proposal.

The Television Bureau of Advertising, in an unusual move, is expected to file an opposition to the counterad proposal with the FCC this week. A news conference has been called for tomorrow (Feb. 22) in New York to be attended by Theodore Sorenson, attorney and former special counsel to President Kennedy; Norman E. (Pete) Cash, and Albert J. Gillen (Poole Broadcasting), TVB's president and chairman, respectively.

It was indicated that Mr. Sorenson, who bluntly attacked Washington's posture on TV advertising in a speech in Chicago last fall during TVB's annual meeting (Broadcasting, Nov. 15, 1971),

Spokesmen for the opposition *

Five who have joined sentiments, if not forces, against the Federal Trade Commission's proposal that the FCC make provision for counterads to broadcast commercials (l to r): Clay T. Whitehead, director of the Office of Telecommunications Policy, who fronted for the Nixon administration in opposing the idea last week; Peter Allport, president of the American Association of National Advertisers, who issued the first blast against it two weeks ago; John Crichton, president of the American Association of Advertising Agencies, who joined the attack last week; Howard Bell, president of the American Advertising Federation, who did likewise, and Norman E. Cash, president of the Television Bureau of Advertising, who's set to let go this Tuesday (Feb. 22).

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1971), has been retained recently to be its Washington “spokesman.”

The FTC proposal would require broadcasters to make time available for responses to four kinds of commercials: those that explicitly raise controversial issues, those that raise them implicitly, those that rest on scientific premises that are in dispute in the scientific community and those that are silent about negative aspects of the products.

It is the last two categories that are the cause of most concern; the others are already covered by the fairness doctrine. In addition, the broadcaster would be required to make free time available to those wishing to rebut an ad, but lacking the money.

Mr. Whitehead was critical of the proposal that free time be made available. He said it would result in a “hidden subsidy,” with the public ultimately paying for both the advertising and the counteradvertising messages.

But it was the entire philosophy behind the proposal he appeared to find distasteful. He said the FTC seems to be motivated by concerns shared by some who feel that the American people are being sold “a consumption-oriented way of life.” He said this is “a fit subject for government redress—a remedy in addition to the traditional controls on false and misleading advertising,—but presumably not by the FTC.

And like the AAF and the AAAA, Mr. Whitehead was critical of the FTC for attempting to shift some of its responsibilities to the FCC—but his criticism was harsher. The associations said simply that the FCC was not equipped to handle those responsibilities.

Mr. Whitehead’s view: “Of course, the trade commission would like to bring the FCC into the process and bypass the difficult job of making factual determinations concerning advertising deception. The FTC is constrained by all sorts of procedures which safeguard the rights of advertisers accused of deception.

“It is much easier to subject the suspect advertiser to a verbal stoning in the public square, but is it responsible for a government agency to urge this type of approach? This administration thinks not.”

Mr. Whitehead was scornful of the FTC’s contention that the proposal was workable. He said that although the proposal is intended to aid consumers, “the public would be done a disservice if all that counteradvertising achieves is a bewildering clutter of personal opinions thrust before consumers every time they turn on their radios and TV’s.”

And what of the responsibility for protecting the public from false material in the counterads? Mr. Whitehead noted that, when asked that question, the FTC’s director of consumer protection, Robert Plotzsky, said the agency would face a “ticklish” First Amendment problem if it attempted to monitor the counterads. “Ticklish indeed!” Mr. Whitehead said. “One would have hoped that a federal agency would have been more sensitive to this problem before proposing a requirement of counteradvertising.”

Mr. Whitehead said that the job of guarding against abuses and excesses of broadcast advertising should be left to self-regulation by the two industries concerned, with the FTC and FCC playing their “proper roles” in assuring “public vigilance.”

He said he strongly supports the FCC’s frequently stated position that advertising should be regulated as a business practice by the FTC. “But product ads should not be regulated, TV or not, as expressions of ideological, philosophical or political viewpoints,” he said.

The AAF and the AAAA, in their filings, said the FTC is attempting to stretch the fairness doctrine beyond its legal limit in seeking to apply it to all product advertising. And Mr. Whitehead, who has proposed scrapping the doctrine in favor of enforcing case-by-case fairness in the discussion of controversial issues, said the FTC would “expand the doctrine’s already chaotic enforcement mechanism far beyond what was originally intended and what is now appropriate.”

The AAAA, whose comments were prepared by Mahlon F. Perkins, its general counsel, saw the FTC proposal as antiadvertising in intent. It charged that the FTC’s “real objective is to transform broadcast advertising into a detailed specification guide” and that the proposal is “designed to dilute brand loyalties and whittle down market shares.”

The AAF comment, which was signed by Howard H. Bell, the foundation’s president, saw another possible danger in the proposal. If an advertiser could prove he has lost business as a result of counterads, Mr. Bell said, he could sue for trade libel—with the broadcast licensee involved named a defendant. Mr. Bell said the advertiser could cite “traditional notions of licensee responsibility” as a basis for assuming that the licensee “knowingly participated” in the presentation of the counterads.

Behind the formal filings, there were the privately expressed concerns of New York advertising executives, who spoke candidly, although not for attribution. One said the FTC proposal could affect almost any company in almost any situation but would most likely impact first on such vulnerable advertiser groups as manufacturers of breakfast cereals, drugs and remedies and gasoline.

A check of leading cereal makers—General Foods, Kellogg, General Mills, Quaker Oats, Ralston Purina and Nabisco—failed to elicit comment for the record. But one spokesman said flatterly the FTC proposal could have a potential restraint on advertising—“it could encompass many advertising situations and in many fields.” He also said “Pete Allport [president of the Association of National Advertisers] has said it for us. We think it best to continue to have him speak for us.” Mr. Allport warned two weeks ago that FCC adoption of the FTC proposal would be followed by advertisers’ “exodus” from broadcasting.

Talks with advertising officials also disclosed the purported existence of what was described as a “chilling” factor. The mere threat of the FTC proposals, as well as the court rulings on counterclaims, have instilled caution among some advertisers, one source said.

It was noted that one company had

FCC asks NBC to get moving on fairness complaint

NBC has been requested to inform the FCC of the company’s plans for balancing views contained in commercials for large-engine automobiles and leaded gasoline that are broadcast on MBC-owned WNBC-TV New York.

The order is one of the aftereffects of the decision of the U.S. Court of Appeals which held that carriage of such commercials imposes a fairness-doctrine obligation on a broadcaster. The decision overturned a commission on order on a complaint against WNBC-TV brought by the Friends of the Earth, an environmentalist group.

NBC is currently making a complete review of the station’s programming from Oct. 1, 1970, through Sept. 30, 1971, to see if it satisfied the fairness obligation with respect to the FOE’s complaint. It says it will take four months to complete the study.

The commission last week said the one-year review, to which FOE has agreed, is “reasonable.” But it noted that the material giving rise to the complaint was being aired on a continuing basis. Accordingly, it said, there is no reason why “consideration of the treatment now being given the issue” should have to “await the completion of NBC’s prolonged study of the past.”
dropped its TV-advertising plans when network continuity acceptance sources indicated the prepared commercials might subject the advertiser to fairness and the right of reply. (Network verification of this report was not available.)

There also was speculation that the issue of lead-free gasoline had left a gash in the ad plans of petroleum companies. It is not known whether monies pulled out of advertising as a result were "put back in or diverted into something else."

These two statements, made by advertising executives, would appear to sum up opinion on FTC's proposals: (1) "It is hard to find any advertisers that couldn't be vulnerable if the FTC's proposals were adopted," and (2) "It is possible to make advertising messages so innocuous that they don't even sell."

And the question was then asked: "Is this what the FTC really wants?"

And Mark Smith, general manager of KLAS-TV Las Vegas, who filed a comment with the FCC last week, may have reflected the views of many broadcasters when he said: "Without a doubt, this is the most frightening proposal I have ever heard in my entire 16 years of broadcast management . . . I would think that the FCC has the proper judgment to dispose of this request by telling the FTC to do its own job."

SRI on the RADAR

Statistical Research Inc., Westfield, N.J., has been commissioned by the radio networks to conduct the eighth in a series of RADAR (Radio's All-Dimension Audience Research) studies this spring. The study will include measurement of individual listening to AM and FM, and to network-affiliated stations. Audience estimates will be based on telephone interviews on seven consecutive days from a sample of approximately 4,000 individuals. The RADAR study will include reporting daily and weekly cumulative audiences, in addition to quarter-hour by quarter-hour audience estimates. In the past, RADAR studies were conducted for the networks by Brand Rating Audience Studies, New York.

FCB picks up L.A. ad firm

Foote, Cone & Belding has acquired Hall & Levine Advertising, Los Angeles, a 10-year-old agency billing $3 million a year. It will operate autonomously as an FCB division. In announcing the acquisition, FCB said Joan Levine, president; Adrienne Hall, executive vice president, and Jens Pedersen, senior vice president in charge of client services, will continue as principals of the Los Angeles agency.

Y&R loves that computer

A slow-pay solution, but large-scale effort is what's needed

Young & Rubicam, one of the biggest spot-billing advertising agencies, has jumped into the slow-pay issue with a boost and a boost.

The boost: Y&R, which bills at the rate of $70 million in spot television, said it has one of the best "current payment records" in the industry. Its officials, in interviews last week, said also they believed they were the "best paying agency." One official, Burton Vaupen, vice president, director of account operations, indicated that Y&R through internal improvements had already stepped up its payment of station invoices to a point where almost 90% can be paid within 30 days.

Y&R's boost was applied to Broadcast Data Base Inc., New York, for its spot-TV "administration and invoicing" computerized technique. The agency said that in the fourth quarter of 1971 it participated, along with five TV stations (WPVI-TV Philadelphia; WCPO-TV Cincinnati; KTV- [TV] Springfield, Mo.; KCMO-TV Kansas City, Mo., and KUTV- [TV] Salt Lake City), in testing DBD. Edgar E. White, president of Broadcast Data Base, explained that the computer facility (located in Paramus, N.J.) is interfaced with teleprinter network allowing each station daily to feed directly into the system broadcast performance data from the preceding day's operating log. Stored within the same system and continually updated are Y&R's media schedules.

All station records that have come in during a business day are compared with the agency records that night. Those of "matched circumstance"—correct as to Y&R's performance criteria—are stored in a "clean" billing file for invoicing. Station and agency records that do not agree are put together and held in a "discrepancy" file.

Both station and the agency can call the computer and print out the discrepancy file and this can be addressed, and often corrected, within a day or so of the commercial's air date, "thus greatly reducing the ultimate number of discrepancies at the time the station renders its invoice to the agency."

Y&R and Mr. White said the service was ready to add subscribing stations to the system immediately and that it would be expanded to include other agencies. Y&R volunteered to supply agencies and stations on specific "insights" into the test experience.

According to the Mr. White's proposal—supported by the agency—participating stations would not be required to assume start-up costs but, it was made clear, stations would be required to support the operation. Though specific rates were not made available, Mr. White described charges: "Station rates will be based on a percentage ranging from 3/10 of 1% up to about 1% of monthly net billings—the range depending on market size" and other similar factors.

According to a knowledgeable source in broadcasting, the BDB approach is considered "basically sound and an interesting idea" but, it was stressed, the impact, or worth, would depend on its ability to "convert other ad agencies to the system in a meaningful frame." It was pointed out that some 75% of national-spot business comes from 125 top advertisers whose business is placed by perhaps 25 key agencies. "A few agencies," said this source, "would not be enough" to make a serious impact on the late-pay issue.

Mr. Vaupen at Y&R said that the agency's reorganization of some six months ago encompassed its accounting operations. As part of this, he indicated, it was deemed necessary "to clean up the mess of backlog [in spot paper work]. Slow pay is an irritant. It irritates clients and the agency and the suppliers."

He said that Y&R's clients have expressed their reactions to the internal cleanup as "spectacular" in results and as a "turnaround" in accounting procedures.

Mr. White said the test stations were selected because of variety of size, ownership and their markets. During the test, he said, parallel invoices were kept. Station-prepared invoices were later compared with computer-printout invoices. With the use of the system, he said, 85% of the value (billing) of all invoices was cleared for payment as against 20% using the "old" way, or
station-prepared sheets. Payments within 30 days to stations increased from an average 36% of October billing (before actual use of computer) to 98% of December's billing when the system was in full use, according to Mr. White's analysis.

Honoring America: NBC and American Airlines

American Air Lines has signed an agreement with NBC Enterprises for the production of 10 one-hour television specials keyed to the American Revolution bicentennial and for broadcast starting next fall and continuing through 1977. It was widely assumed the series would be presented on NBC-TV, although the announcement did not specify a network.

Announcement of the project was made in Washington last Thursday (Feb. 17) by Walter J. Rauscher, American's senior vice president, passenger marketing. The NBC Enterprise Division's special projects until will produce the series, The American Experience.

Donald B. Hyatt, head of the unit, will produce and direct. Working with Mr. Hyatt will be writer Richard Hansen and composer Robert Russell Bennett. Chet Huntley, former NBC News commentator, will serve as the series' on-and-off-screen storyteller.


The series will include contemporary filming as well as memorabilia: paintings, lithographs, tintypes and archive film.

Agency for American Airlines is Doyle Dane Bernbach, New York.

The exodus begins at Lennen & Newell

Lennen & Newell has reduced staff, including its top executives, to a total of 125 employees and as of last week was bereft of nearly all of its former major-billing clients.

L&N, which is in a bankruptcy proceeding, had hoped to work out a preliminary agreement with creditors (Broadcasting, Feb. 7). But the departure of Best Foods (division of C.P.C. International), which accounted for $7 million in business, put a severe crimp in those plans.

William C. Lydford, the agency’s president, heads the list of executives resigning. His resignation is effective Feb. 29. Donald Campbell, executive vice president and supervisor on Stokley Van Camp, will take over. He will stay for six months provided L&N maintains service to the client.

Also resigned were John D. Spears, executive vice president-finance; Frank M. Cambria, executive vice president; George Oswald, vice chairman, and John Cross, executive vice president.

Barry J. Nova, senior vice president and management supervisor, and Gerry Gross, creative director, will join Senator Hubert Humphrey's staff as consultants. They had been operating L&N's Campaign Planners subsidiary on the senator's campaign for the Democratic presidential nomination.

RADAR, ARB, others join ARF audit ranks

Sixteen advertising-research services or projects—several of them broadcast-oriented—have registered with the advertising Research Foundation's open-audit plan. The plan foresee ARF-controlled spot auditing of the commercial services operations at no cost to those companies. A formal announcement of ARF's project was made last fall (Broadcasting, Oct. 18, 1971).

Among the research projects registering with ARF is RADAR, the annual radio-audience measurement survey undertaken by the radio networks. Among others registering with ARF are Marketing Information Service for its "print-television pretest"; Burke Marketing Research for Burke television day-after-recall; Market Facts Inc. for split-cable television testing service; W. R. Simmons for its research, "selective markets and the media reaching them" and American Research Bureau for its overnight surveys, radio-market reports, and TV-market reports.

With registration, the participating research service will be permitted use of an ARF symbol with a statement to the effect that its operation is open to ARF inspection and reporting. This material can be used on reports and on promotion.

'Black Beauty' barter

Young & Rubicam has acquired the rights to a new half-hour advertiser-syndicated series, Black Beauty. Y&R, already in the field with its Galloping Gourmet series (both programs were acquired from the Freemantle Corp.) is currently clearing time periods for the series and will announce shortly the names of participating sponsors. Black Beauty, a co-production of London Weekend Television and Talbot Television, is being filmed in England for a September start on British television.

Network buys perk up

January shows 6.6% gain over last year, but still behind the '70 figures

Advertiser investments in network television are looking better this year than in 1971. Initial evidence is being announced in a Television Bureau of Advertising report today (Feb. 21) that shows $148.2 million in January network billings, a 6.6% increase over January 1971.

TVB said the increase sharply reversed a 15-month downward trend. The billings comeback, said TVB's Harvey Spiegel, vice president in charge of sales and marketing, occurred despite the fewer hours of prime-time network programs offered for sale.

The figures—compiled by Broadcast Advertisers Reports—also were the first to be released for comparison with 1971 figures depressed by the loss of cigarette advertising. (Though TVB made no mention of the cigarette side-effects, the records indicate that the bureau's reported $139 million showing for January 1971 had represented a cut of more than $25.3 million, or 15.5% below the total network TV billings for January 1970. Against that 1970 total, January 1972 billing is still almost $16 million down.)

In the three-network totals the increases were greatest on weekends (daytime): nighttime was up while weekday daytime was off (attributed in part to New Year's day falling on a weekend this year but on a weekday in 1971—New Year's daytime billing is normally heavy).

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<tr>
<th>Network billing estimates</th>
<th>January (add 000)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1971</td>
</tr>
<tr>
<td>Daytime</td>
<td></td>
</tr>
<tr>
<td>Mon-Fri</td>
<td>45,814.6</td>
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<tr>
<td>Sat Sun</td>
<td>26,316.9</td>
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<tr>
<td>Nightly</td>
<td>17,497.7</td>
</tr>
<tr>
<td>Total</td>
<td>89,629.2</td>
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</tbody>
</table>

**BusinessBriefly**

General Foods (Birds Eye division), White Plains, N.Y., will soon introduce a new Ice Flo frozen concentrate drink in parts of the South, testing via spot TV, couponing and newspaper advertising support. Agency is Young & Rubicam, New York

Quaker Oats Co., Chicago, through Adcom Inc. there, will sponsor a one-hour special, Ben Franklin, American,
on NBC-TV, Tuesday, March 21 (7:30-
8:30 p.m. NYT). Special will be pack-
aged by Twentieth Century-Fox Tele-
vision.

Corning Glass Works, Corning, N.Y.,
through Delehanty, Kurnt & Geller, New
York, will run a 30-second spot-
TV campaign for its cookware items
from March through May and an eight-
week 30-second network-TV campaign
for its Correlle Livingware beginning
in April.

General Motors Acceptance Corp.,
through Campbell-Ewald, both Detroit,
and Johnson & Johnson, New Bruns-
wick, N.J., for Modess, through Young &
Rubicam, New York, have pur-
chased advertising schedules on two
ABC Radio network services beginning
today (Feb. 21). GMAC spots, set to
run through Monday, June 19, will be
heard on news and feature broadcasts
of the American Information and Ent-
tertainment services while Modess ads
will run through Wednesday, March 1,
on news and feature broadcasts of
the American Contemporary and Entertain-
ment services.

The Kerr Glass Manufacturing Corp.,
Sand Springs, Okla., a new network-TV
advertiser, has signed for participation
in NBC-TV's weekday Dinah's Place
(10:10:30 a.m. NYT) on a May-
through-August schedule. Agency is
Low Runkle Co., Oklahoma City.

Eastman Kodak and Kraft Foods,
through J. Walter Thompson, and John
H. Breck (BBDO) will sponsor the 15th
annual America's Junior Miss Pageant
on NBC-TV, Tuesday, May 9, 8:30-
9:30 p.m. EDT. It will be the eighth
year that NBC will have telecast the
pageant.

Eaton Yale & Towne Inc., Cleveland,
through J. Walter Thompson Co., New
York, which used network TV for first
time on May 2, 1971, in sponsoring
NBC News special White Paper on Juvenile Justice, has purchased full
sponsorship of two one-hour NBC News
programs: China Lost and Found, to-
morrow (Feb. 15) at 8:30 p.m. EST,
and Pain? Where Does It Hurt Most?
on March 28, also at 8:30.

Munsingwear Inc., Minneapolis, maker
of women's and boys' wear, through
Carson/Roberts/Inc., division of Ogilvy
& Mather, Los Angeles, is starting a
radio promotion on 59 stations in 20
major markets to introduce its Kanga-
roo T-shirts. Each of the 59 stations
on the schedule will carry an average of 20
30-second spots concentrated in a five-
day period. The campaign starts on
the West Coast in February and continues
on through the rest of the country by
mid-March. Co-op radio will be available
to retailers other than those in the
20 markets carrying the advertiser's
radio campaign. Co-op television adver-
sing also will be made available in 19
additional markets not covered by radio.

FCC scores lack of brokerage reports

The FCC has fined KTVM-AM-FM Ingle-
wood, Calif., $5,000 and renewed the
station's license for a short term of one
year for failure to report time-brokerage
agreements and for other alleged
derelictions.

In an initial decision released in De-
cember 1970. Hearing Examiner Ernest
Nash had recommended the short-term
renewal because of the time-brokerage
issue, as well as on findings that KTVM-
AM-FM had exercised improper control
over Spanish, Italian and German pro-
gramming, had submitted inaccurate pro-
gram logs and had kept inaccurate or
incomplete records of political commer-
cials. Mr. Nash also found that the sta-
tions' rates for political candidates were
discriminatory, although not intention-
ally so. He declined, however, to issue
a notice of forfeiture—an option the
commission had put at his disposal.

In acting on the case, the commission
disagreed with Mr. Nash's conclusion
that a fine was inappropriate for lack of
evidence that time-brokerage violations
occurred during the time designated in
the case's hearing order. The commis-
sion said that examination of the record
showed that 11 such violations occurr-
ed.

The commission's vote was 4 to 0, with
Commissioners Nicholas Johnson
and Richard Wiley not participating
and Commissioner H. Rex Lee absent.

As a result of its action in the KTVM
proceeding, the commission dismissed a
petition by WON Continental Broad-
casting Co., for reconsideration of a
review board decision three years ago
that granted the owners of the KTVM
stations authority to build a new AM
at Las Vegas. The application of John
Williams and Jack M. Reeder, who own
the license of KTVM-AM-FM, for a new
class II-A AM on 720 kHz with 50 kw
daytime and 10 kw at night, had been
pending the outcome of the KTVM case.

Agency Appointments

- The Thompson Medical Co., New
York, has chosen Grey Advertising
to carry its Slim-Mint gum and
Slim-Line candies. Grey is the first
agency to handle the relatively new
product lines. Advertising plans have
not been finalized.
- The E. Kahn's Sons Co., Cincinnati-
based meat processor, has named Car-
gill, Wilson & Acree, Atlanta (subsid-
ary of Doyle Dane Bernbach) to handle
its advertising and promotional activi-
ties in the Southeast. Although adver-
tising plans have not been finalized,
Kahn's has been a heavy broadcast
user. Former agency is McCrae &
Bealer, Atlanta.
- Early California Foods, Los Angeles,
has chosen Young & Rubicam/West
there to handle its $1-million account.
New assignments include Pream coffee
creamer, recently acquired from Ab-
bott Laboratories. Former agency was
Cunningham & Walsh.
- Procter & Gamble, Cincinnati, has
reassigned its Top Job household cleaner
($2.5 million in TV billings) from
Grey Advertising to Compton Advertising,
effective June 1. Both are P&G
agencies.
- Brooke Bond Foods, Lake Success,
N.Y., subsidiary of Brooke Bond Liebig
Ltd., has chosen Warwick & Legler,
New York, to handle its $1-million Red
Rose brand tea account. Part of the
ad budget is expected to be allocated
to broadcast. Former agency was John
- Hertz Corp., New York, has ap-
pointed McCann-Erickson there to han-
dle its estimated $5-million overseas
advertising. Carl Ally continues as the
Hertz agency in the U.S. Former
agency was Ogilvy & Mather.
- The Calgon consumer division, Cal-
gon Corp., Pittsburgh, subsidiary of
Merck & Co., has chosen Grey Adver-
tising to handle its "multimillion-dollar
Secrets line of products. Secrets, a
broadcast advertiser, was formerly han-
dled by Needham, Harper & Steers.

On ANA's mind: FTC's counterad

In announcing its agenda for its meet-
ing in Pebble Beach, Calif., March
26-29, the Association of National Ad-
tvertisers last week pushed the topic of
counteradvertising to the top (see page
14).

ANA said that subject—in addition
to the Federal Trade Commission's
"corrective advertising" proposals and
the self-regulatory program of the
Council of Better Business Bureaus—
"will be major topics at the 24th west-
ern conference."

Also on the program: new develop-
ments in the operation of in-house com-
unications facilities by advertisers;
self-regulatory efforts of individual
companies; experience with new-product
ventures; integrated advertising/ pro-
motion strategies; women's views of
advertising; organization of the corpor-
ate communications functions, and case
histories on L'Eggs stockings and
Mazda cars.

18 BROADCAST ADVERTISING
GATES’ BC-1H
Here’s today’s newest 1 kW AM transmitter

Gates’ new BC-1H 1000 watt AM transmitter features reliable, long life 833A tubes, solid state oscillation, instantaneous power cut back to 250 watts, and 120% positive peak modulation capabilities. It will be operating reliably at your station for years to come. Get the details on tomorrow’s transmitter today. Write Gates Radio Company, 123 Hampshire Street, Quincy, Illinois 62301.
WSYR... the leader again in Central New York's big radio market!

WSYR reaches more women 6:00 to 10:00 a.m. than any other station reaches in an entire week.

Hard to believe? Check the October-November 1971 Syracuse ARB.

