Justice Department moving to put networks out of program business

As advertised: Ben Hooks nominated as FCC's first black commissioner

The center ring in Chicago: Complete coverage of the NAB convention

Starring: Bullish sales turnaround for programers, equipment suppliers

The proven big-prize game show.

From Goodson-Todman.

"The Price Is Right."

With Dennis James.

Sold for Fall 1972 in 34 markets.

By Viacom.
Our collection of rib-tickling, audience-building situation comedies is unmatched by any other distributor of syndicated programming for television.

So get serious. When you’re scheduling for fringe time—where situation comedies are a proven success—see Viacom first and select from the finest.

Block programming of good situation comedies is your best audience buildup for prime time. Call us collect for any of ours and we’ll even laugh at the phone bill.

Viacom
A Brand New, First-Run Game Show Produced for Large Family Audiences Wherever and Whenever It's Shown.

As a morning strip—
KREM-TV, Spokane, 10 a.m. M-F

As an afternoon strip—
KTVK-TV, Phoenix, 3 p.m. M-F

As an early fringe strip—
WEWS-TV, Cleveland, 6:30 p.m. M-F

As a weekly prime-access show—
WAVY-TV, Norfolk, 7:30 p.m. M

As a primetime show—
KHON-TV, Honolulu, 7 p.m. Th

As both daily strip and nighttime show—
KING-TV, Seattle, 3:30 p.m. M-F; 7 p.m. Sat.

"Anything You Can Do" is already improving ratings across the country. It delivers a 31% share of audience in Dayton, attracts 68% more young women over previous programming in Cleveland, and increased homes in New York by 62%.

What's more, it has become Canada’s No. 1 weekday game show.

"Anything You Can Do" is a first-run, laugh-filled half hour series that will boost ratings in your market. It may still be available for morning stripping, afternoon stripping, as an access show, as a primetime show or as both a daily strip and nighttime show.

Call your ABC Films representative today.

Source: Nielsen Oct 71, Nov 71 and Jan-Feb 72
In announcement received with surprise and outrage by networks, Justice Department says it will file antitrust suits against ABC, CBS, NBC and Viacom aimed at breaking up network scheduling and programing power. See . . .

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Get into politics, Wasilewski says . . . 44

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Miles David, president of the Radio Advertising Bureau, feels that the aural broadcast medium can sell advertisers to the tune of $2 billion by 1976. But first, he says, it must sell the men in Washington. See . . .

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Equipment manufacturers showing their wares at Chicago's Conrad Hilton unanimously agree that this year's NAB convention was the best hardware marketplace in years. New color-TV cameras are inventory stand-outs. See . . .

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WeekInBrief

BROADCASTING, April 17, 1972; Vol.82 No.16

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Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.
When it comes to music, you'd expect a music station to outdo everybody else. But when it comes to politics, you'd never expect a music station to outdo anybody. Unless, of course, you're WROW. The station that not only broke the story of Mayor Lindsay's switch to the Democratic Party, but received a citation from the New York State Associated Press Broadcasters for doing it.

Good talk, good news and good features are all part of the WROW sound these days. Plus a couple of things that aren't part of the sound. Like our own off-the-air phone referral service for people in trouble.

Funny thing about our station. In between all the other things we do, we manage to give our audience a little something extra. Great music.

WROW
ALBANY

When a cool music station like WROW breaks one of the hottest political stories of the year, it really gets hot.

One of the stations of Capital Cities Broadcasting. We talk to people.
Diversion

Reaction of professional observers to antitrust suits against TV networks was that they have no valid legal or economic basis but were contrived politically to offset ITT disclosures. One attorney said he knew Antitrust Division was instructed to dust off "old chestnuts" and that aging network-program file was likely to be best attention-getter, with few network friends in Congress willing to speak up. Several practitioners, including lawyers representing networks, feel government can't win if cases go to trial.

Informal pricing

TV-network selling of prime time for newsmagazines has been feverish, with formality of basic-unit pricing for each show all but gone by boards. According to reports last Friday, commitments for newsmagazines and shows are for positions in multiprogram packages, worked out in terms of characteristics such as audience demographics and gross share-points, with mutual understanding of approximately what price ought to be and with ultimate package price in many instances subject to the then-current price regulation.

Next phase

High-level administration committee on long-range cable-television policy will go back to work on recommendations, now that FCC's new cable rules have gone into effect. Committee suspended operations to avoid interfering with final stages of FCC deliberations. Chairman, Clay T. Whitehead, director of Office of Telecommunications Policy, is expected to convene early meeting of three cabinet members and three top White House aides who compose committee.

This group's recommendations are expected to conflict in some details with FCC rules (Broadcasting, Dec. 20, 1971). One question still undecided is whether committee will suggest legislation making cable operators common carriers, explicitly removed from control of content on their channels.

Inflation note

Cost of doing business continues to go up in Washington, too. Association of Maximum Service Telecasters, whose budget last year was $396,000, will go over $400,000 mark this year—indication, if nothing else, that AMST sees no letup in challenges.

Major test

Insurance Co. of North American plans critical reading in September of its multimillion-dollar sponsorship on NBC Radio of news shows, specials and instant-news reports. INA is NBC Radio's largest single account, spending between $2.5 million and $3 million over 16-month period. Company will test campaign after its first year by surveying groups of heavy listeners on their awareness of INA and its radio campaigns. In addition to standard "sell" commercials, INA runs unusual messages directed at recruitment of agents.

Bailing out?

Its WHDH-TV Boston out of business through loss of channel 5 to WCVB-TV after long and costly fight, Boston Herald Traveler Corp. may liquidate rest of its interests, including profitable WHDH-AM-FM as well as unprofitable Herald Traveler newspaper. President Harold Clancy reportedly would like morning Herald Traveler to acquire or merge with Hearst's afternoon Record American to compete with rival and front-running Globe's morning and evening editions. But at least some members of his board of directors are said to be insistent on liquidation. While that issue remains unresolved, Richard Butterfield, who was WHDH-TV sales manager, has been given new sales assignment: disposition of TV mobile units and other WHDH-TV equipment.

No end to it

As if political-spending law isn't complicated enough, here's new question that's bothering broadcasters: If station bars time that is resold to third party at rate lower than any on station's card, does that become station's lowest unit rate to which political candidates are entitled? FCC staff has been struggling with that one for couple of weeks.

Fun out West

That action by board of National Association of Broadcasters to reconsider Las Vegas as site of 1975 convention because of image (see page 38) won't be universally applauded. NAB first chose site principally at behest of small-market broadcasters who saw chance to live it up on business trip in due-bill capital and who now resent talk of change. Fifteen-member TV board, known to be much more conscious of image than radio broadcasters are, can easily be outvoted by 29-member radio board at decisional meeting next June.

One-sided?

Lack of discord over race issue at last week's NAB convention may have been more apparent than real. NAB will get letter from delegate, Phil Watson, general manager of black-owned-and-operated WHUR-FM Washington, noting almost total absence of minority representatives at long head tables and other sites of prominence. Mr. Watson says NAB should take lead in mobilizing minorities within broadcasting. There's talk of minority caucus to work on that.

Where the action is

Radio and television newsmen who have yearned for headquarters in Washington, may realize hope this year. Ted Koop, recently retired Washington vice president of CBS Inc., and former president of Radio Television News Directors Association, is considering arrangement that would give RTNDA its first Washington executive, at time when broadcast news is itself in the news. Mr. Koop is past national president of Sigma Delta Chi, professional journalism society, and now serves as secretary of Washington Journalism Center. American Newspaper Publishers Association and satellite associations are moving their headquarters to Washington suburb of Reston, Va.

One down

FCC's three-man Conglomerate Study Task Force is expected to issue report by May 1, then be disbanded. Louis Stephens and James Sheridan, senior members, will be absorbed into Common Carrier Bureau's practice of AT&T rates. Third member, John Harwick, will return to general counsel's office. Report will analyze material developed from questionnaire submitted to 31 diversified licensees.

Indisposed

Medical matter of concern to top-level CBS management is recent—as yet undiagnosed—illness of Charles (Chuck) Ireland, new president of CBS last week. He was stricken three weeks ago with what is termed "acute digestive distress," was in and out of Westchester hospital until last week. He was in office briefly last Thursday and Friday, hoped to make maiden appearance before annual stockholders meeting Wednesday (April 19) in Chicago.

Lending in style

Loan department of First National Bank of Chicago, as evidence of its growing interest in financing all phases of broadcast operations, including cable development, had some 40 key broadcasters to private cocktail-dinner party at bank's executive dining room. Get-together, held last week, before opening of last week's NAB convention, may be continued as annual opportunity for bank to make its investment interest known.
TV networks to be wiped out of entertainment?
That's government aim, as disclosed in suits filed Friday

Justice Department on Friday (April 14) filed civil antitrust suits designed to prohibit three national television networks from engaging in "any" entertainment-program or feature-film production.

Thus scope of government's action, as revealed in complaints filed in federal court in Los Angeles, is much broader than it was thought to be day earlier (see page 21). Statements issued then by networks and department indicated that suit would be directed against prime-time programming only.

Suits alleged in complaint refer to "any television entertainment programs. And department spokesman confirmed aim is to bar networks from daytime production as well as prime time. (Complaints define prime time as 6-11.)

In addition, spokesman said suit is aimed at prohibiting networks from providing financial assistance to independent producers whose product they purchase, even if they take no ownership interest in program. He said networks have "vested interest" in buying product they help finance, and that such practice "denies competition."

Furthermore, suits would prohibit networks from acquiring anything more than "first-run right of exhibition" in entertainment programming. Networks, thus, would be barred from spreading costs over reruns of programs.

Complaints accuse networks of violating Sherman Antitrust Act prohibitions against monopoly and restraint of trade in connection with prime-time programming. Viacom International Inc., former subsidiary of CBS which now owns CBS's program-syndication and distribution rights, as well as its former CAI television business, is named as defendant in complaint filed against CBS.

Meanwhile, NBC on Friday joined ABC, CBS and Viacom in pleading opposition to Justice's suits. Don Durbin, president of NBC television networks, said suit "is against the public interest" and "rests on incorrect suppositions."

Independent producers who would speak for attribution and advertising agencies—whose clients were among those department says have been harmed by network practices—greeted news of government's action with expressions ranging from surprise to ridicule. On Wall Street, ABC and CBS prices fell, while RCA's held, in heavy trading on Friday.

Suit accused networks of refusing to sell program time to advertisers except for their commercial messages, which are broadcast in programs "already selected and placed in schedules." Suit does not specifically prohibit alleged refusal to sell program time; but department spokesman said prohibition on production of programming would force networks to accept advertiser-supplied programming.

Mr. Durbin in his statement said NBC has always encouraged "program proprietors." And advertising-agency officials said—as they and advertisers did in FCC proceedings leading to prime-time access rule—that advertisers do not have money, interest or expertise to produce programs.

Robert N. Ney, president and chief executive officer, Young & Rubicam International, said Justice's move was "not very bright. Look what happened when the FCC took 30 minutes away from the networks this year and handed it over to other programmers. The result was a lot of junk—game shows and reruns of Lucy."

Joseph R. Daly, president, Doyle Dane Bernbach, described Justice's action as "bunch of nonsense" and said he did not know what department proposes as alternative. Clients and agencies no longer buy alternate-week programming over 52 weeks, as they once did. "Now it is scatter plans and spread the money."

In Hollywood, Roy Huggins, independent producer (The Bold Ones) said what he had read of Justice's action "makes no sense whatsoever. It's insane. I was shocked. They clearly are not very sophisticated about the industry."

Closing prices on New York Stock Exchange Friday (April 14) were: ABC, 71%, down 3 1/4 on a volume of 125,200 shares; CBS, 54%, down 2% on a volume of 221,900, and RCA, 183 1/4, down 1/2 on a volume of 163,400.

Wall Street sources said volume of trading in three stocks was "unusually heavy." Exchange spokesman said because of "heavy influx" of orders trading in ABC stock did not begin until 1:22 p.m. and CBS trading was delayed until about 11:36 a.m. on Friday.

Suits alleged that as result of networks' alleged monopoly of prime-time television entertainment, viewing public, independent producers and advertisers have been deprived of benefits of free competition.

Beyond prohibiting networks from producing entertainment programs and films, suits would bar them from using their control over access to broadcast time from gaining ownership interest in programs produced by others and from engaging in syndication.

FCC rules, now stayed, already bar networks from acquiring anything other than exhibition rights in programs produced by others and from engaging in domestic syndication. However, Justice Department spokesman said department's obligation is to seek relief it deems necessary under antitrust laws; it cannot rely on agency regulations which can be changed.

Complaints also assert that recent network entry into motion pictures (by CBS and ABC) poses danger to competition. Department says that only networks can assure television exposure to writers, actors, directors, producers and related talent, and that networks are in unique position to assure themselves of television revenue from their feature films.

CBS and ABC are already being sued on antitrust grounds by seven motion-picture companies seeking to bar them from production of entertainment programs and feature films. Another suit, filed by American Society of Composers, Authors and Publishers, seeks to enjoin CBS and NBC from, among other things, production and distribution of any program other than news and public affairs.

Justice suits are result of antitrust investigation that originated in 1950's but was held in abeyance pending FCC study of network programming. Commission inquiry, begun in 1959, resulted in prime-time access rule, in May 1970.

Who paid what at Comsat in '71
Communications Satellite Corp., Washingon, disclosed it paid $1,149,260 in salaries to 36 officers and directors during 1971. Information was in proxy statement sent stockholders, announcin,
The guys at WKBW dreamed up a great new scheme to help Buffalo's 20-mile march on hunger. They shut up and marched.

It's easy for a radio station to make an appeal for charity. All it has to do is talk. At WKBW we decided just talking wasn't enough.

So, when Buffalo's Third Annual March on Hunger rolled around, the three guys at the head of the line came from our staff. They did the whole 20 miles. Each earning a healthy sum of money per mile to help the cause.

The March on Hunger was just one of WKBW's continuing on-the-spot involvements in public service of every kind. Sure, it's easier to talk. But the truth is, we don't believe we can ask anybody else to do what we won't do ourselves.

WKBW
BUFFALO

One of the stations of Capital Cities Broadcasting. We talk to people.
And now, the good news from the Middle East.
Farideh was abandoned when she was four days old. Another victim of turmoil. Another forgotten child of the Middle East.

Today, this little Arab orphan has a home at the Pontifical Mission Orphanage in Bethlehem. It’s need, not creed, that brings all these children together.


These compassionate people are working to mend the wounds of war. Saving the children, so that one day, they may return to their native villages as future emissaries of peace.

Yes, it's a touching story. But hardly sensational. Newsworthy enough for a T.V. show? Most filmmakers wouldn’t think so.

But Capital Cities Broadcasting’s Milton Fruchtman was looking for a special story. An overlooked story. One with universal appeal. Like his Peabody award-winning "The Secret of Michelangelo".

So when Fruchtman found the orphanage, Capital Cities sent its people halfway around the world to record this bit of good news. This "Untold Story".

Someone else shared Capital Cities’ interest in the orphanage. Pope Paul VI. Pope Paul invited Sister Elizabeth Marie, Monsignor Nolan, and three Mid-East orphan girls to his home in Rome.

And gave Capital Cities permission to record the event on film. It was the first time anyone was allowed to film a private audience in the Apostolic Palace. Another story within "The Untold Story"

For little Farideh and her friends, it meant the first journey away from their birthplace. The fountains of Rome, to children who knew only an arid land. And "Baba Boulas", Arabic for the Pope, who met the children in one of the most intimate segments of the film.

"The Untold Story" spoke to people throughout the world. Of peace, humanity, hope and love. It was newsworthy, for all time.

So Capital Cities presented the program to the Catholic Near East Welfare Association, which in turn arranged for its broadcast on more than 150 T.V. stations. And for anyone who wants it, "The Untold Story" is still available.

People who've seen the film have responded. With thousands of dollars. With letters. And Concern. All the proceeds go to the Catholic Near East Welfare Association to advance its work in the Holy Land, the Near East, and in India.

The truth is, people still want to hear good news. And television is the place to hear it. As long as there are untold stories, Capital Cities will be telling them.

Capital Cities Broadcasting
We talk to people.
Rejected Denver buyer wants to block FM sale

Firm claiming that owner of KADK(FM) Denver broke contract it had with him for purchase of station, in order to sell to another interest for higher price, last week asked FCC to deny approval of that sale.

Mission Denver Co. urged commission to reject application on file since February, in which Gordon S. Rosenblum seeks to sell KADK to Columbine Broadcasting Corp. Mission claimed it had contracted with Mr. Rosenblum to buy facility last October, that but that owner terminated agreement two months later and subsequently entered into pact with Columbine. Mission had offered $250,000 for KADK. Columbine would pay $335,000.

Mission has on file with district court in Denver civil suit against Mr. Rosenblum asking that plaintiff be made to honor contract with Mission, or in alternative to pay $500,000 damages.

Mission also questioned character of two Columbine stockholders. It said commission should investigate relationship between Columbine President James Lange and KTLK(AM) Denver, where he was formerly employed as sales manager. KTLK's license renewal has been designated for hearing by commission. Mission also said commission should look into past business affairs of William A. Kilpatrick, one of six Columbine stockholders. Mission noted Mr. Kilpatrick had recently been discharged by Denver court in personal bankruptcy, and questioned validity of certain financial declarations made by Mr. Kilpatrick to FCC and court.

For Goldenson, Rule: new long-term contracts

New ABC Inc. contracts with Chairman Leonard H. Goldenson and President Elton Rule, providing for their "employment on a full-time basis" until 1977 at annual salaries of $200,000 and $175,000, respectively, were revealed in proxy statements Friday (April 14).

Mr. Goldenson's contract runs to Dec. 31, 1977, and Mr. Rule's to Jan. 17, 1977. Both are cancelable on six months' notice by ABC, but in Mr. Rule's case he is to be paid $100,000 a year for rest of contract term, if canceled earlier.

Contract with Mr. Goldenson replaces one that ran to Dec. 31, 1975, calling for payment at $125,000 annually plus deferred compensation of $50,000 for each year under contract. New agreement provides for no additional deferred payments but does not affect those already accrued.

NBC-TV leads the way in Emmy nominations

National Academy of Television Arts and Sciences released list of 224 nominations for the 24th annual Emmy awards that shows NBC-TV leading pack with 83 total nominations; CBS-TV with 70; ABC-TV with 66; Public Broadcast Service, 19; and six going to syndicated shows. Big winners among programs were CBS-TV's "All in the Family" with 11 nominations, ABC-TV's "Movie of the Week" anthology with 13 (one episode, "Brian's Song," won 11) and NBC-TV's "Mystery Movie" series with 11 (10 for "Columbo" episodes). NBC-TV's "Hallmark Hall of Fame" garnered 12 nominations, nine of them for play, "The Snow Goos." Winning Emmy for local programming was WZZM-TV Grand Rapids, Mich., for Sickle-Cell Disease: Paradox of Neglect (see page 54). Winners in other categories will be presented on nationally telecast Emmy awards ceremony May 14.

Baseball rescheduled

"It didn't hurt" sentiment was echoed by many station executives after 13-day baseball players' strike ended Thursday (April 13). Sampling of stations showed most TV stations ready to take on additional games during season as make-goods for those missed by delay in getting season under way.
To get anything done in this world, WKBW believes you’ve got to have the guts to upset a lot of people at least once a week.

Airing an occasional documentary is great if you want to shake the world a little. But if you want the world to get out and do something about something, you’ve got to do more than just an occasional airing.

At WKBW-TV we do it by the week. With strong stuff. Youth gangs. Racism. Doctors in the ghettos. The crucial national issues which relate to Buffalo. And the unique problems of the changing world of Western New York.

It’s all there on “Here and Now”, our stirring prime-time series viewers see week after week.

Sure, sometimes the things we show are a little hard to swallow. But, like medicine, it doesn’t have to taste good to do good.

WKBW-TV
BUFFALO

One of the stations of Capital Cities Broadcasting. We talk to people.
We've Topped 1,000

One thousand CCA AM and FM transmitters are now in broadcast service. We're extremely proud of this performance — not only of the number but of the many satisfied friends we've formed in this activity.

CCA ELECTRONICS CORPORATION
716 JERSEY AVE. GLOUCESTER CITY, N.J. 08030 • Phone: (609) 456-1716

WANTED:

Al Petker
(213) 278-4370
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8943 Wilshire Blvd., Beverly Hills, CA 90211
*radio stations only

Datebook • A calendar of important meetings and events in communications

This Week


April 17—Spring meeting, New York State Cable Television Association. Banquet speaker: Raymond P. Shuler, chairman of Teleprinter Corp. Thursday, Binghamton.

April 17—Deadline for filing comments in FCC rulemaking proceeding regarding importance of distant radio signals by cable television systems (Docket 62-38). Replies due May 8.

April 17—Deadline for filing annual FCC financial report by networks and licensees of broadcast stations.

April 17—21—Seminar conducted by Eastman Kodak's motion picture and education market division focusing on techniques of producing color film specifically for use in commercial, public and cable television. "Film Seminar" is designed for television management, cameramen and those dealing with film. Registration fee is $150 and each seminar is restricted to 12 participants. Kodak's Marketing Education Center, Rochester, N.Y.


April 18—Annual meeting, Affiliated Advertising Agencies International, Las Vegas, Nev.


April 19-21—Region 6 conference, sponsored by Institute of Electrical and Electronics Engineers. Microelectronics: Systems and applications and internal systems and applications will be treated. Hilton inn, San Diego.

April 19-22—22d annual Broadcast Industry Conference, sponsored by San Francisco chapter, National Academy of Television Arts and Sciences. Principal speakers include: Sir Charles Moses, permanent secretary of the Asia Broadcasting Union; Alexander Eysterfield, of Soviet Embassy, San Francisco State College, San Francisco.

April 19—International Film, TV Film and Documentary Market (MIFED), where feature, TV and documentary films are traded on a worldwide basis. For information: MIFED, Largo Donondossola 1, 20145 Milan, Italy.


April 20-22—18th annual College conference, sponsored by International Radio and Television Society. Topic will be "Issues in Broadcasting" and will focus on five areas: consumerism-advertising, program control-freedom of broadcast station action; broadcast station-television, advertising, law and economics of the industry. Hotel Commodore, New York.


April 21-22—Region 9 conference, Sigma Delta Chi, Albuquerque, N.M.

April 22—Wrangler Awards presentation, which honors top Western, Western music and literary works in 10 categories. Cowboy Hall of Fame, Oklahoma City.

