Many options, few solutions as FCC sets out to tame fairness
NBC's first out of the chute with TV network schedule for fall
The coming of quadraphonic: New front opening in sound evolution
Pre-convention special report: What's on tap for the 50th NAB

You know you'll get results with...

"The Price Is Right"

All new for Fall 1972!
Quality programming from Goodson-Todman, the premiere game show producers!
Sold to the NBC Stations in:
New York
Los Angeles
Chicago
Washington
Cleveland
And to other stations in:
Dallas
New Orleans
Seattle
Portland, Ore.
Charlotte, N.C.
Wilkes-Barre-Scranton
Buffalo
Syracuse
Greenville, S.C.

Viacom
‘PRIME III’—Television's
Highest Rated
Movie Package

Sixteen first-run, off-network movies made especially for television are now available for local programming. Direct from ABC-TV's highly successful "Movie of the Week" and "Movie of the Weekend" series, these features virtually ranked week after week among the top ten regular network programs—averaging a powerful 25.0 rating.

"PRIME III" is a combination of action, drama, comedy, western and supernatural plots produced for large family audiences. Ideal for all time periods—primetime or fringe-time; weekday or weekend.

"PRIME III" stars include:
Patty Duke  Roddy McDowell
Sammy Davis, Jr.  Barbara Stanwyck
Ernest Borgnine  Dennis Weaver
Darren McGavin  Diane Baker
James Whitmore  Jack Albertson
Van Hefflin  Michael Cole
Richard Boone  Bill Bixby
Hal Holbrook  Pat Hingle
Shelley Winters  Helen Hayes
Stuart Whitman  Ken Berry

Source: NFL, Sept. 71-Feb. 72
The Forgotten Man
A Taste of Evil
Suddenly Single
Congratulations, It's A Boy
Five Desperate Women
Sweet, Sweet Rachel
The Last Child
In Broad Daylight
The Death of Me Yet
Revenge
Do Not Fold, Spindle or Mutilate
The Reluctant Heroes
Two for the Money
The Trackers
If Tomorrow Comes
The Rookies
If our computer broadcast services are good enough for ARB to sell, a lot of broadcasters must be sold on us.

They are. Storer, Westinghouse, Nationwide, RKO General and Pacific and Southern are all Compu/Net clients.

Little wonder. Compu/Net is the largest computer network programmed just for broadcasters—a revolutionary radio/TV sales and management tool.

Here's how it works:

You communicate with our master computers through easy-to-use terminals. (No bundles of punch cards or expensive hardware to buy.) Simply choose the number and kind of Compu/Net terminals you need.

One kind types out the information you want.

Another visually displays it on a TV tube. Yet another is completely portable and taps into our computers through any telephone. You can use it right in a media buyer's office.

And what will you get?

Instantly and on demand, you get availabilities, sales forecasts, costs-per-thousand, FCC analysis, daily log schedules and bills typed up according to accepted standard formats.

Best of all, you get total communication—between reps, stations and corporate headquarters.

All these services add up to more creative, more competent station management.

All the costs add up to basic monthly rates from $600 to $2600.

For more information on total information station management, call ARB or us collect.

Call us now—collect. William G. Hunefeld, Compu/Net Director of Broadcast Services, (213) 449-8400

ARB OFFICES American Research Bureau, Inc.

New York 592 Fifth Avenue, New York 10036 (212) 586-7733
Jack Fawcett, Division Manager
California 4311 Wilshire Blvd., Los Angeles 90010 (213) 931-1307
Clay Braun, Division Manager
California 425 California St., Suite 706, San Francisco 94104 (415) 391-1702 Ron Laufer, Regional Manager

Georgia 1375 Peachtree St., N.E., Atlanta 30309 (404) 892-7866
Paul Kelly, Regional Manager
Illinois 1912 Tribune Tower, Chicago 60611 (312) 467-5750
James Mulla, Division Manager
Texas 211 North Ewry Building, Dallas 75201 (214) 748-5595
Doug Grimm, Division Manager
The FCC’s quest for a workable approach to the fairness doctrine—an odious task at best—seemed more like a nightmare last week as panelists found no harmony in their diverse interpretations of fairness and access. See...

Search for fairness formula ... 24

Speaker from Billy Graham to John Connally, problems from access to advertising and a range of equipment and program attractions are on tap at the 50th NAB convention next week in Chicago. Here’s the full agenda. See...

The beleaguered get ready for Chicago ... 64

FCC’s dim view of licensee pay-outs to challenging groups to facilitate settlement is taken to task by U.S. Court of Appeals. Court says commission cannot impose flat ban on such payments, overturns KTAL-TV ruling. See...

Flat ban on reimbursements vetoed ... 117

NBC-TV, first network to reveal its fall schedule, opts for ‘long-form’ emphasis—most new shows are 60 minutes or more. ‘Bonanza,’ ‘Bold Ones’ move to Tuesday; ‘Nichols’ and ‘Jimmy Stewart’ are out. See...

NBC goes for action, long forms ... 118

New York federal district judge refuses to dismiss BMI’s suit against networks. He says it’s ‘impossible on the basis of the record to determine that all possibility of illegal motive is disproved.’ See...

Court won’t dismiss BMI suits ... 123

A debate is raging within the music industry over the forthcoming influx of quadraphonic, four-channel recordings. Everybody agrees that quad will be a welcome innovation, but what is the best way to make it happen? See...

The battle over quadraphonic sound ... 128

Departments

<table>
<thead>
<tr>
<th>Department</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT DEADLINE</td>
<td>8</td>
</tr>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>28</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>60</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>7</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>14</td>
</tr>
<tr>
<td>EDITORIALS</td>
<td>144</td>
</tr>
<tr>
<td>EQUIPMENT &amp; ENGINEERING</td>
<td>128</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>131</td>
</tr>
<tr>
<td>FOCUS ON FINANCE</td>
<td>125</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>133</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>24</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>54</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>20</td>
</tr>
<tr>
<td>MUSIC</td>
<td>123</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>18</td>
</tr>
<tr>
<td>PROGRAMING</td>
<td>118</td>
</tr>
<tr>
<td>SPECIAL REPORT</td>
<td>64</td>
</tr>
<tr>
<td>WEEK’S PROFILE</td>
<td>143</td>
</tr>
</tbody>
</table>

Broadcasting

April 3, 1972; Vol.82, No.14

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

Subscription prices: one year $14, two years $27, three years $35. Add $52 a year for special delivery, $65 a year for air mail. Add $4 a year for Canada, $5 a year for all other countries. Subscriber’s occupation required. Regular issues $1 a copy. Broadcasting Yearbook published each January, $14.50 a copy; CATV Sourcebook annually, $8.50 a copy.

Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
WSYR Radio...the leader again in Central New York's big radio market

The Station People Listen To—
All the Time!

WSYR outdelivers and outreaches all competitors among men and women 18-plus in both metro and total survey areas, 6:00 to 10:00 A.M., 10:00 A.M. to 3:00 P.M. and 3:00 P.M. to 7:00 P.M. Monday through Friday, as well as Saturday and Sunday 6:00 A.M. to 6:00 P.M.

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.

WSYR Radio in Syracuse
570kc NBC 5000 watts
Waiting games

Question of who's to be first black appointed to FCC gets more tantalizing as time goes by without White House announcement. Backers of Ben L. Hooks, Memphis lawyer-cleric and candidate of Senator Howard Baker (R-Tenn.), say only administrative formalities stand between him and appointment. Backers of Theodore S. Ledbetter Jr., Washington communications consultant, say delay in decision favors their man, gives Senator Edward W. Brooke (R-Mass.), Mr. Ledbetter's sponsor, time to marshal political support. Third candidate, Revis Ortique, New Orleans attorney, is said to be slipping—though it may be too soon to count anyone out.

So far Mr. Hooks is only one of three to be summoned for White House interview, though earlier all three were reportedly due for one ("Closed Circuit," March 20). Now it's said Mr. Hook's invitation was to get check on some of his business activities. One interested bystander is Commissioner Richard Wiley, now serving as interim appointee. Hearing on his confirmation won't be held by Senate Commerce Committee until administration nominates black to succeed Democrat Robert T. Bartley whose term ends next June 30.

Slim agenda

Now that first such meeting of its kind is almost at hand, some directors of National Association of Broadcasters are wondering what they'll talk about at board session next week during annual membership convention in Chicago. At regular winter meeting last January in Florida, board voted to throw in convention-associated meeting this year—added to regular summer meeting next June in Washington. Last January, dealing with "超過" created by dissidents protesting record of legislative and regulatory setbacks. Only matter now requiring board action next week is new contract for Vincent T. Wasilewski, NAB president, calling for some $100,000 a year in salary, deferred compensation, insurance premiums, car and expenses. No trouble expected on that.

Clipping penalties

Think before you clip—you may get caught in act. That's warning, in effect, that's gone out to ABC-TV affiliates from network headquarters in New York. In second message on subject since FCC served notice of intent to fine ABC-affiliated KSHO-TV Las Vegas $10,000 for clipping (Broadcasting, Feb. 7). ABC-TV affiliate relations vice president, Richard L. Beesemyer, tells stations that network has taken new steps to keep tabs on affiliate practices.

For one thing, it has initiated program of monitoring affiliates "periodically," and will monitor more comprehensively where there is reason to think clipping of network programs or commercials to make room for more local spots—has occurred.

Mr. Beesemyer's warning, by introduction of monitoring goes farther than those of NBC-TV and CBS-TV to their affiliate networks (Broadcasting, Feb. 21, March 20), says clipping penalties will be as follows: as specified in affiliation contract, no network compensation for clipped programs and, in case of "flagrant abuse," re-examination of affiliate relationship and/or notification to FCC, which has ruled clipping is fraudulent billing.

One, two, three, four

Secretary of Health, Education and Welfare Elliot Richardson on Friday (March 31) received letter from Chairman John Pastore (D-R.I.) of Senate Communications Subcommittee and Chairman Warren Magnuson (D-Wash.) of parent Commerce Committee formally requesting HEW to establish—in concert with FCC—index to measure TV violence (Broadcasting, March 27). It's presumed HEW and FCC will soon meet to work out details.

Another 'network'


Katz Network has been quietly developed as outgrowth of rep's four-year-old "AID" plan that was structured on longevity and bulk-buying (minimum on number of spots placed). Similar to John Blair & Co.'s radio network plan and Keystone Broadcasting System, Katz unit delivers markets nationally but differs from conventional networks in that participating stations are not interconnected. Gil Miller is director of Katz's network sales.

Not over yet

Administration has been without visibility or discernible influence during congressional deliberations so far on funding for public broadcasting—but it's not expected to remain silent. White House wants one-year authorization instead of two-year plan approved by House Commerce Committee (Broadcasting, March 20, 27); reduction in $85 million being proposed for fiscal 1973; and extended ceilings on public-broadcast salaries. Funding cut will probably be taken care of by appropriations committees; other moves may be expected on House floor this month.

But some sources think real showdown may come later this year when House and Senate bills go to conference, probably with different authorization provisions.

One only major administration battle appears almost entirely lost for this year: its proposal to establish statutory formula for distribution of station funds. CPB and several key Hill figures oppose it, and nobody is pushing it very vigorously.

Background

Just for record: Dita Beard, ITT lobbyist whose internal memorandum on Republican-convention contribution and company's antitrust problem with Justice Department was published by Jack Anderson and set off current investigation now worked for National Association of Broadcasters in 1961. She was secretary to Charles H. Tower, then NAB vice president for television. Mr. Tower is now executive vice president for TV stations, Corinthian Broadcasting Corp., subsidiary of Dun & Bradstreet.

Information please

New Federal Election Campaign Act doesn't become effective until this week (April 7), but it's already causing problems for broadcasters, politicians and FCC. Commission staff reports that inquiries about new legislation are running at rate of about 20 telephone calls a day; letters raising questions are also coming in. One interpretation broadcasters are having hardest time swallowing is that lowest unit rate to which candidates are entitled under law applies to all candidates not merely those for federal office. (Even one member of Congress who presumably voted on legislation is having trouble with that.) Question of what constitutes lowest unit rate is itself causing problems.

Back to basics

Look for Ampex Corp.—staggering under loss of $86.3 million for first three quarters of fiscal year and estimated additional $3 million for fourth quarter—to concentrate major resources and efforts in audio/video systems division in search of profitability. It's return to family of products that first gave Ampex status in professional marketplace. There's to be narrowing of base to video-tape recorders—both reel-to-reel and cartridge types—TV cameras, disk recorders and audio recorders. Company sees broadening of base to include prerecorded tapes, records and consumer audio equipment as causing current troubles.

BROADCASTING, April 3, 1972
Burch: Counterstrads could be back-breaking straw

Panelists feel FCC could legally cure fairness-doctrine problem

FCC Chairman Dean Burch has expressed wariness over Federal Trade Commission proposal that broadcasters be required to make time available for counteradvertising. Commission must be concerned over whether broadcasting can survive it, along with other "blows" it is taking, chairman said in interview on CBS Morning News with John Hart on Friday (March 31).

FTC proposal, under which those disagreeing with commercial messages would have right to free or paid time to respond, "has certain sort of romanticism about it that people will ultimately get the truth," chairman said.

But "we—at the FCC—have a concern not only with the pure logic of whether there ought to be counteradvertising but whether this broadcasting industry can take the number of blows that are being administered to it by leaders of all stripes," he said.

Spokesmen for broadcast and advertising industries maintain that FTC proposal would drive advertisers out of broadcasting to unregulated media. Backers of FTC proposal, on other hand, say only evidence available indicates otherwise. They say that cigarette makers did not leave broadcasting, despite counterads, until they were forced out by legislation.

String of communications attorneys have advised commission that, if FCC chooses, it can turn fairness-doctrine clock back to pre-cadicature-ruling days, and thus wipe out precedent on which counteradvertising demands are being made. Advice was offered during two days of Washington oral argument that followed three days of panel discussions in review of fairness doctrine (see page 24).

Mr. Segal, former president of American Bar Association, who was appearing in behalf of NBC, said he had not "slightest doubt" that courts would sustain commission if it held that fairness doctrine does not apply to product advertising. Only commercials he excluded from opinion were those that "editorialize.

(Chairman Burch, in his appearance on CBS, said commercials explicitly treating controversial issue of public importance should trigger fairness doctrine, as they do now. And he expressed view complaints they generate will continue to be treated as they are now—with broadcaster making initial decision as to whether issue requires fairness-doctrine treatment and commission, and ultimately courts, reviewing that decision.)

U.S. Court of Appeals upheld commission's 1967 ruling applying fairness doctrine to cigarette advertising. However, although commission said it was limiting ruling to cigarettes because of "unique" health-hazard issues that product raised, same court over-ruled commission when it refused to apply doctrine to automobiles and gasoline. Court said that in view of air-pollution danger, same kind of health-hazard issue was involved.

W. Theodore Pierson, representing number of licensees, endorsed Mr. Segal's view. Court did not say commission "had to promote counteradvertising" in cigarette case; "it said commission could," he said.

However, public-interest spokesmen continued to press for broadening of public's right of access to broadcasting—for counteradvertising and other purposes. One spokesman, Geoffrey Cowen, president of broadcast industry spokesmen's argument it would be impossible to draw line against extension of fairness doctrine to virtually all product advertising; argument is that some harmful effect can be attributed to most products.

Mr. Cowen, counsel for environmentalist group which brought suit resulting in doctrine's application to automobiles and gasoline, said commission "could draw line around products that in view of major government agencies, present serious health and safety problems in normal use."

However, this degree of access would not satisfy many spokesmen appearing at oral argument.

National Consumer Organizations Ad Hoc Advisory Committee to Virginia Knauer, White House special assistant for consumer affairs, distributed report calling for extension of fairness doctrine "across the board in radio and television.

Report, submitted by Blue Carstensen, of National Farmer's Union, and Leo Perils, chairman of committee's radio and TV subcommittee, said that since consumers "ultimately pay for all" commercials because of tax deductibility of advertising expenses, "media

Missouri honors three

John Chancellor, anchorman of NBC Nightly News; Larry Israel, chairman and president of Post-Newsweek Stations, and Wilbur Schramm, director of Stanford University's Institute for Communications Research, will be among recipients of University of Missouri's annual awards for distinguished service in journalism. Bronze medals will be presented April 28 during banquet at university, where Mr. Chancellor will be speaker.

Civil-rights issue injected in Ala. case

Record in FCC comparative hearing involving channel 21 Homewood and Birmingham, Ala., has been reopened to permit addition of issue that may be first one of its kind in comparative hearing—one involving alleged violation of Civil Rights Act of 1968.

Issue was added in case already six years old, and against applicant twice picked by presiding hearing examiner as winner in four-cornered contest, Alabama Television Inc. It is seeking channel for station in Birmingham.

Review board directed Hearing Examiner David I. Kraushaar to take testimony on civil rights question as well as on equal-employment opportunity issue previously specified against Alabama Television.

Review board added issue to determine facts involved in civil law suit Justice Department filed against Joseph Engel and George J. Mitnick, two of Alabama Television's principals, and others, accusing them of racial discrimination in rental of apartments in building they owned. Board also said ex-
WHEN LBJ ORDERED MARINES TO VIETNAM,
WHEN HARLEM WAS TORN BY RIOTS,
WHEN YIPPIES UPSET THE DEMOCRATS
IN CHICAGO,
GEORGE READING WAS THERE.

AND NOW HE'S ON KTVU!

George Reading has covered news in Boston, New York,
Washington, D.C., and Chicago. He has been a reporter, a news director,
and a bureau chief. In just a few short weeks, he has established
himself as the most authoritative anchorman in the San Francisco
Bay Area on the 10 o'clock news for KTVU.

Over the past year, KTVU has added reporters,
cameramen, same-day film service from UPI, our own
Washington News Bureau and video tape feeds from
cooperating stations in Los Angeles and Sacramento.

For an independent operation KTVU is more than
just competitive with local network stations. It's better.
am iner should determine effects of evidence developed on applicant's qualifications to be licensee.

Commission attorneys said they could not find other comparable hearing in which similar issue was raised.

Review board action was in response to petition by two of Alabama Tele vision's three competitors for channel— Birmingham Broadcasting Co. and Birmingham Television Corp., permitted of WAB (AM-10 AT). WBMG wants its permit modified to specify channel 21. Other applicant in hearing is Chapman Radio and Television Co., which wants to establish station in Homewood.

Federal district court in Alabama has ruled against Messrs. Engel and Mitnick and others involved. However, case has been appealed. As result, review board said inquiry under civil rights issue should be deferred until court case is resolved.

But board said that if violation of law has been established, as it has in this case on federal district court level, question as to applicant's fitness to be licensee has "clearly" been raised.

Board, in holding that further hearing is required under existing equal employment opportunities issue, said that issue encompasses inquiry into question of civil-rights compliance of companies owned by Alabama Television's directors.

Alabama Television emerged winner in initial decision Examiner Kraushaar issued on Aug. 30, 1968, and decision was affirmed by review board. However, commission remanded proceeding to examiner on issues involving possible misrepresentation and denial of equal employment opportunity on part of Alabama Television. Examiner again, in supplemental initial decision last April, favored Alabama Television.

In remanding case last week, review board said examiner erred in ruling that past business practices of principals are relevant and that those principals are integrated into day-to-day operation of station. Board said that business practices of directors who control applicant who will be responsible for making policy decisions are also relevant.

Payola front quiet, but still under watch

Charge that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. Wasley, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.

Mr. Wasley noted that payola is again rampant among disk jockeys and program directors in broadcasting industry. made by Jack Anderson in March 31 Washington Merry-Go-Round syndicated column, brought expression of abhorrence from Mr. WasleyLe, president of National Association of Broadcasters, and disclosure that FCC has been conducting formal closed-door inquiries on subject.
Humphrey complaint turned down by FCC

FCC has come out on side of broadcaster in one case involving question that one as political campaign heats up—whether licensee can establish policy on length of time periods it will sell candidates.

Commission last week rejected complaint by backers of Senator Hubert H. Humphrey (D-Minn.) filed with-TV Milwaukee for refusing to sell him 15-minute prime-time segment in which to respond to 30-minute broadcasts featuring three of his opponents in Wisconsin primary, April 4.

Wall-TV had policy of selling only half-hour programs or spot announcements to candidates, in view of large number of them—nine. Station said it feared its prime-time program would be totally fractionalized if it sold political program in units of less than 30 minutes. Senator Humphrey has purchased spot announcements and appeared in 10-minute segment of 90-minute documentary station presented on Wednesday.

Humphrey for President Campaign had said it lacked resources to purchase time for and produce 30-minute program. It also claimed, in its complaint, that candidate "should be able to purchase a program of any length up to the 30-minute 'equal opportunity' and should only have to pay for the air time actually used."

Commission, however, said if that argument prevailed, task of program schedules would be made "extremely difficult." It said that if one candidate were sold 15-minute segment, others would be entitled to same treatment—and that if they availed themselves of it, result would be "fractionalized" program.

Commission vote was 5-to-0, with Commissioner Richard E. Wiley concurring. Commissioners H. Rex Lee and Nicholas Johnson were absent.

Hobson to challenge NBC Washington renewals

Washington black-activist Julius Hobson has charged NBC's owned-and-operated WRC-AM-FM-TV with sex and race discrimination. At news conference Thursday (March 31), Mr. Hobson affirmed earlier announcement that he will petition FCC to deny Washington stations' license renewals (BROADCASTING, Jan. 10). Petition, which he said will be signed by himself as individual and several black employees at WRC stations, will be filed with FCC in late May.

Mr. Hobson said that his principal concerns with stations' operation are in areas of community-needs ascertainment (he called it "policy of surveying needs of Washington city proper, which is mostly black, and predominantly white suburbs on 50-50 basis is illegal), employment (18% of stations' work force is black—only three in executive positions, he said) and editorial policy.

Mr. Hobson said he will not concen-
We helped keep the Levines off the shelf.

Anne and Bob Levine own the Publix Bookstore, a landmark in downtown Cleveland for 35 years.

Then along came progress and the bulldozer. The plan was to tear down the bookstore and put up a parking garage in its place. Bob, at age 62, figured why fight it? I'll retire. Nobody will care about little people like us.

But Scripps-Howard's WEWS (TV) did care. We covered the story. Did follow-ups and editorials. And things happened.

The Levines learned that thousands of Clevelanders wanted them to keep on. The landlord heard from lots of people, too. He gave the Levines extra time to look for a new location. Anne and Bob decided to stay in the business after all. And they say we had a lot to do with the decision.

At Scripps-Howard, we don't neglect the close-to-where-you-live events in favor of the big earthshakers. Because we know that, if it's happening in your community... if it affects you... there is no such thing as a little story. And no little people.

Scripps-Howard hits home.
This Week

April 3—Deadline for entries, 24th annual Alfred P. Sloan Awards for Highway Safety. Program is open to all radio and TV stations, organizations, individuals, writers and producers, as well as print media. 10 broadcast awards and 25 print awards will be given. Contest: Sloan Awards—Highway Users Federation, 1716 Massachusetts Avenue, N.W., Washington 20036.


April 7-9—Region 7 conference, Sigma Delta Chi. St. Louis.

April 7-9—National convention, Alpha Epsilon Rho (national radio-TV fraternity). Sheraton Blackstone hotel, Chicago.

April 8—Region 10 conference, Sigma Delta Chi. Portland, Ore.


April 9-12—Annual convention, National Association of Broadcasters. Conrad Hilton hotel, Chicago. For agenda and related meetings see "Special Report" on page 64.

Also in April

April 10—Annual spring meeting, California Community Television Association. Panels on FCC rules, legislation, political broadcasting and origination will be included. Senator hotel, Sacramento.

April 11—Conference and seminar on "How to cope with consumerism and government regulation in today's business climate," sponsored by region one of the Association of Industrial Advertisers. Nassau Inn, Princeton, N.J.

April 11-12—Conference for Journalists on Politics 1972, sponsored by Washington Journalism Center. Conference will go behind the scenes to discuss questions such as the demographics of the electorate, the motivation of voters, media issues vs. real issues, the influence of TV, the use of campaign polls, the high cost of campaigning, reform efforts within parties and the professional management of campaigns. For further information: WJC, 2601 Virginia Avenue, Washington 20037.

April 12-14—Regional meeting, National Industrial Televison Association. Chicago.

April 14-15—Region 1 conference, Sigma Delta Chi. Newark, N.J.


April 14-15—Region 4 conference, Sigma Delta Chi. Toledo, Ohio.

April 14-15—Annual meeting, American Academy of Advertising, University of Oklahoma, Norman.

April 15-19—Convention, Southern Cable Television Association. Convention Center, Myrtle Beach, S.C.

April 15-20—International Television Program Market, Palais des Festivals, Cannes, France.

April 16-21—Television workshop, National Press Photographers Association, University of Oklahoma, Norman.

April 17—Annual Broadcasting Day, sponsored by Florida Association of Broadcasters and Universals of Florida's College of Journalism and Communications. Featured speakers will be Wilson Hall, NBC News; Mal Goode, ABC News; James H. Hubert, NAB; Richard Wiley, FCC; George Arakelian, CBS Radio; Jack Barber, sportscaster; Reitz Union Building, Gainesville.

April 17-21—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 library television. The "Videofilm Seminar" is designed for television management, cameramen and broadcast programmers. Each seminar is restricted to 12 participants. Eastman's Marketing Education Center, Rochester, N.Y.

April 18-19—Annual meeting, Affiliated Advertising, The Dunes, Myrtle Beach, S.C.

April 19—Dedication of Broadcast Pioneers Library, National Association of Broadcasters Building, Washington.

April 19-22—Annual broadcast Industry Conference, sponsored by San Francisco chapter, National Association of Television Arts and Sciences. Literary works in 10 include: Sir Charles Moses, permanent secretary of Asia Broadcasting Union; Alexander Fried, of Soviet Embassy, San Francisco State College, San Francisco.

April 19-25—International Film, TV-Film and Documentary Market (MIFED), where feature, TV and documentary films are traded on a worldwide basis. Advanced bookings must be made before March 15. For information: MIFED, Largo Donomodosiella, 10145 Milan, Italy.


April 20-22—10th annual College conference, sponsored by International Television Society. Topic will be "Issues in Broadcasting" and will focus on five areas: consumerism-advertising's role in the current climate," "the control-free radio," "broadcast television," "the role of consumerism," "the control-free radio," "the role of consumerism," "the role of consumerism." Contact: Sloan Awards, Highway Users Federation, Washington, D.C.


April 20—21—Regional conference, Sigma Delta Chi Alumni, San Francisco.

April 22—Wrangler Awards presentation, which honors top Western films, musical pieces and individuals. Cowboy Hall of Fame, Oklahoma City.

April 22—Regional 2 conference, Sigma Delta Chi. St. Louis, Mo.

April 22—Annual meeting and awards banquet, Delta Chi national convention, Chicago.

Major meeting dates in 1972


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

May 4-7—Annual convention, American Women in Radio and Television. Stardust hotel, Las Vegas.


July 10-13—Democratic national convention, Miami Convention Center, Miami Beach.


Nov. 15-16—Sigma Delta Chi national convention, Statler Hilton, Dallas.
Without its affiliates, a network isn’t a network. So we want to thank you, our affiliates, who make the Four Radio Network Services of ABC the success they are.


NAB Convention guests are cordially invited to stop by our Hospitality Suite (1806), at the Conrad Hilton.

The Four ABC Demographic Radio Networks.
Any resemblance to traditional radio networks is purely coincidental.
Marconi.

The first name in Broadcasting

Visit us at

N.A.B.

Booth 306

Continental Room

Marconi Electronics Inc. 500 Executive Blvd. Elmsford, N.Y. 10523

(914) 592-4500

TWX 710-567-1230

May 9-10—CBS-TV affiliates convention. Century Plaza hotel, Los Angeles.


May 14-17—Annual convention, National Cable Television Association, Conrad Hilton, Chicago.

May 14-17—Annual convention and public affairs conference, sponsored by American Advertising Federation. Two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to increase the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles P. Franceschi, National Review Board; Esther Peterson, Giant Food Inc; Tom Benham, Opinion Research Corp. Shoreham hotel, Washington.


May 17-19—Consumer journalism conference, Graduate School of Journalism, Columbia University, New York.

May 18—Sixth annual Belding Awards competition sponsored by the Advertising Club of Los Angeles. Competition winners and scholarship students to be honored at a banquet. Beverly Wilshire hotel, Beverly Hills.


May 21-23—Annual convention, Pennsylvania Association of Broadcasters. Xanadu, Grand Bahama Island.


June 1-3—Annual convention, Canadian Adver...


June 8-9—Policy conference, sponsored by New York Law Journal and the Cable Television Information Center. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Gotham hotel, New York.

June 8-10—Annual spring meeting, Missouri Broadcasters Association. Rock Lake Lodge, Table Rock Lake, Branson.


June 11-30—National Institute for Religious Communication, co-sponsored by Loyola University and the Institute for Religious Communications. Loyola University, New Orleans.

June 12-22—"Short Course in Statistical Methods and Advanced Quality Control," sponsored by Purdue University, Paul E. Anderson Scienc. Course fee is $400. Contact: Conference division, c/o Carl Jenkins, 116 Purdue Memorial Center, Purdue University, Lafayette, Ind. 47907. June 18-21—Annual conference, Association of...
We’re celebrating our 25th birthday this year, but we’re really 1,747 years old.

That may sound like Jack Benny telling you that he’s 39, but it’s the truth. As we enter our 25th year in broadcasting, our staff of 178 people have accumulated 1,747 years of experience. This experience and knowledge has made us the leaders in Wisconsin television. And, it is this kind of experience that has whetted our appetites for the potentials of broadcasting in the future.

So, when one of our staff tells you that we’re celebrating our 25th anniversary this year, don’t believe him. We’ve really been in the business for 1,747 years.
Past is prologue

Editor: Among discoveries of a recent archaeological expedition into a hitherto unexplored section of Africa was this fragment from what appears to be a scholarly journal of that day—estimated to be around 1400 B.C. It reads as follows:

"The most eminent medicine men of every tribe in the region recently gathered to discuss the growing menace of the drums. They agreed unanimously that tribemen have become less active, less energetic, as a result of passive listening. The medicine men are particularly concerned about the effect of the drums on children; they are certain that within a few years children will cease to be their normal, active selves and will sit docilely listening to the overpowered message of the drums. The medicine men also say the principal evil of the stories transmitted by the drums is a lack of reality, causing tribesmen to become frustrated and alienated when they find that the ideal life is unattainable."

"Elected tribal leaders are equally disturbed. To a man, they agree the description of events transmitted by the drums is distorted, biased and generally hostile to current tribal leadership. (One was heard to comment, after hearing a disturbing report of a bloody tribal conflict, 'Why can't they drum up some good news once in a while?') It is reported the chiefs are planning strict regulation of drums and drummers to insure that only official truth is drummed into the masses."

"Dissatisfaction with performance of the drummers has reached into the ranks of the average tribeman. Indeed, many have banded together to secure control of the drums at least part of every day. If the drummers continue to resist these efforts, the tribemen say they will ask the chiefs to take the drums away from the drummers and give the right of drumming to someone more responsible, such as themselves."

"It is obvious that what began as harmless diversion for the masses has become a sinister threat. We must rely on the tribal chiefs to bring this threat under immediate and strict control. Most important, the precedent must be established now, for with today's advancing technology, who knows what even more influential medium of communications may be developed in the future."—Bill Jackson, program manager, KPIX (TV) San Francisco.

Forget the U in KVU

Editor: You reported in Broadcasting (March 13) concerning my law suit to stop the implementation of the new FCC CATV rules. At the end of the article you referred to us as a UHF station. Please be advised we are an independent VHF on ch. 5.—William H. Hurnton, president, KVU (TV) Henderson, Nev.

Goes over down under

Editor: We would like to let you know just how much we enjoy each issue of your magazine. It keeps us right up to date with what is happening in the world of radio and television and is invaluable to the members of our staff.—Reg James, sales manager, Grace Gibson Radio Productions Pty, Sydney, Australia.

Larger still

Editor: Telesis Corp is listed [in Broadcasting's March 20 report of the top 50 CATV companies] with 32,500 subscribers. We had this number at the end of 1970. Through a week ago, Telesis had 39,300.—Robert D. Olsen, vice president-operations, Telesis Corp., Evansville, Ind.
Conrac Makes a Move

New Location
New Products

Much is new at NAB. Our products (models 1011, 5002, 5012, 5022). Our booth location.
Our literature. Come see us. You'll notice the difference.
NAB Show, April 9-12.
East Hall, Conrad Hilton.

CONRAC
World leader in monitors, data terminals and displays.
Delivering just what the client ordered

(This is the second of four consecutive articles written by representatives of Dancer-Fitzgerald-Sample, New York, dealing with the amelioration of media problems.)

Times are changing. Gone are the days when an advertiser would merely check a station's bill against its own authorized buy before paying up.

Today advertisers are asking their agencies to find out whether spots that were ordered actually ran, and that only these spots are paid for. Advertisers are asking for—and getting—documentation on performance. If there is less than perfect accord, the agency must figure out what caused it before paying the bill. Sure, this makes the agency's job harder, but the requests are legitimate. And both the stations and agencies have a responsibility to provide straight answers.

One way to provide clients with the assurance they want on schedules and to maintain a commitment to prompt payment of correct invoices is to set up routines through which the agency can coordinate bills with orders while examining problem areas. For example, at Dancer-Fitzgerald-Sample we have established an independent section within the agency whose sole purpose is to expediently approve all invoices for payment and resolve all billing discrepancies. This invoice control group reports directly to DFS management and is not beholden to the authority of either the media or accounting departments. The group searches for the answer to what is wrong and why, and then goes about seeing that the problem is remedied.

The invoice control group has an exacting job to perform. It must check every spot on every invoice, not only for price, but for proper brand, proper scheduling for both time and day, and for fairness of rotation in schedules that call for it. Without this group's approval, no invoice gets paid.

We are solving our discrepancies a lot faster with these people and procedures, and we are learning some interesting things along the way. One subject of discrepancies we are finding is that a number of errors originate in our own media department, or accounting department, or data processing department. But with the control group, we resolve them quickly, generally within five days.

But the errors that cause real problems are those that an agency cannot control and correct by itself. These are station- and rep-originated errors and close to 60% of all discrepancies fall in this category. These errors, too, are the ones most likely to hurt the client because they take the most time to resolve. If a schedule runs incorrectly—no matter how long it takes to determine the error and correct it—the advertiser suffers. These problems, unfortunately take time to resolve because an agency too often gets minimal cooperation from the stations and reps.

Let's be specific. Here is a breakdown of the two major problems that stations and reps create:

First of all, 38% of the discrepancies we come up with are due to invoices that do not agree with the contract originally received from the station rep.

Second, 19% of the discrepancies arise because we never get a contract or we fail to get paperwork that revises and updates contracts.

Simply stated, we all should be trying to get the basic job done—to deliver the advertising the client ordered. Isn't it reasonable to expect that stations, before they ask for payment, will guarantee that they delivered the time that was ordered?

However, when we present these findings to reps and point out the lack of coordination between themselves and the stations, we garner little enthusiasm for suggestions we make.

As an example of an effective timesaver, here's a simple suggestion for station reps that will help us all in tracking down problem billing: Show the total cost for the buy right on the contract. It would surely flag a problem right away if the station's total and the buyer's didn't check. It would also provide a quick checkpoint for the station's billing department when it checks the contract against the billings it issues. But for some reason only two major TV rep companies show total cost information on contracts.

There is another way that stations can cut down on discrepancies. Nearly 13% of discrepancies we register come about because of make-goods and the necessary credits and the paperwork involved. Now, maybe this is an indirect solution, but if the stations stop allowing salesmen to sell time that is not really available, and if they would stop preempting Customer A's spot so they can sell it to Prospect B to get his business, there would be fewer problems with fewer conflicts and less paperwork—all spelling fewer discrepancies.

Now, if the reader has been doing some arithmetic, he will be able to figure out that the remaining 30% of the discrepancies we have not mentioned must be those that occur within the agency itself. But remember that these 30% we can usually solve within five days. Station-caused discrepancies take longer.

We know our internal problems and we are working on them. We know the problems that are not created by us and we are working on them, too, but no agency can solve these alone. We hope we have given the stations and their reps some ideas and a better definition of the problems they originate. These problems take longer to solve, they hold up payment, and they can hurt an advertiser because they affect his schedule. They particularly hurt the station that is severely hit by late payment. We want to lick these problems. We couldn't do it faster with greater cooperation from stations and reps. In the meantime we are obligated to protect our clients' money, even if it is costly to us or to the stations.

We're not saying we have the only solutions, or even the best ones. What we are saying is that we are willing to work with any station, rep, agency or advertiser who's got an idea. No one has the perfect solution. But together we should be able to find one that is equitable.

Ira Weinblatt joined Dancer-Fitzgerald-Sample in the media research department and moved through the ranks to his present position as vice president and senior associate media director with newly added responsibilities as director of administration for the department. He did his undergraduate work at the University of Illinois and at New York University, and holds an MBA from NYU's graduate school of business. Mr. Weinblatt is a native New Yorker. He lives in Manhattan with his wife, Judith, and three daughters.
The new concept in Children's Television: Reality.

The kids who grew up on Sesame Street won't stand for Zappo the Wonder Bird any more. At least not when the real world is more exciting.

What's it like to be an aquanaut? To take a camping trip in the Everglades? To fly with the Blue Angels? Next season's Earth Lab shows them... eight to fourteen year olds (whose main occupation anyway is chasing their parents with questions). Rex Trailer is superhost—a pilot, horseman, underwater explorer, photographer and musician. He takes kids—real kids—up in the air in a glider, down the Colorado River rapids in a raft, through the interior of a submarine. For the new season, there'll be shows themed around news (how reporters gather and present it), homes (will we all be living underwater twenty years from now?), sports and teamwork, the emotions, violence and aggression. Earth Lab knows what it's doing. Expert consultants make sure the facts really are facts. Executive producer Shep Morgan comes from Sesame Street and The Great American Dream Machine. Writer Howard Jaffe is formerly of Wonderama. And Rex Trailer comes from fifteen years of hosting Boomtown, New England's favorite children's show.

A good children's TV show doesn't have to be dull. Not when the greatest show on earth is the earth itself.

Ask Group W Productions about the first 26-show series (already completed) and the second (now going into production). Earth Lab is an ideal vehicle for serving the community and its increasing demands for constructive children's shows. One full hour a week of entertaining and instructional programming.

Earth Lab

GROUP W PRODUCTIONS INC
WESTMINSTER BROADCASTING COMPANY

NAB convention guests are cordially invited to stop by and visit us in the Consulate Suite at the Continental Plaza.
For spot television coverage in the fabulous Southeast, Call Blair first.

Blair knows the Southeast because our stations do. And, in the great Southeast, Blair represents fourteen great stations.

Chattanooga, WDEF-TV
Columbus, Ga., WTVM
Greenville-New Bern-Washington, N.C., WNCT-TV
Johnson City-Bristol-Kingsport, WJHL-TV
Memphis, WMC-TV
Mobile-Pensacola, WALA-TV
Norfolk-Portsmouth-Newport News, WAVY-TV
Orlando-Daytona Beach, WFTV
Raleigh-Durham, WTVD
Richmond, WTVR-TV
Roanoke-Lynchburg, WSLS-TV
Tallahassee-Thomasville, WCTV
Tampa-St.Petersburg, WFLA-TV
West Palm Beach, WPTV

When you want to buy the Southeast, call your Blair man and the job's half done. All on one invoice, too. First in the nation. First in the Southeast.

Call Blair first.

--BLAIR TELEVISION
America's leading television representative
A Division of John Blair & Company

Source: 1970 Nielsen DMA. Audience measurement data are estimates only, subject to the limitations of source material and methods.
Search for formula for fairness

FCC hears more disputes than it can easily digest as it seeks to get rampaging doctrine under control

To CBS News's national correspondent, Eric Severeid, it seemed like an "Or-wellian fantasy." How, he wondered, could "seven men or 17 men presume to judge fairness on a medium that presents thousands of views every day. Who is to sit and judge this?" he asked. "I don't want government to do this." In his view, fairness emerges as a product of a search for truth. "It comes out in the wash."

To members of the FCC who heard Mr. Severeid last week on the first of five days of panel discussions and oral argument in the first "overview" of the fairness doctrine since it was adopted in 1949, their task seemed more like a nightmare. The question is how to resolve the conflicts built into the American broadcasting system—the broadcasters' public-interest obligation combined with their own First Amendment and private-interest rights and the demands and rights of the public the medium serves.

But the task is unavoidable. As Commissioner Robert E. Lee said at one point, the question of whether or not there should be a fairness doctrine is beyond argument: "It's in the statute." What the commissioners wanted to know was how it is to be administered in an era when public-interest groups and political parties, encouraged by court decisions, are demanding increasing access to radio and television, for themselves and their views.

There seemed only one point on which there was general agreement: The commission policy on fairness is not working in a way to achieve "robust, wide-open debate." There was a plethora of advice on how things might be improved, much of it accompanied by warnings.

Representatives of public-interest groups and critics of the medium suggested standards to determine whether a broadcaster had raised a controversial issue of public importance that required the airing of conflicting views, and called for procedures by which the public could be assured access to the medium.

Robert Pitofsky, director of the Federal Trade Commission's Bureau of Consumer Protection, defended the FTC's proposal that the FCC require broadcasters to make paid or free time—and he conceded most of it would be free—available for counteradvertising by persons wishing to dispute commercial messages. And Geoffrey Cowan, public-interest attorney, suggested guidelines to determine controversial content be applied to all commercials.

Broadcast industry representatives, on the other hand, urged a roll-back of fairness-doctrine administration to a simpler time—before the commission extended the doctrine's applicability to product commercials, in the 1967 ruling involving cigarette commercials, and when the commission, as Richard W. Jencks, CBS's Washington vice president, did not engage in a "line-by-line, word-for-word analysis" to decide if an issue had been treated fairly.

Tightening procedures as suggested by the public-interest groups, Communications Attorney W. Theodore Pierson warned, would not only make broadcasters "more timid" and inhibit robust debate, it could work economic hardship on many stations and discourage investments in the medium. Adopt the FTC's counteradvertising proposal,
said Richard A. R. Pinkham, Ted Bates & Co. senior vice president, and "advertisers will leave the medium in droves."

The debate during the panel discussions, some of it heated and much of it constituting a restatement of positions expressed in written pleadings, did not appear to be helping the commission reach a decision. Commissioner Nickolas Johnson cross-examined broadcast spokesmen on their reasons for opposing proposals for imposing new fairness burdens on the industry. Commissioner Richard E. Wiley, in his questioning, appeared to be suggesting that many of the public-interest groups' proposals could be established to be effective and consistent with the need to maintain a viable broadcasting system.

And Chairman Dean Burch seemed to be despairing of getting the kind of insight that would aid in resolving the conflicting arguments in a refurbished fairness-doctrine policy statement that would promote "robust, wide-open debate." "We've heard a lot of talk," he said at the end of the second panel discussion on Tuesday, "some of it cheap, some expensive."

The next morning the chairman seemed in a better mood after hearing a panel that included three former FCC chairman and that was both written and informed—both Casey Stengel and Aristotle were cited. But the nine participants provided a host of conflicting suggestions on the one fairness-doctrine issue that must be resolved soon—that dealing with political broadcasts.

The principal question was one that has been raised by the Democratic National Committee in a ruling-making proposal—whether a presidential broadcast obligates broadcasters to afford time to those holding contrasting views. The only way fairness can be achieved once the President or television Charles H. Wilson Jr., attorney for the Democrats, said, is by affording the other side the same kind of access to the medium. Bits and pieces of responses, in newscasts and public-affairs programs, won't do, he said. As for the appropriate spokesman, that would be left to the licensee and depend on the subject of the speech; but it would not necessarily be a Democratic party representative, he said. It might be a labor leader, for instance, if the President spoke on labor.

The proposal was not endorsed by any of the panelists, but Newton N. Minow, who was FCC chairman in the early 1960s, came closest to endorsing it. He said that every presidential appearance during an election campaign should trigger an equal-time obligation. Some appearances are now exempt, but Mr. Minow said exemptions applied to an appearance by President Eisenhower in 1956 and to one by President Johnson in 1964 resulted in shabby treatment for their respective opponents, Adlai Stevenson and Barry Goldwater.

The conflict facing the commission was immediately apparent in the panel sessions on Monday. Albert Kramer, of the Citizens Communications Center, called for a rule making the administration of the fairness doctrine; these are needed to protect the public from censorship by the licensee, and the licensee from government censorship, he said. And along with Tracy Westen, of the Stern Community Legal Law Firm, Mr. Kramer urged the development of standards permitting the public to gain direct access to the airwaves. Commercial sponsors can mobilize the best talent available for the production of a spot promoting a product, Mr. Westen noted. Members of the public should have the same right in connection with matters that concern them.

Robert Louis Shayan, a contributing editor of the Saturday Review and professor of communications at the University of Pennsylvania, also made the argument that fairness, achieved by a broadcaster in his programing, is not enough. "We're talking about opening up the ball game so that more people can get into the act of responsible democratic dialogue" on radio and television, he said.

(The U.S. Court of Appeals has held, in a case involving WTOP[AM] Washington, that commercial broadcasters are violating the First Amendment when they refuse to sell time for the discussion of controversial issues. However, the commission has appealed, and the Supreme Court has agreed to review the case. As a result, the constitutionality of the act is not the issue last week; but the practical question of access ran through much of the comment.)

David C. Adams, NBC board chairman, saw Mr. Kramer's suggestion for specific standards in the administration of a rule as a "noble but futile. "'Justice cannot be defined," he said. He urged the FCC to exercise restraint in administering fairness. "It's better to tolerate small departures from perfection than to develop a great apparatus for deciding fairness," he said.

Kenneth A. Cox, who is now a communications attorney but who in his days as an FCC commissioner was regarded as a hard-nosed regulator, was cool to the access proposals. "How do you get in? By paying? I always thought this a bad way to set the agenda." And if a limited amount of free time is to be made available, he added, "Who gets the time? The broadcaster has to make the decision." He had another suggestion for achieving fairness: Require broadcasters to set aside a certain amount of time in news and public affairs programs on which controversial issues would get balanced treatment. If broadcasters realize that their performance in that regard can be reviewed at license-renewal time, he said, "you'll get what you want without problems."