Research derived from October-November 1971 Syracuse, N.Y. ARB. Data quoted or derived from audience surveys are estimates, subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details. Get the full story on Syracuse from Henry I. Christal Co., Inc.
Fuel added to the fires

Woody Allen flap and ACLU report put more heat on public broadcasting while funding bill awaits action

The struggle over funding and program control in public broadcasting will not reach its first congressional showdown until next month, but it continues to rage elsewhere—internally and in public debate.

The latest internal skirmish occurred when a satirical program, The Politics of Woody Allen, was withdrawn from network distribution. The program, originally scheduled for this week, was held up when the Public Broadcasting Service decided that it raised serious legal problems under Section 315 and was in questionable taste. PBS agreed to distribute the program to local stations and let them decide whether to run it, but it was withdrawn by the production center, New York's WNET (tv), for review by attorneys.

The contribution to public debate came from the American Civil Liberties Union, which issued a report by journalist Fred Powledge charging that official Washington, and particularly the White House, is "threatening public television with [slow] starvation ... The message has been delivered that the diet will improve only when public television agrees to abandon any notions it might have of becoming anything that could be called a national force—or, as the White House prefers to put it, anything that could be termed a "fourth network."

Mr. Powledge noted that the administration characterizes its concern as a demand for decentralization. However, he added, "the sort of decentralization that is being demanded would mean the virtual death, by starvation, of innovative and relevant public-affairs programming on a national scale."

The same kind of debate will take hard legislative shape early next month, when the House Communications Subcommittee begins its markup of a bill (H.R. 11807) to provide long-range funding for public broadcasting. The bill, introduced by subcommittee chairman Torbert H. Macdonald (D-Mass.), would provide a five-year authorization for the Corporation for Public Broadcasting, with funding levels ranging from $65 million in fiscal 1973 to $160 million in 1977, and with a minimum of 30% of that amount going to local stations in the form of general support grants.

The public-broadcasting community has supported the bill enthusiastically and may get a modified version of it from the subcommittee's deliberations, but the final product is expected to be far less generous ("Closed Circuit," Feb. 7).

A few modifications have been suggested by the National Association of Educational Broadcasters in material that supplements the hearing record assembled earlier this month (Broadcasting, Feb. 7). NAEB would stipulate that local-service grants—which it would define more specifically in the bill—must be at least 30% and no more than 50% of available funds. The upper figure points up the fact that local stations want their percentage of the total pie to increase as federal funding grows. The association would also change the references to "public" stations; it would substitute either "public and instructional" or "noncommercial educational," as a reflection of the diverse purposes of local ETV stations.

The principal issue raised in discussions of public broadcasting—whether at the administration level, in this month's hearings, other public debate, or inside the system—is that of centralization. A lot of the agitation has come from those who feel that the entire public-broadcasting establishment tilts leftward. But one manifestation of the discontent—the only one to have taken hard legal form—comes from the left. A lawsuit filed by a New York group called the Network Project charges that CPB and PBS are the key elements of a system of centralized control in public broadcasting. The suit, filed in a New York district court, asks that the organizations be prohibited on First Amendment grounds from exercising any kind of internal "censorship" over programs. CPB attorneys were scheduled to respond to the suit this week, but have won a 20-day extension of time to prepare their reply.

The latest practical evidence of the centralization dispute is the flap over the Woody Allen program. The program, which includes material on President Nixon, George Wallace and Hubert H. Humphrey, was originally scheduled for broadcast today (Feb. 21). After it was questioned by PBS, initial indications were that, if nothing else, WNET would run the program itself. But last week, Educational Broadcasting Corp.—parent of both local and national noncommercial production in New York—withdrawed the program for further review. The possibility was raised that the program might be given a new, explanatory opening and closing, but no final determination had been made as of late last week.

This kind of ping-pong between PBS and EBC was at the heart of Mr. Powledge's study for ACLU. He said that many local public broadcasters, tied to "conservative institutions" such as state governments, try to use PBS as an agent of editorial censorship.

PBS President Hartford N. Gunn Jr. told Mr. Powledge: "We have taken the position that we would not deny any program to any station that wants it... But the problem with a scheduled service is that a lot of stations can be walked out on a plank and dropped into impossible situations by irresponsible people."

EBC President James Day, on the other hand, was quoted as saying: "I don't think it's a practical system. I don't believe in a system of national television where decisions are based on the votes, so to speak, of the majority of the television stations...[With] too many people looking over your shoulder," he said, the creative process degenerates into "blandness."

Mr. Powledge himself, after reviewing some of the funding and programming controversies that have plagued the national system, recommends thorough congressional hearings, since these "might well show, among other things, that public TV is being run by people who know very little about television, about journalism and its traditions, and about the creative side of communications—and people who stand in inordinate fear of politicians, and therefore have no place in public broadcasting."

The issue of control has been get-
Back at cable rules come AMST, NAB

Both claim end result is not what it was supposed to be

An attack on the FCC's new cable rules, issued early this month (Broadcasting, Feb. 7), has been promised by at least two broadcaster organizations: the Association of Maximum Service Telecasters and the National Association of Broadcasters.

Both said—one publicly last week, the other privately—that they will file petitions for reconsideration with the FCC on the ground that the commission's regulations do not jibe with what they had understood to be the intent of last November's compromise agreement forged last month by the Office of Telecommunications Policy.

And both stressed publicly that the FCC rules are only one facet of a two-part agreement—that the whole CATV compromise is pegged on both FCC rules and copyright legislation.

Spokesmen for both organizations noted that a principal point at issue is the grandfathering date. The FCC has indicated that this will be March 31; the broadcast groups claim that their understanding is that this date was to have been Nov. 14, 1971, the date all parties, including CATV and copyright representatives, agreed to the OTP compromise.

Other questions relate to what all agree are minor factors (the definition of significantly viewed stations, for example) but which, as one broadcast spokesman said, "cumulatively amount to a serious impact on broadcasting."

The petitions for reconsideration will be filed at the end of the customary 30-day period following issuance of the FCC rules. This officially was Feb. 12, when the full text of the FCC cable TV order appeared in the Federal Register. Publicly announcing its intention to file for reconsideration was AMST, whose statement was issued on Feb. 14, following an AMST board meeting in Dallas on Feb. 11.

The AMST statement recalled that the organization had accepted the OTP agreement reluctantly because of its belief that cable TV would cause irreparable injury to over-the-air broadcasting, the unfairness of forcing TV broadcasters to subsidize the development of CATV, and the inadequate treatment of TV stations below the top-50 markets.

AMST said that it had understood that parties were to reach an agreement on the precise statutory language to be recommended to Congress on copyright law before issuance of the FCC rules and that this has not been done yet. It said that the FCC rules also depart in a number of ways from its understanding "of the letter and the spirit of the compromise." Officially, AMST sources declined to be more specific on this last objection.

Nevertheless, AMST said, it will continue to work for the "implementation of essential elements of the compromise as long as there is any reasonable possibility that this can be achieved."

To this end, it said, it would work to bring about agreement on statutory copyright language for submission to Congress and would petition for reconsideration and modification "of certain aspects" of the new FCC rules.

The NAB move for reconsideration will be aimed, it was said, "at deviations from the agreement or where not covered at all." NAB President Vincent T. Wasilewski already has noted that the OTP compromise agreement calls for copyright legislation as part of a "package" deal, implying that the FCC rules should not become effective until there is copyright legislation.

Among the items that NAB sources feel are erroneous are certain sections of the technical standards, and substitution provisions that permit a cable firm to bring in other programs where a local program is blacked out due to protection requirements.

On copyright, a charge that the National Cable Television Association is "foot-dragging" was suggested by Lester W. Lindow, executive director of AMST, in a note to John Gwin, chairman of NCTA.

Mr. Gwin had written to Mr. Lindow and Mr. Wasilewski urging support for the FCC rules and expressing the hope that neither organization would make any move to delay the rules' effective date.

Mr. Lindow responded by sending along the AMST statement and expressing regret that activities along the copyright front were not moving faster. He noted that there had been a meeting between cable TV and copyright representatives on Feb. 14, but that the NCTA delegates had not had any proposals to submit and indeed had told their copyright counterparts that they would be unavailable until Feb. 29.

"I regard this as a most disturbing report," Mr. Lindow said. "Foot-dragging on the copyright aspects of the compromise agreement would be a very serious breach of that agreement and would necessarily discharge all other parties from any obligation to adhere to any part of it."

As of late last week Mr. Wasilewski had not replied to Mr. Gwin's letter. Last month Senator John McClellan
(D-Ark.), chairman of the Copyright Subcommittee, informed FCC Chairman Dean Burch that the committee intends to resume its efforts to submit a new copyright bill to the Senate as soon as the FCC rules are issued and there is agreement among the parties on statutory copyright provisions.

There already is a court challenge to the new cable rules. KVVU (TV) Henderson, Nev., filed a notice of appeal with the U.S. Court of Appeals in Washington two weeks ago. The station claims the FCC did not permit comments on the rules that were issued and thereby violated the Administrative Procedure Act (Broadcasting, Feb. 14).

NCTA back to the task of finding a president

The National Cable Television Association is entering a new and presumably final phase in its search for a president, but the outcome remains almost as uncertain as it was several months ago.

NCTA Chairman John Gwin, who had emerged as the front-running candidate only to drop out of the race (Broadcasting, Feb. 14), met two weekends ago with the presidential selection committee to review the situation. He and the committee's chairman, Robert W. (Hank) Symons of Teleprompter Corp., were assigned the task of conducting intensive interviews over the next few weeks.

Mr. Gwin—who has pledged to bring the selection process to a swift conclusion—expressed satisfaction last week with the way the committee had done its homework. However, he declined to name or categorize the present candidates for the job—either the committee's or his own.

HUD money goes out to two cable studies

Test of a two-way cable-television communications system between homes and business, industrial and educational sites will begin next month in Jonathan, Minn., a "new town" now under construction.

The pilot project is being funded by a $175,000 grant from the Department of Housing and Urban Development (HUD). The project is being built and operated by Community Information Systems Inc., Chaska, Minn., a new firm licensed under General Electric Co. patents and technical know-how.

Between mid-March and September, the cable system will be limited to the Jonathan Village Center, a large shopping and commercial complex with more than a dozen stores, offices and businesses. The center will be equipped with a display area where visitors will be instructed in using the equipment: a "hands-on" room where they actually "talk back" to the TV set and a home information site where services are explained and reactions taken.

Terminals for the CIS system include a TV set for receiving: a teletype for sending and receiving printed material, and a subscriber response unit for transmitting. The latter was developed by Community Information Systems and the General Electric Co.

Phase two of the project is planned to begin in the fall and run for about 18 months, with the system expanded to 50 to 100 buildings. In the final phase it is planned to wire 1,000 to 1,500 buildings in the town into the cable system. CSI estimates the cost of the last two phases will "run in the neighborhood of $4 million."

HUD also announced last week that funds will be granted to conduct a study on the uses of communications technology to bring to rural areas the advantages of living and working in the cities. HUD granted $362,000 to Fairfield University and to Goldmark Communications Corp., Norwalk, Conn., headed by Dr. Peter C. Goldmark, to carry out the study in an underdeveloped 10-town area in northeast Connecticut (Broadcasting, Jan. 10).
Whitehead sticks to his cable views

Pastore is told FCC rules on right track regardless of ultimate policy

Senator John O. Pastore (D-R.I.), who has been attempting to smoke out the administration's plans for long-range CATV policy, last week heard from the White House spokesman on such matters. But Clay T. Whitehead, director of the Office of Telecommunications Policy, told the chairman of the Senate Communications Subcommittee no more than he had already been told on the subject.

Mr. Whitehead, who is chairman of a high-level administration committee that is formulating long-range cable television policy, wrote the senator in response to a request for a status report on the committee's deliberations. Basically, he affirmed the views he submitted in November, after the broadcast, CATV and copyright interests reached the consensus agreement that cleared the way for FCC adoption of the CATV rules (BROADCASTING, Nov. 22, 1971).

Mr. Whitehead noted that the new rules, which become effective March 31, take into account the consensus agreement that commits the parties to support of copyright legislation. "We continue to feel that the adoption of such rules and copyright legislation with broad industry accord provided the best opportunity for the sound growth of cable television," Mr. Whitehead said.

He said that the administration committee "hopes to have its report ready for the President in a few months." And although the administration may ultimately offer proposals that "differ in some respects" from the new rules—although not those related to distant-signal carriage—"we do not believe any irreparable harm will be done by permitting those provisions to take effect, and we feel it is essential to enable cable development to progress as soon as possible."

Pulse sues Starch over 'pulse'
The Pulse Inc. audience-research firm is suing Daniel Starch & Staff, another research firm, in an effort to stop Starch and its subsidiary, Roper Research Associates, from using the name "Pulse" in connection with their business. A suit for an injunction and $1 million in damages has been filed in the New York state supreme court. It charges that Starch uses the name "Pulse"—in "public pulse world wide" and in letterhead listings of "Starch/Hooperating/ the public pulse"—"an attempt to trade on the long-established reputation of The Pulse Inc. in the field of marketing research and public-opinion research," and also alleges "an attempt to confuse the industry into dealing with Starch under the illusion that they are purchasing from The Pulse Inc."

Bankrupt licensee fights transfer

KTW-AM-FM owners, hoping to reorganize and keep control, oppose Sterling's bid

The licensee of KTW-AM-FM, Seattle last week moved to block the involuntary transfer of those stations to group broadcaster Sterling Broadcasting.

Norwood J., Gloria and S. H. Patterson, principals of Nordawn Inc., the stations' licensee, petitioned the FCC to deny Sterling's transfer application on a number of grounds, including misrepresentation on the part of Sterling and the Seattle attorney who had been appointed trustee of the stations in bankruptcy.

The Pattersons' action follows the filing two weeks ago of another petition to deny the sale. It was submitted by a local group that objected to Sterling's proposal to eliminate the KTW stations' religious programing.

The Nordawn principals are presently involved in litigation in Seattle in which they are seeking reversal of a court order denying their request for a chapter-10 bankruptcy authorization. They are requesting in effect the removal of Walter E. Webster Jr., as receiver in bankruptcy of KTW-AM-FM and their retention of the stations under a chapter 10 reorganization plan. Norwood Patterson is also appealing a criminal conviction of Internal Revenue Service violations (BROADCASTING, Nov. 8, 1971).

The Patterson petition charged that Mr. Webster had attempted to conceal his involvement in the chapter-10 appeal. A standard question on FCC transfer applications is whether the individual is engaged in litigation; by answering negatively, the Pattersons said, Mr. Webster misrepresented the facts.

They also claimed that Sterling did not tell the truth when it responded negatively to a question on the sale application asking whether the applicant had ever been adjudged guilty in a federal court of antitrust violations. They pointed out that the company was found guilty in a Seattle civil suit relat-
ing to its extensive theater ownership in the Northwest. Although the jury returned a guilty verdict in that proceeding, it was unable to assess damages against Sterling.

The Pattersons further contended that Sterling's theater ownership, and its broadcast interests in Washington and Oregon, constitute a concentration of mass-media control.

In addition, they cited the petition filed at the commission on Feb. 9 by the Committee for the Preservation of Religious Programming, which sought to block the transfer because of Sterling's proposed format change. They complained that such a change for not justified by Sterling's community-needs ascertainment survey. Sterling's program proposal, they pointed out, also indicates that the buyer plans to reduce KTW-FM's time of operation by 74 hours per week, and KTW(AM)'s by 44 hours.

**Tax-break given in WKNX-TV sale**

The $1.6-million sale of WKNX-TV (ch. 25) Saginaw, Mich., to multiple broadcaster Rust Craft Broadcasting Corp. was approved by the FCC last week.

The commission, with only one dissent, not only approved the transfer but also agreed to provide the seller, Lake Huron Broadcasting Corp., with a tax certificate denoting the sale as an involuntary conversion of assets because of FCC policy—a proposed rule that would forbid the joint ownership of an AM and TV in the same market.

Lake Huron, which is owned jointly by William J. Edwards and Howard H. Wolfe, also owns WKNX(AM) in Saginaw, which was not involved in the transaction, and KENR(AM) Houston. WKNX-TV, a CBS affiliate, has been operating since 1953.

Deducted from the purchase price is the 2% FCC grant fee, plus certain accounts receivable.

Rust Craft Broadcasting, a subsidiary of the publicly owned Rust Craft Greeting Cards, Inc., owns broadcast stations in five cities, and cable-TV systems in Ohio, West Virginia and Indiana.

Dissenting from the grant was Commissioner Robert T. Bartley. Commissioners Nicholas Johnson and H. Rex Lee were absent.

**Metromedia hits FCC for poor judgment**

The FCC has been accused of "an incomprehensible disregard" for a broadcaster's "sincere" efforts toward responsible and legally sound programming.

That attack came last week from Metromedia Inc., in a request that the commission reconsider a portion of its ruling disposing of a fairness-doctrine complaint against the company's KMBC-TV Kansas City, Mo.

Metromedia asserted that in deciding that KMBC-TV placed too many "conditions" on an offer of reply time it made in connection with a 17-part series on judicial processes in the Kansas City area, the commission "exhibits an incomprehensible disregard for the sincere efforts of a conscientious licencee to ensure responsible programming in compliance with legal principles."

In the decision (BROADCASTING, Jan. 17), the commission ruled that although KMBC-TV appeared to have fulfilled its fairness obligation by offering reply time to certain judges mentioned in the series, the condition it placed on the reply-time offer "unduly" restricted the presentation of contrasting views.

The conditions the commission objected to were KMBC-TV's stipulations that the response would not subject the station or other individuals to ridicule or public censure: that the response contain no personal attack, and that the response not contain material that would obligate the station to make available further reply time. These "guidelines," Metromedia said, were "reasonable and calculated to ensure that the resulting program material is relevant to the issue of the controversy, which is the object of the fairness doctrine."

**WHDH's latest plea fails to move FCC**

The clock is still moving as far as WHDH-TV Boston's occupancy of channel 5 is concerned. The FCC last week denied WHDH Inc.'s request for a stay of the Jan. 21 order directing WHDH-TV to cease operating, and authorizing Boston Broadcasters Inc. to start broadcasting on the channel, on March 19. WHDH had requested the stay pending judicial review of that order. The appeal was filed in the U.S. Court of Appeals in Boston. (All other WHDH pleadings were before the Washington appeals court.)

The commission said that WHDH had offered no evidence bearing on the validity of the orders involved. It also said WHDH had made no showing that the public would suffer irreparable injury or that it has a reasonable chance of succeeding on the merits of its appeal—the other bases on which a stay might be granted.

And although the Jan. 21 order will drive WHDH-TV off the air, the commis-
tion said it "necessarily resulted" from the Jan. 22, 1969, decision denying WHDH-TV a renewal of its license and granting the construction-permit application of BFI. That decision, the commission noted, was upheld "by all courts having jurisdiction." The commission contends that the appeals court in Boston lacks jurisdiction.

Subsidiary service proposed for UHF

Spanish-language group seeks to put channels to business uses

For an FCC that is ever on the lookout for ways to encourage the development of UHF television, the owners of five Spanish-language UHF's have a suggestion: Permit them to broadcast "instructional and informational programs designed for very specific business uses."

Attorneys for the stations, in a letter to the commission last week, asked it either to declare that such programing is permissible under the rules or to waive the rules to permit any UHF station to air such programing for up to four hours daily for an experimental period of two years.

The request was made in behalf of Spanish International Broadcasting Co.'s KMEX-TV Los Angeles and KFTV(TV) Hanford, both California; Spanish International Broadcasting Corp.'s KWEX-TV San Antonio; Spanish International Communications Corp.'s WLTV(TV) Miami and Trans-Tel Corp.'s WXTV(TV) Paterson, N.J. The owners of the Spanish International stations have a 49% interest in the Paterson outlet.

The attorneys said the stations, which now provide programing aimed at the Spanish-speaking populations in their respective communities, have been approached by business interests that want them to provide the special programing designed for business uses. As an example, the letter cites a distributor who could eliminate a sales meeting by telling his retailers to tune in a specified station at a given time for "a special instructional package."

The rule that the attorneys say the commission might construe as barring the kind of service the stations want to provide defines "broadcasting service" as a "radio communication service in which the transmissions are intended for direct reception by the general public."

The letter notes that the commission now permits some broadcast frequencies to be used for specialized programing. One example it cites is in the FM service, in which certain types of subsidiary communications services that "are of interest primarily to limited segments of the public wishing to subscribe to them" are authorized. The services include storcasting and background music.

"There would appear to be no valid reason for prohibiting UHF television stations from providing similar services on a limited basis," the letter adds, "especially since the principal justification for subsidiary communications service in the FM field would pertain here as well—i.e., it would serve as an added source of revenue which is badly needed by almost all UHF stations."

The letter notes that the commission "has long recognized the economic problems of UHF facilities" and has adopted various policies and rules aimed at helping them.

ARB plans new major-market service

American Research Bureau will provide a weekly Major Market Measurement Service for the New York and Los Angeles television markets starting May 3. The service may be offered to other major markets in January 1973.

ARB said last week that effective with the new service—a weekly diary measurement covering ADI (area of dominant influence)—it will discontinue its metered Arbitron overnight and weekly reports in New York. In Los Angeles, ARB has been using diary measurement to produce average-week audiences for eight monthly surveys. A. C. Nielsen Co. has meter measurements and provides overnight ratings in both New York and Los Angeles.

According to Alain J. Tessier, ARB vice president for television sales, MMMS will use a weekly sample of 400 households in each market, or cumulative samples of 5,000 different households quarterly and 20,000 yearly.

The New York meter sample has ranged between 200 and 300 metro households for estimates of homes using TV (HUT) and the share of station's tuning activity.

The new service, it was stressed, will provide weekly estimates of rating and share, a previous four-week average and six demographic break-outs (total women, women 18-49, total men, men 18-49, teens and children). It is expected the first report (starting with the May 3 week) will be out about May 23 (reports will be available within two weeks of the survey period).

ARB expects that costs to stations in New York to approximate current levels for the metered service. In Los Angeles, comparable costs were placed at about 50% higher for the new service. ARB will continue its local market report for the May, July, October and November 1972 survey periods, and is proposing quarterly reports for planning and post-evaluation summaries.

Another push for Hill action

Evans-guided NAB group again seeks help in getting hearings on renewal bills

Another call for broadcasters to see their congressmen and senators to urge hearings on license-renewal legislation was issued last week, aimed at the congressional recesses over the Lincoln-Jackson day occasions.

The letter to all broadcasters was sent out Friday (Feb. 18) by Mark Evans (Metromedia, Washington), chairman of the National Association of Broadcasters' task force on license renewal. Last December Mr. Evans appealed to all broadcasters to see their congressional delegates while they were home during the holiday season.

Response to that first call, Mr. Evans said last week, has been encouraging. He said almost 500 members of the Senate and the House have been contacted and that to date "there has been an unbelievable lack of resistance." But, he added, hearings are vital. "We urge you with all possible haste and emphasis to buttonhole your congressmen and senators again. We need them desperately to plead for hearings immediately—if not sooner."

Mr. Evans suggested that one weakness with many of the earlier contacts is that they were by mail. In-person contact is preferable, he noted. And, he added, it is propitious to urge community leaders to write their congressmen and senators on the need for hearings.

"They should be worded as they see fit," Mr. Evans said, "but pointing out the jeopardy in which broadcasters find themselves."

As of last week, reports show that 460 members of Congress had been contacted by broadcasters, with 187 congressmen in favor, only three opposed. In the Senate, 43 for, only two opposed. The NAB scoreboard also counts 59 congressmen and 13 senators additionally as favorable to the legislation.

Despite these substantial expressions of support, neither Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, nor Representative Torbert T. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, has indicated the possibility of hear-
ings in the near future, if this year at all. And Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has been outspoken in his opposition to sponsoring hearings on license renewal (BROAD-
CASTING, Feb. 14).

Pending in Congress are two bills, among others, that the NAB is partial to and on which it is anxiously seeking hearings. One is HR 12018, introduced by Representative James T. Broyhill (R-N.C.), and the other is S 2993, introduced by Senator Frank E. Moss (D-Utah). Both bills, which carry a substantial number of co-sponsors, are virtually identical, except that Mr. Broy-
hill's bill, nearer the NAB draft, would extend broadcast license terms to five years instead of the three-year term now in effect.

FCC issues changes in barter reports
A short course in reporting trade-outs or barter transactions on FCC financial reports was issued by the commission last week.

In a brief advisory, the commission said that spots exchanged for program material "should be estimated at a fair market value consistent with purchases of other program material of similar quality and quantity"; spots exchanged for fixed assets—such as automobiles or studio equipment—"should be estimated as the amount of cash which would have been paid for the asset, if the trade-out was not available."

Other kinds of trade-outs are more difficult to value but must be estimated, the commission said. Exchanges of spots for merchandise, advertisements in other media or services may reasonably be estimated according to the amount of cash the station would otherwise have paid for those items.

The commission also said that the value of traded time should be included as time sales when the spots are broad-
cast; the estimated value of goods or services received should be treated in the same way as similar purchases for cash.