April 22—Region 2 conference, Sigma Delta Chi, Staunton, Va.

April 22—Annual meeting, and awards banquet, Georgia Associated Press Broadcasters Association, Marriott motor hotel, Atlanta.

Also in April


April 26—Annual stockholders meeting, Ponte, Lane & Associates Communications, 10 a.m., Continental Plaza, Chicago.

April 26—Annual spring seminar, Missouri Radio Television News Association, Misquak Governor Warren E. Hearnes will be principal speaker. Source Allen, editorial director, KMOV St. Louis, will discuss the "Problems and Potentials of Broadcast Editing." Chairman: Robert R. Connelly, kxak(s) St. Louis, chairman, University of Missouri, Columbia.

April 26—Annual meeting, Pennsylvania Cable Television Association, Holiday Inn, State College.


April 28—Region 8 conference, Sigma Delta Chi, New Orleans.

April 28-30—Region 11 conference, Sigma Delta Chi, Long Beach, Calif.


April 30—May 5—11th annual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Calvin H. Hoth-kins, Eastman Kodak Co., New York, is program chairman. Theme is "The New Filmmaker...

Major meeting dates in 1972

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


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


Nov. 15-18—Sigma Delta Chi national convention, Statler Hilton, New York.


WJR built a reputation on great and memorable sportscasting. And, last year, we were delighted to add the Detroit Lions Football Team to an already powerful schedule of live games.

But there are also a few other games we deal with these days. Games that fit into the kind of serious programming that won us first place in the annual AP award for "The best locally produced public affairs programming."

Then, too, there are the games called Drugs, Humane Death, Housing Project Crimes, Parochial School Closings. All of which were part of our documentary series on critical current problems.

We wish things were different—so we could stick to football and baseball. But until that happens, you can expect WJR to keep its eye on the biggest game of all. Life.

WJR DETROIT

One of the stations of Capital Cities Broadcasting. We talk to people.

May

May 1-2—Oral arguments before FCC on domestic communications satellite issue.

May 1-3—Annual seminar, Association of Canadian Advertisers, Royal York hotel, Toronto.


May 2—Tune-in '72 seminar, sponsored by Broadcasting and Cable Television Associations.

May 3-4—Spring meeting, Audio Engineering Society, Los Angeles.


May 3-5—Second annual conference, National Friends of Public Broadcasting, nonprofit organization formed to build citizen support for public broadcasting at local level. Royal Orleans hotel, New Orleans.

May 4—29th annual convention, Century Plaza hotel, Los Angeles.

May 4—Annual convention, American Women in Film. Featured speakers: Frank H. Bartholomew, UPI; Dr. Robert Rosensine, Columbia Broadcasting System; Maurer O'Connor, San Diego Councilman; Edgar W. Holtz, Washington lawyer; Penny Jeffers, CBS; Lewis Ett, Motivation Research Center, Austin, Tex.; Sonny and Cher, entertainers. Stardust hotel, New Orleans.

May 4-7—25th Anniversary Conference, Western States Advertising Agencies Association, Hotel Del Coronado, Calif.

May 5—Policy conference, sponsored by New York Law Journal and the Cable Television Information Center, will be tapping the potential of CATV. Focus will be on new opportunities and problems in CATV, in light of recent FCC regulations. Beverly Wilshire hotel, Los Angeles.

May 5-6—22nd annual convention, Kansas Association of Broadcasters. Featured speakers will include Conrad King of the American Advertising Federation. Loyola University, Chicago.

May 5-6—Second annual National Educational Film Festival. The competition recognizes excellence in educational film-making. Contact: NEFF, 5555 Sandal Drive, Oakland, Calif. 94611. Oakland, Calif.


May 5-6—Annual management conference, Iowa Broadcasters Association, Roosevelt hotel, Cedar Rapids.


May 12-13—Third annual country radio seminar, King of the Road motor inn, Nashville.


May 16-18—Annual meeting, Ogilvy & Mather International, 3 Park Ave., 45th and 46th Street, New York.


May 17-19—Annual radio/television journalism conference, Graduate School of Journalism, Columbia University, New York.

May 18—Annual Awards for Excellence in Broadcast Advertising, sponsored by the Ad Club of Los Angeles.

May 18-19—Conference on "Electronics 1985" by Electronic Industries Association to explore economic and political and social environment and relations to electronics industry. Conrad Hilton, Chicago.


May 25—Spring meetings, meeting, New Jersey, Broadcasters. Speakers: Mr. and Mrs. Robert K. Collins, owners of the FCC Chairman. Rosel Hyde will be among speakers, Douglas College campus, Rutgers University, New Brunswick.


May 25-26—Spring convention, Ohio Association of Broadcasters. Hamilton Motor Inn, Toledo.

June

June 1-3—Annual convention, Canadian Advertising and Sales Association. Queen Elizabeth hotel, Montreal.


June 8-28—Meeting, Missouri Broadcasters Association. Rock Lane Hotel, Table Rock Lake, Branson.

June 8-13—Meeting, North Carolina Association of Broadcasters. Mella Castilla hotel, Miami.


June 11-30—National Institute for Religious Communications, 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 division of mathematical sciences. Course fee is $400. Contact: Conference division, Memorial Union, Purdue University, Lafayette, Ind. 47907.


June 19-24—19th International Advertising Film Festival, Venice, Italy.


July

July 9-12—Annual convention, Florida Association of Broadcasters. Contemporary hotel, Walt Disney World, Bay Lake, Fla.


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

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On April 6, 1971, WTVD had a very unusual studio audience. They were backstage giving blood.

They pushed the lights and cameras and the booms to the side and WTVD turned into a blood bank for one beautiful day. Viewers came down to the studios, all right. But not for entertainment. For blood. They gave 240 pints of it—backstage. "TV Blood Day" was WTVD's way of doing something extra to help the Durham Chapter of the American Red Cross. Nobody saw it, but it was one helluva show.

WTVD-TV
RALEIGH-DURHAM

One of the stations of Capital Cities Broadcasting. We talk to people.
Heralding media planning's revival

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

During the past 20 years media planning and media buying have shared the spotlight in the advertiser-agency relationship. While buying was king in the early fifties, the emergence of syndicated media/marketing research re-instated media planning in the latter part of the decade. The mid and late sixties witnessed a revival of buying's dominance which has apparently continued into 1972.

But despite the current emphasis on media buying, the importance of media planning must not be overlooked. Given little direction, media planning can make a real contribution to today's marketing mix.

To insure the productivity of media planning, attention must be given to three problems it faces:

1. impractical planning,
2. noncreative planning and
3. too much planning.

First, impractical planning. Here we see people who do not recognize the real world and therefore plan in a vacuum, plan with incorrect knowledge or plan with imperfect tools. At D-F-S we have taken steps to avoid such an occurrence.

The first essential is staffing. Six associate media directors for planning, all reporting to a director of media planning, share the workload so that each is responsible for two major clients and a few lesser ones.

Next is the need for accurate and complete information from the account group and from the client. To alleviate costly omissions, D-F-S has introduced a standardized form which includes the brand-marketing strategy (target audience, regional and seasonal aspects, brand posture and position in life cycle as well as specific direction in terms of per capita, volume or other goals) and calls for a description of the creative strategy—which can play an important role in the selection of a media mix.

From this knowledge the media planning department prepares a written media strategy statement which is reviewed and approved by account service.

The importance of computer-assisted selection devices cannot be overemphasized. At D-F-S we employ programs to do what would take many days of hand work. One of these programs, called SNAP, (spot network allocation pro-

gram) was developed to meet a complicated marketing challenge: how much effort should be national vs. local and in which markets should the local effort be placed and in what amounts? Here the importance of data accuracy and direction in the marketing strategy should be especially stressed since SNAP is extremely sensitive to marketing input.

An impractical plan is rare if the plans section is well-staffed, knows how to get necessary information and is given all the best tools. The second area which must be given special attention is noncreative planning, which is far and away the most serious problem a planning director faces. All too frequently plans are developed on first thoughts or are simply extensions of last year's plan without a look at the alternatives—which may well contain a better plan.

To avoid this trap is not simply to look at the alternatives. The planner must have time to think. He must have a chance to exchange ideas—often the client has good ones to offer—to maintain a continuing dialogue with his associates and with those within the industry. He must be encouraged to look for exciting new ways to deliver an advertising message to a brand prospect. And he must get a receptive hearing from media director and account supervisor.

The wise planner makes use of the media research department. This group is the keeper of the keys to media/marketing knowledge. It can be called upon for help in nearly all areas of planning—consumer profiles, media and inter-media analysis, program and magazine analysis and many more.

At D-F-S we have formed a media plans review board whose function it is to review all annual media plans before they are presented to the client. This is the final step to insure that no creative opportunity is overlooked in the presentation.

The third problem area, too much planning, refers to the tendency to produce reams of material in order perhaps to impress the client. But media plans seldom are measured by the paper work they require. Practical information and concise, logical reasons—why make a plan worthwhile. To avoid overplanning, it helps to define what documentation is needed to meet each client's requirements.

Although a common definition is impractical because needs vary from brand to brand, certain essentials must always be included: media strategy, media implementation and rationale, reach and frequencies. Additional possibilities are alternative plan analyses, impressions analyses, regional and local reach and frequencies.

By keeping plans as simple and as brief as possible, the ultimate sale to the client is made easier.

Much of the mystery has gone out of media planning today. It has been simplified and structured and can easily be understood. But to say that 1972 is the age of the buyer is incorrect. Now is the time when both planning and buying come of age. Only in the full service agency can media planning and buying work closely together. And it is only through this close cooperation that the client receives an advertising campaign that is best suited to his needs and best communicated to the consumer.

Shelton L. Pogue, vice president and senior associate media director for media planning at Dancer-Fitzgerald-Sample, New York, started in business with Kelly-Nason in 1949. He began in media and later became an account executive before re-entering the media field with Cunningham & Walsh in 1952. He was assistant to the media director there before joining the Dancer-Fitzgerald-Sample organization in 1956 as an associate media director.
At KFSN we give people a chance to get up off their seats and get things off their chests. Most of the time all a viewer can do with television is watch it. At KFSN-TV we want them to do more. Our Valley Viewpoint gives them a chance to say what they want to say about vital community matters. Things that bother them. Or hurt them. Or scare them. Or make them mad.

In effect, it's a way for citizens to talk out. And talk back. And it gives them the feeling that television is as much their voice as it is ours.

One of the stations of Capital Cities Broadcasting. We talk to people.
The last thing KTRK's cameraman Greg Moore expected to get in the middle of a supermarket shootout was an award.

1971 was a big award year for KTRK. For news. For reporting. For special interest programs.

And then there are a couple we almost didn't get. The Best Spot News Story from The Texas Association of Broadcasters and the Texas UPI Broadcaster's Award. Cameraman Greg Moore received them for film coverage of a multiple shooting during a Houston supermarket robbery.

Of course we kind of think he went a little beyond the call of duty. On the other hand, KTRK has a thing about getting involved. It seems whenever something extraordinary happens, we're there. Not to get statues. To get stories.

And maybe one of the reasons we keep coming up with the first is because we care so much about coming up with the other.
Justice aims blockbuster at networks
It prepares to sever them from scheduling, programing while others in administration buddy up to broadcasters

The Department of Justice is preparing to engage ABC, CBS and NBC in what could be a lengthy and bitter court battle aimed at breaking their power to program and schedule their television networks in prime time.

The department on Thursday confirmed reports that it intends to file civil antitrust suits against the three networks and Viacom International Inc. Viacom operates the program-syndication and CATV businesses that CBS spun off last year.

ABC, CBS and Viacom all issued statements denouncing the government’s proposed suits as without merit and saying they will resist them.

NBC, however, had been heard from as of Thursday—either in response to Justice’s question as to whether it would agree to grant the requested relief, or in the form of a public statement. A company spokesman said simply: “It would be inappropriate for us to comment at this moment.”

The department’s intention—revealed to network and Viacom attorneys in a meeting with antitrust division officials on Monday—left network officials shaken and bitter. Particularly galling was the announcement came on the same day that three administration emissaries to the National Association of Broadcasters convention in Chicago—Treasury Secretary John Connally, White House Director of Communications Herbert G. Klein and Clay T. Whitehead, director of the Office of Telecommunications Policy—were bringing the President’s greetings to the broadcasters and expressing sympathy for their problems. One industry observer remarked, when Justice disclosed its plans, “It reminds me of John Mitchell’s advice, ‘Pay no attention to what we say; just watch what we do.’"

Some network executives saw the move, known to have been under consideration at the department for several years, as a calculated effort to draw attention from the controversy over the settlement of the International Telephone & Telegraph antitrust case.

The precise nature of the government’s complaint—and the extent of its potential impact on network operations—will not be known until the suits are filed, probably this week. Justice Department officials refused to comment beyond the issuance of the brief statement confirming general intentions.

But the several statements of the department and the companies gave an indication of what is involved. The department said the suits will charge that the companies have monopolized and restrained trade in prime-time television entertainment programs. CBS and ABC say the charge is groundless; CBS notes it produces only 8.2% of its prime-time programs, ABC only 10%; NBC’s only prime-time production is Bonanza.

CBS, in its statement—issued in the form of a message from Robert D. Wood, president of the television network, to all CBS-TV affiliates—said the department has two goals:

* To transfer control of network schedules, including choice of programs and times, “to advertising agencies and motion-picture producers.”

* To prevent the networks from producing any television entertainment programs or feature films.

CBS is the only network company actively engaged in feature-film production. ABC has been producing films for theaters for the past five years, but has been losing money in the process and has no plans for future productions.

In accusing the networks of monopolizing and restraining trade in prime-time entertainment, the Justice Department may be concerned with more than simply the programs that bear the network labels. The networks provide some outside producers with financial assistance, and few shows are produced before networks commit themselves to acquire them for presentation.

And since only a handful of shows are presented, fully mounted, to the networks by advertisers, the networks draw up their schedules on the basis of program proposals made by independent producers, and then sell time in the programs to advertisers.

That is what the department would change, according to Mr. Wood. It would set “the clock back 20 years or more, to the days when entertainment in both television and radio networking was mainly selected and controlled by advertising agencies,” he said. “Beyond that, it would reduce stations and networks to mere conduits.”

He also said that the aim to prevent the networks from producing entertainment programs or feature films is the same as that being sought by seven motion-picture companies in an antitrust suit they brought against CBS and ABC in 1970. The seven companies, he noted, supply more than 50% of prime-time television programing.

The statements made it appear that Justice was playing a kind of rerun of the 1963 FCC proceeding that led to the adoption of the prime-time access rule, in May 1970. The rule prohibits major-market stations from taking more than three hours of network programming in prime time.

The rule was adopted in place of one originally proposed by the commission staff, which would have prohibited the networks from owning or controlling more than 50% of their prime-time entertainment programing.

Along with the prime-time rule, the commission adopted two others. One bars the networks from domestic syndication; the other prohibits them from acquiring subsidiary rights in programs they do not produce themselves. However, both rules have been stayed.

The department’s action struck CBS, ABC and Viacom as particularly odd in light of the commission’s new rules. Mr. Wood said he could not understand why the department has chosen “this moment in time to undermine” these rules—which, he noted, were adopted with the support of the Justice Department.

(Richard McLaren, the chief of the antitrust division, wrote the commission in April 1969, urging a course of action “at this particular time.”)

And Ralph M. Baruch, president of Viacom, noted that “the very creation of Viacom” resulted from the rules.

One network executive, hearing of the suits, simply shook his head, and said: “They never stop, do they?”

BROADCASTING, April 17, 1972
Judge Hooks finally gets the job

Tennessean appointed to FCC as first black named by White House to any regulatory agency

For weeks, Judge Benjamin L. Hooks, a 47-year-old black lawyer-preacher from Memphis, had been awaiting word that the selection process had finally been completed and that the White House had formally announced President Nixon’s intention to nominate him a member of the FCC—to be the first black ever to serve on a federal regulatory agency.

When the announcement was finally made, at about 11 a.m. on Wednesday, he was flat on his back in Memphis’s Baptist hospital, recovering from painful disk surgery he had undergone the previous Friday.

He was feeling somewhat more comfortable when he received the news—by way of the office of Senator Howard Baker (R-Tenn.), the ranking Republican on the Senate Communications Subcommittee, who had worked mightily to secure the nomination for him—so he was able to enjoy a sense of relief, at the end of a long and painful period, of pleasure.

He had “mixed feelings,” he said, as he did in 1964, when he became the first black judge of a court of record in the South, with his appointment to the criminal court bench in Shelby county—a court with a jurisdiction spanning the gamut of crimes from those that can bring a $50 fine to those for which the penalty is the electric chair. He had also been the first black public defender in Shelby county; he was appointed assistant public defender in 1961.

Along with his personal satisfaction last week, was the hope that his appointment will clear the way for the nomination of more blacks to regulatory agencies. “The more blacks that are appointed the more it proves that blacks can achieve in the system,” he said. “Black people today feel that when competent blacks are given recognition, things have to be better.”

And his experience as the first black judge in the South, he feels, will help him weather the special pressures and burdens he is likely to face as the first black man to serve on a federal regulatory agency. Black groups have been pressing the White House for more than two years to appoint a minority group member to the FCC. An all-white agency, they contend, lacks the sensitivity to respond to the problems of blacks and other minority groups. For that reason, broadcasters already concerned about pressures such groups are applying—through petitions to deny renewal applications—in demanding more programming attuned to their interests and the hiring of more minority-group members; are bound to view the appointment with some uneasiness, and to hope he exercises restraint.

“I take the position that you win some, you lose some,” Judge Hooks said. And he quoted with approval Harry Truman’s famous aphorism: “If you can’t stand the heat, get out of the kitchen.”

“I’ve had pressure all my life,” he said. “As a judge, I was on the front pages all the time. If I couldn’t handle that, I’d have had ulcers from Memphis to Washington.”

He says he knows what the blacks expect. He also says he knows he will not always be able to deliver. “But I’ll do the best I can.” That will satisfy him and, he is confident, “a majority of the blacks.”

In that connection he made it clear that he sees himself as a pioneer in breaking the regulatory agencies’ color lines. He does not see himself as a special crusader. He will operate “first as a commissioner”—one who will deal with the whole range of problems confronting the commission—“and secondarily as a black,” he said. But, he added, that does not mean “I intend to pretend that black problems don’t exist.”

He feels his whole life as a black and his work in the civil rights movement—he is a board member of the Southern Christian Leadership Conference, a life member of the NAACP and a member of the Memphis-Shelby County Human Relations Council—will enable him to define and communicate the problems and hopes of blacks to his fellow commissioners and to those in the industries the commission regulates. “So many people in positions of responsibility don’t know what blacks want,” he said. “Blacks shouldn’t talk down to those in authority or up to them, but across to them—on a level of equality with them,” in order to get their message across.

His approach to life, combined with the energy necessary to fuel an active career in the law, business, civic affairs and the ministry, have served him well. Two years after his appointment by Governor Frank Clement to fill a vacancy on the county bench, Judge Hooks was elected to the post by an electorate 66% white (he resigned two years later). Newsman who know him say he is respected in both the white and black communities. And his activities brought him to the attention of Senator Baker, when he was looking for a Tennessee black to sponsor for the appointment as a means of promoting his own re-election bid.

Senator Baker, who was caught by surprise by the announcement—he had hoped to be in Tennessee when it was made—said in a statement from his Washington office that it was “an honor for a Tennessean to be appointed to any U.S. regulatory commission” and that the nomination “is a tribute to Judge Hooks’s character and ability.”

Judge Hooks, who regularly votes in Democratic primaries but who was identified by the White House as a political independent, will succeed Commissioner Robert T. Bartley, a Texas Democrat, who will retire June 30, after 20 years of service.

Judge Hooks was one of three black candidates for the FCC nomination who had been receiving the most attention at the White House. The others were...
The group wants the first black FCC commissioner to be a good one, he said. "We don't want a dud, a guy who is shallow. Anyone who doesn't know broadcasting is useless to us," Mr. Watson, who does not know Judge Hooks, said he intends to confine him.

And William Wright, of Black Efforts for Soul in Television, intends to do an educational job. Along with other members of the black community, he said, he plans to spend "considerable time exposing Judge Hooks to the most important issues in broadcasting facing minorities. We hope that within the shortest possible time he can get a firm grip of the issues facing minorities and add to the commission's sensitivity to minority needs and interests."

Like most FCC nominees before him, Judge Hooks declines to discuss any matters of concern to the commission; the closest he comes to that is to express the view that the emergence of cable television, with its considerable channel potential, is likely to have "an impact on the struggle for access to the media that citizen groups are now waging.

But he has not been wasting his time in the past several weeks, as the White House completed processing his nomination. During visits to Washington, he has stopped off at the commission to pick up research material — policy statements, orders, commissioners' speeches — for study. "I've collected a ton of papers," he said last week. "And I'll probably end up with two tons." White or black, Judge Hooks intends to be informed when he starts his new career.

Whitehead flexes OTP's muscle

He says if FCC staff ideas on satellites are accepted, White House will go to Hill

If the FCC adopts the kind of domestic communications policy satellite policy its staff has recommended, it may well find itself in a head-to-head fight with the White House Office of Telecommunications Policy — with Congress serving as judge.

OTP Director Clay T. Whitehead told a news conference at the National Association of Broadcasters convention in Chicago last week that "if we feel strongly enough about what the FCC does, 'we'll go to Congress' to obtain legislation.

The FCC staff proposal, he said, is "essentially completely at odds" with the suggestion offered by the White House, in January 1970 (he drafted the plan, as a White House assistant) and re-affirmed by OTP, after it was established as a White House office.

The administration plan is for open access; anyone with the financial resources would be permitted to establish a system, subject only to technical and antitrust considerations. The commission staff has suggested a plan under which applicants proposing similar technologies would virtually be obliged to share ownership and use of a satellite.

The commission calls the staff plan one of "limited" open entry. But Mr. Whitehead last week said that description was merely a "euphemism" for saying that the commission would decide what applicants are approved. "We would like completely open entry."

OTP has no authority to direct the commission to follow its lead. Legally, it has no more standing in a commission proceeding than any other petitioner. But it does have the influence of the White House behind it, and if that is not enough, it could, if it thought an issue important enough, go to Congress or to the courts to obtain commission compliance.

And in saying that OTP would go to Congress in connection with the satellite matter, he said he considered the question an important one, and not only in its own terms. The form the satellite system takes will provide a precedent for other forms of communications, he said. "We ought to structure it right."