And, no, he said in answer to a question from Chairman Burch, that would not be intruding too much into a broadcaster's programing discretion.

One question that broadcast representatives had trouble fielding was exactly how and when the fairness doctrine, as currently administered, has inhibited broadcast journalism. During the first two days the general response was that the inhibitions were "invitatory." William Monroe, Washington editor of NBC's Today show, explained it, on Wednesday, there is frequently an unspoken force at work, a memory of troubles encountered in prior years when "rough" documentaries were produced, an unwillingness to endure the troubles that would result from a fresh batch of complaints forwarded by the FCC. "There are hundreds of such cases," he said, "perhaps thousands."

Why is there no record? "Those who are involved are reluctant to put their inhibitions on the record, because the FCC says you have no business being inhibited," Mr. Monroe said.

The commission heard testimony reflecting suspicion and distrust of broadcast journalism. Ben Hecht, director of the Justice Department's community relations service and a former broadcast newsman, said his experience indicates that broadcasters are not fair. They are reluctant to "wade" into con-

BROADCASTING, April 3, 1972 25
Announcing for 1972-73 season...

7th consecutive year of production for syndication

Truth or Consequences

America's #1 stripped game show*

...in total households
...in total viewers
...in total adults
...in young women, 18-49

compared to all stripped game shows either networked or syndicated on a national basis.

Sold in 154 markets in U.S. and Canada

If available in your market, or if time for renewal...contact us for America's most successful half-hour stripped game show

Starring Bob Barker
Created by Ralph Edwards
Executive Producer

*Source: ARB Network Television and Syndicated Program Analyses, November 1971. Subject to limitations available on request.
troversial areas due to pressure from government, advertisers and the public. He said this was particularly true of small-market licensees.

The commission also heard representatives from Accuracy In Media, a conservatively oriented media watchdog, and the American Civil Liberties Union expressed views as to the need to maintain close surveillance of broadcast news operations.

Allen U. Schwartz, counsel for ACLU's communications media committee, endorsed the idea, even though, he said it involved a "chilling effect."

Mr. Schwartz, who expressed concern over what he said was broadcasters' failure to give access to minority groups and their views, said such an effect was worth the goal of "balanced reporting."

Some of the most spirited argument occurred during the two panels devoted to fairness and commercials.

Commissioner Johnson repeatedly cited Bayer aspirin's current campaign that quotes from an American Medical Association report to support its claim that aspirin is the only pain-relieving ingredient in the market competing with anasages. Why, he wanted to know, should broadcasters be unwilling to accept from a public-interest group the same information critical of most anasages?

"No one says broadcasters don't take these things" former FCC Commissioner Lee Loevinger said with some heat. "The question is whether we should have government sanction and compel specific types of counterads. There is a difference between government-sanctioned counterads and whether we get them from our friendly network. We are awash in counterads and advertising," he said.

Mr. Loevinger, who is now in communications-law practice, also introduced a new character into the discussion, the "counteradvertising."

The commission, he said, should apply due process to its own procedures, in dealing with complaints about advertising. "The Joe Zilches are darned irresponsible," he said. "I want to see some warrant on what is telling the truth... You can't start with the assumption that he is telling the truth."

There was, however, sentiment among critics of advertising for substantiation of counteradvertising. Robert Choate, who is chairman of the Council on Children, Media and Merchandising and who achieved prominence by denouncing the claims for nutrition made in cereal advertising directed at children, said he has "trouble with counterads unless they are documented."

Mr. Choate, who in announcing the FTC's counteradvertising proposal in January said the First Amendment might raise questions in any effort to monitor such ads for truthfulness, saw no such problem last week. "Counterads would be regulated in the same way competing pro ads are regulated"—presumably by the FTC. He also said the FCC might make a block of time available to advertisers to respond to "malicious or deceptive counterads." In all, he suggested that the commission require broadcasters to set aside time weekly, in prime time, for counteradvertising.

Mr. Pitofsky also reacted sharply to the charge that the FTC is "dumping" its responsibility for policing deceptive advertising in the FCC's lap—a charge made by Mr. Loevinger last week. By a former FTC chairman, Earl W. Kintner, a fellow panelist of Mr. Pitofsky's.

"Counteradvertising doesn't have anything to do with deceptive advertising," Mr. Pitofsky said. "We're dumping our jurisdiction on anybody else. There is a lot of advertising that is not deceptive but that still raises questions."

(FTC, in announcing its proposal, said it would serve to correct some of the present failings of advertising which are now beyond the FTC's capacity) [BROADCASTING, Jan. 10.]

In the final panel session, on Wednesday, the commission was advised by Professor Louis L. Jaffe, of Harvard University, to abandon any thought of drafting a coherent new policy. "The fairness doctrine's got to go on a case-by-case basis," he said. "I can't think of any draft that would go far enough, or wouldn't go far enough."

On the whole, he said, "the commission rulings have been sound, sounder than those of the court of appeals," whose frequent reversals of commission fairness decisions were a major factor in the commission's decision to hold the present inquiry.

The commission's trouble is in its draftsmanship. "Write better opinions," Mr. Jaffe said.

Fairness and ecology: a new obligation?

An implicit relationship between the FCC's fairness doctrine and the preservation of natural resources might seem a far-fetched concept to some, but according to four citizen groups that filed a joint pleading at the commission last week, such a relationship actually does exist.

The four groups—Environmental Action, Friends of the Earth, the Sierra Club and the National Citizens Committee for Broadcasting—contended that under the National Environmental Policy Act of 1969, the commission is required to issue a statement to complement its forthcoming actions on future application of the fairness doctrine, detailing the impact those actions will have on the nation's environment.

The 1969 act requires that all federal agencies "include in every recommendation or report on proposals for legislation and other major federal actions significantly affecting the quality of the human environment" a detailed statement on several related issues. The issue typically said, "environmental impact of the proposed action, any adverse environmental effects which could not be avoided were the proposal implemented, alternatives to the proposed action, the "relationship between local short-term uses of man's environment and long-term productivity," and any "irreversible or irretrievable commitments of resources" which would be necessitated by the proposed action.

Any FCC action relating to part three of the fairness doctrine inquiry (access to the broadcast media as a political issue) and last week's would require the commission to comply with this statute, the groups said, because of the ecological issues dealt with in certain forms of broadcast advertising.

They said there were two types of counterads which are documented.

They said there were two types of commercials which are documented. The first group is exemplified particularly by automobile and gasoline spots, they said, and the second by commercials which involve the sponsor's efforts to reduce pollution. In many instances, they claimed, such advertising deals with a partisan viewpoint in a controversial issue of public importance, and therefore invokes a fairness-doctrine obligation.

The groups asked the commission to include an environmental impact statement in any rulemaking notice resulting from the fairness doctrine inquiry.

FTC's Maclntyre lines up against counterads

Not all Federal Trade Commissioners are in favor of that agency's proposal to the FCC last January that would require broadcasters to sell time for counteradvertising or to provide free periods for opposition to commercials.

Last week, one of the FTC commissioners made his views known. Commissioner A. Everette Maclntyre, in a March 21 letter to the FCC, stated he did not then and does not now agree with all of the language and positions in the FTC statement that counteradvertising should be provided free by the broadcast media.

Mr. Maclntyre stated: "I believe that all persons should have equal opportunity to access to broadcast media for the purpose of expressing views and positions on controversial issues covered with public interest. Nevertheless, I consider scarce those areas for discussion concerning which I would suggest that the costly broadcast facilities be made available without cost to those who would use them to debate personal or group views.

"I seriously question whether controversy about representations in commercial advertising concerning, for example, whether dry cell batteries are leakproof, should be aired at the expense of those who own and operate broadcast facilities."

Furthermore, he questioned whether the FTC should become involved in matters that lie exclusively within the jurisdiction of another agency.
ANA exhorted to update its thinking

Pebble Beach speakers remind of changes in society, new pressures on advertising, public disenchantment

The changing times and the effect changes are having on the business communications discipline was the theme of a three-day meeting of the Association of National Advertisers in Pebble Beach, Calif. (March 26-29). Some 130 ANA members, invited non-member advertisers and advertising-agency guests heard how business communicators must be more aware of what's happening in society, of how government is becoming very much a part of advertising lives, of what business and advertising should be doing to cope with these forces. Attendees were told repeatedly that what was at issue in all this is the very right of business to advertise.

J. F. W. Tyler, advertising and sales promotion manager, Crown Zellerbach Corp., San Francisco, provided the keynote for the serious reflection and self-appraisal that followed. Noting that four years ago the ANA Western conference focused on what the proliferating youth market was leaving in its wake, he pointed out that now "so much more than youth is changing our marketplace and our ways of living." Emphasized Mr. Tyler: "It's almost trite to talk about the times they are a-changing."

Picking up from there, D. C. Bowman, advertising manager, Hughes Aircraft Co., Los Angeles, indicated that understanding the state of society as it relates to business leads to recognition that consumer needs, worries and ideas must not be disregarded. "We cannot fall back into our technological sanctuaries and ignore them," he said. "They are reading, viewing, thinking, listening people who whisper, talk and yell about their personal ills, about their employers, about their offspring and myriad of other problems confronting them in today's turbulent society."

ANA General Counsel Gilbert H. Weil, taking part in the highlight session of the conference—a panel discussion of current public and governmental pressures to regulate advertising—also spoke about survival. This is not hyperbole, he assured, but instead "is literal and true." He explained that the thrust against advertising generates from two mainstems: the Federal Trade Commission and Congress, being politically responsive to the pressures coming from their constituencies; and from idealistic economists.

Congress and the FTC, he pointed out, are reacting to a ground swell of irritation among consumers about advertising. Indicating that there's always going to be "a floating segment of irritation" about the very function of advertising, Mr. Weil said that the only complete answer to such irritation "is to abolish advertising."

Economists, Mr. Weil charged, see advertising as interfering with their ideals and thus feel it must be eliminated. Advertising, according to economists' concepts, he said, "is anathema to their idealistic, totally unrealistic and unachievable models of perfect competition." From the economists' viewpoint, Mr. Weil contended, "there is no solution short of eliminating advertising, or, at least, so changing its nature so that it would not be advertising as we know it or need to use it."

An earlier speaker, Stephen A. Greysier, associate professor, Harvard Business School, delivered an analysis of consumer irritation with such aspects of advertising as taste, repetition and manner of presentation. He recommended that "before every advertising theme and message is used it be viewed through the lens of the prospectively critical consumer." Such a "devil-advocate filter" must also be applied to specific advertising claims as they appear, he said.

Harold Williams, dean of the graduate School of Management of the University of California at Los Angeles, also emphasized consumer dissatisfaction with advertising. "The public will no longer accept lip service on pressing issues," he cautioned. "Large numbers feel deceived by advertising, cheated by what they buy; see products judged unsafe; experience poor quality."

"Business must by its deeds and words correct these basic feelings of suspicion and resentment about our contributions to American life," he continued. "If businessmen fail in this," he warned, "the areas of decision in which business will be able to operate will be increasingly constrained.

"The government's voice will grow louder and more insistent and that of business will be reduced," he added. "There's perhaps nothing more urgent than this tremendous problem of public dissatisfaction when we lay plans to grow and expand." Then echoing the thoughts of Professor Greysier, Dean Williams said: "I would suggest that it is within the context of this dimension of public dissatisfaction that we begin to measure and judge our various corporate ads, our new products, our advertising."

Either the competitive free-enterprise system makes major changes in traditional thinking and behavior, he indicated, or it may lose control. He called for long-term responsive policies by management, saying such action is es-
Viacom draws crowds.

(The Conrad Hilton, 2306-A)
The family you’d like to call your own.

The Beverly Hillbillies!
They’re going into syndication, at last.
And they can start on your station in Fall 1972.
Adopt them fast!

Viacom draws crowds.
(The Conrad Hilton, 2306-A)
A Price you can't afford to pass up.

The Price Is Right!
All new for Fall 1972 and ready to repeat its winning network record. Already sold in 14 markets, including all 5 NBC-Owned stations. It's a great buy for 7:00 or 7:30 because:
1) the highest-rated syndicated game shows are those with a strong network history;
2) “The Price Is Right” is a proven 7:30 winner.
Get this great Goodson-Todman game before your competition outplays you.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

A sheriff who captures prime prospects.

The Andy Griffith Show!
Adults make up a big 56% of this sitcom audience. That's a lot of adults when you consider that in Los Angeles and Chicago, he locks up the largest total audience in his fringe time period. And also gets the most viewers in such varying markets as Norfolk, Hartford-New Haven, Bangor and Dayton.

Typical of a guy who left network television as the Number One prime-time and daytime attraction.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

Audience estimates are subject to qualifications available on request.
A marine who will fight for you.

Gomer Pyle-USMC!
He's a winner. In the Top 10 each of his 5 years on network prime time. And in his 2 complete seasons on network daytime. First in his time period against the 20 competing shows during these years. 150 half hours are ready for syndication duty. Fight your competition with “Gomer Pyle-USMC.”

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

Source: NTI, Oct.-Apr. averages, 1964-71. Audience estimates are subject to qualifications available on request.
The first name in game shows—going on five.

What's My Line?
After 4 successful years in first-run syndication following a great network run, what would you do? Keep a good thing going: with a fifth year of first-run production for syndication. This one is a time period winner (first in 18 markets), an adult favorite (79% average adult comp) and a prime-time champion at 7:00 and 7:30 (first in 10 markets).

Improve your prime-time standing. 5 times a week.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

Source: Nov. 1971 ARB Syndicated Program Analysis Report for audience comp, NSI. Nov. 1971 for time period rank based on metro and DMA ratings. Firsts include ties. Audience estimates are subject to qualifications available on request.
The gang you should grab while you can.

Hogan's Heroes!
A runaway hit wherever kids have parents who watch television. In more than two-thirds of all reported markets, this great situation comedy in its first syndication season has increased 18-49 adult viewing by 88% over year-ago programming in the time period.

To capture more young adults in fringe time, capture "Hogan's Heroes" first.

Viacom draws crowds.

(The Conrad Hilton, 2306-A)

Source: ARB, Nov. 1970 and 1971. Audience estimates are subject to qualifications available on request.
A mental wizard with a magnetic personality.

At the NAB Viacom invites you to see Kreskin in person! Sunday at 3:30, The Waldorf Room, The Conrad Hilton.

The Amazing World of Kreskin!
First-run syndication and the first series of its kind anywhere. Kreskin performs mind-bending feats that astound audiences. All signs indicate a rating spellbinder. As an example: in his first week on KHOU-TV, Houston, Kreskin doubled the rating of the program he replaced.
Already sold in 21 markets, including New York, Philadelphia and Washington.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)
Three girls with winning measurements.

Petticoat Junction!
The PJ girls attract more viewers than any other program in their time period in 19 markets. And increase audiences from lead-in programming in 22 markets by anywhere from 3% to 183%. You couldn’t ask for prettier figures.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

Source: ARB, Jan. 1972. Audience estimates are subject to qualifications available on request.
Two undercover agents who are seen everywhere.

Wild Wild West!
This madcap spy-spoof attracts crowds.
It has increased home tune-in over year-ago programming in New York (up 67%), Los Angeles (up 75%), Cleveland (up 50%), Memphis (up 100%), Miami (up 100%) and in 18 other markets from coast to coast.
Investigate this one. The payoff is big.
The Queen of Comedy in her finest half hour.

I Love Lucy!
The original and still her best.
Lucy is now first in her time period with 18-49 women in 24 markets. Among them are New York, Buffalo, Dallas, Washington, Kansas City, Memphis, San Francisco. And many more markets where women still recognize only one comedy queen.
Give the women in your market a royal treat.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

Source: ARB, Nov. 1971. Audience estimates are subject to qualifications available on request.
The man most likely to succeed with women.

The Dick Van Dyke Show!
First in his time period with 18-49 women in 26 markets. Including Chicago, Indianapolis, Dallas, Milwaukee, Norfolk, San Diego, Phoenix.
Dick's either first or second with 18-49 women in more than two-thirds of all his markets.
Get Dick and his gorgeous helpmate, too:
Mary Tyler Moore.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

Source: ARB, Nov. 1971. Audience estimates are subject to qualifications available on request.
The defense that never rests.

Perry Mason!
He does some of his best work late at night.
In the dozen markets where Perry Mason is stripped after prime time, he wins an average 34% of the audience. Best exhibits for the defense: a 49% share in Birmingham, 41% in Nashville and 41% again in New Orleans.
If late night movie talk, news talk and talk-talk are getting you down, retain Perry Mason.

Viacom draws crowds.
(The Conrad Hilton, 2306-A)

Source: ARB. Nov. 1971. Audience estimates are subject to qualifications available on request.
sential for business self-preservation. Earl A. Clasen, vice president, marketing, the Pillsbury Co., Minneapolis, made a point, as did attorney Gilbert Weil, about the right to advertise being at issue. He advocated the establishment of formal advertising policies and procedures within companies as a constructive approach to answering the challenge. Mr. Clasen, who is also vice chairman of the ANA board of directors, detailed how such advertising policies and procedures were instituted at Pillsbury. Mr. Clasen himself has the right in the company "to kill any advertising that does not meet in our judgment our policies or procedures." Harris C. Thompson, executive vice president, Newsweek magazine, suggested that the bubble of "the great American syndrome that everything must continuously be made big, bigger, biggest," may have burst. "The fact that advertising is consumed, like the FTC and manhandled by consumer groups," he said, "is symptomatic of something that is going on out there in our total system—something that doesn't readily respond to the 'bigger, better' catchwords of old."

In the nuts-and-bolts session of the conference, three success stories—highly effective marketing efforts within the changing times—were described and analyzed. These covered the Mazda campaign on behalf of the rotary engine automobile (see page 46), the Frito-Lay story of how a horror show was introduced to supermarkets and drug stores, and Crown Zellerbach's efforts to promote the use of more paper through increased magazine advertising.

Discontent over code surfaces at ANA
Advertisers hear NAB and its commercial guidelines called quasi-judicial, arbitrary and antitrust

An insight into how advertisers feel about the National Association of Broadcasters television code was revealed at last week's Association of National Advertisers Western Conference in Pebble Beach, Calif. It happened spontaneously during a question-and-answer session following a panel discussion of current government and public attempts to regulate advertising and marketing. (see page 28).

J. J. Bard, vice president, advertising services and special projects, Purex Corp., Lakewood, Calif., compared the advertiser's relationship with the NAB code to the protagonist in the Kafka novel, "The Trial." "He's accused," Mr. Bard explained. "He doesn't know what he's accused of, he's in jail, he's waiting, he tries all kinds of avenues of approach to determine specifically what his sin is, and he just meets a dead silence." Asked Mr. Bard, "How can the ANA help us with our constant problems with the NAB and their quasi-judicial acts?"

ANA General Counsel Gilbert H. Weil offered Mr. Bard little comfort. "It's a very difficult group to deal with, there's no question about it," he said. "I think at this point most people would settle if the NAB were even quasi-judicial. I would say crazy-judicial."

Mr. Weil went on to elaborate: "You get no rights certainly if they think a certain claim is unacceptable," he said. "If the claim is in a technical field they've been known to tell us that they've consulted with their own advertisers. And you say, 'Well, can I speak with them or may I have my technicians speak with them?' And they say, 'No, heaven forbid.' And you don't know what they've been told on the other side of the door or how reliable or how accurate it is."

Added Mr. Weil: "The point is if the NAB says no, they say no. They are the ones who have the right to decide what business they are going to accept and what they are going to reject."

According to Mr. Weil, there is a significant ramification to the NAB's relationship with advertisers. "It does raise a very serious antitrust problem," he said. But no one, he said, has "got his courage up" and sued as yet. It may be, he suggested, that most advertisers have felt that as difficult as it is to live with the NAB, they prefer to have its "instrumentality" around as a buffer between the advertising industry and further federal legislation.

Mr. Weil's conclusions about the NAB: "They are in a position, short of antitrust considerations, of being totally arbitrary. They don't have to give you a reason. If they don't want to take your business they don't take your business, period."

Somewhat kinder words, if still far from an endorsement, came from Marvin Koslow, vice president, marketing services, Bristol-Myers Co., New York. "The NAB is probably the best organized association in the country as far as political situations are concerned," Mr. Koslow said. "Their political group, when presented with a problem from the governing board, goes right to work on it. They know who to go to, what congressmen to take on. And they move."

Still, Mr. Koslow said, "It's only a coincidence when the subjects the NAB is after and what we're after work out together." The fairness doctrine apparently is such common ground, according to the Bristol-Myers executive. "I think we're both obviously on the same side with that one," he said. "But there are very few of them who know where we end up standing side by side."

It was left to ANA President Peter W. Allport to make the final comments about the NAB. "I think," he said, "the NAB is well aware of some of the problems that advertisers have and some of the reservations advertisers have about the methods of operation of the NAB code. I know they're aware of them," he admitted, "but we haven't seen any indication that they're going to react to them."

But, said Mr. Allport: "It's just a simple fact of life. This is their operation, their medium, and they can run it the way they see fit. And they are running it the way they see fit."

Good batting average for trade-out show
Frito-Lay Inc., Dallas, through Foote, Cone & Belding, New York, finds that its five-minute weekday children's TV show, Sportscub, which is an advertiser trade-out, is doing quite well.

GRS Films International, the Hollywood-based producer of the program, and FC&B said last week in New York that the advertiser is now in 50 markets, giving it 54.8% coverage of available TV homes in the U.S.

The show was set for a Jan. 3 start, had 26 markets (34.5% of homes) by Feb. 15, 37 markets (45.6%) by Feb. 23, 42 markets (47.5%) by March 7, and 44 markets (48.2%) by March 13. The target is 65% of all TV homes. "By all existing yardsticks," said FC&B executives on the amount, "our show is moving very fast."

In describing the anatomy of an advertiser trade-out children's show, the Frito-Lay team said, "We wanted to be good guys without being stupid in business. In a period of troubles, times, we decided to go ahead with a show oriented to children as opposed to the Saturday and Sunday children-show block periods."

"We had anticipated that pressure from Washington would push the networks into a Monday-through-Friday schedule of children's shows. It didn't happen like that so our original expectations were off and the competition did not come about. But our objectives were sound."

Stations programing the show include WJBK-TV Detroit, WFLD-TV Chicago, WCCO-TV Minneapolis, WOR-TV New York, KIIT-TV Los Angeles, WMT-TV Cedar Rapids, Iowa, KTVM-TV Dallas-Fort Worth and WBAV-TV Green Bay, Wis.

The programs, tailored for youngsters 6 to 12 years old, feature a 12-year-old participant in a sport with a superstar of the particular sport as a guide and teacher. WOR-TV, it was noted, will run two "Sportscubs" together as a 10-minute pre-New York Mets show every weekend afternoons, starting April 8 and continuing through the baseball season.
We're bringing new thinking about color recording to broadcast television (and more stations every month are helping us prove our point).

It's happening in broadcast markets from the West Coast to New York. From Canada to Mexico. For the first time broadcasters have a realistic alternative to high-cost quadruplex color recording. It's the versatile IVC-900 Series Broadcast Color Videotape Recorder with Time Base Corrector. A natural for network delay, sports programming (3½ hour recording time), locally produced origination or commercials, including both remote vans and studio production work (playback synchronously through switcher/fader, special effects generator)—even dub to quad if required. Initial investment far less than for quad machines. Head replacement costs are reduced by a factor of five. Tape costs are one-third of quad in normal use. It all adds up!
Presenting the first broadcast camera to see reds as they really are—while dramatically reducing studio and remote lighting requirements.

The IVC-500 Color Camera is casting teleproductions in a new light. The secret is the new one-inch silicon diode tube in the camera’s red channel. It’s the tube most other cameras wish they had but don’t (because they are designed for the older 30 millimeter tubes). For the first time all the elusive shades of red can be captured. And we’ve kept Plumbicon* tubes where they perform best—in the green and blue channels. The supersensitive silicon diode tube lets the IVC-500 operate in 100 foot candle settings rather than the normal 200, producing beautiful pictures. Light and air conditioning bills drop while performers’ comfort increases in the cooler environment. Strong on remotes, the IVC-500’s outdoor or arena colorimetry looks like studio quality even at 10 foot candles. It’s compact and highly portable. In comparative demos against more expensive broadcast cameras, chief engineers invariably identify the IVC-500 as having superior colorimetry. A true broadcast camera at a price you can afford. Write or call to arrange for a demonstration.

*Trademark of N. V. Phillips.

The 500 from...
The top spot spenders in '71

Perennial leader P&G passes outlay of $1.4 billion in BAR's 75 markets

As it has for decades, Procter & Gamble was the biggest customer for spot TV last year. This is documented in a breakdown of 1971 spending for the top-100 spot-TV users being released today (April 3) by the Television Bureau of Advertising. A total of $1,397,710,600 was invested in spot TV last year by these clients according to a TVB report released last month (Broadcasting, March 20). This total represents 75 major markets monitored by Broadcast Advertisers Reports.

Procter & Gamble kept its hold on the number-one spot, spending some $69.6 million last year, and General Foods remained in the number-two position with a $44.5-million allocation.

The biggest advancement in placement was scored by General Motors Corp., moving from 29th position in 1970 (Broadcasting, May 3, 1971) to number six in 1971.

In its report, TVB cautioned about comparing 1971 figures with those in previous years because of spot TV's volatile pricing situation during 1971. TVB said it was difficult at times to assign realistic cost figures to the activity monitored.

The top-100 spot buyers last year

<table>
<thead>
<tr>
<th>Company</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$69,634,500</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>44,521,700</td>
</tr>
<tr>
<td>Colgate-Palmolive</td>
<td>36,501,700</td>
</tr>
<tr>
<td>Warner-Lambert Pharmaceutical</td>
<td>32,766,200</td>
</tr>
<tr>
<td>Warner-Lambert Healthcare Products</td>
<td>27,000,600</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>26,250,200</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>25,303,000</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>19,867,900</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>19,579,000</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>17,998,300</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>16,929,700</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>13,799,700</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>13,620,800</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>11,014,100</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>10,054,500</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>10,201,000</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>9,987,300</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>9,656,600</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>9,605,300</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>9,428,400</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>9,291,900</td>
</tr>
<tr>
<td>Warner-Lambert International</td>
<td>8,126,600</td>
</tr>
</tbody>
</table>

Political ads:
Vive la difference?

A professional political-advertising campaigner, Allan Gardner, vice president and management supervisor, David, Oster & Mitchell, New York, said in a March 24 NBC-TV telecast that most of the current political TV ads were not doing a job for their candidates. He directed his remarks in particular to TV commercials run in Wisconsin on behalf of Democratic candidates in the April 4 presidential primary.

Mr. Gardner on the Chronolog program (8:30-10:30 p.m. EST) said that a look at all Democratic hopefuls' commercials indicates similarities among the candidates, not differences. Yet, he said, "good advertising is supposed to demonstrate in what one product (or candidate) is different or better than the others."

"If you were advertising a breakfast cereal—and there were 50 other brands—'you'd remind your customers that yours was the only one that goes snap, crackle and pop'," he said. "But most political commercials simply aren't that competitive. They lack focus because they rarely proceed from a carefully defined strategy.

"The problem is that advertising men are trained to simplify complex ideas, while the politicians' stock-in-trade is cluttering up simple ideas."

Absent from the list of Democratic candidates coming under Mr. Gardner's line of fire was George Wallace, whose TV usage in Florida was "never out of character, never f0n] on a false note and never . . . without a competitive point," he said.

RAB has a better... Radio Advertising Bureau will conduct one-day "ideaaramas" in 61 cities, starting April 13 and ending June 11. Miles David, RAB president, said the ideaama will focus on ideas radio salesmen "can turn into sales swiftly." He said the idea sessions primarily are intended for small-market stations but are open to all RAB members. Meetings will start at 9 a.m. and end by 3:30 p.m.

More problems for L&N

Stokely-Van Camp is moving its pork-and-beans, fruit and vegetable and Gatorade products out of financially troubled Lennen & Newell, New York, because advertising in supermarkets for "one product or candidate is different or better than the others."
**TV-minded Mazda hits road East**

Television counted on to help new dealerships planned for Japanese-made auto

Television stands to gain substantially when Mazda—the Japanese auto import with the rotary engine—expands from the West Coast to the Midwest and East.

Media plans for Mazda were disclosed last week in interviews with William A. Power, advertising and sales promotion manager for Mazda Motors of America, Compton, Calif., and Matt Lawson, account executive, Foote, Cone & Belding, Los Angeles.

At the start of 1972, they said, Mazda was budgeting some $2 million in media, nearly all of it in television. Based on the current level of spending, once the new Mazda territories are added, the media allocation (mostly TV) will range between $5.5 million and $7 million.

Mr. Power said that Mazda may add radio "because of the demographics" in New York and in the Midwest centers of Chicago and Detroit.

Mr. Power and Mr. Lawson were in New York preparing for the announcement that Mazda will move its "11-car line-up" to Eastern and Midwestern showroom for the first time this fall.


The car importer has big sales plans and its program for TV is no less ambitious. (The company claims 20,500 cars sold in 1971, anticipates 60,000 unit sales in 1972 and projects 350,000 for 1975.)

The tendency is to compare its sales record against such imports as Toyota and Datsun from Japan and Volkswagen from Germany. But the bigger challenge may be in the plan to open up dealerships (along with heavy TV in Detroit this fall).

As described by the Mazda spokesmen, the auto TV buying has been regionalized via FC&B. (The Los Angeles FC&B creative team on Mazda includes Louis E. Scott, chairman of the executive committee and senior FC&B executive on the West Coast; Ed Ratcliffe, management supervisor on Mazda; Alex Podhorzer, account supervisor on media; Jack Foster, vice president and creative director, and Bob Mayberry, commercial producer.)

Mazda's formal announcement March 29 said the company aims for 75 single-line Mazda dealers in the East and Midwest by the end of 1972.

The Mazda officials said the company is displaying the car in New York at the automobile show this week and at the same time will explore "possible regional headquarter sites near the port cities of Newark, N.J.; New Haven, Conn., and Baltimore, plus Midwestern sites near Detroit and Chicago." Dealers will be signed on or about Aug. 1. Cars will not be available for sale before the year-end.

The Mazda spokesmen said that the auto importer (the car is manufactured by Toyo Kogyo Ltd., Hiroshima) will have spent "in excess of $1 million" in television in its first year in the Los Angeles market. In 1973 Mazda expects to spend $10 million in advertising (mostly TV). At present, Mazda TV advertising is divided about 75% in 30-second commercials and 25% in one-minute spots. It is expected the number of 60-second commercials will increase in New York and Chicago because of the independent stations and prime-time openings available.

Mr. Power has been with sales staff, KFRE-TV Fresno, Calif., and senior account executive on Chrysler-Plymouth, Young & Rubicam, San Francisco.

**Action again sought on rate controls**

Price Commission asked to provide at least basic guidelines

The U.S. Price Commission was asked last week to exempt from price controls all TV and radio stations billing less than $250,000 annually, and to establish a "reasonable" formula for relating rates to audience size and/or costs for broadcasters in larger markets. The request was made by Grover C. Cobb, executive vice president for government relations of the National Association of Broadcasters. Mr. Cobb appeared at a two-day open hearing held by the Price Commission in Washington on the effectiveness of its activities.

Since the beginning of economic controls last year, Mr. Cobb said, broadcasters have had no information regarding alternatives in rate-setting patterns.

"Our stations are confused," he said. "Their costs are rising, and their requests for rulings on the major questions posed to the FCC, and through it to you, are unanswered."

This was a reference to a petition by the three TV networks and by NAB filed last February with the Cost of Living Council, asking that the broadcasting industry be exempted from price controls as it was in past wars.

Last January, FCC Chairman Dean Burch asked the Price Commission to establish price controls for broadcasters that would be flexible enough to permit stations to make advertising rate adjustments in keeping with audience size. No answer has yet been received to this request, Mr. Cobb said.

He also disclosed that on Feb. 22, a group of broadcasters, network representatives and broadcast lawyers met with David Arnaudo of the Price Commission to discuss these problems.

In his statement last week, Mr. Cobb noted that 36% of all radio stations grossing less than $250,000 annually operated at a loss in 1969, and 37% of these operated at a loss in 1970.

The only other witness appearing for broadcasters was Donald P. Zeifang, Washington lawyer, representing various clients of his law firm, Dow, Lohnes & Albertson. Mr. Zeifang stressed the need for guidelines to permit price changes when audience sizes change. He also suggested exemption or special treatment for independent UHF television stations and for small market radio.

He urged the Price Commission to respond quickly to Mr. Burch's request, referring also to the FCC chairman's letter, the TV networks and NAB's petition and the Feb. 22 meeting with Mr. Arnaudo.

The Price Commission hearings also heard from George Meany, president of the AFL-CIO; Ralph Nader, consumer advocate, and others representing industry as well as public organizations.

**BAR reports: television-network sales as of March 19**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended March 19</th>
<th>Total dollars week ended March 19</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>76 2 745,500</td>
<td>721</td>
<td>$ 4,622,200</td>
<td>$ 4,598,700</td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>971 0 17,630,600</td>
<td>10,014</td>
<td>74,765,400</td>
<td>71,751,100</td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>348 0 2,181,100</td>
<td>2,132</td>
<td>51,751,000</td>
<td>39,296,200</td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>92 0 6,186,600</td>
<td>1,980</td>
<td>20,476,900</td>
<td>17,751,000</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>107 0 3,174,400</td>
<td>1,155</td>
<td>4,253,700</td>
<td>7,007,000</td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>393 0 21,570,700</td>
<td>4,359</td>
<td>218,427,200</td>
<td>216,454,400</td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>155 0 1,746,200</td>
<td>1,412</td>
<td>18,129,000</td>
<td>11,876,900</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,045</strong></td>
<td><strong>2,045</strong></td>
<td><strong>37,099,100</strong></td>
<td><strong>21,023</strong></td>
<td><strong>392,425,400</strong></td>
</tr>
</tbody>
</table>

* Source: Broadcast Advertiser's Reports network-TV dollar revenues estimates.
Is fringe time a problem for you?

If so...we have

FOUR OF THE MOST SUCCESSFUL PROGRAMS IN THE HISTORY OF TELEVISION SYNDICATION
to help you solve it!

These shows are now offered to you in a dramatic new...

TIME-CREDIT PLAN
WE WILL MAKE YOU A PACKAGE DEAL ON ALL this is the first time these top shows we’ve ever produced...

1. The most successful syndicated Sport shows we’ve ever produced...

In 43 of the top Nielsen markets in Saturday and Sunday daytime periods “Championship Bowling” attained an average rating of 10.2 with an audience share of 39.6.

Total number of homes was 2,301,200
Total number of viewers was 4,468,500

- Men: 1,989,800
- Women: 1,510,800
- Teens: 416,700
- Children: 548,700

JACK DREX, famous Sports announcer narrates the action.

Dick Weber in action on Championship Bowling

52 Striking Full Hour Shows in Color

Featuring All-time Greats of Bowling:
- Bill Allen
- Ray Bluth
- Nelson Burton, Jr.
- Don Carter
- Dave Davis
- "Skee" Foremsky
- Jim Godman
- Johnny Guenther
- Don Johnson
- Carmen Salvino
- Harry Smith
- Dave Soutar
- Jim Stefanich
- Bob Strampe
- Bill Tucker
- Wayne Zahn
ave been offered on this basis

The only Bridge Series ever made in the history of television...

This unique series can be slotted against any competition—and will come up with numbers.

Each show features two pairs of bridge champions who play rubber bridge for substantial cash prizes. There are no pre-set hands; all are played as they are dealt, just as in the average living room. The program’s four-camera close-up technique keeps the home bridge buff literally breathing down the experts’ neck. The viewer guesses—and second-guesses—with mounting excitement and suspense.

CHAMPIONSHIP BRIDGE communicates tense drama and excitement of tournament quality and features the greatest names in bridge as participants—Howard Schenken, Oswald Jacoby, Sam Stayman, John Gerber, Harry Fishbein, B. Jay Becker, Alfred Sheinwold and the Italian Blue Team.

There are over 43 million bridge players in the United States, and this program is a paradise for kibitzers and bridge aficionados.

Following are a few sample ratings:

<table>
<thead>
<tr>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore, Md.</td>
<td>10.3</td>
</tr>
<tr>
<td>Binghamton, N.Y.</td>
<td>13.0</td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>13.4</td>
</tr>
<tr>
<td>Cincinnati, O.</td>
<td>12.4</td>
</tr>
<tr>
<td>Duluth, Minn.</td>
<td>17.0</td>
</tr>
<tr>
<td>Indianapolis, Ind.</td>
<td>9.8</td>
</tr>
<tr>
<td>Omaha, Neb.</td>
<td>12.8</td>
</tr>
<tr>
<td>Philadelphia, Pa.</td>
<td>11.5</td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>13.3</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>8.0</td>
</tr>
<tr>
<td>Shreveport, La.</td>
<td>11.7</td>
</tr>
<tr>
<td>Sioux Falls, S.D.</td>
<td>12.0</td>
</tr>
<tr>
<td>Toledo, O.</td>
<td>19.1</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>8.5</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>7.0</td>
</tr>
</tbody>
</table>

...for the vast numbers of avid bridge fans who prefer this "closeup clarity" in "over-the-shoulder" action.

The brightest musical quiz series ever produced for television

Host
Allen Ludden and Stars

Barbara McNair
Irene Ryan
Michael Landon
Bob Crane

Win with the Stars

these Stars...and many more

TELECOM PRODUCTIONS, INC.
The most comprehensive series of Hunting and Fishing shows ever produced for TV...from all over the globe

This series features some of the most dramatic hunting action you've ever seen! There is fantastic fishing in scenic mountain streams, magnificent wild rivers and the excitement of deep-sea fishing.

The scene of most of the shows is the North American continent. There are also safaris to exotic hunting and fishing paradises of the world.

There's small game as well as big game hunting—everything from wing shooting for pheasants, ducks and geese on game preserves...to stalking elephants in the wilds of Mozambique with bow and arrow. Sportsmen will recognize the absolute authenticity of these films.

To fly-fishing the streams to fighting the big ones, fishermen will thrill to the excitement of the catch.

Dramatic, close-up action on Safari. Hunters and lovers of the outdoors enjoy beautiful scenery; tense drama of the hunt.

From fly-fishing the streams to fighting the big ones, fishermen will thrill to the excitement of the catch.

HERE'S HOW TO GET THIS FOUR SHOW SERIES COMPRISING 247 HALF HOUR

It's easy! You simply give us unsold run-of-schedule spots in exchange for these top-rated prime-time shows in your market.

Walter Schwimmer, Board Chairman of TeleCom Productions stated, when the Plan was announced, "This is the boldest money-saving program plan I've ever offered in a lifetime!"

If fringe time is a problem...contact Ed Broman, who will turn your fringe time into profit for your station.

Call, write, or wire Ed Broman, Vice President in Charge of Sales...any time:

TeleCom Productions, Inc.
410 North Michigan Avenue, Chicago, Illinois 60611 312/467-5220
Cigarettes now a dead issue

High court refuses review of lower body's ruling upholding advertising ban

The broadcast industry's last apparent hope of overturning the congressional ban on cigarette advertising on radio-TV died at the Supreme Court last week. The court, without explaining its reasons, denied a request by five radio licensees for review of a lower-court ruling last October which upheld the constitutionality of the congressional action.

Two justices—William J. Brennan Jr. and William O. Douglas—dissented from the court's decision, both contending that full review of the lower-court ruling should have been granted.

The petitioners reportedly do not intend to pursue the litigation any further. Although they still could ask the Supreme Court to reconsider last week's ruling, an attorney associated with the case said no such action is planned.

The U.S. Court of Appeals in Washington six months ago held that the ban on broadcast cigarette commercials, in effect since Jan. 2, 1971, was neither an infringement of the industry's right of free speech under the First Amendment or under the Fifth Amendment's guarantee of due process, as had been asserted by the petitioners (Broadcasting, Oct. 25, 1971).

Some broadcasters, however, had held some hope for a successful appeal based in part on the dissenting opinion last October of appeals court Judge J. Skelly Wright. Judge Wright had claimed that the smoking issue is embodied in the protective principle of the First Amendment. He based his reasoning on the appeals court's 1968 ruling which upheld the FCC's extension of the fairness doctrine to cigarette advertising.

Cigarette spots told one side of a controversial issue, and antismoking spots the other, Judge Wright said, and the balance resulted in a decrease in cigarette consumption. This, Judge Wright had contended, gave credence to the theory that people, given all sides of an issue, will make the proper choice.

The appeals court's 1968 ruling had also been the foundation of an earlier appeal in 1971, in which the nine leading cigarette manufacturers and ABC had asked the appellate body to throw out a December 1970 FCC ruling that, after the Jan. 2 congressional ban took effect, it would not be a violation of the fairness doctrine for stations to air antismoking spots without presenting pro-smoking views as well. The appeals court rejected the tobacco industry argument and upheld the FCC last August (Broadcasting, Aug. 30, 1971).

The licensees involved in the court suit last week were: the Rau Stations (WNAV[AM] Annapolis, Md., and WDOW-

It was a happy Monday last week at Cunningham & Walsh, New York, still celebrating the news of the Friday before (Broadcasting, March 27) that it had won the $15-million American Motors passenger car account. Both client and agency personnel joined in the joy, as exhibited above by (1 to r, seated) AMC's Bob Jackson, sales promotion manager for the New York zone, C&W President Anthony Chevins and AMC's Sal Rizzo, New York district manager, and (at the window) C&W's William Downes, vice president, and Carl Nichols, chairman. To further mark the occasion, the agency held a drawing among its employees for an American Motors' Gremlin. The winner was Harriet Janows, secretary in the New York office.

Why Quaker Oats pulled 'Ben Franklin' special

Quaker Oats last week explained that it withdrew a one-hour special, Ben Franklin, America, which the cereal maker had underwritten, because it felt the show was too heavy for the youngsters for whom the show was intended. Quaker Oats lifted the program from its scheduled slot on NBC-TV March 21, 7:30-8:30 p.m. NYT.

NBC substituted Miss Pickerell, "an affectionate adaptation" of Ellen MacGregor's Miss Pickerell books, with Fran Allison in the leading role of this "whimsical comedy." Sponsorship was made up of participating advertisers. Quaker Oats had full sponsorship of the Franklin show, produced by 20th Century-Fox at an estimated $250,000 and placed through its house agency, Adcom, Chicago.

A spokesman for the advertiser said last week that Quaker Oats had seen the script, "knew what was in there" but when it viewed "the whole package it seemed to be skewed to an older audience and was not at all family entertainment."

The spokesman said Quaker Oats believed the program, which starred Fredd Wayne, famous for his Ben Franklin monologues, is "a good show and we do want to see it aired." And, while the program was "not offensive but treated Franklin in an inoffensive way, dealing with historical facts with an interesting insight into his character," said the Quaker Oats spokesman, it did not seem suitable for early evening.

Quaker Oats, which has control of the show, said it had a few options open: Sponsor it in a later time period on NBC or another network, reschedule with something else in the same time period on a different night, or sell the program to another advertiser. As of last week, it had not decided.

The Quaker Oats official acknowledged a reference in the show to Benjamin Franklin's illegitimate child and to a scene indicating his infatuation— at age 80—with a young Parisienne.

Masla absorbs Young radio representation

Jack Masla & Co., New York station representation firm, is the surviving company in a merger of its radio sales activity with Adam Young Radio Inc. Adam Young Co., which started in radio in 1944 and TV in 1948, will represent television exclusively.

Merged activities will operate as Jack Masla & Co. in all offices with the exception of Los Angeles and San Francisco, where they will be known as Masla/Young.

The action followed a reorganization period in which Adam Young Radio "improved" its station list (48 at time of merger) but, its officials said, "unfortunately, the combination of past damage and present economics worked against us."

Robert Richer, general manager of Adam Young Radio, expects to relocate in the broadcast business.
The debate goes on over ad council

The issue of the relevance of The Advertising Council—raised last month by David E. McCall, president of McCaffrey & McCall, New York, who wondered that possibly it was time to end the council's existence—continued last week. Repeating his earlier response to Mr. McCall's contention was Donald M. McGannon, president of Westinghouse Broadcasting and new chairman of the ad council, who spoke before the group's annual meeting in Washington. He said that had the council not existed it would have to be invented to meet today's needs. He added that he still "strongly disagreed" with Mr. McCall, who delivered his remarks to the American Association of Advertising Agencies (Broadcasting, March 27), saying: "One can argue the effectiveness of these [the council's] advertising programs just as any of Dave's clients may argue with him about their advertising."

He noted that McCaffrey & McCall had never been a volunteer agency for any council project "and hence we never had the value of its input."

Mr. McGannon also said he questioned the responsibility of the McCall suggestion "in the absence of a definitive, viable alternative."

Nixon tells council: ads better than shows

Maybe he didn't mean it seriously, but President Nixon shocked the broadcasters among the 200-odd members of The Advertising Council who stopped off at the White House March 27 on their way to their 25th annual dinner in Washington. The President told the group of advertisers, agency executives and media representatives that he doesn't have much time to watch TV, although he tries to watch sports when he can. He praised the value of the council's public service advertising, noting particularly the drug-abuse spots on TV. And then he commented that sometimes the commercials are better than the programs.

That's what stunned some of the council members there, among whom were Donald M. McGannon, president of Westinghouse Broadcasting who is the council's new chairman, and Vincent T. Wasilewski, president of the National Association of Broadcasters.

The President spent about 10 minutes with the council members; Mrs. Nixon, however, remained as hostess for the two-hour reception.

IBFM backs payment clearinghouse

Formation of a Broadcast Credit Association (BCA) to serve as a clearinghouse for information about slowed payments from advertising agencies to stations is being advanced formally this week by the Institute of Broadcasting Financial Management (Broadcasting, Feb. 21).

IBFM seeks broadcast support and funding via membership-fee basis. If broadcasters back the proposal, IBFM will proceed to retain a research or auditing organization to gather data from stations (and accounts receivable). Credit association members, IBFM says, would receive a national summary each month showing the "past-due status" of every national advertising agency and buying service. BCA would not express opinions or make recommendations, although information supplied would probably be useful to stations in making their own basic credit decisions.

According to Warren Middleton, IBFM executive secretary who sent the letters to stations, the move should be an "important step" in injecting "some semblance of sound credit procedure based on reliable information" into the account-receivable area that has become immersed in confusion.