In a separate action, the commission amended its rules to exempt barter and trade-out agreements from the require-
ment that licensees file time-brokerage agreements with the commission. It said that the rule was originally adopted be-
cause a station that sold time brokers substantial segments of its schedule might be relinquishing its control over programing. Barter arrangements, the commission said, normally do not raise this problem as long as the station re-
tains the right to reject the particular advertiser to whom the time is resold.

Burch lets fly at Johnson
Pent-up fury of two years is released in denunciation of colleague's tactics

The concurring statement, technically, was FCC Chairman Dean Burch's re-
sponse to Commissioner Nicholas John-
son's 32-page opinion criticizing the commission's action establishing a new regulatory program for CATV (BROAD-
CASTING, Feb. 14). But the chairman's 20-page statement went beyond rebuttal to excoriate the whole pattern of Mr. Johnson's public utterances. It was a rare unburdening of one public official's attitude toward another.

"Demagogue," "irresponsible," "bom-
hast," "simplistic approach," "disre-
respectful"—these were some of the terms the chairman used to describe Commis-
sioner Johnson and his works.

Of Mr. Johnson's opinion in the CATV case, Mr. Burch said it was the culmi-
nation of "an incessant barrage of vilification, willful misrepresentation and left-handed slander" that Commissioner John-
on has been directing at his col-
leagues. In Mr. Burch's view, the cable package represents "regulatory crafts-
manship of a high order."

Mr. Johnson had described it as gov-
ernment "decision-making at its worst" and an example of "presidential inter-
fERENCE" in the operation of an inde-
pendent agency. He was criticizing the role of the executive department's Off-
ice of Telecommunications Policy in arranging a compromise among con-
tending parties.

Commissioner Johnson was in Iowa last week when the chairman's state-
ment was released and was not available for comment. However, a member of his staff who talked with him at one

One man's image
Chairman Burch dug back into his Arizona background to find material for summing up his attitude toward Com-
missioner Johnson. He picked out a speech by former Arizona Senator Henry Fountain Ashurst, delivered on the floor of the Senate in 1935, and paraphrased this passage: "If Commissi-

BROADCASTING, Feb. 21, 1972

sioner Johnson should look into his mirror objectively, as he doubtless will some day, he will distinctly perceive a man frequently disrespectful of the rights and feelings of others, exalting himself with an unwarranted sense of superiority over those less gifted and less fortunate than himself; a man too often taking undue advantage of his position here; a man of reckless abandon in speech and relentless in his forays upon those who disagree with him."

Messrs. Burch and Johnson in a more amicable time than prevailed last week, when the chairman loosed a vigorous critique of his colleague. Mr. Johnson has shed his moustache since this picture was taken, but apparently not other aspects of his career style that rile Mr. Burch.

point and told him of the opinion re-
ported that the commissioner had com-
mented of the chairman: "The more he talks of his honor, the faster we're counting our spoons."

His detailed reply, the chairman acknowledged, was prompted by Commis-
sioner Johnson's ability to attract attention in the media. "He is good copy," the chairman said, adding: "This means that his attempt to distort an act of creation into a public obscenity may end up becoming the story of the com-
mision's cable program. I find this in-

sufferable."

The chairman also wanted to put on the record a feeling he has long held privately—that Commissioner Johnson is not bound by the same obligations as his colleagues. "Responsible policy makers recognize the imperfections of their craft and operate within the bounds of the possible," he said. "Not so Commissioner Johnson. In the man-
ner of demagogues, he elevates gross oversimplification to the level of a moral imperative."

He said the commissioner "is pre-
eminently an 'irresponsible' in a policy-
making milieu where complexities are the order of the day and simplistic an-
swers no longer suffice . . . Exploitable issues are what interest him, not practi-
cal results. He trafficks in bombast, not the undramatic reality of incremental progress."

The chairman also permitted a note of regret to creep into his statement. He
saw that there is "a certain grandeur about [Commissioner Johnson's] simplicistic approach to a policy area so crowded with imponderables. But, for a commissioner with undeniable capabilities and even charismatic powers," he said, "what a vast waste."

In addressing the contentions in the Johnson statement, Chairman Burch called "a distortion of the grossest sort" the assertion that the new exclusivity rules will prevent cable television from experiencing anything but a "modest start in some of the smallest markets."

The chairman said that cable for the first time has a chance for growth in the top-100 markets. "This will be true even in the top-50 markets where exclusivity is greatest," he said.

And the chairman said there was nothing sinister in the consensus agreement among broadcasters, cable operators and copyright owners that cleared the way for adoption of the cable rules. The chairman said he had joined with OTP in an effort to secure a consensus that would lead to the resolution of the cable-copyright issue [which the chairman calls the "gut issue"], "de-escalate the level of violence, and thus greatly serve the public interest."

The Chairman called it "patent nonsense" to assert that the agreement resulted from the efforts of the "powerful broadcast industry" to force a "sweetheart deal" upon the commission. In his view the copyright owners were most enthusiastic about the agreement, the broadcasters least.

Pacifica's rival quits FM quest

The Pacifica Foundation is the sole applicant for a noncommercial FM station in Washington. The organization with which it had been competing for the area's only remaining FM frequency has agreed to withdraw.

But despite the departure of the National Educational Foundation—competing applicant with Pacifica for 89.3 mhz in Washington—Pacifica may face other obstacles. Among issues still to be resolved are whether Pacifica solicited illegal ex parte communications in connection with the Washington proceeding and whether the group is qualified to be a noncommercial broadcaster.

Pacifica's agreement with NEF, a nonprofit religious group, calls for the latter to request dismissal of its application in return for reimbursement by Pacifica of legal expenses. Hearing Examiner James F. Tierney, the presiding officer in the comparative proceeding, was informed on Feb. 8 that Pacifica would pay NEF $5,500 in return for its withdrawal. NEF's withdrawal is subject to the examiner's approval of the terms of the agreement.

Pacifica may still be confronted by a hearing to determine whether it is entitled to a grant. An issue of the original FCC order designating the two groups' applications for hearing sought to determine whether either was qualified to be a noncommercial licensee on "legal, financial, technical and other" grounds. One interpretation of this is that the commission wants to determine whether Pacifica fits the definition of a noncommercial broadcaster.

That interpretation came from Marvin Segelman, then general manager of Pacifica's KPFK(FM) Los Angeles, who last year wrote in the station's program guide that the issues to be decided in the Washington hearing are of vital significance to the future of Pacifica.

Mr. Segelman said that if the group were found to be unqualified to be a noncommercial licensee in Washington, it would automatically be unqualified to operate KPFK on a noncommercial frequency. At the same time, he said, Pacifica's KPFA(FM) Berkeley, Calif., and WBAI(FM) New York, both of which operate on commercial channels but are run as noncommercial entities, would lose their tax-exempt status.

Mr. Segelman's remarks had their effect in Washington. Following their publication, the FCC's Broadcast Bureau asked that a further issue be added to determine whether Mr. Segelman's statement (which went on to request listener pleadings to the commission in favor of Pacifica) constituted the solicitation of ex parte communications.

Former pay station to turn religious

RKO General Inc.'s WHCT(TV) (ch. 18) Hartford, Conn., once the nation's only experimental subscription-television station, has been given to a nonprofit church corporation with the approval of the FCC.

Approval of the assignment of the station's license to Faith Center came over the opposition of a local citizen group, the Hartford Communications Committee, made up of some 30 residents representing various minority groups. The group contended that Faith Center's ascertainment of community needs and the programing proposed to meet those needs did not meet the commission's requirements.

The commission, however, found that the Faith Center had made a good-faith effort to determine the community's needs and that a significant portion of the station's programing would be devoted to community problems.

The commission also rejected an argument that Faith Center's proposed specialized format of religious programing would be "a selfish use of the airwaves." Faith Center is licensee of KAFM(FM) Bakersfield and KHOF-FM Los Angeles and permittee of KHOF-TV San Bernardino, all California.

RKO operated WHCT as an experimental pay-TV station from June 29, 1962, until Jan. 31, 1969. Since then, it has operated it as a conventional commercial station.

MediaNotes

Another CATV for Viacom * Viacom International Inc. has acquired Tele rama Inc., owner and operator of a CATV system with over 6,000 connections in Shaker Heights, Warrensville Heights and Euclid, all Ohio. Tele rama also holds franchises in other suburban Cleveland areas. Viacom now has over 162,000 subscribers in its wholly and partially-owned system.

Learn CATV at home * Capital Radio Engineering Institute, Washington, a division of McGraw-Hill Inc., has developed a new independent study program in cable TV engineering technology. The course, formulated in the manner of other CREI engineering programs, is said to provide thorough coverage of all aspects of the cable industry. The course is approved by the National Home Study Council and the Veterans Administration.

Two to NBC * WOXA-FM-Douglass, Ga., and WWNC(AM) Asheville, N.C., have joined NBC Radio.

While the elusive Howard Hughes was reportedly shifting bases from the Bahamas to Nicaragua last week, the television station that he owns (through Hughes Tool Co.) was doing business at the same old stand—but with a new 316-kw General Electric transmitter. For the dedication ceremony-Mark Smith (I.), general manager of KLAS-TV Las Vegas, greeted Raymond M. Holliday, executive vice president of Hughes Tool. Also in works: new studios.
Radio, TV and the double standard

Monroe tells Ervin hearing that licensing procedures unfairly divide the broadcast and the printed press

As Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee wound up its hearing on freedom of the press last week, it heard NBC News correspondent Bill Monroe testify that the government is using the current licensing system to circumvent the First Amendment and control the broadcast press.

His testimony was characterized by Senator Ervin as "the finest presentation on extending press freedom to broadcasting that's been made" at the hearing, which began last September (Broadcasting, Oct. 4, 1971).

Mr. Monroe originally was scheduled to testify at the subcommittee's hearing three weeks ago, but was unable to do so because Senator Ervin had to adjourn the hearing early and attend to other duties (Broadcasting, Feb. 7).

Mr. Monroe, who is also Washington editor of NBC-TV's Today program, told the subcommittee last Wednesday (Feb. 16) that there is an "omnious contrast" that has developed from interpreting the First Amendment differently for print and broadcast media.

Print's freedom is "clear cut," but that of broadcasting is enveloped by "a chill twilight of government regulation and government involvement," he said.

He suggested that the labels that have been put on television—"big business" because of its size and wealth, and "the new vaudeville" because of its entertainment—may have caused many to miss a central fact: "It is press."

Although licensing has encouraged broadcasting to be defined as "nonpress," he said, the problem is not licensing, but the method of licensing.

"If Congress and the courts had entered this area originally with a clear understanding of broadcasting as 20th-century press, they could have devised licensing procedures that kept government out of news and program decisions," he said, "but they didn't. They devised licensing procedures that encourage government intrusion."

Thus, he said, there is a double First Amendment double standard. "The broadcaster must apply to a government body every three years for the right to stay in business. The publisher does not." And to keep those licenses, he said, broadcasters know they must painstakingly document for their renewal applications all "efforts known to be smiled on in Washington" and that "boldness [in programming] equals trouble with government, blandness equals peace."

Mr. Monroe said newspapers "have been complacent witnesses to the weakening of First Amendment rights for broadcasting," and have "consistently consulted their own competitive interests instead of the long-range needs of the nation, which they appeal to so loudly when print is attacked." But, he added, broadcasters have themselves been complacent. "Not bred in the free-press tradition, they have been inclined to approach their problems with government more like businessmen than journalists." With this indifference, it is small wonder that Congress, the courts and the White House have also been "less than attentive to broadcast freedom," he said.

"The First Amendment clearly means that, for the sake of the public, the media shall not be answerable to government," Mr. Monroe said. "It is the license-renewal factor, more than any other, which has breached the First Amendment and introduced into the American system for the first time media answerability to government. But if that whole, rugged First Amendment..."
concept is, God help us, too revolutionary for our times, then license renewals should at least be made more automatic and more predictable, perhaps on an every-10-year basis."

The present licensing system, he continued, serves only "to turn broad cast profits against the public interest because it motivates broadcasters not to jeopardize those profits by offending the government."

At the final session of the hearing on Thursday (February 17), the subcommittee heard a call from Eli Abel, dean of Columbia University's graduate school of journalism, for a well-financed public-television system free of government controls. Another witness, the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, advocated increased public access to the air and stricter regulation by the FCC to insure access and fairness.

Mr. Abel referred to public-television systems in other countries where high-quality programs are financed out of license fees—"the consumer pays directly for the broadcast service he receives"—rather than through appropriated public funds.

He said "the only realistic alternative" is a long-range financing plan like that backed by House Communications Sub-committee Chairman Torbert H. Macdonald (D-Mass.).

Mr. Abel, a board member of the National Public Affairs Center for Television, was also critical of testimony given several weeks ago by Clay T. Whitehead, director of the White House Office of Telecommunications Policy. In contending that public television should not carry public-affairs programming, Mr. Whitehead ignores the Communications Act and the Public Broadcasting Act, which give public television the legal authority to do just that, Mr. Abel said.

Calling for "strong, well financed and creative local stations together with strong, well financed national program services," Mr. Abel said: "I happen to believe that a well financed public-television system, properly insulated from the kinds of political pressure now being brought to bear upon [CPB], is a national necessity."

Dr. Parker told the subcommittee that "the media themselves have an obligation to seek out and give voice to all significant viewpoints reflected in the area of service." Dr. Parker said the FCC "routinely refuses to enforce the fairness doctrine."

"Stricter enforcement rather than watering down is needed," he said.

Will the Ervin hearings result in some form of legislation? None is immediately planned, a subcommittee spokesman said last week. He said the senator wants to review all the testimony before deciding on a course of action. But, he added, affording broadcasters First Amendment protections equal to those of print is one of Senator Ervin's principal concerns.

Newsmen rights bolstered in WDOI-TV case

Police who seized a camera and film from a working newsmen at WDOI-TV Duluth, Minn., were acting unconstitutionally, a federal district judge has ruled.

Judge Frank Neville held that when newsmen are in a public place, lawfully covering a newsworthy event and not interfering with police officers, any arrests or seizures of equipment are "a prior restraint on free expression . . . under the First and 14th Amendments to the Constitution . . . and unlawful seizure in violation of the Fourth Amendment."

Newsmen Dennis Anderson was covering a burglary investigation at a ski hut when his camera and film were seized by a police sergeant. The equipment was turned over to a police lieutenant, who offered to return them (an offer that the judge later said was "clearly conditioned on a prior review of the film by police"). WDOI-TV and Mr. Anderson then filed suit.

Judge Neville said that Mr. Anderson's use of a light and camera did not violate any state laws or interfere with the police.

The station's news director, Dick Gottschald, said of the decision: "There are very few cases where newsmen are the plaintiffs, very few dealing with the rights of newsmen, and very little law at all concerning the problems of newsmen and their dealing with authorities at the scene of a police action . . . [This case] appears to give some additional substance to the television newsmen's claim of rights under the Constitution. Certainly it will help establish the rights of all newsmen to observe, report and film newsworthy events and be at the scene of a crime, and to report and film what goes on at the scene without fear of threats or actual interference from authorities."

Mr. Anderson said last week that no appeal of the decision is expected.

tricks of the trade

for news cameramen

Registration is now open for the 12th annual National Press Photographers Association TV newsfilm workshop, scheduled for April 17-21. The workshop is co-sponsored by the Department of Defense and the University of Oklahoma.

The week-long session includes shooting assignments, editing, critiques and formal presentations. Motion picture cameramen, with a minimum year's experience, are eligible to register as participating cameramen. News managers, assignment or film editors and others may observe. Workshop instructors will be representatives of the networks, local stations and industry. The registration fee for the course is $150 for cameramen and $125 for observers.

For further information contact Ned Hockman, motion picture department, University of Oklahoma, Norman 73069.

'Veet the Press' microfiche

Transcripts of more than 1,250 editions of NBC News's 'Meet the Press' television and radio interview program will be made available for reference purposes on microfiche, under an agreement between NBC and the 3M company. The microfiche will contain transcripts of programs produced since 1945. Principal users are expected to be social-science and journalism schools, universities, colleges, and secondary schools and public libraries.

Sociology and journalism

The Russell Sage Foundation, New York, has begun accepting applications for its social-science and mass-media summer intern program. Five outstanding graduate students in the social sciences will be selected to work as intern reporters, researchers, or production assistants in a variety of media. Applications for participation in the summer intern program should be addressed to Dr. Hugh F. Cline, Social Science and Mass Media Summer Intern Program, Russell Sage Foundation, 230 Park Avenue, New York 10017.
Democrats lose once more.

New request for time to answer President is rejected by FCC

The Democratic National Committee has again been rebuffed in an effort to obtain what amounts to a right of reply to broadcast presidential appearances. This time the complaint was triggered by seven appearances by President Nixon and Treasury Secretary John Connally, all of them since Aug. 15, 1971, and all dealing with the administration's new economic policy.

The FCC, in a four-to-one decision, held that the networks had made showings indicating that their coverage of the economic issue, "on an over-all basis," had been fair. It said that the goal of "robust, wide-open debate" is not served by "mechanistic fairness formulas (or, stated differently, modified equal-time requirements) with respect to broadcast treatment of controversial issues."

The DNC complaint cited three presidential addresses, one of them in non-prime time, on radio and television, and one daytime address on radio only, and three daytime news conferences held by Secretary Connally.

The DNC based its request for time on the commission's ruling, on Aug. 18, 1970, requiring the networks to make time available for an uninterrupted address by a spokesman for views contrary to those expressed by President Nixon in five prime-time appearances over a period of seven months.

The commission, however, noted the fewer presidential appearances, particularly in prime time, that were involved, and the fact that one was on radio only, and declined to equate Secretary Connally's news conferences with an uninterrupted presidential address.

Accordingly, the commission said, the facts involved in the two cases are different. Rather, it said, the DNC's complaint seems primarily intended to establish the kind of "modified equal opportunities" approach that was rejected in the August 1970 case.

The decision came two weeks after the U.S. Court of Appeals had affirmed a commission decision issued on Aug. 20, 1971, denying a similar DNC complaint (Broadcasting, Feb. 7). The DNC had asked for time to respond to four presidential appearances.

The commission decision last week was supported by Chairman Dean Burch and Commissioners Robert E. Lee and Charlotte Reid, with Commissioner Robert T. Bartley concurring. Commissioner Nicholas Johnson was the dissenter.

Who will start the bidding?

Another "oldie" is coming back, in a new version, to television. Goodson-Todman Productions and Viacom Enterprises announced last week that a

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A DIVISION OF COMPUTER EQUIPMENT CORPORATION
Feeling the pulse of the programers

The National Association of Television Program Executives, whose membership is constantly subjected to the whims of public opinion, decided to sample the feelings of those attending NATPE's convention in San Francisco Feb. 9-11 (Broadcasting, Feb. 14).

Of the more than 500 members, associate members, press and guests registered for the convention, some 200 responded to the poll. Results showed that less than one-third want the prime-time access rule revoked immediately, while two-thirds seem willing to give the rule a chance to prove itself.

Exactly half of those responding feel President Nixon's administration has harmed the broadcasting industry. Only one in five voting feel the current administration has helped the industry. Two-thirds of the respondents said local stations are doing enough local programing. Only one-third apparently believes more local programing is needed.

On the question of the quality of current syndicated programs, the vote was divided evenly. Just about as many think syndicated programs are the equal this season to former seasons as do those who think them worse or better this season than in past years. About four out of five seem ready to accept cable-TV executives into NATPE if they are involved in programing. Also, about 40% think barter is good for stations as opposed to about 60% who think barter is good for somebody other than stations or else is good for nothing.

It was a virtual draw on the question of whether stations should make free time available for political candidates, with 49.7% voting yes and 50.3% voting no. Most of those who voted in favor of giving free time (88%) think the time should be made available to candidates for federal office.

The preferred format for a new syndication series for next fall, by a large margin, is action-adventure. More than two-thirds voting asked for a fall adventure series. Second choice, with almost half citing it, is a new comedy series.

There were many diverse votes cast for the biggest single problem now facing the television industry, including government over-regulation, minority demands, pressure groups, lack of creativity and indecisiveness of program managers.

syndicated version of The Price is Right is being produced as a weekly half-hour series for prime-time, starting in September. The new half-hour series, featuring merchandise prizes, will be produced by Goodson-Todman in Hollywood and distributed by Viacom Enterprises. Dennis James will be the host. Price had a long network run, playing on NBC-TV nighttime 1955-63; NBC daytime 1957-63 and ABC-TV nighttime 1963-64.

Pastore's 315 ideas introduced in bill

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week introduced legislation to allow broadcasters to give free time to major presidential and vice presidential candidates without having to give equal time to other candidates.

Senator Pastore announced two weeks ago that he would introduce the measure (Broadcasting, Feb. 14), which would repeal Section 315 of the Communications Act—the equal-time provision—in application to candidates for President or Vice President.

The provision had been in the Senate's version of the political-spending bill, but it was stricken when the bill went to conference with the House bill. The resulting compromise measure signed into law by President Nixon on Feb. 7 contained no repeal of Section 315 for any candidate category.

Senator Pastore introduced the bill (S 3178) last Wednesday (Feb. 16). According to a spokesman for the subcommittee, the senator plans to hold a hearing on the legislation. But, he added, he did not know when the hearing would be scheduled.

'Cable network' founded; public access is aim

The Public Access Network, with the announced intention of becoming a clearinghouse and distribution center for cable programs of national interest, has been formed in Berkeley, Calif. The group, dedicated to public access, also seeks to train community people in production and financing of local cable programing.

Once in full operation, the "network" hopes to provide two to four daily hours of locally originated programing for every participating community. (PAN says it is now seeking applications from cable systems to participate in the network.) PAN also plans eight hours of a variety of other programing to be carried nationally. Start of the network is planned for August 15.

PAN says that it is presently seeking funding. It grew out of another Berkeley organization, Quantum Communications. PAN principals are Claude Marks, operations director, and Joan McKenna, executive director.

'Sanford' climbs higher

NBC's midseason replacement, Sanford and Son, consistently in Nielsen's upper ranks since its premiere, was in the top-10 list for the week ended Feb. 6. It reached 10th place, just ahead of ABC's Mod Squad and behind CBS's All in the Family, ABC's Marcus Welby, NBC's Flip Wilson, CBS's Gunsmoke, NBC's Walt Disney, ABC's Movie of the Week, CBS's Hawaii Five-O and NBC's Adam 12.

CBS's midseason Sonny and Cher and ABC's Sixth Sense, also a second season entry, were in the top-40 rankings (30th and 38th, respectively). The averages for the week were close: CBS had 20.8, ABC 20.1 and NBC 19.4. CBS's nights-of-the-week-won were Monday, Wednesday, Friday and Saturday: NBC's Thursday and Sunday, and ABC's Tuesday.

Columbia finds CCTV a Miami movie outlet

Columbia Pictures Industries has entered into an agreement in principle with Wometco Enterprises Inc., Miami, to provide feature films for a fee via closed-circuit television into 15,000 hotel rooms and more than 15,000 high-rise apartment units in the Miami Beach area.

Wometco's south Florida closed-circuit division is now servicing the area with visitor information, weather reports, stock-market reports, general news and racing information. CPI's TransWorld Productions will offer the hotels and apartments Tele/Theater, feature films; Tele/Ad, a sponsored film on attractions of the city, and Televention, which covers via closed-circuit TV all the events at a hotel convention.

William J. Butters, vice president and general manager of Trans-World, said Tele/Theater began in Atlanta last December and plans are under way to extend this activity to hotels in New York, Chicago, San Francisco and London.

Trans-World announced last week it has made an agreement with Video Techniques Inc. and Top Rank Inc. for the live telecasting via Tele/Theater of at least one major boxing event per month including all future Muhammad Ali bouts promoted by Top Rank.

Trans-World also said it has signed
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Here are eight problems that cost you money:

- No control track
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- Control track out of phase
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- Non-synchronous switches
- 60 cycle drum error
- Low-band color played in hi-band
Protect your profits automatically with the AVR-1

Make-goods are no good for anyone. Clients scream. Agencies drop their schedules. Profits from your precious air time go down with the make-good.

Today, eight major production errors that can cause you to lose profits are corrected automatically with the AVR-1... and save operator time, too. Your VTR man hits the playback button and unplayable tapes are playable.

The automatic AVR-1 not only corrects mistakes of others, but also frees personnel for added profit opportunities. Spots, new program development, promos. The AVR-1 saves money here, too. Easy-to-use controls and advanced automatic features cut operator and set-up time.

And these same automatic error correcting features are also built into the new ACR-25 Cassette Recorder, companion to the AVR-1.

Our seemingly boastful claims were proved to television executives and engineers across the country when they viewed our "World's Worst Videotape Recording" demonstration tape. First we ran the world's most unplayable tape recording on a second generation VTR... without success. Then, we took the same tape and showed perfect pictures corrected automatically on the third-generation AVR-1.

It's everything a third-generation VTR should be. Created with Ampex expertise. Designed to meet your record and playback requirements as you have expressed them. There's no doubt, you need the third-generation AVR-1.

Contact your Ampex representative or write: National Sales Manager, Video Products Division, Ampex Corporation, 401 Broadway, Redwood City, CA 94063.