The commission has stressed that, in issuing the staff recommendation, it was not committing itself to it. Written comments on the plan are due to be filed by April 19, and the commission will hold two days of oral argument on it beginning May 1.

In other matters, Mr. Whitehead indicated the administration feels some concern about network "power" and suggested that court action was not being ruled out as a remedy.

Court action to break up network control over product is "a possibility," he said, in answer to a question. "There is quite a bit of economic concentration in the networks — in news shows, the way they deal with affiliates," he said.

He also said the administration has no position on the question of newspaper-television crossownership. However, he said his "disposition" is like that expressed last week at the convention by Herbert G. Klein, White House director of communications (see page 28). Such crossownership should not be ruled out before abuses are un-
covered, he said. The question should be explored on a case-by-case basis, he said.

He is not ready to offer any proposals in the area of new violence. He said the research developed by the surgeon general's blue-ribbon committee on the subject developed evidence of a link between television and aggressive behavior in at least some children.

But more research is needed to determine what should be done about that, he said. And the networks should be expected to "exercise corporate responsibility. We can't just take all violence off TV."

**Do small markets get short shift?**

Yes, say secondary-market TV operators in complaints about deference to big guys

The way the two-hour Secondary Markets Television Conference was programmed at the National Association of Broadcasters convention in Chicago last week, there was not much time for the broadcasters who attended to speak their minds. There was about 45 minutes of Professor Greg Barnes, of Purdue University, on "Motivation by Management," about 25 minutes by a three-member panel on the new CATV rules for smaller TV markets, and 15 minutes by Richard D. Dudley, chairman of the new ad hoc committee on NAB goals and direction, on the importance of secondary-market broadcasters offering the committee their opinions and ideas.

But in what time there was, some of the broadcasters managed to indicate their unhappiness. After the membership report of the goals committee was read, one broadcaster complained that there were no members from the Mountain time zone on it. Mr. Dudley promised to look into the matter.

The small-market broadcasters—those in markets below the top 100—are still upset about the new CATV rules, which they feel do not afford them sufficient protection against cable TV. NAB President Vincent Wasilewski, who was in the hall, was pressed for a defense of the association's acceptance of the consensus agreement—joined in by the National Cable Television Association, copyright owners, NAB and the Association of Maximum Service Telecasters—that paved the way for commission adoption of the rules.

Why was program exclusivity protection provided for stations in the top-100 markets, and not for those in smaller ones, Mr. Wasilewski was asked? "The compromise was offered on a take-it-or-leave-it basis," he said. "So we took it."

Marshall Pengra, former TYLER, Tex., broadcaster, and now a consultant, asked: "What's the justification for differentiating between the smaller and larger markets?" Copyright owners, the NAB president answered bluntly, are not interested in the smaller markets; they can't earn enough to make the sales there worthwhile.

At this point, Mr. Dudley joined in, to end the sharp questioning, which he appeared to feel reflected a sterile approach. "We could have had a good deal in '65 if we took it, but we didn't. We kept trying for a better deal. We've got to be realistic, and make the best of the situation."

He was referring to a proposed agreement, worked out by representatives of the NAB and NCTA that was never adopted because the NAB joint boards insisted on 15-day nonduplication protection; the NCTA held out for something less, but was prepared to forego program originations and to abide by strict antileapfrogging rules.

Dale Moore, president of KMSO-TV Inc., indicated another area of concern to small market broadcasters, when he stressed the point made in a resolution the Secondary Markets Television Committee adopted in February. He urged the appointment of a member to the NAB staff who would represent the interests of secondary-market stations, at the NAB and at the FCC. "In Washington," he said, "it's the major-market stations that get the attention."

**Connally courts broadcasters**

At the NAB convention he seeks their support for Nixon economics

An emotional and urgent plea for broadcasters and all businessmen to stand behind the Nixon administration's economic controls was delivered last week by Secretary of the Treasury John Connally. The forum for the secretary's address was the management luncheon on Monday (April 10) at the National Association of Broadcasters convention in Chicago.

At the outset of his speech, Mr. Connally expressed President Nixon's personal "deep appreciation" for the broadcasters' "outstanding service to the nation." He remarked that it was probably a good thing he left broadcasting over 20 years ago (he was president and general manager of KVET[AM] Austin, Tex., from 1946-1949) because "with the problems facing you today I probably couldn't get my license renewed anyway."

But the secretary quickly segued into a sobering account of the economic state of the nation.

Broadcasters and all business are under attack today, he said. "Congress says you can't sell cigarettes and yet other media can." Broadcasters' motives, objectivity and sense of fairness are being questioned to the point of placing licenses in jeopardy, he said.

During World War II, the nation was the number-one world power, yet 27 years later it ranks only on a par with other highly competitive nations, the secretary said. The wage and price control sets up by the administration last August were vital to continued economic viability, he said. Will the plan work? "Yes, it will work, because it is the only alternative. If it doesn't work," he told the broadcasters, "what will you have?" He said the very freedom of the nation rests on its economic stability.

Broadcasters hoping for any kind of good news from Mr. Connally got hit with this statement: "We are in for some rough economic days in our lives and we might as well face it."

Don't look to just Washington for the answers, he said, because broadcasters themselves are part of the answer with their function of informing the public. And yet, "three seconds of the Dow Jones (stock averages) is the extent of [broadcasters'] economic news," he said.

"If all of us spend all the time criticizing government... the American people will lose confidence in government..." and that will spell the end of freedom, Secretary Connally warned.

**NAB praises VOA**

An organization celebrating its 50th birthday recognized a related organization's 30th anniversary at last week's National Association of Broadcasters convention in Chicago. The members of the NAB presented a certificate of recognition to the Voice of America for 30 years of service. In part the certificate says that the VOA "has served as an instrument of peace," as well as "a custodian of mankind's universal right to a free exchange of information." As a result of such "exemplary service," the certificate reads, the VOA "has been instrumental in creating a better understanding of this nation, its people and its culture throughout the world."
When the Los Angeles Police Department put together the "Basic Car Plan" to bring officers closer to the citizens in their own patrol areas, KPOL knew that this was a chance to participate in something tremendously vital to the whole city.

Rallying the business community, KPOL raised more than $16,000 to help sponsor the monthly meetings held throughout L.A.

Now, to keep the "Basic Car Plan" going, the station is fighting for funds to be included in the city's future budgets.

Getting involved in public affairs in unusual ways is part of what makes up KPOL's image.

And changing the cops' image is one of the unusual ways we get involved.

KPOL
LOS ANGELES

One of the stations of Capital Cities Broadcasting.
We talk to people.
Move toward moderation at FCC

Without letting broadcasters off the hook, Burch speaks of getting access back in hand

To Chicago and the National Association of Broadcasters convention last week FCC Chairman Dean Burch took some bad news and some good news. The bad news was that he believes there will always be an FCC. The chairman said it was needed as an umpire in disputes between broadcasters and others with differing concepts of the public interest. The good news was that Mr. Burch sees the FCC as an instrument to save broadcasting from conversion to a public soapbox. Clearly Mr. Burch is committed to turn back the tide of demands for access to the air. His speech was by no means conciliatory. There was no way to read into it a suggestion of laissez faire as the ideal state for radio or television. He did, however, posit an FCC that, while demanding that licenses identify and respond to community needs, would "cultivate the freedom in which broadcasters will be able to serve their local publics in a flexible way."

There is, the chairman said, a "gulf that separates those who subscribe to the concept of the broadcaster as a public trustee from those who would turn him into little more than a gate-attendant and time-keeper, or worse." The FCC, he said, "is the closest approach to an institutional bridge that we have yet been able to devise." He described the agency as "often the captive of past precedent, some of it bad, or bureaucratic inertia and the fits and starts of subjective judgment."

But, said the chairman, "the more I attempt to conjure up a substitute, the more I come back to an entity that looks, smells, walks and talks very much like the FCC—and not an appeals court."

Mr. Burch said he saw the commission's role as that of a neutral referee. "We're not for broadcasters, and we're not against them," he told the delegates. "Neither are we for or against those whose concept of the public interest does not square with your own. We have been given the job of umpire in a game that's never called off—and, lately, seems to be perpetually in extra innings."

Nor is it apt to get easier, the chairman said. "Outrageous as it may seem to you or to me, the debate has now shifted into an area out on the perimeter of the [Communications] Act or even of the Constitution. The chairman said that "substantial groups within the national community—some of them racial and ethnic, some of them issue-oriented" have lost confidence in broadcasting and in the commission. The cure of that problem, he said, lay with broadcasters.

He said it was necessary for the broadcaster to survey his community in depth and "maintain a continuing dialogue with advocates of every stripe." He said he saw no inconsistency between the taking of "tangible profits" from doing business with the community and the "intangible profits" derived from serving the community. Broadcasters, Mr. Burch said, were also obligated to hire and train members of minority groups, as part of their community service.

The chairman also urged broadcasters to include controversial issues in their programming, "as another of the ways you can sustain public confidence." Mr. Burch pointed to broadcaster testimony, taken during recent hearings, asserting that the fairness doctrine had a chilling effect on the treatment of controversial subjects. "I believe," the chairman said, "that licensees tend mostly to get into trouble when they do not tackle controversial issues head-on—not when they do, and certainly not when they do so in a fair and balanced way." To carry out their obligations, Mr. Burch said, licensees need a more settled climate than the one now prevailing. In the commission's reviews of its fairness doctrine and its license-renewal practices, it is "searching for procedures that will lead to greater certainty," he said.

The chairman gave broadcasters his personal commitment that the FCC will "intensify our study" of the deregulation of radio and that it stands "ready to rewrite as much of the book as necessary, or urge that it be rewritten."

In his prepared text, Mr. Burch had included two paragraphs of appeal to networks and stations to improve their programming directed at children. "I call on you," he told the station executives, "as I have repeatedly called on the networks to join forces in the area of children's programming—to space out your best offerings across the entire broadcast schedule."

He omitted reading those two paragraphs when he delivered his speech.
Every morning, we ask viewers to talk about marriage, open housing, abortions, sex and crime. No wonder we have to turn away 2000 calls an hour.

The show's called "Contact." Live, uncensored, unedited contact between the people at WTNH and the people who watch us. Every morning for one hour, prominent guests bring vital issues of the day to our viewers. And every morning our viewers reply.

Several weeks ago, we metered our incoming lines to measure the number of busy signals. During just one hour, it recorded more than 2000 signals. We like reaching and motivating and involving our audience. And we only wish we had enough time and phones to answer every call.

But we do know this. Even if people can't always get through to us, at least WTNH is getting through to them.

WTNH-TV
NEW HAVEN

One of the stations of Capital Cities Broadcasting. We talk to people.
Nixon endorses profit motive in broadcasting; Whitehead denounces drift to government control

For broadcasters attending the management radio-television assembly at the National Association of Broadcasters convention in Chicago last Monday (April 10) Vice President Spiro T. Agnew and the harsh criticism he has expressed about broadcast news seemed far away.

A message came from President Nixon praising broadcasters for their accomplishments on the 50th anniversary of the NAB and endorsing the concept of broadcasting as a private enterprise that serves the public best when profits are running strong.

Clay T. Whitehead, director of the Office of Telecommunications Policy, and Herbert G. Klein, director of communications for the White House, restated their opposition to developments that they feel could lead to increased government control over programming.

Mr. Whitehead, moreover, went to the unusual lengths of criticizing FCC Commissioner Nicholas Johnson for using "rhetoric" designed to enlist public support for the denial of broadcasters' constitutional rights and the U.S. Court of Appeals for a decision that he said could lead to government specifications for broadcast content.

President Nixon, whose message was read by Mr. Klein, said that "Americans treasure broadcasting" for the various services it provides but that stations perform as they prosper. "The only way that radio and television can absorb the costs of expensive public-affairs programs and depth news analyses is by a favorable business balance sheet," he said.

Though he added that the "foundation stone of the American system of broadcasting" is "the right of the public to be informed," he described the role of government in the regulation of broadcasting as limited. "Our keystone national policy in this matter insures full freedom for the broadcaster to develop all kinds of imaginative programming with a view to providing better service to the community he serves."

He also said he recognizes that broadcasters' progress has been achieved through dedication, through sound business judgment and practice, and through a willingness to take risks. He pledged his administration to work with broadcasters in support of those activities and goals "that are so much a part of the American tradition."

While the President stressed the positive, Mr. Whitehead expressed concern about the negatives. He said the Supreme Court review of the appellate-court decision involving an antiwar group, the Business Executives Move for Vietnam Peace, could determine whether a government-controlled broadcast system becomes a reality. The group sued after WTOP(AM) Washington refused to sell it time for antiwar spots.

In the decision, which the FCC appealed to the high court, the appeals court in Washington held that licensees are agents of the government and that the public has a limited First Amendment right of access to the broadcast media. The decision, Mr. Whitehead said, amounts to an unconstitutional effort "to control content" in broadcasting.

"The court made this effort simply to create a personal right-of-access mechanism for the broadcast media," he said. "But, in using a government instrumentality theory to accomplish this, the end result is an abridgeable right of access—abridgeable at the discretion of the government."

He said the same kind of thinking underlies the Federal Trade Commission's proposal that the FCC require broadcasters to make time available on either a paid or free basis, to those who wish to express disagreement with commercial messages. "What this boils down to," he said, "is that there would be government-controlled access to the broadcast media to state a personal opinion on almost any matter."

Mr. Whitehead said those who feel the public's freedom is increased as the broadcasters' is decreased would "back into" a type of broadcast system in which the "government decides what the audience sees and hears." But he said it was distressing to see an FCC commissioner—Mr. Johnson—"purposefully" advocating such a system. "When [Commissioner Johnson] charges some broadcasters and some government officials with activities running the gauntlet of morality from child molesting to murder, is this merely the latest escalation of rhetoric or is it a calculated device to enlist public support for the denial of constitutional rights to broadcasters?" he asked. "In any event, no one should be led blindly to a government-controlled broadcast system by
If the only thing we did was play great music, Father Castrilli and Reverend Mason might never have known how much they had in common.

Father Michael Castrilli and Reverend Bill Mason don't live more than a few miles from each other. But somehow, the way life goes, it's unlikely that they ever would have met.

But Reverend Mason, who heads up Task Force, Paterson's Anti-Poverty Agencies, happened to hear Father Castrilli on WPAT's Paterson Perspective. Moved by his anguish for the plight of unemployed Italian immigrants, Father Mason, who appeared on the program two weeks later, offered his help.

WPAT arranged a meeting, and sat with these two fine people while they spoke. And, as he had promised, Reverend Mason made several strong and positive proposals to help Father Castrilli receive the assistance his people need.

In a world where intolerance and indifference seem to run rampant, WPAT is proud to have been part of this meaningful and profound introduction when strangers became brothers in the truest sense of the word.

One of the stations of Capital Cities Broadcasting. We talk to people.
proponents of an elitist philosophy that masquerades as populist, while presuming that government knows what's best for the people."

Commissioner Johnson could not be reached for comment.

Mr. Klein also restated his opposition to the FTC proposal for counter-advertising which he said would lead to the "demise" of the present system. And he said the FTC inquiry to determine whether commercials persuade children to buy goods they do not need as "not the American way."

Mr. Klein even gave broadcasters some hope the administration will support their efforts to secure legislation that would protect them against challengers for their licenses at renewal time. The administration, he said, believes "in the stability of the license renewal process."

On two other issues he expressed views that run counter to those of the FCC but are endorsed by most broadcasters. Broadcasters should be permitted to develop CATV in their communities, he said. (The commission is requiring television licensees to break up their CATV-TV crossOwnership by August 1973.) And he said that newspaper ownership of broadcast stations enhances rather than diminishes competition (the commission is considering requiring the breakup of newspaper broadcast crossOwnership also).

But Mr. Klein also used the occasion to indicate matters of concern to him. Adoption of proposals--offered by the Democratic National Committee--that broadcasters who carry a presidential address be required to offer time to a spokesman for an opposing view (regardless of whether the President is running for re-election) would be unfortunate, he said.

"For the President to govern, he must have the ability to communicate with the people," Mr. Klein said. He suggested that the proposal, if adopted, would impede the President's use of broadcast media. "The President is the President of all the U.S." not someone who plays a political role, he said.

He also said the media--along with government and most other institutions in American life--have a credibility problem. He suggested that the media deal with theirs by correcting the mistakes they make. "There is now no real effort to correct errors," he said.

Court turns down plea to lift court AM freeze

The FCC's rigid position on the "freeze" on applications for new AM stations or major changes in AM frequency allocations that held last week by the U.S. Court of Appeals in Washington.

The court affirmed a September 1970 FCC order that denied an application by KNCB(AM) Vivian, L. A., to change from 1600 kHz to 1320 kHz. KNCB had requested a waiver, claiming it had experienced "hardening" because it is at the upper end of the AM spectrum.

North Cadoo Broadcasting Co., the licensee, had filed an application for TV switch to 1300 kHz in 1968, but later amended that application to specify 1320 kHz, to avoid a comparative hearing with another party that had previously filed for a new station on 1300 kHz prior to the imposition of the freeze.

The commission denied the requested waiver and re-issued the application on grounds that the relief requested did not, in its opinion, fall under the "extraordinary circumstances" criteria the commission has imposed as a prerequisite for a waiver of the freeze.

Kncb, on appeal, contended that the commission was either unaware of or did not understand its reasons for requesting the waiver.

The court, however, ruled that the applicant's assertions as to the commission's lack of understanding of the situation were "frivolous." It further found no reason to dispute the commission's reasoning that, although North Cadoo's position on 1600 kHz had some "undesirable aspects," those aspects were not "so significant as to justify the extraordinary relief requested."

The court noted that North Cadoo could still seek a switch to 1300 kHz, the original assignment requested, and go through a comparative hearing with the other application.

Radio may get rules of its own

Separation from TV in FCC's de-regulation is pledged by Wiley

FCC Commissioner Richard E. Wiley almost brought down the house when he told a radio session of the NAB convention last week that radio and "the small guy" need special, sympathetic regulation.

Commissioner Wiley, head of the FCC task force on what has come to be popularly called "de-regulation" of radio, told the Tuesday (April 11) session that the objective of the program, whatever it may be called, is to "properly adjust our administrative focus to meet radio's particular problems."

He suggested that "de-regulation," but said "de-regulation" could fit the bill and that in any event the proposals of Clay T. Whitehead, director of the White House Office of Telecommunication Policy, who first called for "de-regulation" of radio, would definitely be considered by the FCC.

Mr. Wiley was interrupted frequently by applause for comments such as these:

* "All too often when we at the commission have attempted to design meaningful and appropriate rules for the regulation of broadcasting we have tended to think in terms of large-market, VHF television. Accordingly, radio--and particularly small-market radio--has sometimes been saddled with a regulatory burden which, at best, is out of proportion to what the public interest realistically may require and, at worst, is both impractical and wholly unnecessary."

* "Perhaps the best example of this broad-brush application has been re-action to the comment made by Judge J. Skelly Wright in the BEM [Business Executives' Move for Vietnam Peace] case, a remark which was directed to television licensees but has been widely interpreted to encompass radio operation as well. Citing an authoritative text on broadcasting--"How to Talk Back to Your Television Set," by a noted expert in the field [FCC Commissioner Nicholas Johnson]--Judge Wright observed that some broadcasters generally average 90% to 100% return on tangible assets. To which, I am certain, many of you radio folks would probably reply: Would that it were so."

* "I am personally committed to the view that it is very much in the public interest that we continue to enjoy in this country a healthy and economically viable commercial radio broadcasting system."

* "When one considers the potential cumulative impact of access proposals, fairness-doctrine expansion, advertising exclusion, license-renewal challenges, program bureau, TV and FM competition, multiple- and cross-ownership re-
For one unforgettable week last May, every radio and TV station in Philly were on the same wave length.

Drugs. It’s a dirty word. And last year WPVI decided to clean it up. With a powerful all-out, one-week broadcast attack.

Working with the Television and Radio Advertising Club, we marshalled every TV and radio station in the area. We assembled, taped and made available all of the known TV spots on drug abuse, besides producing a few of our own. And we even helped put together a few radio spots as well.

So that in Philly, that week of May 24th, all public announcements on all stations were turned over to a single subject—drugs. It was a million bucks of media time. And worth every cent. And this year we’re going to do it again.

So if you’re in Philadelphia during drug week this spring, listen in or look in. And see what happens when a lot of guys on a lot of stations get mad enough to work on the same wave length.

WPVI-TV
PHILADELPHIA

One of the stations of Capital Cities Broadcasting. We talk to people.
Evans admits failure, offers hope

NAB group working for renewal bill sees no chance in election year, but expects hearing next February

Mark Evans, chairman of the National Association of Broadcasters license renewal task force, has acknowledged that there is no chance this year of securing congressional hearings, let alone passage, of the bill the task force is backing as a means of giving some measure of protection to broadcasters at license-renewal time.

But at the same time, he predicted that the drive for the legislation—"the most powerful, concerted effort ever mounted" by the NAB—would produce hearings in the House early next year, perhaps February.

Mr. Evans, who reported on the status of the task force's efforts at a joint radio-TV assembly at the NAB convention February 18, indicated that the failure failed because of the distance in such regulatory issues; but he moved ahead now to the fact that "we are deep in an election year." He noted that all House members, one-third of the Senate, and the President are seeking re-election; that higher priority issues are crowding broadcasting off Congress's agenda, and that it is becoming increasingly difficult to secure quorums for committee meetings and for meetings of the Senate. "We took a chance and went for the long bomb," Mr. Evans said, in referring to the task force's effort to obtain hearings this year. "Now we will have to go yard by yard up the center." Mr. Evans, who is Metromedia's vice president for public affairs, said he is looking forward to House hearings in February. He basel that expectation on a commitment he said he has received from Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee.

The bill under consideration would require the FCC to favor a licensee under challenge who in a hearing demonstrated his service has reflected a good-faith effort to meet the needs and interests of his area, as he promised to do in his preceding renewal application, and who "has not demonstrated callous disregard for law or the commission's regulations." In addition, the bill would extend the license period from three to five years.

Mr. Evans said 204 congressmen and 43 senators have indicated support for the bill, with an additional 68 congressmen and 18 senators indicating they are "favorably inclined" toward such a measure.

He also outlined the task force's "game plan" for guaranteeing passage of the legislation next year, a plan that relies on a lobbying effort by individual broadcasters:

* Contact those congressmen who have not yet been reached about the legislation.
* Contact once again those members of Congress who have been reached.