A fee schedule, based on six-month dues payment, accompanied the IBFM letter. It calls for payment of $90 (members) and $120 (nonmembers) from radio-only outlets; $120 and $150 from TV-only, and $150 and $180 from combination radio and TV's. (Discounts depend on such factors as ownership, market size and whether UHF). IBFM's offices are at 3160 North Michigan Avenue, Chicago.

WMD's six-point plan to combat slow pay

Warren, Muller, Dolobowsky has formulated an "action program" for relieving the problem of slow pay. In almost all particulars, the New York agency's program finds receptive ears in the broadcasting industry.

In a detailed memorandum circulated last week, WMD offered the following six-point program: It will (1) pay for all spots that ran as ordered, deducting discrepancies; (2) provide for cash discounting; (3) ask stations to bill according to the standard billing month and use the standard billing form; (4) expect stations to issue duplicate invoices and affidavits when issuing monthly statements for past-due invoices; (5) suggest a new rate structure for spots within the 11:30 p.m. - 12:30 a.m. portion of the schedule, since most discrepancies "tend to occur from poor rotation of spots, particularly in late movies," and (6) provide a "follow-up program for resolving discrepancies faster."

Most of these points are in accord with the views of such broadcast-oriented organizations as the Television Bureau of Advertising, the Station Representatives Association and the Institute of Broadcasting Financial Management, all of which have expressed concern about the problem of slow pay. The significant exception is the point relating to cash discounts.

WMD recommended in its "point two" a station cash discount of 2% for invoices paid within 30 days after the end of the month and 1% if paid in 60 days. Knowledgeable broadcast executives saw that plan (often proposed in the past) as untenable because "in time . . . advertisers will expect the discounts regardless of how quickly they pay their bills."

The agency says it expects that TVB would circulate its memorandum along with the form letter to notify stations and reps of discrepancies, TVB officials said they would eventually relay the WMD six-point policy to member stations.

WMD bills at a rate of about $27-million, of which some $19 million is in broadcast—about $8 million in spot television.
Baltimore has a happy congregation, a reclothed family, a cleaner lake & WSID

WSID does a lot for Baltimore because we're part of Baltimore. And you can bet we're committed to making it a better place to live. That means helping purchase a church bus, aiding families in distress, and helping the Kiwanis Club clean up Lake Roland. It means aggressive participation in the programs of the Maryland Commission on Human Relations, and the National Association for the Advancement of Colored People and the Drug Abuse Administration. That's all part of how WSID is used and reused by the community.

WSID is more than music, news and sports... WSID is part of Baltimore and people are glad we are:

"... This letter comes to you as our special way of saying thank you for your station's contribution toward our recent purchase of a church bus... words can never express the gratitude in our hearts..."

REV. THEODORE C. JACKSON, JR., Pastor
Gillis Memorial C.C. Church, Baltimore, Maryland

"... thank you, WSID, for your assistance in broadcasting for help for my family and me during my recent tragedy when my home was destroyed by fire. Through your broadcast I received clothing and donations for which I am grateful. May God ever bless you for the wonderful things you've done for so many people..."

MRS. DOROTHY ANDERSON
Severn, Maryland

"... the Kiwanis Club of North Baltimore wishes to thank Radio Station WSID for the public service announcements on our Lake Roland Clean-up Project..."

JAE DOWLING
Kiwians International, Baltimore, Maryland

"... Our thanks to the WSID Radio organization for bringing news of coming events at Northern High to the attention of the community. We appreciate your willingness to air announcements of interest to the public..."

P. MICHAEL PEZZELLA, Assistant Principal
Northern High School, Baltimore, Maryland

"... Mount St. Agnes College is most appreciative for the publicity it has received during the past few years and for the interest you have shown in its programs and events..."

DOROTHY P. RUBIN, Director, Public Relations
Mount St. Agnes College, Baltimore

"... without the help of WSID we would not be experiencing the success we are having and we feel you should be commended for your generous efforts..."

ROBERT D. KEMP, Public Relations Director
ECHO HOUSE, Baltimore

"... we at the Drug Abuse Administration want to thank you for the excellent coverage you gave us..."

TONY DONADIO
Dept. of Health & Mental Hygiene
Drug Abuse Administration, State of Maryland

"... the Baltimore branch of the N.A.A.C.P. is grateful to your station for the remarkable assistance you are giving us in our effort to publicize and implement our Positive Action Program..."

ENOLIA P. McMIILLAN, President
Baltimore Branch, N.A.A.C.P.

"... the Maryland Commission on Human Relations is indebted to you for having given so generously of your time as a consultant, relative to our initiating public service announcements with WSID..."

WILLARD C. RUSH
Police Community Relations Specialist
Maryland Commission on Human Relations

Sophisticated Soul... Dial 1010

WSID
Baltimore, Maryland
Another United Broadcasting Co., Inc. Station
Richard Eaton, President
Cable wants the go-ahead to go

Response to reconsideration petitions of CATV rules argue against any stay of the effective date

As the March 31 effective date of the FCC's cable television rules drew near last week, the commission's associated dockets—already stuffed with pleadings from those in and outside of the communications industry—made way for several new filings. All were in response to or more of the 50-odd petitions for reconsideration of the rules filed at the commission three weeks ago (BROADCASTING, March 20).

Most of the pleadings last week came from the cable industry. Although they touched on numerous issues affiliated with the commission's January cable report and order, it was apparent that the most urgent matter of concern for them was the spate of requests from broadcasters that the agency stay the effective date of the rules.

The National Cable Television Association offered rebuttal to contentions of the National Association of Broadcasters, Association of Maximum Service Telecasters and several other broadcast interest stations that had complained that the rules represent a departure from the broadcast-cable-copyright compromise worked out by the Office of Telecommunications Policy. NCTA questioned the broadcasters' interpretation of the compromise that the effective date of the rules is contingent on the 'settlement of wording' of proposed copyright legislation among NCTA, NAB, AMST and copyright owners. In actuality, NCTA contended, the compromise 'simply imposed the responsibility that all parties would agree to submit separate CATV copyright legislation ... and to seek its early passage.' To honor the broadcasters' request that the effective date be stayed until the copyright proposition is actually submitted to Congress, NCTA said it would 'likely insist' that both the cable rules and copyright law would not be effected in the near future. It noted that Senator John L. McClellan (D.-Ark.) has stated that his Copyright Subcommission will not pursue the CATV matter until the rules go into effect (BROADCASTING, March 13).

In response to broadcasters' arguments that the cut-off date for grandfathering by existing cable systems should be Nov. 11, 1971, the date of the compromise, rather than March 31, NCTA claimed that all the parties to the compromise 'fully understood' that the cable rules would be based on the commission's Aug. 5, 1971, letter of intent to Congress, which specified the grandfathering date as the effective date of the rules. And in answer to those broadcasters who had argued that TV licensees, particularly those in the Rocky Mountain time zone, should be afforded same-day rather than 'simultaneous' exclusivity, the cable association noted that the rules provide for stations that would be harmed unduly by exclusivity provisions to request special relief. The broadcasters are attempting to procure a 'blanket solution to a selective problem,' NCTA said. It also argued against broadcast proposals to revamp portions of the rules dealing with blackout provisions and significant viewing, and those seeking provisions for remedial action against cable systems that do not comply with the rules.

Several independent cable firms asked the commission to dismiss broadcast petitions for reconsideration of specific portions of the rules. Among them were LVO Cable Inc. and Bannock TV Co., both of which stated that the rules must be given a chance to work before specific relief requested by several small-market TV licensees can be considered. LVO filed a separate brief in support of four cable firms that had earlier complained of the 'restrictive nature' of the rules dealing with independent station carriage.

Two other cable operators, Teleprompter Corp. and Sterling Communications, asked the commission to reject Zenith Radio Corp.'s request for a revision of the technical standards outlined in the rules. They supplied findings of an independent engineering survey that purported to negate Zenith's allegations that the technical provisions would result in interference and spectrum clutter.

And in rebuttal to a petition filed by Spanish International Communications Corp. asking that CATV systems be barred from importing foreign television signals transmitted in another language, multiple-cable owner Sammons Communications claimed that SIC's request was self-serving and should be denied.

On the broadcast side, AMST and ABC submitted statements critical of a prior filing by a group of copyright owners that asked the commission to rescind its limitations on CATV system local origination and subscription operation. The broadcasters agreed that further proceedings should be initiated to deal with the origination issue, but the aim of these proceedings should be to tighten, rather than alleviate the antiphonering rules. AMST warned in its petition that 'the commission must regulate in this area now, for once siphoning patterns are established, it would be disruptive to the pay [cable] TV subscribers, the pay TV industry and the public in general to attempt to roll back the situation.'

Again in UHF's corner:
Robert E. Lee

A few brief, derogatory remarks about UHF television by the chairman of the National Cable Television Association prompted a sharp response last week from FCC Commissioner Robert E. Lee, a tireless defender of UHF.

Mr. Lee told NCTA Chairman John Gwin in a letter that his downbeat assessment of UHF's future was "dead wrong" and failed to recognize "that the future of UHF and cable are intertwined." He said Mr. Gwin should have noted that UHF's growth is already impressive, that the impediments to its growth are regulatory rather than technical, and that independent UHF's will provide a major portion of the addi-
Can you afford the future?

Things are moving so fast in this business that buying tomorrow’s equipment today is not just a matter of good business—it is a matter of survival. You can’t buy equipment just to use today without the likelihood of problems tomorrow. But what is tomorrow’s equipment?

Last year, RCA began an extensive survey of present needs and future trends in the broadcast business. The survey was conducted by several teams of specialists, interviewing over 150 stations, spotting trends and discussing how these stations could best take advantage of recent equipment developments.

The first real results of this research are being shown at this year’s NAB show.

Profit now, profit later
We found ways in which stations could prepare for the future while making considerable savings right now. The TCR-100 Cartridge Tape Recorder, for example, does exactly that. It is one of many “future compatible” pieces of equipment RCA is showing at an exhibit called “Tomorrow Systems Today”, at NAB.

There are four areas of focus, tape, film, the studio, and transmitters. In each, products are available today that are designed to fit into master systems of the future. This kind of planning allows broadcasters maximum flexibility. Profitable improvements can be made now, with minimum risk of obsolescence.

The future of tape
Increasing use of tape in TV broadcasting and the trend to shorter commercial segments called for a more reliable and efficient means of on-air presentation. The TCR-100 Cartridge Tape System copes with these operational realities. Cost effective studies by RCA have shown savings in excess of $33,000 a year over reel-to-reel machines of comparable quality.

The TCR-100 is the first step in the area of a totally automated interactive system. It can be programmed to cue up or be cued by reel-to-reel equipment, film projectors and other remote sources. In short, the TCR-100 permits maximum utilization of manpower and equipment.

The studio of tomorrow
Another trend is automation of camera operation. The latest improvements and accessories for the RCA TK-44B bring it a step closer to hands-off operation. It will be shown this year with automatic iris, automatic white and black level plus preselectable color correction. It brings to film operations the same order of quality, circuit simplicity and hands-off operation that the TK-44B provides in the studio.

RCA’s exhibit at this year’s NAB reflects a concern with the evolution towards new methods of station management. For every major area of station operation RCA will be showing equipment compatible for the future, that offer a potential for immediate savings. This gives broadcasters opportunities for cost effective operation right now without fear of obsolescence as part of an integrated plan for future growth. We’ll be happy to discuss it with you at the RCA exhibit. The future begins today.

RCA also invites you to take a look at computer control for TV transmitters. You will see automation by computer of routine functions with emphasis on monitoring by video data display, logging, and fast correction of certain malfunctions. This advance in technology permits much more efficient remote control of transmitter operation.

The future of film
For the TV station that shows a lot of film, RCA is introducing a new TK-28 Film Camera. It is available with either vidicon or lead-oxide tubes and includes automatic control of white and black level plus preselectable color correction. It brings to film operations the same order of quality, circuit simplicity and hands-off operation that the TK-44B provides in the studio.
View of tomorrow...ala “Cart”

Visitors to the RCA exhibit will witness an on-the-spot documentary describing station experiences with the TCR-100 Cartridge Tape Recorder. In a video tape report, several users tell how they employ the “Cart” machine, how it solves their present problems, and what potential they see for the future.

The Problems of Today
Reports from more than fifteen stations who have installed the TCR-100 reveal many similar experiences. They speak of the growing number of tape commercials and shorter segments, the pressures of production, and spot reel preparation. They talk cost savings, manpower requirements, freeing up two, three or four reel-to-reel machines for production. They examine reliability, operations and maintenance. And they come to a common conclusion: They couldn’t get along without their “Cart” machine.

The Possibilities of Tomorrow
What of the future? Most TCR-100 users see the “Cart” machine as a step-by-step development of automation. Initially, it permits all tapes in a single break to be grouped and played in automatic sequence. Another step utilizes its ability to cue and be cued by other picture sources—film projectors, reel-to-reel recorders, and other remote feeds. This can result in an automatic station break or an automatic programming segment, such as the late night movie. Finally, they see the “Cart” machine as a part of a totally automated system to play tapes on call—with the advantage of easy up-to-air changes.

Two for the Show...
Two TCR-100’s will be demonstrated in the exhibit. The first will carry the user experiences. A second will be turned over to visitors for hands-on operation and evaluation. Also highlighted will be a number of new cartridge accessories—including the RCA reloadable cart, an electronic editor, and an electronic program identification system (EPIS). The editor provides programmable edit points at one frame intervals and is designed for simplified update of cartridge commercials. The EPIS accessory records an 8-character alphanumeric code on the cart’s cue channel following the start of message cue. Readout of the identification code of carts in both decks is presented on the machine’s monitor. A built-in computer terminal output offers further verification possibilities.

Demonstration of latest improvements in RCA reel-to-reel recorders —TR-70C and TR-60A—complete the presentation of Tomorrow Tape Systems.

Tomorrow’s transmitters today: computers, solid-state, remote operation.

Computers
RCA will be demonstrating the use of a mini-computer for remote control of TV transmitters and for automation of certain critical functions. The computer has three basic applications. It can monitor and record. It can effect certain controls and it can make certain decisions.

All of the transmitter logging now required by the FCC can be done with the computer. It can also maintain surveillance of a variety of functions for constant evaluation and future analysis. Using high-speed binary data transmission, more information can be displayed at the remote location than by any conventional remote control system.

While modern TV transmitters are extremely stable and self-sufficient, a computer can provide automatic checks on performance and further increase reliability. As an example, a computer can compute efficiency and print out a warning when it detects a fall-off in tube performance. Also, information on transmit-

RCA PRIME TIME
ter overloads can be stored and analyzed to spot potential trouble. A computer can actually perform some functions more effectively than a human operator. It can constantly compute VSWR on the output transmission line and raise a warning flag if a predetermined limit is exceeded. Can a computer make decisions? In a sense, yes. It can sense certain malfunctions and make predetermined corrective adjustments. It can determine whether to switch to a standby power generator—or whether to shut down the whole transmitter. And it can trigger alarms when something is wrong.

The computer system shown at RCA’s NAB exhibit will use a Video Data Terminal, a printer for automatic logging and a mini-computer.

Solid-State and Remote Operation Made Simple

The TT-50FH parallel highband transmitters are the most completely solid-state VHF color TV transmitters ever made. With solid-state diode modulation at carrier frequency, and only two tuned visual amplifier stages, there isn’t much tuning to do. The control logic is also solid-state. There are only 6 tubes in the TT-50FH, and only two tube types.

Highband VHF stations requiring 25 kilowatts of transmitter power or less will be interested in the “alternate main” mode of operation of the TT-50FH transmitter. In this mode, either 25 kW transmitter is used to deliver full visual and aural power to the antenna while the other remains available as an identical standby unit with full power capability. Each 25 kW transmitter is actually smaller than the driver alone of previous generation transmitters, so two complete transmitters will usually fit into the space now occupied by one. Switching between transmitters can be controlled remotely with but a few seconds to turn on the standby for full power operation. The result is the ultimate in transmitter-on-air reliability.

That’s tomorrow’s transmitters, today. Since many RCA transmitters actually run 20 years, it had better be.

Telecine for tomorrow... new quality and flexibility

This year RCA is announcing a new generation of telecine equipment keyed to the needs of tomorrow’s film operations.

Hands Off Color Film Cameras

A new color film camera, the TK-28, brings to film a new order of circuit simplicity and automatic handling of film quality. It’s the kind of performance previously associated only with live cameras of the quality of the TK-44.

The TK-28 is a three-tube camera with precision prism optics. It is available for use with either three vidicon or three lead-oxide tubes.

A new pre-selectable “Chromacomp”, RCA’s system of color masking, enables correction of everyday vagaries in film quality. It can give a boost to low saturation color films, compensate for different film stocks, and correct color errors that may be present in incoming film. As with live cameras, “Chromacomp” correction is achieved without degrading gray scale. In addition, master gamma circuits in the TK-28 are switchable for further instantaneous correction of poor quality films.

Automatic control of white level is accomplished by an internal neutral density filter wheel. This new system acts instantly—correcting as much as a 2 to 1 change in light level in about one-tenth of a second. Automatic black level is also included.

At the exhibit RCA will demonstrate both vidicon and lead-oxide tube versions of this new camera, along with all of its automatic features.

New Multiplexer for 4-in, 2-out Systems

A new TP-55B Multiplexer will open new possibilities for space saving cost effective telecine systems of the future. It permits multiple systems configurations from a very simple one-projector, one-color camera system all the way through an interactive four-projector, two color camera island. In addition solid-state logic in multiplexer control makes readily adaptable to future automation plans.

Medium Cost Color Film Camera

RCA will also be showing a medium priced color film camera, the TK-610A. It is a middle priced companion to the new TK-630 live color camera and forms a broadcast quality package for limited budget installations.

The TK-610 features automatic control of both white and black level. It also includes many servicing features, such as deflection yokes which allow replacement of tubes without realignment. It is now being offered for use in both PAL and PAL-M television systems as well as NTSC.
Tomorrow's studio—better pictures with less work

The big news for tomorrow's studio is the TK-44B with still more features for 1972. RCA will be demonstrating new techniques for automatic iris, automated white balance and for black balance which sets itself every time you cap the lens.

These new techniques make this camera easier than ever to set up and operate. For instance by focusing the camera on a standard white portion of a scene and pushing a button, white balance is automatically set up in a matter of seconds. This means that variations in color temperature from scene to scene need no longer result in shifting flesh tones. Add automatic black balance plus automatic iris to ride video level without the assistance of an operator, and the TK-44B comes closer than ever to the automated camera of the future, where finest quality pictures can be produced with little or no technical manipulation.

The TK-44 Color Camera has always been a dynamic design. It was originally conceived to keep pace with the state of the art even as the state of the art moves forward.

In 1969 RCA introduced the original TK-44A.

In 1970, a new colorplexer, miniature camera cable and new equalizer were introduced along with improved camera cable and a joystick control panel, which permits one video operator to handle as many as six cameras.

The news in 1971 was the extended sensitivity mode which included bias light to reduce lag and RGB coring to minimize noise. Also added were a scene contrast compression system to bring out overall picture detail in extremely high contrast scenes, and a dynamic resolution accessory for high definition pictures with stop action recordings and moving chroma-key effects.

Today's TK-44B benefits from all the above plus the new automated additions.

In the NAB "studio of tomorrow" one of the TK-44B's will be shown with a new shot box setup, where a number of shots can be preset automatically. For standard situations, like newscasts, this can automate camera movements—pan, tilt, zoom, as well as raising and lowering the pedestal.

New "Middle Priced" Color Camera
Along with the latest TK-44B and its accessories, RCA is showing for the first time an all new medium priced color camera—the TK-630. Priced in the "less than $40,000" range, it includes many of the distinctive qualities that have made the TK-44 one of the standards of the industry. The blend of these qualities along with new design ideas results in a color camera capable of producing quality broadcast pictures at moderate cost.

The TK-630 uses three 25mm, separate mesh, lead-oxide pickup tubes with extended red channel performance. A unitized dichroic prism completes the optical system. The camera, camera processor, encoder, horizontal and vertical image enhancer, automatic color corrector are of one integrated system design—all from one manufacturer.

Other prominent design features include automatic control of white-pulse-gain stabilization and zero-delay pulse timing, subtractive registration, a 6-position optical filter wheel, removable-remotable viewfinder, and an optional "Chroma-comp" color masker for color correction without affecting gray scale.

The TK-630 is truly outstanding in terms of performance per dollar.

Talk to us at NAB about "Future Compatible" broadcast equipment...
Tomorrow Systems Today

RCA PRIME TIME
A new president and a fresh start for NCTA

Nine months ago, when the National Cable Television Association began its search for a new president, the mention of David Foster's name would have evoked the standard response: "Who?" Even now, as the NCTA board prepares to consider (and presumably approve) his appointment to the presidency, David Foster is still only a name to most cablers. That means, of course, that Mr. Foster has not been deeply involved in cable; perhaps more significant, it also means that he has not been involved at all in its often acrimonious internal politics. To an unsettled, understaffed trade association, he brings the promise of a fresh start.

He also brings the experience of a special breed of lawyer, the man whose experience begins with lawyering but does not end there. As executive vice president of Datran Corp. since 1969—and, before that, as an officer and director of Radio Inc.—he developed a detailed familiarity with "high technology" communications, had extensive political and regulatory contact, and handled public relations. Datran hired him in 1969 to help secure FCC approval of its data-transmission network, in competition with AT&T, and he given much of the credit for that eventual victory.

Behind this list of credentials is a 44-year-old Iowan who exudes the kind of polish that transcends slickness. A pipe-smoking, carefully groomed man whose pink face is framed by an almost prepschool haircut, Mr. Foster speaks with the articulate ease of a professional advocate. One Washington source who knows him had this blunt appraisal: "Foster's a cut above a lot of people in the cable industry. He comes from a different kind of background. It shows."

No man with sense, let alone polish, would offer that public judgment of himself, and Mr. Foster is quick to turn it around. "I don't think of myself as especially sophisticated, and the last thing I want to bring to this industry is a veneer of pseudo-sophistication," he said last week in an interview with BROADCASTING. "A new, growing industry is rough, and it had better stay that way. If it doesn't, if it gets too smooth and satisfied, it's in trouble."

Mr. Foster clearly has the kind of business experience and political contact that is transferable to the cable field, but he admits to having been "quite puzzled" when NCTA's presidential selection committee first contacted him earlier this year, because of his lack of industry background. Only later did he consider that the selection committee might, and with reason, regard his lack of "experience" as an advantage.

Although his selection by the committee (BROADCASTING, March 27)—an event NCTA has still not announced—awaits board approval tomorrow (April 4) in Monterey, Calif. Mr. Foster is expected to overcome whatever questions may arise about his noncable background and win approval. He would take the job late this month, just two or three weeks before the NCTA convention, at a salary estimated to be in the $60-70,000 range. (He will remain a member of Datran's board.)

His first task, after studying the present situation, will be to bring in new blood to fill several key vacancies (which he says can be done "very quickly"). Although it's too early to list specific plans, Mr. Foster gives one clue to the possible tone of his leadership when he criticizes the tendency to be "naively enthusiastic" about technological possibilities, and to use their appeal to "score political points." Although the comments weren't aimed at cable, they suggest that the industry—which is sometimes accused of overstating its own case—may be getting a realistic leader to cope with its very real problems and possibilities.

Cable and sports: no rah-rah response

The FCC's rulemaking proposal on CATV carriage of professional sports events has received a lukewarm response from broadcasters and sports associations, and an even cooler reception from cable interests.

The proposal, which elicited comments from 20 parties, would prohibit cable systems within the grade-B contour of a TV station located in the home city of a professional baseball, football, basketball or hockey team from carrying the TV broadcast of any professional game of the same sport that is not shown on the local station. The rule would apply only at times when the local team is playing at home.

The reaction from most broadcasters was that although the commission's intentions in proposing the rule were well-intentioned, it was not tough enough to insure the preservation of sports coverage on over-the-air TV. The National Association of Broadcasters suggested that the commission adopt the proposed rule and then institute a new proceeding to consider the effect of distant signals on the ability of local stations to broadcast games of local teams. The Association of Maximum Service Telecasters said the proposal should be dropped in favor of one prohibiting any local cable system from showing any game in the four affected sports if the local TV station doesn't have access to the same game.

In separate filings, the three national networks and several licensees said the rule eventually adopted should insure that cable systems comply with the same blackout provisions to which television is subject. The National Cable Television Association, on the other hand, felt the proposed rule is "too broad." It said cable systems should be prohibited only from carrying the home games of the local team, but should be allowed to carry distant telecasts of the games of other teams. But several cable firms disagreed, claiming the commission should not adopt any rules in this area at the present time and should defer the matter to Congress.

The National Football League, Na-
ational Hockey League, the commissioner of baseball, and the Philadelphia 76-
ers and Milwaukee Bucks basketball teams said no CATV should be permitted to carry any live sports telecasts not available to local TV stations without the authorization of the teams and leagues.

In addition, the National Federation of State High School Associations, supporting an argument of the National Collegiate Athletic Association, which filed comments three weeks ago, said the proposed rules should be expanded to also protect local college and high school sports events from cable penetration. NAB and AMST voiced a similar proposal.

**Pioneers to honor five**

Arthur Godfrey will receive the Broadcast Pioneers' distinguished service award at the organization's 31st annual banquet to be held at the Conrad Hilton hotel in Chicago April 11. Receiving special citations will be the Rev. Daniel E. Power, S.J., Georgetown University Forum moderator; Jack Gould, retired New York Times radio- TV critic, and J. E. Brown, senior vice president of engineering and research, Zenith Radio Corp. Entered in the Broadcast Pioneers' hall of fame will be the name of the late O. B. Hanson, who retired as RCA vice president, engineering services, in 1958.

**Keith opts not to run**

Representative Hastings Keith (R-Mass.), ranking minority member of House Communications Subcommittee, has announced that he will not be a candidate for re-election. Mr. Keith has served in the House since 1958 and on the Communications Subcommittee for a past year.

**$200 million angel**

The annual report of the Ford Foundation, released last Monday, March 27, shows that over the past 20 years the foundation's support of public broadcasting has exceeded $200 million. The report noted that the foundation continues to be the major single source of private aid to noncommercial broadcasting. During the past year, the foundation approved grants of more than $16.3 million in the area of public broadcasting.

**FCC puts out latchstring**

For the first time in many years, the FCC will have a booth at the National Association of Broadcasters Chicago convention manned by commission personnel, who will be available to talk to broadcasters about their regulatory problems. The booth is in the East Hall lobby of the Conrad Hilton among other government units.

---

**Meet the men from Blackburn at the NAB Convention...**

The men from Blackburn's nationwide network of offices will be in Chicago April 9 to 12 for the NAB Convention. We hope you'll take a breather from your busy schedule to stop by and visit us at the Pick-Congress Hotel (Suite 801)

**Blackburn & Company, Inc.**

RADIO • TV • CATV • NEWSPAPER BROKERS/NEGOTIATIONS • FINANCING • APPRAISALS

**Changing Hands**

**Announced**

The following sale of a broadcast station was reported last week, subject to FCC approval:

- **WTVJ(AM)** Trenton, N.J.: Sold by Delaware Valley Broadcasting Inc. to Daniel M. Lerner for $225,000, including a $90,000 covenant not to compete. Edward L. Crossman is president of Delaware Valley. Mr. Lerner was formerly an account executive with WFLY in Westbury, N.Y.

- **KRTT** San Diego: Sold by Frederick and Dorothy Rabell to John Shepard, Gilbert J. Gans and Joseph Mullen for $325,000. Mr. Shepard is the owner of WLAV-AM-FM Grand Rapids, Mich.; WITG(AM) Toledo, Ohio, and WLYV(AM) Fort Wayne, Ind. Messrs. Gans and Mullen have interest in KALO(AM) Little Rock, Ark. KRTT is on 105.3 mhz with 120 kw horizontal and 31 kw vertical and an antenna 180 feet above average terrain. Broker: Blackburn & Co.

**Approved**

The following transfer of station ownership was approved by the FCC last week for other FCC activities see “For the Record,” page 133.

- **WWOM(FM)** New Orleans: Sold by David W. Wagenvoord to Lawrence S. Gutter for $280,750. Mr. Gutter is president of Chicagoland Broadcasters Inc., Chicago radio-time brokerage. WWOM is on 98.5 mhz with 54 kw and an antenna 290 feet above average terrain.

- **WVLN(AM)-WSEH(FM)** Olney, Ill.: Sold by Illinois Broadcasting Co. to Donald G. Jones and associates for $255,488. Merrill Lindsay is president of the selling firm, the licensee of WSQY-AM-FM Decatur, Ill., and WLPQ-AM-FM Lexington, Ky. Mr. Jones and his associates are the owners of WTVM-AM-FM Taylorville and WZOE(AM) Princeton, both Illinois, and WREIF(AM) New Castle, Ind. WVLN is on 1490 kHz with 250 w day. WSEH operates on 92.9 mhz with 50 kw and an antenna 290 feet above average terrain.

- **WGEO(AM)** Richmond, Va.: Sold by Stanley H. Fox, Irvin L. Fox and Seymour L. Dworsky to Fred A. Grewe for $141,000 plus reimbursement of the station's operating losses since Nov. 1, 1970. Sellers have controlling interest in WZZZ(AM) Henderson, WRMT(AM) Rocky Mount and WVEY(AM) Sanford, all North Carolina. Mr. Grewe has majority interest in WEEF(AM) Moundsville and WPAR(AM) Parkersburg, both West Virginia; WQTV(AM) Latrobe, Pa., and WSTL(AM) Eminence, Ky. WGEQ is on 1590 kHz with 5 kw day.

"The Media" continues on page 116
HAMILTON-LANDIS will be at the NAB

Ray V. Hamilton

AND ASSOCIATES, INC. • THE MEDIA BROKERS

stop by and say hello!
Suite 1233
Pick-Congress Hotel

the media brokers
The beleaguered get ready for Chicago

NAB delegates face few light moments at a convention mostly devoted to growing problems besetting radio-TV

The 50th annual convention of the National Association of Broadcasters, opening next week in Chicago, has something for everyone, including God and mammon. Scheduled appearances by the Rev. Billy Graham and Secretary of the Treasury John B. Connally Jr. suggest the range of subject matter.

The convention brings together the nation's broadcasters at a time when some of the very foundations of American broadcasting are being threatened. License renewal is jeopardized, broadcast advertising is under attack, CATV is on the verge of becoming a bigger competitor for audience and, perhaps later, for the advertising dollar. TV violence and its effect on children have moved to the front with the release of the surgeon general's report and the week-long hearings last month before Senator John O. Pastore (D-R.I.) and his Communications Subcommittee.

Beyond these, other problems—each of major concern—have persisted. There is the FCC's prime-time access rule and how it is faring. There is, for this election year, the new political-spending bill and how it affects broadcasters. Perhaps above all are proposals to enormously enlarge the access to the air by advocates of controversial causes.

There are requirements for more hiring of minorities, more job opportunities for women. And there are price-and-wage control, the continuing attacks on TV news. The composition of the FCC is changing, with one commissioner, Richard E. Wiley, still serving under an interim appointment, and a second vacancy coming up—that of FCC Commissioner Robert T. Bartley who retires June 30 after 20 years on the FCC and whose replacement is certain to be a black man.

On the main platform during the four-day meeting, in addition to Dr. Graham and Mr. Connally, will be Herbert G. Klein, director of communications for President Nixon, and Clay T. Whitehead, director of the Office of Telecommunications Policy, who has sounded the administration's views on public broadcasting and on the Federal Trade Commission's proposal to require broadcasters to sell, as well as give, time for counteradvertising, and who was the principal mediator in the CATV compromise agreement.

And, in the wind-up role, as he was last year, is FCC Chairman Dean Burch, who presumably will pick up the children's programming matter, and perhaps the tenor of his thinking on the fairness policy that was the subject of a full week of panel discussions in Washington last week (see page 24).

From the industry, three prominent spokesmen are scheduled: Dr. Frank Stanton, vice chairman of CBS, who fought the battle of the subpoena in Washington (see this issue, page 24); and Vincent T. Wasilewski, NAB president, whose contract was extended early this year after an outbreak of dissidence among NAB board members, and Mark Evans, Metromedia vice president who is chairman of the association's task force on license renewal.

A look at television's future will be taken in one of a number of panels and workshops scheduled for the meeting. It is a session entitled: "Quo Vadis, Video."

On that panel will be Burton Benjamin, CBS News, on news; Herbert Schlosser, NBC's West Coast programming vice president, on programming; W. Theodore Pierson Sr., Washington lawyer, on government regulation; David J. Curtin, Xerox vice president, on advertising, and Clifford M. Kirtland Jr., Cox Broadcasting, on CATV. Herb Jacobs of Telcom Associates, will moderate this session.

The move toward deregulation of radio—or at least a de-emphasis on its regulation—is the subject of a meeting that has FCC Commissioner Wiley as the principal speaker. Mr. Wiley also is due to be the moderator of a panel on the FCC and small-market stations, with senior FCC staff members as members of the panel. Officially, cable TV is on the agenda only twice: first during the small-market TV meeting, and second at the "Quo Vadis" session.

One item on the program that is expected to draw those concerned with the future of the NAB as an organization is the report on the goals and direction of the association by Richard D. Dudley, Forward Stations, who is chairman of a special ad hoc committee studying those subjects, as ordered by the board at its January meeting. This study was one of the compromises that resulted from the complaints about the effectiveness of the NAB, particularly in the government-relations field.

Although no NAB staff members lost their positions at that time, Paul B. Comstock, executive vice president for government relations, last month announced his resignation, effective Sept. 8. Mr. Comstock has been incapacitated since mid-March with a pancreas disorder.

As in past years, the half-century convention will elect six members of the 15-member TV board. This year for the first time in some years, there are only six candidates for the six vacancies: Leslie H. Arries Jr., WFBN-TV Buffalo, N.Y.; George Comte, WTMJ-TV Milwaukee, and Dale G. Moore, Kovo-TV Missoula, Mont., all running for re-election; plus Ray Johnson, KMED-TV Medford, Ore.; Walter E. Bartlett, Avco Broadcasting, and Mark Evans, Metromedia.

Peter Storer, Storer Broadcasting, a sitting member of the TV board, has announced his candidacy for the chairmanship; Messrs. Arries and Moore, for the vice chairmanship.

As required by the by-laws, all nominations must be made from the floor. The nominating session is scheduled for Monday afternoon (April 10). Ballot boxes will be open until 6 p.m. that evening and from 9 a.m. to 5 p.m. the next day (April 11).

During the convention there will be the customary outside meetings that in-

---

Fifty years ago, a group of 23 pioneer broadcasters met at the Commodore hotel in New York for the first convention of the 50-year-old National Association of Broadcasters. Principal items on that Oct. 11, 1923, agenda were government regulations, the future of broadcasting (then proposed only as a theory), and, apropos for this presidential election year, discussion of political broadcasting and equal time. Eugene McDonald Jr., president of Zenith Radio Corp. which then owned WJAZ(AM) Chicago, was chosen first president of the fledgling organization. Others elected then: Frank W. Elliott, WOC(AM) Davenport, Iowa, and John Sheppard 3d, WNIC(AM) Boston, vice presidents; J. Elliott Jenkins WDP(AM) Chicago, secretary and Powell Crosby Jr., WLW(AM) Cincinnati, treasurer. The then managing director of the NAB was Paul B. Klugh.

---
Paul Shannon, host of WTAE-TV's "Adventure Time" for 14 years, has grown up with two generations of young viewers. He has been the most successful host of all children's shows in the Pittsburgh area since he began in 1958. Among his many contributions to youngsters and the community, the most outstanding achievement has been his Backyard Carnivals for Muscular Dystrophy in the Pittsburgh area. On his "Adventure Time" show he asked his kids to hold carnivals at home, with the proceeds to be donated to the Muscular Dystrophy Association of America. Each year, the fund raising has been a great success. In 1962, the first year, Paul's kids got $3,540 together. And this past year, they broke all national records, surpassing all other markets, with a fantastic $103,400! Their ten year total exceeds $400,000. WTAE-TV is proud to have a concerned personality like Paul Shannon on its staff. Because it's this type of individual involvement that makes our commitment to the community a real one.
clude such organizations as the Association of Maximum Service Telecasters, the Association for Professional Broadcasting Education, and the Armed Forces Radio-TV Service.

And just prior to the NAB convention, the National Association of FM Broadcasters meets (see page 70). In addition both ABC Radio and CBS television affiliates are meeting during the week, as are the TV and the radio committees that are negotiating new music licenses. Also scheduled is a Broadcast Music Inc. board meeting and a "smoker" for Harvard seminar alumni.

**We'll be everywhere**

Broadcasting magazine will have 19 representatives at the National Association of Broadcasters convention in Chicago. Headquarters for Broadcasting Publications Inc. will be in Suite 705A-6A of the Conrad Hilton.


---

**On tap in Chicago: official agenda for the 50th annual NAB convention**

**Where, when to sign up**

**Registration**: Saturday, April 8-9 a.m.-5 p.m.; Sunday, April 9-8 a.m.-6 p.m.; Monday, April 10-8 a.m.-6 p.m.; Tuesday, April 11-9 a.m.-5 p.m.; Wednesday, April 12-9 a.m.-5 p.m. Lower Lobby, Conrad Hilton.

**Exhibit Hours**: Sunday, April 9-10 a.m.-7 p.m.; Monday, April 10-9 a.m.-7 p.m.; Tuesday, April 11-9 a.m.-7 p.m.; Wednesday, April 12-9 a.m.-5 p.m. Continental Room, Normandie Lounge, East, North, West Exhibit Halls, Conrad Hilton.

**Sunday, April 9**

NAB task force on license renewal 11:30 a.m. Place to be assigned.

**Monday, April 10**

**Early Bird Workshops** 8:30-10 a.m.

**Government Workshop**, Bel Air Room.

An examination of the myth or reality of "effective" government relations. **Moderator**: Roy Elson, vice president, government relations, NAB. Panel: Albert Hardy, radio-TV director, International Brotherhood of Electrical Workers, Washington; Erwin Krasnow, Kirkland, Ellis & Rowe, Washington; Peter B. Kenney, NBC, Washington; James Smith, U.S. Treasury, Washington.

**Legal Workshop**, Williford B Room.


**Minorities Workshop**, Williford A Room.

A roundtable on the training and placement of minority group personnel in the broadcast industry. **Moderator**: Louise O. Knight, assistant general counsel, NAB. Panel: Bruce Baird, director, Indian Training Program, University of South Dakota; Elizabeth Czech, director, radio-TV, Shaw University, Raleigh, N.C.; Tony Gomez, producer-director trainee, KPBS (FM) San Diego; Miles Mangrum, coordinator of training, Storer Broadcasting, Detroit.

---

This is the script for the golden anniversary convention of the National Association of Broadcasters, to be held April 9-12 in Chicago. Unofficial and related activities are listed on pages 70-71. Programing exhibits begin on page 72.

The engineering conference agenda begins on page 80, and equipment exhibits begin on page 90. Listings for networks, station representatives, brokers and other exhibitors begin on page 110. Unless otherwise noted, all locations are in the Conrad Hilton hotel.

James Taylor, Community Film Workshop (on Monday workshop); Cliff Frazier, director, Community Film Workshop, New York (on Tuesday workshop).

**Radio Sports**, Boulevard Room.


**Television News**, Waldorf Room.

A discussion of new techniques, products and practices to improve the television news operation. **Moderator**: Charles Harrison, WGN-TV, Chicago. Panel: Chet Casselman, KSFQ (AM) San Francisco; Kenneth Hoffman, REA Express, Los Angeles; Eldon Campbell, WFBM-TV Indianapolis and William Gatty, UPIC, Chicago.


Presentation of NAB Distinguished Service Award to the Rev. Billy Graham. Remarks: Dr. Graham.


**Joint Radio-TV Assembly**, 2:30-4 p.m., Grand Ballroom. **Presiding**: Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman, NAB board of directors. **Speakers**: Clay T. Whitehead, director, Office of Telecommunications Policy; Herbert Klein, director of communications for the executive branch; Mark Evans, vice president-public affairs, Metromedia.

**Television Assembly**, 4:45 p.m., Grand Ballroom. **Presiding**: A. Louis Read, WDSU-TV, New Orleans, chairman, TV

THE PLAYERS: Peter Sellers, Sandy Dennis, Dennis Weaver, Burt Reynolds, Raquel Welch, Michael Burns and more... in exciting color releases like Shark, The Magic Christian, That Cold Day in the Park, Gentle Giant, Tam Lin, Julius Caesar, Viva Max—222 newly acquired titles in all, many never before shown on TV.

THE PERFORMANCE: Complete, in-house quality control, backed up by $100,000 worth of new cleaning, rejuvenating and inspection equipment. Greatly expanded sales-service organization, with NTA-staffed offices now in Los Angeles, Chicago, New York, London, Paris, Sydney, Tokyo. Computerized inventory control to report to you in 30 minutes or less on the availability of any NTA print. Thorough outgoing inspection of every print for every customer. New, near-to-airport location to help us give you fast service anywhere.

Get to know the NEW NTA

THE PAYOFF: A selection of over 2000 feature films, maintained by the industry’s most advanced quality control system. NTA is a whole new scene. View it soon.

NATIONAL TELEFILM ASSOCIATES, 12636 Beatrice St., Los Angeles, Calif. 90066, Phone (213) 390-3663 • Chicago: 5725 East River Rd., Chicago, Ill. 60631, Phone (312) 623-3880 • New York: 50 East 42nd St., New York, N.Y. 10017, Phone (212) 972-0056.

SEE US AT OUR SUITE AT THE BLACKSTONE HOTEL DURING NAB.
Now make every second pay off, back-to-back, at random or in sequence.

<table>
<thead>
<tr>
<th>Time</th>
<th>Length</th>
<th>Program</th>
<th>Location</th>
<th>Cassette No.</th>
<th>Video/Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:48:00</td>
<td>:30</td>
<td>FOOD COMM.</td>
<td>Bin 12</td>
<td>522</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:48:30</td>
<td>:10</td>
<td>MOVIE PROMO</td>
<td>Bin 13</td>
<td>684</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:48:40</td>
<td>:30</td>
<td>FLOOR CLEANER COMM.</td>
<td>Bin 14</td>
<td>102</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:49:40</td>
<td>:10</td>
<td>JUICE COMM.</td>
<td>Bin 15</td>
<td>723</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:49:50</td>
<td>:10</td>
<td>COMM. I.D.</td>
<td>Bin 1</td>
<td>468</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:50:00</td>
<td>8:00</td>
<td>LOCAL MORNING SHOW</td>
<td>Bin 16</td>
<td>890</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:58:00</td>
<td>:60</td>
<td>AUTO COMM.</td>
<td>Bin 24</td>
<td>212</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:59:00</td>
<td>:10</td>
<td>MOVIE PROMO</td>
<td>Bin 17</td>
<td>170</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>7:59:10</td>
<td>:30</td>
<td>COSMETIC COMM.</td>
<td>Bin 18</td>
<td>650</td>
<td>ACR-23/1</td>
</tr>
<tr>
<td>8:00:00</td>
<td>28:45</td>
<td>NETWORK</td>
<td>Bin 19</td>
<td>380</td>
<td></td>
</tr>
<tr>
<td>8:28:45</td>
<td>:15</td>
<td>PUBLIC SERVICE</td>
<td>Bin 20</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>8:29:00</td>
<td>:60</td>
<td>CEREAL COMM.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30:00</td>
<td>2:15</td>
<td>LOCAL NEWS OPEN</td>
<td>Bin 22</td>
<td>525</td>
<td></td>
</tr>
<tr>
<td>9:30:15</td>
<td>2:30</td>
<td>LOCAL LIVE NEWS</td>
<td>Bin 3</td>
<td>925</td>
<td></td>
</tr>
<tr>
<td>8:32:45</td>
<td>:20</td>
<td>MILK COMM.</td>
<td>Bin 4</td>
<td>365</td>
<td></td>
</tr>
<tr>
<td>8:33:05</td>
<td>:10</td>
<td>EVENING NEWS PROMO</td>
<td>Bin 5</td>
<td>720</td>
<td></td>
</tr>
<tr>
<td>8:33:15</td>
<td>:30</td>
<td>WEATHER</td>
<td>Bin 23</td>
<td>374</td>
<td></td>
</tr>
<tr>
<td>8:33:45</td>
<td>:15</td>
<td>LOCAL NEWS CLOSE</td>
<td>Bin 6</td>
<td>676</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>:30</td>
<td>DEODORANT COMM.</td>
<td>Bin 7</td>
<td>428</td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td>:10</td>
<td>I.D.</td>
<td>Bin 8</td>
<td>970</td>
<td></td>
</tr>
<tr>
<td>5:10</td>
<td>:10</td>
<td>&quot;THE MANAGER SPEAKS&quot;</td>
<td>Bin 4</td>
<td>365</td>
<td></td>
</tr>
<tr>
<td>4:50</td>
<td>:10</td>
<td>MOVIE PROMO</td>
<td>Bin 24</td>
<td>212</td>
<td></td>
</tr>
</tbody>
</table>
...with the amazing Ampex ACR-25 Video Cassette Recorder/Reproducer


Now, free your reel-to-reel recorders for more profitable enterprises. Avoid make-goods caused by cuing errors. Accommodate last minute changes dictated by market conditions. Make your on-the-air continuity as smooth as your programming. All with the ACR-25.

Created from Ampex third generation video technology, the ACR-25 combines automatic features of the AVR-1 and cassette handling capability that makes it the best short segment recorder available. Completely flexible access and a 10 sec. recycle time that allows back-to-back short segment playback. Reloadable cassettes to eliminate dubbing and the resultant degradation of picture quality. Front accessible transports for easier, quicker maintenance. And all the automatic error correction capabilities of the AVR-1.

Try to imagine doing any of the breaks at the left on any other single machine. Then call your Ampex representative to learn how easy it is with the ACR-25.

Or write: National Sales Manager, Audio-Video Systems Division, Ampex Corporation, 401 Broadway, Redwood City, CA 94063

AMPEX

ACR-25

3rd generation quality with cassette ease
board. Report of All-Industry Music Licensing Committee, Leslie G. Arries, Jr., WBEN-TV, Buffalo, N.Y., chairman. Nominations for new TV board members (Ballot box will be open from 4:30-6 p.m.)

Tuesday, April 11

Early Bird Workshops, 7:45-9:15 a.m.