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.
You're A Good Man, Sid Hix

So good, in fact, that lots of your fans have implored us to preserve your pixy genius for posterity.

So, in response to popular demand, and in the public interest, convenience and necessity, we herewith announce the first printing of...

The Lighter Side of Broadcasting
A Collection of Sid Hix Cartoons

119 pages, 124 selected cartoons, $5.50 per copy prepublication, $6.95 per copy after publication.
a contract to buy 10 automated origina-
tion systems from International Video
Corp., Sunnyvale, Calif., at a cost of
more than $900,000. The equipment
will be used in its Tele/Theater opera-
tion.

FCC clarifies stand on 'free-form' rock
When the FCC indicated that "free-
form" rock formats are an abdication of
licensee control, it did not mean that
management has to choose every record
played, but only that the licensee "must
have general procedures to exercise . . .
over-all responsibility for what is broad-
cast." That was how the commission
clarified its own ruling, in response to a
request by a committee that contested
the sale of progressive-rock station
KFMG(FM) Des Moines, Iowa.

The Committee to Free KFMG
moved last year to block the sale of
that station because the new licensee,
Stoner Broadcasting Co., eliminated
KFMG's free-form programming and in-
stalled a restricted playlist. In the pro-
cess, the committee elicited from the
FCC a statement (BROADCASTING, Aug.
30, 1971) that struck some observers
as a blanket indictment of free-form
radio; it said that the format "gives the
announcer such control over the records
to be played that it is inconsistent with
the strict controls that the licensee must
eexercise to avoid questionable practices.
This is self-understood and institution
of controls in such instances is not con-
trary to the public interest."

In its clarification last week, the com-
mission said that statement "merely re-
ferred to the commission's frequently
reiterated concept of licensee respon-
sibility over programming."

(See also story page 45).

Heard moves signal
more program production
Plans for expansion in television and
feature-film activity were announced
last week by the Heahurst Corp. and
its King Features Syndicate division

In a move related to its increase in
production, the Heahurst Corp. has ac-
quired the principal assets of Heahurst
Metrotone News, formerly owned joint-
lly by Heahurst and MGM. Heahurst
Metrotone has about 60-million feet of
newsfilm in its library and in recent years
has specialized in documentary produc-
tion for schools and theaters.

Paul Roth, president of his own tele-
vision distribution and packaging com-
pany, was named last week as director
of program development and marketing
of King Features Syndicate/Heahurst
Metrotone News. Mr. Roth said that
King Features has rights to many comic
characters and the company now is in-
volved in research and development of
"half-a-dozen properties" for prime-
time, daytime and children's TV pro-
gramming.

Jerome Berger, director of King Fea-
tures Syndicate TV and film depart-
ment, has been named a vice president
of the Heahurst Metrotone News divi-
sion in charge of operations. Mr. Berger
said other appointments to the staff will
be announced shortly.

KFS had been active in television
production until about three years ago,
having produced The Beatles, Krazy
Kat and Barney Google and Snuffy
Smith cartoons and the Blondie series,
among others.

'TCBS Late Movie' does
well in initial outing
CBS-TV launched its late-night movie
series last week and reported itself bet-
ter off in both ratings and station clear-
ances than it had been with the Merv
Griffin Show, which the movies replace
in the 11:30 p.m. to 1 a.m. NYI period.

In the New York and Los Angeles
overnight Nielsen's, the only ratings yet
available, the CBS Late Movie in its
inaugural outing Monday night—"A
Patch of Blue," starring Sidney Poitier
—pulled a 6.2 average rating and 23
share in New York and an 8.2 rating
and 33 share in Los Angeles. Those
scores trailed the NBC Tonight Show
Starring Johnny Carson, which had a
9.7 rating and 36 share in New York
and an 8.5 and 35 in Los Angeles. But
they were well ahead of ABC's Dick
Cavett Show (3.5 and 13 in New York,
2.6 and 11 in Los Angeles) and also
well ahead of Griffin's recent CBS
shares which had been averaging about
17 in New York and 24 in Los Angeles.

On Tuesday night, CBS Late Movie
—Bette Davis in "The Anniversary"—
went to the top in New York with a 39

Sidney Poitier and Elizabeth Hartman:
"A Patch of Blue" for late night.

share to Carson's 34 and Cavett's 12,
but remained second in Los Angeles
with a 26 share against Carson's 39
and Cavett's 19. On Wednesday night,
with Richard Chamberlain in "Twilight
of Honor," the late movie was tied with
Carson in Los Angeles (each had a 36
share and Cavett a 7) but was back to
second place in New York, although
with a 29 share, four points under
Carson and 16 ahead of Cavett.

The late movie also started with a
line-up of 171 stations, which CBS said
was 35 more than were carrying Griffin
when the latter finished its network run.
The 171 stations were said to represent
coverage of 94% of all U.S. TV homes,
and CBS sources said that was six per-
centage points more than Griffin
achieved at its highest coverage level.

Changing Formats

The following modifications in program
schedules and formats have been re-
ported:

* WOW(FM) Fort Pierce, Fla.—Indian
River Broadcasting announced that sti-
ation has switched from predominantly
black-oriented programing to a varied
format of old favorites, including rock
soul music and current hits. In addition,
station is now automated. WOW operates
on 95.5 mhz with 215 kw and an
antenna 200 feet above average terrain.

* WXAP(AM) Atlanta—Radio Inc.
announced that station, formerly WERD,
has modified its gospel programing to
include rhythm-and-blues music. Station
operates on 860 khz with 1 kw day.

* WTAX-AM-FM Springfield, Ill.—Sang-
amon Broadcasting Co. has changed its
FM call letters to WDBR(FM) and modified
its program format from conserva-
tive adult music to solid gold rock.
WTAX(AM) broadcasts on 1240 khz
with 1 kw day and 250 w night. WDBR-
(FM) operates on 103.7 mhz with 17
kw and an antenna 320 feet above aver-
age terrain.
Moving more muscle into Washington

The networks beef up their government relations to turn back the tide of restrictive regulation

To a broadcaster, the sharpest cut of all these days is to hear critics talk of his industry’s awesome political clout in Washington. FCC Commissioner Nicholas Johnson is typical of those who seldom miss a chance to say broadcasting is a power above government. But a broadcaster who watched the 91st Congress wipe out $225 million in advertising revenues by outlawing cigarette commercials and the 92d pass a campaign-spending bill he feels discriminates against broadcasting cannot believe he has much effect at all in Washington. And some of those supposedly under the industry’s spell are less than awestruck. Asked to rate the broadcasting industry’s effectiveness on Capitol Hill, a Senate staffer declines: “I don’t want to hurt anyone’s feelings.”

The assessment may be a little harsh: others on the Hill are more respectful. (And it’s true that broadcasters, individually and through their principal trade associations, as well as cable operators and copyright owners, raised enough hell in Congress and at the White House about the FCC’s proposed CATV rules to persuade the administration to seek to bring the contending parties into a compromise agreement.) But with the second session of the 92d Congress now under way, there are signs that the broadcasting industry is attempting to achieve more of the influence that has been ascribed to it. For while it has been a long time since Washington’s climate was regarded as so unpleasant and the amenities so few that foreign governments designated the city a hardship post for their ambassadors, the nation’s broadcasting networks are now, finally, elevating the status of their Washington embassies to a level more in keeping with the importance of the U.S. government.

Last September Richard W. Jencks, president of the CBS/Broadcast Group, appeared to be on his way to the top of the corporate mountain when suddenly he found himself sidetracked to Washington. Whatever the effect on his personal career, the move clearly focused new importance on CBS’s Washington post. As successor to gentle, soft-spoken Ted Koop, who retired as CBS’s Washington vice president, Mr. Jencks is not to everyone’s taste (“a bull in a china shop.” was one judgment). But it is not uncommon to hear him described at the FCC or on Capitol Hill as “a philosopher,” “erudite,” even “a statesman.” Said one key FCC staff member, “I wouldn’t dream of going over his head to anyone in New York. To me he speaks for CBS.”

And indeed Mr. Jencks performs a role in his corporation’s policy-making councils. He attends weekly staff meetings in New York, as well as the monthly meetings of Opcom and Adcom—Operations Committee and Administrative Committee—composed of presidents of the CBS groups and divisions, respectively. To help provide his new office with Washington experience, Mr. Jencks recently retained Charles Caron, lawyer, former reporter and one-time congressional aide, as director of government affairs.

Last December, ABC disclosed it had reached into the White House itself for a new Washington vice president to succeed the retiring Alfred Beckman. The new VP, Eugene Cowen, is a one-time newspaperman who has had no experience in broadcasting. But he is rich in the knowledge of Washington, where he has spent the last 20 years—11 as an aide to Senator Hugh Scott (R-Pa.), now Senate minority leader, and three in the White House in congressional liaison. His tour also included time as an assistant to former Representative Francis Bolton (R-Ohio) and as a Health, Education and Welfare bureaucrat. When he makes his introductory rounds on Capitol Hill, Mr. Cowan does not have to identify himself. “I just say, ‘Hi, I have a new job now.’”

Even NBC, which pioneered in aggressive Washington representation among the networks, is strengthening its embassy. Peter Kenney, the network’s Washington vice president for the past 10 years, two months ago took on Robert D. Hynes Jr., former minori-

The networks’ Washington missionaries

The front line of network representation in Washington is now manned by (l to r) Richard W. Jencks, CBS; Eugene S. Cowen, ABC, and Peter B. Kenney, NBC. Mr. Kenney, who’s been on the job 10 years, is the senior among them (and as such was named several weeks ago as the networks’ nonvoting member on the National Association of Broadcasters executive committee). Mr. Jencks, who had been president of the CBS/Broadcast Group, and Mr. Cowen, a Washington legislative veteran who joined the broadcasting company from the White House staff, are new additions to the ranks. Their appointments are obvious evidence of the industry’s intention to strengthen its lobbying efforts in the face of increased governmental threats to the amount and the manner of its livelihood. What they’re up to—and up against—are detailed in this Broadcasting special report.
ty counsel of the House Rules Committee, to give himself an additional head and pair of legs for dealing with the network's problems.

NBC already had the largest Washington staff among the networks. It now numbers 10 in all, including Howard Monderer, the network's Washington attorney for the past 12 years, who acquired an assistant, Scott Robb, a few months ago, plus Marsha Strong, research coordinator, and assorted secretaries and other back-up help. CBS's law office is represented in Washington by Joseph DeFranco, who works closely with Mr. Jencks. Mr. Cowen runs a one-man shop, although the McKenna & Wilkinson law firm, which represents the network, occupies offices down the hall from Mr. Cowen in a new building close by the ABC News quarters.

The network representative's assignment is probably as difficult as any in Washington. He deals in what for the 535 members of the Senate and House who have ultimate power over broadcasting is a very hot medium. Radio and television are the line to their constituents, the source of news affecting their judgment and the means by which they seek to hold on to their congressional seats. "There is an awareness of the impact of what the networks can do to you politically," one House member said recently. "But that doesn't make you 'em.'

The network representative is also at the mercy of the network's news department's judgment. "When you see a slanted news report on something you know about and the lobbyist comes in," the same House member said, "you wonder about him. If the news operation is not straighter than that, the lobbyist has a heck of a time dealing with the substantive matter that has nothing to do with the subject of the program."

Representing properties of almost calculable worth in that kind of charged atmosphere would be difficult enough, without additional complications; the sensitivity of a poet, the perception of a psychiatrist and the rationality of a Jesuit would probably see a man through. But there is a new development. As Clay T. Whitehead, director of the Office of Telecommunications Policy, might say, citizens have read the Constitution and have learned of the right to petition their government, the same right that network and other lobbyists exercise. They are appearing at congressional hearings and at FCC oral arguments. They have even been seen walking the halls on the eighth floor of the FCC building, where the commissioners' offices are located—just like the fellows from the networks.

This season, as in almost any other, there is much in Washington that requires the network representatives' attention: The rise of consumerism, as reflected in the appearance of the citizen groups, is producing a rash of problems—chief among them the Federal Trade Commission's proposal that the FCC require broadcasters to make time available for "counterads." Then there are the attacks by members of the administration and Congress on network news operations, which are continuing, as are demands by individuals and groups for access to the broadcast media. The question of televised violence's impact on children remains potentially explosive, despite the report of the surgeon general's special committee asserting that the only link discernible between televised violence and children's antisocial behavior involves children predisposed to violence: both the House and Senate Communications Subcommittees are preparing hearings on the report. The administration's interest in establishing basic CATV policy probably means the ultimate Washington battle over cable television will be fought in Congress, after all, despite the FCC's action in concluding a massive rulemaking in the area. And there is the issue that broadcasters regard as the most crucial—license-renewal-insurance legislation.

Perhaps because he is new at his job ABC's Cowen speaks with a degree of optimism and even enthusiasm about dealing with broadcasting's problems in Washington. "Of course, broadcasting has its problems, but it's in better shape than it realizes," he says. "It's vigorous. It hasn't developed every avenue it could, in Washington, to make sure its concerns are expressed. There is a way to get across broadcasting's importance. Once way is more work, on my part and by others in Washington and by the broadcasters back home."

His colleagues agree. Mr. Kenney, after 10 years in the political atmosphere of Washington, speaks grimly of the work involved in cultivating 535 Senate and House members. Mr. Jenckes, the corporate executive, talks of a "combination of approaches—letters, publicity, advertising, proposing legislation or amendments to existing statutes, coordinating individual efforts."

The network representatives work in a kind of loose alliance with one another and with the National Association of Broadcasters, which maintains broadcasting's largest lobbying operation in Washington. (The network representatives are not registered lobbyists. NAB's top government relations people are.) The NAB has a five-man government-relations unit which is headed by the executive vice president, Paul Comstock, and which can draw on the legal and other talent available at NAB headquarters. In addition, it relies on its president, Vincent Wasilewski, and Grover Cobb, executive vice president for station relations, for what NAB staffers call "high-level" government representation. (The NAB and the networks do not exhaust the representation some licenses have in Washington. There is, for instance, the Association of Maximum Service Telecasters, which consists of 150 maximum power stations, most of them VHF, and which

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maintains a Washington office headed by its executive director, Lester Lindow. It has a relatively specialized interest in spectrum management and engineering, which it pursues at the FCC and other government agencies, as well as in Congress. But it was the broadcasting industry's leading spokesman in opposing proposals to permit land-mobile radio to move into television-spectrum space, and it played a major role in fighting liberalization of the commission's CATV rules.

Every broadcast-industry representative in Washington speaks of the importance on the Washington scene of the local broadcaster—a condition that puts the NAB at the centerpiece of the industry's lobbying effort. They know that where a senator might turn them off, it is likely to be sensitive, perhaps even responsive, to calls and letters from constituent broadcasters.

But the operative word in "house alliance" is the first one. Each of the networks has its own problems, its own order of priorities, its own goals. CBS, for instance, has split from other elements of the broadcast establishment in seeking to block implementation of the consensus among the broadcasters, CATV operators and copyright owners that cleared the way for FCC adoption of the CATV rules. CBS is following a drummer beating out the message that it is going to win the copyright suit it brought against Teleprompter Corp., and that the resulting law will be more advantageous to broadcasters in their competition with CATV than the copyright legislation embodied in the agreement.

And the networks generally accepted the campaign-spending bill that the NAB, in a last-minute effort, sought to persuade Congress to amend. The networks' principal concern with the bill was its omission of a provision repealing the equal-time law, at least as it applies to presidential and vice presidential candidates.

The NAB effort—a massive mailing directed to every House member and to all licensees after the bill was approved by a Senate-House conference committee and passed by the Senate—was a disaster, but an illuminating one. The NAB argued that the bill discriminated against broadcasters because it forbade them to charge candidates more than the lowest unit rate for the same class and amount of time for the same period and barred candidates from spending in broadcasting more than six cents out of the maximum 10 cents per voter it allowed them to spend. The House brushed aside the NAB's complaint, and adopted the bill by a vote of 334 to 19, pointing up dramatically the limits of broadcasting's power.

Mr. Comstock says the NAB simply wanted to put on record its view that the bill was discriminatory. "We knew we couldn't change the bill at that point. The Hill. However, the effort antagonized any members of the House. But one House member described the NAB opposition as "unenlightened," while a House Commerce Committee staffer bluntly called it "dumb." He said it was likely to antagonize House members on other issues of even greater importance to broadcasters—license-renewal legislation, for instance. But the same staffer softened the judgment. "I understand they have a constituency to satisfy. So maybe his [Mr. Wasiliewski's] personal survival dictated that letter. Personal survival is something whose importance we recognize up here. Vince is too smart otherwise." The letter came as the NAB leadership was heading into a confrontation with some of its members who complained it had not been sufficiently aggressive in representing their interests in Washington. Mr. Wasiliewski survived the confrontation (Broadcasting, Jan. 24).

But the split among broadcasters in developing positions in Washington is not only between the networks and the NAB. The NAB's own membership is so disparate—from owners of 250-watt radio stations to New York-based conglomerates holding brimming portfolios of "broadcast ownerships"—that it is a rare issue on which the support of all members can be mustered.

Paul Comstock, who has taken the brunt of the criticism directed at the NAB's alleged lack of Washington punch, talks wistfully of the potential power of the broadcaster. "The communications industry is broadly based and vital," he says. "Get 'em all together on an issue, and hone the issue down so you're in the mainstream of the public interest, as we see it, and they'll win. They've never lost when they got together.

There may be room for debate even with that thesis. Three years ago Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced a license-renewal bill that had solid industry backing. The bill attracted 34 co-sponsors, and was the model for a flock of similar measures in the House. It was the industry's response to the precedent set in January 1969 by the FCC's decision in the Boston channel-5 case. That decision exposed all incumbent licensees with multimedia ownerships and diffuse stock ownerships to challenge by rival applicants of simpler corporate structures.

The Pastore bill would have prevented the FCC from accepting applications for an occupied frequency unless the incumbent had been declared disqualified to be a licensee. Despite the widespread industry support, efforts for the bill evaporated after citizen groups began attacking it as "racist" and the print media editorialized against it.

Moments is again building for license-renewal insurance. The NAB and network representatives are talking to their contacts on Capitol Hill and at the FCC, seeking support, and bills are blooming in both Houses. But the main lobbying job remains to be done. Senator Pastore is waiting for someone else—the administration or the FCC—to take the lead in the matter: neither has.

Almost by definition, an industry will lose a legislative fight if it cannot equate its interest with the public interest. And broadcasters were defeated on the cigarette-commercials ban primarily because their cause was not easily translated into public-interest terms—although, ironically, voices are now being heard expressing regret over the ban, noting that after it came effective, on Jan. 2, 1971, and anticigarette spots went off the air, cigarette consumption increased.

NBC's Peter Kenney, who played a major role, along with the NAB, in opposition to the legislative drive to ban cigarette commercials, recalls that episode in clinical terms that help explain how a Washington representative works: "The basic source is the senator [or congressman] with legislation to introduce. You go to the individual and if the facts aren't good enough, he proceeds, and the bill goes to committee, where you still have a chance to present your side. But once it gets to the floor, you've probably lost; too many people are involved. The people haven't bought your argument.

"On tobacco we did not argue the issue on the basis of the $200 million [in TV] revenue involved. We said we would have given up tobacco advertising if the product were banned or if advertising everywhere else were forbidden. Otherwise, we said, we were being discriminated against, and would fight the ban. But the people in the Senate said this was 'unique', that the ban would not be extended to other products, and when the bill got to committee we knew we had lost."

At one point, the broadcasters suggested a compromise calling for a four-year phase-out of cigarette advertising. The compromise was rejected, as was a final suggestion that broadcasters be given a year to find other advertisers to take up the slack to be left by the cigarette companies. "We thought we had a 10-to-9 majority for our position in the Senate Commerce Committee, which was considering the measure," Mr. Ken-
ney recalls. "But Hugh Scott switched, so it was 10-to-9 the other way, and the industry did not get the year it needed."

The job of broadcasting's Washington representatives is to know everybody in Washington who can help, or hurt. For starters, there are the members of the Senate and House Commerce Committees and their staffs, the commissioners and staffs of the FCC and the FTC and officials of the Office of Telecommunications Policy; to keep not merely abreast of developments but ahead of them and report back to the home office so it can be ready to formulate wise policy decisions, and be ready on call to supply the bureaucrat or member of Congress with the information he needs to solve a problem.

It is the transmission of information that broadcasting's Washington representatives regard as their most critical function. No one, they feel, knows their business as well as they do. And while some members of Congress dispute that, it is evident to a visitor to a congressional hearing dealing with broadcasting that there is much about the business that is outside the experience of the average senator or congressman. Flow of audience, the increase and decrease in the value of time, the way in which a network news department operates, the application of copyright law to broadcast programs, the problems involved in developing and keeping on the air quality children's programming when kids prefer shoot-'em-up cartoons — these are not the things a man comes across in the normal course of events. Mr. Cowen, recalling his days on Capitol Hill and in the White House, says, "My experience is that this is a complicated world. We need to know a lot of things. If anyone can provide adequate, fair information, he helps Congress and himself. The great joy of my life was knowing the name of someone who could give me the answer to a question." At times the network and NAB representatives work almost as staff for Congress. House Commerce Committee staffers speak gratefully of technical data the industry representatives furnished, in response to requests, in connection with the campaign-spending bill. The representatives also supplied background information for some members of the Senate Communications Subcommittee when they were preparing to quiz the FCC two weeks ago. (There were estimates of the impact the FTC's "counterparts" proposal would have on broadcasting, as well as reports on the progress broadcasters were making in their efforts to secure license-renewal legislation.)

Senator Howard Baker (R-Tenn.), a member of that panel, is particularly concerned about the FTC proposal. And although the proposal is pending before the commission, broadcasting representatives are delighted to work with Senator Baker. As one of them said, "We've got to get backup in Congress."

Although the network representatives are advocates, the success of their efforts depends on their credibility. And sometimes more goes into establishing that than a history of providing factual data. Peter Kenney has entertained members of Congress at small dinners attended by officials of NBC stations in their districts and states, and at luncheons. The purpose of these gatherings, he says, is to develop "a basis of trust." And one House member who has attended several of the Kenney dinners over the years speaks approvingly of them as a means of developing an "easy relationship" with the industry people involved.

If a network representative has really mastered his trade to the point where he has the confidence not only of his superiors but of the people on the Hill, there is yet another function he can perform, according to one congressional staff member. A network president, say, "can't always make a prepared statement before a committee on a bill without being biased," the staffer says. "If a Kenney sees at a hearing the committee is not going along with the network's position, he can drop around later and say, 'we can live with less.'"

Considering the use made of the network representatives as sources, their credibility rating is apparently very high. Representative John Dingell (D-Mich.), who has had some fierce differences with the broadcasting establishment on issues, says he cannot recall an occasion when the industry representatives "acted improperly or deceitfully, or in a manner unworthy of themselves or their principals."

But he also talks with the tolerance of a man long in politics. "They're giving you the position of their principals. If they don't, they're not doing their job. Lobbyists engage in a certain amount of arm twisting. They try to get others to twist your arm; it's a fact of life. If you don't understand this and live with it, you don't belong here."

Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, also testifies to at least one congressman's ability to withstand the industry representatives' presentations. Mr. Macdonald, who is regarded by some in Washington as a curmudgeon, welcomes contacts by network representatives. "If they have a beef, at least it's not some faceless guy in New York; it's somebody I know." Then he puts his view of the respective roles involved this way: "I understand them, and they understand me. I'm on the side of the public interest: they're on the side of networks' interest."

If there is one incident in the recent past that illuminates the complex relationship between broadcasting and Congress—and that puts in better perspective the job broadcasting's representatives are asked to perform—it was the extraordinary victory broadcasting scored in the last session of Congress—the defeat of the House Commerce Committee's motion to cite CBS President—now Vice Chairman—Frank Stanton for contempt of Congress for
Old battles leave scars

Down-home politics surface in Washington when NAB seeks help

It's not only getting the message to the Hill that counts. Sometimes the messenger can make or break the communication.

That's what happened in one case when broadcasters were making strong efforts to get discriminatory features removed from the political-spending bill.

The National Association of Broadcasters on Jan. 5 sent out an urgent call for broadcasters to contact their congressmen and senators about the political spending bill. One who took the NAB call seriously was Dave Holliday, general manager of KBMY(AM)-TV Helena, Mont. On Jan. 18, he wrote to Senator Lee Metcalf (D-Mont.) urging him to support revisions of the bill.

refusing to turn over material connected with the production of the controversial documentary The Selling of the Pentagon.

The issue was one of those elusive ones on which most elements of the broadcasting industry could publicly unite. (To the media, of course, the issue was broadcasting's right of free speech and free press, but to Representative Harley Staggers (D-W.Va.) and those who supported him in committee, it was something else—Congress's right to obtain the information it needs to legislate.) The representatives of the NAB and three networks and their officers in New York went to work on members of the committee: the NAB urged its members to contact their congressmen. Even the newspapers were on Dr. Stanton's side. In all it was an awesome display of lobbying power, and the result was an unusual if not unprecedented setback for a committee chairman.