Mr. Evans

* Pay more attention to the broadcasters' responsibility to transmit the views of elected representatives back to their public, "Surely we can do better than scheduling members of Congress on our air for five or 10 minutes at 7 a.m. on Sundays," he said.

* Call on religious, charitable and ethnic groups, newspaper editors and local officials, with all of whom broadcasters constantly work. Ask for their help, particularly in letters to congressmen.

If broadcasters will follow that game plan, he said, "we will then face those hostile to this legislation with overwhelming evidence that this is legislation that many people, not just broadcasters . . . regard as being in the public interest."

As for those opposing the legislation, he added, such support would help to demonstrate that, "despite their grandiose claims," they "almost always speak for narrow special interest groups."

Former KLAS-TV head sues Howard Hughes

A suit filed with a Nevada court by the founder and former majority owner of KLAS-TV Las Vegas seeks punitive damages of $140 million from financier Howard Hughes, who purchased the station through his Hughes Tool Co. in 1968.

The suit, filed in the district court of Clark county (Nev.) by Herman M. Greenspun, a Las Vegas businessman, charges Mr. Hughes with making a false ownership claim of a deed of trust on a 3,000-acre tract of land in nearby Paradise Valley, Nev. Mr. Greenspun claims that he is the bona fide owner of the tract and that, the deed offered by Mr. Hughes had been null and void. Mr. Greenspun contends that Mr. Hughes's claim of ownership of the tract, which includes a golf course, was responsible for the termination of a $200-million development project Mr. Greenspun had proposed for the land.

The FCC approved Mr. Hughes's purchase of KLAS-TV in February 1968 (Broadcasting, March 4, 1968). Mr. Greenspun and associates received $3.65 million in the transaction.

Charles Jones, director of the National Association of Broadcasters' newly created Radio Information Office, promised radio men last week that RIO will be aggressive both in promoting and defending their medium.

In a brief appearance at the radio management conference of the NAB convention Tuesday (April 11), the former New Mexico station executive also called for Radio operators' support of RIO. He specifically asked for assistance in such projects as compiling data on radio-public-service activities and—on the theory that congressmen respect their local stations but forget those stations are a part of the broader radio business they often attack in general terms—in building a reservoir of information reflecting the esteem in which individual stations are held.
WPRO has a very unusual kind of children’s program. It’s only for kids who’ve run away from home.

It’s not for kids sitting snug in their rooms. It’s for kids who thought they had enough of their rooms. Run-Away is a one-of-a-kind program developed by WPRO with the cooperation of the Missing Persons Bureaus of Rhode Island’s local police. Its purpose: to broadcast descriptions of runaway children. And give parents a chance to say “Come home. We care.” Run-Away is working. Reuniting a lot of scared kids with a lot of scared parents.

And helping them find out that a little running away is maybe what they really needed to put them back together.

WPRO PROVIDENCE

One of the stations of Capital Cities Broadcasting. We talk to people.
The 'Primer' gets a going-over

Broadcasters and FCC discuss community needs at NAB session

Broadcasters aired their gripes over the FCC's "Primer on Ascertainment of Community Problems by Broadcast Applicants" in a workshop session at the National Association of Broadcasters convention last week. But the commission was represented on the workshop panel, and Richard Shiben, chief of the FCC's renewal branch, gave the agency's side of the story in answering questions from members of the session.

Must a licensee identify himself when conducting an interview for his community needs survey? Mr. Shiben said that interviewers must identify themselves and state the purpose of the interview. Rival applicants may use anonymity against licensees and question whether the community leaders knew the intent of the interview, he said.

Some station representatives admitted to concealing their identities while conducting their surveys. "People are immediately turned off to questions and do not speak openly or candidly when the station is identified," according to one delegate.

Must community leaders be identified by name, title, sex and race? The FCC says yes, because without identification, there is no assurance of a cross-section of the population being surveyed, according to Mr. Shiben. And Thomas Wall, president of the Federal Communications Bar Association, said identification had a very important value for the licensee. "If another group should file to deny your license," he said, "the commission can check leaders interviewed and your case will be documented."

The standpoint of several delegates was that respondents should be given anonymity to get truer, more candid results instead of a "play for a public acknowledged stand."

How many community leaders should be interviewed? The FCC has never attempted to set a number. Mr. Shiben said, "it would be impossible and unrealistic to do so. If a New York station came up with 10 leaders, that would be unacceptable, but if a market with 1,300 people had 10 leaders, that's a different story. Each case is decided separately."

"If a station is interested in getting its license renewed," Mr. Wall said, "it's better to overlook with interviews and talk to more people than you think is necessary."

Are interviews conducted six months before license renewal (as set out in the primer) representative of community needs? Many station executives felt they were not. "The danger of listing community problems in a survey conducted six months before license renewal," one executive said, "is that a particular problem in the area during the six-month period may give an inaccurate accounting of more pressing community needs." He gave as an example student demonstrations which were listed by the general public as well as community leaders as the number-one problem. Six months later it would not even be mentioned, he said.

Mr. Shiben suggested that stations could conduct continuing surveys and submit them when their licenses were up for renewal.

The paperwork is tedious and seemingly never ending, Mr. Wall said, but the simple facts are "if you want your license renewed you do it—you can't fight city hall."

WOIC challengers want sale blocked

Columbia citizen group finds even greater faults with prospective buyer

A South Carolina black group, whose 1969 challenge of the license renewal of WOIC (AM) Columbia, S.C., has yet to be considered by the FCC, last week asked the commission to prevent sale of the station in a manner that it feels will commit even less responsive to needs of the city's minorities.

The Columbia Citizens Committee, Concerned with Ignored Broadcasting, told the commission it should not authorize the $650,000-transfer of WOIC from Joe Speidel III and his associates (WOIC Inc.) to Quadran Radio Inc. Chief among its complaints was an allegation that Quadrant has failed to adequately determine the needs of the city's black population. But the petition it filed with the commission last week was also laden with jabs at the present WOIC management.

The group claimed that a statement made by WOIC Inc. in its FCC transfer application was "misleading at best." It referred to WOIC's answer to a question on the form regarding whether the seller was currently engaged in any litigation. WOIC answered negatively—apparently disregarding, according to CCCIB, the renewal challenge.

Regarding the buyer's efforts to ascertain certain community needs, CCCIB contended that Quadrant surveyed a "numerically insignificant and unrepresentative" group of citizens. Quadrant's overall survey, it argued, was "inadequate" and did not conform to the FCC's primer on ascertainment.

The group further contended the proposed programing Quadrant offered in the transfer application was not specific.

In condemning the employment practices of Mr. Speidel's administration, CCCIB noted that although 11 of the 20 WOIC staff members listed in the license's latest equal-employment report form were black, 10 of these were designated as "on-the-job trainees." The station listed 12 such trainees on its payroll. The group said it "finds it difficult to believe" that a station as small as WOIC could maintain formal training for 60% of its total staff, contending instead that the trainee designation represented a "discriminatory classification on the basis of race."

WOIC asserted last week that despite the "deficiencies" of the present WOIC licensee, Quadrant has proposed to "cut back every non-entertainment [programming] category to achieve its goal of maximum profit with minimum service."

The final score

Final registration reached 5,006 at the National Association of Broadcasters convention in Chicago last week—slightly below the 5,137 registered in 1971. The ranks were further swollen, however, by almost 2,000 equipment and program salesmen, engineers, technicians and corporate officials, bringing the grand total present during NAB's 50th anniversary meeting over the 7,000 mark.

Persuasion offensive started by TIO

More materials for local TV station use to meet the challenges confronting broadcasters are on the way from the Television Information Office. This was the message Roy Danish, TIO director, brought to TV members at the National Association of Broadcasters convention in Chicago last week.

"We have allowed competitors, detractors and reformers, well-meaning and otherwise, to do this to us," he said. "We have let this calamity persist and grow, mainly by default, by not talking up our own case and presenting it effectively."

Two new 30-second spot announcements emphasizing issues directly affecting stations were also announced by Mr. Danish. One, entitled, "Candidates and Issues," deals with the problems of presenting complex political issues fully and fairly. The other, "More News," relates to TV's increased time devoted to local news.
We believe in our business. Ours is a private business. A business of exceptional people. An exciting business. With principles to be preserved. A profitable business. Secure. You can depend on it. All companies were like this once. We are keeping this one this way – For our people. For our clients.

ROBERT E. EASTMAN & CO., INC.
Representing America's Leading Radio Stations.
KABL-AM-FM sale wins FCC approval

Stations move from McLendon to Starr for $10.8 million; Johnson, Bartley dissent

The FCC has approved the $10.8-million sale of McLendon Corp.'s KABL-AM-FM Oakland-San Francisco to group station owner Starr Broadcasting Group. It was a split commission, however, that authorized the transfer. The vote was 5 to 2—with Commissioners Nicholas Johnson and Robert T. Bartley dissenting—and Commissioner H. Rex Lee concurring.

In a dissenting statement, Commissioner Bartley, who will retire from the commission in two months (see page 22), made the kind of argument he has made many times before over the years in opposing sales to multiple owners. He said the public interest would not be served by assignment of the licenses to an owner with nine stations spread over six states, then added: "The 'all-structure of broadcasting would be served by the assignor's selecting a qualified buyer which does not have other broadcast stations.'

Starr presentely owns KUDI(AM) Fairway and KUDI-FM Kansas City, both Kansas; KISD(AM) Sioux Falls, S.D.; KXL(AM) North Little Rock, Ark.; WBOC(AM) New Orleans; KYK(AM) Memphis; WCYN-TV Bristol, Va., and KDFX(FM) Dallas. It is also attempting to purchase WCAN(AM) Camden, N.J., but that sale has run into trouble at the FCC from a group of local minorities objecting to the planned relinquishment of the station's municipal ownership in favor of a commercial entity.

The KARL stations are the second and third radio properties sold by the McLendon Corp. within the past four months. Last December, the commission granted the sale of McLendon's KLIF(AM) Dallas, which had been the key AM in the Dallas-based company's broadcast chain, to Fairchild Industries (BROADCASTING, Dec. 20, 1971). Consideration in that transaction was $10.5 million. That price, and the $10.8-million tag for KARL-AM-FM, are among radio's highest ever.

The McLendon Corp. is principally controlled by Gordon McLendon and his family, whose other business enterprises include various Texas oil, real estate and theater holdings.

Following consummation of the KARL deal, the McLendon Corp. will be left with WSYT-AM-FM Buffalo, N.Y.; WNSU-AM-FM Chicago; WWWF(FM) Detroit; KORT(FM) Los Angeles; KEND-TV Pembina, N.D., and KNSU(FM) Dallas. It had operated KARL-AM-FM since 1969.

Starr, a publicly owned company, is headed by Peter H. Starr, who owns 12% of the company's stock. Other major stockholders are columnist William F. Buckley Jr. (10.8%) and Michael F. Starr (7.1%).

KARL(AM) operates on 960 khz with 5 kw. KARL-FM is on 98.1 mhz with 100 kw and an antenna 1,090 feet above average terrain.

Changing Hands

Announced

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

- WPRC-AM-FM Richfield, Minn.: Sold by William V. and Bucky Ann Stewart to Fairchild Industries for $1.5 million (see page 26).

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 87).

- KARL-AM-FM Oakland-San Francisco: Sold by Gordon McLendon and his family (the McLendon Corp.) to Starr Broadcasting Group Inc. for $10.8 million (see this page).

- WPDE-AM-FM Paris, Ky.: Sold by J. M. Alverson Jr. and others to Adlai Ferguson for $150,000. Mr. Ferguson owns WPRS(AM) Paris, Ill. WPDE(AM) is on 1440 khz with 1 kw day. WPDE-FM operates on 96.7 mhz with 3 kw and an antenna 105 feet above average terrain.

Cable television

- Television Communications Corp. has announced acquisition of 80% of Marcus CATV Corp., owner and operator of cable-TV systems serving 2,500 subscribers in Menominee, Mich., and Marinette, Wis. The firm also holds cable franchises for the Wisconsin cities of Peshtigo, Neenah and Menasha, with combined subscriber potential of 15,000 homes. With this purchase, TVC now operates 80 CATV systems serving 178,000 subscribers.

Media Notes


FCC trying to get WNJR problem solved

The FCC moved last week in an attempt to settle a dispute among nine competing applicants for Newark, N.J.'s only black-oriented radio station.

The commission said last Wednesday that it would allow new parties an additional 90 days from April 12 to join a group that has been authorized to operate WNJR(AM) Newark on an interim basis.

WNJR, which was operated by Rollins Inc. until that firm lost its license last year, had been run on a temporary basis by the city of Newark. The commission on Dec. 15, 1971, authorized a new firm, WNJR Radio Co., to take over the station on an interim basis pending the outcome of a comparative hearing involving all nine competing applicants for a permanent license on 1450 kHz.

That action followed a disclosure by the city that it was no longer capable of maintaining WNJR.

WNJR Radio was made up of three of the competing applicants. Two other applicants, Sound Radio Inc. and Fidelity Voices Inc., however, objected to the commission's Dec. 31 cut-off date for new interests to join the interim operation.

The commission said last week that the issue of interim operation was a major obstacle to the orderly disposition of the comparative hearing. Determining that no ready agreement among all the applicants is apparent, the commission accordingly imposed the 90-day deadline for admission to the joint interim group.

Will they know the way to San Jose?

The National Association of Broadcasters last week was asked to give its regards to Herrold Square. That's right —Herrold (as in Charles David Herrold) Square.

Making the unusual request was an ad hoc committee known as San Jose Citizens Committee for Radio Recognition. The committee, led by William R. Spendlove, station manager, KXLO(AM) San Jose, Calif., and Gordon B. Greb, professor of journalism, San Jose State College, visited the NAB convention and petitioned NAB President Vincent T. Wasilewski to recognize the city of San Jose as the birthplace of radio broadcasting. Mr. Wasilewski was presented with a script from a purported 1934 broadcast on KQW(AM) San Jose (now KCBS(AM) San Francisco) celebrating the station's 25th anniversary. Further argument was offered by Mr. Greb that electronics pioneer Charles David (Doc) Herrold constructed and programed the pioneer broadcast station in San Jose back in 1909.

Prof. Greb and Mr. Spendlove, who claim they have the backing of their mayor and local business groups, hope to establish a radio museum in San Jose, and have a downtown area designated as Herrold Square. Prof. Greb and Mr. Spendlove said that they also plan to have San Jose known not longer as the "garden city" but as "the birthplace of radio" instead.

Mr. Wasilewski, good-naturedly noting that the interminable semantic battle over who was first in radio was the least of his many problems at NAB, said he would turn the San Jose claim over to the Broadcast Pioneers for authentication.

Changing of the AMST guard

The presidency of the Association of Maximum Service Telecasters changed hands last week for the first time since the organization was founded 16 years ago.

Terry H. Lee, vice president of Storer Broadcasting Co.'s television division, was elected president last week at AMST's membership meeting, held in Chicago during the National Association of Broadcasters convention. He succeeds Jack Harris, president of KPBC-TV Houston, who has been AMST's president since it was formed, and who was presented last week with the gavel he used to preside over AMST meetings since 1956.

Other new officers selected at the meeting: first vice president—Arch L. Madsen, KSL-TV Salt Lake City; second vice president—Robert F. Wright, WSKY-TV Meridian, Miss.; secretary-treasurer—Franklin C. Snyder, WTAE-TV Pittsburgh; assistant secretary-treas-

Mr. Harris

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BROADCASTING, April 17, 1972
Talk of real political action

Now under study: broadcaster committee to collect and disburse campaign funds

A small group of broadcasters met informally last week in Chicago during the National Association of Broadcasters' convention to discuss the establishment of a political-action committee that would collect funds and distribute contributions to candidates for federal office who are friendly to broadcasting.

The meeting took place Wednesday morning (April 12), with about 20 present. During the general discussion, two viewpoints became apparent: One was that if such a group is organized, it must encompass a wide spectrum of broadcasters, down to small-market operators whose contributions might run as low as $10 or $20. The other questioned the wisdom of getting together at all.

The meeting adjourned with the understanding that participants would think about the idea, discuss it with others in their own organizations and with other broadcasters in their areas, and attend another meeting in two weeks, probably in Washington.

Richard Chapin, Stuart Enterprises, Lincoln, Neb., who is chairman of the NAB's campaign committee, assumed the leadership role at the meeting, presenting the pros and cons of the subject. Among others present: Peter Storer, Storer Broadcasting; Harold Kreistein, Plough Stations; Peter B. Kenney, NBC Washington, and Joseph L. Floyd, BFR Stations.

The proposal to establish a political-action committee, similar to organizations representing such other interests as oil, power, medicine and education, was first made last summer to the association's executive committee by Roy Elson, NAB's vice president for government affairs.

The suggestion was considered by the NAB's board and again by the joint board last January. The board said only that if a political-action group were formed, it should be separate from the NAB itself.

The subject of political contributions arose last week during the Monday (April 10) panel on government relations at the convention. The convention panel consisted of four men who have considerable experience on one side or the other of the lobbying fence: Mr. Kenney; NBC's Washington vice president; Albert Hardy, radio-TV director of the International Brotherhood of Electrical Workers, Washington; Erwin Krasnow, Washington communications attorney who formerly was administrative and legislative assistant to Representative Robert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, and James Smith, the Treasury Department's representative on Capitol Hill.

For the most part, they covered familiar ground, but lobbyists are an integral and legitimate factor in the decisions of government—by the executive and regulatory branches as well as the legislative. "Most things worthwhile [in Washington] are accomplished by people who know each other, and have rapport," Mr. Smith; Washington lobbyists rely on support at the local level ("NAB members have to be active as well as informed," Mr. Kenney said. "Often we're stymied on an issue by lack of support at the grass roots. NAB members should get to know their congressmen, and keep them informed on broadcasting matters."), and the White House itself has a powerful lobby ("It has all kinds of power, including patronage," Mr. Elson said).

There was also talk of the importance of campaign contributions as an aid in promoting one's interests—and the first public indication that broadcasters were preparing to meet in Chicago to establish a political action committee, outside the NAB structure, that would raise funds and distribute them to selected candidates. Mr. Elson, who touched briefly on the subject, said the NAB staff was "trying to stimulate establishment of such a committee."

Mr. Kenney said broadcasting is the least active among industries in making campaign contributions—the contributors, he said, are more "comfortable" than money. And Mr. Elson, who for many years was administrative assistant to the late Senator Carl Hayden (D-Ariz.), and who twice ran unsuccessfully for the Senate, agreed. A campaign contributor does not "own" the candidate he helped, Mr. Elson said. "But financing is so essential that anyone who contributes a sizable amount has to be remembered and will get "access" to the candidate (assuming he is successful) when the contributor has a problem. Mr. Elson said he is still paying off debts incurred in 1963, when he ran against Senator Barry Goldwater (R-Ariz.).

The broadcasters attending panel on Monday provided an indication of how inactive the industry is in the area of campaign contributions. About 15 broadcasters out of an audience of some 75 responded when Mr. Elson asked those who had made contributions to raise their hands. Three raised their hands when the question was directed to those who aided candidates outside their districts or states.)

Mark S. Wasilewski is president for public affairs for Metromedia, who was in the audience, felt that broadcasters have a capability unmatched by any other trade association in winning the confidence and support of their Washington representatives—and it has nothing to do with money. Broadcasters have the "right and duty to transmit the ideas of congressmen back home," he said. Broadcasters who do not provide that means of communication, he said, "are derelict in their duty.

Broadcasters who lead on the other hand, are doing more than serving their district, according to Mr. Evans. "If the congressman thinks you're interested in him, he'll be interested in you. That's more important than money."

Wasilewski Yes; Vegas Questionable

Joint board approves new contract, reconsiders 1975 convention site

The joint board of the National Association of Broadcasters met for 90 minutes at the Chicago convention last Wednesday and the first of what may be an annual convention occurrence—and took only two specific actions. Both, however, were of substance:

- It approved by acclamation a contract, on a year-to-year basis, for Vincent T. Wasilewski as president.

- It acted to reconsider scheduling the 1975 convention in Las Vegas. The majority of a 24-to-18 vote felt a meeting in the Nevada gaming center would compromise broadcasting's image. The choice between sustaining the Las Vegas sites or changing to another—presumably less salacious—will be made at the June board meeting in Washington. Next year's NAB convention will be in Washington, 1974's in Houston.

Mr. Wasilewski's contract occasioned muttering among some broadcasters who were unhappy at not receiving a copy for study before the meeting. But none expressed any objections when the contract was offered for a decision. It was accepted on a voice vote.

The contract, Mr. Wasilewski's first, provides him with a base annual salary of $69,400, as of April 1, with a $600 raise to go into effect Nov. 1 (subject to federal Pay Board approval). It also provides for $10,000 annually in deferred compensation (to go to $15,000 upon Pay Board approval), and a "reasonable" expense account to cover entertainment, travel and similar activities. The association also agreed to pay a $5,000 annual premium on life insurance on Mr. Wasilewski's life. It also authorized him to complete use of a Lincoln Continental sedan, or similar car, to be purchased or leased every two years.

The contract authorizes Mr. Wasilewski to take a three-week vacation each year, and contains provisions dealing with contingency pay and illness, including continuation of his salary and compensation for six months following his death. The contract may be terminated by either party upon one year's notice.

One section of the contract refers to
Delighted!

"Make A Wish," produced by ABC News, has been named winner of the 1971 George Foster Peabody Award in the Children and Youth Category.

The citation states that the program is "produced with understanding and respect for the intelligence of its youthful audience. It is a creative mix of animation, film, graphics, words and music that challenges children to stimulate their imagination. The program utilizes these mind expanding techniques to relate to a child's frame of reference in an exciting, amusing, informative and entertaining manner."

We at ABC News are delighted with the recognition accorded the dedicated performance of all of the people involved in this series.

Even more, we trust our young audience also will be delighted when "Make A Wish" begins a new season in September on the ABC Television Network.
the NAB president carrying out his duties according to the provisions of the organization’s bylaws. At present, however, there is no way to give concrete meaning to that section, because the bylaws are silent on specific duties for the president. A bylaws committee is to be named to remedy this lack.

The board heard reports from various department chiefs. According to several board members, they were particularly impressed with the reorganized government affairs department under the leadership of Grover C. Cobb. Mr. Cobb had been executive vice president for station relations before he was moved over to head government relations last month, when Paul B. Comstock tendered his resignation—effective in September. No successor for Mr. Cobb in the station relations field has yet been found.