Government Workshop, Williford B Room (see Monday for details).

Minorities Workshop, Williford A Room (see Monday for details).

Price-Wage Workshop, Williford A Room (see Monday for details).

Price-Wage Workshop, Beverly Room.

Phase II: price-wage implications to the broadcast industry. Moderator: Ron Irion, director, broadcast management, NAB. Panel: representative of Price Commission, David McKenna, Kirkland, Ellis & Rowe, Chicago; Carroll Holcomb, Internal Revenue Service, Chicago.

Radio Sports, Boulevard Room (see Monday for details).

Research Workshop, Bel Air Room.


Radio Information Office, James H. Hulbert, executive vice president, public relations, NAB. In Time of Emergency, John M. Torbet, executive director, FCC.

Radio Music License Committee Report, Harold R. Krulstein, Plough Broadcasting, Memphis, committee member; Emanuel Dannett, committee counsel.


Radio Advertising Bureau presentation, Miles David, president, Rab; Robert H. Alter, executive vice president; Carleton F. Loucks, vice president.


Secondary Markets Feedback. Panel: William Turner, discussion leader, KCAU-TV, Sioux City, Iowa, committee member; members of the committee; Richard D. Dudley, Forward Group, chairman, NAB ad hoc committee on goals and direction.


NAB Annual Business Meeting

Joint Board Meeting, 2:15-conclusion, Upper Summit Room.

Wednesday, April 12

Early Bird Workshops, 7:45-9:15 a.m.

Legal Workshop, Williford B Room (see Monday for details).

Price-Wage Workshop, Beverly Room (see Tuesday for details).

Research Workshop, Williford A Room, (see Tuesday for details).

Television News, Waldorf Room, (see Monday for details).


Television Conference, 9:30-noon, Grand Ballroom. Presiding: Donald P. Campbell, WMAR-TV Baltimore TV board vice chairman.


Code Authority Report, Stockton Helffrich, director, NAB Code Authority.

TIO Report, Roy Danish, director, Television Information Office.


Convention adjournment.

The FM broadcasters' convention

(Not a part of the NAB program. All events are to take place in the Palmer House.)

Thursday, April 6

12:30-5:30 p.m.—National Association of FM Broadcasters registration.

1 p.m.—NAFMB board of directors.

5 p.m.—NAFMB hospitality room.

Friday, April 7

8:30 a.m.-5 p.m.—NAFMB registration.

9 a.m.—Opening and keynote remarks: John L. Richer, WIOQ-FM Philadelphia, president, NAFMB.

Panels:

9:30 a.m.—(A) Success depends on quality of signal, Morley Kahn, Dolby Labs; Alfred Anplitz, WFMT(AM) Chicago; Lew Wetzel, Shively Labs; Durward J. Tucker, WRR-FM Dallas. (B) Successful movement toward goal of FM receiver in every automobile, Fred Hill, Motorola; H. G. Riggs, Delco; Otto Keil, Philco-Ford.

10:30 a.m.—Coffee break.

11 a.m.—Goings on in Washington, successful and otherwise, Edward F. Kenehan, of Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington.

11:30 a.m.—(A) Successful use of research and survey material, Ellen Hulebele, McGavren-Guild-PGW; Larry

BROADCASTING, April 3, 1972

12:30 p.m.—Luncheon, promotion awards. Speaker: Stu Terkel, author, host of radio series.

Panels:
2 p.m.—Successful promotion, speakers to be announced.
3 p.m.—Coffee break.
3:30 p.m.—Successful local programming vs. successful syndicated programming, Thomas Holter, WLV(FM) Baraboo, Wis.; John L. Richer, wioo-FM Philadelphia; James Gabbert, KJIO(FM) San Francisco; Joseph Cull, American Independent Radio; Jack L. Siegal, KJIO(FM) Los Angeles; George Kravis, KRAY-FM Tulsa, Okla.
4:30 p.m.—Most successful way to sell your station, or buy one, and why, Joseph M. Sitrick, Blackburn & Co.; Keith Norton, Chapman & Co.; Hugh B. Lazure, LaRue Media Brokers.
5:30 p.m.—Cocktail reception.

Saturday, April 8

8:30 a.m.-1 p.m.—Registration.

Panels:
9 a.m.—Successful community service, Elmo Ellis, WSB-FM Atlanta; C. K. Patrick, WCLY(FM) Cleveland.
9:45 a.m.—Successful coexistence with cable, Gunther S. Meisse, wvno(FM) Mansfield, Ohio; Robert Loos, Teleprompter; Richard Hildreth, of Fletcher, Heald, Rowell, Kenenhildreth; Harry Barfield, WLEX-FM Lexington, Ky.; Richard Brown, FCC.
10:30 a.m.—Coffee break.
11 a.m.—Successfully harnessing systems and computer hardware for efficiency and profit, Joseph Coons, Coons Co.; E. Stevens, Compus Net; John L. Richer, wioo-FM Philadelphia; Gunter S. Meisse, wvno(FM) Mansfield, Ohio. (B) Successful alliance between broadcasters and record industry, Long John Silver, Mercury; Bob Holliday, Indie Record Promotions; Mike Klenfner, Columbia; Russ Witberger, WMYQ(FM) Miami Beach; Jerry Stevens, WMMR(FM) Philadelphia; Tom Campbell, KLOK-FM San Jose, Calif.; Claude Hall, Billboard.
2 p.m.—Report from FCC, Harold L. Kassens, FCC.

Panels:
2:30 p.m.—(A) Success with separate call letters for FM-AM stations vs. success with same call letters, Alan Shaw, ABC-FM Network; Elmo Ellis, WSB-FM Atlanta; Durwood Tucker, WRR-FM Dallas, Robert Cole, CBS. (B) Success with stereo vs. who needs it? Maurice Webster, CBS.
3 p.m.—Coffee break.
3:30 p.m.—Successful sales, name of the game, (A) small markets, Anthony B. Batta, WRFY-FM Reading, Pa.; Thomas Burns, WMCB-FM Michigan City, Ind.; Dennis F. Doelisch, wddo(FM) Marion, Ill.; W. K. Hoisington, WXY-FM Vicksburg, Miss.; (B) large markets, John C. Moler, WRFM(FM) New York; James Keating, WCAU-FM Philadelphia; Jack L. Siegal, KJIO(FM) Los Angeles; Edward T. Dolan, WJIB(FM) Boston.
4:30 p.m.—Quadrasound sound, shape of things to come, Emil Torick, CBS; Howard Durbin, Electivo voice; R. Itoh, Sansui; James Gabbert, Dorren system.
5:30 p.m.—Cocktail reception.
Syndicators more confident this year

They’re counting on (1) a season’s experience with prime-time rule, and (2) shows that were winners

Now that they’ve lived with the FCC’s prime-time rule for one season and have the commission’s assurance that the status quo will continue, TV program syndicators are heading for Chicago with optimism. This is in contrast to last year when a sense of uncertainty permeated the programmers.

An examination of listings of television distributors heading for the National Association of Broadcasters convention indicates that new programming will follow the direction of the old—show types that performed well in ratings, sponsorship support and market line-ups. And the winners in 1971-72 were re-makes of syndicated or network series of yore—for example, Lastie, This Is Your Life, Lawrence Welk, Let’s Make A Deal, Hec Howell—and the vaunted off-network series. (For this fall, syndicators may not offer off-networks for prime-time placement, but they expect sizable sales for scheduling these properties in early- or late-night fringe periods.)

There are some venturesome souls who are preparing series that might be termed “original,” but these efforts will be largely pilot films, with further production hinging on a good-sized commitment from owned-and-operated stations or a sponsor.

The tried-and-true “familiar” shows of 1971-72 will be back and a few others also keyed to the theme of “familiarity.” I’ve Got A Secret is being resurrected (through Firestone Film Syndication), as well as The Price Is Right (through Viacom). And a variation of Price, titled Spending Spree, is slated for release by Al Hamel Corp.—Dick Clark Enterprises. And MGM-TV dug way back to unearth Young Dr. Kil- dare as a half-hour entry.

The block-buster off-networks will be back but the number released to date has dwindled to four from 16 definitely committed at the time of the NAB convention last year. Among series of this type deposited already in the syndication hopper are NBC Films’ Ponderosa (260); Metromedia Producers Corp.’s That Girl (136); 20th Century-Fox’s Nanny and the Professor (54) and Viacom’s Gomer Pyle (150).

Among network series that are likely to be tapped for syndication in the weeks ahead are Screen Gems’ The Courtship of Eddie’s Father and Bewitched; Filmways’ Beverly Hillbillies; Fox’s Archie and Don Fedderson’s My Three Sons.

A boon to feature-film suppliers was the decision of ABC-TV to cancel the late-night Movie Griffin Show and play movies in the 11:30 p.m. - 1 a.m. slot.

Among the feature packages released recently or planned for distribution shortly are those from Metro-Goldwyn-Mayer, Screen Gems, MCA and Fox. The assumption is that each will try for network sale first. That failing, the packages will go into station syndication.

Despite the inclination of many distributors (and of many stations) to rely on the known and familiar genre of programming, there is some attempt to diversify the supply in 1972-73. Winters-Rosen is continuing with new production on Story Theatre and Rollin’ On the River (attributable not to their performances in the U.S. but to W-R’s tie-in with CTV in Canada) and is launching The George Kirby Show (comedy-variety), a co-production with Group W, whose local TV outlets will carry the half-hour series.

Group W is bringing in a British import, the half-hour On the Buses, described as an Anglo-Saxon version of The Honeymooners. Tomorrow Syndication, a new company under the aegis of the General Electric Co., is introducing Family Classics, an animated rendition of such stories as Tom Sawyer, Snow White and Robin Hood.

Other first-run not in the conventional mould are Wonder World of Entertainment from Viacom; The Evil Touch (occult) and U.F.O. from ITC. Screen Gems is reported to be reconsidering a remake of an old hit, Father Knows Best, and Fox reports it has an option to distribute a Tony Bennett series produced in England.

Gottlieb-Taffner will offer for syndication in the U.S., The Rivals of Sherlock Holmes and Father Dear Father, both of which are Thames Television productions and have had exposure in Britain.

Many of these first-run projects are pilot undertakings, predicated on a pre-sale to stations or to advertisers before full-scale production is launched. A substantial number of syndicated programs telecast next season will be via the barter route, as was the case during 1971-72. But several station sources cautioned that advertisers will be more selective this year in choosing vehicles, because many of the series underwritten in the past proved to be uneconomical, despite the apparent savings in the trade-out approach.

The best estimate is that domestic syndication sales climbed modestly from $171.7 million to about $173 million in 1971. International sales, however, dropped from an estimated $97 million in 1970 to about $85 million last year, attributed to stiffening competition within Britain, Canada, Australia and Japan and with these nations in overseas markets. Syndicators are traditionally an optimistic breed and they projected increases in 1972 from 5% to 10%, largely because of an expected improvement in the general economy.

Who, what, where in TV programming

Major television program producers and distributors are listed here; suite locations are in the Conrad Hilton hotel unless otherwise indicated. The programs are listed with the number of episodes available in parenthesis. Radio program distributors follow the TV listings on page 80.

**ABC Films**

600

Headquarters: 1330 Avenue of the Americas, New York 10019

Programs available: Aventurier Game (once-a-week), Anything You Can Do (once and five-a-week), Ben Casey (153), Casper cartoons (178), Combat (152), Dark Shadows (1,000), Discover (103), Fabulous Sixties (10), Fugitive (1), George of the Jungle (51), Harvey cartoons (170), Invaders (43), King Kong cartoons (78), Let’s Make A Deal (52), New Breed (36), new Casper cartoons (26), New Year’s Eve With Guy Lombardo, N.Y.P.D. (49), Prime 1 features (10), Prime II (16), Prime III (16).


**Allied Artists TV Corp.**

Blackstone

Headquarters: 15 Columbus Circle, New York 10023


Personnel: Andrew P. Jaeger, Leo M. Brody, George Gilbert, Jack Swindell, Ken Weidman, Joe Zaleski, Rainie Levy and Virginia Garrison.
Nets agreed on Norelco for China coverage

Norelco cameras were deployed exclusively.

ABC provided 2 PC-70's
   1 portable

CBS provided 4 PC-70's
   1 portable

NBC provided 3 PC-70's
   1 portable

“Technical quality of coverage was excellent.”

Television Digest, February 28, 1972

See the Norelco First Family of color cameras at the NAB
One Philips Parkway, Montvale, N.J. 07645 • 201/391-1000
No Dogs (concluded)

This week's installment concludes our presentation of each and every movie in MGM/8. We think we've proved our point, that there's not a canis familiaris curled up anywhere. But if you'd like a copy of all the rating information available on MGM/8, please call your MGM representative. Or write to Mr. Ed Montanus, MGM Television.

Operation Crossbow

One of the best—a real "movie movie," crammed with action and suspense from start to finish. George Peppard is completely convincing as the American spy whose mission it is to signal the location of a hidden Nazi rocket base to attacking allied bombers. Sophia Loren, Trevor Howard, and John Mills add their considerable talents to this blockbuster of a film.
Cat On A Hot Tin Roof

When it comes to creating fire-breathing demon-ridden characters—parts that an actor can really sink his teeth into—few writers can surpass Tennessee Williams. So it isn't surprising that in this film Elizabeth Taylor, Paul Newman, and Burl Ives give the performances of their lives. It's a towering achievement, a film to be seen, and seen again.

To Trap A Spy

A lot of film-makers have tried to imitate the Napoleon Solo-Ilya Kuryakin kind of adventure, with appealing results. So we're offering the genuine article, the full-length feature out of which came the U.N.C.L.E. series. The pluperfect pair are called in to thwart a plot to take over the newly created African nation of Western Natumba, which is somewhere east of Munchkin Land.

The Secret Of My Success

How does a nice, young, not-too-bright policeman make it with beautiful women? He manages to be around when beautiful lady crooks are looking for a fall guy, that's how. So who needs a logical plot for a comedy, anyway? And this is a comedy. A very funny comedy with Shirley Jones, Stella Stevens, Honor Blackman, and James Booth.

Quentin Durward

Costume dramas have gotten rather a bad name lately, what with all those low-budget quickies played by casts of dubbed-in nonentities. But this is a quality film all the way, with Robert Taylor and Kay Kendall in the lead, and fine supporting actors like Robert Morley and Alec Clunes. There's an intriguing plot, too, taken from a novel by that great adventure writer, Sir Walter Scott.

Seven Women

What happens to seven American missionaries when a ravaging Mongolian bandit horde comes thundering into their compound? Plenty, when the director is John Ford. The sure hand of the master is evident in the fine performances he draws from Anne Bancroft, Dame Flora Robson, Margaret Leighton, Betty Field, Sue Lyon, Mildred Dunnock, and Anna Lee. Not to mention Mike Mazurki and Woody Strode as those menacing Mongols.

Escape From Fort Bravo

Union officer William Holden is in trouble up to his baby-blue eyeballs, what with his own troops hating his steely guts, his Reb prisoners trying to escape, the Mescaleros lurking behind the cacti, and beautiful Eleanor Parker trying to doublecross him every step of the way. Now, that's where the action is. Not to mention the ratings.

The Girl And The General

Rod Steiger could act rings around most actors with one arm tied behind his back. And in this movie he does. Steiger, a one-armed Austrian general, is captured by an Italian peasant girl (Virta Visk) and a soldier (Umberto Orsini). The film is in turn very comic and very moving.

The Young Lovers

Well the college kids are at it again. Peter Fonda is sensitive, artistic and dedicated. Sharon Hugueny is serious, idealistic and pregnant. Aim this one straight at the damp hankie set.
THE WHOLE THING!!

Fill up on all the good things we offer. . . they're guaranteed digestible. . . profitable too. A whole new thing in services to broadcasters. . . a whole new concept. At the NAB, ask about . . . .

• Bob Roberts Commentary
• Musical Station ID's by Hugh Heller
• Holiday Highlights
• They Made America Great
• Consulting Services
• Celebrity Station ID's
• Talent Placement Service

NOTE:
Talk with Ed Hearn or Bob Cooper about the announcers, salesman managers, and newsmen (radio and TV) who are ready to come to work for you. All experienced and screened by us.

AT
Suite 2518-19
Conrad Hilton
"TOWER"

MEDIA MANAGEMENT CORPORATION
710 Tower Bldg.
Seattle, Wash. 98101

Avco Syndication Division
2404
Headquarters: 1600 Providence Tower, Cincinnati.
Programs available: Phil Donahue Show (five per week), group of nine specials—A Christmas Story (1), The Thanksgiving That Almost Wasn't (1), Orson Welles Tonight (2), Appalachian Heritage (1), The Last Prom (1), Death Driver (1), Two Wheels to Eternity (1), All The Fun Is Getting There (1), Where Have All The Mothers Gone (1).
Personnel: Hal Golden, Don Dahlen, Maurice J. Lanken, Gail Donovan and Phil Donahue.

Brut Productions Inc.
Patrick Room, Sheraton Blackstone
Headquarters: 1345 Avenue of the Americas, New York 10019
Programs available: The Protectors (26), Rexford (26), Anita in Jumblie-land (26), Whistling Wizard (26).
Personnel: Dan Goodman, Roger Moore and Bill Rhodes.

Fimlyways Syndicated Sales
2105
Headquarters: 359 North Canon Drive, Beverly Hills, Calif. 90210
Programs available: Green Acres (170), The Addams Family (64).
Personnel: Lee Moselle.

Firestone Film Syndication Ltd.
2314A
Headquarters: 540 Madison Avenue, New York 10022
Programs available: To Tell The Truth (260), I've Got A Secret (52), The Honeymooners With Jackie Gleason (26 hours, color).

Four Star Entertainment
506
Headquarters: 240 East 55th Street, New York 10022
Programs available: The Hunted (26), The Thrill Seekers (26), Fastest Man on Earth (1), Seven Seas (1), Big Valley (112), Toward the Year 2000 (26), Juvenile Jury (26), The Rifleman (168), Burke's Law (81), Detectives Hour (30), Theatre One (39), The Rogues (29), Here Come the Stars (26), The Westerner (270).
Personnel: Richard Colbert, Joe Doyle, Bud Groskopf, John Louis, Bill Cooke and Seymour Berns.

Sandy Frank Program Sales
1501
Headquarters: 790 Madison Avenue, New York 10021
Programs available: Parent Game (52), Lassie (259), The Bill Cosby Show (52), The Lone Ranger (26), High and Wild (52).
Personnel: Lou Rudd, Sandy Frank, Leo Blank, Jerome Kelley, Dale Parker, Irene Frydler, Theda Newman, Monroe Schwartz, and Irene Hein.

Group W Productions
Continental Plaza, suite unannounced
Headquarters: 240 West 44th Street, New York 10036
Programs available: The Mike Douglas Show (250), The David Frost Show (250), The David Frost Revue (52), Doctor in the House (78), On the Buses (26), Norman Corwin Presents (26), The Street People (26), Tom Smothers Organic Prime/Time Space Ride (13).

The Alan Hamel Corp./Dick Clark enterprises
Palmer House, suite unassigned
Headquarters: 9125 Sunset Boulevard, Los Angeles 90069
Programs available: Spending $pree (six per week), Rainbow Ridge (five per week).
Personnel: Dick Clark and Alan Hamel.

Larry Harmon Pictures Corp.
2319
Headquarters: 649 North Bronson Avenue, Hollywood
Programs available: Bozo's Place (130), Bozo's Big Top (130), Bozo cartoons (56), Kokomo Jr. (26), Bozo's Window on the World (26).
Personnel: Larry Harmon, Gus Nathan, Vita Stevens, David Grimm and Douglas Lytton.

MCA TV
2400
Headquarters: 445 Park Avenue, New York 10022
Programs available: The Name of The Game (76), The Virginian (225), Dragnet (98), It Takes a Thief (65), Major Adams (138), Run For Your Life (85), Suspense Theatre (53), Universal Star Time (30), Wagon Train (32), The Munsters (70), Universal World Premiers (35), and various recent feature releases (40), (53) and (50).

Metromedia Producers Corp.
1600
Headquarters: 485 Lexington Avenue, New York 10017
Programs available: The Merv Griffin Show (five per week), That Girl (136), National Geographics (24), Truth or Consequences (five per week), Mayberry R.F.D. (78), Rona Barrett (five

76 SPECIAL REPORT: CONVENTION '72

BROADCASTING, April 3, 1972
Please feed the zoo.

When the founder and benefactor of the Children's Zoo died, the Fetzer television station of Lincoln, Nebraska recognized the zoo's need for a permanent means of support. An extensive campaign of special programming on morning and evening shows was launched to provide fund-raising memberships in the new zoological society. Goals set by the society were generously exceeded. Now an aware and enthusiastic public makes the zoo a permanent source of enjoyment for young and old. Helping to promote activities that give enduring pleasure to people is all part of Fetzer total community involvement.

The Fetzer Stations

WKZO
Kalamazoo
WWTV
Cadillac
WKZO-TV
Kalamazoo
WWUP-TV
Sault Ste. Marie
KOLN-TV
Lincoln
WJFM
Grand Rapids
KGIN-TV
Grand Island
WWTW-FM
Cadillac
WJEF
Grand Rapids
WWAM
Cadillac
KMEG-TV
Sioux City

**Personnel:** Frank Reel, Kenneth Joseph, Marie Weis, Jim Wewerich, Jack Garrison, Noah Jacobs, Bob Greenstein, Harry Reinstein, John Davidson, Murray Horowitz, Susan Lack and Jim Monahan.

**MGM Television**

**Executive House, 3812**

**Headquarters:** 10202 West Washington Boulevard, Culver City, Calif. 90230


**NBC Films**

**2305-A**

**Headquarters:** 30 Rockefeller Plaza, New York 10020


**Personnel:** Gerald Adler, Bill Schmitt, Jim Victory, Eugene Moss, Cliff Ogden, Robert Kolb, Henri Profenious, Jim Strain and Chuck Whippie.

**Rhodes Productions**

**2105**

**Headquarters:** 6535 Wilshire Boulevard, Los Angeles 90048

**Programs available:** *Virginia Graham Show* (five per week), *The Steve Allen Show* (five per week), *Banana Splits and Friends Show* (125), *Bill Russell Show* (one per week), *Green Acres* (170), *It's Your Bet* (five per week), *Hollywood Squares* (once a week).

**Personnel:** Jack Claster, Rhodes, Jack Foley, Bill Seiler, Will Tomlinson and Dick Deitsch.

**Romper Room Enterprises—Clanster Television Productions**

**1135A**

**Headquarters:** 660 Kenilworth Drive, Towson, Md. 21204

**Programs available:** *Romper Room* (five a week), *Bowling For Dollars* (five a week).

**Personnel:** Bert Claster, John Claster, Ken Gelbard, Jim McGarity, Bud Ecklund and Ron Snyder.

**Screen Gems**

**1105**

**Headquarters:** 711 Fifth Avenue, New York 10022

**Programs available:** *I Dream of Jeannie* (139), *The Flying Nun* (82), *Here Come The Brides* (52), *Hazel* (154), *Playboy After Dark I & II* (152), *Entertainment Specials I & II* (15), *Top Cat* (30), *The Flintstones* (166), *Dennis The Menace* (146), *Donna Reed* (175), *Gidget* (32), *Father Knows Best* (191), *Farmer's Daughter* (101), *World Ship In The Army* (29), *All About Faces* (130). Also the following features: Post '48 (210), Post '50 (73), Post '50 II (58), Post '60 I (60), Post '60 II (60), Post '60 III (51), Post '60 IV (33), Post '60 V (39), Post '60 VI (26), Action (50), X Group (13).

**Personnel:** William Hart, Paul Weiss, Don Bryan, Matt Poulos and Joe Abruscato.

**Time-Life Films**

**2300**

**Headquarters:** Time & Life Building, New York 10020

**Programs available:** *Civilisation* (14), *Dr. Who* (50), *Family Circus* (25), *Life Adventure specials* (8), *Life Around Us* (26), *Search For the Nile* (6), current affairs-documentary specials (26).

**Personnel:** Peter Robeck, John Vrba, Wynn Nathania, Jack Donahue, William Finkeldey, John Grogan, Donald Hine and Frank Miller.

**Tomorrow Syndication**

**1205**

**Headquarters:** 777 Third Avenue, New York 10017

**Programs available:** *Tomorrow's Woman* (five per week), *Wednesday Night Pro Football* (21), *Family Classics* (52).

**Personnel:** Lawrence P. O'Daly, Brian O'Daly, Michael Klein, James K. Daly and Gary S. Greene.

**20th Century-Fox Television**

**1606A**

**Headquarters:** 444 West 56th Street, New York 10019


**United Artists Television**

**1800**

**Headquarters:** 729 Seventh Avenue, New York 10019


**Personnel:** Erwin H. Eezes, Martin J. Parninson, Joseph A. Baron, Selwyn Ginsler, Paul C. Kalvin, Frank Kowcenuk, Murray Oken and Fred A. Watkins.

**Viacom Enterprises**

**2306-A**

**Headquarters:** 345 Park Avenue, New York 10022


**Winters/Rosen Distribution Corp.**

**Ambassador Hotel**

**Headquarters:** 10 East 49th Street, New York

**Programs available:** *Rollin' On the River* (26), *George Kirby Show* (26), *George* (26), *Story Theater* (26), *Barbara McNair* (52), *Classic Horrors* (13).

**Personnel:** Brad Marks, J. R. (Tad) Reeves, Marvin M. Levine.

**Yongestreet Program Services, Inc.**

**Headquarters:** 357 North Canon Drive, Beverly Hills, Calif. 90210

**Programs available:** *Hue Hew* (52), *The New Hollywood Palace* (26), *Roy Rogers-Dale Evans specials* (50).

**Personnel:** Alvin Vanoff, John Aylesworth, Frank Peppiatt, Sam Lovullo and Jerry Franken.
KTLA—GOLDEN WEST BROADCASTERS—IS PLEASED TO BE AMONG THE TOP THREE STATIONS RECEIVING RECOGNITION OF ITS PROGRAMMING IN THE 1971 LOS ANGELES AREA TELEVISION ACADEMY AWARDS.

THE RESULTS WERE:

<table>
<thead>
<tr>
<th>Station</th>
<th>Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNBC</td>
<td>8</td>
</tr>
<tr>
<td>KTLA</td>
<td>5</td>
</tr>
<tr>
<td>KNXT</td>
<td>5</td>
</tr>
<tr>
<td>KCET</td>
<td>2</td>
</tr>
<tr>
<td>KABC</td>
<td>1</td>
</tr>
<tr>
<td>KCOP</td>
<td>1</td>
</tr>
</tbody>
</table>

KTLA'S WINNERS ARE:

BEST ENTERTAINMENT SPECIAL—TWO AWARDS:

"MEETING OF THE MINDS"—

Rocco Urbisci, Producer — Loring d'Usseau, Executive Producer

STEVE ALLEN—

Creator and writer of "Meeting of the Minds"

BEST SPORTS PROGRAMMING—TWO AWARDS:

UCLA BASKETBALL COVERAGE—

Bob Speck, Producer

LAKERS BASKETBALL COVERAGE—

Bob Speck, Producer

BEST SPECIAL EVENTS PROGRAMMING—ONE AWARD:

CALIFORNIA EARTHQUAKE COVERAGE, FEB. 9, 1971—

KTLA News, Producer

The Southern California Community looks to KTLA for Award Winning Local Programming!
Who, what, where in radio programing

Alto Fonic Programing Inc.
1406
Headquarters: 6362 Hollywood Boulevard, Hollywood 90028
Programs available: Various formats from light rock to classical; quad stereo programing for FM.
Personnel: D. Alan Clark, Don W. Clark, Bill Ezell and Bob Mayfield.

American Independent Radio Inc.
1006
Headquarters: 8399 Topanga Canyon Boulevard, Canoga Park, Calif. 91304
Programs available: “Solid Gold” and 24-hour programing service and “Hit Paradise.”

Batach Syndication Inc.
Headquarters: 20054 Pacific Highway South, Seattle 98188
Programs available: Tone Holt’s Hollywood Headlines (daily news strip); World of Travel and Adventure (26), Ski Adventures (26), Children’s Story (26).

Boston Symphony Transcription Trust
1635
Headquarters: P.O. Box 288, Boston
Programs available: Broadcasts of Boston Symphony Orchestra, the Boston Pops Orchestra and the Marlboro Festival.
Personnel: Richard L. Kaye, Elizabeth Thompson, Kevin P. Mostyn and Andrea Parets.

Bap Day Industries
922
Headquarters: 45 School Street, Boston 02108
Programs available: Have a Happy Day, Volume I & II, radio promotion/programing service: The Audio Biographies (2), The Adventures of Tortoise Man (65), Whatever Became of . . . ? (65), Bill Stout and Hot Line (130).
Personnel: Merrill Barr and Harvey M. Palash.

Mark Century Corp.
1222A
Headquarters: 3 East 57th Street, New York 10022
Programs available: commercial program and jingle packages.
Personnel: F. C. Beck, Mike Bogen, Herb Berman.

Charles Michelson Inc.
2357A
Headquarters: 45 West 45th Street, New York 10036
Programs available: The Shadow (52), The Lone Ranger (52), Gangbusters (52), The Green Hornet (52), Sherlock Holmes (15), Fibber McGee and Molly (52).
Personnel: Charles Michelson and Robert Michelson.

Nightingale-Conant Corp.
1622
Headquarters: 6677 N. Lincoln Avenue, Chicago 60645
Programs available: Our Changing World (five per week), Golden Moments in Sports (312).
Personnel: Don Reaser, Bryant Gillespie, Danny O’Neil, Pat DeWine and Sophia Coston.

Pepper & Tanner, Inc.
700
Headquarters: 2076 Union Avenue, Memphis 38104
Programs available: Gold Rush (for

Engineering conference: hardware side of the NAB

Radio de-regulation is expected to be the first priority topic at the engineering conference held in conjunction with the annual convention of the National Association of Broadcasters next week in Chicago. The subject, part of an FCC/Industry panel scheduled for the afternoon of the first day, will be discussed by Wallace M. Johnson, chief of the FCC’s Broadcast Bureau, and Harold Kassens, deputy chief of the bureau.

The engineering conference runs for the entire three days of the NAB meeting, but in several sessions meets jointly with management.

Principal engineering conference speakers are to be Marshall B. Davidson, CBS News, who will talk about the China trip by President Nixon, speaking at luncheon, Monday (April 10), and Dr. James C. Fletcher, administrator of the National Aeronautics and Space Administration, on the planned space shuttle at the luncheon Tuesday (April 11).

Receiving the annual engineering award will be John M. Sherman, director of engineering, WCCO stations in Minneapolis.

A report on the Emergency Broadcasting System by John M. Torbet, executive director of the FCC, presumably will be about the simplified instructions that are soon to go to all broadcasters; a one-hour panel on quadraphonic sound will be led by Edward H. Herliby, Kaiser Broadcasting, Boston.

Monday, April 3
12:30-2 p.m. — Engineering luncheon, Willford Room, Conrad Hilton.

Presiding: Ernest L. Adams, Cox Broadcasting, Atlanta.

Invocation: Rabbi Carl I. Miller, The Broadcasting Commission, Chicago Board of Rabbis.

Address: Marshall B. Davidson, vice president, operations, CBS News, N.Y.

2:30-5 p.m. — Engineering assembly, Great Hall, Pick Congress.

Presiding: William B. Honeycutt, KDFW-TV Dallas.

Coordinator: Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.

The men who planned the National Association of Broadcasters Engineering Conference to be held in conjunction with the NAB convention, April 9-12 in Chicago: L to r (seated): Andrew M. Jackson, LIN Broadcasting Corp., Louisville, Ky.: William B. Honeycutt, KDFW-TV Dallas; Ralph F. Batt, WGN Continental Broadcasting Co., Chicago (chairman); Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.; Eugene A. Chase, WKMG-TV Fort Wayne, Ind.; (standing) William H. Trevarthen, NBC, New York; George W. Bartlett, NAB vice president for engineering; Janet D. Parker, CBS Television Network, New York; Ernest L. Adams, Cox Broadcasting Corp., Atlanta; Royce LaVerne Pointer, ABC, New York. Leslie S. Learned, MBS, New York, was absent when the picture was taken.
Seeburg Music Library
822-23
Headquarters: 1500 North Dayton Street, Chicago 60622
Programs available: To be announced.
Personnel: Joseph Hard, Dan Hart and Tom Stewart.

TM Productions and TM Programming
906-07
Headquarters: 3103 Routh Street, Dallas 75201
Products available: Automated programming and music services and radio station identification jingles and commercial packages.
Personnel: Jim Long, Mike Eisler, James West, James Kerr, Joe Levin, Rusty Gold, Tom Parma and Fred Winton.

2:30-2:40 p.m.
Opening of the Conference: Vincent T. Wasilewski, president, NAB.

2:40-2:50 p.m.
Over the past several years, the NAB engineering advisory committee has been confronted with a multitude of technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV and land mobile allocations; operator licensing, AM/FM-TV transmission characteristics, remote control, the efficient use of the spectrum, and periodic revisions to the FCC's technical rules and regulations. This report, presented by the chairman, will cover the most important aspects of the committee's deliberations during the past year.

2:50-3:05 p.m.
Emergency Broadcast System Review: John M. Torbet, executive director, FCC.
The Emergency Broadcast System is the mainstay of our communications link between the executive branch of government and the general public in time of national emergencies. In the light of recent developments, there has been considerable discussion as to the operational aspects of the system, including simplification of the instruc-

...meet the AEL FM-2500 watt and FM-1000 watt transmitters.

Here are the newest members of the AEL Advanced Equipment Line with the answer to efficient, economic Class A operation (up to 3kw ERP).

High transmitter power, low antenna gain or low transmitter power, high antenna gain (you name it) AEL offers solid state reliability, easy accessibility and high quality standards of production.

FEATURING:
□ full 2500 or 1000 watt power output
□ automatic recycling
□ mid-cabinet metering
□ circuit breaker protection
□ remote control provisions
□ single phase power supply

The FM-2.5KD and FM-1KD Transmitters have the built-in capabilities to give you true Sound Fidelity for the Seventies.
These are the men who will brief convention-goers at the engineering conference . . .

3:05-3:25 p.m.


 Amendments to the FCC rules and regulations are accomplished through formal rulemaking proceedings, commonly referred to as "dockets." Over the years, many changes affecting matters of technical significance have been brought about through these docket proceedings. In some cases, final decisions have not yet been reached. This paper will review some of the docket actions still pending, and will stress the importance of individual broadcasters making known to the FCC their views on matters under consideration in FCC docket proceedings.

3:30-5 p.m.

FCC/Industry Technical Panel

Moderator: Albert H. Chismark, Broadcasting Division, Meredith Corp., Syracuse, N.Y.

Panel: Charles F. Abel, KFMB-TV San Diego; Wallace E. Johnson, chief, Broadcast Bureau, FCC; Harold L. Kassens, assistant chief, Broadcast Bureau, FCC; Ogden L. Prestholdt, A. D. Ring & Associates, Washington; Lloyd Smith, supervisory engineer, TV Branch, FCC; Jay W. Wright, King Broadcasting Co., Seattle.

A highlight of the Broadcast Engineering Conference has always been the exchange of ideas and information between the commission's staff and the conferees. To facilitate this exchange of information, a panel session consisting of three commission and three industry representatives has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were adopted.

Tuesday, April 4

9 a.m.-noon—Radio technical session. Gold Room, Pick-Congress.

Presiding: Andrew M. Jackson, LIN Broadcasting Co., Louisville, Ky.

Coordinator: Leslie S. Learned, Mutual Broadcasting Co., New York.

9-9:25 a.m.

Modernizing Antenna Facilities at WSAU: Robert A. Jones, consulting engineer, La Grange, Ill.

The paper will contain a discussion of the steps, procedures and results implemented by the WSAU(AM) Wausau, Wis., chief engineer and technical staff in modernizing a 25-year-old directional system. By contrast, the advancements in installation procedures as well as metering will be highlighted. Also to be emphasized are the steps taken to re-

(More pictures of those presenting technical papers on page 84 . . .)
A New Way To Look At Television.

Inspired by the belief that television can do much more to enrich our lives, Time-Life Films was born a little over two years ago.

One of our first projects was an outstanding 60 minutes on NBC—the “Civilisation” preview Special. (By the way, the entire 14-part “Civilisation” series is now available for syndication.)

Then we delivered "The Six Wives of Henry VIII" to CBS. And this year added "The Search for the Nile" on NBC. While all that was happening, we also produced eight Life Adventure Specials for Alcoa.

And there are more good things on the way, like the 13-hour "America"—a personal view of history by Alistair Cooke—starting next November 14th on NBC. Meanwhile, we offer many, many more programs in syndication.

We'd like to think our particular view of television is part of a significant trend. And we're not alone in that view. Companies like Xerox, Volkswagen, Polaroid, Mobil, Chevrolet and Alcoa have considered our programs good national buys. Just think of what good spot carriers they'll be for you. So, come see us in our Hospitality Suite at the NAB and discover our new way of looking at television. Who knows? We might just see eye to eye.

We'll see you in Chicago at the NAB, Conrad Hilton, Suite 2300.
duce maintenance costs and maintenance time. The real benefit came from a rescheduling of the co-channel allocation and discovering that WSAU could operate with two fewer towers in its directional antenna.

9:25-9:50 a.m.

Gates PDM Transmitters—High-Level Plate Modulators Without Modulation Transformers or Reactors: Hilmer Swanson, Gates Radio Co., Quincy, Ill.

A new approach for obtaining the audio power required for high level plate modulation of AM broadcast transmitters will be described. The new modulation system, for which U.S. patents have been issued to Gates, is called Pulse Duration Modulation (PDM) and obtains its improved performance by operating the modulator tube in series with the RF power tube. High over-all efficiency in the order of 60% to 65% in a new 50 kw medium wave transmitter is obtained by operating the modulator tube in a saturated switching mode, or class D. Both the modulation transformer and reactor are eliminated.

The paper will cover advantages of this new modulation system which include lower distortion, broader frequency response, transmitter output adjustable from zero to full output, lower power consumption, fewer amplifier tubes, and lower operating cost.

9:50-10:15 a.m.


For more than a year the WINS transmitter plant has been operating in an automated mode, supervised by a telemetry remote control system. The automation logic, sampling, and control interface equipment was designed and constructed by the WINS engineering department. The WINS system incorporates simple computer logic design, modular construction, use of standard commercially available components, and facility to over-ride automation control functions. The system will interface with any type of remote control and transmitter control, and functions may be added or deleted without disturbing operation of the remainder of the system. The philosophy and system resulting will be described.

10:15-10:40 a.m.

Controlling the Effects of Parasitic Radiation on Directional Antennas: John H. Battison, Carl E. Smith consulting radio engineers, Cleveland.

Directional AM stations are facing a rapidly growing problem of parasitic radiation from objects in the fields of their antenna systems. This paper presents fundamentals of parasitic radiation and methods of overcoming such problems as water towers, microwave towers (even with non-DA systems), TV towers in the major lobe of a DA system, other AM antennas and power lines. Examples are given of detuned systems illustrated with slides and figures. A water tower only 1,200 feet
In Chicago, WGN-TV's BC-230 color cameras really move!

As one of the nation’s leading independent television stations, WGN, Channel 9, in Chicago probably broadcasts more locally-originated programs, all in color, than any other television outlet in the country. With this background of success, WGN-TV decided to broaden its production facilities by creating a separate production arm, WGN Continental Productions—a fast-paced, versatile, hard-working team of men and equipment. Some of the most respected members of the team are Ampex BC-230 color cameras.

From educational and industrial productions to commercials and syndicated series, the BC-230's go where WGN Continental Productions go. And that's all over Chicago! Compact size and lightweight cables let the BC-230's maneuver where other cameras can't. Quick set-up and warm-up times allow them to capture "one time only" sequences. Easy operation gives camermen time to look for the best shots. Superb color and excellent stability of the BC-230's assure WGN Continental Productions unsurpassed picture quality.

The Ampex BC-230 color camera is a performance-proved member of the WGN Continental Productions staff. Let it go to work for you. For more information about this compact, low cost, reliable broadcast quality color camera contact your Ampex Representative. Or, write: Ampex Corporation, National Sales Manager, Audio-Video Systems Division, 401 Broadway, Redwood City, California 94063.

AMPEX
from a two-tower array is shown being successfully "tuned out" and other examples are given.

10:45 a.m.-12 noon

Quadruphonic Sound Panel:

Over the past decade, FM broadcasting has developed from a simple monaural service to a very sophisticated method of transmission that provides the listener with stereophonic sound and also includes the capability of accommodating a multiplicity of subcarriers for SCA. With the advent of quadruphonic sound, many questions now face the FM broadcaster as to the possible implementation and impact of utilizing this newly emerging technique. A panel of leading authorities will discuss all the aspects and ramifications of quadruphonic broadcasting.

9 a.m.-noon—Television Technical Session, Great Hall, Pick-Congress.

Coordinator: Eugene A. Chase, WJGO-tv Fort Wayne, Ind.


This paper will deal with the reasons for circular polarization for television; considerations in the design of the circularly polarized radiator for use in TV; computer adjustment of the antenna and pattern measurement of the final array, and an attempt to guide data obtained by field measurements to support the need for circular polarization in TV broadcasting.

9:30-9:55 a.m.

A Portable Film System for Demonstrating Benefits for Using Film for TV: James A. Pistor, Eastman Kodak Co., Rochester, N.Y.

To help television broadcasters improve film quality and develop program ideas, Eastman Kodak has prepared a mobile van. This van will contain a complete film system, some film cameras, processing machines, TV chain, preview room, projectors and various other methods of displaying films that are prepared on the spot.

The van has been named the Kodak Videofilm Express and through its facilities the latest equipment and software materials will be demonstrated to television stations throughout the U.S. The van will be used to introduce the new products as fast as they are available.

A film especially developed for broadcast use will be displayed in the van and used for taking pictures in the exhibit hall. A description of the characteristics of the new film will be given as part of this presentation.

10:10:25 a.m.


The television translator has been in existence for some time. But many broadcasters have not fully realized its potential benefits and have thus left the development of improved fringe-area coverage to the community's efforts or have disregarded the whole issue. Managers and owners should be more adequately informed by their engineers on the costs and rewards of station-owned and-operated translator systems, especially now that FM translators have been approved and other claimants to spectrum space are suggesting the wired nation as a substitute for free broadcasting.

10:30-10:55 a.m.

New Technique for Differential Gain and Phase Calibration of Broadcast Demodulators: John Venczel, Telemet, Amityville, N.Y.

The accuracy of measurements indicating differential gain and phase performance of TV transmitters depends on the accuracy of the test demodulator used. The calibration of the test demodulator requires a distortionless, modulated RF signal. Because modulation is substantially a non-linear process, the test demodulator is subject to errors not easily perceptible. This creates another calibration problem and serious areas of doubt even before proceeding to calibrate the demodulator under test. The paper proposes a unique test set-up that would supply a guaranteed distortionless modulated RF signal, as far as differential gain and phase are concerned, at practically any modulation depth, serving as a true calibration signal for paper proposes a unique test set-up that consists of an amplitude modulator, which supplies an RF carrier modulated with a unidirectional signal without superimposed color subcarrier. The color subcarrier is added to the modulated RF carrier after modulation in the form of a continuous sine wave of RF carrier plus 3.58 mhz, at the proper level.

11:11:25 a.m.

Cinematte I: A Special Effects Breakthrough: Albert E. Busch, Sarkes Tarzian, Inc., Bloomington, Ind.

Cinematte I is a special-effects waveform generator which uses digital techniques throughout in order to obtain improved stability and linearity and to eliminate set-up and maintenance problems. The computation, comparison, and control circuits used are discussed in detail.

The generation of standard and of unusual wipes is described. Double action, and "exploding" wipes are illustrated.

Cinematte I is capable of expansion...
to include computer control and rotary effects. Special patterns such as stars, calls and logos can be generated.

11:30 a.m.-noon

A Broadcasters Experience with Video Cartridge Tape Recorders: Francis Jacob Jr., WNL-TV New Orleans.

This paper will include problems encountered by the engineering, operations, production and traffic departments of the stations and the steps taken to solve these problems into a workable system.

12:30-2 p.m.—Engineering Luncheon, Williford Room, Conrad Hilton.


Invocation: The Rev. Kenneth Heilebrand, pastor, the Central Church of Chicago.

Presentation of the Engineering Award to John M. Sherman, director of engineering, WCCO-TV Minneapolis, by George W. Bartlett, NAB vice president for engineering.

Remarks: Mr. Sherman.

Address: Dr. James C. Fletcher, administrator, National Aeronautics and Space Administration, Washington.

Wednesday, April 5

9 a.m.-noon—Engineering Assembly, Great Hall, Pick-Congress.

Presiding: Royce LaVerne Pointer, ABC, New York.

Coordinator: James D. Parker, CBS Television Network, New York.

9:00 a.m.-9:25 a.m.


Using a mini-process computer, the automation of master-control functions of a television station has been completed. Several installations are now running and phase II is under way. This concerns traffic and sales and their relationship to the master-control functions. Since the computer has much free time between performances of technical duties, it is used to provide such business services as contract-file handling, automatic spot scheduling, automatic maintenance of time-availability file, program-schedule assembly editing and listing and instant verification of requested commercial positions or rotations. System outputs are by CRT display and high-speed printer.

11:30 a.m.-Noon

Improvement of Color-TV Transmission: Frederic C. Everett, consulting engineer, Fort Lauderdale, Fla.

The originating equipment for color transmission have been steadily improving. Methods are available for making transmission circuits, including the transmitter, more nearly perfect. These corrections are relatively simple and inexpensive. They can be applied whether the distortions originate within or without the television transmitter, including the telephone company long-distance circuits. These techniques include amplitude and phase equalization, envelope-delay correction, quadrature distortion remedies and time-domain procedures.


Equipment exhibit listings begin on page 90.

BROADCASTING, April 3, 1972

SPECIAL REPORT: CONVENTION '72
Call Gates for the most complete line of radio broadcast equipment... available from three separate centers.