But the result was not the clearcut celebration of broadcasting's First Amendment rights as the 226-to-181 vote to recommit the citation might indicate, according to one House member who voted against contempt. "I saw it as a First Amendment issue," he said. "But I'm not sure everyone did. Lots of people who voted for contempt were simply out to get the networks. And a lot of people were voting for Stanton because they were afraid of the networks. Like Cyrano's nose, it's there: fear of the networks. We can't get over it." There is, he said, a complex of attitudes, "of fear, distrust, hate and resentment toward broadcasters. They are always sitting in judgment on us." And it was those same feelings and attitudes, he suggested, that were reflected in the vote.

Even so, the victory was a dear one for CBS and broadcasting generally, and may make Mr. Jenck's new job more difficult. Mr. Staggers's investigators have been checking into alleged staging by television newsmen—and not only CBS's—with a view to possible hearings. And even House members who voted against contempt on First Amendment grounds are still angry at CBS: they feel that the documentary was dishonest, at least in part—a key aspect of the controversy was the editing and rearranging of remarks of a Pentagon official in response to questions—and sympathized with colleagues who contended that "CBS didn't have a right to lie." Indeed, even some of CBS's allies in the fight were disturbed; they felt that the confrontation might have been avoided, just as confrontations over other controversial documentaries have been avoided. (However, those successful efforts involved careful examination of the script involved and a screening of the offending program, as a means of persuading an angry congressman that the program really was fair and accurate. With Selling, it was that kind of research that persuaded many in Congress the program was neither fair nor accurate. One member of Congress said CBS should simply have admitted of a pro-tax committee; Carlyle D. Leeds, KOJM(AM) Havre, a founder of that committee (who also is president of the state chamber of commerce), and W. L. Holter, KLTZ(AM) Glasgow, who is chairman of the Republican State Committee. The tax was not enacted.

"Perhaps I overreacted," the senator said of his letter to Mr. Holliday last week. It was not meant for publication, he said, and it was not, he smiled, "an Agnew attack" on the media. The exchange of correspondence, including Mr. Holliday's acknowledgment of Senator Metcalf's reply, was printed in the Feb. 3 issue of the newsletter of the Montana Broadcasters Association.

The senator, who is running for reelection this year, said that he is going to put every cent he legally can into TV and radio. At the same time he said that he was disappointed with the treatment he generally has received from home-state broadcasters. He said he has never been invited to appear on his home-town TV station (Mr. Holliday's).

Senator Metcalf responded on Jan. 26 in a long and scathing letter, charging among other things that broadcasters have "been less than fair to the public," and concluding: "I feel no great sorrow if the public is less than fair to your industry."

Last week Senator Metcalf explained why he had reacted so strongly.

First, the senator noted, Mr. Holliday is the former administrative assistant of former Montana governor, Republican Tim Babcock, who ran against Senator Metcalf in 1966. Second, he pointed out, that the KBL.T stations are owned by Mr. Babcock and that Mr. Holliday in on-the-air commentaries is "less than fair to me."

To buttress his feelings that Montana broadcasters are opposed to Democrats, Senator Metcalf noted in his letter, and repeated last week, that most of the leaders for the enactment of a state sales tax which the Democrats opposed but which Republicans espoused, were broadcasters. He named Ken Nybo, KBMY(AM) Billings, who was chairman of the Montana Broadcasters Association. The senator, who is running for reelection this year, said that he is going to put every cent he legally can into TV and radio. At the same time he said that he was disappointed with the treatment he generally has received from home-state broadcasters. He said he has never been invited to appear on his home-town TV station (Mr. Holliday's).

It's effort.

That's it. But the 226-to-181 vote to recommit the citation might have been avoided, just as confrontations over other controversial documentaries have been avoided. (However, those successful efforts involved careful examination of the script involved and a screening of the offending program, as a means of persuading an angry congressman that the program really was fair and accurate. With Selling, it was that kind of research that persuaded many in Congress the program was neither fair nor accurate. One member of Congress said CBS should simply have admitted guilt: "If CBS had said they did a lousy job, and want to do better, it would be one thing. But they really botched it.

Nevertheless, despite the continuing uproar, the issue that emerges is broadcasting's First Amendment rights. ("The First Amendment towers over these proceedings like a colossus," Representative Emanuel Celler [D-N.Y.] said.) Broadcasting—in the person of CBS, no matter how much its handling of the dispute was criticized—was on the side of the public interest, just as it did not appear to be in 1969, during the congressional fight over banning cigarette advertising on radio and television. Similarly, many in Congress, and in the White House, too, for that matter, lost patience with broadcasters when they attempted to force reconsideration of a bill that was regarded as a major achievement in the effort to reform campaign financing and spending practices that had become scandalous. The conclusion to be drawn is the obvious one; one that Washington representatives and members of Congress recognize but that is not always discernible to the broadcaster back home: Broadcasting is a power, but its chances of achieving its goals are reduced, perhaps to the vanishing point, if it follows a course that takes it against the current of what is determined to be the public interest.

(The foregoing "Special Report" was researched and written by Leonard Zie denberg, senior correspondent, Washington.)
"ASCAP pays more" has become the battle cry in the latest phase of a 30-year struggle between the American Society of Composers, Authors and Publishers and Broadcast Music Inc. More and more songwriters are coming to believe it. Some of the most important writers in pop music today are leaving BMI to join its rival.

In the last month alone, Carole King and Rod Stewart have signed contracts with ASCAP, and 1971 saw the exodus from BMI of Neil Diamond, Nicholas Ashford and Valerie Simpson, Stevie Wonder, Frank Zappa and Ritchie Havens, among others.

At BMI it is freely admitted that there is a "brain drain" in its talent ranks and that it may soon become critical. Talent counsel and management—those who have been advising their clients to switch performing-rights organizations—have credited their decisions to many different factors. Perhaps the most frequently cited is that ASCAP has changed its direction in recent years, and is now actively soliciting memberships from young, new songwriters.

One counselor for a songwriter who had recently switched explained: "I think that these moves are only a reflection of ASCAP's desire to break into the top-100 charts. Cole Porter and George Gershwin don't draw audience."

It was back when the Porters and the Gershwins did draw audience that ASCAP had a lock on popular music, as the only performing-rights society through which most copyright clearances could be easily obtained. In answer to rising fees demanded by ASCAP, broadcasters formed BMI in the early 1940's to develop an alternative catalogue. BMI succeeded, first with Latin imports that started a craze for rhumbas and sambas, later with country music and still later with rock and roll. The last became the new standard of American music, while ASCAP's grew old.

To its repository of Porters and Gershwins ASCAP has now set out to add the works of hit writers who developed under BMI. The technique is simple. As Lou Adler, manager of Carole King, explains her decision to make the transfer: Both BMI and ASCAP estimated what they could pay Miss King in future royalties, and ASCAP came out ahead. It's futures that she cares about. In 1971 more than seven million of her albums and tapes were sold, according to A&M Records, her label. "She made an incredible amount of money from recording royalties," Mr. Adler says.

How can ASCAP afford to outbid BMI for writing talent? Ed Cramer, president of BMI, says that the television networks are, in a sense, subsidizing the raids on BMI members. In a dispute that has been going on for years, BMI has accused the networks of withholding payments from it while overpaying ASCAP. If there is truth to the allegation, and broadcasters are parties to the weakening of BMI, history is reversing itself.

"We're not in danger of going out of business," Mr. Cramer says, "but this dispute has put a severe crimp in our operations. The failure of the networks to properly compensate us for the music we are currently supplying to them is one facet of the problem. The other facet is the refusal of the networks to pay us what they owe us for past performances."

The latter question is the subject of a lawsuit now pending between BMI, and the three major networks and ASCAP. "It is quite clear that the networks have paid ASCAP untold millions of dollars and have refused to negotiate with us," Mr. Cramer asserts.

In 1971, BMI (with 32,000 writer members) estimates its total revenues at approximately $35 million. Figures on ASCAP (with 15,000 writer members) for the same year will not be available until the end of February, but in 1970 ASCAP took in $65 million.

The lawsuit filed last year by BMI against ASCAP, CBS, NBC, and ABC, contends that, for performances between 1961 and 1968, the networks paid ASCAP approximately $25 million above what the contracts between the networks and ASCAP had specified. ASCAP claims the payments were made because during that period the networks
'Paul Simon': one bookend holds up well

Though a spokesman for Columbia Records says of Paul Simon, "we really can't put an artist of his stature on a timetables if it's for albums," there are signs that the Simon of Simon and Garfunkel has some sort of inner alarm clock that goes off once every two years and says, "it's time for a new record." Almost two years have expired since Bridge over Troubled Waters, four since Bookends, and six since Parsley, Sage, Rosemary, and Thyme.

Now Paul Simon, without Art Garfunkel, who has taken a holiday from recording to concentrate on making films, has a new album. Paul Simon, and a single called "Mother and Child Reunion," and it's all a tribute to New York and urban life at its worst.

Paul Simon's solo effort was produced by himself and Roy Halee, engineer on almost all of the previous Simon and Garfunkel albums. The production is sparse but the music is characterized by the fetching melody lines for which Paul Simon has become known.

Few of the headaches associated with modern urban living are left unscratch ed. Dirty air gets a plug in "Papa HoBo":

"It's carbon and monoxide the old Detroit perfume and it hangs on the highways in the morning and lays you down by noon . . ."

The toll that the city's fast pace takes on its inhabitants is the subject treated in "Everything Put Together Falls Apart":

"Oh, ain't blind, no some folks are crazy others walk that border line . . ."

From the same song:

"I see it happening every day oh, spare your heart everything put together sooner or later falls apart . . ."

And the Spanish ghetto life:

"Well I'm on my way I don't know where I'm going I'm on my way, I'm taking my time But I don't know where goodby to Rosie, queen of Corona, see you, me and Julio down by the school yard . . ."

Perhaps the most pointed song in the new album is "Paranoia Blues":

"I got the paranoia blues from knockin' around in New York City where they roll you for a nickel and stick you for the extra dime . . ."


The album was gold when it was shipped late last month, according to Columbia. It broke onto the charts two weeks ago at number 64 and had jumped 42 places to number 22 last week. For two weeks in a row, it has been the most heavily played album on FM stations, according to Record World, and "Mother and Child Reunion" the most heavily played single two weeks ago.

Long gaps between album releases usually insure tremendous sales, Troubled Waters sold more than two million copies. "It's always paramount in an artist's mind to do better than what he's done in the past," a Columbia representative said. "And if you look at what Paul Simon has done in the past you realize that it had to take a great deal of time to do better."

One music director in New York said: "We all know what it takes to live in this city. And this record is going to go because few people have ever made good records about that kind of insane life. City kids have always had people like James Taylor who can make them dream about living in the country. Now there's an album about the city that is real, but you can laugh at it all, too."

had underreported their revenues. Since BMI and ASCAP are paid on a percentage of advertising revenues, BMI claims it is due back payments as well but that the networks have refused to "negotiate in good faith concerning these back payments."

In 1969 NBC and CBS each paid ASCAP $5.68 million. When asked why they had made payments in excess of the $4 million their contract stipulated, a CBS spokesman stated: "We made those lump-sum payments because we were running the risk of having those fees escalate to a much higher fee. In retrospect, it was a bad deal. The advantages of the lump sums were that there were no more audits, records, or disputes. We could budget in advance and predict what our costs would be." The CBS spokesman later added: "After we negotiated the lump-sum deal with ASCAP we offered to negotiate a lump-sum deal with BMI. And we never heard from them."

NBC, in an affidavit, said: "Although NBC believed that the amounts it had been and was paying . . . were excessive . . . it was faced with the fact that CBS, its principal competitor, had agreed . . . to make the foregoing payments to ASCAP."

BMI alleges in its suit that extra money paid to ASCAP was used by ASCAP as a "war chest" to raid BMI of its members.

Herman Finkelstein, general counsel for ASCAP, credits many of the song-writer shifts to what he calls "the new ASCAP. One thing we offer, that BMI can't, is equality among all participants. The fellow can get out at the end of any year. We don't tie him down for five years [as some BMI contracts do]. I think the freedom we offer here and the assurance of equality is what attracts them. In some cases, the fellows are not interested in advances at all. This is a new day at ASCAP."

For many years ASCAP was operated as an exclusive club, with stringent membership requirements. In the 180-degree turn it has lately taken, it has gone so far as to offer associate memberships to writers who have yet to get a song published.

"We're just beginning to get to the [young people]," Mr. Finkelstein says. "We hired some young people to talk to young people; that's relatively recent. The Nashville office is relatively recent. We were asleep at the switch and we woke up."

ASCAP's drive for new members can be measured in numbers, according to Dave Combs, assistant membership director. He estimates that ASCAP now signs about 200 new members a month as compared to about 125 a month two years ago.

Sources at ASCAP are hesitant to state that they are actively courting BMI members but several policy changes and an ad campaign speak to the contrary. The text of one recent ad read: "Why the move to ASCAP? Because ASCAP pays more. When we license your music, we have one goal. To get as much for it as possible . . . The men who license music at BMI are broadcasters. They own BMI. As your bar-gainers they should get as much for you as possible. But as broadcasters they want to spend as little as possible.
In December, ASCAP, for the first time, began paying ASCAP writers for works written in collaboration with BMI writers (BMI claims to have been doing this for many years). "The move was made to augment ASCAP's recruiting policy," an ASCAP news release states. "It is felt that when ASCAP writers compare their checks with those of their BMI collaborators the result is bound to be a substantial movement of writers from BMI to ASCAP."

Paul Marks, director of operations at ASCAP, said that the ad campaign is not really designed to "raid BMI of its writers," but to dispel misconceptions many young writers have had about ASCAP and urge them to join. In past years, it was believed that certain types of music would draw larger fees at BMI while others might do better at ASCAP. "I don't believe that any form of music, if it weren't one of those preferred rates [at BMI], would do better at BMI than here," Mr. Marks said. "That [idea that certain types of music get better pay at BMI] is a myth we are actively trying to kill."

Lou Adler: "I'm a publisher. Any other publisher has an ASCAP and a BMI firm. I don't think I'd ever move all of my things into ASCAP nor would I ever put them all in BMI. I don't want to endorse ASCAP for every writer. I think everyone has to look at the situation for the individual writer. I just feel that for Carole King and possibly most consistent writers that ASCAP has a logging formula that is better."

Another representative of a writer who recently switched to ASCAP criticized both societies' logging systems on grounds that they did not reflect concert-hall, night-club, cafe and similar performances. "Live performances are where the music scene is at today," he said. "That is where the greatest impact on music is felt. And until the impact of music can be logged on their damn computers, we will have to settle for discretionary payments. By discretionary payments I mean money out front, and ASCAP gave us the best deal."

Both societies have systems and special programs to accommodate "works that have a prestige value that is not reflected in performance," though the money allotted to them is small. Both also claim that the cost of logging concert halls and the like would be exorbitant. Concert halls, restaurants and other places that use music are of course licensed by both firms, but payments to writers are made on the same basis as radio performances.

In one reversal of the recent trend, several notable television-score writers have recently left ASCAP for BMI. David Shire (McCloud), William Goldburg (Mystery Movie and The Bold Ones) and Harry Lojewski (Medical Center and Hollywood Dream Factory) have resigned ASCAP and signed contracts with BMI. Others believe that these moves may indicate that ASCAP is now willing to sacrifice TV writers to bolster its pop catalogues which will give ASCAP more ammunition in negotiations with local radio. (ASCAP's license with local radio expires Feb. 28.)

The systems of payments for performances has been at the heart of this controversy ever since the inception of BMI in 1940. ASCAP officials have decided what they say is a system that pays one writer in a particular category more per performance than another writer in the same category. BMI claims that ASCAP makes it very hard for writers who are on ASCAP's "four-fund plan"—a system of payments that takes continuity of membership and recognized works into account and spreads payments over a longer period than would straight current-performance payments—to leave because they forfeit money they would have received from the fund in the future.

ASCAP claims that it splits payments equally between publishers and writers while BMI gives more to publishers. In fact, BMI pays equally to publisher and writer except in one category; publishers get more for performances on radio stations which pay more than $3,000 in licensing fees. BMI accuses ASCAP of offering large advances and guarantees to prominent writers in BMI to woo them away, a practice BMI has freely admitted using in the past.

Both organizations have systems of payment that grant bonuses for hits and take into account length of membership. Both will offer a prominent writer an advance to sign. A writer cannot get out of either society without losing payments on copyrights from the organization he leaves. Both now have "open door" policies concerning membership, as BMI has had from the beginning. And both, under consent decrees, allow writers and publishers to make independent licensing contracts for their works.

Back again in court: the drug-lyrics notice

The FCC's handling of the controversial drug-lyrics issue has once again become a matter for judicial scrutiny. Two Washington lawyers, Tracy Westen of the Stern Community Law Firm, and Eric H. Smith of the communications law firm of Hogan & Hartson, have petitioned the U.S. Court of Appeals in

Records on phone

Hollywood Audition Showcase, an employment service to management and talent in radio, has expanded its service to cover the auditioning of new and prereleased records. The new national service is designed to reach radio-station program and music directors as well as record industry promotional and artists-and-repertory staffs. Weekly schedules listing basic factual material about new releases, including times and dates the records can be heard via telephone, will be provided.

Washington for review of a commission ruling last August, in which the agency refused further action on the matter (Broadcasting, Aug. 9). Messrs. Westen and Smith, acting as counsel for a number of petitioners, are seeking FCC clarification of its position on the licensee's obligation to oversee music played over his station. The controversy originated from a commission public notice last March 5, reminding licensees of their responsibility to be aware of the music their stations play and to exercise controls over such music. The notice was followed by a "clarification" from the commission the following month, in which it said it was not requiring the pre-screening of records but merely reminding stations of an implicit responsibility to know what is going on in the air. The petitioners asked the commission to further clarify this order, which resulted in the agency's August decision that no further action is appropriate on the issue.

The principal argument of the brief filed with the court last week was that the commission acted arbitrarily in declining to give a declaratory ruling on a program proposal of Yale University's WYBC-FM New Haven, Conn., last August. That proposal stated in effect that announcers should be given wide latitude in the music they play, free of impediments from the licensee.

The brief argues that under the commission's present edict on the playing of drug-oriented music, a licensee may apparently play music with lyrics glorifying the use of illegal drugs if he does so knowingly, but may lose his license if he does so unknowingly. It contended further that song lyrics are a relevant form of social comment and free speech, and are thus protected under the First Amendment. The FCC's policy of "licensee responsibility" must be negated unless the commission "can provide a single, coherent reason why licensees must concern themselves with the words and meanings of popular songs," it said.

This is the second time the drug-lyrics issue has been brought before a federal court.
Price tag haunts 'Whiteoaks' series

The Canadian Broadcasting Corp. has gone ahead with plans to air its epic film series *Whiteoaks of Jalna*, into which it has pumped some $2 million thus far.

The series, likened to the popular BBC-produced *Forsyte Saga*, is not without its problems, however. Because of the high production costs—running as much as five times the return CBC expects from Canadian network sponsorship—the series is looking to U.S. sales for support. But, while overtures have been made to the three major U.S. networks and "tangible offers and discussions" have evolved, no agreement has yet been reached.

Thom Benson, CBC entertainment, has also approached networks in West Germany, France and the United Kingdom, and has sold the series to Themes Television for presentation on the British ITV network. That sale reportedly was for $800,000.

And what's more, a by-product of CBC efforts toward U.S. sale of the series has attracted a barrage of criticism from within since the series is being shown in Canada over all CBC outlets except CKLW-TV Windsor, Ont. The blackout, critics say, has cheated taxpayers in that market whose money has been used for the series. However, the decision, CBC says, stems from the fact that CKLW-TV beams its signal into the Detroit market—and should U.S. networks pick up the series option, they would want to be the first to bring the series into major U.S. cities.

While the series has faced these dilemmas, there is evidence of its popularity with the viewing public. Although rating data is not yet available, requests for the Whiteoaks "family tree"—without which it is difficult to follow the plot—are arriving at CBC at a rate of 1,000 daily.

The *Whiteoaks of Jalna* is shown at 9 p.m. (EST) Sundays and stars Kate Reid and Paul Harding. It is produced by John Trent.

NABET walkouts hit CBC

A continuing series of wildcat strikes at various Canadian Broadcasting Corp. production centers across Canada has posed a problem for the network in recent weeks. The 2,110 CBC members of the National Association of Broadcast Employees and Technicians have used a rotating walkout system since termination of contracts Jan. 21, halting or disrupting service at Vancouver, Winnipeg, Toronto, Montreal and many smaller centers including tiny Inuvik, N.W.T., where all six NABET members picketed in a 30-degrees-below-zero blizzard.

NABET has rejected a CBC salary increase of 6% retroactive to July 1971, with another 4 1/2% in July 1972 under a 21-month contract. The technicians are asking a 12.2% raise retroactive to July, another 8.5% this July and an additional 7.8% in 1973. Also sought is a four-day, 36-hour week, according to Ken Steel of Toronto, NABET regional director. The CBC technicians presently earn $119 to $189 weekly.

The NABET walkouts, and threats thereof, affected CBC's plans to televise the opening of Parliament last Thursday (Feb. 17). Rival Canadian Television Network, not involved in the dispute, was able to provide TV coverage and offered to make it available to CBC. CTV news chief Tom Gould said the offer was conditioned on NABET's non-objection, and added, "We're not strikebreakers." The Parliament opening is customarily a pool project of the two networks with CBC providing production and CTV sharing costs.

Reprieve for CTV

The Canadian Radio-Television Commission has granted an extension to March 1 for a framework of improvements to be made by the independent CTV network. The regulatory body originally demanded the network submit proposals for reorganization of operations and programing by Jan. 31. Included in the commission's demands are extension of service to more areas of Canada, improvement in its decision-making processes and an increase in output of Canadian programs.

The last-named requirement evoked bitter complaints from some member stations at the time of the commission's original directive (in November 1971). Arguing that billings did not justify more program expenditures, some stations predicted the order would lead to the network's demise. Formed in 1961, the 14-station, coast-to-coast network is a contributory chain owned by its members. Most of the programing for CTV is produced by CFTO-TV Toronto, which owns 24% of the network.

RCA earth station set up in Shanghai

RCA Global Communications Inc. announced last week it has installed a transportable communications-satellite earth station near Shanghai to supply live TV transmissions and other international communications services during President Nixon's China visit.

RCA said the station was installed with the cooperation of the Chinese Telecommunications Administration and under a $2.9-million contract with the China National Machinery Import and Export Corp., the procurement agency for telecommunications.

An RCA spokesman said last Wednesday (Feb. 16) the satellite earth station had been installed and was undergoing tests. Under the agreement, RCA Globcom will supply 20 units of its newly developed Videovoice system as well as microwave terminals to relay TV, telephone and telegraph between Shanghai and the earth station located in Jamesburg, Calif. Two of the Videovoice units will be available in time for use during the President's trip and the remaining 18 units are scheduled for delivery in June, RCA said.

The earth station near Shanghai was installed by 23 engineers and technicians provided by RCA Globcom together with technical personnel from Chinese telecommunications bureaus. RCA Globcom technicians will assist with maintenance and operation of the station until March 1.

RCA said that it is expected that the facility will continue to be utilized for international communications following President Nixon's visit.

Cable experts headed for Cannes

An international cable-television conference, MICAB, will be held March 5-10 in Cannes, France, with participants including American and European executives.

Among the Americans scheduled to speak are John Gwin, board chairman of the National Cable Television Association; Marcus Bartlett, executive vice president, Cox Broadcasting Corp.; Leonard Johnson, manager, communications policy program, Rand Corp.; Robert Peters, manager, consumer electronics economics, Stanford Research Institute. Also, William Lambert, Jerold Elec-
tronics; Donald Chandler, Electronics Industrial Engineering; Joseph Ostuni, Magnavox CATV division; Dr. Korns Powers, director of the broadband communications laboratory, David Sarnoff Research Center, RCA Corp.; Frank Marx, Abto Inc.; Israel Switzer, MacLean Hunter Cable TV Ltd. of Canada, and Charles Dolan, Sterling-Manhattan cable television.

The second international video-cassette conference, VIDAC, is being held concurrently in Cannes with MICAB, and participants of one may attend the exhibits of the other. Contact: John Nathan, 250 West 57th Street, New York 10019.

**Canadian satellite in prospect**

Hughes Aircraft Co. of California will soon begin assembly of Canada’s long-heralded commercial communications satellite, expected to be in orbit early in November. Named Anik by its owners, Telstat Canada Ltd., the 550-pound unit will provide 12 channels, each capable of transmitting one color television signal or up to 960 one-way voice messages. Chief customers of the satellite will be the Canadian Broadcasting Corp., CN-CP Telecommunications and the TransCanada telephone system, which have requested a backup vehicle to be launched six months after Anik goes into operation. The U.S. National Aeronautics and Space Administration will conduct the $7-million launch under contract to the Canadian government.

Thirty-four ground stations will redistribute Anik’s signals.