Minority jobs:
things cool down

The demand to make room in the broadcasting business for minority-group members, while still a real one, appears to have lost some of its heat. It has, that is, if workshops on the subject at the National Association of Broadcasters convention last week are indicative.

There were fewer sparks, and the edge was off the debate between industry members and representatives of the minority groups. There were even some acknowledgments of progress being made.

Cliff Frazier, director of the Community Film Workshop of New York, said CFW has placed 200 minority-group members in the motion-picture and television industries since it was established in July 1968.

Tony Gomez, producer-director trainee at KPBS-FM San Diego, under a Labor Department-funded training program, said Chicano in California, who decided to help their own people acquire radio-TV skills “were doing well.”

Bruce Baird, director of Indian training at the University of South Dakota, talked of the difficulty in establishing a program to train 20 students—the program was revamped three times in the last eight months—but indicated he felt some confidence that success could be achieved.

The presence of about 70 broadcasters—including a large percentage of station managers—at an early-bird session that began at 7:45 a.m. was itself encouraging to him.

And Elizabeth Czech, the only white teacher at the predominantly black Shaw University, in Raleigh, N.C., where she directs the radio-TV program, said 11 graduates have been placed in jobs since she initiated the program four years ago.

Miles Mangrum of Detroit, coordinator of training for Storer Broadcasters, outlined the program that the major group owner has established to recruit and train minority-group members for broadcast employment. It begins at the junior high school level, where students are made aware of the wide range of jobs available in broadcasting, and runs through four-year colleges, where students interested in the media are given scholarships.

For all of that, Mr. Gomez said more needs to be done. He said it was essential that a “clearing house” be established that would provide broadcasters interested in hiring minority group members ready access to available candidates. (Later, Mr. Frazier said the CFW is planning a proposal for one [funding would be needed to draft].)

Mr. Gomez also urged the broadcasters to help themselves by aiding groups like his. “We’re trying to take the pressure off you, without costing you a lot of money,” he said. “We’re trying to solicit your assistance. Let’s find the way.”

And Mr. Frazier reminded the broadcasters of the kind of pressure Mr. Gomez had in mind, and indicated he felt the headaches it causes are needless. “It’s important that the industry play a role in developing talent,” he said. “It’s unfortunate that things happen only after pressure: when community groups raise a lot of do. That’s a drag. But it seems the only way things go down.”

He recalled a major effort the CFW, with assistance from the NAB, made to attract broadcasters’ attention: it involved an ad in Broadcasting magazine (Broadcasting, July 26, 1971), follow-up pieces and meetings. “It led to no jobs,” he said.
WSB Radio Atlanta first started serving the needs and interests of listeners on March 15, 1922. Back then, the Southern League "Crackers" was just about the only game in town. Nowadays, WSB Sports means Big League action in Atlanta. Braves Baseball. Hawks Basketball. Football games by the dozens. "The Voice of the South" is also busy with Award-Winning, Community-Conscious Programming, On-the-spot News, Great Music, Religion (America's oldest continuous church service), Public Service and Public Affairs round-the-clock. Yes, it's been a great 50 years.

WSB Radio Atlanta AM 750 FM 98.5

And the best is yet to come.
No radical changes seen for television

Forecasters say medium is destined to live with same stresses, strengths

A panel of specialists looked into the future of television last week and sighted a prospect much like television today: still the number-one mass medium for entertainment and advertising but offering increasingly diverse programming, relatively unhurt by cable TV, perhaps subject to a little less regulation than now, and, as ever, under criticism by government.

The specialists, who formed the “Quo Vadis Video” panel that closed the National Association of Broadcasters convention in Chicago, were W. Theodore Pierson, Washington communications attorney; Herbert S. Schlosser, NBC-TV programs vice president, West Coast; David J. Curtin, corporate communications vice president of Xerox Corp.; Clifford M. Kirtland Jr., executive vice president and secretary-treasurer of Cox Broadcasting Co., and Burton R. Benjamin, senior executive producer, CBS News. Herb Jacobs, chairman of Telcom Associates, was keynoter and moderator.

Mr. Pierson described Washington’s current regulatory climate as “at best unsympathetic to broadcasters and at worst hostile.”

He did detect some “sunshine” in the FCC’s weighing the probable effects of regulation and proposed regulation on broadcasting’s ability to operate. But if the FCC asserts its statutory rights, he said, the outcome depends on “which panel [of judges] you get” to hear the case on appeal and, after that, on which direction the Supreme Court ultimately takes.

Even so, he said, he had “some hope of containing regulation, and even of some de-regulation.”

Mr. Kirtland of Cox, which is deeply involved in cable as well as broadcasting, also saw the possibility of some long-term lessening of TV regulation, primarily because of CATV.

He did not undertake to forecast beyond 1980, but could not see cable supplanting broadcasting or materially siphoning advertising revenues from TV by then. He thought CATV penetration might reach, at most, 30% to 40% by 1980 and that it would still vary widely from market to market. Cable revenues in 1980, he predicted, would depend primarily on subscribers, leased channels and pay TV, with advertising perhaps the least important source.

Xerox’s Mr. Curtin agreed that TV networks would continue to attract the bulk of the mass audience—and advertising. He thought program costs and time charges would continue to increase but did not expect television to price itself out of the market.

Mr. Curtin also offered glimpses of Xerox’s own TV experience and policy. “Television,” he said, “has accomplished for Xerox everything we hoped for, and more.” The company has underwritten “quality” programing, such as the BBC America series on NBC-TV next fall, not only for its advertising values but also because “we want to put something back into television,” he said.

NBC-TV’s Mr. Schlosser looked first to the past and predicted its trends will continue to bring “increasing diversity in techniques, substance and form” of programing.

Specifically, he felt that “the long form program (60 minutes or more in length) will remain basic” in network TV; that the “anthological” and “re-volving” forms, as distinguished from continuing series, will remain key elements in expanding program diversity; that entertainment specials, though he said they were curtailed by the FCC’s prime-time access rule, will continue to be an important and enlivening part of television and that “mini-series”—such as The Searle for the Nile and The Six Wives of Henry VIII, each in six parts—“will have significant effect on our programming future” and can be expanded to other program types.

Mr. Schlosser also foresaw increased use of video tapes, as in Laugh-In and in All in the Family and Sanford and Son, to permit technical and creative innovations “at savings that will give us more and more control over the ever-increasing costs of program production.”

CBS News’s Mr. Benjamin felt it must be recognized that as long as an adversary relationship exists between government and press, government will continue to complain about the press—especially when television is the press.

He said that “any medium that does not consider itself free to criticize the government is not free,” and that “what we want to do is broaden our coverage, not narrow it.”

Mr. Jacobs, as keynoter/moderator, had both the first and the last words. “With a couple of ifs,” he told the TV broadcasters, “I think your future’s great.”

He said he expected television to survive its encounter with CATV without getting badly mused up, and also to overcome the consumers, public-access groups and minority activists, probably not without some anguish but perhaps with better programs as a result.

He called upon broadcasters not to “live for the buck alone” but to provide the “superb television service” that comes from the newsroom, to be “scrupulously honest” with viewers, to “know that your works are good, but keep always striving to improve them,” and not to neglect the business of lobbying for a better understanding of television and its service.

His parting advice: “Illegitimi Non Carborundum”—“Don’t let the bastards grind you down.”
Dear Manager:

It gave me a lot to think about, and I feel I have a better understanding of how some black people feel.

Mrs. W.O.R., Dallas

We're listening ... and so is Dallas/Fort Worth. On March 29, almost a half million people watched and listened to "BLACK TALK". Another KDFW-TV step in the right direction.

KDFW-TV, DALLAS/FORT WORTH

*ARB: Special coincidental
Get into politics, Wasilewski tells NAB

Association chief sees action, not reaction, as road to license protection, business survival

Broadcasters were urged last week by the head of their trade association to turn from action as a means of protecting their licenses and revenues. Vincent T. Wasilewski, president of the National Association of Broadcasters, said the members should "go beyond the mere reporting of politics" and enter "intellectual participation." A continuing role in the political process is necessary to survival, Mr. Wasilewski said.

The NAB president said broadcasters were caught up in a social revolution "whether we like it or not." To preserve themselves, he said, they must first preserve their economic support. There must be resistance to attacks on broadcast advertising. The Federal Trade Commission proposal that broadcasters accommodate counteradvertising "could bring broadcasting down with a single blow," warned Mr. Wasilewski.

To counter to such proposals, he said, "we must develop positive educational programs to convince the public and the intellectual minority and, most important of all, the Congress that advertising is worthwhile." The job, he said, would require the joint effort of all elements in advertising. He said there had been "little meaningful help from newspapers or magazines or advertising agencies." Nor "is our own record of cooperation much to brag about," he said.

It was not enough, however, to explain the essentiality of broadcasting, said Mr. Wasilewski. Broadcast-advertising standards must be tightened if the broadcasters' case is to be believed. He called for enlarged support of the NAB's television and radio codes, which he said were "undersubscribed and underpowered." The effectiveness of the codes, he said, was often "our only defense."

A restoration of "fair and equitable" criteria in the renewal of broadcast licenses is also needed. Mr. Wasilewski said the model bill now before the Congress would, he said, achieve that end and would also "help us—yes, even force us—to become more deeply involved in our communities than we now are." In the long run, he said, the broadcaster must find his security in community support.

He told the broadcasters to admit the inevitability of "more citizen participa-

Court reverses FCC on WLBT profits

The U.S. Court of Appeals in Washington, whose past decisions have been against attempts of Lamar Life Broadcasting Co. to hang on to its WLBT(TV) (ch. 3) Jackson, Miss., has dealt yet another blow to the erstwhile licensee.

The court last week vacated an FCC ruling that would have enabled Lamar to retain profits from the operation of WLBT over a seven-month period prior to last June, when Lamar was replaced with an interim operator. In so doing, the court questioned whether the commission's failure to impound Lamar's profits during that period did not place other applicants for channel 3 at a comparative disadvantage.

The three-judge panel, consisting of Senior Circuit Judge Charles Fahy and Circuit Judges Harold Leventhal and Spottswood W. Robinson, instructed the commission to reconsider whether its decision to allow Lamar to retain profits from its operation of WLBT between Sept. 30, 1970, and April 17, 1971, which had been in the public interest. The court's ruling was in response to an appeal of an FCC order of Feb. 2, 1970, by Civic Communications Corp., one of five competing applicants for channel 3 (Lamar is also an applicant). The FCC action under question dismissed Civic's petition to impound Lamar's profits from Dec. 5, 1969—when the commission invited new applicants for the channel—until the selection of an interim operator. Civic contended that to allow Lamar to continue to profit from the operation of a station for which it no longer held a license would hurt itself and other applicants and would work in favor of Lamar. The commission rejected this argument, claiming it would not be prejudiced.

Lamar lost its license for WLBT in 1969, following an appeals court ruling overturning an FCC decision granting it renewal for another three-year period.

The United Church of Christ, which had been awarded standing to challenge Lamar's renewal by the same court in 1966—over the objection of the FCC—had argued that Lamar discriminated in its programming against Jackson's black population.

Judge Fahy, who wrote the opinion last week, pointed out that the court was asked to decide whether Lamar's profits should be impounded during three specific periods of time. The first period, from Dec. 5, 1969, to Sept. 8, 1970, was time in which the FCC permitted Lamar to remain on the air until an interim operator was found for WLBT. During the second period, from Sept. 8, 1970, to April 17, 1971, Lamar was allowed to continue operation while it was contesting the FCC's award of interim operation to Communications Improvement Inc., a nonprofit group which is not an applicant for a permanent license. The third period, April 17 to June 14, 1971, was the time in which Lamar operated WLBT while awaiting the CII takeover—having lost its bid to keep CII from commencing operations.

Judge Fahy noted that the commission had already ordered Lamar's profits placed in escrow during the third period. The question then, he said, is whether the firm should be allowed to retain the returns it experienced during the first or second period, or both.

The court. Judge Fahy stated, saw no reason to negate the FCC's decision to allow Lamar to keep the profits it earned from WLBT during the first period. While he noted that "it might well be that it would have been reasonable" for the commission to deprive Lamar of its earnings during this time "we do not find it to have been unreasonable" for the commission to rule otherwise.

But the FCC's decision to allow profit-taking by Lamar to continue during the second period, Judge Fahy said, "gives us pause." He noted that the delay in the CII takeover was not caused by the commission, but rather by Lamar's attempt to block that action. Judge Fahy maintained that the delay "substantially increased" Lamar's period of operation beyond that contemplated by the commission in its February 1970 order. Judge Fahy also held that the delay "also made more doubtful the continued validity of the commission's view . . . that failure to impound during this period would not place other applicants for the permanent license . . . at a significant disadvantage," with corresponding advantage to Lamar.
Cleveland has vocal voters, Black Bazaars, junior d.j.'s & WJMO

takes more than federal funds and urban development to create communities where people can work together and get things done. It takes communication . . . it takes education . . . it takes a radio station like WJMO . . . broadcasting job opportunities 5 times daily . . . conducting convincing voter registration campaigns . . . informing the community of news concerning Blacks . . . raising money for the United Negro College Fund . . . opening its studios to young people of minority groups who seek a career in broadcasting . . . stimulating community action in the prevention of crime. WJMO is proud to be part of Cleveland and gratified to know that our impact is helping to get things done.

"In my opinion, WJMO Radio has been more responsive to the needs of the Black Community than the other radio stations in Cleveland . . ."

MISS DAISY G. COLLINS, Esq.

"The Black World Bazaar would like to extend its appreciation for your participation in our effort to acquaint the Cleveland Community with some of the Black businesses . . ."

RUDY PATTERSON, Chairman, Black World Bazaar

"On behalf of the staff and family of the Black Unity House let me convey our gratitude to you for your continued efforts and operation . . ."

SISTERS MISHARA, Black Unity Community Center

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SUZANNE PAYNE, Recruitment Director, The Urban League of Cleveland

"We appreciate the air time and personal efforts by WJMO which help to remind your listeners of the vital need to contribute to the United Negro College Fund . . ."

ALTON W. WHITEHOUSE, Jr., President, The Standard Oil Company

"It was a real pleasure to witness a truly professional station operation . . ."

THE RADIO CLASS AND CLUB, John F. Kennedy High School

"This is to certify that WJMO Radio has become dedicated to developing meaningful ways of enlisting citizens participation for prevention of crime . . ."

LEWIS COFFEY, Chief of Police, City of Cleveland

"Now that the results are in we find that we have more people listened to than ever before in a non-presidential election year . . ."

JOSEPH W. BARTUNEK, Chairman, Cuyahoga County Board of Elections

"Whereas the services of Radio Station WJMO are of inestimable value broadcasting programs of interest, information and concern to its listening audience and for dedicated efforts to assist and help solve community problems . . ."

CARL B. STOKES, Mayor of the City of Cleveland, hereby proclaim Monday, February 1, 1971 WJMO Appreciation Day . . ."

CARL B. STOKES, Mayor

City of Cleveland

CELEBRATING 1947 25 1972
YEARS OF SERVICE

Cleveland, Ohio
Another United Broadcasting Co., Inc., Station
Richard Eaton, President
Programers' consensus: better times

Pre-sale of 'Ironside' is star of syndication; barter takes a bigger place at annual NAB show

How was programing business at this year's National Association of Broadcasters convention? The answer was in the eye of the respondent.

"It was the best convention for me since 1950," a buoyant Wynn Nathan of Time-Life Films said, "We made more sales than we ever had."

"There was just not that much business at the convention," reported Marvin Levine of Winters/Rosen Distribution, "There were fewer programing people around than at NATPE [National Association of Television Program Executives] in San Francisco earlier this year. Most people were just looking around to see what's available."

Between those two extremes probably rests the most accurate assessment. A check of the some 25 program exhibitors at the convention indicated that by and large, as one program salesman put it, "the atmosphere is one of optimism and enthusiasm as against last year's rather depressed mood."

Undoubtedly, MCA TV, the consistent bellwether of the otherwise volatile distribution business, once again led the way with its surprise offering of the network rating hit, 'Ironside.' In another smashing demonstration of the remarkable television pulling power of Raymond Burr (as Perry Mason he continued to arouse substantial sales interest in the catalogue of Viacom Enterprises, a floor below MCA in the convention hotel, the Conrad Hilton), station managers rushed to establish a claim to the actor's current starring vehicle on NBC-TV. Even as workmen hurried to strike the MCA TV exhibit on Wednesday (April 12), the last day of the convention, sales executives Lou Friedland and Keith Godfrey were busily writing up orders.

The package they were selling comprised 175 hour-long episodes of top-rated 'Ironside,' a series that is still running strong on the network and renewed for next season. Stations were being offered this package at a set, nonescalating price for delivery in September 1974 — whether or not it continues to be renewed for network presentation. If the series continues on NBC-TV beyond the 1973-74 season, stations will pay it in syndication under a different title—perhaps 'The Raymond Burr Show.'

What MCA did with 'Ironside' at last week's NAB was different from any other pre-sale of existing network product, such as previous pre-sales of 'Mission: Impossible' and The FBI. For the first time, apparently, a cutoff date was pre-arranged when an ongoing network series—with no terminal date for network showing in sight—would be released to stations. The idea is to sell a hit series at the peak of its network popularity instead of when it's in a lame-duck season.

"I have a feeling that this is going to set a trend for the industry," said one of the many people who moved through the MCA TV suite. "I've been given to believe that Adam-12 may be the next network series to go into a syndication pre-sale."

Said a station manager who happily signed up for the 175 'Ironside' episodes: "It's my understanding that MCA wrote $20-million worth of business at the convention." MCA officials would neither confirm nor deny the report, but unquestionably the distributor (also introducing 35 World Premiere movies) generated the highest dollar volume of any syndicator at the convention.

The strength in such sales was both a good news-bad news situation: good for sellers, not so good for buyers. Reports reaching Broadcasting indicated some stations were being priced out of stronger series, and that hits of 'Ironside' caliber were selling for two-to-three times normal prices. How such investments can be recouped price-controlled market is a serious question."

Beyond MCA, the programming activity at the convention marched to the beat of the barter concept. Barter arrived at last year's NAB; it acted like a permanent guest at this year's convention. Speaking personally, commented Henry A. Gillespie of Viacom Enterprises, a nonbarter sales executive, "I'd have to say that barter is here to stay. But it really depends on the strength of the economy in spot. As the spot economy gets stronger, barter gets weaker.

Last week, though, the TV spot economy — the rise by general consensus — was not robust enough to slow down the barter trade. The barter suites at the convention — in and out of the Conrad Hilton — got the most consistently heavy traffic.

"We've gotten an extremely positive reaction to our barter shows," said Dennis Holt, president of Western International Media Corp., Los Angeles. Mr. Holt's firm, which is handling placement of five half-hour first-run weekly series for Chevrolet through Campbell-Ewald, was not greeted with open arms at last year's convention. "Broadcasters approached us with caution," Mr. Holt recalls. "Now it's totally go on all five shows and our clearances are going extremely well."

At times there was brisk traffic as well at Brut Productions, where, on behalf of Faberge, The Protectors, a half-hour adventure series starring Robert Vaughn and filmed on location all over Europe, was being offered only on the basis of 26 programs, two plays of each, on a firm 52-week commitment. "Faberge is looking for a 7:30 p.m. or a 10:30 p.m. prime-time period beginning in September 1972," prospective customers were told. "Such time period offers are subject to Faberge's acceptance."

For the program, a slick action-adventure program, Faberge was retaining two one-minute spots with opening and closing billboards of 10 seconds each. The advertiser also wants to reserve the right to sell off one spot to a noncompetitive national advertiser, leaving three one-minute spots available for stations.

Asked why such tight control, Brut's top salesman, Dan Goodman, replied: "We're spending more than $90,000 for each of these shows. That's $2,340,000 we've got invested. We've got to have the 52-week commitment and have the show play in prime time to have it make sense for us."

Over at Yongestreet Program Services, the barter concept was operating differently. Yongestreet, as it did last year's convention with Hee Haw, was putting The Hollywood Palace up for placement without initial advertiser support. The production company cannot actually go into the barter marketplace until it's in a position to deliver a station list that covers at least 80% of the country. Only then does Palace become a practical vehicle for an advertiser.

Asked for a status report, a spokesman for the company revealed: "We came into this convention with 27% coverage for Hollywood Palace. We're leaving with well over 60%.

Yet another variation of the barter concept was being employed by Telecom Productions Inc. — a so-called "time credit" plan. Stations were asked to give Telecom their unsold run-of-schedule spots in exchange for 247 half-hours, encompassing four series. Included were Championship Bowling.
Among the series MGM TV was billboarding was its new Young Dr. Kildare. Gary Merrill (r), who plays the Dr. Gillespie role, joined the occasion with Edward A. Montanus (l), MGM TV's director of sales, and Peter Spengler, director of advertising services, Bristol-Myers.

The Amazing Kreskin justified his claim to that title last week during this special performance staged by Viacom Enterprises at the NAB.

Calling attention to its specialized, high-syled English product, Time-Life Films offered one of the few thematic exhibits—a replica of an Elizabethan pub.

Happy days are here again seemed to be the theme played at Brut Productions, where barter programing drew heavy traffic and placements.

Championship Bridge, Win with the Stars and Hunting and Fishing.

MGM Television, sporting such attractive items as the new "MGM/8" feature-film package and 72 episodes of the off-network Courtship of Eddie's Father series, also stressed Young Dr. Kildare. This first-run video-tape production, 24 half-hours with Gary Merrill as Dr. Gillespie and Mark Jenkins as the new Dr. Kildare, was being offered as a barter deal through Bristol-Myers. Said MGM TV's Edward A. Montanus: "The studios can't and don't want to finance for first-run syndication."

It would be a distortion to imply that only MCA and the barter merchants had activity at last week's NAB. A spot check of the marketplace disclosed the following generally favorable business indicators from various syndicators:

- Viacom Enterprises: "We signed more deals on an individual basis—not necessarily on a dollar volume basis—than anyone else at the convention," claimed sales executive Henry Gillespie.
- Time-Life Films: "We did one quarter of a million dollar business on little things like six episodes of the Six Wives of Henry VIII and six more of..."
thing about a terrific. making reference O'Daly. ness done $600,000 worth Levine. on make more money with great interest of activity," according star, the number said traditional value Sandy Game, including one "We've closed deals Firestone, "It's new product, meets the FCC requirements for prime access rule. Eventually most conversations got around to the impact of barter—the way it was drawing traffic from the conventional program suites, the apparently impressive sales (or, more aptly, placement) record it was chalking up, the debate over its beneficence or harm, the conjecture over whether it was here to stay. Alan D. Courtney, president, Yonge- street Program Services Inc., Beverly Hills, Calif.—to single out one of many at last week's convention caught up in the trend of barter—is a believer. "I think the attitude on the part of the stations is one of total respect towards barter," he said, "depending entirely on their feeling about the product and what they think it will deliver."