Home Office and Mfg. facilities
123 Hampshire St.
Quincy, Ill. 62301
(217) 222-8200
Southwest service center
4019 Richmond Ave.
Houston, Tex. 77027
(713) 623-6655
Eastern service center
130 East 34th St.
N.Y., N.Y. 10016
(212) 889-0790

Who, what, where in equipment

Broadcast-equipment manufacturers will be displaying and demonstrating their product lines, both new and established, in the Conrad Hilton exhibit halls. For these exhibits, the 100 series of spaces are in the east exhibit hall, the 200 series in the west exhibit hall, the 300 series in the Continental room, the 400 series in the north exhibit hall and the Normandie lounge in that room. Following are descriptions of the principal products to be on display. Station representatives, networks, radio program syndicators, brokers and miscellaneous industry-service firms are listed on subsequent pages, including personnel attending the convention, headquarters and suite numbers. These listings are based on information available as Broadcasting went to press.

ABTO Inc.

Headquarters: 1926 Broadway, New York 10023. The ABTO system, including 16mm sound and silent cameras, 35mm slide camera, film and slide projectors equipped for Abtography, optical multiplexer and three-tube color film chain cameras will be featured.

Acrodyne Industries Inc.

237
Headquarters: 21 Commerce Drive, Montgomeryville, Pa. 18936. To be shown will be 10-w and 100-w TV transmitters, 1-w FM transmitter, low-noise antenna preamplifiers, and power splitters.
Personnel: Nat Ostroff, Joe Nagy, John Parke, Jack Baron, Dan Traynor and Jesse Maxenchs.

Alford Manufacturing Co.

212
Headquarters: 120 Cross Street, Winchester, Mass. 01890. On display will be TV broadcast antennas, ITFS transmitting antennas, FM broadcast antennas, diplexers, coaxial switches, vestigial sideband filters and RF measuring instruments.
Personnel: Fred Abel, Andrew Alford and Gerald Cohen.

Amco Engineering Co.

422
Headquarters: 7333 W. Ainslie Street, Chicago 60656. New styling concepts in modular instrument consoles, cabinets and enclosures, plus styled low-silhouette broadcast consoles will be exhibited.
Personnel: Robert Komarek, Robert Lang, Floyd Johnson and Lee Johnson.

American Data Corp.

418
Headquarters: 4306 Governors Drive, S.W., Huntsville, Ala. 35805. Featuring video switching systems, pulse distributing systems, test generators, video distribution equipment and digital clock systems.

American Electronics Inc.

402
Headquarters: Box 458, St. George, S.C. 29477. Featured will be remote units, digital clocks/timers, AGC amplifiers, FM units and antennas.
Personnel: Clarence Jones, Margaret Jones and J. T. Greene III.

American Electronic Laboratories

242
Headquarters: Box 552, Lansdale, Pa. 19446. To be shown will be new 12 KD FM transmitter, 25 KD FM transmitter, and 25-w FM transmitter.

Ampex Corp.

Normandie Lounge
Headquarters: 401 Broadway, Redwood City, Calif. 94063. To be shown will be Ampex Videotape television recorders for color and monochrome broadcast use; Ampex video cassette recorders for color and mono broadcast, including Ampex high-speed quad tape duplicators and Ampex RA-4000 random access programmers; Videotape television recorders for color and monochrome closed-circuit use, Ampex color cameras for broadcast use, Ampex television disc recorders, professional audio recorders for studio and mastering use and magnetic tape products.

Angenieux Corp. of America

102
Headquarters: 440 Merrick Road, Oceanside, N.Y. 11572. The Angenieux 15x18E61 high-aperture zoom lens will be exhibited and mounted for demonstration on most of the major television broadcast cameras. The 15x lens has a total range of 675-18mm attainable with three range extenders electrically positioned within one second merely by pushing a button, automatic iris compensation, and close focusing of 12.6 inches. In addition, a
display of all major motion-picture cameras will be assembled at a single booth to permit the showing in their respective mounts of the complete line of Angenieux motion picture lenses. Included are two new short viewfinders—the CVIII, a three-and-one-half-inch viewfinder, and the V30, a one-inch viewfinder which can be fitted to the most popular Angenieux finder type "A" lenses. The 6 x 9 5A, 9.5 mm-57 mm, f/1.6-2.2 zoom lens with viewfinder will be introduced.


Arriflex Corp. of America
318
To be shown are the Arriflex 16BL, a 16mm motion picture camera, which can be equipped for both single-system and double-system sound recording and which will be displayed with major accessories; the Arriflex 16S/B camera, which will also be shown with accessories; the Sonorex 16/16 Interlock Projector, which allows the simultaneous recording a playback of separate sound tracks on its 16mm full-code tape deck, as well as the transferring and re-recording of sound from single-system to double-system or vice versa; and the Arrivox Tandberg ¼-inch synchron sound recorder, which is designed for the recording of synchronous sound during motion picture productions.

Personnel: Volker Bahneffmann and Bruce Harris.

AT&T
247
A multiscreen audio-visual presentation will illustrate Bell System equipment and services for the broadcasting industry. Equipment demonstrations will include a portable conference telephone and voice coupler set-up.

Personnel: Ron Shawhan, Frank Just and Howard Pappert.

Ball Brothers Research Corp.
(Miratel Div.)
129
Headquarters: 1633 Terrace Drive, St. Paul 55113.

Exhibited will be fully solid state color monitors in 14-, 19- and 25-inch models; complete line of monochrome monitors for all TV applications; vertical interval video switcher with special effects; video processing and video terminal equipment.


Belar Electronics Laboratory Inc.
239
Headquarters: Box 83, Upper Darby, Pa. 19084.
To be shown are digital frequency and modulation monitors for AM, FM and TV: digital clocks, and AM and FM limiters.

Personnel: Arno M. Meyer, C. E. Harper, Edward Chien, Manuel Kran-

Berkey-Colortran Inc.
123
Headquarters: 1015 Chestnut Street, Burbank, Calif. 91502.
To be shown will be Colortran’s dimmer pack system, 10-inch ring-focus fresnel, 12-inch ring-focus fresnel, six-inch compact 1K fresnel, super scoop, super silk and lighting equipment.


He’s gone educational!
The New “BOZO’S PLACE” blends fun and education in a fresh NOW look.
The teaching of concepts is combined with the proven attraction of TV’s best-loved children’s personality.

“BOZO’S PLACE”
130, all-new half-hour color tapes to satisfy your station and community needs without sacrificing SPONSORS or RATINGS.
Don’t lock up for fall without seeing the New “BOZO’S PLACE” show at Suite 2319, Conrad Hilton Hotel, during the NAB Convention, April 9-12.

Write or call Mr. Gus Nathan at: Larry Harmon Pictures Corporation, 60 West 57th St., N.Y., N.Y. 10019 (212) 247-6295
Bird Electronic Corp.
323

Headquarters: 3030 Aurora Road, Solon, Ohio 44139.

To be exhibited will be RF directional thruline watt meters and lab standards; RF absorption watt meters and line terminations; 2-w to 50-kw coaxial loads and attenuators; RF power and VSWR monitors; coaxial rollers, couplers and filter-couplers; coax switches; RF power sensors for OEM transmitters; new aircooled loads, and self-contained heat-exchanger loads.


Robert Bosch Corp.
304

Headquarters: 2800 South 25th Avenue, Boulevard, Ill. 60153.

Exhibited will be a full line of color cameras with automatic registration and automatic black and white balance. Also displayed will be a studio mini-color camera and a simple color film chain.


Boston Insulated Wire & Cable Co.
243

Headquarters: 65 Bay Street, Dorchester, Mass. 02125.

Featured will be TV camera cables, closed circuit and broadcast; connectors and terminated cable assemblies; adaptors allowing camera operation on color camera cable; miniature TV-81N color camera cable; miniature TV-85C connector; automatic camera cable tester, and information on camera cable repair service. Also exhibited will be power and control cables; portable metal cable reels; precision video coaxial cable, and multi-paired microphone and miniature cable.


Broadcast Computer Services
329

Headquarters: 3021 North Hancock, Colorado Springs 80907.

Featured will be the Titan mini-computer system for computerized traffic and accounting for both radio and TV stations. System will feature a mini-computer, three-data entry display terminals, 1.5 million character disk storage and 135-line-per-minute printer. Titan features on-line, real-time access for upgrading of logs, availabilities and demographics.

Personnel: Ron Furman, Don Stemberg, Jack Finlayson, Bansi Bharwani, George Beattie, Beverly Trenitz, Jim Ferguson, Larry Jones, Rick Bruce and David Rogers.

Broadcast Electronics Inc.
307

Headquarters: 8810 Brookville Road, Silver Spring, Md. 20910.

To be exhibited are the mini-series of multi-channel cartridge playback systems; 10/70 series of tape cartridge units featuring phase-lock precision head bracket; complete line of audio products, including new five-channel mono and stereo audio consoles with associated control-room furniture modules.


Broadcast Products Inc.
230

Headquarters: 660 Lofstrand Lane, Rockville, Md. 20850.

Demonstrated will be full line of automation systems designed to effectively implement any AM or FM format. Featured will be new AR-2000 series automation equipment with complete verified English print-out logging and facilities for computer billing and traffic operations.


Canon USA Inc.
305

Headquarters: 10 Nevada Drive, Lake Success, N.Y.

To be shown will be lenses and optical equipment for TV cameras; 16mm movie camera, silent and sound.


CBS Laboratories
303

Headquarters: 227 High Ridge Road, Stamford, Conn. 06905.

To be displayed are character generators for television titling, color key units, color corrector units, audio control systems, audio distribution amplifiers and vertical interval reference correctors.


CCAF Electronics Corp.
235

Headquarters: 716 Jersey Avenue, Gloucester City, N.J. 08030.

Featured will be AM and FM transmitters including 1-kw, 5-kw and 50-kw AM transmitters and 3-kw, 10-kw and 25-kw FM transmitters. Also featured will be a complete line of solid-state remote pickup and STL equipment, transistorized AM monitoring equipment, solid-state remote control, new "Futura" audio consoles, new line of cartridge equipment, number of additions to "mini" and "maxi" automation systems—including automatic loggers, network joiners and electronic clocks—and a presentation of educational, low- and high-power FM antennas and radomes.


Central Dynamics Corp.
322

Headquarters: Box 116, Northvale, N.J. 07647.

Featured will be TV station computer automation system APC-610/200 with sales/traffic, master control and automatic FCC logging functions; computer video tape editing system PEC-102 with SMP/E time-code generator and CRT mimic display/keypad/keyboard terminal; video production switcher, VSP-870, including three mix/effects busses, chroma keyer, background generator, keying and special effects; master control switcher VSP-830 with 17-event preset memory; and Ward-Beck Systems audio console and accessory equipment.


Century Strand Inc.
120

Headquarters: 3411 W. El Segundo Boulevard, Hawthorne, Calif. 90250.

To be shown will be Featherlite studio lighting and equipment.


Cohu Electronics Inc.
324

Headquarters: Box 623, San Diego 92112.

To be shown are model 1500 broadcast color film camera, model 2830.
All those idle people in our big cities? They didn't come out of the woodwork.
A lot of them came from small towns all over America. Because the small towns offered no opportunity for meaningful employment. But a thriving American textile industry can help change all that. Because more than half its employment is in non-metropolitan areas. Sixty-one percent. As opposed to just twenty-one percent for all other manufacturing. So, as our industry grows, we are in a position to offer decent and satisfying employment to more people. And we can help to prevent urban concentration by keeping those people in small towns where they'd rather be.

Now that you've heard our opinion, we'd like to hear yours. We'd also like to send you our booklet, "A Profile of Textiles".

Drop us a line at the American Textile Manufacturers Institute, Inc., 1501 Johnston Building, Charlotte, North Carolina 28202.
monochrome viewfinder camera and sync generators, video and pulse distributor amplifiers, switches and other production equipment.


Collins Radio Co.

214

Headquarters: Dallas 75207.

Featured will be Collins 820E-1 5-kw AM transmitter, 831D-1 2-kw FM transmitter, 831G-1 20-kw/40-kw FM transmitter, 212J remote control console, 212V control console, 212K stereo control console and MS 218A STL microwave relay unit.

Colorado Video Inc.

336

Headquarters: Box 928, Boulder, Colo. 80302.

To be shown will be the 606 color quantizer, 615 test signal generator and 321 video analyser.

Personnel: Glen Southworth and Clarence Elliott.

Colltape (Div. of Columbia Pictures Inc.)

411

Headquarters: 711 Fifth Avenue, New York 10022.

Demonstrated will be Fuji II-701 broadcast video tape and Fuji H-721 high-energy broadcast video tape on an Ampex AVR-1.

Personnel: John Dale, Chuck Schneider and Bob Jones.

Commercial Electronics Inc.

103

Headquarters: 880 Maude Avenue, Mountain View, Calif. 94040.

On display will be the model 270 color camera, featuring extra sensitivity to low light levels, and model 280, a low-cost version of the 270.

Personnel: Rod Madison, Jim Fadley, Bill Porter and John Lehotsky.

Communications Carriers Inc. (subsidiary of International Microwave Corp.)

407

Headquarters: 33 River Road, Greenwich, Conn. 06807.

On display will be microwave transmission system for remote programming, STL and network distribution.


Compu/Net Inc.

309

Headquarters: 747 E. Green Street, Pasadena, Calif. 91101.

To be demonstrated will be Compu/Net management information systems using portable terminals for items including contract entry, daily logs and research, Broadcast Audience Research and Frequency Estimator systems.


Conrac Corp.

105

Headquarters: 600 North Rimendale Avenue, Covina, Calif. 91722.

Exhibited will be professional picture monitors for broadcast, closed-circuit, cable and educational television applications.


Continental Electronics Manufacturing Co.

200

Headquarters: Box 17040, Dallas 75217.

Featured will be S/N 50 of Type 317C 50-kw transmitter and Type 316F/315F 10/5-kw transmitter.


Cooke Engineering Co.

205

Headquarters: 900 Slater's Lane, Alexandria, Va. 22314.

Featured will be time-keeping equipment, event timers, character generator, master clock, program timer, remote time display, impulse clocks, patching equipment, coaxial, twinaxial and multi-circuit cables.


Cox Data Systems

410

Headquarters: 1601 W. Peachtree Street, N.E., Atlanta 30309.

Demonstrated will be the Cox Broadcasting Information Service, providing instant availability with supporting demographics, complete order processing, confirmation preparation, sales analysis, sales projections, daily program schedule preparation, media and media instruction control, billing and accounts receivable. The system also provides accounts payable, profit and loss statements, market analysis, trend analysis, forecasting of audience and programming trends and tie-in of master control automation.

Personnel: C. Dan Clay, Ralph E. Swope, J. Dan Roberson, David A. Young and Sam Crumbley.

Cybrix Corp.

126


SUBSCRIBE TO:

numath70

AND TAKE THE GUESSWORK OUT OF YOUR RADIO PLANNING

Radio Advertising Representatives is now making radio's first and most-widely accepted reach and frequency computer program available on a subscription basis.

NUMATH 70 is the only program that plans radio in terms of budget and reach goals in addition to auditing schedules.

For more information, call or write

Claire Horn
212-867-2900
90 Park Avenue, New York, N.Y. 10016

RADIO ADVERTISING REPRESENTATIVES INC.
Announcing the Big Spotmaster/NAB Giveaway!

FREE ten 70 CARTRIDGE TAPE EQUIPMENT

April 9—Ten/70 Stereo Record-Playback
April 10—Ten/70 Mono Record-Playback
April 11—Ten/70 Mono Playback
April 12—TT-22 Turntable Preamp

Come to Booth 307, Continental Room, during NAB and register daily for the big Spotmaster giveaway. It's a great opportunity to win our top line tape cartridge equipment— a value of more than $5,200! Only NAB members are eligible.

Then see the entire 1972 Spotmaster line, including our new "Mini-Giant" multiple cartridge players that let you mix and match 3, 5, 6, 9, 10 and 15 decks in one expandable package.

Single cartridge machines on display will range from our low-cost 400 series (starting at just $440) and classic 500C series . . . to the incomparable Ten/70. See them all—mono, stereo, delayed programming, compact and rack-mount models.

'Round and 'round they go...

Don't Miss Spotmaster's TURNTABLE TRIO
- Studio Pro B Turntable
- Stereo BE-402 Tonearm
- TT-22 Turntable Preamp

SEE YOU AT NAB!
Booth 307, Continental Room

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Road, Silver Spring, Maryland 20910 • (301) 588-4983
**Data Communications Corp.**

421

**Headquarters:** 3000 Directors Row, Memphis 38131.

To be featured will be BIAS, computerized on-line system providing broadcasters with completely automated sales and billing operation.

**Personnel:** Norfleet R. Turner, James E. McKee and Skip Sawyer.

**Datatron Inc.**

408

**Headquarters:** Box 11427, 1562 Reynolds Ave., Santa Ana, Calif. 92711.

Video tape editing systems will be featured.

**Personnel:** John Baumann, Dick Miller, Bill Johnson and Roger A. Moore.

**Delta Electronics Inc.**

208

**Headquarters:** 4206 Wheeler Avenue, Alexandria, Va. 22304.

To be exhibited will be OIB-1 operating impedance bridge, TC-1 transport case, CBP-1/1A common point bridge, RG-1 receiver/generator, SFSM-1 solid state field intensity meter and antenna phase monitors.


**Victor Duncan Inc.**

405

**Headquarters:** 11043 Gratiot Avenue, Detroit 48213.

To be shown will be sales, service and rental of professional motion picture equipment and accessories, including lighting, sound and editing equipment.

**Personnel:** Victor Duncan, Norman L. Bleicher, Sam Irwin, Virginia Knight, Frank Marasco, Lee A. Dunan and Bob Burrell.

**Dynair Electronics Inc.**

217

**Headquarters:** 6360 Federal Boulevard, San Diego 92114.

To be shown will be the 150 series vertical-interval production switchers and RX4B solid state television demodulator.

**Personnel:** E. G. Gramman, Max Ellion, George Bates, Dwain Keller, Bill Killion, Gary Beeson, Mike Bingham and Brian Duncan.

**Eastman Kodak Co.**

108

**Headquarters:** 343 State Street, Rochester, N.Y. 14650.

The Kodak Videofilm Express van will be used to demonstrate a fully integrated video film system, including motion picture production equipment, an ME-4 processing machine, full chemical mix and control facilities and a broadcast quality color television film camera chain.


**Effective Communication Systems Inc.**

316

**Headquarters:** P.O. Box 98, White Haven, Pa. 18661.

On display will be audio tape cartridge equipment and TV translator equipment.

**Personnel:** John P. Gallagher, Garr Johnson, Jerry Langdon, William McFadden, Nathan Ostrow and Joseph Nagy.

**Electromagnetic Sciences Inc.**

237A

**Headquarters:** Box 80508, Chamblee, Atlanta 30341.

Featured will be microwave solid-state ferrite components, circulators and isolators.


**Electronics, Missiles and Communications Inc.**

320

**Headquarters:** Box 116, White Haven, Pa. 18661.

To be featured will be UHF and VHF television transmitters, I w through 1 kw. Also low-powered transmitting antennas and its 2,500 mHz ITFS system equipment, including new "talk back" equipment, will be shown.

**Personnel:** Steve Koppelman, Donald R. Heier, Robert M. Unetich, Joseph G. Drushosky, Ross V. Swain and Houston Shofer.

**Emcor/Ingersoll Products (Division of Borg-Warner Corp.)**

218

**Headquarters:** 1000 West 120th Street, Chicago 60643.

To be shown will be Emcor I and II cabinets and modular enclosure systems featuring new low-silhouette and sloped-front units. The new ESQ series of low-cost, contemporary-styled cabinets will be introduced.

**Personnel:** Don Jones, John Jaworski, Gary Ellis, Jim Reitz, Ed Mekebak and Geoff Eysenbach.

**Fairchild Sound Equipment Corp.**

315

**Headquarters:** 15-58 127th Street, Flushing, N.Y. 11356.

To be shown will be two new custom consoles, Reverbertron and new plug-in amplifier series.

**Personnel:** Herman D. Post, George Alexandrovich, David Bain and Richard Burden.

**Fidelipac (Division of TelePro Industries)**

409

**Headquarters:** 3 Olney Avenue, Cherry Hill, N.J. 08034.

To be shown will be Fidelipac automatic tape cartridge models 300, 350, 600 and 1200.

**Personnel:** Roger W. Cappello, Joseph A. McHugh and Dennis W. Boardman.

**Imero Fiorentino Associates Inc.**

114

**Headquarters:** 10 West 66th Street, New York 10023.

To be featured will be systems planning, lighting and rigging systems, project supervision and cost control.

**Personnel:** Imero Fiorentino, Bill Klages, Ken Palius, Pete Howard, Fred McKinnon, Richard Thompson, George Honchar, William Knight, Vince Ciruzo, David Clark and George Riesenberger.

**Fort Worth Tower Co.**

327

**Headquarters:** Box 8597, 5201 Bridge Street, Fort Worth 76112.

To be shown will be an array of towers, reflectors and equipment buildings.

**Personnel:** T. W. Moore, T. F. Moore and A. C. Tilton.

**Gates Radio Co.**

(Division of Harris Intertype Corp.)

221

**Headquarters:** 123 Hampshire Street, Quincy, Ill. 62201.

To be displayed are model MW-50 50-kw AM transmitter, with pulse duration modulator. The BC-1H 1-kw AM transmitter will also be shown, plus complete line of AM monitoring equipment.

Gates will also feature FM-40H3, 40-kw FM transmitter and FM-2.5H3, 2.5-kw FM transmitter, plus complete line of FM monitoring equipment and 2570 FM antenna heater control. TV equipment featured will include dual BT-25H1 TV transmitters operating in 50 parallel for 50-kw output, complete with RF switching and diplexer and BT-55U 55-kw UHF TV transmitter. Audio equipment will include consoles—among them Gateway 80, Studioette 80, Yard II, Stereo Statesman, Executive and Producer. Also on display will be Gates' Criterion 80 cartridge system, Compact Criterion and CB-77 turntable with the TA-12 tone arm. Gates will also highlight equipment for automated radio station use.

MARTI proudly presents

"The Fourth Generation"
Radio Remote Pickup System 150 AND 450 MHZ

FEATURES
- All Solid State
- Direct FM Modulator
- 40 Watts RF Output
- 4 Audio Mixing Inputs
- Plug-in Modular Construction
- Sub-carrier Capacity
- Broadcast Quality — Continuous Duty
- Completely Self Contained.

MARTI Remote Pickup equipment is in over 2000 Radio Stations throughout the United States and Abroad.

We are pleased to announce this all new line of solid-state equipment for more PROFITABLE BROADCASTING.

and... sharing the spotlight —

"The Second Generation"
Aural Studio-Transmitter Link, Remote Control & Telemetry System

FEATURES
- Direct FM Modulator
- All Solid-State
- Field Proven Varactor Final
- Plug-in Modular Construction
- Solid-State Ovens and Hi-Accuracy Crystals
- Automatic Change-over to Standby Transmitter and/or Receiver
- RF Sensing for "Out of Status" Alarm indication
- Current Limiting in Regulated Power Supply.

We will provide the names of over 300 satisfied customers! JUST ASK.

finally... "The First Generation"
Audio Amplifiers
- The CLA-40/A—Watch this one—it's a Sleeper! Over 300 units sold in less than 18 months.
- PLUG-IN MODULAR CONSTRUCTION
- SOLID-STATE
- ILLUMINATED TAUT BAND METER

ALL PRODUCTS WILL BE ON DISPLAY IN BOOTH #222, WEST EXHIBIT HALL (at the foot of the Escalator) AT THE NAB CONVENTION. SHOULD YOU MISS US BECAUSE OF TIRED FEET, ACHING BACK, EMPTY STOMACH (or for any other reason), WRITE—WE WILL BE HAPPY TO ANSWER YOUR INQUIRIES.
General Electric Co.

101

Headquarters: Electronics Park, Syracuse, N.Y. 13201.

To be shown will be new TT-74-B high-channel VHF television transmitter, new PA-300-A computer-controlled traffic and sales service station automation system, TS-401-B program switcher, live color television cameras, PE-245-A color film television camera, TE-202-A color film television camera system, UHF and VHF television transmitters and transmitting antennas, specialized CCTV cameras for security surveillance and high-resolution applications, Quartzline and incandescent lamps for television lighting applications, television film and slide projectors.


Grass Valley Group Inc.

115

Headquarters: Box 1114, Grass Valley, Calif. 95945.

Television line and terminal equipment, including production and routing switchers, automation systems and machine control systems will be featured.


GTE Sylvania Inc.
(Lighting Products Division)

335

Headquarters: 100 Endicott Street, Danvers, Mass. 01923.

Is showing light sources for TV production lighting, including lamps and movie lighting equipment for remote TV.

Personnel: Cliff Durkee, Jim Davis, Jim O'Keefe, Roger Hebert, Bob Buchanan, Karl LaDue and Bob Griffin.

Innovative Television Equipment

337

Headquarters: Box 681, Woodland Hills, Calif. 91634.

TV camera support pedestals, tripods,
"The wonderful stories of Professor Kitzel."

(104 4½ MINUTE COLOR CARTOONS.)

EXECUTIVE PRODUCER—SHAMUS CULHANE.

Educational Entertainment for Children.

SOLD: 40 MARKETS--54½% OF ALL TV HOMES.

APPROVED BY UNITED STATES INFORMATION AGENCY CERTIFICATE OF INTERNATIONAL EDUCATIONAL CHARACTER.

AVAILABLE FOR CASH OR TRADE

MG FILMS INC.

444 MADISON AVENUE, NEW YORK, NEW YORK 10022 • 212/421-2452
THE DELTA TRIO
for optimum monitoring of your antenna system

Model OIB-1
Operating Impedance Bridge measures "in circuit" impedance of networks, transmission lines and antennas. Accuracy ±5% ±1 Ohm. 5kW Power rating VSWR 3:1.

Model CPB-1
Common Point Bridge measures resistance to ±2% ±10 mH at full power.

Model RG-1
Receiver/Generator combines a high output power signal generator with a shielded receiver for use with Model OIB-1 or any other impedance bridge.

With this "Delta Trio", you can either "spot check", or continuously and accurately monitor actual "on-the-air" operating impedance of transmission lines, networks and antenna systems to maintain a "clean signal" at peak operating efficiency.

If you’re operating with a directional antenna, there’s real value in being able to keep the radiating system in close adjustment at all times...continuously verify common point impedance to insure full power output...plus locating and correcting any antenna problems—fast!

Complete details and application data are available without obligation—just write or call Bill Cottles, DELTA ELECTRONICS, INC., 4206 Wheeler Avenue, Alexandria, Va. 22304 (703) 751-3133.

DELTA ELECTRONICS
Publisher: DELTA ELECTRONICS, INC., International Division, 134 E. Roosevelt Road, Mamaroneck, N.Y. 10543, Tel: 317-3327, Ext. 100

100 SPECIAL REPORT: CONVENTION '72 BROADCASTING, April 3, 1972

dollies and mounting heads will be shown.


International Good Music Inc.

246

Headquarters: P.O. Box 943, Bellingham, Wash. 98225.

Featuring the new model 700 radio automation system, using sequential control unit with 1,000-event memory. Also to be shown are the models 400, 500 and 600 automation systems. And on display will be the new ARStocart, a high-quality continuous look cartridge.

Personnel: Roger Jones Jr., Lee Facto, Irv Law, Dan Coulthurst, Don Kipp, Fred Harkness, Dave Hill, Tim Waide, Bill Vreeke, Joe Coons, Cal Vandergriff, Duncan Mouney, Bill Kane, Larry Pfister, George Pupala, Dick Lameroux, Bob Popke, Bob Fuller, Kurt Alexander, Ken Draper, Chris Lane, Jim Hampton and Bo Donovan.

International Tapertronics Corp.

203

Headquarters: 2425 South Main Street, Bloomington, Ill. 61701.

To be featured are the premium line of tape cartridge equipment, both multiple and single deck unit, and the economy line, and the Encore series. To be shown for the first time will be a broadcast quality cassette record/reproduce system for broadcast audio applications. The cassette units will feature vernier search, dual speed 1 78% and 3 35% i.p.s. operation, random select and a direct-drive Hystampa motor for speed regulation and low flutter and wow.


International Video Corp.

238

Headquarters: 675 Almanor Avenue, Sunnyvale, Calif. 94086.

Featured products will include the IVC-900 color broadcast and teleproduction recorder, IVC-500A color TV camera with Plumbicon and silicon diode tubes and the new IVC-240 film chain.


Jamieson Film Co.

328

Headquarters: 9171 King Arthur Drive, Dallas 75247.

On display will be Compac color film processor.

Personnel: Hugh V. Jamieson Jr., Scotty Grizzle and Hugh V. Jamieson, III.

Jampro Antenna Co. (subdivision of Computer Equipment Corp.)

225

Headquarters: 6939 Power Inn Road, Sacramento, Calif. 95828.

A new high-power circularly polarized FM antenna, rated at 80 kw, will be on display. A two-channel FM station combiner and the Jampro line of FM and TV antennas will also be shown.

Personnel: Peter Onnigian, Bud Blakely, Jim Oliver, Nick Segina and Phil Guny.

Jerrold Electronics Corp.

314

Headquarters: 401 Walnut Street, Philadelphia 19105.

The Commander CATV demodulator, Starline 20 two-way CATV distribution equipment, and CATV test equipment and accessories will be shown.


Johnson Electronics Inc.

240

Headquarters: Box 7, Casselberry, Fla. 32707.

On display will be FM/SCA multiplex radio receiving equipment, commercial audio amplifiers and related accessories.


Kliegl Bros. (Universal Electric Stage Lighting Co.)

111

Headquarters: 32-32 48th Avenue, Long Island City, N.Y. 11101.

A complete line of Kliegl quartz fixtures will be shown, along with the Kliegl R-71 SCR dimmer module and test bench. A portable lighting control will also be exhibited.

Personnel: John H. Kliegl III, Dr. Joel Rubin, Herbert B. More, Franc Dutton, Robert Bullock, Wheeler Baird, Tom Hays, Pat Byrne, Seth Galbraith, Ed Vaugh, Ray Imre, Sam Charles-
We're offering a lot more than hospitality.

When you come up to see us at the N.A.B. we have a few surprises.

Of course, as always, our staff will be there to greet you and discuss your problems. At the same time you'll also have a chance to meet professional golfing great, Julius Boros.

And while you're here, you may find the solution to that big 7:30 question mark on your program schedule. Along with the best in sports programming and prime-time specials, we'd like to show you some exciting new half-hour series produced by David L. Wolper—the man with a room full of Emmys.

So don't forget Suite 700 at the Pick-Congress, where the door is always open.

HUGHES
Television Network
Pick-Congress
Suite 700
worth, Dan Silberman, Delmio Ur-
daneta and Mike Connell.

Landy Associates

228

Headquarters: 12 Buxton Road, Cherry
Hill, N.J. 08034.

To be shown are Leitch sync genera-
tors, TV calibration test signal genera-
tor, pulse distribution systems and
signal processing equipment.

Personnel: James E. Landy, Robert
Lehtonen, Bob Irons, James Leitch,
John Lee and Jerry Lee.

Listec Television Equipment Corp.

312

Headquarters: 35 Cain Drive, Plain-
view, N.Y. 11803.

Vinten camera mounting equipment
featuring the new Mark V lightweight
head and remote counter-balanced
pedestal will be featured.

Personnel: Jack Littler, Joanne Cam-
arda, Mike Stechly and Gordon Bal-
lantyne.

LPB Inc.

412

Headquarters: 520 Lincoln Highway,
Frazer, Pa. 19355.

Products on display will be the S-2
audio compandor/limiter, S-6 dual
channel turntable preamplifier, S-7 turn-
table, S-10 five-channel mixer/syn-
sole, S-11 five-channel stereo console,
S-12 eight-channel dual console, S-13
eight-channel stereo console, S-14 five-
channel console and S-15 eight-channel
console.

Personnel: Richard H. Crompton,
Theodore E. Davey, John Gafford and
Justin R. Herman.

Magnetic Products Division
(of 3M Co.).

244

Headquarters: 3M Center, Building
224-61, St. Paul 55101.

Featured will be a complete line of
Scotch brand quadruplex video tapes,
helical video tapes and audible range
tapes for broadcast use.

Personnel: J. L. Leon, D. T. Wind-
dahl, J. P. Deasey, N. C. Ritter and
H. L. Marks.

Marconi Electronics Inc.

306

Headquarters: 500 Executive Boule-
vard, Elmsford, N.Y. 10523.

The Marconi Mark VIII fully auto-
matic color camera with computer-
controlled alignment and color balance
will be shown. Marconi Instruments
test equipment and a range of English
Electric Valve Co. transmitter tubes
and camera pick-up tubes will also be
shown.

Personnel: Tom Mayer, Frank Cas-
sidy, John Leeson, Brian Izzard, Barry
Holland, Cyril Teed, Norman Parker-
Smith, Keith Elkins and George Mor-
ton.

Marti Electronics (division of Marti
Inc.)

222

Headquarters: 1501 North Main Street,
Box 661, Cleburne, Tex. 76031.

Equipment shown will be 150 and
450-mhz remote pick-up units, 950-mhz
aural STL, remote control and telem-
etry; CLA-40A compander/limiter am-
plifier and MA-10 monitor amplifier.

Personnel: George W. Marti, M. E.
McClanahan and Robert E. Richards.

McCurdy Radio Industries Inc.

311

Headquarters: 1051 Clinton Street,
Buffalo, N.Y. 14206.

Audio consoles, mixers, distribution
equipment, amplifiers, power sup-
plies and accessories will be exhibited.
Turntables and TV intercom systems
will also be shown.

Personnel: G. E. McCurdy, G. Faw-
cett, J. Visser, S. Maruno, K. Poling,
P. Lowath and R. Mitchell.

McMartin Industries Inc.

232

Headquarters: 605 North 13th Street,
Omaha 68102.

Display items include broadcast con-
soles, AM/FM/TV/SCA frequency and
modulation monitors, SCA multiplex monitors, FM stereo rebroadcast receivers, RF amplifiers, FM multiplex receivers, audio amplifiers, STL receivers, fixed-frequency FM receivers, TV audio receivers, SCA generator and SCA signal analyzer.


**Micro Communications Inc.**

344

*Headquarters:* Grenier Field, RFD No. 3, Manchester, N.H. 03103.

On display will be RF switching combiners, filters, diplexers, switches, loads, directional couplers, and circularly-polarized FM and TV antennas.

**Personnel:** Thomas J. Vaughan, Samuel M. King and Richard A. Hickey.

**Microwave Associates Inc.**

117

*Headquarters:* South Avenue, Burlington, Mass. 01803.

Featured will be single and dual STL microwave portable TV pick-up links, heterodyne inter-city TV relays, CATV CARS band microwave and LDS and distant-signal relay.

**Personnel:** Les Fisher, Erik Stromsted, Terry Spearen and Mart Knold.

**Mohawk Wire & Cable Corp.**

403

*Headquarters:* 9 Mohawk Drive, Leominster, Mass. 01453.

TV camera cable, connectors and assemblies for broadcast and closed circuit will be featured. Included is a slimline color camera cable assembly.

**Personnel:** John Ressegue, Bud Lavigne, Dick Van Vleck and Don Benoit.

**Moseley Associates Inc.**

224

*Headquarters:* 111 Castilian Drive, Goleta, Calif. 93017.

A digital TV remote control system will be introduced. Other products on exhibit will be aural studio-transmitter links, conventional remote control systems, automatic transmitter logging equipment, status systems, and remote pickup equipment.

**Personnel:** John A. Moseley, John E. Leonard Jr., Howard M. Ham and K. F. Zimmerman II.

**Nagra Magnetic Recorders Inc.**

406

*Headquarters:* 19 West 44th Street, Room 715, New York 10036.

The Nagra SNN mini-recorder and the new Nagra 4.2 synchronous re-

---

**COME ON IN... WE'RE ALL ON-LINE!**

These stations all investigated, compared, and chose the only proven computerized on-line, real-time total management information system.

**MAY WE PUT YOU ON THE MAP?**

Meet us at NAB Booth #421 North Hall
For an on-line demonstration, Hospitality Suite #1502—Essex Inn

BROADCAST INDUSTRY AUTOMATION SYSTEM
a division of Data Communications Corporation
3000 Directors Row—Executive Plaza
Memphis, Tennessee 38131
Write or call Jim McKee, vice president, phone: 901-332-3544

---

**Conventioning N. A. B.**

**Conrad Hilton Hotel**
You are invited to our Hospitality Suite
Rooms 2109A-2112A

**WA 2-4400**

**Hogan - Feldmann, Inc.**

MEDIA BROKERS • CONSULTANTS
4404 Riverside Drive, Box 1545, Burbank, California 91505

Area Code 213 849-3201
corder and accessories will be shown. 
Personnel: Ronald R. Cogswell, Loren L. Ryder and Dom Notto.

North American Philips Corp.  
334
Headquarters: 100 East 42d Street, New York 10017.
F.E.T. condenser microphones, professional dynamic microphones, special purpose microphones, stereo dynamic headphones, microphone/ headphone combination boom sets, turntables and magnetic pick-up cartridge will be featured.

Nortronics Co. Inc.  
340
Headquarters: 6140 Wayzata Boulevard, Minneapolis 55416.
Exhibited will be a full line of professional tape-recorder accessories including bulk erasers, cartridge and cassette cleaning cartridges, alignment tapes, splicers, spray and liquid magnetic head cleaners, as well as a complete line of replacement magnetic tape heads.
Personnel: Marvin Kronfeld, Roger Csernak, J. D. Strand, Gary Hoonsbean and Joe Dondovic.

Palliard Inc.  
330
Headquarters: 1900 Lower Road, Linden, N.J. 07036.
To be shown are Bolex 16PRO camera, Bolex H-16 camera including bayonet magazine with built-in electric motor, Bolex 16mm sound projector and Bolex super 8 sound projector.
Personnel: Jerry J. Kovanda, Fred Onderka, Larry Oetter and Andrew Rush.

Pams Inc.  
124
Headquarters: 4141 Office Parkway, Central Park Plaza, Dallas 75204.
To be shown are new summer and new custom jingles for radio stations, as well as new radio automation equipment.
Personnel: Toby Arnold, Dennis Meks, Ron Perry, Alan Box and Fred Hardy.

Pentagon Industries Inc.  
417
Headquarters: 4757 North Olcott, Chicago 60656.
An display will be a new four-channel reel for cassette duplicators with cassette cross-talk rejection equivalent to high-speed open-reel duplicates. The firm will also exhibit a new two-channel reel for cassette duplicators that enables quick dubbing of cassette masters onto reel copies.
Personnel: John Kozin, Bill Brin and Carol Abernathy.

Philips Dodge Communications Co.  
122
Headquarters: P.O. Box 187, North Haven, Conn. 06473.
Exhibited will be coaxial cable, rigid transmission line, coaxial fittings, remote pickup antennas and special broadcast products.
Personnel: David McGalliard, William Meola, Saul Escoff and Bill Bryson.

Philips Broadcast Equipment Corp.  
325
Headquarters: One Philips Parkway, Montvale, N.J. 07645.
Featured will be a demonstration of Norelco color-TV cameras under actual studio working conditions. Cameras on display will include the Norelco PC-100A, PC-72, PC-70S-3, the portable PCB-90B and the economy model LDH-1. Also to be shown will be two color telecine systems, the PCF-701 and LDH-1; a line of audio equipment and the Norelco 17.5-kW VHF transmittter with IF modulation, which is designed for remote control.

Potomac Instruments Inc.  
209
Headquarters: 932 Philadelphia Avenue, Silver Spring, Md. 20910.
Included in the firm's display will be an antenna monitoring equipment, field-strength meters, remote control equipment, video and R. F. jacks and plugs, and R. F. equipment.

Power-Optics Inc.  
424
Headquarters: P.O. Box 266, Fairview Village, Pa. 19409.
On display will be remote control systems for professional TV cameras and color meters.

QRK Electron Products Rek-O-Kut (subsidiary of CCA Electronics Corp.)  
234
Headquarters: 1658 North Sierra Vista, Fresno, Calif.
Exhibited will be complete line of audio console, cartridge equipment, tone arms, studio furniture, turntables and audio preamplifiers. Also displayed will be prewired audio systems and Rek-O-Kut tone arms.
Personnel: Bernard Wise, Richard Raizky and Byron Mobus.

Q-TV Sales & Distributing Corp.  
110
Headquarters: 342 West 40th Street, New York 10018.
Featured will be "O" prompter equipment, cartridge and standard models, the firm's new Videoprompter system and horizontal and vertical character crawls.
Personnel: George Andros and Al Eisenberg.

Quick-Set Inc.  
211
Headquarters: 3650 Woodhead Drive, Northbrook, Ill. 60062.
Exhibited will be a line of tripods, dollies, pedestals, wall and ceiling mounts, pan and tilt heads, cradle heads, cam-link heads, and special-purpose mounts for capacities up to 500 pounds.

Rank Precision Industries Inc.  
317
Headquarters: 260 North Route 303, West Nyack, N.Y. 10994.
On display will be the Varatol 30 lens and telecine.
Personnel: John M. Campbell, Michael X. FitzPatrick, Gus Data, Joseph D. Mangan, John J. Keyes, Irwin N. Ungereider, Peter Stewart, Pat Tomkins and Arnold Bellis.

Raytheon Data Systems Co.  
107
Featured will be microwave radio equipment including KTR3C model.

RCA Corp.  
100
Headquarters: Front & Cooper Streets, Camden, N.J. 08102.
To be highlighted will be a new, medium-priced TK-630 color camera, improved TK-44B color camera, new TK-28 color TV film camera, factory production models of TCR-100 video tape cartridge system, and TV transmitter control by computer. Also displayed will be a wide variety of other studio and transmitting equipment for TV and radio broadcasters.

RCA Electronic Components

Headquarters: 415 South Fifth Street, Harrison, N.J. 07029.

On display will be Vistacons, lead-oxide vidicon camera tubes, 1/2-inch vidicons for use with RCA's TK-27 film cameras, a full line of one-inch antimony trisulphide vidicons (for use with live and film cameras); silicon-target vidicons, Cericeo power tubes for transmitters, UHF television klystrons.


Recortec Inc.

342

Headquarters: 160 East Dana Street, Mt. View, Calif. 94040.

Video tape evaluator, conditioner and address will be shown.

Personnel: Dr. Lester H. Lee and Eldon A. Corl.

Revox Corp.

420

Headquarters: 155 Michael Drive, Syosset, N.Y. 11791.

Featured will be the Revox A77 tape recorder, A77/1 Dolby B recorder, full track recorder, Lamb mixer and the Bever dynamic range of headphones, microphones, stands and accessories.

Personnel: Peter Giddings, Tony Hawkins, Tom Mercadante and Brian Tucker.

Reynolds Printasign Co.

332

Headquarters, 9830 San Fernando Road, Pacoima, Calif. 91331.

Exhibited will be the Leteron Tape signer, a die-cutting mechanism for printing on most surfaces.

Personnel: J. Bechner Anderson.

Richmond Hill Laboratories Inc.

202

Headquarters: 142 Central Avenue, Clark, N.J. 07066.

Featured will be TV studio production switches, master control switches, video switching systems, test signal generators, pulse and video distribution equipment, video mixing, clamping and equalizing amplifiers; chroma key units, digital cueing generators, routing systems, synchronizing pulse generators, auto changeover units, video special effect generators.


Rohde & Schwarz Sales Co.

241

Headquarters: 111 Lexington Avenue, Passaic, N.J. 07055.

On display will be new solid-state VHF and UHF field strength meters, TV demodulator with off-air, front-end receiver, video sweep system, differential phase and gain meter, TV signal generators and group delay test sets.


Rohn Communication Facilities Co.

113

Headquarters: 6718 West Plank Road, P.O. Box 2000, Peoria, Ill. 61601.

Included in the firm's display will be visual and printed materials on designing, fabricating and erecting of tubular and angle towers; also related accessories for broadcast, microwave, CATV and other communications including tower-obstruction lighting, microwave passive reflectors and communication equipment buildings.


Rowe International Inc.

223

Headquarters: 75 Troy Hills Road, Whippany, N.J. 07891.

On display will be the Customusic series, a 60-hour cartridge music series, the Programaster tape reproducing unit and a central studio music library service.

Personnel: Robert E. Johnson and Russell Eckel.

Rust Corp.

233

Headquarters: 168 Tremont Street, Everett, Mass. 02149.

Featured will be special digital remote control and automatic systems for TV installations and digital readout remote control systems.


S. C. Electronics Division (Audiotronics Corp.)

404A

Headquarters: 530 Fifth Avenue, N.W., New Brighton, Minn. 55112.

Featured will be a line of monochrome and color TV monitors, ranging from five-inch to 19-inch, including rackmounted versions; Audiotronics color VTR with electric editing and slow-motion and monochrome Audiotronics video.


Schafer Electronics Corp.

215

Headquarters: 75 Castillian Drive, Santa Barbara Research Park, Goleta, Calif. 93017.

Featured will be automated broadcast systems and music services.

Personnel: Jim Cunningham, Frank Roide, Earl Bullock, Glenn Shaw, Bob Levinson, Don Borad, Dallas Bernard, Ron Dagenais, Tom Copeland, Alan Collier, Bill Mors and Jack Krebs.

Shibaden Corp. of America

219


Featured will be closed-circuit television equipment including videotape recorders, cameras, monitors and accessory equipment.


Shively Laboratories Inc.

331

Headquarters: Route 302, Raymond, Me. 04071.

Among featured equipment will be FM and TV antennas, de-icer controls, radomes, transmission lines, mast, filters, filterplexers, multiplexers, coaxial switches, RF loads, reflectometers, power combiners, AM-FM isocouplers, P. A. cavities.


Shure Brothers Inc.

206

Headquarters: 222 Hartrey Avenue, Evanston, Ill. 60204.

Featured will be a line of professional broadcast microphones, microphone mixers, disk reproducers, tone arms and accessories.


Skirpan Lighting Control Corp.

319

Headquarters: 41-43 24th Street, Long Island City, N.Y. 11101.

Featured will be "Auto dusk," computerized lighting control system, which uses CRT and light pen for controlling all studio lighting with solid-state dimmers.


Soli Inc.

343

Headquarters: 311 East 72d Street, New York 10021.

To be shown: a working model of RF control system; slide presentations of installations of transmitters, antennas, studios, etc.

Spectra Sonics

Headquarters: 5851 Florin - Perkins Road, Sacramento, Calif. 95828.
New tape cartridge modular system will be featured along with complete line of audio broadcast equipment, automated broadcast systems. AM-FM transmitters and accessories.