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**FocusOnFinance**

### Renewal uncertainties cloud finances—IBFM

The license-renewal issue was examined last week from the vantage point of those industry executives charged with the purse strings, and it was diagnosed as an untenable situation from an economic standpoint. In comments filed with the FCC, the Institute for Broadcasting Financial Management said that “the very financial stability of the industry is threatened” by the current increase in challenges to license renewals.

IBFM said that the survival of broadcasting as a commercial enterprise is conditioned on the principle that it be administered as an ongoing business concern. Such a principle would not be feasible if licensees cannot be assured of a life span in excess of the initial three-year license term, it said. If broadcasters are not given a reasonable assurance that their licenses would be renewed if their stations met certain prescribed standards, IBFM contended, they will be beset with numerous accounting and financial problems that might become insurmountable.

Some of the specific problems cited by the institute:

- The value of the broadcaster’s physical plant could not be calculated on a depreciated basis subject to general economic conditions, but would have to be amortized over a three-year period or carried at estimated liquidation value. “It would not be prudent” to make a capital investment when a station can be assured only a three-year economic life.
- Intangible assets, such as the value of the license, affiliation agreements, advertising markets, good will, etc., would also have to be amortized over three years, rather than the customary 40-year maximum period.
- The leasing of specialized facilities would not be able to be negotiated.
- Public ownership of broadcast stations would be minimized or eliminated due to the unattractiveness of the investment. Current investments would be jeopardized.
- The recruitment and retention of employees would become “extremely difficult” as talented people would seek other careers rather than risk the insecurity of a broadcast position.
- Employe-benefit plans such as profit sharing, pension plans, insurance and other long-term arrangements would become unworkable over the short period,
Company Reports

* Capital Cities Broadcasting Corp., New York, reported that net revenues for the fiscal year ended Dec. 31, 1971, increased 12% over those for 1970.

For the year ended Dec. 31, 1971:

<table>
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<tr>
<th></th>
<th>1971</th>
<th>1970</th>
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* Excludes previously reported non-recurring items.

** Chris-Craft Industries Inc. reported net losses for operating revenues, earnings per share, and net income for the first three months of fiscal 1972, ended Nov. 30, 1971. Television division sales were "down appreciably," company said.

For the three months ended Nov. 30, 1971:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
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</thead>
<tbody>
<tr>
<td>Revenues</td>
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<td>Earnings per share*</td>
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<td>Revenues</td>
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<td>Net income</td>
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<tr>
<td>Shares outstanding</td>
<td>25,014,000</td>
<td>25,014,000</td>
</tr>
</tbody>
</table>

* Excludes previously reported non-recurring items.

** Media General Inc., Richmond, Va., diversified communications firm, reported record net income after extraordinary items for the calendar year 1971.

For the year ended Dec. 31, 1971:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$149,024,000</td>
<td>$151,447,000</td>
</tr>
<tr>
<td>Earnings per share*</td>
<td>$0.31</td>
<td>$0.26</td>
</tr>
<tr>
<td>Revenues</td>
<td>11,692,000</td>
<td>11,735,000</td>
</tr>
<tr>
<td>Net income*</td>
<td>(72,000)</td>
<td>(66,000)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>25,000,000</td>
<td>25,000,000</td>
</tr>
</tbody>
</table>

* Represents extraordinary gain in 1971 of $545,559 or 16 cents per share and $312,950 or six cents per share in 1970.

Editor's note

Readers of BROADCASTING'S Stock Index (below) will note important differences in both appearance and information. (1) The index is now computerized, and is reproduced directly from the computer printout. (2) An extra column has been added—the percentage change in each stock's price from the preceding week—to help readers assess the significance of stock movements in other than absolute terms. (As an obvious example, a change of three points in a stock trading at $3 is of greater magnitude than a three-point change in $100 stock.) (3) Additionally, the total market capitalization figure—which previously was corrected monthly and thus served only as an approximation of the current status—is now changed each week, and reflects the exact status as of Wednesday's closings.

Broadcasting Stock Index

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

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Feb. 16</th>
<th>Closing Feb. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1971-72</th>
<th>Low 1971-72</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ARC</td>
<td>60 1/4</td>
<td>57</td>
<td>+ 3 1/4</td>
<td>+ 5.70</td>
<td>60 1/4</td>
<td>25</td>
<td>7,095</td>
<td>427,473</td>
</tr>
<tr>
<td>ASI COMMUNICATIONS</td>
<td>ASIC</td>
<td>0 2 1/2</td>
<td>2 3/8</td>
<td>+ 1/8</td>
<td>+ 5.26</td>
<td>1 1/8</td>
<td>2 1/8</td>
<td>1,815</td>
<td>4,937</td>
</tr>
<tr>
<td>CAPITAL CITIES</td>
<td>CCRC</td>
<td>N 55</td>
<td>52 1/2</td>
<td>+ 2 1/2</td>
<td>+ 4.76</td>
<td>55</td>
<td>17 3/4</td>
<td>6,236</td>
<td>342,980</td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>N 53</td>
<td>54 1/2</td>
<td>- 1/2</td>
<td>- 2.75</td>
<td>54 1/2</td>
<td>30 1/8</td>
<td>27,829</td>
<td>1,674,937</td>
</tr>
<tr>
<td>COX</td>
<td>COX</td>
<td>N 48</td>
<td>42 1/2</td>
<td>- 1/2</td>
<td>- 2.71</td>
<td>42 1/2</td>
<td>17 3/4</td>
<td>5,805</td>
<td>243,810</td>
</tr>
<tr>
<td>CREE TELECASTING</td>
<td>GGGG</td>
<td>15 1/4</td>
<td>15 7/8</td>
<td>- 3/8</td>
<td>- 1.93</td>
<td>15 7/8</td>
<td>10 5/8</td>
<td>12,200</td>
<td>680,000</td>
</tr>
<tr>
<td>LIN</td>
<td>LINR</td>
<td>U 19 1/2</td>
<td>16 7/8</td>
<td>+ 2 5/8</td>
<td>+ 15.55</td>
<td>19 1/2</td>
<td>6 1/8</td>
<td>2,294</td>
<td>44,733</td>
</tr>
<tr>
<td>MDON</td>
<td>WDDN</td>
<td>0 1/2</td>
<td>0 1/2</td>
<td>- 1/4</td>
<td>- 2.56</td>
<td>10 1/4</td>
<td>4</td>
<td>250</td>
<td>2,375</td>
</tr>
<tr>
<td>PACIFIC &amp; SOUTHERN</td>
<td>PDSU</td>
<td>0 12 5/8</td>
<td>13 1/8</td>
<td>- 1/2</td>
<td>- 3.60</td>
<td>17 1/2</td>
<td>2</td>
<td>1,030</td>
<td>24,356</td>
</tr>
</tbody>
</table>

48 FOCUS ON FINANCE BROADCASTING, Feb. 21, 1972
Fates & Fortunes

Broadcast Advertising

John L. Baldwin, former senior VP and management supervisor, Lenen & Newell, New York, joins Dancer-Fitzgerald-Sample there in similar capacity. He will handle newly acquired $7-million orange segment of Florida Citrus Commission account.

Lowe Runkle, president, Lowe Runkle Co., Oklahoma City-based agency, named board chairman and chief executive officer. Other new officers: Howard Neuman, executive VP, named president; Oscar Heuser, senior VP, named executive VP; Ken Kay, VP, named senior VP; John B. K. Farr, account executive, named VP.

Ruth Jones, former supervisor of station relations, J. Walter Thompson, New York, joins campaign staff of Senator Edmund S. Muskie (D-Me.), as campaign manager responsible for commercial radio and TV timebuying.

Robert E. Gernert, former president and chief executive officer, Campus Pac Corp., Mount Vernon, N.Y., joins Grey Advertising, New York, as executive VP, account management.

Frank A. Massaro, associate media director, Benton & Bowles, New York, named VP.


Robert Schmalenberger, executive art director, Kenyon & Eckhardt, Boston, named VP and creative director.

Key play: Robert L. Bostian, VP of Group One Broadcasting-West, Akron, Ohio, receives the keys of newly acquired KLZ-AM-FM Denver, from Hugh B. Terry, president of Time-Life Broadcast of Colorado. The stations were purchased from Time-Life for $2.75 million (Broadcasting, Jan. 10). Mr. Bostian, who currently heads operation of Group One’s KBOX-AM-FM Dallas, will assume additional duties as VP and general manager of the KLZ stations and will reside in Denver.

Robert F. Mortenson, with creative art staff, and Byron Eck, senior copywriter, Cooper-Stock-Scannell, Milwaukee, named VP's.


Marshall Lynn, account executive, Benton & Bowles, New York, and Chuck McMellon, account executive, Young & Rubicam there, join Foote, Cone & Belding, in similar capacity.

Burt Shavitz, account executive, Avco-Television Sales, Chicago office, appointed Midwestern sales manager.

Barbara Conway, former manager of business advertising, Eastern Airlines, New York, joins Foote, Cone & Belding there as account executive.

Thomas R. King, local sales manager, WSM-TV Nashville, appointed general sales manager.

Lee M. Larsen, manager of RKO Radio Representatives, San Francisco, joins KHJ(AM) Los Angeles as local sales manager.

Dan O’Kane, controller of Storer Broadcasting’s WJW-AM-TV Cleveland, appointed treasurer of its Storer Television Sales, New York.

Robert D. Stumpf, sales correspondent, Mallory Battery Co., Tarrytown, N.Y., appointed advertising-marketing coordinator for consumer products.

The Media

John R. Linn, general manager of Storer Broadcasting’s WSPD(AM) Toledo, Ohio, named to additional duties as corporate VP. J. Paul Wilson, former internal auditor, Storer Broadcasting, Miami, appointed controller, WJJW-AM-FM-TV Cleveland, Storer station.

J. Law Epps, station manager, WTLV-TV Toledo, Ohio, appointed general man-

BROADCASTING, Feb. 21, 1972
Robert Hardwick who resigns to form own broadcast management firm.

Edward Rosenthal and Herbert Hochberg, officials of Investment banking firm of Ladenburg, Thalmann & Co., New York, resign as directors of Vikoa Inc., Hoboken, N.J. Successors will be named at annual Vikoa's meeting this spring.

B. M. (Bud) Tibshraney, general manager of Cox-Cosmos Inc./Cable Television Co., Charlotte, N.C., appointed regional manager of Cypress Communications Corp., Los Angeles, with responsibility for firm's Tennessee-Virginia region.

Charles T. Licameli Jr., senior editor for broadcast standards, WMBC-TV New York, appointed manager for broadcast standards.

Gerald W. King, assistant treasurer and manager of financial department, Jefferson Standard Broadcasting, Charlotte, N.C., elected treasurer.

Earl Noel, general sales manager, KRVV-TV Welsaco, Tex., appointed general manager. He succeeds late Jack H. Drake.

James M. Kealing, sales manager, WCAU-FM Philadelphia, appointed station manager.

Robert E. Wood, former coordinator of educational television, Florida State University System Board of Regents, Tallahassee, appointed director of education, South Carolina Educational Television Network, Columbia.

Programing

Albert G. Harligan, former regional sales manager, Winters-Rosen Productions, New York, joins ABC Films there as director of special projects.


Arden D. Moser, Western sales manager for Cable Network Television Inc., Beverly Hills, Calif., subsidiary of National Telefilm Associates, appointed to director of sales.

Robert L. King, director of promotion and exploitation for Walt Disney Productions, Burbank, Calif., appointed director of marketing services, TV and motion pictures.

Mike Freeman, producer-director for ABC Wide World of Sports series, appointed producer of new golf series for KNBC(TV) Los Angeles.

Alvin A. L. Dompke, producer-director, WGR-TV Buffalo, N.Y., appointed to newly created position of production manager.

Don Brink, former program director, KELP(AM) El Paso, appointed to similar position at WRKO(AM) Boston.

Wade Johnson, former news director-air personality, WEED-AM-FM Rocky Mount, N.C., appointed production director, WRIG(AM) Greensboro, N.C.

S. Anders Yocom, production manager, Connecticut Public Television, Hartford, Conn., named VP for programming.

Broadcast Journalism

Marlene Sanders, TV and radio correspondent for ABC News since 1964, appointed TV documentary producer-correspondent for ABC News and news commentator at ABC Radio News.

Waite Hoyt, baseball Hall of Fame member, named color man to work with play-by-play announcer Tom Hedrick on 1972 Cincinnati Reds telecast team. Mr. Hoyt did baseball team's play-by-play from 1942 until 1965 when he switched to Burger Brewing Co., Cincinnati, as assistant to president in charge of PR. Burger is major sponsor of Reds' games that will be originated by WLWT(TV) Cincinnati.

Bill Houck, formerly with KOM-TV Medford, Ore., appointed news director, KBAK-TV Bakersfield, Calif.

Scott Shuster, former news editor of WOKY(AM) Milwaukee, joins WVTV(TV) that city as anchorman.

George Reading, anchorman-reporter, WCBS(AM) New York, joins news staff of KTVU(TV) San Francisco-Oakland, in similar capacity.

Robb Mahr, formerly with KNTV-TV San Jose, Calif., appointed news director, KSTP-AM-FM Minneapolis-St. Paul.

Peter Maer, director of news services, WIBY(AM) Belleville, III., joins WLAC-(AM) Nashville as morning anchorman and reporter.

John Allen, news director, WGLI(AM) Babylon, N.Y., assumes additional responsibilities as news director of WBLI-(FM) Patchogue, N.Y. Brian Quin, with WBLI, appointed newsman for stations. WGLI and WBLI are Beck-Ross Communications stations.


Joan Libman, newswriter for KTVU(TV) Oakland-San Francisco, appointed on-air reporter. She is succeeded by Casey MacKenzie, assistant publicity director and assistant to news director.

Music

William L. Slover, general manager, Ampex music division, Elk Grove Village, Ill., elected to additional post as VP.

Roger Savine, former professional manager, Cedarwood Publishing Co., Nashville, joins Broadcast Music Inc. as executive, writer-administration division, to be based in Nashville.

David Hochman, staff attorney, American Society of Composers, Authors and Publishers, New York, appointed senior attorney.

Equipment & Engineering

Stanley J. Greene, assistant director, technical services, CBS-AM network operations, New York, appointed director, technical services.

Robert L. Keith, treasurer of Ampex.
Corp., Redwood City, Calif., assumes additional duties of controller. A. A. Sroka, general manager, professional audio products division, Ampex, appointed marketing manager of newly formed audio-video systems division.

John L. Gafford, staff engineer, LPB Inc., manufacturer and distributor of equipment to commercial and college broadcasting markets, Frazier, Pa., appointed engineering manager. Justin R. Herman, with marketing and account, Ernest Greenfield, Inc., Philadelphia-based PR agency, appointed to newly created position of marketing manager. LPB.

Don Lefebvre, sales engineer, Telemation's systems sales office, Needham Heights, Mass., appointed manager.

Michael O. Crane, VP and general manager of Hollywood division of Movie lab Corp., appointed to sales and marketing staff of Cinema Systems division of Technicolor, Inc., there.

Raymond E. Johns, field engineering supervisor, Philips Broadcast Equipment Corp., Montvale, N.J., appointed project manager, responsible for activities relating to video-tape hardware and reproduced software for Videorecord Corp. of America, Westport, Conn., video cassette program producer and packager.

Julius M. Helland, chief engineer and technical director of WDAY-AM-FM-TV Fargo, and WDAY-TV Devils Lake, both North Dakota, retires after 44 years' service to stations.

John J. Pich, senior research engineer, HRB-Singer, State College, Pa., appointed chief engineer, Centre Video, multiple CATV owner there.

Ned Nolan, chief engineer, WJZ-AM-FM Detroit, retires after 42 years in radio.

Norris Simpson, with technical staff, KNAC(FM) Long Beach, Calif., appointed chief engineer, KORJ(FM) Orange, Calif.

Promotion

Morris W. Butler, community services director, WLWC(TV) Columbus, Ohio, moves to WLWT(TV) Cincinnati in similar position. He is succeeded by Ann Walker, assistant director for community services at WLWC. Both are Avco Broadcasting stations.

Kip Jamison, director of publicity, WGN-AM-TV Chicago, appointed advertising and sales promotion manager, WFLD-TV there.

Michael Donovan, promotion manager, WBBM-TV Chicago, appointed director of advertising and promotion, WLS-AM-FM there.

Joan Ellen, former PR associate-writer, Whye Advertising, Cleveland, appointed coordinator of press information, WJKY-TV there. Miss Ellen succeeds Ilze Kal- nins who becomes PR administrator.

Carolann E. Hayes, assistant to promotion manager, WGR-TV Buffalo, N.Y., appointed promotion manager. Miss Hayes succeeds George Staudt who leaves to establish own business.

Paul A. LaCamera, member of public affairs department, Greater Boston Chamber of Commerce, appointed director of urban affairs, WCBL-TV Boston.

Tom Mackin, former co-director, TV department, Rogers, Cowan & Brenner, New York PR agency, and prior to that TV critic and columnist for the Newark (N.J.) Evening News, joins ABC, New York, as manager of program publicity, East Coast.

Allied Fields

John O'Boyle, former assistant manager for rates and tariffs, Washington government office, ITT World Communications, subsidiary of International Telephone and Telegraph, appointed manager of business planning.


Martin A. Blumenthal, attorney, Finkelstein & Firestone, Washington communications law firm, joins Stambler & Shinsky law firm there. Latter's name was changed Jan. 15 from law offices of Arthur Stambler, Jason L. Shinsky is partner in Stambler firm.

Deaths

William B. Ryan, 71, pioneer broadcaster and former general manager of National Association of Broadcasters, died Feb. 12 in Chicago of heart attack. Mr. Ryan had been with Chicago office of Blackburn & Co., media brokers, which he joined in 1957. Prior to that he was president of Radio Advertising Bureau, New York. He was general manager of NAB from 1950 to 1952. Before that he managed KFI(AM) Los Angeles. Mr. Ryan is survived by his wife, Gladys, two daughters and one son.

Jack H. Drake, 61, general manager of KRGV-TV Weslaco, Tex., died Feb. 3 at Nap Methodist hospital there of heart attack. He is survived by his wife, Thelma, and two stepsons.

Laurence Goldstein, 35, newsman and writer, NBC, died Feb. 12 at his home in Leonia, N.J., of electrical shock while working on TV set. Prior to joining NBC, Mr. Goldstein was with UPI and ABC. He is survived by his wife, Karen, one daughter and one son.

Charles A. (Chuck) Henderson, 64, former director of corporate projects for NBC and recently PR and sales consultant, died Feb. 8 in New York. From late 1930's until 1942, Mr. Henderson served as assistant to then Congressman Lyndon B. Johnson. Mr. Henderson was director of PR for NBC-owned stations from 1952 until 1961 and was director of corporate projects from 1964 to 1965. He is survived by his wife, Mary Kay.
As compiled by Broadcasting, Feb. 9 through Feb. 15, and based on filings, authorization and other FCC actions.

**Abbreviations:** Act—alternate, ann.—announced, ant.—antenna, AVL—automatic volume limiter, CA—community antenna television, CH—critical hours, CP—certificate of public convenience and necessity, DAO—desired allocation, ERP—effective radiated power, kHz—kilohertz, kw—kilowatts, LS—local station, mhz—megahertz, mod.—modification, N—night, PSA—pre-sunrise service authority, SCC—subcommunity service coordination, SH—specified hours, SSA—special service authorization, STA—special temporary authority, TV—television station, VHF—very-high-frequency, w—watts, wtv—educational, W—unlimited, X—exclusive, y—average terrain, CARS—community antenna relay station.

**New TV stations**

**Final action**

**Action on motion**

**Existing TV stations**

**Final actions**
- FCC, in a review of applications of the television station KJUG in Cuyahoga Falls, Ohio, May 1971, issued a decision granting the station a license for operation on channel 42. The station was requested to cease operation on channel 10 until the new license was obtained. Action Feb. 9.

**Network affiliations**

**ABC**
- Formula: In arriving at clearance payments, ABC multiplies network's station rate by a compensation percentage (which varies with time of day) then by the fraction of hour occupied by program for which compensation is paid. It then multiplies aggregate of all compensation during program occupied by program, and total compensation paid to ASCAP and BMI and interconnection charges.

**KWOW-TV Madison, Wis.—Horizons Communications Corp. of Wisconsin. Agreement dated July 14, 1971, to replace one dated April 24, 1969, effective July 14, 1971. Agreement to include call letters WQOW-TV, transmitter, Davenport, Iowa; channel 13; height 274 ft; antenna above average terrain. CARS—community antenna relay station.
Summary of broadcasting
Compiled by FCC Feb. 1, 1972

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
</tr>
</thead>
<tbody>
<tr>
<td>STA*</td>
<td>CP's</td>
</tr>
<tr>
<td>Commercial AM</td>
<td>4,303</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,269</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>503</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>179</td>
</tr>
<tr>
<td>Educational FM</td>
<td>471</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>85</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>114</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>199</td>
</tr>
</tbody>
</table>

**Special Temporary Authorization**
1. Excludes unreserved channels.
2. Includes 4 educational stations on unreserved channels.

### Actions on motions

- **Hearing Examiner Chester F. Naumowicz in San Juan, P.R. (Radio San Juan Inc. (WRSJ)).**
  - Motion proceeding, granted motion for extension of time to file showing and order extending time to file for Motion to Dismiss petition for WHO-MF-TVs Des Moines, Iowa. Mr. Hochee is an attorney for WHMC (AM) Gaithersburg, Md. Mr. Pausant is assistant news director for KXEL-AM-FM Waterloo, Iowa. Ann. Fed. 7.

- **Hearing Examiner Arthur A. Gladesdon in Warton, Tex. (Wharton Communications Inc.).**
  - Motion to dismiss, granted motion for extension of time to file for AM-FM-TVs Dumas, Texas. Mr. Hochee is a shareholder for WHO-MF-TVs Des Moines, Iowa. Mr. Hochee is an attorney for WHMC (AM) Gaithersburg, Md. Mr. Pausant is assistant news director for KXEL-AM-FM Waterloo, Iowa. Ann. Fed. 7.

### Initial decisions

- **Hearing Examiner Isadore A. Honig in Ashbaugh, Okla. (KVOY Radio Inc.).**
  - Motion for dismissal of application for renewal of license for KGNO-FM Muskogee, Okla., for violations of FCC rules and regulations. Mr. Hochee is the owner of KVOY Radio Inc. (WRSJ). Motion proceeding, granted motion for extension of time to file for AM-FM-TVs Dumas, Texas. Mr. Hochee is a shareholder for WHO-MF-TVs Des Moines, Iowa. Mr. Hochee is an attorney for WHMC (AM) Gaithersburg, Md. Mr. Pausant is assistant news director for KXEL-AM-FM Waterloo, Iowa. Ann. Fed. 7.

- **Hearing Examiner David I. Kraushaar in Jackson, Mich. (Radio Michigan Broadcasting Co.).**
  - Motion for dismissal of application for initial decision of FCC in changes in facilities of WHOD (AM) Jackson from 1200 kHz to 1320 kHz, non-commercial educational station of the University of Michigan. Mr. Honig is the owner of Radio Michigan Broadcasting Co. (KVOY). Motion proceeding, granted motion for extension of time to file for AM-FM(TVs Dumas, Texas. Mr. Hochee is a shareholder for WHO-MF(TVs Des Moines, Iowa. Mr. Hochee is an attorney for WHMC (AM) Gaithersburg, Md. Mr. Pausant is assistant news director for KXEL-AM-FM Waterloo, Iowa. Ann. Fed. 7.

### Fines

- **KVYQ Yuma, Ariz.**
  - FCC granted KVYQ Radio Inc. (WRSJ), waiver of mileage spacing rule for violation of rules and regulations for new class C FM to operate on 2.26 MHz has been accepted for filing. Action Feb. 9.

- **WJJW Detroit, Mich.**
  - FCC notified WJJW Detroit, Mich. that it has issued apparent liability of $1,000 for violation of rules for personal attack over station must be notified of action, and station must supply the above transcript and offer to reply within seven days of action. Action Feb. 9.

### Notices

- **KMCN McMinnville, Ore.**
  - FCC ordered Nor-Cel Inc., licensees, to form pyrotox and for violation of rules for failure to maintain maintenance log from Aug. 5 to Nov. 6, 1970, and failing to record trans. inspections five days each week during period Nov. 6 to Jan. 16. Action Feb. 9.

### New FM stations

- **Milford, Del.-Broadcaster Inc.**
  - Seeks 97.7 MHz, 3 kw, 240 ft. P.O. address Box 324, Milford, Del. 19963. License proceeding, granted motion for extension of time to file for FM station of the Milford Broadcasting Co. operating under WTHD (AM). Action Feb. 9.

- **KAGS Carthage, Tex.**
  - FCC notified Beverly E. Philips that he has issued apparent liability of $1,000 for willful and repeated violations of terms of station license, license and rules by failure to maintain maintenance log from Aug. 5 to Nov. 6, 1970, and failing to record trans. inspections five days each week during period Nov. 6 to Jan. 16. Action Feb. 9.