No surprise here. Mr. Courtney has a healthy self-interest. He was at the convention bartering two series—Hee Haw and Hollywood Palace.

Still, Mr. Courtney has seen how the other world lives during his many years in the business, first as a top program- ing executive at NBC-TV, subsequently in the first rank of production at MGM TV and Four Star International.

"There is still a degree of bad conno- tation about barter," he conceded. "Sta- tions have been disappointed in the pro- duction values and the quality of some of the shows that were offered for barter in the past. I think barter always indicated, if not necessarily a bad show, a limited kind of show, such as a cooking program and a quick imitation of a panel or talk show."

But that's the past, according to Mr. Courtney, and now barter has a new image. "There are no better production values in anything than there are in Lawrence Welk [not Lawrence Yonge- street pro- duction]," he observes. "It's done just as well if not better in barter syndication than it was done on the network."

Mr. Courtney also has an answer for the persistent charge that stations en- gaging in barter programming are giving away the only commodity they have to sell—time.

"What we have tried to explain to the stations that we have done business with," he said by way of rebuttal, "is that they aren't really giving the time away. We construct our shows so that the content is equally divided between us and the station."

Explaining further, Mr. Courtney said: "In an hour there are eight commercial minutes. The station retains four and keeps its tradi- tional one-minute station break. So what it amounts to is we are saying to the station, 'You pay us the equivalent of four minutes of your time for the show. That's the program cost to you and you have four minutes left to sell.'"

How does this compare with the conventional way of doing business? Very favorably, Mr. Courtney contended.

"We've explained to them, he pointed out, 'that with a network affiliate if an hour of network time is sold, the station gets one-third of the network compensation. With us it's a 50-50 split.'"

There would appear to be no doubt in Mr. Courtney's mind that this year's NAB convention marked the establish- ment of barter as a way of local program- ming life. "Barter," he observed, "is the stand and when the basis of do you or do you not want the product, may very well be here to stay. And it may have acquired a re- spectability that makes it competitive with any other form of program sales."

Charles B. Brakefield, president and general manager, WREC-TV Memphis, Tenn., disputed Mr. Courtney virtually all along the line. First he pinpointed the root of the evil he sees: "The prime- time access rule creates the market for barter," he contended. "There is not enough product of quality around to fill the need."

Parenthetically, he added: "That rule is less in the public interest than any other in recent years."

Then Mr. Brakefield laid the blame: "Too many station operators think they are getting something for nothing. They don't realize the minutes they are giving away have a monetary value." Mr. Brakefield was unequivocal about what he prefers to do. "If I would rather sell my time for cash," he stressed, "How do I know the minute is worth in a show? What if the show turns out to be a big hit?" he asked. "I could be getting $1,000 for that barter half-hour program. That would make the spots I give away much too high a price to pay for a program in my market."

Ironically, though, Mr. Brakefield indicated a willingness to listen to one barter's proposition—that of Mr. Courtney's Hee Haw. How come? "Hee Haw is a winner in my market," he pointed out, "and it's not available any other way."

So it went, and so it's likely to go, in the barter embroilment—the issue that stole the programing show at NAB-1972 Chicago.

Radio syndication: harder road to riches

They also serve who only stand and wait. That seems to be the way a number of radio syndicators felt at last week's National Association of Broadcasters convention in Chicago.

For the most part radio's programing people didn't have the favorable floor sites, the fanfare, compelling-enough product to generate excitement and throns. Yet there were individual up-beat experiences. Among them:

Charles Michelson Inc., New York, which reported more sales closed, higher dollar volume of sales, more active leads turned up, heavier traffic, more
A good airing for the Guard.

When the Fetzer television station in Kalamazoo broadcast a program about the Air National Guard as part of its "Input 3" series, the public response was highly enthusiastic. The station's in-depth coverage prompted immediate inquiries about joining the Air Guard. In a time when "zero draft" military involvement makes recruiting a serious problem, programming such as this helps create a better understanding of the needs of the Air National Guard. Keeping the public informed of issues of vital national importance is all part of Fetzer total community involvement.

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TV networks seen in close race

CBS gets slight edge in Jacobs forecast for 1972-73 season

If Herb Jacobs's newest handicapping turns out to be right, the three television networks will come out about even in the 1972-73 season. Mr. Jacobs, chairman of Telcom Associates, program buying service and consultancy, predicted last Monday that CBS would achieve an average rating of 19.8 to take a slim lead over ABC-TV and NBC-TV with averages of 19 each. The Jacobs forecasts were made at his annual breakfast meeting with TV Stations Inc. during the National Association of Broadcasters convention.

Mr. Jacobs, following his custom, also forecast shares of audience for each half-hour in network prime time next season (see accompanying charts). He did so against a claimed record of 86.4% of accuracy in his 1971-72 predictions.

By Mr. Jacobs's reckoning he scored 66 "bullseyes" last season, coming within three points either way of the actual shares of 66 half-hours, and 47 "on targets," missing by no more than five points either way. For the other 17 half-hours his errors were greater. The predictions were matched against shares after the first 13 weeks of the 1971-72 season.

For 1972-73 Mr. Jacobs puts ABC in first place in 13 half-hours, second in 11 and third in 18; CBS first in 14, second in 19, third in nine; NBC ahead in 16, second in 12, third in 14.

By nights, Mr. Jacobs sees the race this way: No network will dominate Sundays or Mondays. Tuesday is given to ABC, with CBS a respectable second and NBC a poor third, by programming NBC Reports and a British Broadcasting Corp. production, America, against ABC's durable Marcus Welby and the new CBS movie.

On Wednesday, the race is closer. ABC, according to Mr. Jacobs, will considerably improve its Wednesday performance of this season. Thursday, opening with the Flip Wilson hit, will belong to NBC next season, Mr. Jacobs says. On Friday too NBC will start with the strong 1971-72 midseason entry, Mannix, and Son, but will decline afterward. ABC and CBS will share the night, in Mr. Jacobs's version.

On Saturday CBS will open with All in the Family, its 47 the highest share accorded any show by Mr. Jacobs for next season, and will stay on top for the night.

One of the ABC shows that will fill a key spot on the 1972-73 schedule is The Mod Squad. The Mary Tyler Moore comedy series will be followed by The Fugitive, a strong midseason addition.

ABC is also expected to make a big impact on Saturday nights with the addition of Mannix, the popular private-eye series, and The Mod Squad, both of which were previously on the network lineup.

By the end of the season, Saturday night will be the most competitive of all nights on the broadcast networks, with all three networks vying for the lead.
### Extended sportscasts may get FCC thumb

Sports broadcasting, which has had its problems with drawn-out and overtime games, last week found the FCC in the ranks of those ruffled by such disruptions to regular schedules. The commision is concerned about network incursion into time periods reserved for stations under the prime-time access rule.

FCC, in granting ABC-TV a waiver of the prime-time rule to carry in full yesterday's (April 16) National Basketball Association playoff game, informed the network the commission would monitor the game "and if it appears that [the game] runs more than the allotted time even without overtime, it will be questionable whether such waivers should or will be granted in the future."

The commission has expressed its concern with the issue of network sports runovers on several past occasions and usually on weekends. Such incidents have caused the network feed to extend into cleared access periods. The commission feels this practice may impede the non-network programing efforts of local affiliates in periods opened to this programing by the prime-time rule.

In granting ABC waiver for the NBA telecast, the commission noted its history of generosity in this area (it cited specifically its recent similar action in connection with NBC's coverage of the National Collegiate Athletic Association basketball play-offs. The commission stipulated, however, that, as in the past, "we are not convinced that the game is certain to be completed within the time scheduled for it."

ABC said it anticipated the game would run only two hours, but that overtimes could push it past.

### One of three watched

NBC research estimated that 75 million viewers watched NBC-TV's telecast of the award ceremonies of the National Academy of Motion Picture Arts and Sciences last Monday (10 p.m.-12:30 a.m.). According to available ratings last week—New York Nielsen overnights—the Oscar program scored a rating of 48.1 and a share of 78.
Two on a see-saw
After losing his long dominance of latenight network television to the new CBS movies, which replaced the Merv Griffin Show, Johnny Carson will make a comeback. That is the prediction of Herb Jacobs, chairman of Telcom, program buying service and consultant.

In the period immediately preceding CBS's shift of programing Mr. Carson's share of audience in the 11:30 p.m.-12:30 a.m. hour was 30, Mr. Griffin's 16 and ABC's Dick Cavett's Show's 14. After five weeks of new competition Mr. Carson's share was 32, the CBS movie's 33 and Mr. Cavett's 12.

Mr. Jacobs, making his annual new season forecasts last week (see story, page 52), said he thought Mr. Carson would soon regain the lead, with the CBS movie a "strong second" and Mr. Cavett a "poor third." His reasoning apparently followed from a belief that CBS's movies would soon fall off in "blockbuster" titles and that Mr. Carson would accelerate his own pace.

Osceola into TV
Formation of Osceola Television Enterprises Inc., New York, to produce and distribute TV programing has been announced by its parent company, Osceola Operating Corp. Richard H. Gurley Jr., formerly in sales and management positions at CBS and Westinghouse Broadcasting Co., has been named president of Osceola Television, which makes its headquarters at 550 Madison Avenue, New York 10017.

Salute * Arthur Godfrey received the Broadcast Pioneers Distinguished Service Award at the organization's 31st annual banquet during the National Association of Broadcasters convention last week. The presenter: Leonard J. Patri- celli (WICC-AM-FM-TV Hartford, Conn.), president of the Pioneers. Special citations went to The Rev. Daniel E. Power, S.J., moderator of the Georgetown University Forum; Jack Gould, retired TV-radio critic of The New York Times (received for Mr. Gould by his son Rob- ert), and J. E. Brown, Zenith Radio Corp.'s senior vice president of engineering and research. The name of the late O. B. Hanson, retired RCA vice president of engineering services, was entered into the Pioneer's hall of fame. Following the ceremonies Mr. Godfrey's CBS radio show was taped in front of the audience. The daily program, which began 27 years ago, will have its final broadcast April 30.

NATAS gives WZZM-TV top Emmy station honor
The 1971-72 National Academy of Television Arts and Sciences station award was presented last week to WZZM-TV Grand Rapids, Mich., for a one-hour documentary, Sickle Cell Disease: Paradox of Neglect.

George U. Lyons, station manager, accepted the golden Emmy statuette from Robert Lewine, president of the academy at Monday's (April 10) opening television assembly of the National Association of Broadcasters convention in Chicago. The award-winning program was produced by James Jensen, Rod Cazzell and William Corder. WZZM-TV was also one of 10 stations to receive NATAS plaques at the NAB ceremonies as national finalists in the 1971-72 competition. The others, honored for local programing were WCCT- (TV) Miami; WABC-TV New York; WVLV-TV New Orleans; WHAS-TV Louisville, Ky.; KDIN-TV Des Moines, Iowa; WRC-TV Washington; WKM-TV Oklahoma City; noncommercial WITF-TV Hershey, Pa.; and WWHO-TV Boston, off the air by order of the FCC, which assigned its channel to WCVU-TV.

Program Notes
In business * Fisher Film Group has been formed by Craig Fisher, an NBC News producer for nine years, to develop and produce TV programing, 218 East 49th Street, New York 10017.

Orientation on VD * As part of nationwide campaign to combat venereal disease, WMN-TV New York, is producing one-hour informational special for telecasting on 219 public TV stations next fall. Special is being produced for Public Broadcast Service under grant from 3M Co. If additional funds become available, printed materials containing data on all aspects of VD will be prepared by WMN for distribution.

Chip off old flintstone * An ancient Rome version of The Flintstones, called Roman Holiday, will be added to NBC's Saturday morning cartoon line-up in fall. Time period for half-hour Hanna-Barbera series has not been set.

Cats and dogs * NBC-TV reports that The Stutz Houndcats, animated comedy-adventure series will premiere this fall as part of Saturday morning schedule for children. It features zany band of cat-dog troubleshooters who set out in Stutz auto to accomplish their mission.

New in video cassette * Video Cassette Industries has been formed as holding company to offer consultation, development, production, duplication and marketing in video-cassette field. New firm is headed by Tom Reddin, former Los Angeles police chief and news commentator for KTLA-Los Angeles. Company also will sell or lease Sony and Panasonic video-tape cassette recorders and playback units, and produce and market programs. Other principals include Hal Dasbach, Charles Bowman, Ernest Rinaldi, Mary Warren, Nancy Mayer, all one-time KTLA staff members. 10000 Riverside Drive, North Hollywood, Calif.

Quiz for youngsters * NBC-TV will telecast this fall as part of its Saturday morning children's schedule a game show with informational value titled Runaround. Specific format has not been selected. On each 30-minute program nine young contestants will answer questions with opportunity to win prizes tied to communications skills, including cameras, tape recorders, encyclopedias, and trips to historic sites. Paul Winchell, actor-ventriloquist, will be assisted by his wooden partner, Jerry Mahoney. Series will be produced by Heathe-Quigley Productions, Hollywood.

Self-help * Broadcasters Promotion Association is offering series of 30-second announcements stressing service provided free by broadcast media. Television spots cite quality and number networks. Radio announcements feature speed and global coverage of medium, value in emergencies and almost universal personal ownership and use. Contact: Margaret Injasoulian, Kool-TV Phoenix.

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54 PROGRAMING

BROADCASTING, April 17, 1972
Radio target: $2 billion by 1976

It's within sales reach, says RAB's David, but medium must survive to make it

Radio can reach the two-billion-dollar mark in annual sales by 1976, but first it must "sell our own business system in Washington," Miles David, president of the Radio Advertising Bureau, said last week.

"If we can't sell Washington, forget two billion in business by 1976," he said in a wide-ranging RAB presentation last Tuesday (April 11) at the NAB convention in Chicago.

Mr. David and associates presented plans to help achieve the two-billion-dollar sales year and also advanced proposals to help repel the regulatory attack in Washington.

Speaking 21 years after RAB's formation in 1951—when "there were no complicated issues the industry had to face, merely survival"—Mr. David traced radio's sales growth since then: slow at first but well ahead of other media in recent years (44.7% vs. 27.6% for the 1965-70 period and up an estimated 8.7% vs. 4.4% for other media in the sagging 1971 economy).

If radio can maintain 1971's 8% growth rate, Mr. David said, the two-billion-dollar year will become reality in 1976.

But there is more to sell than radio time, he warned. Washington must be sold or "we could lose the freedom to continue in business," and all private business would be weakened. "The real vast wasteland," he said, "could be America 21 years from now without vigorous broadcast advertising."

Mr. David proposed that RAB, the Television Bureau of Advertising and perhaps other organizations "lend-lease" their communications experience to NAB as "an advisory committee" to develop "a presentation that would be shown to congressmen and their staffs and to regulatory staff members and other influential to underscore the values of the commercial broadcasting system to society."

"This is a time," he said, "when we need all the strength and dedication we can assemble in this industry with the goal of re-selling the American advertising system to government."

On the time-sales front, some of RAB's tools and strategies for improving on 1971's estimated $1.3 billion in radio sales were outlined by RAB Executive Vice President Robert Alter. Among them: Intensified efforts to sell new accounts and expand old ones; closer communication and coordination between RAB and stations in their selling efforts; tailoring radio plans to the advertiser's needs; generation of new ideas through such devices as the 61-one day sales "Idearama" sessions that RAB has scheduled from now through June, upgrading professional salesmanship through one-week schools for salesmen (one will be held this week at the University of Wisconsin and two others will be held on other campuses next month) as well as through RAB's annual sales clinics, and development of new research to help salesmen zero in on targets.

President David revealed that RAB also plans a mixed-media advertising campaign to sell radio and has retained its first advertising agency (Muller Jordan Herrick, New York) to develop the campaign and No Soap Radio, New Yo E., to create the commercials. Stations will be asked to provide air time for the commercials, and stations and others in radio with local print commitments will be asked to donate space for the print phase.

Mr. David also reviewed RAB's work with the American Research Bureau and Pulse Inc. in an effort to improve radio ratings and "bring to the table and the supposed agency domination of how ratings are done." He said that "hopefully, we are going to get total cooperation [from the rating services]. But if the time comes when we need more vigorous momentum for this project, I will count on you to help us persuade the rating services that we have had the idea that agencies are the determinant of our measurement future. Baloney."

Other RAB efforts to help increase sales were reviewed by Vice President Carl Lynecks. Among them was a new accreditation program in which qualifying salesmen will be recognized as "Certified Radio Marketing Consultants," with business-card insignia and wall plaques to show for it.

RAB's David sells
RAB's sales ideas

Miles David, Radio Advertising Bureau president, stressed one of RAB's sales methods—"The consultant sell"—to representatives attending the National Association of FM Broadcasters convention in Chicago last week. Mr. David was confident the sales technique—"selling from the advertiser's side of the desk"—was the key to successful FM radio selling in the '70's.

To maximize radio's sales development opportunity, Mr. David said, "we have to probe systematically for the advertiser's business case history. The objective: to sell radio in a way that exactly fits his needs, which means selling more radio more effectively."

Potentially the "consultant sell" will create more radio accounts and turn non-radio users into major successful radio advertisers, according to Mr. David. He urged executives to open new accounts and sell more vigorously against television and print, rather than try to divide the existing pool of radio advertisers.

Mr. David announced closer cooperation between the RAB and NAFMB whereby nonmember FM stations would be invited to attend future RAB sales clinics.

Gathering together for consumer education

Formation of a National Consumer Information Resources Center, to gather facts and produce information programs for consumers, was announced last week.
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Wage-price freeze: The ice thickens

Nobody could penetrate the complexities of Phase II at an NAB session

Some 100 puzzled broadcast managers and employees attended an early morning workshop at last week's National Association of Broadcasters convention to find out how they can best deal with the wage-price freeze. What they were offered by three highly uncomfortable panelists were such responses as: "I couldn't give you the complete answer," or "That's a question that can't be answered by a general rule.

Indeed, there were virtually no definitive answers given by Internal Revenue Service representative Carroll Holcombe and broadcast attorneys David Maher and Tom Arthur to the complex questions of how wage-price restrictions relate to individual station operations. Among the questions perplexed broadcasters raised for which there seems to be no definite guidelines:

- Can a station eliminate its local rate card and make all advertisers pay a national rate? The panel indicated that broadcasters would not be permitted to raise the price for a service simply by changing the name of the service.
- Can stations raise rates to reflect rising costs of film and syndicated product? Answers ranged from belief that product suppliers are under rate restrictions themselves, to a feeling that there are excluded restrictions under copyrighted programs exemptions, to the theory that if suppliers raise rates so can broadcasters.
- Can stations eliminate its pre-emptible spot discount rates? Panelists somewhat agreed that it is perfectly feasible to eliminate a form of service but that stations can't subsequently increase rates for non-pre-emptible spots.
- Most questions dealt with the station's ability to increase rates based on increased circulation. The indicated answer: If a station had a well-documented history of changing its rates based on cost-per-thousand factors, it would be allowed to continue to do so.

And on the wage side of the ledger, what about a key employee of a station, such as a disk jockey, and the chances of providing him with a larger-than-allowable pay raise in order to retain his services? The only enlightenment IRS's Mr. Holcombe could offer was: "I say that you had a definite problem." Maybe attorney David Maher—a member, as is Mr. Arthur, of the law firm of Kirkland, Ellis & Rowe—pinned the question to the wall when he at one point said: "Now you're going to know how little we know." Perhaps an equally telling indicator of the vast confusion that prevails was offered by workshop moderator Ron Irion, NAB's director of broadcast management, when in one of the few clear-cut assertions, decided that the price and wage boards "are never going to understand our business."

Comcore acquisition expands BBDO's reach

BBDO, fourth largest ad agency in the U.S., extended its overseas operations last week. BBDO owns 30% of Comcore Communications, Toronto-based advertising complex, which has acquired Grant Advertising Inc., Chicago. Because of Grant's extensive overseas billing ($55 million annually), BBDO gained additional "capability" outside of the U.S.

The Grant domestic operation bills $5 million annually. The overseas operation (Grant International) is publicly held and 51%-owned by Grant Advertising Inc., a privately held company. Grant has had financial troubles, attributed chiefly to currency devaluation and some operating losses abroad. It had expected to report a loss of slightly more than $1 million for 1971.

Comcore now will bill over $100 million a year for advertising, fees and related services, as the result of its stock purchase. BBDO gets 30 affiliated offices abroad to those it already has. The 30 will be known as BBDO/Grant, and another six, also overseas, plus the domestic agency, continue under the Grant name.
FTC computerizes ad case handling

The Federal Trade Commission is moving into the computer age. It is establishing an econometric model that takes into account various economic, legal and consumer conditions to help the agency determine which advertising cases are significant and should receive priority handling.

News of the move was announced by Gerald J. Thain, assistant director for national advertising of the FTC's Bureau of Consumer Protection, in a speech to the American Marketing Association in New York (Broadcasting, April 10).

Some of the inputs to the model, according to Mr. Thain, are total industry sales, sales growth, price trends, profit margins, consumer demographics, outstanding consumer credit for the products, consumer complaints and reports of accidents. Also advertising expenditures, research expenditures and the range of product differentiation in the industry.

This information, he said, will help the FTC determine priorities in bringing false and misleading, or anticompetitive advertising complaints against companies on specific products. And, Mr. Thain continued, the agency plans to continue “our vigorous regulation of advertising” including, he said, “more advanced forms” of corrective advertising or other “more sweeping” remedies in order to dissipate the past efforts of illegal conduct.

NCCB on political spots

The National Citizens Committee for Broadcasting petitioned the National Association of Broadcasters last week to adopt a code of ethics for political broadcasting. Included in the code would be a five-minute minimum length of political commercials.

The proposal was made in a telegram sent to the NAB leadership during the association's convention in Chicago. The telegram was sent by Charles Benton, a Chicago resident and son of William Benton, half of the original Benton & Bowles and now president of Encyclopaedia Britannica Inc. The younger Mr. Benton is president of the citizens committee.

Counterads entrepreneur opens shop at convention

Among all the services hawked in Chicago last week, at least one was unique. On the last day of the National Association of Broadcasters convention a Wheaton, Ill., druggist appeared in the Conrad Hilton to sell, of all things, a consultancy for counteradvertising.