Spectra Sonics

404

Headquarters: 770 Wall Avenue, Ogden, Utah 84404.
On display will be audio control consoles. Model 610 Complimenter for AM and stereo FM broadcasting.

Spindler & S auppe inc.

311

Headquarters: 130334 Saticoy Street, North Hollywood, Calif. 91605.
To be shown is Spectrum 32 film chain slide projector, plus a complete line of sequential and random-access slide projectors for black-and-white and color film chains.
Personnel: Norman Sauppe, Jim Hulfish, Carroll Sager and Don Kader.

Stanton Magnetics Inc.

210

Headquarters: Terminal Drive, Plainview, N.Y. 11803.
To be shown are professional stereo phonograph cartridges, and dynamic headsets.
Personnel: George P. Petetin, John Bubbers, Paul Torraca and D. P. Collins.

Storeel Corp.

207

Headquarters: 4993 New Peachtree Road, Atlanta 30341.
A line of storage equipment, designed to save space, will be shown.
Personnel: Ruth E. Schaeffer, Carolyne S. Galvin and Francis X. Galvin.

Systems Marketing Corp.

(subsidiary of Sono-Mag Corp.)

Headquarters: 1013 W. Washington Street, Bloomington, Ill. 61701.
Featuring DP-1, Digicard 600 and SSP radio automation systems for mono and stereo; CRT encoding devices; cartridge tape players and recorders, 25-cps generators and sensors.

Systems Resources Corp.

121

Headquarters: 223 Newtown Road, Plainview, N.Y. 11803.
Shown will be the Chiron line of tele-systems electronic titling equipment.

Tabor Manufacturing and Engineering Co.

338

Headquarters: 2081 Edison Avenue, San Leandro, Calif. 94577.
Featured will be "Taberaser" (a two-inch tape eraser), audio heads, test tapes and consoles.
Personnel: William D. Taber and Ronald W. Gollick.

Telemet (division of Geotel Co.)

213

Headquarters: 185 Dixon Avenue, Amityville, N.Y. 11701.
On display will be broadcast demodulators, V.I.T. remote test signal generators, group delay test sets, vertical-interval production switches, routing switches and video test signal generators.

Tape-Althon Corp.

236

Headquarters: 502 South Isis Avenue, Inglewood, Calif. 90301.
On display will be professional recorders/reproducers and music systems for multiplexing.

Tarkes Tarzian Inc.

104

Headquarters: East Hillside Drive, Bloomington, Ind. 47401.
Exhibit will include Selectec digital switching and effects equipment, color cameras and Starcom data processing equipment.
WOLPER TELEVISION SALES
FIRST RUN SYNDICATION NOW AVAILABLE

MEN OF THE SEA

Seven exciting one hour specials by Bruno Vailati. Filmed in worldwide locations, each special tells a dramatic story of sea life, pitting man in extraordinary feats of bravery and courage against the elements of the sea.

BRUNO AND THE ANDREA DORIA - The first color motion picture made of the ill-fated underwater wreck.

STEFANO, THE RED CORAL DIVER - A man who risks his life at depths considered beyond permissible limits.

JACQUES, THE AMPHIBIAN - Jacques Mayol, holder of the world's record for depth in breathhold diving.

RON AND THE GREAT WHITE SHARK - The first underwater night filming ever made of the Great White Shark.

RAMON AND THE KILLER WHALE - Ramon Bravo and the killer whale filmed undersea for the first time ever.

TAPU, THE TAHITIAN - Story of Jean Tapu and undersea life as untouched as it was 10,000 years ago.

CANNON OF THE CORTEZ - Ray Cannon and the "Sea of Cortez".

STORY IN HOLLYWOOD - Winner - Best Entertainment Series, Los Angeles Emmy Awards.

14 first run half hour films, hosted by newsman Ralph Story, who tells in depth some of the legends and current activities of the film capital of the world. Subjects range from the mothers of stars, the extras at work, the stunt men and women, the ill-fated Hollywood Museum project, and a look at such famed men and their world as Howard Hughes and Harold Lloyd. A series mixing glamour with reality and brought to the screen in top journalistic style. Appearing in some of the episodes are Groucho Marx, John Forsyth, Doris Day, Bob Hope, Dick Van Dyke, Eva Marie Saint, and many other top film personalities.

KING FAMILY HOLIDAY SPECIALS

12 hour musical specials featuring the popular King Family in shows themed to every month of the year. Many of the most popular songs of all time are woven throughout the 12 shows, which combine the color, and humor and warmth that appeals to audiences of all ages. These specials have achieved impressive ratings in syndication and are perfect for your holiday programming requirements.

SCENES FROM THESE SHOWS AND ADDITIONAL AVAILABLE PROGRAMMING WILL BE SHOWN AT A SPECIAL PRODUCT SCREENING AT NAB CONVENTION, APRIL 9-12.

WOLPER SALES SUITE, SHERATON BLACKSTONE HOTEL, CHICAGO

THE WOLPER ORGANIZATION - David L. Wolper, President

For sales information: Wolper Television Sales, Richard Dinsmore, Vice-President and Director of Sales; Don Colopinto, National Syndication Manager, 8489 West Third St., Los Angeles, Calif. 90048, (213) 651-5010
Technology Inc.
(HF Photo Systems division)

116
Headquarters: 11801 West Olympic Boulevard, Los Angeles 90064.
Featured will be “Little Max” color processors, one for super 8/16mm film and one for 16 and 35mm film.
Personnel: Art Kjontvedt, Derrill J. Macho, Ralph Winkler, Robert N. Stiles and Fred Maloney.

Tektronix Inc.

109
Headquarters: P.O. Box 500, Beaverton, Ore. 97005.
On display will be picture monitors, generators, vectorscopes, waveform monitors, oscilloscopes, monitoring schemes for remote transmitter control, precision color monitors for use around the world, new noise-measuring techniques.
Personnel: Charles Boufíiou, Ronald Bell, Ronald Marquez, Joseph Gayer, John Horn, Robert McAll, Howard Landman, Lloyd Bennett, Dale Derby, Marcel Kay, Duncan Doane, Tom Long, William Pyle, Howard Fisher, James Walcutt, David Comstock, Edward Ely, Robert Mahoney, Dean Butts, Ronald Olson, Charles Barrows, David Jurgenson, Stephen Roth, Ralph Show, Don Alvey, Stephen Kerman, Alan Pywell, Charles Rhodes and James Quinn.

Television Camera Systems

229
Headquarters: 131 N. Fifth Avenue, Arcadia, Calif. 91006.
Featured will be CTR-2 telefilm recorder which transfers color tape to color film.

Telemation Inc.

127
Headquarters: P.O. Box 15068, Salt Lake City 84119.
Featured will be broadcast color film cameras, broadcast optical multiplexers, digital sync generators, digital NTSC color encoder, videotape, color recorder, electronic character generator, election event display system.

Teleson Corp.

226
Headquarters: 20 Insley Street, Demarest, N.J. 07627.
Shown will be prompting equipment, horizontal-vertical crawl system, retro-reflective front screen projection system.
Personnel: Bob Swanson, John Maffe, Bob Hadley and Trig Lund.

Television Equipment Associates

E-106
Headquarters: Box 1391, Bayville, N.Y. 11709.
On display will be video-tape evaluator, one-ounce headphones, video delay lines, color monitor comparator, 16-channel portable stereo audio mixer, production timer, character generator.

Television Microtine Inc. (subsidiary of Andersen Laboratories Inc.)

339
Headquarters: 1280 Blue Hill Avenue, Bloomfield, Conn. 06002.
Exhibited will be a time-base-corrector for helical scan VTR, borderline (insert edge) and video delay lines.

Telex Communications Division

308
Headquarters: 9600 Aldrich Avenue South, Minneapolis 55420.
Featured will be real-to-real recorders and playback equipment, cassette recorders and playback equipment, cassette copiers, communications headphones and headsets.

Time and Frequency Technology Inc.

414
Headquarters: 2950 Scott Boulevard,
anyway you look at it
...she's some kind of system!

The new AR-2000 series
Total Automation. It's
the ultimate . . . the most
advanced system for
any format from
"Rock to Bach."

But then—
it's what you would
expect from the
innovators in automation.
You have to see it to
believe it.

Want a closer look?
Just write or call:

"the company who makes it!"

BROADCAST PRODUCTS, INC.
660 Lofstrand Lane, Rockville, Md. 20850
Phone: (301) 424-4700
Santa Clara, Calif. 95050.

Shown will be television frequency and aural modulation monitors for channels 2-69.


United Research Laboratory Corp.

313

Headquarters: 681 Fifth Avenue, New York 10022.

Featured will be Autotec tape recorders/reproducers, exact duplicate replacement parts for recorders/reproducers and solid-state conversion units.

Personnel: George Adams, John Hawkins and John Burnand.

Utility Tower Co.

231

Headquarters: 3200 N.W. 38th Street, Oklahoma City 73112.

Featured will be AM, FM and TV tower sections.


Varian Associates

245

Headquarters: 611 Hansen Way, Palo Alto, Calif. 94303.

On display will be Eimac power grid tubes, megawatt tetrode and zero bias triodes for FM, UHF klystrons.


Vega Electronics (Div. of Computer Equipment Corp.)

225

Headquarters: 3000 West Warner Avenue, Santa Ana, Calif. 92704.

On display will be wireless microphones.

Personnel: Earney Papenfus, John Beaman and Martin T. O'Malley.

VIF International

112

Headquarters: Box 1555, Mountain View, Calif. 94040.

Featured will be background music tape reproducers, recorded music tape service, audio automation equipment, audio tape recorders and reproducers, accessories for audio tape recorders, video test generators and digital timers for video applications.


Visual Electronics Corp.

301-302

Headquarters: 356 West 40th Street, New York 10018.

Featured will be video switching and terminal equipment, electronic titling systems, custom audio consoles, pre-wired jackfields, audio distribution amps, intercom systems, Rapid-Q audio cartridge units and single coax digital sync distribution system.


Wilkinson Electronics Inc.

201


Full line of AM and FM equipment.


World Video Inc.

321

Headquarters: Box 117, Boyertown, Pa.

Featured will be new 6210 series 12-inch one-gun broadcast color monitor, and 17-inch one-gun color monitor.


Networks


Continental Plaza, suite unassigned; Conrad Hilton, 1806; 600.

THE GOLDDIGGERS
STAND UP & SING
(JOHNNY MANN)

GENE BARRY
as
"THE ADVENTURER"

JONATHAN WINTERS
HENRY MANCINI

Meet Les Wallwork and the Western International Syndication team in Chicago during the NAB Convention!

Western International Syndication • 8201 Beverly Blvd., Los Angeles, CA 90048 • Phone: (213) 651-5711
For those not easily impressed, CHIRON II is the most advanced, the most versatile... Electronic Character Generator System available today.

CHIRON II can do more things, in more ways, more quickly, more colorfully and more efficiently than any other character generator system in operation today. For example, CHIRON II can display:

- any type font
- in any size font
- intermix styles
- intermix sizes
- colors (letter by letter)
- flashes & blinks
- "roll" or "crawl" modes
- different speeds
- custom fonts
- symbols, logos, etc.
- line art and more.

For a graphic demonstration of this claim, you must see NAB '72 Booth 121/East Hall.


CBS Inc., CBS/Broadcast Group, CBS-TV, CBS News

2325


CBS Radio

Skyway suite


Hughes Sports Network

Pick-Congress, 700


Keystone Broadcasting System

805

Personnel: Sidney Wolfe, Harry Albrecht, Kathy Gaines, George Caccipio, Anita Laire and Jane McFadgen.

Mutual Broadcasting System

1806-A


Market 1 Network

Essex Inn, 1201


NBC Inc., NBC-TV, NBC Radio

Sheraton-Blackstone, Presidential suite


Station Reps

ABC-TV Spot Sales

Continental Plaza, Governor's suite


ABC-FM Spot Sales Inc.

1522

Personnel: Martin Percival, George Beaudet, Stan Cohen, Karen Layland and Bob Mendelsohn.

Avco Radio-TV Sales

Continental Plaza, Crown suite


Avery-Knodel Inc.

Sheraton - Blackstone, Early American suite.


Mort Bassett & Co.

Essex inn, suite unassigned

Personnel: Mort Bassett

Charles Bernard Co.

(Country Music Network)

Sheraton-Chicago, suite unassigned

Personnel: Charles Bernard

John Blair & Co.

Sheraton-Blackstone, suite unassigned


BROADCASTING, April 3, 1972

112 SPECIAL REPORT: CONVENTION '72

Systems Resources Corporation
223 Newtown Road, Plainview, N. Y. 11803
Yes, the APC-610 TELEVISION MASTER CONTROL SYSTEM is fully automatic. Its memory never fails, it never presses a wrong button. So no more panic, no more mixups. The APC-610 family of automation systems by Central Dynamics is a group of compatible, modular systems to meet your current and future operating requirements economically, profitably, efficiently, reliably.

APC-610 modules handle:—

- **Sales’ service**
  - Up-to-date schedule and commercial details — on terminals or printout

- **Traffic**
  - Schedule assembly, editing, maintenance, printing — on terminals or high-speed printout

- **Technical Operations**
  - Audio/Video switching, projector and tape control, assignment, logging

- **Communications**
  - Reliable data communications with Management Information Systems on-line, tape or hard-copy

- **Data Storage**
  - Event storage (fully accessible) from 17 events to 365 days

APC-610 systems are designed to give you the best possible ease of operation, reliability and flexibility.

No matter what your plans are for automation, from the smallest multi-preset to full closed-loop, multi-station control, the APC-610 family can provide the total package, tested and ready-to-go, at a price that makes it profitable from the first day.

In TV station Automation, Central Dynamics is the unchallenged leader — more installations — really working every day.

Why don’t you give us a call to see how the APC-610 system can be tailored to your specific requirements?
Gert Bunchez & Associates
Astor Tower, suite unassigned
Personnel: Gert Bunchez and Sandy Tucker.

CBS Radio Spot Sales
Drake hotel, suite unassigned

CBS-TV National Sales
Astor Tower, Bagatelle suite
Personnel: John McKay, Red Ennis and Stu Stringfellow.

Henry I. Christal Co.
Drake hotel, 824-825

Devney Organization Inc.
Palmer House, suite unassigned
Personnel: Edward J. Devney and Hy Farbman.

Robert E. Eastman Inc.
Playboy Towers hotel, 1200

Herbert E. Groskin & Co.
Sheraton-Chicago, suite unassigned
Personnel: Herbert Groskin, Dianna Groskin.

Harrington, Righter & Parsons
Continental Plaza, suite unassigned
Personnel: James O. Parsons, John F. Dickinson, J. Walters, Chris Rashbaum, Peter Ryan and Ronald Kreuger.

Bernard Howard & Co.
Conrad Hilton, suite unassigned

HR/Stone Inc.
1100 Club
Personnel: Peggy Stone, Saul Frischling, Jack Kanning, James Alspaugh, Allan Tobkis, Jack Duffy and Ron Yarnick.

HR Television Inc.
Continental Plaza, suite unassigned

The Katz Agency
Ambassador West, Oriental suite

Major Market Radio
Sheraton-Chicago, suite unassigned
Personnel: Jerry Glynn, Ernest Kichin and Robert McCarthy.

Jack Masla Co.
Executive House, 3104
Personnel: Jack Masla, Bob DeTchon, Jeff Croland, Richard Greener, Peter Glasheen, Bud Pearse, Dick Sheppard, Gene Gray and Lee O'Connell.

McGavren-Guild-PGW
Continental Plaza, suite unassigned

The Meeker Co.
1700

Metro Radio Sales
Palmer House, suite unassigned
Personnel: John Brady, Bob Williamson, Harry Durando, Pat Norman, Kevin Cox, Katherine Lenard and Elaine Pappas.

Metro TV Sales
Sheraton-Chicago, 3703

Peters, Griffin, Woodward
Sheraton-Blackstone, 308

Edward Petry & Co.
Continental Plaza, suite unassigned

Petry Radio Sales
Executive House, suite 3000
Personnel: Robert Coppinger, Robert Jones, Edward Marshak, Thomas Bloise, Robert Steadman, Thomas Beauvais, Cy Ostrup, Lloyd McGovera and Samuel Hall.

Pro Time Sales Inc.
Pick Congress, suite unassigned
Personnel: Sam Brownstein, Stanley Feinblatt, Thomas Hayes and Edward Sherian.

RKO Radio Representatives
Continental Plaza, suite unassigned

RKO Television Representatives
Continental Plaza, suite unassigned
Personnel: Frank Mangan, Tom Judge, John Sawhill and James Marino.

Savalli Gates
1300

MOTIVATE!
LISTENERS • SPONSORS
with Radio's fastest-growing 5-minute program
Getting the Best Out of Yourself
featuring Don Willingham

• Slanted to Listener's Self-interest
• Builds Loyal, Steady Listenership
• Non-political
• Easy to Sell Sponsorship

TODAY!
Send for informative brochure and demo tape or record. You'll be glad you did!

MOTIVATION DYNAMICS, INCORPORATED
Harvard Tower — 4815 S. Harvard
Tulsa, Oklahoma 74125

114 SPECIAL REPORT: CONVENTION '72
Tele-Rep Inc.

Watertower Inn, suite 300

Personnel: Al Masini.

Alan Torbet Associates Inc.

Sullivan, Pick

Tom

vey, William Buschgen, Kohler, William Wallace, William Sheraton, Adam Young Inc.

Anthony

Christopher Gruning,

2000

Moore, and Michael McDonaugh.

Reath, Ed O'Halloran, Jim

sen,

Suite unassigned

Alan Torbet

Watertower Inn, Tele-Rep Inc.

Shaheen, Pick

Hamilton-Landis

Conrad

Daniels

Frank

Pick

R.

McKendrick,

Kepper, Richard

Crowder, Keith

Ascot

Chapman

Doss,

Marshall,

vey,

James

Blackburn

BROADCASTING, April

1972


R. C. Crisler & Co.

Pick Congress, suite unassigned


Daniels & Associates Inc.

2122; booth 332

Personnel: Jerry Buford.

Wilt Gunzendorfer and Associates

Conrad Hilton, suite unassigned

Personnel: Wilt Gunzendorfer.

Hamilton-Landis & Associates

Pick Congress, 1233


Hogan Feldmann Inc.

Conrad Hilton, suite unassigned

Personnel: Art Hogan and Jack Feldmann.

LaRue Media Brokers Inc.

Sherman House, suite unassigned

Personnel: Hugh Ben LaRue, Harry L. Mayo, Bill Wiseman and Cheryl Shelton.

Howard E. Stark

Continental Plaza, suite unassigned

Personnel: Howard E. Stark.

Jack L. Stoll & Associates

Pick Congress, suite unassigned

Personnel: Bruce Stoll.

Edwin Tornberg & Co.

Pick Congress, suite unassigned


Other exhibitors

Associated Press

Sheraton-Blackstone Hotel, Sheraton Room.


Community Club Awards Inc.

Pick Congress, 500

Personnel: John C. Gilmore, Bess Gilmore and Phil Peterson.

Graham Ruttenberg Inc.

Palmer House, suite unassigned

Personnel: Bernard Ruttenberg.

TelCom Associates

Sheraton Blackstone, 608


Television Bureau of Advertising

2222


Television Information Office

706

Personnel: Roy Danish, Henry Levinson, Bert Briller and Jim Folsom.

UPI

Location unconfirmed


Zoo World Enterprises Inc.

Palmer House, suite unassigned


Please send

Broadcasting

The Business Weekly of Television and Radio

Name

Company

$27

Enclosed $27

1 year $14

SUBSCRIBER SERVICE

2 years $27

3 years $35

Canada Add $4 Per Year

Foreign Add $6 Per Year

1972-1973 CATV Sourcebook $8.50

(if payment with order: $7.50)

1972 Yearbook $14.50

(if payment with order: $13)

Payment enclosed

Bill me

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

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.
Second broadcast group joins regional list

An organization of broadcasters that isn't even established yet has already taken its first action: it called on all prospective members to generate a minimum of at least 15 filings to the FCC objecting to the counter-advertising proposals suggested earlier this year by the Federal Trade Commission (Broadcasting, Jan. 10).

The organization, due to begin operating July 1, is the Mid-America Broadcasters Association, representing broadcaster associations in seven states (Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska and Oklahoma).

Each state association is voting on whether to join. First president, to be selected on an alphabetical-rotating basis, will be: Jack Freeze, KPPR-AM-TV Fort Smith, current president of the Arkansas association.

The Mid-America association is the second regional broadcasters association in the country. The first was the Rocky Mountain Broadcasters Association, organized two years ago. It comprises broadcast groups from Idaho, Montana, Utah and Wyoming.

Meanwhile, formation of a third regional group is under consideration by state associations in the mid-Atlantic area (Maryland-District of Columbia-Delaware, New Jersey, Virginia, West Virginia and Pennsylvania). Proposed initially last February by the Maryland-D.C.-Delaware group, that association has invited representatives of the other state groups to its annual convention June 27-29 in Williamsburg, Va. to study the question further.

The regional organizations are designed to improve broadcasters' position in Washington.

Torbet to see that first things come first

FCC Executive Director John A. Torbet has been given the added responsibility of setting priorities on matters to be considered by the commission.

Under a new system ordered into effect March 23, the office of the executive director is now working with the FCC's executive advisory council in establishing an order for programs to be handled.

The commission has also expanded its advisory council to include all major bureau chiefs and office heads. Previously it had been limited to program and operating chiefs.

Mr. Torbet will periodically present the results of his consultations with the council to the commission and will recommend the scheduling of proceedings and utilization of resources.

The initial function of the new system will be in connection with phase two of the AT&T rate inquiry.

In the same March 23 action, Chairman Dean Burch was given the authority to act as contracting officer, in charge of all procurements for the commission. He can name additional contracting officers as needed.

FCC 'checklist' aired on Hill

More about the secret "checklist" maintained by the FCC came out in a hearing last week conducted by the House Subcommittee on Foreign Operations and Government Information.

The hearing last Tuesday (March 28) was part of an inquiry the subcommittee began March 6 into the effectiveness of the Freedom of Information Act, which provides guidelines for the executive branch in disseminating information to the public.

The commission's checklist came under attack two weeks ago from R. Peter Straus, president of WMAA(AM) New York and publisher of Straus Editor's Report (Broadcasting, March 20).

But at the subcommittee hearing last week, John W. Pettit, FCC general counsel, said that "checklists in one form or another have been used by the commission as an administrative convenience for many years.

The checklist is a list of organizations and individuals whose qualifications are apt to be questioned by the FCC if they apply for licenses. Mr. Pettit told the subcommittee that the list contains about 12,000 names, most of which are supplied by the Justice Department, with additions made by "certain key personnel" at the FCC.

"Reasons for listing . . . include repeated violations of the Communications Act or commission rules, unlicensed operation, license suspension, the issuance of a bad check to the commission, or the stopping of payment on a fee check after failing a commission examination," Mr. Pettit said.

Mr. Pettit emphasized that the checklist is not a blacklist. "It is used primarily in those offices where licenses are issued automatically by computer without staff review or approval," he said. "When a match is found, the application is flagged and a check is made with the appropriate office before a legal determination is made as to whether issuance of the license would be in the public interest."

MediaNotes

Good response * WNET(TV) New York's mid-March drive for funds may reach up to $135,000, with projected 9,000 new subscribers. Spokesmen for public-TV stations said that this figure marks a 50% increase over any other previous membership-drive effort.


Klein's new venture * Malcolm C. Klein, formerly president of National General Television Corp., Los Angeles, has formed Malcolm C. Klein & Associates, Encino, Calif., management consultant firm. Company will offer services to clients engaging in entertainment, leisure time activities and general marketing. Mr. Klein also formerly was vice president and general manager of WNTA-TV Newark, N.J.-New York (now WNET(TV)) and KJH-TV Los Angeles. 4840 Andasol Avenue, Encino, Calif., 91316.

New to CBS * WLMS(AM) Leominster, Mass., has become affiliate of CBS Radio. Station, owned by Nashua Valley Broadcast. Station is 10 kw daytimer on 1000 khz.

Report aid * Washington data processing firm is offering service to companies that must submit equal-employment reports to federal agencies. Applied Urbanetic Inc. says that through its computers, employment plans can be analyzed, compared with national census, and be diagnosed for weak spots. Company said service can be used by broadcasters in filing reports with FCC. Company's address: 1101 17th Street, N.W., Washington 20036.
Flat ban on reimbursements vetoed
Court reverses FCC in KTAL-TV settlement case; says challengers can collect some repayments

When minority groups challenge a station's license renewal and the case is settled outside the FCC, may the station provide voluntary reimbursement for legal fees and other charges? The FCC has a general answer: No. But, as is so frequently the case, the U.S. Court of Appeals for the District of Columbia has another mandate: Try again, FCC.

A three-judge panel of the Washington court offered that judgment last week in reversing the commission's rejection of an agreement between KTAL-TV Texarkana, Tex., and the Office of Communication of the United Church of Christ. The church group had provided legal advice and other assistance to a coalition of minority groups that had challenged the Texarkana station's license renewal.

Chief Judge David L. Bazelon, writing for the majority, told the commission that it cannot lay down a "principle of general application" that such reimbursements are not in the public interest. His ruling directed the commission to determine whether this specific case might warrant some kind of reimbursement.

In a decision supported by Judge Spottswood W. Robinson and Senior Circuit Judge John Danaher, Judge Bazelon acknowledged the "potential for abuse" in such agreements through "buy-offs of superior competitors or pay-offs to those filing frivolous applications...." But he said the Communications Act recognizes these dangers by providing for case-by-case commission scrutiny of reimbursement agreements. "Congress," he said, "did not mandate an absolute bar against reimbursement."

As Judge Bazelon noted, the commission itself recognized that there may be public-interest benefits in "settlement of the issues between the station and the petitioning group." Late in 1970, by the narrowest of possible margins (4-to-3), the commission denied approval of an agreement under which KTAL-TV would have paid the church group slightly more than $15,000, as reimbursement for aid to a number of black groups that had petitioned to deny the station's renewal application. The application was to be withdrawn in light of KTAL-TV's agreement to follow a number of programing and hiring agreements the groups had recommended.

The commission, asserting there is "no statutory guide" for passing on the request for reimbursement, said that payment of expenses to the church is not necessary to effectuate either of two public-interest goals involved—facilitating the filing of petitions to deny and settlement of disputes between stations and petitioning groups.

However, the court had a different perspective. "Precisely because the appellant church represented public organizations," Judge Bazelon wrote, "was it able to achieve a settlement with KTAL-TV which served the public interest in Texarkana." Any "voluntary" payment that encourages the participation of groups such as the church is "entirely consonant with the public interest," he said.

Judge Bazelon noted that the commission has previously sanctioned payments in cases where private groups agreed to settle their differences through means other than litigation.

In the special case of KTAL-TV, Judge Bazelon said, "the majority revealed no reasons why the potential for abuse of reimbursement is sufficiently greater in a petition-to-denial situation to justify such a prohibition, and we can conceive of none."

The court remanded the case to the commission for the specific purpose of determining whether the church's submitted expenses were "legitimate and prudent."
Programing

NBC goes for action, long forms

It dumps one movie night in new schedule, moves ‘Bonanza,’ ‘Bold Ones’ to shore up Tuesdays

NBC-TV became the first network to outline its 1972-73 prime-time schedule last week, releasing tentative plans for five new programs, mostly in the crime-solving/adventure/mystery form, to replace five hours of current programming including Friday Night at the Movies.

The new programs and realignments among the 14 returning series produce new line-ups on four nights. Mondays, Thursdays and Saturdays are unchanged. NBC spokesmen called it a "long-form schedule," with 12 one-hour shows, two 90-minute shows, two two-hour movies and only four half-hour series. It calls for 8-11 p.m. NYT programming all nights except Sunday, when it runs 7:30-10:30 to keep "Andy" in its early-evening spot.

Except for Friday movies, whose future had been considered questionable ("Closed Circuit," March 27), there were no surprises in the shows being dropped — James Garner as Nichols (Tuesday, 9:30-10:30) and Jimmy Stewart Show (Sunday, 8:30-9) plus one hour of Tuesday-night specials. In addition, Night Gallery is being cut to a half-hour and will usually feature one story instead of this year's usual two.

The new shows:

- NBC Wednesday Mystery (8:30-10 p.m.): rotational mystery of three or four detective/mystery programs to be chosen from "Banacek" (with George Peppard), "Cool Million" (James Farentino), "Madigan" (Richard Widmark) and "Heck" (Bette Davis and Doug McClure). All five are from Universal and most are spinoffs from NBC World Premiere movies.

- Probe (Wednesday, 10-11): Hugh O'Brian as a globetrotting detective. Warner Brothers Television and Leslie Stevens Productions.

- The Little People (Friday, 8-9): a situation comedy starring Brian Keith as a pediatrician in Hawaii. Warner Brothers Television.

- Ghost Story (Friday, 9-10): Sebastian Cabot as host introduces stories about people who encounter bizarre events. Screen Gems.

- Banyon (Friday, 10-11): private-eye series set in 1930's, stars Robert Forster, with Joan Blondell as a regular in the cast. Warner Brothers Television and Quinn Martin Productions.

The Wednesday-night NBC Mystery Movie becomes NBC Sunday Mystery (8:30-10), and may add "The Snoop Sisters," starring Helen Hayes and Mildred Natwick, to its present trilogy of "Columbo," "McCloud" and "McMillan & Wife." Night Gallery moves from Wednesday to 10-10:30 on Sunday.

Bonanza, long-running Sunday-night attraction, moves to Tuesday at 8-9 to help combat ABC's highly successful Tuesday-night line-up. Bold Ones moves from Sunday to Tuesday at 9-10 in a doctors-only format, its lawyers episodes being deleted. At 10-11 on Tuesdays will be the previously announced NBC Reports, which from Nov. 14 to May 8, 1973, will alternate with the America series.

Adam 12 remains at 8-8:30 Wednesday, and Sanford and Son at 8-8:30 Friday.

Officials said specials will be a significant part of the schedule. They also disclosed plans to open the 1972-73 season on Monday, Sept. 25, two weeks later than the current season opened, to provide more production lead-in time in view of delays in getting the schedule set. But they said this was subject to review if any other network opened earlier.

NBC-TV's 1972-73 schedule relies extensively on programs developed from single entries shown earlier. "Banacek" with George Peppard, shown upper left in program when it played as World Premiere movie March 20, is one of five productions from which three or four will be chosen to rotate in NBC Wednesday Mystery. So is "Madigan," starring Richard Widmark, shown upper right with late Inger Stevens in theatrical version first shown on NBC Monday movies Nov. 17, 1969. Banyon, set for Friday nights, stars Robert Forster, shown bottom left when show was World Premiere March 15, 1971. Probe, going into Wednesday nights, stars Hugh O'Brian, shown bottom right with Elke Sommer in World Premiere last Feb. 21.
DO COLLEGES HELP BUSINESS AS MUCH AS BUSINESS HELPS COLLEGES?

Yes, they do. But not in the same proportion.
Business contributes about 15% of the total voluntary support received by colleges.
But today, business gets half the college-trained men and women who are employed. Tomorrow, it will need even more.
As a result, businessmen should think seriously about increasing the level of corporate giving to education. Can you think of a better investment?

For the latest national figures on corporate giving to higher education, write on your letterhead for "CFAE Survey of Corporation Support of Higher Education," and enclose $2.00 to help cover costs. Mail to: Council for Financial Aid to Education, 6 East 45th Street, New York, N.Y. 10017.
Give to the college of your choice. Now.
Advertising contributed for the public good.

Space contributed by Sandy Frank Program Sales, Inc., 790 Madison Avenue, New York, New York 10021
Set for fall (and beyond):
4 football agreements

New broadcasting rights contracts involving four professional football teams have been announced.

The Dallas Cowboys and KLKD(AM) Dallas have signed a three-year pact for the station to be the sole Dallas-Fort Worth outlet for the world champions. In addition, KRLD will set up an eight-state Cowboys network and special Spanish language network service for selected Texas stations. Texas State Network and its KFJJ(AM) Fort Worth handled rights last season with KLFV(AM) as the Dallas outlet.

The Miami Dolphins and WIOD(AM) Miami have signed a new contract to run through the 1975 season. The American Conference champions have been covered by WIOD since 1965.

The Kansas City Chiefs and KCMO(AM) Kansas City have extended their contract to run through the coming three seasons. The station has carried the Chiefs since that franchise was switched to Kansas City in 1963.

Empire Sports Production, Montreal, also announced that it has been granted exclusive radio rights for Chiefs football outside the Kansas City area. Empire proposes a network of more than 40 stations in a five-state area.

WWL(AM) New Orleans and that city's Saints were also announced as renewal of their contract that dates back to the Saints' entry into New Orleans in 1967. WWL-TV New Orleans will carry exclusive coverage of the six preseason games.

WGLN(FM) challenged on format change

Another episode of public dissent over a planned format change at a newly acquired radio station has erupted at the FCC.

In a pleading filed last week, the Citizens Committee to Keep Progressive Rock urged the commission to stay, reconsider and permanently rescind a Feb. 22 staff action granting the sale of WGLN(FM) Sylvania, Ohio. At issue is an apparent decision by the buyer, Midwestern Broadcasting Corp., to alter the station's programming from its present progressive-rock format to middle of the road.

According to the group's petition, Midwestern, which also is the licensee of WOHO(AM) in neighboring Toledo, Ohio, willfully misrepresented itself in informing the FCC that it planned to program a MOR format on WGLN while at the same time maintaining locally that no alteration in the station's present programming would take place.

WGLN was taken off the air on March 15 to permit the transfer of its facilities to the studios of WOHO. Midwestern has received permission from the FCC to keep the station silent for 90 days.

The petitioners last week charged that Midwestern, which purchased WGLN from Twin States Broadcasting Inc. for $125,000, would deprive Toledo-area residents of the region's only progressive-rock format without notifying the community or conducting a survey of the area's programing needs and preferences.

The petitioners also charged that the WGLN sale violated the commission's three-year holding requirement (Twin States, the station's original licensee, operated WGLN for about two-and-one-half years before contracting to sell to Midwestern), and that Midwestern's proposal to duplicate WOHO's programing up to 48% would breed both an anticompetitive situation and cause inequitable programing distribution.

This pleading resembles one last year involving the sale of KFMG(FM) Des Moines, Iowa (BROADCASTING, Aug. 2, 1971, et seq.). In both instances, a citizen group sought to block a sale in which the buyer planned to eliminate a progressive-rock format and partially duplicate a commonly owned AM programing top-40 music. (Both WOHO and KSO[AM] Des Moines, which is owned by Stoner Broadcasting Systems, the buyer of KFMG, are top-40 operations.)

Tracy Westen, of the Stern Community Law Firm, represented the petitioners in both cases.

The KFMG issue was resolved when Stoner elected to retain the station's progressive format.

To the moon again

The television networks have scheduled extensive coverage of the Apollo 16 moon mission, beginning April 16 and concluding April 28. The networks each plan approximately 10 hours of live coverage including the lunar landing, the three-day stay on the moon by two of the three astronauts and the "space taxi" rides outside the lunar module. The radio networks plan to cover the mission through special programs and periodic progress reports throughout the 12 days.
St. Louis civic group gets time for series

Three St. Louis television stations have agreed to a local community coalition's request for program time to present a regular series of public-service programs.

The St. Louis County Municipal League, a civic organization representing the governments of 68 municipalities in the St. Louis metropolitan area, said last week that KTVI-TV, KSD-TV and KPLR-TV, all St. Louis, have accepted its proposal. A fourth station, KNOM-TV, declined the request but offered to consult with the group in its present public-affairs efforts.

Although specific time schedules had not been finalized last week, the league said it hoped that the three stations would dedicate at least one half-hour per month to the series. The series will be scheduled on each of the three stations on a rotating basis. Spokesmen from the stations have indicated that some of the programs could be aired in prime time, depending on the subject matter of the particular show.

John Brawley, mayor of Ferguson, Mo., and president of the municipal league, said that the series will deal with issues of concern to all citizens of St. Louis County, and in many cases to those residing in the city as well. Plans call for a federal, state and local government officials to appear on the programs and discuss current issues and controversial legislation affecting urban areas.

First program of the series is tentatively scheduled for April 11 on KSD-TV and will reportedly feature the governors of Missouri and Illinois in a discussion of the two states' common problems.

Star-crossed:  
FCC, astrologer

The FCC has taken a dim view of an astrology expert's interpretation of her right of access to broadcast facilities.

In rejecting a complaint by Alexandra Mark that cited, among other things, NBC-TV's refusal to present coverage of her book, "Astrology for the Aquarian Age," the commission last week stated that, except under certain circumstances, "no person has any right under the Constitution . . . to the use of any particular broadcast microphone or camera for the presentation of any kind of program material."

Mrs. Mark had named WTIC(AM) Hartford, Conn., and NBC-owned WNBC-TV New York as parties in her complaint. She claimed that WTIC had "censored" in part her appearance on the station to conform to guidelines of the National Association of Broadcasters code banning from the air material which tends to foster a belief in astrology.

Mrs. Mark's complaint asked the commission to rule that the sections of the NAB codes dealing with astrology may not be adopted by licensees as their own policy, and that the WTIC and NBC actions were violations of her First Amendment rights and the Communications Act.

The commission said there was no evidence that either licensee had acted unreasonably, noting that it is "the licensee, not the NAB or any other person or entity, who is responsible for what is presented over his facilities."

Monday-night sports grows

NBC-TV has been awarded exclusive rights to the 1973 and 1974 National Collegiate Athletic Association basketball tournaments, the network announced last week. This is the third two-year contract for NBC, the first of which went into effect in 1969.

For the first time in the history of the event's coverage the 1973 championship final from St. Louis (Monday, March 26) will be presented in prime time and both games of the semi-final round, also from St. Louis (Saturday, March 24) will be telecast nationally ("Closed Circuit," March 27).

In the past, the semi-final round was telecast on a regional basis. Four rounds of the tournament (Saturdays March 10, 17, 24 and Monday 26) are also on the schedule.

TV's Appalachian trail

Four television stations in the Appalachian region have joined with the Appalachia Educational Laboratory, Charleston, W. Va., to offer TV instruction to preschoolers in the area. The project is being funded by the U.S. Office of Education.

Around the Bend programs, assembled by AEL, are being carried by WTV(W.T.V) Weston, W. Va., WSVA-TV Harrisonburg, Va., WHTN-TV Huntington, W. Va., and noncommercial WJXV-TV Sneadville (Knoxville), Tenn. The TV instruction in basic skills is augmented by follow-up home visits by paraprofessionals who provide the children with learning materials and answer questions.

The 30-minute monochrome video tapes are telecast daily. It is estimated that more than 30 families and nearly 100 preschool children are participating in the service.

Pass over 'Passover'

The Jewish Conference on Communications Media, New York, has asked broadcasters not to carry the program, The Passover Story, distributed by Beth Star Shalom Hebrew-Christian Fellowship.

In a letter to the National Association of Broadcasters, which NBC carried in its March 24 Hotline, Rabbi I. Fred Hollandender, one of the conference said the film, represented as an authentic representation of the festival, "bears no resemblance to orthodox, conservative or reform Jewish interpretations of the Seder."

Last year, broadcasters found them-

---

BONNEVILLE PROGRAM SERVICES.

WE MADE THE WHOLE IDEA BEHIND ADULT MUSIC PROGRAMMING A SUCCESS.

See Marlin Taylor, Fred Seiden and Loring Fisher at the NAFMB and NAB conventions to discuss your needs.

Meet the people and hear their music.

Bonneville Program Services 485 Madison Avenue New York, N.Y. 10022

BROADCASTING, April 3, 1972
selves in the middle of a controversy about a Passover program sponsored by the American Board of Missions to the Jews, with six out of 12 TV stations canceling (Broadcasting, April 5, 1971).

CTV allowed 50% U.S. programing

The Canadian Radio-Television Commission has relented in its previous directive to the CTV to limit prime-time programing to 30% American product. The commission has announced that it will allow the privately owned network to program 50% U.S. provided Canadian content reached 60% over the entire broadcast day.

The decision was greeted with obvious relief by CTV President Murray Chercover, who pledged extension of CTV service to additional Canadian cities over the next two years in order to provide alternate programing to the Canadian Broadcasting Corp.'s TV network in all parts of Canada. In addition, the 14-station network will establish a new class of small-market affiliates which will receive network service without financial obligation.

Canadian critics of private broadcasting are calling the move a CRCT surrender to private enterprise. They fear it will weaken the CBC's fiscal position, resulting in heavier tax subsidies for the state network.

ProgramNotes

Leo's latest * MGM Television has released 25 feature films to syndication, and has sold package to wabc-TV New York, kabc-TV Los Angeles, wlw-TV Chicago, wxyz-TV Detroit, kgo-TV San Francisco and wkrk-TV Cincinnati.

Titles include "The Americanization of Emily," "Butterfield 8," "Cat on a Hot Tin Roof," "Cincinnati Kid," and "Libel."

Prime III offering * ABC Films has placed into domestic distribution Prime III package of 16 feature films, produced for initial presentation on ABC-TV, including "The Forgotten Man" with Dennis Weaver and Anne Francis; "A Taste of Evil" with Barbara Stanwyck and Arthur O'Connell; "If Tomorrow Comes" with Patty Duke and James Whitmore, and "In Broad Daylight" with Richard Boone and Suzanne Pleshette.

Getting around * Warner Bros. Television announced last week that its "Volume 17" package of 30 feature films has been sold in 42 markets, including eight of top-10 and 15 of top-25 for over-all U.S. TV homes coverage of 52%. Package includes three two-part titles: "Battle of the Bulge," "The Great Race" and "The Young Lions."

Latest sales include kgo-TV San Francisco, wxyz-TV Detroit, wmal-TV Washington, ktvt-TV Fort Worth-Dallas, ktvi-TV St. Louis, king-TV Seattle, ktrk-TV Houston, wtvy-TV Indianapolis, wkrk-TV Cincinnati and kumo-TV Kansas City, Mo.

30 in 30 * Independent Television Corp. reports it has sold U.F.O. hour series in 30 markets in 30 days. Among station buyers were wcbs-TV New York, wcw-

TV Philadelphia, knxt-TV Los Angeles, wtop-TV Washington and wgn-TV Chicago.

Sunny sales * ABC Films reports sale of Dark Shadows half-hour dramatic series, in 27 countries. Among purchasers were stations in Australia, Mexico, Puerto Rico, Thailand, Trinidad, Venezuela and Jamaica.

Triple threat * Gottlieb-Taffner Programs Inc., New York, has placed third series produced by Thames Television Ltd., of Britain into syndication. New series is one-hour Callan, which recounts adventures of secret agent. Two weeks ago Gottlieb-Taffner released Rivals of Sherlock Holmes and Father, Dear Father.

Liz and Richard—again * Elizabeth Taylor and Richard Burton will do a three-hour movie for ABC to be shown next season in two separate installments, one on Movie of the Week, other on Movie of the Weekend. The movie deals with divorce and its effect on the couple.

Prime TV * New half-hour pilot, Haunted, is being co-produced by 20th Century-Fox Television and SMS Associates, Chicago, in mid-Victorian manor house in upstate New York. Syndicated series features Han Holzer, parapsychologist and author, in format that blends documentation and recreation of psychic phenomena.

Introduction to reading * Corinthian's five television stations are showing weekly half-hour science series for children, "How Do You Know?". Show, geared to first, second and third graders, originates at Corinthian's khou-TV Houston, and is based on the Let's Read and Find Out books published by Thomas Y. Crowell Co. (Both Corinthian and Crowell are members of Dun & Bradstreet Group.)
Court won't dismiss suits by BMI

Actions against networks warrant full treatment, ABC, NBC are told

A federal district court judge has denied NBC and ABC motions for summary dismissal of antitrust and breach-of-contract charges filed against them and CBS by Broadcast Music Inc. The judge also refused to drop fraud charges brought by BMI against NBC and CBS only.

In his ruling, which became available last week, Judge Morris E. Lasker of the U.S. Southern District Court in New York did grant an alternative motion by ABC that the antitrust charge be tried separately and first, and that "discovery"—pre-trial examinations of books and documents—be limited to the antitrust phase until the antitrust issue is decided.

CBS had not moved for summary dismissal of the charges.

BMI's suit, filed more than two years ago (Broadcasting, Feb. 9, 1970), named CBS, NBC and the American Society of Composers, Authors and Publishers, accusing them of working together to destroy BMI and seeking treble damages totaling $59.9 million. ABC was added as a defendant later.

BMI's suit was based in part on separate CBS and NBC agreements to make additional payments to ASCAP for their TV networks' use of its music in years prior to 1969 and to pay ASCAP $5.68 million each for 1969 (Broadcasting, May 12, 1969). BMI put the back payments at $19.8 million and charged that the money was being used to finance ASCAP raids on BMI members. It also contended that if the networks had underpaid ASCAP in past years, they had underpaid BMI, too, since both BMI and ASCAP contracts provide for payments based on network time sales, but that CBS and NBC had refused to negotiate in good faith regarding additional back payments for BMI.

The suit was subsequently expanded to include ABC as a defendant after ABC made a back-payment settlement with ASCAP (Broadcasting, May 11, 1970).

To the NBC and ABC contentions that the payments to ASCAP were prompted by innocent business considerations, Judge Lasker replied in his ruling: "Without indicating any view—and we hold none—as to what the evidence will ultimately establish, we disagree that it will be impossible as a matter of law for BMI to prove that the payments were made as part of a conspiracy in violation of law...

"Although the explanations that NBC and ABC offer for the payments may constitute valid defenses, it is impossible on the basis of the record before us to determine that all possibility of illegal motive is disproved. NBC's and ABC's proof may establish that there were legitimate motives for their payments to ASCAP; but such proof will not necessarily foreclose BMI's establishing that there was illegal motive as well."

Judge Lasker ruled, however, that the antitrust issue should be tried before the contract and fraud claims and that discovery should be limited to the antitrust phase until the antitrust issue is decided.

ABC had not moved for summary dismissal of the charges.