### Existing FM stations

- **Chief, Broadcast Bureau, Waseca, Minn.**
  - For hearing, applications of Melvin Pulley and The Waseca-Owamonna Broadcasting Co. for new FM on ch. 221 (Doo. 194201). Action Feb. 10.

- **Hearing Examiner Frederick W. Denniston in Lovrain, Ohio (Lake Erie Broadcasting Co. and Lorain Community Broadcasting Co.).**
  - Motion proceeding, motion for approval of new license for the Lorain Community Broadcasting Co. Motion proceeding, motion for approval of new license for the Lake Erie Broadcasting Co. Action Feb. 10.

- **Hearing Examiner Lenore G. Elbrig in Indianapolis, Ind. (Calojay Enterprises Inc. and Community Communications Inc.).**
  - Motion proceeding, motion for approval of new license. Motion proceeding, motion for approval of new license for the Community Communications Inc. Action Feb. 10.

- **Hearing Examiner Charles J. Frederick in Mobile, Ala. (Trinity Broadcast Inc.),**
  - Motion proceeding, motion for approval of new license for the Trinity Broadcast Inc. Motion proceeding, motion for approval of new license for the Trinity Broadcast Inc. Action Feb. 10.

- **Hearing Examiner Arthur A. Gladesdon in Lawrence, Ky.**
  - FCC proceeding, designated Hearing Examiner Arthur A. Gladesdon to serve as presiding officer and scheduled prehearing conference for March 17 and hearing for April 17. Action Feb. 10.

- **Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBSB-FM).**
  - Motion proceeding, granted motion for extension of time to file for KBSB-FM Pocatello, Idaho. Motion proceeding, granted motion for extension of time to file for KBSB-FM Pocatello, Idaho. Action Feb. 10.

- **Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglass C. Dillard and Airbridge Broad- casting Co.).**
  - Motion proceeding, granted motion for hearing for March 15 (Doo. 19198-9). Action Feb. 4.

### Rulemaking action

- **Iowa, W.Va. and Florida—FCC advanced further notice of proposed rulemaking to amend Table of FM assignments to Ch. 27A or 23A at Crystal River, Fla. (Doo. 19401).** Action Feb. 9.

### New FM stations

- **KIGF (FM) Paragould, Ark.**
  - Broadcasting Bureau granted license covering new FM; ERP 3 kw; ant. height 255 ft. Action Feb. 2.

- **Broadcast Bureau granted license covering changes for following FM's: **

- **WSDM (FM) Chicago**

### Rulemaking action

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### New FM stations

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- **Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBSB-FM).**
  - Motion proceeding, granted motion for extension of time to file for KBSB-FM Pocatello, Idaho. Motion proceeding, granted motion for extension of time to file for KBSB-FM Pocatello, Idaho. Action Feb. 10.

- **Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglass C. Dillard and Airbridge Broad- casting Co.).**
  - Motion proceeding, granted motion for hearing for March 15 (Doo. 19198-9). Action Feb. 4.
PROFESSIONAL CARDS

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy., at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2600
Member AFCCE

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

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
337 Munsey Bldg.
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†About 150,000 people regularly read our publication.
Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for stations WYON(FM) in Mich., KQV(TV) in S.C to extend date of license; ERP 50 kw; HAAT 210 ft. Action Feb. 9.
- K2AAM(AM) Houston—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 560 ft. Action Feb. 8.
- Modification of CP's, all stations
  - KBST(TV) in N.M.—Broadcast Bureau granted mod. of CP to change frequency of VHF translator to 694.9, ERP 300 kw; location to northeast of the city of Alamosa, Colo. Action Feb. 10.

Translators

- K2B8 Obskurt, Athowence, Coquitlam and O'Neills, all Calif.—Broadcast Bureau granted CP to serve Rio Vista, Calif., and extend date of license; ERP 50 kw; HAAT 410 ft; remote control permitted. Action Feb. 8.
- WOFW(AM) Woodburn, Ore.—Broadcast Bureau granted license covering changes; ERP 1000 kw; ant. height 560 ft. Action Feb. 8.
- K131F Nephi, Utah—Broadcast Bureau granted CP to change frequency of VHF translator from 88.9 to 88.0 MHz, location to southeast of Nephi, ant. height 510 ft. Action Feb. 10.

CATV

- FCC has announced creation of Cable Television Advisory Committee to deal with problems of technical standards. Chairman Burch Lawton, chief engineer, chief of Cable Television Bureau, will be vice-chairman. Action Feb. 3.

Rulemaking actions


Cable actions elsewhere

The following are activities in community-antenna television reported to Broadcasting through Feb. 15. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

- Hayward, Calif.—LVO Cable of Hayward Inc. (owned by multiple-CATV owner LVO Inc.) has been awarded franchise by city council.
- Holoyoke, Mass.—Television Program Corp. was awarded franchise by city council.
- Holyoke Communications Corp. has been awarded franchise by city council.

FOR THE RECORD

CATV Final actions

56 FOR THE RECORD

BROADCASTING, Feb. 21, 1972
Radio Help Wanted

Management

Sales manager, major market, top rated AM, great facility, group operator, must have proven record, substantial salary and bonus. Send resume and picture to Box B-204, BROADCASTING.

Manager, including sales. Franklin, N.J. Maximum power mountain top MQR FM, Adjacent Playboy Hotel, Great Gorge ski area. Magnificent area live/work. New owner, top market. Must have sales background. Territories: references. Club—women. Personality, good grooming necessary. Most desirable male. Send resume, telephone (214) 973-2784; (201) 383-5744 eves.

Midwest station. Must be a top salesman, know programming and have first ticket with engineering experience. Also a chance to own part of the action. Gil Poese, WBLF, Nebr. Phone (402) 336-1812... after 4 PM call 2540.

Radio Operations Manager—WFAA-AM-FM radio in Dallas, Texas is seeking a dynamic, creative individual to coordinate all functions and produce the station. Must object single to fill this position will be given responsibility for such departments as news/public affairs, promotions and the like. Excellent company benefits and working conditions. Send resume and salary requirements or call: Employee Relations Department, Dallas Morning News Broadcasting Center, Dallas, Texas. Phone (214) 747-4611, an equal opportunity employer.

Sales

Customer relations representative. Be your own man. Sales and credit experience. Extensive travel. Multi-state territories now open for self-motivated, responsible individual. Prestige organization, salary plus all expenses. Send resume, references, salary requirements and when available for interview. Box B-98, BROADCASTING.

Strong salesman for top rated AM-FM station in major northeast market. Excellent proven track record to assume, and build upon large established list. Exceptional remuneration and send resume to Box B-145, BROADCASTING.

Sales manager—Central Florida separately programmed AM/FM market. Experience necessary. Compensation negotiable directly with owner. Send resume, reference and photograph. Box B-184, BROADCASTING.

New York City radio-film syndication producer wants partner with imagination—sales—ability. Small investment needed, eventual take over, Box B-184, BROADCASTING.

Salesman or salesman-announcer. Experience, medium market with AM and FM, stress sales. Guaranteed salary plus commission. Send information, snapshot and audition tape in strict confidence to Bob Thoburn, WBLS, Box 32, Danville, Ill.

Three regional Salesman(s) Community Club Awards (CCA), one of the broadcasting industry's oldest, most respected, radio/television promotional companies is replacing another. Full time. (Monday/Friday) travel in restricted, protected territory. Salary/travel ninety-day training period. Permanency, salary, bonus, incentives. Using extensive potential, ambitious, creative, organized, experienced broadcast sales executive with ability to sell stations on concept, address, motivate and sell large audiences of club- women. Personality, good grooming a prerequisite. Our staff aware of this ad. Apply by written resume, pix, references. All references checked. CCA station-sales consider but not necessary with strong radio/TV background. Territories: Mid-west; central-midwest; south west; west; New York. Phone (212) 666-0890. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Connecticut 06880.

Sales Continued

Junior sales announcer, intelligent, hardworking, cooperative. Some experience preferred. Mrs. Warren, WMCR, Oleana, N. Y. Phone (315) 363-8051.

Wanted: Broadcast time sales manager with management potential. Sales experience required. Broadcast back-ground necessary. Send resume, reference, newspaper or phone (206) 733-3381.

One of the great country stations in the southeast is looking for a top-notch salesman. Operating for a major country group to appear as a Music Director. Must have complete knowledge of country hits of the past, have a feel for the "Nashville Sound" and be able to pick the winners. Must be a warm, lively, entertainer on the air and be versatile in production. Send tape & resume to: Box B-90, BROADCASTING.

Bright, light modern country pro wanted for 6 to 6 midnight shift in competitive 6 station market. Must be warm, lively, enterprising personality. Some tape & resume necessary. Box B-95, BROADCASTING.

Florida progressive rock station needs experienced announcer. 3rd phone. Good voice with mature approach to music. Send resume and audition tape with sample of news and show. Box B-185, BROADCASTING.

Hilarious! My name is Mary. I work with some swellin’ people in Waterloo-Cedar Falls, Iowa and we need an additional first phone announcer. We’re a movin’ up-tempo music station. If you’re good, call KCFI, at (212) 217-1918 this day and daily.

Morning man, 5 KW, MOR daytime, ABC affiliate. Top wages, open. Send resume and tape, KOLY, Box 600, Mobridge, S.D. 57601.

Rock jock—more music format—WBUO, Trenton.

Opening soon for dependable C&W DJ who can work board—write copy—service accounts. Send complete resume to: Keith Buck, WEZJ, Williamsburg, Kentucky. Phone number: (606) 325-3030.

Modern country giant has immediate opening for experienced first phone for 10 AM to 2 PM gig. Some production. An opportunity to join a group of sharp professionals on the way up. Top market. Call Bill Barden at (301) 761-1960. WJSZ... country media for metropolitan Baltimore.

Junior sales announcer, intelligent, hardworking, cooperative. Some experience preferred. Mrs. Warren, WMCR, Oleana, N. Y. Phone (315) 363-8051.

Modern country afternoon drive jock needed yesterday. Illness got ours. We are number two this time period. If you can make us number one send tape, and resume today to WNYW, P.O. Box 809B, Pensacola, Florida 32505.

Mature announcer. 3rd phone, MOR/C&W format. No cigarettes. 8 hours or less shift Monday through Saturday. No Sunday work. 5:00 hour, 5KW daytime, 3KW FM nighttime. Minimum of 40 hour week guaranteed at $80.00. Hours depend upon daytime operating hours. (800) 563-4371. Clarence Jones. WOJZ-WPWR, St. George, S.C.

Wanted: experienced announcer, first ticket required, mature MOR, Send tape, resume, WVBG AM/FM. P.O. Box 231, Somerset, Pennsylvania 15501.

Announcers

Announcer: first ticket—part-time air shift plus ground floor opportunity to enter CATV work. Eastern Pennsylvania. (215) 384-2100.

3rd phone for nite, S.E. New York 50,000 watt FM. Tape, resume and photo to Box 511, Beacon, N.Y. 12508.

Technical

Asst.'s chief engineer looking for forward opportunity. Well-organized trouble shooter, strong on maintenance to help operate 5 KW DA, FM automation. No announcing. Send personal details. Box B-103, BROADCASTING.

Need all round technical individual to join public corporation, New York facility for maintenance and operation of two Ampex-1200 B3's; BC-230 color camera, plus associated equipment. Firm is producing animated commercials and program material directly into videotape using hybrid analog computers. If participation in the pioneering of improved visual techniques appeals to you: Write to Box B-164, BROADCASTING.

5 KW directional AM and FM station needs Chief Engineer. Must have experience with automation and two-way radio. Send reply to Box B-197, BROADCASTING.

First phone man for transmitter duty. East. No announcing. Excellent pay with bonus plan benefits, equipment and working conditions. Immediate opening. Box B-200, BROADCASTING.

Chief engineer, AM-FM, should be average or better announcer. Send tape, resume and salary expectations to E.C. Stangland, Manager, KCHF Radio, Sioux Falls, S. Dak. Phone (605) 339-1520.

AM station in Aberdeen, South Dakota seeks chief engineer—announcer with responsibility for equipment operation and maintenance. Station directional nighttime, 1000 watts. Write General Manager, KSDN, Aberdeen, South Dakota 57401.

Chief engineer, strong on maintenance. Immediate. Contact Manager, WCRO, Johnstown, Pa.


News

Top broadcast journalism students—juniors and graduating seniors—needed for major news events coverage in July, August. Previous air experience necessary. All travel and expenses paid. Send tape, resume and recent photo to Box B-155, BROADCASTING.

News director needed for one of America’s fastest growing small markets. Southeast location, 40 minutes from Atlanta. Excellent opportunity. First ticket desirable. Box B-179, BROADCASTING.

Exciting opportunity for a young man to excel in a man news operation. One of the most beautiful areas in the country to raise a family. Upper Midwest with no pollution and no big city hang-ups. If you have realized there is more to life than running in the rat race, talk to us about broadcasting excellence in a small market. But... if you are an inexperienced beginner, or if you can’t read or write like a pro, don’t waste our time or yours. Box B-187, BROADCASTING.

News director wanted. Send tape and resume to KLIN, Linn, Nebraska 68448. Experience required.

WBWS needs first ticket news and production man. No engineering. Radio tape and resume to Jerry Peterson, Program Director, 222 Hazard Street, Orlando, Florida 32804.

Classified Advertising

BROADCASTING, February 1, 1972

57
Radio Help Wanted

**New York City radio-film syndication producer wants partner with imagination—sales—ability. Small investment needed, eventual take over. Box B-195, BROADCASTING.**

Assistant PD, AM rock format. East. Up to $22,000 start. Must be mature, reliable with good track record and willing to follow directions. Strong on music. Minimum last 3 years in top 20 markets. Minority group applicants positively given equal consideration. Send resume, references and recent picture. Box B-189, BROADCASTING.

**Situations Wanted**

**Management**

Selling general manager. Experienced in all phases including ownership. Currently employed. Married with family. Excellent business and personal references. Will invest substantial cash. Prefer East or south east. Box B-102, BROADCASTING.

Southern, experienced, reliable adult seeks station or operations manager spot. First class, including license. Accents the positive. Box B-160, BROADCASTING.

Just separated and ready to go to work immediately. 5+ years experience in R/W production and management and for past 1½ years have been managing one of the top AFRTS stations in Europe. Looking for a job in management with a future. Willing to relocate anywhere. Box B-187, BROADCASTING.

Attention Southern California: veteran broadcaster in middle age market. Excellent local market, has researched new approach to C/F radio. Good numbers and bucks. If you're losing your toehold, you have no one to blame but yourself if you don't answer this ad. Replies confidential. Box B-192, BROADCASTING.

Experienced 1st phone manager—sales—programming, 28, family, (205) 749-0540 after 6 P.M. EST.

Available immediately. National regional sales manager —16 years successful background, constant increase—1971 overall 32 percent increase on one station and 48 percent on another. Contact: Pete McKeen, P.O. Box 957, Tyler, Texas 75701. Call: (214) 592-3873.

1st phone manager-sales manager, double present stations filling in 2 years. College, excellent announcer, family, seeking warm coastal area. (503) 765-7876.

**Sales**

West first sales opportunity. Five years experience all areas R-TY. Former medium-market news director, Age, 43, full-time, daily, year around, college. Experienced sales manager, first phone. A professional . . . top references. Box B-188, BROADCASTING.

Sales manager. South. Adult format preferred, References. Resume. Box B-170, BROADCASTING.


Sales—22 yrs. radio experience, 11 years general manager, Play-by-play including wrestling. Small medium market. (717) 322-5044 or Box B-154, BROADCASTING.


Ready to move up! Eight years of experience (last 3 in sales) ready to go for you. Seeking Sales Manager position with eventual General Manager and perhaps ownership potential. Prefer Southwest but will consider all offers. Currently employed—company knows of this. Hard, hard working. Family man. Aggressive. Excellent references. Write—Richard B. Smith, 89 Sixth Avenue, Elgin, Illinois 60120, or call AC 312-695-8728.

**Announcers**

Experienced graduate of N.Y. school—willing to relocate—light board—third—endorsed—seeks new, challenging position. Box A-281, BROADCASTING.

MOR 1st phone announcer/salesman wants new challenge—mature. Seeks interlock combination. Available now. Box B-85, BROADCASTING.

No. 1 morning-man in medium market (adult top 40) seeks slot in large medium or major. Voice style, production. 3rd, all pro. Box B-144, BROADCASTING.

First phone experienced top forty dj, Tight board. Box B-147, BROADCASTING.

Country jock, 1st phone. 5000 watt experience. References. Box B-146, BROADCASTING.

Announcer anywhere? Smooth MOR and/or soft concept. Strong news. 1st phone can be yours now. Box B-153, BROADCASTING.

Talented disc jockey, announcer seeks experience on small AM or FM station, Heavy theatrical background. Excellent voice and diction. Tight board. Fully conversational. Very dependable. Will relocate. Box B-166, BROADCASTING.

10 year radio pro ready to move up. Possibly TV experience in all phases. Now rocking and M.D. administrative experience. Married. 27. Box B-173, BROADCASTING.

If it's MOR, C/W, or soft top 40, I live it. Third endorsed, graduate—college, and broadcast school. Writing experience; stable. Prefer small market. Box B-175, BROADCASTING.

Experience announcer—disc jockey—any format, third & married. Box B-178, BROADCASTING.

3 years experience, dependable announcer looking for MOR in northeast. Available immediately, 1st phone. Box B-180, BROADCASTING.

Female broadcaster—newscaster—writer with announcing and DJ skills. 3rd endorsed, college grad, major magazine background professionally broadcast trained. Box B-188, BROADCASTING.

Experience Black jock, with general market sound, big voice, seeks major market top 40 or MOR position. Box B-191, BROADCASTING.

1st ticket, announcer/dj, writer. I've been away from on-air work for some time, but tape and resume will show I've have the versatility you need. Prefer Pa., Ohio, Md., N.Y., N.J. area but will consider others. $120 min. 28, married. Box B-201, BROADCASTING.

1st phone 5 yrs. rock BS degree HT, C-305, Juneau Village, Milwaukee, (414) 273-8839.

Put me on the spot—1st phone/professionally trained announcer, guarantees 1 year. Tight board, versatile, great attitude. Mature, married—will relocate by me! Try Gary (213) 798-7471, 69 North Michigan, Pasadena, California.

1st phone—heavy format follower. Looking for top 40 or concept. Tape says all. Contact Alan Scott, (210) 835-3730, Message (213) 898-3279.

First phone—5 years experience—24—married. Good production. Looking for place to stay several years. Dick House, 318 Browns Lane, Louisville, Kentucky 40207.

1st phone, trained on the air for one year desires position in announcing/news/sales will work any format—anywhere, will consider all leads. Contact Sam Huffman Jr. (213) 689-2878. Send station letter head 9525 Ming, Whittier, Ca. 90605.

First phone announcer experienced in A/M/FM, some TV seeking growth potential in Western states. Married, 25, sales production, light maintenance. Dave Taylor, 729 Decatur, Bakersfield, Cal. (805) 399-1145.

Experience personally jock, seeking position with medium market top 40 station. Also 1st class engineer. Tape and resume available. Alan Blanco, 3094 Lynnwood, Streamwood, Illinois 60103 (312) 299-5161,

Conservative, young, married, first phone with some experience. No night spots. No mornings. Min. $125, Randy Swingle, McCarthy, Ohio 45651. (614) 596-5093.


**Announcers Continued**

Personality dj/newsman, 29, college degree, third MOR/top 40, 6 years commercial experience all phases. Artistic voice, creative. Audience captivator. Best references. Air check. Phone (201) 232-9500. Write Mr., Announcer, c/o Donner, 1309 Cushine Road, Plainfield, N.J. 07062.

**News**

News director, seeking active major market, prefers good weather; management support. Top notch organizer; first class product, 33, solid education, experience. Considers staff job, largest markets. Box B-123, BROADCASTING.

I've spent four years in present position as newscaster, writer, editor at station now New York City, Looking for new challenge. If you're looking for a mature (31) dependable professional, call for tape and resume. Box B-126, BROADCASTING.

"Crinklet" type anchorman with background as News Director, Public Service Director, news and commercial writer, impressive on-the-air person, has voice, experienced and able. Box B-146, BROADCASTING.

College degree, first, interested in news and talk in medium to large city. Two yrs. Experience since college. Willing to learn. Call 412-586-7054 or Box B-156, BROADCASTING.

Sports! Central California's top play-by-play man . . . now sports and program director of small market station . . . ready to move up to medium market sports director job with plenty of college and, hopefully, pro baseball PBP. Prefer West coast, will relocate, 25, dependable, four years PBP experience, well informed. You can't go wrong. Tape and resume on request. Box B-159, BROADCASTING.

Major market reporter-anchorman. Victim of economy. Thoroughly experienced. Box B-175, BROADCASTING.

Experienced news/writer, newsmen, sportscaster. Vet of ABC net, WCBS, & Li radio. Prefer NY metro area or California. Box B-177, BROADCASTING.

Experienced newsmen, edit, air, news, strong on sports PBP, relocate. Box B-181, BROADCASTING.

First phone newsmen looking for good news operation, accurate, dependable, good digger, heavy on local activities, impressve on-the-air person, has experience as news director. Box B-185, BROADCASTING.

College grad, Political science journalism background. 1½ year experience. Total Involvement with local news. Emphasis on activities. Mike, 7504 Fremont Ave., Margate, N.J. 08402 609-822-8653.

Wife & I see television ad.

Newsmen presently employed and want to move up to larger market, 6 years experience. Pretor leg work. Will relocate. Family man. With good gathering activities. Edward Lott—302-995-1012.

People-oriented creative newsmen. Recent broadcast school plus BA speech, 3rd phone, Nick Isenberg (303) 322-2356, 2890 Elm St, Denver, Colorado 80207.

News director and sportscaster . . . available now. Call "Joe Merry" 201-223-0743.

**Programing, Production, Others**

Desire move up to program manager. (MOR, classical) Have 1st phone. Black. 3 years engineering experience. Seek near NYC. $200. Box B-9, BROADCASTING.

Professionally trained girl Friday. Continuity and production plus news, and traffic experience. Box B-81, BROADCASTING.
**Programing, Production, Others**

**Continued**

**Top 10 market rock jock seeking P.O. position. A radio professional. Box B-121, BROADCASTING.**

Black radio grows up! Number 2 morning man in a top ten market, former operations manager, program director, music director, production manager, news and public affairs director and copywriter with 1st f. Box B-131, BROADCASTING.

Pro looking for real growth in top 20 market. Prefer consultant. MOZ with exceptional P.O. that knows and wants top performance. 5 yrs., MA, vet, married. exc. references. Box B-135, BROADCASTING.

Attention Southern California: Veteran programer has researched new approach to C/W radio. Good for numbers and bass. Lets shine the gold in there hills. Replies confidential. Box B-193, BROADCASTING.

Available now, first phone jock and or program director with eight years experience. Five with WAYS-WAPE chain call now (304) 999-3258.

Two creative, production-minded top rated rock jocks tired of Mickey Mouse operation seek employment in medium market fulltime rocker. Would like chance to team up nine years experience and make your market. Will consider separate slots. Hard working, loyal, desire security. Want station seeking same. Box 1152, Mankato, Minn. 56001.

**TELEVISION**

**Help Wanted Announcers**

Pa. 5 KW AM/CBS-TV affiliate wants announcer for MOR radio personality and radio-TV newsmen including on-camera reporting. E.O.E. Box B-127, BROADCASTING.

**Technical**


Studio transmitter engineer with first class FCC license experienced or will train . . . North east educational UHF TV station write, Donald Newman, WSKG-TV, Box 954, Binghamton, New York 13902.

**News**

Reporter photographers journalism training or comparable experience. Florida station. Send salary requirements with resume. Equal opportunity employer. Box B-20, BROADCASTING.

California VHF net TV station needs two experienced people. Continuity writer and an experienced photographer who can work with color film. Box B-43, BROADCASTING.

TV newsmen for evening anchor position, in Las Vegas. Nevada need background in newswriting and film editing. Send VTR and salary requirements. Box B-203, BROADCASTING.

Montana Television Network needs a station news director. Knowledge of, and experience with, 16mm film, TV reporting and organizing small department essential, along with good on-air appearance and delivery. Rush VTR, resume to Bill Whitsitt, Box 1331, Great Falls, Montana 59401. 406-453-2449.

**Programing, Production, Others**

Group owned network VHF opening for prime time show producer-director, film knowledge required. Send resume and sample copy first reply. E.O.E. Box B-157, BROADCASTING.

Production assistant for morning talk show. Prefer experience in building and or public affairs guest. E.O.E. Box B-158, BROADCASTING.

**Television**

**Situations Wanted Management**

Manager, operations/production/programming, 16 years experience. A top producing/programming/mangement for small budgets is my area. Presently employed, looking for advancement opportunity. Box B-122, BROADCASTING.

Industry recognized executive wishes to use his 16 years of TV experience, and manufacuring TV broadcasting to secure a position as director of engineering or a line position with an equipment manufacturer. Contact: Howard McCaffre, 11227 N. Wilmer Dr., Quincy, Illinois 62301 (217) 223-5921.