For $90 a month a television station may buy professional challenges to the claims made in the food and drug commercials it is scheduling. The rate is lower for radio—$60 for an AM radio station and $45 for an FM outlet.

The originator of the service, Balanced Broadcast Commentary, is H. G. Hartgerink, who said he was a registered pharmacist. Mr. Hartgerink's handbill claimed the additional services of two doctors, two chemists, a dietician and a nurse. From this pool professional criticism will be applied to commercials that station clients submit for scrutiny.

Asked what he thought of commercials now on the air for drug products, Mr. Hartgerink provided an instant evaluation: "They're exaggerations or lies."

Court sets new date on political spending

A special three-judge panel will convene this Friday (April 21) to hear a motion by 42 broadcast licensees for a temporary restraining order pending appeal of the new Federal Election Campaign Act, which went into effect April 7 (Broadcasting, April 10).

An attorney for the licensees noted that the hearing was to have taken place last week, but it was delayed because of conflicting schedules of the judges.

Pigeon Creek, a partially navigable tributary of the Ohio River at Evansville, Indiana, is dangerously polluted. Adopting a practical plan for redevelopment based on research by the University of Evansville, WEHT-TV went on the offensive.

Our newsman Tim Spencer and Hal Wolford took city officials on canoe trips along the ten-mile channel of floating filth. They shot and aired film of this stagnant and festering scar running through the heart of Evansville. Our viewers saw a series of mini-documentaries, news reports, and provocative "WHY?" editorials.

Now WEHT-TV's efforts have begun to show results. In addition to the clean-up campaign, a $12-million flood-control levee is being planned. Land has been purchased for a public Green Belt Park to extend along the entire length of the creek within the city. Other progress is sure to follow.

WEHT-TV will conduct more tours. Air more film. Expose more conditions — until Pigeon Creek becomes an asset to our community. Gilmore Broadcasting Corporation, committed to community action.

THE GILMORE GROUP

James S. Gilmore, Jr. President
How does a station really rate?

Lawyers at NAB try to give some basic formulas for charging political candidates for air time

Broadcasters attending a workshop on legal matters at the National Association of Broadcasters convention last week came away with no hard-and-fast answers on how to interpret their rates under the political-spending law. But they were given some guidelines.

On the workshop panel were Arthur Bernstone, senior attorney in the rules and standards division of the FCC, and Washington communications attorneys Edward Hummers (Fletcher, Heald, Rowell, Kenehan & Hildreth) and Martin Gaynes (Cohn & Marks). John Summers, NAB general counsel, moderated the session.

Mr. Bernstone spoke about that portion of the law requiring broadcasters to charge candidates no more than "the lowest unit charge . . . for the same class and amount of time for the same period" in the 45 days preceding the primary and the 60 days preceding the general election. He said "class" as interpreted by the FCC refers to a station's rate structure (such as run-of-schedule or pre-emptible spots) and "period" refers to time during the day (such as class AA time).

In simple language, he said, the lowest-unit-rate provision means that if a fixed-position spot costs $4 and 500 and is sold to a commercial advertiser for $500, political candidates are entitled to the discount rate. In other words, he said, candidates get a "volume discount without the volume" on the theory that candidates are not in the "business" of running for office 365 days a year. The lowest unit rate is interpreted as applying to candidates on federal, state and local levels, he added.

In response to a question on agency commissions, Mr. Bernstone said that only the amounts stations actually receive can be used to determine the lowest unit rate. If a candidate buys $100 in spots through an agency, he said, the station would usually give the agency a 15% discount, and the net amount to the station would total $85. Therefore, he said, if another candidate wanted to buy the same amount of time without an agency, the station would have to charge him $85. He added that if stations normally charge advertisers for production of spots, they may do so with political advertisers.

May stations establish their own limits on commercial and free time to candidates? Yes, according to Mr. Gaynes. But he said limits must be "reasonable" in the FCC's view and he cautioned stations to "think this out thoroughly" before setting such limits.

Mr. Gaynes's remarks were directed at the portion of the law that empowers the FCC to revoke the licenses of stations "for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by federal-office candidates. Mr. Gaynes said the provision refers to appearances by candidates personally. Stations do not have to curtail commercial advertising to accept political ads, he said, and to some extent they could probably go over their normal commercial limit to accommodate political advertising. But he noted that the "reasonable access" provision would not allow a candidate to reply to a personal attack if he had used up all of the funds allowed him under the law's spending limits. This problem, he said, would be resolved by the courts.

BAR reports: television-network sales as of April 2

<table>
<thead>
<tr>
<th>Day pairs</th>
<th>Total minutes week ended April 2</th>
<th>Total dollars week ended April 2</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>Sign-on-10 a.m.</td>
<td>77</td>
<td>482,200</td>
<td>873</td>
<td>$5,551,600</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>954</td>
<td>7,030,600</td>
<td>11,928</td>
<td>88,845,100</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>307</td>
<td>3,075,300</td>
<td>4,011</td>
<td>58,667,200</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>91</td>
<td>1,753,600</td>
<td>1,167</td>
<td>24,278,000</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>7</td>
<td>98,500</td>
<td>178</td>
<td>4,671,800</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>393</td>
<td>19,470,300</td>
<td>5,144</td>
<td>257,584,500</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>144</td>
<td>1,356,700</td>
<td>1,704</td>
<td>20,860,600</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,973</td>
<td>$33,267,200</td>
<td>25,005</td>
<td>$480,458,800</td>
</tr>
</tbody>
</table>

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Mr. Hummers dealt with the provision that requires a candidate to certify he has not exceeded his spending limits before he can buy broadcast time. He said there are constitutional problems with the provision because it also requires certification that time is being purchased for an individual who is not yet an announced candidate, and when it is being purchased to run advertising against a candidate. When in doubt, he said, stations should require certification because without it charges for time cannot be made.

Last-ditch efforts fail to save L&N

Lennen & Newell was declared bankrupt on April 10, a little over two months after the advertising agency had filed a petition in New York under Chapter 11 of the Federal Bankruptcy Act.

Under Chapter 11, the agency could have remained in business, set up a plan for paying creditors and subsequently reorganized.

For L&N, which in 1970 billed $140 million a little over $100 million in 1971, it was the end of a financial slide.

With accounts defeacting at an accelerating rate in late 1971 and early 1972, L&N found it difficult to honor payments to media. In its filing in February (Broadcasting, Feb. 7), the agency showed almost $11 million in liabilities and over $6.3 million in assets (over $4.8 million of this figure in accounts receivable).

Between the time the agency filed under Chapter 11 and last week's adjudicated bankruptcy, Lennen & Newell had sought desperately to salvage the operation. At one point, an agreement with its creditors appeared near, but this fell apart as the agency failed to retain clients.

An attorney representing L&N in its petition had indicated a plan for settlement of the agency's debts calling for a 50% payment of claims. This was withdrawn in late February with a report that a publicly held company would take control of the agency and make a new offer of a stock settlement. This did not materialize.

'TV advertising is a necessary evil'

TV advertising's bad marks are for in- suitos to the intelligence, unrealistic approaches to which one finds it difficult to relate and an impression that it is devious or dishonest.

Its good marks are for its use of humor, particularly when it is relevant to the selling message, and for its help to the economy (responsible for more products and services with these, more production and jobs).

In substance, these were the findings of Cunningham & Walsh in conducting interviews with hundreds of consumers at different economic levels in different areas of the country as to "attitudes to
To our knowledge, no California radio group has ever had a four-for-the-price-of-three sale.
So, just this once, we’re going to bribe you with Sacramento.
We figure that’s all it’ll take. Our soft, smooth sound is attracting more listeners every week.
And our format, with only 4 commercial interruptions per hour is making our advertisers very conspicuous.
Offer expires July 31, 1972. Only one free city to a customer, please.
Call John Potter at (213) 388-3407 (Los Angeles) or Adam Young at (415) 986-5366 (San Francisco), (312) 642-6190 (Chicago), (212) 751-4848 (New York).

KPSC Sacramento/KPSJ San Jose/KPSA Los Angeles/KPSE San Diego
PSA Broadcasting 3225 N. Harbor Drive, San Diego, CA 92101
Network TV rallies in first quarter

Billings were nearly 9% over last year, just 4% under the '70 record year

Network television billings totaled $451.2 million in the first quarter of this year, up 8.9% over the similar period in 1971.

The Television Bureau of Advertising reported Broadcast Advertisers Reports figures last week showing advertiser investments of $154.1 million for March, a 7.9% increase over the same month in 1971. The upbeat report found billings in the weekend daytime segment registering the largest gain, up 28.8% to $55.6 million in the January-March 1972 period. Nighttime billings increased 6% to $301.2 million, and weekday daytime 8.6% to $94.4 million.

In comparison with 1970, network TV's best year in total billings and the last before the withdrawal of cigarette advertising, the 1972 first quarter figures ran 4% behind.

March was the highest billing month in the quarterly period for each of the networks.

Network television time and program billing estimates by day parts and by network (add $500)

<table>
<thead>
<tr>
<th>Network</th>
<th>Daytime</th>
<th>Mon.-Fri.</th>
<th>Sat.-Sun.</th>
<th>Nighttime</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$44,047</td>
<td>$44,047</td>
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</tr>
<tr>
<td>CBS</td>
<td>$44,047</td>
<td>$44,047</td>
<td>$44,047</td>
<td>$44,047</td>
<td>$44,047</td>
</tr>
<tr>
<td>NBC</td>
<td>$44,047</td>
<td>$44,047</td>
<td>$44,047</td>
<td>$44,047</td>
<td>$44,047</td>
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</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>Year-to-date</th>
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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$55,687</td>
<td>$55,687</td>
<td>$55,687</td>
<td>$165,658</td>
</tr>
<tr>
<td>CBS</td>
<td>$55,687</td>
<td>$55,687</td>
<td>$55,687</td>
<td>$165,658</td>
</tr>
<tr>
<td>NBC</td>
<td>$55,687</td>
<td>$55,687</td>
<td>$55,687</td>
<td>$165,658</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising

BusinessBriefly

Ford Motor Co., marketing division, through J. Walter Thompson Co., both Detroit, will sponsor Mutual's 25-minute Ara Parseghian Show next fall. Program is to be broadcast before each Notre Dame football game and feature Irish's coach discussing upcoming game (Broadcasting, April 10).

Firestone Tire & Rubber Co., Akron, Ohio, through Sweeney & James, Cleveland, and KIL Corp. (home and industrial tools), Chicago, through N. W. Ayer & Son, Chicago, will sponsor 18 special reports on Indianapolis 500 auto racing event over NBC Radio's Monitor program service on May 27, starting at 10:35 a.m. and continuing to conclusion of race.

Borden Chemical Co., Columbus, Ohio, for Elmer's Glue-All and School Glue, plans new campaign to run from April through May and from August through September on ABC-TV, CBS-TV and NBC-TV as well as in spot in 30 top markets. Three 30-second spots created by Conahan & Lyon, New York, will be telecast in both daytime and nighttime programing.

Faberge Inc., through Nadler & Larimer, both New York, will sponsor one-hour documentary, Space in the Age of Aquarius, on Hughes Sports Network Thursday, April 13 (time and date may vary in some markets). Special stars Hugh O'Brian with Jonathan Winters and Dr. Wernher Von Braun.

SERO of New Haven, New York, through Harold M. Mitchell will advertise his shirts with spot-TV in markets across U.S. beginning in May. Theme of new campaign: "Nothing is obvious except the quality."

Noxell, Baltimore, through William Esty, New York, is continuing its trade-out association with Winters/Rosen Distribution's half-hour, prime time series, Rollin' on the River for another season. Show is currently in about 165 markets. Noxell sold off alternate minutes in musical-variety series to Coca-Cola during first season. Coca-Cola has not decided whether to continue in show.

Allied Radio Shack, Fort Worth, broadcast equipment manufacturer, through Bloom Advertising, Dallas, will make its first network-TV appearance as participating sponsor in NBC-TV National Football League coverage on 13 dates beginning Sunday, Oct. 15.

American Motors, through Wells, Rich, Greene, New York, will be sole sponsor of eight broadcasts of five-minute weekly series Mr. President on Mutual Broadcasting System beginning in June. Series highlights dramatic incidents involving little-known facts about U.S. presidents.

RepAppointments

- WXXI(FM) Jackson, Miss.: Bernard I. Ochs Co., Atlanta.
THE GOLDDIGGERS
STAND UP & CHEER (JOHNNY MANN)

GENE BARRY
as
"THE ADVENTURER"

JONATHAN WINTERS

HENRY MANCINI

Call Les Wallwork and the Western International Syndication team in Los Angeles. Collect-(213) 659-5711
Rates to go down for radio music?

Stations' negotiators stick by their demands to halve ASCAP fees

Leaders of the All-Industry Radio Station Music License Committee expressed confidence last week that they could win "a significant reduction" in the fees stations pay to use the music of the American Society of Composers, Authors and Publishers.

Harold R. Krelstein of Plough Inc., a member of the committee, held out that expectation in a report to the NAB convention. Emanuel Dunnett, New York counsel to the committee, also told the radio session that he had rejected a federal judge's offer of a 10% reduction in setting the interim rate—the one at which stations will pay while the question of a "reasonable rate" is being litigated—because "I think radio deserves more and will get more."

Mr. Krelstein and Mr. Dunnett reviewed the committee's court arguments that the interim fee should be 50% of the fee provided in the contracts that expired Feb. 29. This is justified, they contended, because ASCAP's radio-station revenues rose 70% between 1963 and 1971 (from $11.06 million to $18.3 million) although radio's use of ASCAP music declined 36% in the same period, and because local radio's "effective" ASCAP rate is 50% higher than local TV's rate (Broadcasting, March 27). ASCAP is seeking a continuation of the 2% rate provided in the old contract.

The committee representatives said the court is expected to set the interim fee this month and that when it does they will notify the 1,300-plus stations represented by the committee. In the meantime, they said, these stations—and any others that join them—should not make payments to ASCAP for March or April.

Mr. Dunnett said the committee hoped to achieve "modernization of procedures" through modification of ASCAP's per-program licenses. This was in response to questioning by a broadcaster who complained that although his station was heavy in news and sports it had to pay ASCAP more than some competitors who played more music.

Aside from the court proceedings, Mr. Krelstein said, the committee is negotiating with ASCAP for "a substantial reduction" in the ASCAP commercial fee, elimination of the sustaining fee, an incremental formula whereby the rate on radio revenues beyond a certain base level would be 50% of the base rate and, among other objectives, a 20% optional standard deduction for stations and reduction of reports to ASCAP from a monthly to an annual basis.

"These negotiations are continuing but we cannot predict the outcome," Mr. Krelstein added.

Music-license group gives status report

Television broadcasters were assured last week that the continuing goal of the All-Industry Television Station Music License Committee is "to reduce [music] license fees, not maintain the status quo."

The assurance was extended by Leslie G. Arries Jr., of WBN-TV Buffalo, N.Y., chairman of the license committee, in a status report at the television assembly of the National Association of Broadcasters convention last Monday (April 10).

The committee is currently "between negotiations," so far as basic music-license contracts are concerned. It negotiated a 10-year contract with the American Society of Composers, Authors and Publishers more than two years ago, providing for TV station payments at reduced rates, and reached a parallel agreement with Broadcast Music Inc. a year ago (Broadcasting, April 5, 1971).

He indicated last week that the committee expects at some time to negotiate with SESAC. It has not done so in the past.

He held out some hope that broadcasters in time might succeed in getting "peruse" music licenses, under which they would pay only for the music they actually use. This hope, Mr. Arries indicated, stemmed from a federal district judge's refusal last summer to summarily dismiss a suit filed by CBS-TV that seeks per-use licenses from both ASCAP and BMI.

Mr. Arries noted that the committee is bound by the terms of the ASCAP contract to play a role in administering it, and is also involved in projects of its own. One of these, he said, is a sampling of stations, due to start shortly. The project will compile data on television stations' use of music. A pilot study is currently being conducted in cooperation with WNEW-TV New York, he reported.

About 30% of all commercial TV stations currently support the committee financially, Mr. Arries said, urging other stations to join up. He also reported that about 90% of all stations have signed the new contract with BMI—which took some time to put into writing after the basic agreement was reached a year ago—and recommended that the rest go ahead and do so.
A PAT ON THE BACK FOR OUR COMPETITORS!

Reading the advertising in the April 5 issue of Variety* we note with satisfaction that our competition has been doing well. Our friends at Viacom have announced “The Price is Right” as sold in 14 markets including the 5 NBC Owned and Operated Stations. Over at Firestone Program Syndication Co. they’ve announced as sold “I’ve Got a Secret” to the 5 CBS Owned and Operated Stations.

For these sales efforts we sincerely feel that these two competitors of ours deserve a pat on the back—a small one!

While it may seem a bit immodest, we’d like to tell you about our sales efforts on behalf of Chuck Barris’ new winner—THE PARENT GAME!

In just 27 working days** we’ve sold THE PARENT GAME in 32 markets.

Of these 32 markets 8 are in the first 10 rank and include all 5 ABC O&O’s; 9 are in the second ten rank; 7 are in the third ten rank.

Here are the markets, call letters, and date of sales of all stations sold through noon of April 4:

<table>
<thead>
<tr>
<th>MARKETS</th>
<th>CALL LETTERS</th>
<th>DATE SOLD '72</th>
<th>MARKETS</th>
<th>CALL LETTERS</th>
<th>DATE SOLD '72</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spokane</td>
<td>KREM-TV</td>
<td>Feb. 28</td>
<td>Dallas</td>
<td>WBAP-TV</td>
<td>Mar. 15</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW-TV</td>
<td>Feb. 28</td>
<td>Orlando</td>
<td>WFTV</td>
<td>Mar. 15</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPVI-TV</td>
<td>Mar. 1</td>
<td>Tampa</td>
<td>WTVT</td>
<td>Mar. 16</td>
</tr>
<tr>
<td>New Haven</td>
<td>WTNH-TV</td>
<td>Mar. 2</td>
<td>Indianapolis</td>
<td>WLWI</td>
<td>Mar. 17</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW-TV</td>
<td>Mar. 3</td>
<td>Atlanta</td>
<td>WSB-TV</td>
<td>Mar. 20</td>
</tr>
<tr>
<td>Houston</td>
<td>KTRK-TV</td>
<td>Mar. 6</td>
<td>Minneapolis</td>
<td>WCCO-TV</td>
<td>Mar. 21</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-TV</td>
<td>Mar. 7</td>
<td>Miami</td>
<td>WCKT</td>
<td>Mar. 22</td>
</tr>
<tr>
<td>Portland</td>
<td>KGW-TV</td>
<td>Mar. 8</td>
<td>Birmingham</td>
<td>WAPI-TV</td>
<td>Mar. 23</td>
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<tr>
<td>Greenville</td>
<td>WFBC-TV</td>
<td>Mar. 9</td>
<td>St. Louis</td>
<td>KTVI-TV</td>
<td>Mar. 24</td>
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<td>San Diego</td>
<td>KFMB-TV</td>
<td>Mar. 10</td>
<td>Kansas City</td>
<td>KCMO-TV</td>
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<tr>
<td>Cincinnati</td>
<td>WCO-TV</td>
<td>Mar. 13</td>
<td>Shreveport</td>
<td>KSLA-TV</td>
<td>Mar. 29</td>
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<tr>
<td>New York</td>
<td>WABC-TV</td>
<td>Mar. 14</td>
<td>Boston</td>
<td>WCVB-TV</td>
<td>Mar. 30</td>
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<td>Chicago</td>
<td>WLS-TV</td>
<td>Mar. 14</td>
<td>Toledo</td>
<td>WTOL-TV</td>
<td>Mar. 31</td>
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<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>Mar. 14</td>
<td>Sacramento</td>
<td>KOVR-TV</td>
<td>Apr. 3</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO-TV</td>
<td>Mar. 14</td>
<td>Denver</td>
<td>KOA-TV</td>
<td>Apr. 4</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KABC-TV</td>
<td>Mar. 14</td>
<td>Nashville</td>
<td>WSIX-TV</td>
<td>Apr. 4</td>
</tr>
</tbody>
</table>

If your market is still open, you’d better call us or your rep today. They’re going fast!

Oh! Just one more thing, if our competition deserves a small pat on the back, maybe—just maybe—we deserve a bigger one!

SANDY FRANK PROGRAM SALES, INC.

THE ACTION COMPANY

EXCLUSIVE DISTRIBUTOR OF THE PARENT GAME

790 MADISON AVE., NEW YORK, NEW YORK
212-752-6239

* The April 5 issue of Variety closed for advertisers at noon on April 4.
** We are certain that since April 4 both Viacom and Firestone Program Syndication Co. have sold more stations. So have we! They include: WMAL-TV, Washington, D.C. Apr. 6; WRGB-TV, Albany/Schenectady Apr. 6; XTOL-TV, Tulsa Apr. 6; KATV, Little Rock Apr. 6.
Stanton catalogues dangers to media

Broadcast statesman, honored for turning back threats to freedom, warns erosion is ever present

CBS Vice Chairman Frank Stanton, a year ago in the eye of a storm over the CBS News program The Selling of the Pentagon, last week cautioned the National Association of Broadcasters that “the freedom of broadcasting to do its job” still is threatened by “insidiously erosive” requirements and restraints. Speaking before a convention luncheon honoring him for “highest achievement in the public interest and in the forward progress of the broadcast media,” Dr. Stanton cited an inventory of existing and proposed restrictions hanging over broadcasting. Among them:

• Compulsory access to the air (“which would strip the licensee of the responsibility of what he broadcasts, even though he is held accountable for it”).
• Fairness doctrine (“tortured applications” which reduce “to an absurdity any valid concept of fairness to the listener and viewer”).
• Bans on broadcast advertising (“of lawful product. No advertising is permitted in all other media”).
• Counteradvertising (which, through the compulsory allocation of broadcast time, “would destroy one of the main springs of our economy”).
• Governmental dictation of program formulas for time periods and types of audiences (“the ultimate example of Big Brother dividing the entire population into rigid, fixed categories”).

Dr. Stanton pointed out that these hovering restrictions—real and suggested—compound by “the constant threat of investigation,” are “insidious” because they are issued in the guise of “well-intentioned” purposes. He “readily” admitted that The Selling of the Pentagon program “was not flawless” and that as a result CBS News conducted “exhaustive studies” not only of the factual basis of the program, but as to how the reporting and editing of broadcast journalism generally can be improved. Out of these studies have come updated standards for news and public affairs broadcasts.