BMI looks after itself in cable comments

Broadcast Music Inc. has informed the FCC that it is "firmly opposed" to the importation of distant radio signals by cable television systems. BMI President Edward M. Cramer said the FCC regulation that would permit CATV operators to import distant signals of radio stations into the local market would work to the disadvantage of all facets of the communications industry other than cable itself. Mr. Cramer complained that radio-signal importation would enable the cable operator to avoid paying music-licensing fees, while the radio stations carried on his system must pay those fees.

"Quite clearly," Mr. Cramer said, "the business of cable systems is television, not radio." He argued that CATV operators could easily originate their own music programming if they felt that such a service is necessary to attract subscribers. But to afford cable operators "unlimited access" to copyrighted music through radio-signal importation, Mr. Cramer said, would be to discourage such local origination. Not only would such a conflict with the FCC's policy of encouraging local
origination on cable systems, he contended, it would also harm the local radio licensee by fragmenting his audience.

Mr. Cramer said "special treatment" is necessary in conceiving regulations governing CATV transmissions of copyrighted recorded music. He said BMI is prepared to negotiate an equitable licensing arrangement for such transmissions with cable interests.

FM rock listeners: ‘Joe Consumers’

A market study of listeners of rock FM radio, released last week by ABC-FM Spot Sales Inc., shows that this predominantly 18-to-34-year-old group buys pretty much what other consumers buy—from autos to wine, from hardware to music lessons. The extent to which it buys them, and in many cases its preferences and buying plans, are reported in some 35 pages of tables. The survey, executed by The Pulse Inc., also included information on the media habits of the rock radio audience and showed that, on the whole, they listened to radio almost twice as much as they watched television (average of 22 hours per week for radio, compared to 12 hours per week for TV).

The survey was conducted in the seven markets where ABC owns FM outlets: Chicago, Detroit, Houston, Los Angeles, San Francisco, Pittsburgh and New York. A total of 959 people were included in the sample in the seven cities. Of those surveyed 57% were men and 43% were employed full time, 61.5% were students, and 64% were between the ages of 18 and 24. The largest segment of those surveyed had an annual family income between $10,000 and $15,000.

The study was based on results covering 29 product categories including cars, beer, wine, records, movies, clothing, cosmetics, banks, and credit cards. Clothing was the most often bought consumer item of the sampling, and a majority of the audience preferred small cars to large ones. (They split evenly between a preference for foreign cars and domestic.)

Figures on the media habits of the sampling showed that group is very much involved in media, especially electronic. Some 72% of the sampling owned stereo FM receivers, 55% saw at least two movies per month (twice the national average), 58% bought two or more books a month, 70% at least pick up a newspaper every day, and 73% read magazines regularly (Time and Life the most preferred with about 10.5% each).

Getting young adults into the radio surveys

The GOALS committee, backed by the Radio Advertising Bureau, last week stated that one of its priority actions is to find better ways to persuade 18-to-24-year-olds to cooperate with audio-measurement surveys.

GOALS (Goals for Operation, Administration, Logistics and Stability of the radio rating services) has two task forces, one working with the American Research Bureau, the other with Pulse Inc. Membership of the committees is made up of station representative executives.

According to a joint statement of the task forces' co-chairmen:

"One of the major areas we are addressing ourselves is to improve of measurement among 18-to-24-year-old listeners. Separate projects are underway... which should throw light on how has to be done to improve the cooperation rate among 18 to 24's."

McGovern copyright tack would exempt stations

Senator George McGovern (D-S.D.) has proposed copyright-law revisions that would exempt the majority of broadcasters from music royalty payments. The senator urged quick action on the copyright bill now in Senator John McClellan's (D-Ark.) Copyright Subcommittee. And, he proposed that radio stations with less than 50 kw and TV stations not in the top-50 markets be exempt from payments.

He also called for an increase in royalty payments, exemption for non-profit institutions and extension of the copyright period from two 28-year terms to the life of the composer plus 50 years.

A spokesman said that the senator is considering embodying the proposals in legislation.

Togetherness at ASCAP

American Society of Composers, Authors and Publishers will consolidate all its New York offices in ASCAP Building, One Lincoln Plaza 10023, on April 7-8. Telephone: (212) 595-3050.
Paley, Stanton head CBS payroll
Chairman William S. Paley and Vice Chairman Frank Stanton are CBS Inc.'s two highest-paid officers, according to a proxy statement released last week. The statement accompanied CBS's 1971 annual report (Broadcasting, March 27). In 1971, Mr. Paley received $200,000 in salary, $183,612 in additional compensation and $14,888 deferred, while Mr. Stanton's remuneration was $200,000 in salary, $198,500 in additional compensation and nothing deferred.

Charles T. Ireland Jr., CBS president, was paid $41,058 in salary and $35,000 in additional compensation for the period he worked in 1971 (Oct. 1 on.)
Other top-paid officers included John A. Schneider, president, CBS/Broadcasting Group, who received $150,000 in salary and $101,750 in additional compensation; Richard W. Jencks, vice president, Washington, $110,000 in salary, $32,500 in additional compensation and $17,500 in deferred pay, and Ralph O. Briscoe, president, CBS/COMTEC Group, $80,000 in salary, $26,500 in additional compensation and $8,750 deferred.

The proxy statement showed that Clive J. Davis, president, CBS/Records Group, has an employment contract as senior executive from April 15, 1970, to April 14, 1975, with payment to him of $135,000 salary per year. The contract also made allowance for additional compensation voted to him by the CBS board, and incentive compensation, payable in four installments: $100,000 in March 1972, and $50,000 on each Dec. 15 of 1972, 1973 and 1974.

Athena goes public, names Cooperman
The election of Alvin Cooperman as chairman and chief executive officer of Athena Communications Corp., New York, Gulf & Western cable-TV subsidiary, was announced last week.
Mr. Cooperman will resign as vice president and director of Madison Square Garden Corp., executive vice president of Madison Square Garden Center and president of Madison Square Garden Productions to accept the new post, effective May 1. (Athena owns and operates 13 CATV systems serving about 44,000 subscribers in 24 communities in six states.) Before joining Madison Square Garden Mr. Cooperman was vice president in charge of special programs, NBC-TV.

James T. Ragan, who has been president of Athena since shortly after its formation in 1969, remains in that post as chief operating officer.
Gulf & Western declared a dividend in early March of one share of Athena common stock for each 10 shares of G&W common, subject to various approvals including the filing of an effective registration statement. Record and payment dates will be established later. When the shares are distributed, Athena will become a publicly owned company, with G&W retaining about 20% of the common stock.

Gable registration
Gable Industries, Atlanta, has requested registration from Securities and Exchange Commission of 261,900 outstanding shares of common stock to be offered for public sale by individual shareholders. Price of stock was estimated at $28.75 per share.
NEWS RELEASE FROM THE FCC
Read this Excerpt! it's Important!

BROADCAST ACTION
February 17, 1972—B

BARTER DEALS FOR SPOTS EXEMPTED FROM TIME BROKERAGE FILING EQUIPMENT

Barter and tradeout arrangements have been exempted by the FCC from rules requiring broadcast licensees to file time brokerage agreements with the Commission. The action is effective March 31, 1972.

(Under Section 1.613(c) of the rules licensees are required to file time brokerage agreements with the Commission within 30 days of their execution.)

The full text of the amendment to Section 1.613(c) reads: "Contracts relating to the sale of broadcast time to 'time brokers' for resale. This paragraph shall not apply to or require the filing of agreements, including 'barter' or 'trade-out' agreements, under which the party furnishing the consideration acquires only the right to re-sell time for spot announcements."

* * * * * * * * *

In July 1971, Atwood Richards retained the services of a highly respected Washington, D.C. law firm to assist us in seeking a differentiation between "time-brokerage" and "trade-out arrangements," with particular regard to the filing requirements mentioned above.

On September 17, 1971, a detailed letter "on behalf of Atwood Richards Inc.," with full documentation was sent to the FCC. It meticulously explained our objectives and the reasons why they should be favorably considered.

This FCC report once again establishes that trade-outs are completely legitimate and are not time-brokerage. We like to think that our efforts and expense were beneficial in aiding the FCC to reach the above decision.

Atwood Richards Inc.
A DIVISION OF ADVERTISING CONTRACTORS, INC.
The battle over quadraphonic sound

There's no denying its advantages—but what's the best way to capture it?

"The whole problem boils down to how to put 10 pounds of garbage into a five-pound bag." That's the irreverent way one engineer explains the current tumult in the recording and broadcast industries over quadraphonic (four-channel) sound. The '10 pounds of "garbage" are the two extra channels of sound. The five-pound bag is the groove on a record. An industry-wide battle is now being waged over the way to shoe the two extra channels.

Whatever the outcome, broadcasters are deeply interested. They are to hear about it at the Chicago conventions next week (see page 64).

Why all the bother? This is the general explanation.

Imagine yourself in a large concert hall with a full orchestra playing on stage. The sound you hear does not travel directly from instrument to ear. Some does, of course, but a much greater part travels around the concert hall, bouncing off walls, ceiling and even people before it gets to the ear. The part that travels directly to the ear is called "directional" sound. The part that travels around the hall is called "ambient." What you eventually hear is the total of these two types of sound—on a ratio some scientists put at 80-20 in favor of ambient.

(Recording engineers discovered the importance of ambient sound only recently. For years it was thought that the best studio was one that was completely "dead"—i.e., entirely without echo or ambience. In such an atmosphere, the only sound picked up by microphones is directional from the performer. The current trend to introduce more ambiance into studio design.)

The advantage of a quadraphonic recording-playback system over stereo is that it can capture and recreate this ambient sound and, in the process, make a possible a fuller, richer aural experience. That's what the engineers have been commissioned to do.

Their work has led, thus far, to the development of four four-channel systems. The "discrete" system, simply stated, is the transmission of four separate, isolated channels to four different speakers. The "matrix" system involves the reduction and encoding of four channels into two and the decoding of those two channels back into four. The record player or receiver.

It is important to note that the battle going on now has only to do with quad disks. Four-channel tape and playback equipment have been available for almost two years. But records remain the major mode of recording, and manufacturers are aware that in order for a new system to proliferate (1) it must be adapted for use on disks and (2) it must be compatible with stereo players.

There now are three principal manufacturers of matrix equipment and recordings: CBS (with its SQ system), Sansui Inc. (the SS system), and Electro-Video (Stereo 4 system). The discrete manufacturers are the Japanese Victor Corp. and Panasonic Inc. No record manufacturer has been licensed to make discrete disks until two weeks ago (March 22), when RCA announced it would release its first discrete quad disks in May and planned to go all-quad by next year. RCA says its discrete disks are fully compatible with stereo players.

To date, CBS has licensed its SQ system in the equipment field to Lafayette, Sony, Radio Electronics, Sherwood Electronics Laboratories and Instruteck. Record companies licensed to SQ include Columbia, Ampex, CBS/Sony, EMI (owners of Capitol) and Vanguard. The Sansui system has been adopted by Ode, Project 3 and ABC Dunhill; Electro-Voice signed Stereo 4 to Golden Crest and Ovation labels.

There are two quadraphonic broadcasting systems in contention as well. Broadcasting in matrixed quad is relatively simple. All that is needed is an encoded matrix disk or tape and standard stereo broadcast facilities. The signal must pass through a decoder at the receiving end, but no modifications of transmitters or band-widths are needed.

More elaborate measures are necessary in discrete, including a clearance from the FCC. Because discrete quad involves the transmission of four separate signals, modifications must be made at the generator and transmitter, and the use of an extra side-band is required. FCC rules currently state that the last 25 kc of the 100 kc allotted to each station be left clear of signals as a guard band. Experiments with the discrete broadcast system developed by Dorren Quadraplex for 10-kw FM San Francisco and submitted to the commission have proved, they feel, that even though there is a subcarrier at 76 kc, the signal is down 42 db at 100 kc (the commission rules require it signal down only 35 db at 100 kc) and therefore there is no interference. Jim Gabbert, president of 10-kw, estimates the cost of converting a station to quadraplex at about $1,000, minus the cost of the studio equipment. A problem with discrete broadcasting is the elimination of the subsidiary communications authorization (SCA) or subcast band used by many broadcasters for use of Muzak and similar services. Mr. Gabbert feels the SCA band can be moved farther out if necessary, but at this juncture it remains inside the Quadraplex area.

Just how the disks, both discrete and matrix, carry the information for quad sound is the crux of this battle. All the information on any record is carried in its groove. The walls of the grooves are at a 45-degree angle to each other, the walls carrying information for the left channel and the right wall in-

These are microscopic enlargements of the grooves on two of the competing quadraphonic systems. In RCA's discrete system (top) the outer lines are extremities of the stereo signals and the rib-like grooves are FM carriers for activating the third and fourth sound channels. In CBS's matrix system, the top half carries signals for the left front and right front channels, the bottom half signals for the left back and right back channels.
Public Relations/Contacts is a regular feature of BROADCASTING, The Businessweekly of Television & Radio, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

**business viewpoint**

**THE CONSUMER IS BOSS** is the subject of the third in our series of public service messages on the competitive enterprise system created for TV by Hanna-Barbera. Please rotate with previously-released spot. To be distributed by mid-April. Contact: Hugh Guidi, Radio-TV, Chamber of Commerce of the U.S., 1615 H Street, N.W., Wash., D.C. 20006. (202) 659-6232.

**direct response**

**HOW GOOD IS YOUR DIRECT RESPONSE?** Agency with prestigious list of accounts is interested in placing direct response advertising at lowest acquisition costs. Agency guaranteed. Write: P.O. Box 298 Church Street Station New York, New York 10008 Radio/Television Department

**edg—computer**

DIGITAL EQUIPMENT CORPORATION—information on small-, medium-, and large-scale digital computers and electronic circuit modules, the basic building blocks of automation. Contact Mark Nigberg, manager, public relations, Digital Equipment Corp., 148 Main Street, Maynard, Mass. 01754. Phone (617) 897-5111.

**free film**

AWARD WINNING FILM FREE FOR TV
"To Seek ... To Teach ... To Heal," a suspense film about medical personnel fighting to save the life of a child. Won CINE Golden Eagle plus three other top honors. Nominated for four additional festivals.  
ASSOCIATION-Sterling Films 43 West 61st St., N.Y. 10023 (212) 752-4431


Free loan films on a variety of educational, sports, and auto industry-related subjects. Many suitable for public service programming, 16mm. Color. Write for catalog. General Motors Film Library, 1-101 General Motors Bldg., Detroit, Mich. 48202.

**housing: manufactured**

FACTS, NEWS FEATURES, 13% min. FILM on mobile/modular housing. 48% of nation's new home sales were mobile homes. Write Jerry Bagley, PR Director, Mobile Homes Manufacturers Assn., 6850 Northwest Hwy., Chicago, Ill. 60631.

**humor**

ORIGINAL TOPICAL COMEDY LINES for Disc Jockeys, Air Personalities, Newscasters, Program Directors, by Bob Orben, top TV comedy writer (Skelton, Paris, etc.). Mailed first class 24 times a year. To be Number One (or stay Number One) in your area, send for FREE SAMPLE of CURRENT COMEDY. The Comedy Center, Inc. 1529-B East 19 St., Brooklyn, N.Y. 11203.

**insurance**

ALLSTATE INSURANCE COMPANIES—Information on automobile, boat-owners, homeowners, health, life insurance; traffic safety, driver education, travel. Contact Raymond P. Ewing, Press Relations Director, Allstate Plaza, Northbrook, Ill. Phone (312) 291-5086.

**legal**

BROADCASTING AND THE LAW A publication for the entire station staff. Keeps you advised of FCC rule changes, court decisions, and Congressional actions affecting you ... in a unique way. For further information and a separate copy write: BROADCASTING AND THE LAW Box 8357A Knoxville, Tennessee 37916

**recording tapes**

RENT COMEDY, The Comedy Center, 45 West 45th St., New York 10036 (212) PT 7-0695

**sports film**

SPECTACULARS like Davis Cup Tennis—Indy 500—European Grand Prix—Horse Racing—Nicklaus Golf 16mm color/1/2 hours for rent or sale. Also available as a "strip." Write Spollitt Films, 20 No. Wacker, Chicago 60606 for catalog and contracts, or call (312) 296-8955.

**legal**

KEEP TIME Radio and TV people—get the most of every minute you pay for—to the last split-second with the MINERVA STOPWATCH designed for radio and TV use! Call M. DUCOMMUN COMPANY 580 Fifth Ave., New York 10036 PLaza 7-2540

To: BROADCASTING 7 W. 51st Street New York, N.Y. 10019 (212) 737-3280

Please insert the following copy for us beginning next month on the Public Relations/Contacts page and invoice at the 1x, 6x, 12x rate.

Name  
Company  
Address
Cable networks, big and small

That's the future flexibility Comsat sees with satellite-linked grids of all sizes

Tomorrow's communications satellites "will have many small beams, spot lighted whenever they are needed, capable of being switched anywhere and whenever they are needed, concentrating their power where needed, providing interconnection among an unlimited number of points, thereby offering economies of scale to users and a national communications flexibility unavailable by any other means, all at an investment of only a few dollars per unit of communications capability." That, admittedly, is a partisan prognosis; it was prepared for a spokesman for the Communications Satellite Corp. But if Comsat gets the freedom it wants the FCC issues its domestic-satellite rules—a decision expected within the next month or two—that is the vision it foresees, not only for satellites but also for cable television.

The Comsat version of the cable future was prepared for delivery by Joseph V. Charyk, president, in a panel discussion during the Institute of Electrical and Electronics Engineers convention in New York. Dr. Charyk missed the date because of illness.

According to the draft, satellites will permit "switching of connections between any two or hundreds of local CATV systems," regardless of whether the individual systems are technically elaborate or relatively primitive. "For, fundamentally," the Comsat paper said, "cables connect people within a community or a metropolitan area, while the satellite system connects either communities or selected audiences within communities, regionally, nationally and even internationally." Given these possibilities, it said, "we must cease to compartmentalize our management, operating, marketing, and even regulatory thinking in communications along the lines of voice, video, data or facsimile. Instead, we must think in terms of national communications system planning." Cable operators were urged to think of themselves as "national broadband multipurpose" communicators, in line with the application Comsat has presented to the FCC. As the draft noted, "Comsat believes that a multipurpose, domestic-satellite system would best meet the needs of the public immediately and in the long term."

Moreover, Comsat is pushing for a single "mechanism for determining who wants to be interconnected with what, when at what cost." On the panel where Mr. Charyk was to have appeared, Wilbur Pritchard—director of Comsat laboratories—substituted with off-the-cuff remarks. The session was held in New York on March 20.

Technical Topics

New TV plant * International Video Corp., Sunnyvale, Calif., has opened 47,000-square-foot plant for production of color-TV cameras and video-tape recorders. New facility is adjacent to company's headquarters building in Sunnyvale.

Tube prices up * RCA has increased prices from 7% to 8% on 200 types of industrial tubes, including those used in radio and television broadcast equipment.

All that's needed * Dage Television Michigan City, Ind., announced new Plumbicon version of Dage 800 studio production center. Studio provides full-processing control units for two Dage 800 cameras with Plumbicon image tubes and incorporates cable compensation for 1000 feet of cable runs. It is fully color compatible.

ask about our new am fm tv monitors

Call or Write ARNO MEYER
BELAR ELECTRONICS LABORATORY, INC.
Delaware & Montrose Avenues, Upper Darby, Pa. 19084 Box 83
(215) 789-0550

See us at NAS-Booth 238, Conrad Hilton West Exhibit Hall

BROADCASTING, April 3, 1972
Broadcast Advertising


Richard Waller, VP and group sales manager, Red Group, Metro TV Sales, New York, named VP, director of marketing and research. Kris Gangadean, account executive, appointed group sales manager of White Group.

Gerald Germain, manager, financial planning and analysis, Benton & Bowles, New York, named VP.

Ted Bird, director of broadcast services, and Walter King, director of office services, Doyle Dane Bernbach, New York, elected VP's.

Charles Verell, with sales staff, Peters, Griffin, Woodward, Chicago, joins WRGB(AM) Schenectady, N.Y., as national sales manager.

John Tocco, general manager, Food Advertisers Service, New York subsidiary of Kenyon & Eckhardt, named VP and member of FAS board of directors.

George A. Scott, creative director, MacManus, John & Adams division, D'Arcy-MacManus, Bloomfield Hills, Mich., named VP.

Richard B. Eckman, formerly with Metromedia division of Metromedia, New York, joins Foote, Cone & Belding there as VP and director of its newly formed FCB Response Marketing Systems group.

Thomas F. Fucigna, Michael J. M. Graham and William J. Manley, account supervisors, Warwick & Legler, New York, elected VP's. Joseph Judack, broadcast supervisor, W&L, also elected VP.

George R. Eckels, with business development division, Cohen-Kelley Associates, Manchester, N.H., named to newly created position of VP for broadcast and business development.

William Wendt, VP of advertising, Bamberger's, New York department store, joins Jack Byrne Advertising there as VP and account supervisor.


Gregory T. Lincoln, director of marketing, consumer products division, Chock Full O'Nuts, New York, joins CBS Television Stations National Sales there as director for client and sales development.

Richard L. Benson, associate media director, Gilman & Lewis, Philadelphia, appointed senior associate media director.

Mary Meahan, media supervisor, Ketchum, MacLeod & Grove, Pittsburgh office, appointed manager of broadcast media.

John M. Farris, planner-buyer, Benton & Bowles, New York, joins Cargill, Wilson & Acree, Atlanta, as media supervisor. Peggy Ferguson, formerly with Otis Elevator, New York, joins agency as media estimator.

Robert Linderman, VP and creative director, Kenyon & Eckhardt, New York, joins Needham, Harper & Steers there as creative director.

Garrett Haston, assistant sales manager, station ID division, Pepper & Tanner, Memphis, appointed assistant to president.

Kent Bosworth, VP, Hoefer, Dietrich & Brown, San Francisco, appointed group account supervisor.

Dave Allen, executive producer, KMOX-TV St. Louis, appointed creative director, The Savan Co., newly formed agency there.

DePaul R. Trunk, product manager, E. R. Squibb & Sons, New York, joins Sudler & Hennessey, agency there, as account supervisor.

John C. Thomas, former producer-director, Alderman Studios, High Point, N.C., joins Byer & Bowman Advertising, Columbus, Ohio, as supervisor of broadcast services.

Dr. Donald L. Kanter, professor of marketing and chairman of department of marketing and communications, University of Southern California, Los Angeles, elected board member, Tinker, Dodge & Delano, New York-based agency.

James A. Skelly, account executive, WKBW-TV Cleveland, appointed sales manager.

Allan Chlowitz, account executive for CBS Radio Spot Sales, New York, appointed sales manager of KNX-FM Los Angeles, CBS-owned station.

Victor Zurbel, group head, Tinker, Dodge & Delano, New York, joins Kenyon & Eckhardt there as co-group head.

Joseph L. Davis, account executive, Young & Rubicam, New York, joins Needham, Harper & Steers there as account supervisor.


Winifred C. Heavey, daytime sales coordinator and supervisor of computer sales records, CBS, named manager of sales inventory and systems.

Gerry Puccio, group sales manager, Tele-Rep Inc., New York, "lions" station group, appointed sales manager, "tigers" station group. He is succeeded by Bill Carney, account executive.


The Media

Herman Sitrick, VP and general manager, WQRT(AM) Chicago, joins WCIU-TV there in similar capacity.

John Saeman, with West Coast division,
Daniels Properties, Los Angeles, named president of wholly owned subsidiary, Daniels and Associates, brokerage and consulting firm, Denver.

David Hepburn, director of community relations for WNEW-TV New York, named VP.


Richard J. Roberts, program manager, WTYC-AM-FM Cleveland, appointed general manager.

Joseph C. Hazen Jr., deputy administrator of Time Inc.'s broadcasting, book publishing, films and recording divisions, retires.

Programing

Warren N. Lieberfarb, executive VP, Genesis Films Ltd., motion-picture distributor, New York, appointed to newly created position of director of market development for 20th Century-Fox there. Mr. Lieberfarb will be responsible for exploration and development of firm's product, particularly in fields of cable TV, pay TV and video cassettes.

Philip Howort, VP, TV program department, Grey Advertising, New York, appointed to newly created post of director of national sales, Viacom Enterprises, division of Viacom International, New York.

Broadcast Journalism

William D. Stiles, director of corporate development, Spanish International Network, New York, named VP of Mutual Reports, subsidiary of Mutual Broadcasting System. Mr. Stiles will direct new Mutual service to supply news to Spanish-language radio stations.

Theresa Brown, consumer reporter, KYW(AM) Philadelphia, moves to KYW-TV there in similar capacity.

Jolene Stevens, reporter, KMEG(TV) Sioux City, Iowa, joins KCAU-TV there in similar capacity.

Donald Urban, executive news director, WKRC-TV Cincinnati, appointed editorial director, WKRC-AM-FM-TV.

Roy Allred, formerly with KOOL-TV Phoenix, joins KAAU-TV Denver as meteorologist.

Bobbie Craddock, weekend anchorman, WJWL(TV) Cincinnati, joins NBC News bureau, Cleveland, as general assignment reporter.

Robert R. Sieglist, public affairs assistant to Representative Hastings Keith (R-Mass.) joins WMVR(AM) Jacksonville, Fla., as director of news, sports and public affairs.

Music

Roy Silver, president and founder of now defunct Campbell Silver, Cosby Corp., joins Creative Management Associates, Beverly Hills, Calif., as VP and head of talent agency's music division.

Robert E. Brockway, former president of CBS Electronic Video Recording (EVR), named chief executive and director of new company, Polygram Corp., New York, being set up by European-based Polygram, international entertainment complex. Mr. Brockway will coordinate operations of three Polygram-owned U.S. companies—Phonogram (Mercury Records), Polydor (Polydor Records) and Vanguard (publishing), and of fourth, MGM Records, upon consummation of Polygram agreement in principle to acquire that company. Polygram's New York office: 605 Fifth Avenue.


John Podwell, manager of product assurance and manufacturing coordination, RCA Records, New York, appointed director for new product development, to spearhead firm's entry into compatible four-channel record field.

Equipment & Engineering

Dr. Peter C. Goldmark, president and research director of Goldmark Communications Corp., division of Warner Communications, Stamford, Conn., appointed visiting professor of communications technology at Fairfield (Conn.) University's Graduate School of Corporate and Political Communication. Also he has been elected president of Academy for Educational Development, non-profit organization that assists schools, colleges and government agencies in developing improved operations and future plans.

Alvin H. Andruss, Washington consulting engineer, elected president, Association of Federal Consulting Engineers. He succeeds John A. Moffett. Other officers elected: Elizabeth L. Dahlberg, VP; Paul L. Wimmer, secretary; Oleg L. Prestholdt, treasurer. Following were elected to executive committee: Carl E. Smith, Hawaii; Edward P. Lorentz and Thomas L. Vaughn. All except Mr. Smith, whose business is in Cleveland, work in Washington.


Raymond Kibielwski, formerly with Philips Broadcast Equipment Corp., Montvale, N.J., appointed chief engineer, WSLTM-AM-FM Ocean City, N.J.

Rupert F. Goodeps, general sales manager and director of product management, Philips Norelco, New York, joins Fermesh division, Robert Bosch Corp., equipment manufacturer, Chicago, as national manager.

Allied Fields

Robert P. Hill, VP-marketing, CBS Electronic Video Recording (EVR), New York, joins Videocore Corporation of America, Westport, Conn., as VP-sales.


Douglas Anello, former general counsel, National Association of Broadcasters, Washington, presently in private practice, joins FCC as an attorney in its Common Carrier Bureau. He has been retained in connection with commission's AT&T rate inquiry.


Deaths

Charles H. Singer, 69, pioneer in radio and electronic communications, died March 26 at Sibley Memorial hospital, Washington, of cancer. He had retired last year as VP, U.S. Cable Corp. Mr. Singer was responsible for design and construction of early radio stations in greater New York area and had served as chief engineer for WOR-AM-FM New York until 1955. At that time he moved to Washington as VP and director of operations for Page Communications Engineers, where he helped development of global defense communications. He is survived by his wife, Betty, one daughter and one son.

Frank Russell Baker, 60, producer, KGO-Tv San Francisco, died at Franklin hospital there of complications following stroke. Mr. Baker began his career in 1932 at WOAM(AM) Omaha, later becoming program director at its associated WOW-TV. He is survived by his wife, Dorothy.

Richard A. Hubbard, 37, former official with KSTP-AM-FM-TV Minneapolis-St. Paul, died March 28 of injuries sustained in Feb. 27 auto accident in San Antonio, Tex. He was son of Stanley E. Hubbard, of Bal Harbour, Fla., founder of Hubbard Broadcasting (KSTP-AM-FM-TV), and brother of Stanley S. Hubbard, president of Hubbard. Late Mr. Hubbard was with stations from 1956 to 1969, when he left to join closed-circuit TV venture in San Antonio.
As compiled by Broadcasting, March 21 through March 27, and based on filings, authorizations and other FCC actions.


vania Inc. Action March 22.

Harrisburg, Pa.—FCC dismissed petitions by WCAL, Broadcasting Corp.; WGLT, Lancaster, Pa.; and Newhouse Broadcasting Corp. (WTPA-TV) Harrisburg, requesting for reconsideration of FCC action permitting Adtel Ltd. to conduct market research on cable TV systems in Harrisburg. Action March 22.

KDDC-TV Midland, Tex.—Broadcast Bureau granted CP to change ERP to 8512 watts. Action March 22.

KUTV-Salt Lake City—FCC authorized KUTV to present up to three and one-half hours of network programming during prime time on Thursday, March 23. Action March 20.

Actions on motions


Chief, Office of Opinions and Review in New York (WPIX Inc. (WPXI-TV) and Forum Communications Inc.). TV proceeding, granted request by Broadcast Bureau and extended to March 24, time to file responsive pleadings to petition for reconsideration or clarification of commission's designation released Feb. 24, filed by Forum (Docs. 18711-2). Action March 17.

Chief, Broadcast Bureau, Wallace E. Johnson in request by NBC to extend to April 7 time in which NBC has to respond to commission's interim memorandum opinion and order on remand released Feb. 22, FCC had requested NTIA notices for making available reasonable opportunity for presentation of opposing viewpoint to certain applications for large-engine automobiles and leaded gasoline presently carried on WNBC-TV New York. Commission action was in response to complaints against advertisements filed by Friends of the Earth, environmental protection group. Action March 22.

Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas, as amended to rules seeking extension of time to file hearing examiner's adverse ruling, in proceeding that hearing examiner's adverse ruling, in proceeding for amendment to rules adopted Feb. 23. Action March 17.

Other actions

Review board in Fort Smith and Jonesboro, both Arkansas, on application for license for KAIT-TV Fort Smith, and for renewal of license for KAIT-TV Jonesboro (Docs. 19291-2). Action March 22.

Review board in High Point, N.C., TV proceedings, enforces hearing in proceeding involving mutually exclusive applications of Southern Broadcasting Co. (WGHP-TV), and Furniture City Television Co. for renewal of license and CP respectively for TV in High Point, N.C., to include determination whether Furniture City has complied with provisions of rules by keeping FCC informed of substantial changes in application and, if not, effect of such non-compliance on basis or comparative qualifications of Furniture City to be broadcast licensee (Docs. 18905-7). Action March 20.

Rulemaking action

FCC amended rules to provide that sports events which have been presented on conventional television may not be presented on subscription television (STV) unless they have been off air for period of five years under terms of amendment to rules adopted by FCC (Doc. 18893). Restrictions had previously been limited to two years. It applies to sports events that are regularly televised on conventional TV, either live or on same-day-delay basis. FCC also extended prohibition against STV showing of regularly recurring sports events. New sports events which result from restructuring of existing sport may not be shown on STV until five years after the events have been introduced. New sports events arising under circumstances other than restructuring will not automatically come under five-year protected period, but will be dealt with as they develop. Same rule becomes effective May 9. Action March 23.

New AM stations

Final action

Review board in Charlottesville, Va., granted application of WELK Inc. for change in facilities of WELK Charlottesville, from 1010 kHz, 1 kW-D, to 1400 kHz, 250 w, 1 kW-LS, U. In same action board granted WELK's petition for leave to amend, joint request for approval of agreement to dismiss and amend filed by WELK and Charles W. Hurt and WUVA (competing applicants for facilities) and dismissed Mr. Hurt's and WUVA's applications with prejudice (Docs. 18385-7). Action March 22.

Actions on motions


Hearing Examiner Lenore G. Elrh in Salem and Newburyport, Mass., dismissed Petition for Reconsideration filed by WGRN Broadcasting Co., Inc. et al. AM proceeding, on request of Broadcast Bureau, rescheduled pre-hearing conference for March 27 (Docs. 19434-6). Action March 16.

New TV stations

Action on motion

Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communication Corp.), TV proceeding, granted petition by Carmen Patti to extend to Mrs. Patti may participate in such proceedings relating to him as have been introduced by prior testimony; and by separate action ordered Broadcast Bureau to make available to counsel for Dubuque Communication Corp. entire proceeding and minutes of testimony given by Thomas Sullivan in Doc. 18911. Bureau should not do so, no alternative would remain except to strike testimony of witness as not ruled on, without obviously frustrates purposes of investigation (Doc. 19339).

Existing TV stations

Final actions

FCC dismissed, in response to request by NAB, effective date of certain rules governing operation of TV's by remote control to Oct. 1. Action March 23.

FCC dismissed request by Anthony R. Martin-Trigona asking that commission deny or set for hearing renewal applications of licensees of WTEN-TV New Bedford and WBZ-TV and WNAC-TV, both Boston, all Massachusetts; WTVN-TV New Britain, WTNH-TV New Haven and WITC-TV Hartford, all Connecticut; WARB-TV and WPRT-TV, both Providence, R.I. Action March 23.

WTLV (Jacksonville, Fla.—Broadcast Bureau granted motion to change license vision 12 of Jacksonville Inc. Action March 22.

WXL-TV Sarasota, Fla.—Broadcast Bureau granted license covering new station. Action March 20.

WAGAV-TV Atlanta—Broadcast Bureau granted CP to change license vision 17 of Atlanta. Action March 20.

WGN-TV Chicago—Broadcast Bureau granted request for authority to operate remote control from 2501 Bradley Place, Chicago. Action March 22.

WTVO-TV Rockford, Ill.—Broadcast Bureau granted CP to make changes in trans. equipment. Action March 20.

WUHO-TV Battle Creek, Mich.—Broadcast Bureau granted license covering new commercial TV. Action March 22.

WCBI-TV Columbus, Miss.—Broadcast Bureau granted license covering utilization of former main trans. aux. trans. and main. ant. Action March 21.

WNBC-TV New York and WTCI-TV Hartford, Conn.—Broadcast Bureau stated in letter to Mr. Eleazar Mark of Brookline, Mass., that WNBC-TV New York and WTCI-TV Hartford, Conn., did not amend application in handling of astrological material. Mrs. Mark is author of "Astrology for the Astronomer." The complaint to FCC Bureau, Feb. 15, Mrs. Mark said that although she appeared on national talk show with her book and said, she was unable to get national coverage because of "no astronomy on television news," which has material that tends to foster belief in astrology. She said that her appearance over WTCI was "consistent with prejudice with specific provisions of the code. Action March 23.

WOLN-TV Erie, Pa.—Broadcast Bureau granted license for license covering change in name to Public Broadcasting of Northwest Pennsylvania.

NAB 1972

EDWIN TORNBERG
& COMPANY, INC.

Hospitability Suite

PICK-CONGRESS HOTEL

ED TORNBERG
DOUG KAHLE

133
Summary of broadcasting
Compiled by FCC March 1, 1972

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA</th>
<th>Total on air</th>
<th>Commercial AM</th>
<th>4,341</th>
<th>3</th>
<th>14</th>
<th>4,358</th>
<th>59</th>
<th>4,417</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial FM</td>
<td>2,275</td>
<td>1</td>
<td>47</td>
<td>2,323</td>
<td>109</td>
<td>2,432</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>502</td>
<td>2</td>
<td>6</td>
<td>511</td>
<td>15</td>
<td>526</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>178</td>
<td>0</td>
<td>10</td>
<td>188</td>
<td>65</td>
<td>253</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total educational TV</td>
<td>681</td>
<td>1</td>
<td>16</td>
<td>494</td>
<td>74</td>
<td>568</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>86</td>
<td>3</td>
<td>2</td>
<td>89</td>
<td>2</td>
<td>91</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>114</td>
<td>0</td>
<td>10</td>
<td>122</td>
<td>10</td>
<td>132</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total educational TV</td>
<td>200</td>
<td>0</td>
<td>10</td>
<td>211</td>
<td>12</td>
<td>223</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Special Temporariness Authorization.

** Includes temporary on nonreserved channels.

† Includes 15 educational stations.

‡ Indicates four educational stations on nonreserved channels.


† Hearing Examiner Forest L. McClenning in Denver (Action Radio Inc.), AM proceeding, denied notice of change of station location, and request for hearing concerning extension of time by Action Radio to be construed as request for permission to file appeal; granted said appeal (Doc. 19724). Action March 21.

Presunrise service authority

* Broadcast Bureau granted following AM's PSA from 6 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown; granted to Coverage Hearing Examiner; ordered that request for extension of time by Action Radio be construed as request for permission to file appeal; granted said appeal (Doc. 19724). Action March 21.

Summary of broadcasting

Final actions

KPFK-Denver—Broadcast Bureau permitted remote control. Action March 17.


WSAC Fort Knox, Ky.—Broadcast Bureau granted renewal of CP to extend completion date to Oct. 8. Action March 17.

WGMG Bethesda, Md.—Broadcast Bureau granted request by WGMG Bethesda, Md., and WGMG-FM Washington, asking for waiver of 50-percent AM-FM non-duplication rule on condition that WGMG continues all classical music programming. Action March 23.

WRKL New City, N.Y.—Broadcast Bureau granted renewal of standard and remote licenses covering use of main transmitter with auxiliary transmitters, Mr. Davison d/b/a Rockland Broadcasters. Action March 23.

WMCA New York—Broadcast Bureau granted renewal of license covering addition of second remote control point at 888 Seventh Avenue, Control Room B, New York. Action March 20.


WRC-AM-FM-TV Washington—FCC informed WRC Women's Rights Committee and Washington chapter of National Organization for Women, that ruling on complaint that WRC has discrimina- tion practices where 97.5% of its staff is male would not be appropriate at this time. Action March 23.

WEZ-FM(W) Wauwatosa, Wis.—Broadcast Bureau granted renewal of license covering change in studio location and remote control to 204 East Center St. Action March 20.

WCUB and WKUB(W), both Manistow, Wis.—Broadcast Bureau granted renewal of license covering change in studio location and event trans. name to Cub Radio Inc. Action March 20.

Initial decision

* Hearing Examiner Isadore A. Honig proposed in Commercial TV-UHF license renewal of denial of application of Olympi- an Broadcasting Corp. for change in daytime operation of WKP Bouquetin, N.Y., from directional to nondirectional (Doc. 19717). Action March 23.

New FM stations

Applications

* Athens, Ga.—University of Georgia. Seeks 90.5 mhz, 2.5 kw, HAAT 145 ft. P.O. address Student Activities Office, Memorial Hall, Athens 30601. Estimated construction cost $24,129.99; first-year operating cost $10,790; revenue none. Principals: Fred C. Davison, et al. Mr. Davison is president of university. Action March 16.


See also Yankton, S.D. (WUSD) for CP's for ch. 272A at Yankton for CP's for change trans. location Action Mar. 15.

Actions on motions

* Hearing Examiner Basil P. Cooper in Wise, Minn. (Melvin Pulley and The Waseca-Owatonna Broadcasting Co.), granted motion for rehearing by Waseca-Owatonna for leave to amend its application to KOWO Inc. and in other respects which arose from changes in the corporate applicant. (Docs. 19420-1). Action March 21.

† Hearing Examiner Millard F. French in William- son and Matewan, both West Virginia (Har- rington Broadcasting Corp., and Three Streets Broad- casting Co.), FM proceeding, granted petition by Thomas for leave to amend its application to reflect information regarding its organization (Docs. 19456-7). Action March 18.

‡ Hearing Examiner Isadore A. Honig in Laurel and Ellistville, both Mississippis (New Laurel Radio Station Inc., et al.), FM proceeding, granted request by Southland Inc. and waived rules and ac- cepted proof of publication of notice of designa- tion for hearing submitted with request (Action March 15); by separate action granted petition by New Laurel Radio Station Inc., for hearing, and seeks dismissal of petitioner's application and dismissed petition by KCWZ Inc., (Recording of action March 16) (Docs. 19414-6), and by separate action for hurriedly-granted rehearing granted to WJUW Inc. for rehearing of ruling postponed hearing to June 13 (Action March 3 (Docs. 19415-6).

§ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc. and Tellum Broad- casting Co., Inc.) for leave to amend its application to reflect changes in matters concerned with financial qualifications (Docs. 19007-81, 19178-9). Action March 17.

Rulemaking petition


† FCC amended FM table of assignments by assignment of FM channels to three Georgia communities and substitution of another channel for the proposed station at Waynesboro, Ga. (Doc. 19526). Changes are as follows: Ch. 16, The Radio Co. of Searcy Inc.), FM proceeding, granted petition (Doc. 19525.1) for substituted ch. 269A for ch. 272A at Elberton, 20.1/kw, 570 ft. Action March 21.


Existing FM stations

Final actions


** KBPK(FM) Buena Park, Calif.—Broadcast Bureau permitted remote control to Mission Junior College, Chapman Avenue at Lemon Street, Fullerton, Calif. Action March 20.

† KVOD(FM) Denver—Broadcast Bureau grant- ed CP to install new trans. and ant. ERP 100 kw, antenna 380 ft. remote control permitted. Action March 20.

§ WDFJ-FM Westport, Conn.—FCC waived provisions of rules prohibiting applications creating new short-spacing and application of Westport Broadcasting Co., Inc. to change channel location. Action 20; WDFJ-FM has been allocated CP. Action March 23.

WWHS(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change trans. location to Pembroke Road at 3rd Avenue, Pembroke, Fla.; operates from studio at 1580 Davie Road, one mile north of Bright Road, Fort Lauderdale, Fla., ERP 100 kw; antenna 570 ft. Action March 21.

WSDM(FM) Chicago—Broadcast Bureau grant- ed CP. (Continued on page 142)
PROFESSIONAL CARDS

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy., at Edwall Rd.
Alexandria, Va. 22314
(703) 354-3400
Member AFCCE

JAMES C. McNARY
Consulting Engineer
Suite 402, Park Building
5400 Goldsboro Road
Bethesda, Md. 20034
(301) 239-6600
Member AFCCE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly OEG, C. DAVIS
327 Munsey Bldg.
(202) 763-0111
Washington, D.C. 20004
Member AFCCE

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1324 G St., N.W., Suite 300
347-1319
Washington, D.C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D.C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telesco Cl. (703) 560-0800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D.C. 20004
(202) 347-8215
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
CONSULTING ENGINEERS
PO BOX 7004
DALLAS, TEXAS 75209
(214) 831-8560
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 223-4664
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
7800 G St., N.W., Suite 300
347-1319
Washington, D.C. 20005
Member AFCCE

JOHN B. HEFFELFINGER
CONSULTING ENGINEERS
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY, MISSOURI 64114
Member AFCCE

LUES COHEN & ASSOCIATES
CONSULTING ENGINEERS
711 14th St., N.W.
Republic J-16646
Washington, D.C. 20005
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
2800 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
64141 Shaker Ridge Rd.
Cleveland, Ohio 44141
(216) 526-4386
DENVER, COLORADO
Member AFCCE

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

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

JOHN H. MULANEY
CONSULTING RADIO ENGINEER
9116 Pinkney Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
193 S. Market St.
Lew's Summit, Mo. 64064
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
641 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 878-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for am fm tv and facsimile facilities.

*1970 Readership Survey showing 3.2 readers per copy.

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 638-1022
Radio Help Wanted Management

General manager for Pennsylvania AM/FM, top billings, ratings in market. Rare opportunity for experienced manager. Must have no less than 2 years’ experience in major market. New station Amanda. Equal Opportunity Employer. Box C-293, BROADCASTING.

Management opportunity, northwest AM. Successful stations under present ownership for over 10 years. Can you follow policies and bring in fresh ideas? $15,000 a year plus. Are you ready now for your final move? May we please have complete information? 1st letter: 1 Box C-293, BROADCASTING.

Sales

Sell for the largest and most successful stereo station! Must have energy, plus sales development background. Spare no details in first letter. Box C-273, BROADCASTING.

Majer Boston radio station needs strong, knowledgeable sales manager with ability, desire and drive to earn over thirty thousand annually. If you’re a proven producer with solid experience ready to move ahead, write and tell us what you can for your resume and references. Box D-42, BROADCASTING.

National sales manager for east coast Black oriented radio station. Experience mandatory. Station currently 1 out of 3 position in entire market. Equal opportunity employment. Send resume to: Mr. Benjamin O. Bolden, Box D-64, BROADCASTING.


Experienced salesmen, single man preferred, excellent growth opportunity. WILS Radio, Box 457, Old Saybrook, Conn. 06475.

Opening for salesman who wants to move up. Will teach inexperienced with ability and desire to move into sales. Need driver. WJAM, Cordega, Ga.

Experienced salesmen for thriving, exciting market. AM-country/FM-contemporary-supers. Opportunity for go-getter. WSNZ/WSNZ-FM, P.O. Box 5, Ann Arbor, Michigan, 313-663-0569.

Need at once a hard working professional salesman. If you want to work with the best and make money. Send resume immediately to Jack B. Ludescher, Personnel Manager, WWOJ Redin, Lafayette Hotel, Buffalo, N.Y. 14203.

Wanted young aggressive salesman for progressive rock FM station in Mass. The opportunity is here—where are you? Call 314-271-1614 or write 191 West Street, Springfield, Mass. 01104.

If you’re an experienced salesman and can fill in as an announcer, have 1st license and would like to work at a real very good small market station earn very good money and a possibility of no., 3 salesmen on staff at one of our stations . . . call 314-586-8577. No collect.

Announcers

Matore announcer/salesman to take week-end and air shifts 7 days a week. Three years experience, growing northern New Hampshire station. Good salary plus expenses. Include Hope on tapes and resume to Box C-170, BROADCASTING.

Southern New England, good music station within commuting distance of Hartford or New Haven. Growing on day-time, license for second station pending. Must be mature announcer with first show. Send photo, resume and references to Box D-19, BROADCASTING.