**Announcers**

Female broadcast—newscaster—writer with 11th and DJ skills, 3rd endowed college grad, major magazine background—professionally broadcast trained. Box B-189, BROADCASTING.

Chief engineer medium size market desires challenging change, 18 years experience. Box B-151, BROADCASTING.

First phone—operations and production oriented four years. Box B-181, BROADCASTING.

Eng, mgm, —chief, S. west and west. Over 20 years TV & radio technician, engineering and management. Presently management employed. Desire move west. Box B-169, BROADCASTING.

Engineering manager; Fifteen years experience in all phases of television from operations to department man-ager. Responsible and competent in both technical and budgeting operations. National reputation. Box B-182, BROADCASTING.

New York newscaster. Wants TV anchor. Pro, 33, with credentials. Box B-51, BROADCASTING.

Veteran broadcaster. Competing personality. Politically savvy. Witty, unusual ad-libber. Key position metro area only. Box B-54, BROADCASTING.

TV sports director seeking change. 15 years experience, all phases. Box B-106, BROADCASTING.

News anchor and news director—9 years TV news; a professional voice, appearance, writer and administrator. Now employed in lower top 50 market in southwest with believable references and the drive to make your station number one in news ratings. Age 32. Will call you upon receipt of inquiry. Box B-129, BROADCASTING.


Newman now in top five TV market wants to get back to radio. Twelve years experience (1½ network), college educated, family man, former news director and anchorman. Contact Box B-163, BROADCASTING.

Whiz Mf Journaliist experienced in news and public af-fairs. Excellent interviewer. Box B-198, BROADCASTING.


Talented young meteorologist with New York television/radio exposure places emphasis on regional weather coverage where it belongs, and (can build large loyal following in communities you serve). Need weather-search radar, other facilities. Contact Richard Lubbert (Agent) N.S. Stingstock, Box 17th Avenue, New York, N.Y. 10019-call (212) 765-3040.

**Programing, Production, Others**

BS in June. Experience as producer/director and engi-neer. Rate outstanding. Desire position as pro-ducer/director. Box B-150, BROADCASTING.

**Wanted to Buy Equipment**

We need used 250, 500, 1 KW, 5 KW & 15 KW AM and FM transmitters. No Junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Broadcast color film camera. Encoder, Optical color-colorizer. VectorScope, 3"X 4", 10' salon, 1' color picture monitor. Wavelength monitor. Proposals send to: P.O. Box #387, Monterey, N.L., Mexico.

Gates Duvalux, Gateway, yard, or similar. Also two 16 inch turntables. Box 5161, Allibay N.Y., 12205.

Syndicator seeks tape best buy. Broadcast quality acce-tate 1200 foot 1.5 Mil 1/4 inch on 7 inch reels. Send sample and quality prices to Box 157, Westmont, Illi-nois 60559.

Wanted . . . 18mm and black and white processor. Call 606-233-0620.

Wanted: Seinold operated 3 1/2 coax switches. Send details to P.O. Box 3689, Modesto, Ca.

**For Sale Equipment**

Helix-systrelux. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23672, Oakland, Calif. 94623, Phone (415) 832-3527.

Television Transmitter—Ampex UHF TA15-BT bought new and used for tests only. Modify to your channel and higher power or for standby. With color and in perfect condition. Box 1016 Broad St., Westmont, Ill., 60556.

RCA AVO-10 Weather Radar system complete with Raydome, Heater, 400 cycle power supply, UJ-B mornitor and spare parts—excellent condition, ready to use. Priced at 95% original cost. Some installation assistance included. Box A-336, BROADCASTING.

RCA BTA-5F 5 KW AM transmitter excellent condition. Hy-Power Electronics. Dallas, Texas (214) 272-5567.

Used RCA TK-26 color film camera chain complete with WP15 power supply and processing equipment. Will accept any reasonable offer. Please contact. Box B-97, BROADCASTING.

$25 buys a new cartridge playback unit! We have a number of Columbia II units originally designed for the playback of 4-track stereo cartridges (standard broad-cast Fidelipac type). Housed in a walnut cabinet with stereo preamps, this unit can be modified to serve many purposes around the station. New in factory cartons; no warranty. $25 each while supply lasts. Sparta Electro-nic Corporation, 5851 Florence-Perris Road, Sacramento, California 95826.

For sale by station WKLG, 830 E. 29th St., Muncie, Ind. 47302. One CCA automatic Gain amplifier Excellent $200.00, Two CCA limiter amplifiers . . . Excellent 200.00 each. Two CBS R-21 audiomix amplifiers. Gated AGC and memory circuit . . . excellent @ $250.00 each. One I.T.A. AM frequency monitor . . . excellent 200.00. One I.T.A. modulation monitor . . . good $15.00 One Hewlett-Packard 335B FM frequency & modulation monitor . . . excellent 300.00. Terms cash. F.O.B. Munc-ie, Indiana, Pat Finnegan, Chief Engineer.

**PROGRAMES, PRODUCTION, OTHERS**

**Continued**

Experienced CATV program director with proven suc-cuss record, looking. Ambitious and hard working, broad experience in all phases of TV. Seeks a bigger challenge in CATV. Box B-182, BROADCASTING.

Producer/production man, 22. single, BA, R-TV. Expe-rience all phases production commerical and educational operations. Creative, ambitious, hard worker. Excellent references. Will relocate. Resume available. Box B-165, BROADCASTING.

Staff artist seeks permanent employment. 5+ years ex-perience in television art production. Excellent samples and references available upon request. Van Rikert c/o Dwight Garner, Box 184, Rocke, Illinois 61073.
For Sale Equipment

Continued

Gates model M-8059 10 watt tube-type FM exciter. Excellent condition. Can easily be tuned to any frequency 88-108 MHz. Tuning instructions included. $600.00, Box B-149, BROADCASTING.

Beitler model FMI-1 and model FMS-1 complete stereo monitoring system. Now tuned for 103.7 KHz. Excellent condition. Box B-190, BROADCASTING.

One Continental stereo system, presently operational in Miami. System consists of: typewriter input using hot cell sensing, Four (mono) McCra Carr cart machines. Four (stereo) stereo cassettes R, Sl (stereo) playback 14 inch machines, 7-1 ipit, reversible, with tone or foil sensing. System is later model solid state. Make offer to: WMGY- FM, 825-41st Street, Miami Beach, Florida 33145-538-5221, Robert Bumenthieren, Chief Engineer.

RCA AM Modulation monitor in working order. $50. WYXJ Radio, 645, Athens, Texas, 73003.

Broadcast tape cartridges. New empties: load your and sell used. Solid in lots of 25 only, $25,00 each; $50,25 each; $100,25 each, End of year order with model, shipping collect. Redding Radio, Box 344, FairHill, Connecticut 06430.

After a hard day at the studio—relax with the most entertaining cassettes on the market. The last frontier isn't where it used to be. One hour $6.25, Challenge to Marshall McCluhan half hour $4.50. Fee-lye-founirt—you've now need to buy the TV guide/half hour $5.25. You will want to install these cassettes for your company. Amusing brochure free. Aquarius Educational Enterprises of 18 Orchard Street, Summit, New Jersey.

8-day Jaquero, circularly polarized, 99.3 MHz, mint condition, $3000.00. Dick Ogie Tower Construction, Inc., Box 285, Russell, Kansas 67665.

For sale, new custom audio console still crated at factory. The console is intended for network television use, but has all recording studio facilities, 25 input modules with eq., echo, mike and high level inputs, 22 additional mike inputs, 8 output channel. Stereo and mono mix down, 28 BTU monitor amps. Studio head system, cue system, Cell for detail description and picture available. Available at 50% of cost. David Music, Inc., 1650 Broadway, New York City 10019, 247-2159.

Capstan Idenica for Ampex 300, 350, 440 series, self aligning both replaceable ball bearings. $25.50 net. VIF International, Box 1555, Minn., View, Cali. 94404. (408) 730-7340.

Tape Memorex two inch #78V color quadruplex from film and broadcasting department. Approximately 25 hours—average passage: four, $50.00/hour. Contact T. Blair, Purchasing Division, Christian Science Center, Boston, Massachusetts 02207, (617) 262-2300.

Miscellaneous

Deejays! 11,000 classed gag lines, $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 93258.


“Free” Catalog—everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Comdom, Box 26348, San Francisco 94126.

Bob Raleigh’s Comedy Service, in our fourth year, More than jokes, Box 684, Gaaaz, Virginia 24333.

Notice! Anyone knowing the whereabouts of Richard S. Harrington—known as “Rick Harrington” please notify the following. Box B-92, BROADCASTING.

$1,000 a week comedy writer for $15 a month! Exclusive One client per market! Rush $15 to Box B-172, BROADCASTING.

Baseball spring training interviews available beginning March 1st. A must for any sports minded station-owner order now. Call Gene Romansky 714-344-6385.

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If you’re ready for a Los Angeles-Chicago-Washington or any of our other 4 Big markets and if you ever want to be a p.d., you’ll act right away by sending tape and full resume to this very major full station group. It doesn’t matter what format you are doing—do the best you can and send it now. Openings may be coming up for djs; news; production; p.d.’s. All replies confidential. We are an equal opportunity employer.

BOX B-142, BROADCASTING

Announcers

FOR SALE Equipment

1630 E. Stroop Road
Kettering, Ohio

By Order of the Owner, Bankrupt Assets Formerly of WKTR-TV

WKR-TV

R.C.A. FILM CHAIN (New 1968), TK-27 Color Film Chain w/TK-22 Camera, 2 TP-66 Projectors, TP-15 Multiplier, TP-7 Slide Projector


AUDIO: R.C.A.-BCTA Console, R.C.A. RT-21 Reel to Reel Recorder, Mikes, Decks, Amplifiers, etc.

MOBIL UNIT

R.C.A. TR-11 VTR, 4 TK-3B Camera, TG-2 Sync Gen., 13 30 Switcher, TK2S Monitor, etc.


MOTION—COMPLETE KLEIG Lighting Package W/DIMMER PANEL—COMPLETE FILM AND DARK ROOM SET-UP—TEST EQUIPMENT, FILM LIBRARY, COMPLETE AUDIO CONSOLE W/TURN TABLES, OFFICE EQUIPMENT—(LARGE QUANTITIES)

INSPECTION: 9:00 A.M.-4:00 P.M.—MONDAY, MARCH 13, 1972

For Illustrated brochures please contact:

L. M. Koploy Company

17597 James Caussen [Area 313] 800-1800 Detroit, Michigan

Situations Wanted

Boxers, newsmen and sportscasters now available. All training performed using closed-circuit programming. Will relocate. Include basic information about your station and position available. Audition tape, photo and resume furnished. No obligation of fees. Reply to BOX B-77, BROADCASTING

Management

13 yr. Radio-TV Veteran now amicably employed at Radio- TV station of one of America’s largest groups seeks 2nd level management opportunity with large Carolina station or Carolina-based group. $15,000. Contact:

George Brown—WMPS
Memphis, Tennessee—(901) 525-2663

Programing, Production, Others

FOR SALE Equipment

3 FOR THE PRICE OF 1 SALE!!

Young music director/producer jock with first class license in top 100 market seeking position as P.D./Jack-Chief. Prefer small to medium town in New England or N.Y. But all replies considered. This one is a must.

BOX B-171, BROADCASTING

Television Help Wanted

Announcers, newsmen and sportscasters now available. All training performed using closed-circuit programming. Will relocate. Include basic information about your station and position available. Audition tape, photo and resume furnished. No obligation of fees. Reply to BOX B-77, BROADCASTING

Programing, Production, Others

Cable TV Personality Wanted—We are looking for an idea man who will be a Program Director, Producer, Performer on our Cable TV System. The emphasis is on local programming. This CATV System is associated with a successful radio station in the suburban Philadelphia market. If you like the challenges of creating and doing daily programming on a modest budget and working hard for a modest salary in return for the opportunity of getting in on the ground floor of an expanding communications enterprise, then please write:

Cable TV, P.O. Box 231, Coatesville, Pa. 19320.

Wanted To Buy Stations

Two qualified individuals desire to purchase and operate AM or AM/FM in single-station, upper-middle market. Confidences respected. (512) 774-1574.

BOX B-183, BROADCASTING

MIAMI, FLA. AREA

Investor with necessary capital desires to purchase profitable radio property in Miami area—not a broker—serious principals only please.

BOX B-202, BROADCASTING

FOR SALE

AM station in metropolitan city in Northwest. Outside ownership and poor management forces sale. $70,000. $20,000 down. Tremendous potential.

BOX B-174, BROADCASTING

Television Help Wanted

Instructions

BASIC RADIO ADVERTISING SALES SCHOOL

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Contact . . .

THE ALPHA OMEGA COMPANY
Post Office Box 18
Sapulpa, Oklahoma 74066
918-234-1455

For Sale Stations

Pa. Small Daytime $225M 29% | SE Small Daytime $80M 26M
Ill. Small FM 75M 29% | MW Small FM 135M 29%
SE Small AM-FM 85M 20M | SE Medium AM-FM 335M 29%
West Sub FM 500M 145M | Texas Metro FM 94.5M 30M
East Metro Fulltime 275M 100M | MW Major Daytime 600M Cash

Chapman Associates

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BROADCASTING, Feb. 21, 1972
For Sale Stations
continued

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
1881 Ave. of the Stars
Century City, Suite 581
213/277-1547

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Washington, D.C. 20006
1750 Eye St. N.W.
Suite 714
202/223-1553

KGOY RADIO STATION
4034 Coronado Plaza
OKLAHOMA CITY, OKLA.
Good FM dial position—3000 watts
Contact owner
Gary L. Acker

STATIONS FOR SALE
1. GULF COAST. Exclusive to market. Illness forces sale. Price $150,000. 29% down.
2. CALIFORNIA. Absentee owned. Dynamic market. Billing $8,000 a month—should be doing much more. Price $175,000. 29% down.
3. CALIFORNIA. Fulltimer. Serves one of the state's top markets. $325,000. Terms.

Jack L. Stoll
and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—464-7279

Sovran
INCORPORATED
BROKERS & CONSULTANTS
PARK CITIES BANK BLDG.
DALLAS, TEXAS 75205 (214) 526-8427

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
EAST COAST (212) 366-3500
WEST COAST (213) 677-0055

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gives your nationwide display.
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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

No matter who you are...
No matter what you do...
Your #1 enemy is the heart and blood vessel diseases

GIVE... so more will live
HEART FUND
Contributed by the Publisher

EQUIPMENT

CAUTION!
Do not purchase television equipment stolen from WPVI-TV, Philadelphia.
On February 11, 1972, certain remote studio equipment was removed by thieves from our mobile support truck. Included in the theft were:
—three (3) Norelco Model No. PC-70 cameras, Serial Nos. 274, 282 and 284.
—two (2) Angenieux 10-1 zoom lenses for the Norelco cameras.
—one (1) Conrac 14" black and white monitor.
The equipment stolen is incomplete, and cannot operate without a camera control unit. Should you be approached regarding the sale of this equipment, please contact

General Manager
WPVI-TV
4100 City Line Avenue
Philadelphia, Pa. 19131
(215) TR 8-9700

BROADCASTING, Feb. 21, 1972
The C. Edward Little who walked into the offices of the Mutual Broadcasting System on Feb. 1 as MBS's newly elected president is the same C. Edward Little who in the late forties hunkered down behind the home plates of various minor-league baseball parks and caught for teams in the New York Yankees farm system. His ambition then: to play in Yankee stadium. "But I came along at a time when the Bronx Bombers were just loaded with catching talent," he said. "There was still Bill Dickey and Yogi Berra, and Ralph Houk and Charley Silvera—either on the parent team or on the farm clubs. I made it to Kansas City and Newark in Triple-A but I couldn't see myself knocking around, even in the high minors.

"Another reason was that I was making more money in the off-season working in advertising, sales and sales promotion work on sports activities, first in Norfolk and then in Miami. Sports provided the entry for me to the world of business."

Then he said: "You know something? I wouldn't be president of Mutual today if it wasn't for sports. One thing just led to another."

He is a prototype of the modern-day athletes who blend sports ability with business acumen. A football and baseball star in college, he later capitalized on his baseball skills by working during the off-season as a promotion-advertising-sales executive for a concession firm related to sports.

In 1951, Mr. Little was traded to the Miami Marlins minor-league baseball team and played there for two years, continuing his sports promotion-advertising-sales work in his off hours and during the fall and winter months.

Then in 1953, he began his broadcast career as an account executive with wtv(tv) Fort Lauderdale. He has stayed with the industry ever since, except for the baseball season of 1957 when he served as sales promotion director of the Miami Marlins.

Shortly after he joined wtv, he was appointed general manager and remained there until 1957. In late 1957 he was hired by Dan Enright, who was co-owner with Jack Barry of wgma(AM) Hollywood, Fla., to run the station as general manager.

Mr. Little continued with wgma until the end of 1964. In early 1965 was appointed vice president and general manager of KBTR(AM) Denver. The following year he returned to wgma as general manager with the expectation that he would become part of a group buying the station. That summer Mr. Little and several associates purchased wgma and he assumed the duties of president and general manager.

C. Edward Little: out to boost MBS's batting average

Ed Little is known to close friends as "the giant." Curiously, the nickname is not associated with his impressive physical dimensions: six feet three inches, 240 pounds.

"When our group took over wgma we changed the format to top-40 country music," he said. "And we put on an extensive promotion. We conceived the phrase, 'the country giant' as our logo, and pretty soon people started to call me that. And then it was shortened to 'the giant.'"

Mr. Little and his associates sold wgma last year and the transfer became effective last fall. He decided to "take it easy for a while, play a little golf," but his period of relaxation was interrupted by a telephone call from Mutual's top management.

"I was asked if I would be interested in becoming president of Mutual," he reported. "After several meetings I decided to accept. I spent the month of January getting acquainted with the operation and the personnel. And I can say that I love this job."

But he concedes he has his work cut out for him at Mutual. He realizes there are two strikes against him: (1) He is operating in network radio, and (2) MBS has been invariably fourth in a field of four.

"But I don't intend to be with a losing combination," he said. "I never have in the past. I agree that Mutual hasn't done too well for the past few years, but I can tell you this: Mutual is now alive."

Mr. Little ventured that Mutual is full of plans for expansion but said they could not be divulged at this time. He acknowledged that the network will try to buy radio stations, but said "the blueprint goes further than that."

"We have plans to improve and extend our programming," he said. "Programming that will serve the communities in which our affiliated stations operate.

"We are proud of the news services that Mutual is providing to stations around the country. But we hope to improve that service."

Mr. Little confessed that 1971 "was not one of Mutual's better years," but said "we are confident about 1972." He said that "Mutual is going to be more aggressive than even before in getting its share of advertising sales."

The aggressiveness he expects of Mutual is the same he expects of himself—and his staff. "I'm a driver and a pusher," he said. "In my vocabulary (which he speaks rapidly but in a pleasant drawl) there is no such word as can't. At the end of each day I do a mental P&L to ask myself, 'Exactly what did I accomplish today?'"

He intends to be a "working president," meaning he will involve himself directly in all phases of the network's operations. He noted he has had considerable success in sales and sales-promotion endeavors and he will not shrink from calling on advertisers and agencies himself to clinch a substantial sale.

Mr. Little is by means all work and no play. He is an outgoing person who enjoys golf and fishing, and when he lived in Florida, he used to invite friends to outdoor barbecues—and Mr. Little did all the cooking.

WeeksProfile

**Editorials**

**Everything in the act**

The notion that broadcasters might be required to provide time for counteradvertising under the fairness doctrine, as the Federal Trade Commission has proposed, would have been unthinkable a couple of years ago. But so many unthinkable things have happened since then that nothing seems unthinkable any more. For that reason alone, the FTC plan deserves every bit of the serious attention it is getting from advertisers, agencies and broadcasters.

The fact is, of course, that much of what the FTC wants is already destined to go into effect, or appears so, through a court decision that the Federal Communications Commission is disinclined to go on contesting: the appeals-court decision holding that the fairness doctrine applies to advertising for high-powered automobiles and leaded gasolines, which had been challenged on grounds that such products add to pollution. In that case the court said the FCC was wrong to deny a petition of Friends of the Earth, an ecology-protection society, which had sought free time to speak out against the whole category of advertising for cars with large engines and gasolines containing lead.

That sort of requirement, applied to product commercials generally, would cause chaos enough, in paperwork if nothing else. What the FTC wants to add is an extension to make the doctrine apply to advertising claims that are based on "scientific premises which are currently subject to controversy within the scientific community" and to "advertising that is silent about negative aspects of the advertised product."

On top of the implications in the appeals-court decision, that extension could quickly turn television and radio into unique advertising media, with advertising critics given free time to carp and complain, without regard—as it appears now—to the antideception and other FTC rules that govern the advertisers they are complaining about. Consequently, and just as quickly, TV and radio could be transformed from unique advertising media to no advertising at all. What advertiser would want to pay money to get into that sort of hassle? At best, advertisers who were not themselves attacked would find themselves in media where the climate, as the counteradvertising movement grew, would be increasingly negative toward all advertising.

There is no place for dishonest, deceptive or misleading advertising, and it is the FTC's duty to root out those practices. It is not the FTC's job, however, to deputize the FCC to restructure, if not nullify, two eminently efficient media of advertising, entertainment and information. The idea may no longer be unthinkable, but it is still, as the cliché used to have it, one of the most unheard-of things we ever heard of.

**Smaller the better**

More meaningful things often happen at impromptu meetings than at big conventions with their canned speeches.

Such was the case on Friday, Feb. 11, in Fort Worth where the Dallas-Fort Worth broadcasters were hosts at breakfast for winners of the third annual Abe Lincoln citations honoring broadcasters, awarded by the Southern Baptist Radio-TV Commission. There wasn't a prepared speech in the house.

Morton S. Cohn, WLOS-TV Asheville, N.C., wanted to know why he constantly reads in the public press that broadcasters have "the most efficient lobby in Washington" when he couldn't recall a single piece of legislation favoring broadcasters in 20 years. No one else could recall one either.

Vincent T. Wasilewski, president of the National Association of Broadcasters, had an observation: "The name of the game in lobbying is money—and don't forget it." Richard Chapin, Stuart Stations, Lincoln, Neb., chairman of the NAB joint board, agreed.

Harold Kreis, president of the Plough Stations, Memphis, cited the "tremendous movement" against advertising of drug and proprietary products on the air—of great interest to all, in light of the cigarette debacle, but especially to Plough, which is in the proprietary business.

Jesse Helms, WRAL-TV Raleigh, N.C., charged that "irresponsibility in our own industry" (he alleged that some network commentators slant the news) has generated "public antagonism." Mr. Helms is running for the Senate as a Republican.

Dr. Paul Stevens, executive director of the Baptist commission, who avidly believes in commercial broadcasting and buys prime time to prove it, told of hundreds of "confidential" communications critical of the "liberalism" of network commentators.

Charles Batson, president of the Cosmos Stations, Columbia, S.C., called for prompt "self-analysis" by broadcasters.

The 100 or so who attended that breakfast had heard more intelligent and edifying straight talk than usually sticks with the thousands who go to big conventions.

**By popular demand**

Occupying the space immediately below these comments is a work that will be familiar to all regular readers. It is yet another contribution from Sid Hix, who has been demonstrating for 35 years that broadcasting can be a laughing matter. Since his arrival, this magazine has allocated roughly 99.9% of its editorial space to serious reporting and .1% to Mr. Hix, who has made a disproportionately large impression. Many readers have asked for a collection of Hix cartoons. They are now obliged. A book, "The Lighter Side of Broadcasting," is coming off the press. It is commended to Mr. Hix's fans with much affection and pleasurable memories of a long association in these antics.

*Drawn for Broadcasting by Sid Hix*  
"Leave them there ... it's kind of nice to see something live on TV for a change."
THE TRUSTEES OF COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK
MAKE KNOWN TO ALL MEN BY THESE PRESENTS THAT
EUGENE GRAY PAYNE
HAS BEEN AWARDED
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FOR
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ON THE SIXTH DAY OF MAY IN THE YEAR OF OUR LORD
ONE THOUSAND NINE HUNDRED AND SIXTY-EIGHT

* Ask Bill Mauldin. Ask Billy Graham. Ask President Nixon. Ask anyone in the Carolinas. They know his award-winning work. He works for us as editorial cartoonist. He's one more essential element in our information service.

Now you don’t have to ask.

eyewitness news/wsoc-tv/charlotte

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Vidifont is the electronic character generator system that's tops in its field. It's the one system than can do all your titling instantaneously with the help of only one operator. The graphic qualities of news flashes and all messages are superior. Because Vidifont features proportional letter spacing, a choice of type fonts and sizes, upper and lower case characters, word-by-word color, push button centering, three-speed flashing, built-in edging, and roll and crawl. Little wonder that Vidifont was chosen to play a big part in the world-wide telecast of the Olympics. With Vidifont on your side, your station could break a few records in the race for viewer ratings. To discuss your station's requirements, call (203) 327-2000 or write:

CBS LABORATORIES
A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905

*Vidifont used in 1972 Winter Olympics, Sapporo, Japan