First phone announcer, eastern Massachusetts, opening soon. Medium market. Send references, resume, air check and salary expected to Box D-33, BROADCASTING. Equal opportunity employer.

Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 3" or over billed at run-of-book rate. Stations for Sale, Wanted to Buy Stations, Employment Hunting etc. require display space. Agency commission only on display space.

Announcing preferences, please. Send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner’s risk. BROADCASTING assumes no responsibility for returns.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 00306.

Technical

First ticket engineer announcer. Basic responsibility announcing and maintenance of AM and new FM radio station. 5 years’ experience in new studio, please. Must be capable of raising a family, Wally Stanglberg, Mgr., KWA, Sheldon, Iowa 51290. Phone 712-924-2997.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, sympathetic environment under a savvy boss? Lots of test equipment. Good space lab. Maintenance only—no announcing—no dull routines. Experienced SKY AM station and CATV system. Contact WCOJ, Costa Mesa, Pa. 19320. (215) 384-2100.

St. Louis area AM/FM combination needs competent young technical man. Announcing ability helpful but not necessary. Written form of experience if aptitude is high. Write C. Norman, WGNU, P.O. Box 178, St. Louis, Mo. 63166.

First ticket position, little to do and many opportunities. New station, starting 35 weeks. Good salary, good experience, personal references. WGNU, Box 187, WGNU, Davenport, Ia. 52801.

News

Newsmen. AM rock station. Large market. Send tap, resume, references, latest picture to Box D-91, BROADCASTING.

Major market seeks top contemporary heavy morning newsmen. No beginners, please. Box C-184, BROADCASTING.

Full-time suburban New York station. Good voice, news, personality—must interview. Minimum 1 year experience or journalism background. Write Box C-255, BROADCASTING.

Experienced newsmen to round out news staff at New England medium market radio station. Sterling, Mass. $1,300.00. Liberal benefits. Box C-274, BROADCASTING.

Heavy news station in N.J., needs reporter with minimum 2 years exp. Must be adept at gathering, writing and reading. Good news. Send resume and tape to Box D-20, BROADCASTING.

Wanted—a weatherman who knows about weather but who cares about people and shows it. Box D-31, BROADCASTING.

News director—public radio station in Oklahoma. Must be able to personally gather, write and deliver news, plus produce with able and successful news department. Five years experience and masters degree preferred. Also an equal opportunity employer. Box D-34, BROADCASTING.

Opening for a qualified newsmen. Great opportunity for a young man. Contact Bob Knutson, WJMS-AM, Rockford, Ill. 60931. Preferences, please. Send resume and read like a pro, this may be what you’re looking for.

WOUK, a 30,000 watt soul station in Jackson, Miss. has opening for experienced newsmen. Must be able to gather, edit and report local news. Send resume and tape to Bruce Payne, PD, WOUK Radio, Jackson, Miss. Salary open.

Programming, Production, Others

PD, Rock, Ark., $25,000. Top 50 market experience only. Resume, references, picture. Box C-306, BROADCASTING.

PD, wanted Florida medium market. Send photo and resume & salary. Box C-400, BROADCASTING.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WBDO, Post Office Box 1833, Orlando, Florida 32802.

Programming, Production, Others continued

Genius needed for copy, production and talk program. WHMI, Howell, Michigan. Thirty minutes from Detroit, Lansing, Ann Arbor.

Situations Wanted

Management

Teak last station from zero to half million in ten years. But couldn’t manage then serious ill in hospital. So I’m available. Family man. Mature. Stable. Strong in ideas and sales. Image must be one of excitement. Prefer S.E. but will consider others. C&W. MGR ideal but could live with moderate contact. AM and/or FM. Not concerned with large guarantees. Just incentive. If you make it I make it. And we both make $248, BROADCASTING.

Exceptional availability. Group, single station creative selling manager. Competitive markets. MOR, contemporary, TV. Excellent references. Will invest. Box D-14, BROADCASTING.

Experienced manager, Extensive regional/local sales background. Nowfl! Box D-38, BROADCASTING.

Assistant manager seeks growth opportunity. Heavy on programming, audience promotion, sales promotion, FCC rules & regulations, civic involvement, day-to-day management. Strong in ability or salary requirements. Box D-51, BROADCASTING.

Young aggressive general manager. Heavy in sales. Can manage the financial. Currently employed. Prefer east or southeast. Box D-56, BROADCASTING.

Experienced small market manager. Learnted from one of nation’s most successful small operations. Strong on sales, Personnel, and record include multi-station markets. 12 years experience. 1st phone, play-by-play, 22. Phone 417-567-5464.

Sales

Southeast—salesman-sportscaster. Prefer small-medium market ownership opportunity. Box C-124, BROADCASTING.

Success sales. Other industry. Wants back in radio pro announcer Production News 3rd MBI Desires versatile challenging opportunity southeast. Box D-37, BROADCASTING.

Wanted place to settle . . . 20 years experience, all phases radio . . . announcer dj, proficient at all play-by-play, past 10 years sales manager, with management potential . . . Phone 504-775-0680 or write 912 Johnson Street, Baker, Louisiana 70714.

Announcers

Working medium market top 40. Seek progressive player, with musical knowledge. Box C-108, BROADCASTING.

Young top 40 announcer, 5 years experience, 1st phone, on-air position in South. $350 weekly. Box C-185, BROADCASTING.

MOR announcer: 26, married, 6 years small market experience. One year college in sound. Available mid-June. Prefer midway. Box C-178, BROADCASTING.

Disc-jockey, news/talk, experienced, dependable. Box B-25, BROADCASTING.

First phone announcer seeking relocation. Currently on-air in 8th market AM, S.A. radio-TV, working on masters. Three years experience news, production, DJ, playing by-play. 25. Married. Box C-252, BROADCASTING.


First ticket, experienced pd, available now, good references, very good, hard worker. Will go anywhere for PD position, announcer, dj, news, music director, commercial account executive. Above all, excellent at writing copy and production. Only interested in definite openings; no “possibilities.” Let’s get together today. Box D-1, BROADCASTING.

Small market DJ/production ready for medium market May/June. 27/2 years experience, B.A. and professional sound quality. Any forest considered. Box D-4, BROADCASTING.

Dynamic dj, news, top board, third position, aggressive, responsible, dependable. Heavy tape available. Box D-8, BROADCASTING.

Disc jockey—newscaster—dependable, experienced, creative, top board. Third endorsed, aggressive salesperson, authoritative news. Box D-9, BROADCASTING.

Announcers continued

Heavy production man—eight years experience—all formats, seeking production and airshift in mod, MOR or rock. Please send resume, photo, on-air samples. Third, excellent reference. Box D-15, BROADCASTING.

Disc-jockey, news, tight board, experienced, dependable. 3rd cast. Married. Box D-21, BROADCASTING.

Experienced young professional, personality voiced, rock & roll. They laughed when I sat before a microphone and they’ve been laughing ever since. Let's ABP show you. Experience in MOR for voice, major chain. Do you wanna hear a good one? Write Box D-23, BROADCASTING.


I’m not asking for my first job because you always want experience. I want a chance to use 11 years of ir. Journalist, commercial spokesman, actor, film narrator, ETU production/announcing, educational radio. That’s all. Box D-29, BROADCASTING.

Frustrated pro, 5 years experience, needs place to expand. Box D-29, BROADCASTING.

N.Y, experienced 1st phone combo man, reliable, will work anywhere in U.S. Draft exempt, available now. Box D-31, BROADCASTING.

Looking for beginning, Eastern broadcast school graduate. You have opening, I’ll travel. Box D-37, BROADCASTING.

Experienced N.Y. school graduate-authoritative, mature—dependable—versatile—third endorsed. College graduate (B.A.-M.B.A) relocate. Box D-40, BROADCASTING.

First phone, 6 yrs experience with good production. I want medium market, 200,000 plus, rock or MOR. Give me a listen. Box D-53, BROADCASTING.

N.Y.C. quality—DJ, newscaster, major market experience, dependable, creative production, copywriting, tight board, 3rd endorsed. Box D-60, BROADCASTING.

Experienced personality—plus rock lock, versatile—tight board, strong news delivery, top production. The job is first. Salesmanship and dedication guaranteed. Box D-61, BROADCASTING.

Rsonant voice, pro-1st phone, chance to grow, prefer west. . . Box D-68, BROADCASTING.

First phone, MOR & rock, announcer/newscaster; innovative, imaginative adult; available now. Box D-72, BROADCASTING.

First phone modern country personality from 50,000 want KRAM, Sacramento. Seeking immediate employment. Local opportunities considered. 916-885-9553.

West coast pleas, Top 40 man one year experience in 10,000 plus market. Two months as executive director. First phone, 205-827-1438, ask for Phil.


Want a multi-talented top 40/MOR lock? I deliver. Have first phone, four years experience—will travel. For rate and resume contact Alan Bianco, 3924 Lynnwood, Streamwood, Illinois. (312) 269-5151.

Progressive music DJ, 4 years experience, first phone, college graduate. Will relocate. Available now. Phillip Flotow, 22 South 3rd Avenue, Des Moines, Iowa (712) 277-4106.

Have 3rd phone and need experience. Willing to work. Please contact N.J., Ohio. Phone will consider others. Call Greg Byguy (414) 645-4300.


Save your production room for urgencies! I’ll car your tapes. Please great commercial announcing. Box: Conner, 1717 Duchess, Dayton 45420, 1-513-234-3019.

Midnight till dawn, something new and refreshing in the chance to prove it, 80 free man hours free for the chance to prove it. 3 yrs. on the air experience. F.R. Art Venable, 1777 Wise Rd., Holliston, Mass. 02343, 617-463-8531.

D鸦

Steve Iker has a 1st, he has experience and he has a 1st. You can reach Steve and his 1st at 5904 North Rock Lake Blvd, North Hollywood, California 91601 or call first (213) 985-3103.

Disc jockey—salesman—experienced—dependable—creative—tight, responsible. Jim O'Krongly, 1574 Thurston, #301, Honolulu, HI. 96822.

Career minded rookie announcer, some board experience, doing work for first, name salary, J. R. Mackey, 1574 Thurston, #301, Honolulu, HI. 96822.


Seeking opportunity as DJ & salesman in Midwest. Prefer Oklahoma, BROADCASTING school graduate. Now working radio weekends, sales daily. Larry Solomon, 2228 N. Bristol #135, Santa Ana, Calif. 92706, 714-836-7015.

Technical

First phone chief for 22 years AM-FM. 2 yrs TV. Seeking chief or assistant chief position in California. Box D-17, BROADCASTING.

Engineer manager. Experienced, available. Box D-25, BROADCASTING.

Top notch engineer looking for good position in NYC area (100 mile radius). Have first class license and experience. Greg Crossman, 1350 Oldel Street, Bronx, N.Y. 10462.


News

Bass up your news staff for this election year. Top-notch political reporter/anchorman available immediately. Five years experience. Includes major market. Box C-183, BROADCASTING.

Chicago metro or suburban-part time or weekend newscaster-reporter. Now working at east coast. Looking for extra opportunity. Box D-3, BROADCASTING.

Creative and challenging job for young broad casters. One personality, newsmen. Combined experience—15 years. Enthusiastic and dedicated. Both with 3 years college, employed. Stable Rock or mid-road, medium market, Florida, Box D-11, BROADCASTING.

First phone newscaster. Strong delivery. Major market experience as newsmansk. Box D-68, BROADCASTING.

Newsm. Top reporting, writing. College graduate, Northeas. Box D-70, BROADCASTING.

Dedicated, hardworking family man with overseas experience in large network. Broadcast school, B.S, MS journalism. 3rd phone. Available now. Re locates anywhere in U.S. Present position. Commercial or network one heavy on news. All offers considered. Brian Whaley, 16 Walker Avenue, Kitty Hawk, Maine 03904 (207) 943-3910.

Young midwest newsmen with medium market radio/TV on-air experience seeks to relocate and ex pect major opportunities. Can deliver. write, film and edit. Jim Gibbons, 319-312-1975.

BROADCASTING, April 3, 1972

137
**Situation Wanted**

**Programming, Production, Others continued**

Public affairs director. Winner of 60 awards and citations including Peabody award for distinguished broadcast news journalism and community involvement.

Wanted: Experienced RF engineer to design and build remote national major network journalism awards for creating, writing, narrating and producing the best Radio public affairs programing in the United States. Box D-16, BROADCASTING.

10 year pro, experienced in all phases. Contemporarizes programming with messages plus production and sales background. First phone. Looking for D-operations management with or without airshift.

Family man, prefer Rockies, but will consider all five-figure offers. Box D-55, BROADCASTING.

I am your next program/production manager! Will take you all your production headaches to number one. (WOR, classical or any format.) No air shift but not afraid of production responsibility. I'm a solid 3d, Black, family man. Will start at $225.00 a week. 3 solid years engineering, production know-how, 1st phone, and TV school made a dynamic manager! Box D-39, BROADCASTING.

PD/jocks with first. Rock, 8 years experience, first, good references. (913) 625-9515.


**Television Help Wanted**

TV package to sell program of outstanding Irish, Scottish documentaries as singles or series first-run United States. Box 196, Sherman Films, Inc., Box 6, Laffayette Station, New York City, 10025.

**Management**

Group operation AM-TV looking for television general manager capable of handling expenses and budgeting his goals boldly and accurately. Part of group operation with wide opportunities. Please get your track record and objectives to us as soon as possible. Write Box D-18, BROADCASTING.

**Sales**

Seasoned "pro" for new Dallas TV. Send resume immediately and select calls. KFFV-TV, P.O. Box 7106, Dallas, Texas 75239.

One of the nation's leading UHF's needs talented local salesman. Experience necessary. Ideal position for young man who wants to move up. Company can offer attractive salary and the opportunity of Michael Hopkins, WKEF, Dayton, Ohio. An equal opportunity employer.

**Technical**

First phone superior broadcast production engineer, locate anywhere. Box C-270, BROADCASTING.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, annual increases, paid holidays, vacation and other benefits. Send brief résumé outlining experience and salary requirements to: Chief Engineer, KATV-TV, Box 4156 Albuquerque, N.M. 87106.

Wanted: Aggressive engineer with ambition and knowledge of AM-TV operation in southern California. In individual probably a second man wanting an opportunity to prove himself. This is your chance to be chief, if you have it take wire. Write or call General Manager, KRVG-TV, Weslaco, Texas, 512-968-3311.

TV technician with first class license for operation of transmitter and studio equipment. Equal opportunity employer. Send resume Assistant Chief Engineer, KVKG-TV, P.O. Box 17000, Jacksonville, Florida 32276.

**News**

Anchorman-top 20 market, mid-western area. Must be top journalist, aggressive. Box D-48, BROADCASTING.

**Probing, Production, Others**

Farm service director and broadcaster. Prefer graduate in one of agricultural fields. News and public service oriented, NBC affiliate in excellent four station, southwestern market. Box 46, BROADCASTING.

Wanted: Complete resume, recent photo in confidence to Box D-44, BROADCASTING.

We need suitable television and radio programming for national syndication. BATTLE SYNDICATION, Drawer 9810, Seattle, Washington 98188. 206-878-8900.

Artistic/need man thoroughly versed in TV art. Top salary for highly qualified man several years experience. Send pictures or slides of representative work with resume and salary requirements. All work will be done in the Dallas market. Box WAAY-TV, 1000 Monte Sano Blvd., Huntsville, Ala. 35801, or call 205-339-1783.

**TELEVISION**

**Situation Wanted**

Management

Available immediately. National regional sales manager—16 years successful background, constant oriented—four years AM-FM, BROADCASTING. station and 48 percent on another. Contact: Pete McNeely, P.O. Box 663, Tyler, Texas 75701. Call (214) 592-6280.

Sales

Experienced salesmen. Top 75 markets only. Currently employed. Excellent references. Box C-299, BROADCASTING.

Announcers

Four year experienced broadcaster seeking warm weather spot. Experience in TV, currently at more music contemporary. Tape on request. Wants security . . . family man soon. Box C-268, BROADCASTING.

Young TV-radio announcer/producer now working as host of TV talk show and producer of two syndicated programs. Nine years commercial experience. Looking for larger market to expand ideas. Box D-47, BROADCASTING.

Technical

Overseas—chief engineer, 20 yr experience all phases including overseas, desires foreign chief or supervisory position. Box C-245, BROADCASTING.

First phone, married—operations and production manager. New York. Box 275, BROADCASTING.

CATH-CVT: Young aggressive engineer with heavy experience in color TV production would like to set up or operate a studio. Box D-27, BROADCASTING.

TV chief at station up for sale desis job with well equipped station with good future. Experienced TV-AM-FM. Box D-32, BROADCASTING.

First phone production engineer, 4 years of experience in TV, currently in mixing/editing, 33 mag transfer, voice over dubbing, light maintenance, salary open. Box D-49, BROADCASTING.

**Situations Wanted News**

Experienced broadcaster, author, world traveler, lecturer, catalystic interviewer, profound, dignified commentator. Box C-147, BROADCASTING.

Enthusiastic, young newfilm cameraman has journalism-broadcasting BU, three years newspaper experience. Wants TV news. Box C-904, BROADCASTING.

Experienced radio and TV sportscaster. Extensive college basketball play-by-play. Strong on writing and delivery of catchy commentary. Degree in broadcast from major university. VIR available. Box D-35, BROADCASTING.


10 years radio and television. News director, reporter, sportscaster, weatherman, announcer. 34, married, college grad. Box 342, BROADCASTING.

Aggressive, young government correspondent for California group seeks challenge as field reporter or news director. Master's degree. Box D-52, BROADCASTING.

Anchorman. Pro with all credentials. Box D-63, BROADCASTING.

---

**News continued**

Perceptive, articulate, charismatic anchorman/reporter. B.A.-., award winner. Top references, including present employer's. Six years very major market radio. Box D.71, BROADCASTING.

**Programming, Production, Others**

Broadcast pro, airwork, production, writing, production engineer. National P.D. small radio chain. Would like to get back in acting creative capacity on another off the air. Prefer east. All considered. Box D-12, BROADCASTING.

Let this young photographer with 7 years of experience call. Box D-35, BROADCASTING.

Have pen, will travel. Experienced writer/editor/reporter, 30. Family man. Box D-39, BROADCASTING.

Film graphics, young filmmaker with advanced animation experience will boost your advertising and graphics department. References. Box D-46, BROADCASTING.

Producer/director—23 B.S. in communications, 4 years experience—all phases studio operations. Dedicated and ready to work. Resume, VTR and references on request. Box D-62, BROADCASTING.

Training wanted: experienced artist-announcer with first phone seeks opportunity to learn TV art. Box D-56, BROADCASTING.

P.D. for CATV origination, graduate in 5 years, radio, TV production. My wife and I want Kentucky mountains. Will consider any offer. Box D-67, BROADCASTING.

**Wanted to Buy Equipment**

We need used 250, 500, 1 KV, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Horde St., Laredo, Texas 78040.

Have immediate need for: plate transformer for RCA BTA-3H AM transmitter, or will buy entire transmitter in any condition; parts for Raytheon 1ZT-30 AM transmitter; 1 KW AM transmitter in repairable condition; Bill Goodson, WMWM, Cordelle, Georgia.

Wanted: Old or damaged AM and FM transmitters. Box 35482-741 at 6:00.

Non-profit, listener supported FM needs late model 10 KW stereo transmitter, & bay circular antenna, stereo monitor, stereo console, mono console. 94.7 MHz, KHS, Carson City, Nevada. 702-682-0280.

Need eight pot audio console, prefer Gate "yard," contact Ron Baker, WKRT Radio, Kent, Ohio, (216) 473-2723.

**For Sale Equipment**

Helix-thyroatron. Large stock—bargain prices—tested cards. Write for list. Box D-962, Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 632-3327.

Television Transmitter—Ampex UHF TA15-BT bought new but never used for test purposes and higher channel and higher power or for standby. With color camera and complete control; 1964 VHF. 3600 Broad St., Bridgeport, Conn. 06603, or call evenings 203-376-9242.

In-coupler 10 KW in mint condition. Will tune to your frequency and pressure test. Reasonably priced at $650.00. Contact James Mitchell, Chief Engineer, Communications Fund Inc., 1216 Mtn. View Blvd., Chatsworth, California 91311.

3 Marconi Mark VII color cameras. Color painters with each chain, 1200 feet camera cable, includes masts and tall head. For info call (305) 822-6786. Gary Goodrich.


For sale IG1 automation, includes two TEAC decks. Magicae, strongest, and selection. Contact Ron Baker, WKRT Radio, Kent, Ohio (216) 673-2323.


Adaptable for all your precision audio requirements. Bottom line oriented, P.C. Brew, Box 8057, Pensacola, Florida 32505.

FOR SALE Equipment continued

RCA BTA-SF 5KW AM transmitter excellent condition. Hy-Power Electronics, Dallas, Texas (214) 277-5567.

MISCELLANEOUS

Desijauj 11,000 classified gap lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.


"Free" Catalog . . . everything for the desijauj! Comedy, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Notice! Anyone knowing the whereabouts of Richard and Susie Harrington, please notify the following. Box 8-92, BROADCAST-ING.

"Programming techniques and how to use them."—New 8 chapter book on Radio Programming—a must for every broadcaster. Reserve your copy today. Send $6.95 cash, check or money order. Morgan Publishing, P.O. Box 2575, Mesa, Arizona 85204.

Remember! Want to buy disc, recordings or transcriptions of any radio programs 1929 through 1951, Arnold, 2234 South Blvd., Houston, Texas 77006.

Audition tape—the nation’s greatest jocks—reasonable fee. Send 10¢ for catalogue to: Cooper Services, P.O. Box 612, Shawnee Mission, Kansas 66201.

Major league baseball interviews . . . over fifty interviews. Rate 60¢ per minute. Entire package reasonable. Call 714-344-6385.


Continental—if you would like to trade air time for . . . —but don’t want word to get out that you trade, remember confidence. International Promotional Consultants, Inc. 915 W. Sunrise Boulevard, Ft. Lauderdale, Florida, Phone (305) 764-6424.

Resumes prepared by Ph.D. Free Information. Career development Institute, Box 163, Fenwood, N.J. 07093.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by the Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, free brochure. Grandman School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation’s largest network of 1st class FCC licensing schools train you. Approved for veterans* and active members of National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas***, 2603 Inwood Rd., 332-4001.


Elkins in Miami**, 1920 Purdy Ave. Elkins in Atlanta**, 51 Tenth St. at Spring, N.W. Elkins in Chicago***, 3443 N. Central.


Elkins in Cincinnati, 11730 Chesterdale.

Instructions continued


Since 1946. Original six week course for FCC 1st class, 600 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates April 12, June 26, Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Werner Ave., Huntington Beach, Calif. 92647.

Zero to first phone in 5 weeks. R.E.I.’s classes begin April 17, May 22 and June 26. Rooms $15-20 per week, call toll free: 1-800-237-2251 for more information or write R.E.I., 1336 Main Street, Sarasota, Florida 33577, V.A. approved.


R.E.I., 1336 Main Street, Sarasota, Florida 33577, Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 3-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition $333.00. Housing $16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2022 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class $7.00; 2nd class $12.00; 1st class $16.00. complete package $22.00. Reserve Company, 3206 Bailey Street, Sarasota, Florida 33580.


Are you interested in a professional announcing career in radio? Then enter America’s most unique and practical broadcasting school . . . the School of Broadcast Training in Artesia, New Mexico. Three month training on two commercial radio stations . . . KSVP-AM and KSVP-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey, production and job training assistant after graduation. Class is limited to 12 only, Bried by the New Mexico State Board of Education. Classes begin June 1st and Sept. 4, 1973. Enroll Now Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations.

Think about it. We cost less, but take longer to prepare you for your first phone. 10 weeks $535. It’s the best way. Start approved. Omega Services, Box 11500, Chicago, Illinois 60611. 469-9027.

Radio Help Wanted Sales

Radio Help Wanted Sales

MUTUAL BROADCASTING SYSTEM AND MUTUAL REPORTS, INC.

offer a lucrative opportunity for two great network radio salesmen to take over excellent New York lists. They must have at least six years of competitive selling as well as the ability to earn top commissions against a five figure guarantee. They must be able to put together a solid presentation. Send resume, references and photo to Vice President-Sales, Mutual Broadcasting System, 135 W. 5th St., N.Y.C., N.Y. 10020.

Equal Opportunity Employer

Telemation Inc., National Broadcast sales operation, Eastern division, has an immediate opening requiring experience in broadcast sales. Applicant must have good background in selling sophisticated equipment to independent and network broadcasters and be thoroughly familiar with the Eastern broadcast market. Interview appointments may be made at NAB Booth 127 or Suite 1400, Conrad Hilton Hotel, Chicago, April 9 thru 12 or contact:

Russ Ide, Director Broadcast Operations

Telemation Inc., P.O. Box 15068

Salt Lake City, Utah 84115

(801) 487-5399
Help Wanted

SALES MANAGER — $40,000
Excellent opportunity. Must have minimum last 3 years of radio sales management dynamic. A teacher, leader, Minority group applicants welcome. Resume, references, current picture to:
BOX C-237, BROADCASTING

Radio Help Wanted

PROGRAMERs!
Do you know contemporary and MOR music? Can you assume increasing responsibility for programming for several stations? A successful group operation has an opening for you—a unique opportunity. An advanced music background is desired, but it’s not mandatory. If you can meet this challenge, send complete resume to:
BOX D-96, BROADCASTING

TELEVISION—Help Wanted

NEWS DIRECTOR
Network owned TV station group seeks number one news director with outstanding record and reputation in news programing who will supervise large news room staff and oversee presentation of more than ten hours of news each week. Will join progressive broadcasting division with reputation for strong innovative and highly popular news programing. Winning candidate should now be well regarded news director, or talented and mature assistant, whose news strip is number one or number two in an important competitive market. Must be eager for challenge and rewards of accomplishments at station on threshold of dramatic advance in market. We have looked at many candidates but feel we have not heard from the number one man for a number one position. Our news employees are aware of this ad. Write Box D-96, BROADCASTING, telling us of your interest and we’ll contact you.

Situations Wanted

TOP TALENT AVAILABLE
DJ's All Formats
TV Newsmen-Anchormen
BROADCAST SERVICES DIVISION
Media Management Corporation
710 Tower Bldg., Seattle, Wash. 98101 (206) 682-8897

TRANSMERICAN SCHOOL OF BROADCASTING
Wausau, Wisconsin. Station personnel available. (715) 359-5776

FOR BEST RESULTS YOU CAN'T TOP A CLASSIFIED AD IN
Broadcasting
THE BUSINESS BULLETIN OF TELEVISION AND RADIO

Television Help Wanted Technical

SENIOR SYSTEMS ENGINEER
TV BROADCAST PRODUCTS
TIP OF SYNC opportunity for practicing Senior EE with TV broadcast background. Initially you will help develop product plans and carry them through to manufacturing release.
Your rise time to peak while engineering manager slot, will be timed by your band width of knowledge of market needs and your skills in circuit and product design. Ideally you should have TV station engineering experience and up to date skills in broadcasting and testing OEM circuit modules, and stand alone studio products. Recent experience with quad and heissman VTR's will fer the you out of the competitive noise level.
Attractive starting salary and benefits package. Stimulating suburban Hartford, Connecticut location, plus full opportunity for professional recognition.

LOCAL INTERVIEWS WILL BE CONDUCTED AT
N.A.B. IN CHICAGO
APRIL 9 THROUGH 12, 1972
For Immediate Consideration And Interview
Call Collect Or Send Resume To:
MR. DAVE WILKINSON
TELEVISION MICROTIME, INC.
A Subsidiary of Andersen Laboratories, Inc.
1200 Blue Hills Ave., Bloomfield, Conn. 06002
An Equal Opportunity Employer
**Television Situations Wanted News continued**

**DUE BILLS FOR YOUR MEDIA**

**CHAPMAN ASSOCIATES**

**MISCELLANEOUS**

**DICTIONARIES WEBSTER**

Library size, 1971 edition, brand new; still in box. Cost new: $45.00

**WILL SELL for $15**

Deduct 10% on orders of 6 or more.

Mail to

**NORTH AMERICAN LIQUIDATORS**

1450 Niagara Falls Blvd.
Dept. MM-73
Tonawanda, New York 14150

C.O.D. orders enclose $1.00 good will deposit.
Pay balance plus C.O.D. shipping on delivery.
Be satisfied on inspection or return within 10 days for full refund. No dealers, each volume specifically stamped for resale. Please add $1.25 postage and handling. New York State residents add applicable sales tax.

---

**Miscellaneous continued**

**Business Opportunities continued**

**Unique Business Opportunity**

A rapidly growing and patented prestige service business serving the radio industry. Widely acclaimed, Ideal man/wife operation. Can be operated from office in home, anywhere. Operates on cash basis—no month-to-month receivables. Grossed $40,000 in 1971. With diligent work and promotional effort, this outstanding and unique business absolutely shows unlimited earnings potential. Personal reasons forces sale. Priced at $25,000. Owner will be at NAB convention in Chicago with full details. All replies treated in confidence.

**BOX D-81, CASTING**

$10,000.00 to $1,000,000.00 CASH AVAILABLE

Money available to radio or TV station owners. We purchase transmitter sites for cash and lease back to you. If you desire cash for any reason, we have up to $1,000,000.00 available now. You pay no interest for the money now give us any equity in your company. If interested:

Contact—

Ralph J. Baron
Allied Communications, Inc.
Suite 302
1515 Reisterstown Road
Baltimore, Md. 21208
(301) 484-0585

---

**For Sale Stations continued**

The measure of a man is not the number of his servants but the number of people he serves.

May we serve you in our suite at the Pick Congress during the NAB convention?

**FOR SALE Stations**

<table>
<thead>
<tr>
<th>E</th>
<th>Small</th>
<th>FM</th>
<th>$160M</th>
<th>29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>MW</td>
<td>Small</td>
<td>AM/FM</td>
<td>275M</td>
<td>29%</td>
</tr>
<tr>
<td>Tenn.</td>
<td>Metro</td>
<td>Fulltime</td>
<td>1,000M</td>
<td>Cash</td>
</tr>
<tr>
<td>W</td>
<td>Metro</td>
<td>FM</td>
<td>65M</td>
<td>Cash</td>
</tr>
<tr>
<td>MW</td>
<td>Major</td>
<td>Fulltime</td>
<td>630M</td>
<td>Cash</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fla.</th>
<th>Small</th>
<th>Fulltime</th>
<th>$150M</th>
<th>29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>Medium</td>
<td>Fulltime</td>
<td>240M</td>
<td>Cash</td>
</tr>
<tr>
<td>Iowa</td>
<td>Metro Day</td>
<td>415M</td>
<td>Sold</td>
<td></td>
</tr>
<tr>
<td>MW</td>
<td>Major</td>
<td>Fulltime</td>
<td>2,500M</td>
<td>Cash</td>
</tr>
<tr>
<td>S</td>
<td>Major</td>
<td>Fulltime</td>
<td>2,200M</td>
<td>Cash</td>
</tr>
</tbody>
</table>
FOR SALE

A one thousand (1,000) watt, day-time AM station with PAA Authority and a Class A-FM station, licensed in Cheyenne, Wyoming, to be sold at public auction on June 1, 1972. For information, contact

John R. Smyth, Attorney
Suite 604, Cheyenne National Bank Tower
Cheyenne, Wyoming 82011

(Continued from page 134)


■ WSTO(FM) Owensboro, Ky.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 11 (194.204 mhz) to ch. 4 (56.772 mhz): change primary station to KSCT-TV, ch. 12, Chico, Calif.; change call letters to KCHC. Action March 21.

■ W1DNA Bowling Green, Ky.—Broadcast Bureau granted CP to extend completion date of VHF translator to Sept. 21. Action March 21.

■ K55CJ Redwood Falls, Minn.—Broadcast Bureau granted CP to change frequency of TV translator from ch. 75 (336.442 mhz) to ch. 62 (758.764 mhz): change call letters to K75CJ. Action March 21.

■ K12A Sisseton, S.D.—Broadcast Bureau granted CP to change frequency of TV translator on present facilities. Action March 17.

■ K575CQ Leandro (owned by Greatland TV Co.), Calif.—Broadcast Bureau granted CP to change frequency of TV translator from ch. 7 (836.492 mhz) to ch. 23 (155.174 mhz): change call letters to K23CQ. Action March 21.

Modification of CPs, all stations

■ K575CQ Leandro (owned by Greatland TV Co.), Calif.—Broadcast Bureau granted CP to change frequency of TV translator from ch. 7 (836.492 mhz) to ch. 23 (155.174 mhz): change call letters to K23CQ. Action March 21.

FOR SALE Equipment

EQUIPMENT SALE
BROADCAST & CCTV EQUIPMENT
30% to 50% OFF
Write or phone for list now.
MULTI MEDIA ENGINEERING, INC.
2383 Lewis Avenue
Rockville, Md. 20851
(301) 776-3500

NEED HELP?
gives you nationwide display.
For Rates Contact:

The BROADCASTING® of TELEVISION AND RADIO

FOR SALE

A one thousand (1,000) watt, day-time AM station with PAA Authority and a Class A-FM station, licensed in Cheyenne, Wyoming, to be sold at public auction on June 1, 1972. For information, contact

John R. Smyth, Attorney
Suite 604, Cheyenne National Bank Tower
Cheyenne, Wyoming 82011

(Continued from page 134)


■ WSTO(FM) Owensboro, Ky.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 11 (194.204 mhz) to ch. 4 (56.772 mhz): change primary station to KSCT-TV, ch. 12, Chico, Calif.; change call letters to KCHC. Action March 21.

■ W1DNA Bowling Green, Ky.—Broadcast Bureau granted CP to extend completion date of VHF translator to Sept. 21. Action March 21.

■ K55CJ Redwood Falls, Minn.—Broadcast Bureau granted CP to change frequency of TV translator from ch. 75 (336.442 mhz) to ch. 62 (758.764 mhz): change call letters to K75CJ. Action March 21.

■ K12A Sisseton, S.D.—Broadcast Bureau granted CP to change frequency of TV translator on present facilities. Action March 17.

Modification of CPs, all stations

■ K575CQ Leandro (owned by Greatland TV Co.), Calif.—Broadcast Bureau granted CP to change frequency of TV translator from ch. 7 (836.492 mhz) to ch. 23 (155.174 mhz): change call letters to K23CQ. Action March 21.

FOR SALE Equipment

EQUIPMENT SALE
BROADCAST & CCTV EQUIPMENT
30% to 50% OFF
Write or phone for list now.
MULTI MEDIA ENGINEERING, INC.
2383 Lewis Avenue
Rockville, Md. 20851
(301) 776-3500

NEED HELP?
gives you nationwide display.
For Rates Contact:

The BROADCASTING® of TELEVISION AND RADIO

FOR SALE

A one thousand (1,000) watt, day-time AM station with PAA Authority and a Class A-FM station, licensed in Cheyenne, Wyoming, to be sold at public auction on June 1, 1972. For information, contact

John R. Smyth, Attorney
Suite 604, Cheyenne National Bank Tower
Cheyenne, Wyoming 82011

(Continued from page 134)


■ WSTO(FM) Owensboro, Ky.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 11 (194.204 mhz) to ch. 4 (56.772 mhz): change primary station to KSCT-TV, ch. 12, Chico, Calif.; change call letters to KCHC. Action March 21.

■ W1DNA Bowling Green, Ky.—Broadcast Bureau granted CP to extend completion date of VHF translator to Sept. 21. Action March 21.

■ K55CJ Redwood Falls, Minn.—Broadcast Bureau granted CP to change frequency of TV translator from ch. 75 (336.442 mhz) to ch. 62 (758.764 mhz): change call letters to K75CJ. Action March 21.

■ K12A Sisseton, S.D.—Broadcast Bureau granted CP to change frequency of TV translator on present facilities. Action March 17.

Modification of CPs, all stations

■ K575CQ Leandro (owned by Greatland TV Co.), Calif.—Broadcast Bureau granted CP to change frequency of TV translator from ch. 7 (836.492 mhz) to ch. 23 (155.174 mhz): change call letters to K23CQ. Action March 21.
Archa O. Knowlton, General Foods's Mr. Media, sold farm implements in the early forties, was a crack Naval fighter pilot in World War II and in a "hell of a hurry" to get on with making a living after his discharge.

His father had a medical practice in Holyoke, Mass., and for years Archa Knowlton was known simply as "Doc," after his dad. In 1946, he met Parade Publisher Red Molley. Media sales appeared a likely path to three square meals. And Mr. Knowlton was hired within 24 hours of that meeting. His career as a media salesman had begun.

For years he had in mind a job switch that would establish him with a major corporation. When General Foods beckoned in 1958, he accepted. Ed Ebel, GF's advertising chief (since retired), tapped Archa Knowlton for advertising services.

At that time the company had no media department and Mr. Knowlton was assigned the task of setting one up on a "full-fledged scale."

Today, Mr. Knowlton, director of media services for corporate marketing services, has 13 people in responsible media posts at General Foods: media there are uses of a computer system which he says can grind out any "sophisticated media plan and alternatives"; take a media schedule and "play it back telling you how good it is, what it can deliver in impressions and its qualitative value."

General Foods, biggest foods advertiser in measured media in the U.S., invested nearly $87,492,000 in TV last year—$46.79 million in spot and $40.69 million in network. Another $3.7 million was placed in radio—$2.92 million in spot, $781,000 in network.

General Foods' sales in fiscal year ended April 1, 1971, amounted to almost $2 billion, its earnings to more than $110.5 million.

"We started building a media department of our own in 1958," Mr. Knowlton recalls. "By 1964 we had a pretty good operation."

For one of the more important executives in broadcast advertising, Archa Knowlton is deceptively disarmingly. He takes to people easily, has a relaxed, affable manner, though he talks straight to the point. Said one executive who is with one of GF's four advertising agencies (all are majors—Young & Rubicam, Benton & Bowles, Grey Advertising and Ogilvy & Mather):

"Arch is a nuts and bolts man. He did an amazing thing: He made the transition — and successfully — from print to all media, particularly broadcast.

"He has a tight hand on media at General Foods. He is a pragmatist, and with Arch you know exactly what the score is; he doesn't play games."

"Arch Knowlton, in my opinion, brought General Foods into the current TV world. TV to him is not just programs. He is deeply involved with the lively and changing medium; General Foods as a consequence buys as efficiently and as flexibly as any one else.

Arch Knowlton is an active man. Aside from maintaining close liaison with GF's four agencies, with its brand managers and various marketing decisions, he is the Media Policy Committee chairman of the Association of National Advertisers. A key ANA unit, the media policy group right now has Washington, and its recent activities which affect advertising, in view, including Federal Trade Commission proposals and such potentially loaded proposals as the fairness doctrine as applied to advertising.

Just this past winter Mr. Knowlton served as national media chairman for the United Fund and the ANA, making a busman's holiday, negotiating with the three TV networks to air a public plea on behalf of the fund by First Lady Pat Nixon.

Mr. Knowlton's style may have changed over the years. But he still projects the earthy quality of that young man who existed on "beans and hot dogs" while he traveled the Midwest for Deere & Co., showing 16mm movies to farmers while promoting the company's tractor and plow line.

"Those years," Mr. Knowlton says, "I drove a panel truck with a loudspeaker mounted on the roof, the truck packed with cans of films. It was a roadshow."

In recent years, Mr. Knowlton's "industry" activity has been something of a goad or spur to others. Under his tutelage, General Foods has been in the forefront of those advocating media mixes and formal research into the problem of TV commercial clutter and backing public-affairs program sponsorship on the local level.

Mr. Knowlton, who has attracted industry attention — along with much praise and some criticism — for testing (along with Life, Look and Reader's Digest) the relative effectiveness of television and magazine media mixes, says: "In broadcasting, we can make better use more often of a combination of radio with television. So many people just think of television alone. We pioneered in media mixes, such as TV and magazines in our recent studies. It is a viable approach. We will see more of this and General Foods will do more of this."

Arch Knowlton notes that "as a big spender in television, we also are aware of our responsibility to be a good citizen." General Foods as of November 1971 was underwriting, at a cost of $1 million, local public-affairs programming at the year rate of 140 in about 30 markets.

As Mr. Knowlton sums up his — and General Foods' — philosophy: "We can be a do-good and from the advertising viewpoint, it can pay off." But Mr. Knowlton envisions the TV-advertiser pact as a symbiotic relationship, benefiting both.

"We are a grocery business, but we can use show business to help the grocery business. At the same time, by improving programming, we can help improve show business."
Editorials

Lift-off

Corporate annual reports are usually designed to inform, reassure or encourage stockholders, sometimes to bedazzle them and in extreme cases to mollify them. CBS's for 1971 goes beyond any of those purposes and offers assessments that should cheer the entire broadcasting business, CBS's competitors as well as its shareholders.

The report, described in these pages a week ago, anticipates a 50% rise in total television revenues over the next five years, with network sales gaining about 8% a year, spot 10% a year, local more than 10%. As for radio—whose growth, incidentally, did not stop when the economy did—CBS expects network advances to be modest but looks for nonnetwork gains on the order of 7% to 8% annually.

"Broadcasting dramatically demonstrated its inherent strength in 1971, absorbing the loss of cigarette advertising in the midst of a soft economy," wrote Chairman William S. Paley and Vice Chairman Frank Stanton. "Beyond that, however, we believe without reservation that broadcasting's outlook for the year ahead is extraordinarily promising."

Heady words and figures? They may seem so to broadcasters inured to unattained goals and squiggly bottom lines for the last couple of years. But would they have sounded heady a few years ago? Not at all. Thus they perform a timely service, because they put the 1970-71 slowdown into perspective, saying in effect that the growth rates that broadcasting enjoyed in the 1960's were only interrupted, not terminated. The old growth rates are attainable again, and all present evidence says the upturn has already started.

Where the buck should stop

Once again there are cries for reform in television programming. The asserted aim now is to protect the young against a contagion of hostilities. There is talk of creating a permanent system to rate the incidence of violence on the screen and of strengthening the code of the National Association of Broadcasters to enforce the standards developed from the rating system.

It is a variation on a theme as old as television, and no more relevant to real evils than it was 20 years ago when the United States Senate got into a terrible fit over the depth of Faye Emerson's neckline. It was seriously proposed at the time that permissible decolletage be codified for television.

That may seem quaint today, but the yearning for an apparatus of national control over television content endures. Three years ago, it may be recalled, Senator John O. Pastore (D-R.I.) demanded that television networks clear their programs with an expanded Code Authority of the NAB. At that time the chairman of the Senate Communications Subcommittee was worried about both sex and violence on television. His professed interest in sex has since declined.

It is the same Senator Pastore—rebuffed before—who is now instructing the Department of Health, Education and Welfare to devise a way to keep track of violence and is exhorting broadcasters to unite in a rigid system of self-discipline. Never mind that a million-dollar study by the surgeon general, undertaken at the senator's command, was largely inconclusive. Senator Pastore badgered witnesses into agreeing that "something must be done." Obviously he wants that million dollars to buy some action.

The trouble is that the action the senator wants would in the end lead only to the enfeeblement of television. A mechanism of centralized self-regulation must inevitably become a mechanism of government regulation, if it is applied within an enterprise that is already subject to government controls. To be more precise, it would become a mechanism for manipulation of broadcasting by individual officials in the government.

It would be only a matter of time before this FCC commissioner or that influential congressman began pressuring the Code Authority to sanitize this program or sanction that one. If the authority passed the word, as it almost certainly would, the broadcaster would ignore it at his peril; defiance could earn a demerit at license-renewal time. Eventually the Code Authority would degenerate into a mere transmitter of political orders.

In none of these observations is there an intention to excuse broadcasters for any insensitivity to the effects of their programming—all of it—on audiences of all ages. Nor does it take a scientific study to recognize a special obligation in the supervision of programs that are directed toward the impressionable young.

But the broadcaster's sense of responsibility would only deteriorate if he ceded editorial oversight to a central authority. The evolution of television, will be arrested rather than advanced if the broadcaster is relieved of the basic obligation to program for his audience's way.

Incentive pay

The legal niceties of the KTLA-TV case that the court of appeals threw back at the FCC last week were subject to dispute from the beginning. It is one of the few cases in which Chairman Dean Burch and Commissioner Nicholas Johnson took the same side, this time a dissent.

The court disagreed with a four-member FCC majority that attempted to establish a precedent by disqualifying KTLA-TV's reimbursement of the United Church of Christ for legal expenses incurred in representing black groups that attacked the station's license renewal. The court's action will encourage the filing of petitions to deny, which are already arriving at the FCC in profusion.

The present course will, however, be continued until remedial legislation is passed. A restoration of reasonable balance to licensee and challenger in the license-renewal procedure must be obtained from Congress, if not at this session—when politics are dominant in a campaign year—at the very outset of the next.

"Why don't you just take away my Tide?"

Sid Hix

Drawn for Broadcasting by Sid Hix

144

BROADCASTING, April 3, 1972
NPI's premiere program strips the mask from the face of the Terrorist. It reveals for the first time what is behind the Troubles in Ireland.

But this one-hour documentary does more than that. It introduces you to the Anchormen and some of the outstanding Correspondents who will appear on our regular weekly show – FOCAL POINT © WASHINGTON.

This is NPI's initial offering – a showcase sample of the kind of news programming Television stations in 153 cities have been waiting for since they responded favorably to our nationwide survey a year ago.

Now it is here. You can see it during the NAB Convention in the Jefferson Suite at the Chicago Athletic Association Club, Michigan Boulevard and Madison Street. Showings on the hour: Sunday — 12:00 Noon to 9:00 PM. Monday & Tuesday — 9:00 AM to 9:00 PM. Wednesday — 9:00 AM to 12:00 Noon. April 9-12.
DISTRIBUTORS OF

THE NEW HOLLYWOOD PALACE

26 talent-filled new hours from the company that made the Palace a network winner for seven seasons.

See us at the NAB. Learn about the NEW Hollywood Palace. Also about the unprecedented HEE HAW success. 11,920,000 homes ... 33 share week ending Feb. 27. Outrated 39.3% of all regularly scheduled network programs during prime time hours for the eight weeks ending March 5.**

26 ALL NEW HEE HAW HOURS 26 ALL NEW HOLLYWOOD PALACE HOURS

FOR 1972-73

Source: Among all NTI rated syndicated programs.**

Wilks-Fast Evening Weeps. Average audience estimate. Subject to qualifications available on request.