“We must be willing and prompt to change when change is in the public interest. We must prove, by our actions, rather than our words,” Dr. Stanton emphasized, “that the way of freedom is more than the pale afterglow of ancient visions of the good society.” Instead, he made it clear, “freedom must be the determining, lasting condition in which the institutions of our society, including broadcasting, are strong and healthy and best capable of fulfilling their mission.”

At the conclusion of his address—greeted as was his introduction, by a standing, sustained ovation—Dr. Stanton was presented with a first-edition set of the three-volume “American State Papers.” The volumes, it was noted, contain this quotation from Chief Justice John Marshall: “However desirable those measures might be which might correct without enslaving the press, they have never yet been devised in America.”

The NAB, describing its tribute as “unprecedented” in the history of the association, praised Dr. Stanton for “his leadership, his wisdom, his devotion to the objectives of the American democratic society, his tenacity, boldness and courage in furthering broadcasting’s capacity to achieve those objectives: and for his uncompromising rejection of encroachments upon radio’s and television’s freedom and capacity to advance the greater public interest.”

Macdonald seeks repeal of 315 for top two

House Communications Subcommittee Chairman Torbert H. Macdonald (D.-Mass.) last week introduced a bill to repeal the Communications Act’s equal-time provision for presidential and vice-presidential candidates. An identical bill cleared the Senate last month by a comfortable 67-to-13 margin, but a stiff partisan battle is expected in the House (“Closed Circuit,” April 10). The Nixon administration, which opposes the bill but did not mobilize Senate Republicans, will be much more active in preparing for a floor fight in the House.

That arena may be its only hope for a direct shot at the bill, since Chairman Macdonald is not expected to hold hearings on it. His subcommittee and the parent Commerce Committee considered the issue last year when they wrote a limited repeal of the equal-time provision into their version of the campaign-spending bill.

After President Nixon indicated that he might veto the entire measure if it contained a repeal only for presidential and vice presidential candidates, Congress considered and rejected a proposal that extended the repeal to include Senate and House candidates. Section 315 was left unchanged when the spending bill became law.

The first voice to be heard in opposition to the bill last week was a subcommittee Republican, James M. Collins (Tex.). He was quoted by UPI as having labeled it “some kind of Democratic trick.” Said Mr. Collins: “I just can’t imagine the President lowering himself to this type of debate. The Democrats are desperate.”

Mr. Macdonald emphasized in a statement that the bill does not require debates or “any special format,” but simply enables the networks to devote “more free time” to discussions involving the major candidates. “That all-pervasive medium, television, should not be shackled by a rule that requires it to make the same amount of time available to fringe-party candidates that it does to the major parties,” Mr. Macdonald said.

Police raid ‘Hair,’ block news coverage

A radio newsman and two local newspaper reporters were involved in a skirmish with police during a performance of the rock musical “Hair” in Augusta, Ga., two weeks ago.

Local police threatened to arrest 12 cast members of the company after a first-act nude scene. The three newsmen—Bob Young, WBRQ-AM-FM Augusta; Frank Adams, Augusta Chronicle, and Gordon Gardner, Augusta Herald—rushed backstage to report the action. But when they got there, plainclothesmen turned them away, even after the reporters had presented their press credentials.

One detective approached WBRQ’s Bob Young and turned off the tape-recorder he was using to record an ex-
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change between Police Chief James G. Beck and the show manager.

Wang manager Ed Dunbar decried the police action, saying that "to turn off a radio reporter's recorder is tantamount to taking away a newspaper reporter's pad and pencil . . . While the police most certainly have to perform their sworn duty without undue interference, we, too, have an obligation to perform our responsibility, pay more, our duty, to inform the public concerning public affairs."

During the backstage confrontation, police had also threatened to lift newspaperman Adams's press card.

Two days later, Police Chief Beck held a news conference at which he apologized for the police actions against the newsmen.

Swapping newsmen with other nations

A buddy system, between American broadcasters and those in foreign lands, has been suggested by the Town Affiliation Association, Washington.

The organization, allied with the National League of Cities, also in Washington, has since 1956 arranged sister-city relationships between 380 American cities and 450 cities abroad.

Now the Town Affiliation Association is suggesting that U.S. broadcasters engage in an exchange program for foreign and U.S. broadcast journalists.

A New Public Affairs: after the storm

With the Vanocur-MacNeil controversy behind it, the series quietly begins to make its mark.

It began as a quietly ambitious attempt to capture the tang, crosscurrents and significant detail of an American political year. Then, abruptly, well before it went on the air—A Public Affair lived up to its title; it became an issue in its own right. The White House and its allies made no secret of their outrage; public television was backed by federal money, hired Sander Vanocur for $85,000, hired Robert MacNeil for $65,000, and turned the two of them loose on America. From the administration's viewpoint, the salaries alone were bad enough; that they were paid to form new news media was worse; that they were paid to these newsmen—described vaguely as "liberal," but perceived by some as a balding Yippie and his icy blond sidekick—was intolerable.

As it happened, the entire debate tied in with broader administration attacks on the entire direction of public broadcasting. Charges of excessive centralization, too little attention to local needs, too much copying of the commercial networks, were heard. Clay T. Whitehead, director of the Office of Telecommunications Policy, publicly questioned whether national public television should carry any public-affairs programs, let alone this one.

Some saw in the political collision a threat to the effective survival of national, federally funded noncommercial broadcasting.

What happened after that is hard to describe. There was no "resolution." No "victor," no magic conversion on either side; the argument just ran out of fuel. The issue of funding for public broadcasting still occupies Congress, but the issue of Sander Vanocur and Robert MacNeil has almost faded from view.

Meanwhile, with far less fanfare (an ounce of political controversy is apparently worth a pound of daily life), a new series went on the air three months ago. It is called A Public Affair/Election '72; it is, as intended, a quietly ambitious weekly look at the unfolding political year.

The program's reception by critics, PTV managers and (so far as can be determined) the public makes last fall's controversy seem even more remote. A Public Affair has been enthusiastically received by most critics. Inside public television there is neither wild excitement, outrage nor boredom; the series is generally seen as a solid addition to the schedule, not as a breakthrough. The best available reactions of public reaction indicate that A Public Affair is slowly building an audience and an image, but certainly not running away with the viewers even by public TV's modest standards. As a magnet for PTV, it is not the Sesame Street of public-affairs programs.

It does, however, seem to be drawing stronger and better reaction in larger markets. Jonathan Rice, program director of KQED(TV) San Francisco, calls it "an important and valuable kind of thing. It's important that public TV be looking at the political scene."

Sam Silberman, program director of WQED(TV) Pittsburgh, adds that it's "the only public program that addresses the interconnection by presenting highly topical programs." Bob Wilson, general manager of KERA-TV Dallas calls it "a terrific addition to the schedule," and totally rejects "the idea that it's doing what the commercial networks are doing."

The chief complaint from major markets is not about the series itself, but about the relatively little effort and money devoted to promoting it. In these cities, station enthusiasm appears to be out-running public awareness of the programs. It is almost as if A Public Affair had been brought into the world with a low profile because of last fall's controversy (though the real reason appears to be financial).

In medium and smaller markets, the reaction can only be described as vaguely favorable. (One Midwestern manager said, with some satisfaction: "I haven't had any complaints about it.") The consensus there is that A Public Affair, like many PTV programs, is taking time to find itself and build its audience.

It wouldn't be on the air yet at all if the news executive who oversees it could have taken the time he wanted. When James Karay, a veteran of public television, was named last year to head a new production center called the National Public Affairs Center for Television, he would have preferred to spend a year building a staff and changing its purposes. "But we just didn't have that luxury," he says. "We had to get on with the job of covering the political year."

He also had to find a different way to do that job. A severely limited budget made such ambitious undertakings as a nightly program impossible; besides, Mr. Karay says he's "philosophically opposed" to that idea for public television.

What A Public Affair eventually became is the product of endless discussions between Mr. Karay and the first three, key men he hired: Bruce Cohn (formerly with ABC News), the executive producer, and Messrs. Vanocur and MacNeil, the "senior correspondents." The program title is attributed not to these men but to Sidney James, board chairman of soon-to-be-merged NPACT and WETA-TV Washington. But the concept is theirs: a weekly, half-hour program that the series turned into the evolving political year from the stand-
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point of the electorate rather than the candidates.

That is part of what it has become. There has been a study of the grass-roots selection of delegates in Iowa, a look at the concerns of a carefully selected "typical American family," and views of such voting blocs as labor, blacks and the young "non-college" group. But other programs have gone beyond the electorate to give it an overall view of the campaign—including examinations of the political reporter's role in presidential politics, the question of campaign financing and the problems of being a "front-runner."

(The last program produced a problem that affects all of television and especially public television. It was originally titled "Muskie: The Problems of a Front-Runner"; when the legal department warned that there might be an equal-time problem lurking in that title, the name "Muskie" was dropped.)

There have also been special broadcasts such an hour-long post-mortem on the Wisconsin primary, and more are to come. The program's present thrust as summarized by Mr. Cohn is this: Most people don't have any idea how the hell a President is really elected. They see 1,500 delegates at a convention, but they don't know how all those people got there. I like to think that if a man from Mars dropped to earth next November 10, and read a year's worth of our scripts, he'd have a pretty good idea of the real mechanics of how a President gets chosen.

The two correspondents who try to bring that idea to life on camera appear to relish what is, for both of them, a radically new environment. "There are three luxuries we had in preparing this program," Mr. Vanocur says. "One is time; two is the ability to make mistakes; three is the pleasure of working with a small unit. I can't emphasize enough the importance of this smallness; it's much like NBC when I joined in 1957."

But if there is a central difference between what they do now and what they did with commercial television, the difference as they see it is the freedom to be reporters. Mr. MacNeil—who has worked both for NBC and the British Broadcasting Corp.—says: "What I've tried to insist on is that I want to report. I don't want to sit there reading some crap somebody else has written. The networks are full of very talented people who are intellectually and professionally constipated. A seasoned reporter will go out all day, then come in the evening and get one minute to squeeze one inch of toothpaste out of the tube of his mind. The hardest things in TV are to find a role for the reporter—to make him a real reporter—and then come in with that irreplaceable experience on the air."

Mr. Vanocur concurs. "My complaint about network news is that it's over-produced," he says. "I learned to hate being referred to as 'talent'; I ain't goddam talent, I'm a reporter."

Each man gets an abundance of opportunity to prove that point. In most cases, one or the other is the reporter for a particular weekly filmed segment. The only concession to an older sense of "news" is a brief segment called "Campaign Update," which appears at the conclusion of most weekly programs. Here the preceding week's developments are summarized and analyzed.

With the worst of its own political problems apparently behind it, A Public Affair is running along on a weekly budget of about $20,000, a staff of 28 and a backlog of topics sufficient to carry it almost to the political conventions (plans for coverage there are undecided). NPACT has also assumed the responsibility for producing such older PTV programs as Washington Week in Review and Thirty Minutes With . . ., but A Public Affair is its real experiment.

After the political year, Mr. Karayn hopes to expand the shows to one hour and deal with a broader range of subjects. At contract time, there may also be renewed controversy over the two network newsmen he hired.

For now, however, those connected with A Public Affair are preoccupied with refining their weekly inquiries into American presidential politics. Sander Vanocur talks about the need to ascertain, not just the "issues" of 1972, but the "substructure" of America—the electorate's poorly expressed needs and concerns, things that transcend political categories. At the same time, he says, the way to get at that substructure is to focus on the concrete, the individual ("People and our 'big picture' in this country"). The goals are at once terribly broad and very detailed; they probably couldn't be fully realized with Three Wise Men and 10 times the budget.

But the series, its political problems behind it, is at least under way. By commercial viewing standards, it's happening almost in private, but the former network newsmen profess to be unconcerned. "I've learned," Mr. Vanocur says, "not to think about that anymore."

Narrow miss for Nixon

A threat that coverage of President Nixon's trip to Canada would be blacked out by television technicians there was averted at the eleventh hour last week when the CTV Television Network obtained a court injunction against union picketing. The National Association of Broadcast Engineers and Technicians has been conducting a series of wildcat strikes against the Canadian Broadcasting Corp., and threatened to picket CTV when it agreed to originate for CBC and American and European networks.
Inside China with Marshall Davidson

The CBS newsman tells the human-interest side of the President's trip

As would any proud tourist back from an unusual expedition, Marshall B. Davidson, the CBS News representative in the pooled coverage of President Nixon's trip to China, came back to tell his peers all about the once-in-a-lifetime experience. Appearing at the opening luncheon of last week's NAB convention, Mr. Davidson was able to present some impressive statistics: In the eight days the President was in China, the three TV networks' two remote vans covered 18 locations in three cities and transmitted 52 hours of material via satellite at a cost of about a half-million dollars. But beyond the bare facts, Mr. Davidson told of many surprises, frustrations and seemingly impossible challenges.

Initially, a Boeing 747 was to be outfitted as an entire broadcast center, but instead the Chinese without fanfare constructed in three weeks a 13,000-square-foot broadcast center next to the airport in Peking, complete with hot and cold running water in the film-processing room and two sitting rooms where hot tea, candy and fresh fruit were always supplied. (For technicians too tired to travel to a hotel in downtown Peking some 18 miles away, a small hotel was built next to the transmission center.)

The fork on the forklifts in China were too short to unload the C-141 transport plane from the U.S., forcing equipment to be unloaded piece by piece, instead of pallet by pallet—a process taking eight hours longer than expected.

The Chinese insisted on and were given a complete inventory of everything brought in, including coffee, bouillon cubes, instruction manuals, diagrams and schematics.

Told that the visitors were enjoying the pool table in their hotel, the Chinese set up a ping-pong room, pool room, three bowling alleys, and a half-court basketball area in the basement of the cultural palace for the exclusive use of the Americans supplying the pooled coverage to the U.S.

A Chinese driver ran one of the mobile units into a local bus and the Chinese only accepted responsibility when the Americans, one of whom broke a glass display case in a fit of temper, promised not to cause any more such breakage.

Displaying almost a compulsion for perfection the Chinese would not allow prerecording of the President's motor route into Peking until arrangements were made to change all traffic lights into town to green and to have policemen all along the 18-mile route.

Reporters and White House repre-
sentatives were unaware that the President was to be late for his first meeting with Prime Minister Chou En-lai and the information was revealed only when a Chinese official, feeling sorry for an American cameraman holding a PCP 70 camera in anticipation of the meeting of the two statesmen, was told he could sit down because his President would be delayed.

Was Mr. Davidson happy to be a part of these unorthodox yet historic doings? "Certainly interesting and challenging," said the CBS News vice president, operations, "but I don't think I would want to do it again."

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### Urging-on for broadcast journalists

Many voices, one thought for managers, newsmen:

News coverage is sine qua non of radio-TV media

Broadcast journalists—and their station managers—were told forcefully last week that news is the broadcaster's most important product and that timeliness in supporting it or in covering it will lead to "absolute oblivion for this industry."

Moreover, on the means-to-the-end front, they learned that the day of less expensive but broadcast-acceptable super-8 film for hard news coverage is about to dawn.

The status report on super-8 film and TV equipment to show it came from Sheldon Nemeyer, manager of equipment service for NBC News film. The admonition for aggressive news coverage was issued by Eldon Campbell, vice president and general manager of WFBM-TV's Indianapolis. Both were among highlights at early bird workshops on TV news at the National Association of Broadcasters convention last week.

Mr. Nemeyer traced NBC's work over the years in developing 8mm equipment for use in news coverage. He said he was satisfied that, although 8mm picture quality looks definitely inferior when shown side-by-side with 16mm, just as 16mm looks "like manure" alongside 35mm—super-8 when seen by itself, using original films rather than prints, is "usable" for hard-news coverage.

The cost of super-8 raw stock, Mr. Nemeyer said, ranges from one-half to one-fourth that of 16mm. He estimated that NBC News uses 24 million feet of raw color stock, or $1.8 million worth, each year. If super-8 were used instead, the cost would fall well below $1 million and perhaps below $500,000.

Asked about the cost of installing super-8 equipment, he noted that there is none of professional quality on the market, but he suggested that a station might convert present equipment for about $2,000, perhaps less.

Charles Harrison, news manager of WGN-TV Chicago, moderator for the sessions, said he understood that KQTV Dubuque, Iowa, had been showing news on 8mm for six or eight months and that KRKR-TV Redding, Calif., either had recently converted to all-super-8 or soon would. Mr. Nemeyer estimated that 30 to 50 stations either were using super-8 occasionally or had been seeking information about it.

Portions of the workshop were filmed in super-8 for showing later during the convention.

After a report by Chet Casselman of KSFO(AM) San Francisco, president of the Radio Television News Directors Association, on problems facing broadcast newsmen, WFBM-TV's Mr. Campbell told the workshop that "Congress is telling us in the loudest voice ever that they respect news—and fear news." Through their own actions and attitudes, he added, the FCC and state and local governments also make clear that "news is the most important thing we have." As for viewers, repeated polls conducted for the Television Information Office and most recently one for TV Guide (Broadcasting, April 10)

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have demonstrated that "the public respects and does not fear news."

In these circumstances, Mr. Campbell maintained, broadcasters must resist the temptation to be "timid" in the face of government criticism and, to the contrary, must strengthen and improve their news operations. He called particularly for wider support of RTNDA, saying "it's a disgrace" the association "has to get by on a $25,000 to $28,000 budget."

Some of RTNDA's efforts to improve broadcast news operations, including plans for this year's series of one-day regional seminars, were outlined by William Garry, manager of the Chicago bureau of UPI Television News, and moderator Harrison. Two new programs initiated by REA Express to speed delivery of newsfilm—use of special labels and inauguration of a "guaranteed same-day service"—were described by Kenneth Hoffman of REA, Los Angeles.

The urging-on of broadcasters to greater news efforts was voiced in two other Chicago forums last week.

Elie Abel, dean of the graduate school of communications at Florida Atlantic University and a former NBC newsman, called for more investigative reporting and more documentaries by broadcast journalists. He warned against the over-reliance by many broadcasters on Associated Press and United Press International news services. Such dependence, he said, "reduces the broadcast newsman to the role of processor and disseminator of second-hand information."

Mr. Abel made his remarks in presenting the Major Armstrong Awards at the convention of the National Association of FM Broadcasters in Chicago last week (BROADCASTING, April 10).

Mr. Abel also urged broadcasters to supplement wire service news by stressing "the concerns of his audience." This can mean controversy, he said, but there is no way around it. Otherwise, he said, the information and news that is broadcast is nothing but "pabulum and cotton candy."

Speaking to the Association for Professional Broadcasting Education, Sig Mickelson, vice president-international and television, Encyclopaedia Britannica Educational Corp., and former CBS News and Time-Life Broadcast executive (and now teaching at Northwestern University), stressed the problems coming up with the advent of regular use of satellite systems on the verge of being compounded by the establishment of domestic satellite systems.

Noting that the burden of charges for small nations in using international satellite communications is onerous, Mr. Mickelson called for a tax on high density users for the benefit of low traffic users. Mr. Mickelson also called for the establishment of some sort of a clearing house for the exchange of information on the economics, technology and other phases of satellite communications and its impact on broadcast news and cultural programs.

The AP cooperators win organization's praise

The Associated Press Broadcasters Association cited 25 radio and television stations for outstanding news cooperation at the association's winter meeting in Phoenix. The top-four award winners, all radio stations, received plaques, and, in addition, 21 radio and television stations were presented honorable-mention certificates.

Plaques will go KFOD (AM) Anchorage; WAKV (AM) Louisville, Ky.; W3GO (AM) Asheboro, N.C., and KLON (AM) Omaha.


Momma knows best?

The promotional spot shows a kitchen where an unmistakable Jewish momma is tossing soup from a pot. She offers a taste to someone out of camera range. The camera pulls back to reveal the KABC-TV Los Angeles "Eyewitness News" team sitting around the kitchen table. "So tell me, Joe," the little old soup-maker asks co-anchorman Joseph Benti, "what's new?" A quick cut shows the news team in the studio broadcasting. Back to the kitchen where the momma, looking at her TV set, announces, "Eyewitness News. It's like hearing it from a friend."

This "Like Hearing It from a Friend" campaign was put together by KABC-TV's advertising and public relations department and the advertising agency of Richter & Mracky-Bates, Inc., Los Angeles, to call attention to the station's "it's-all-that-but-bad" style of news reporting. Backing up the TV promotion are magazine ads that make a "special introductory offer" to try the KABC-TV news team ("If you're not completely satisfied that our news is not only accurate but downright human, we'll gladly refund your average, everyday newscaster").

A clip-out coupon is provided for a free "gift" offer: choice of the recipe for the chicken soup used in the TV spot, picture postcard of the station's news team photographed on location in the same spot, or a slightly used wire-service report of the rip-and-read variety used by some other stations.

At last count the station had received more than 1,500 requests for one or more of the free offers.
Hardware sales take off in Chicago

Broadcasters turn loose their pent-up demands on a jumping equipment market at NAB convention

If there was one group at the NAB convention last week that ended the four days on the high side, it was the equipment manufacturers. The reason for elation was not hard to find: strong business.

Equipment displayers said the Chicago convention was the best market in years. Broadcasters who viewed the array of hardware either had checkbooks at the ready, or were serious shoppers whose orders are expected to heat up quickly.

Manufacturers, reporting to Broadcasting on April 12 at the close of the convention, were virtually unanimous that more sales were made, that dollar volume was higher and that there were more active leads than for the past three or four years at an NAB meeting. Some manufacturers reported that traffic through the 54,000 square feet of equipment exhibit space on the lower levels of the Conrad Hilton hotel was about the same as last year. But it was traffic with money to spend.

Not many would release dollar volume, but one that did was International Video Corp., Sunnyvale, Calif.—not one of the giants in the field, but a firm that has been pitching since 1966.

IVC reported that it sold over $2.5 million worth of equipment during the four-day meeting, including one sale of $700,000 to the new channel 79 in Toronto, Ont.

Carter G. Elliott of IVC commented: "The show has absolutely surpassed our most optimistic expectations." He noted other IVC orders: Recife, Brazil, $90,000; KIMO-TV (ch. 13) Anchorage and CFCF-TV (ch. 4) Quebec City, Que., each $80,000; Fortaleza, Brazil, $60,000.

Neil Vander Dussen, division vice president, RCA broadcast systems, noted that business has been ahead of his plan for the first quarter of the year. He said he expects this trend to continue for the rest of 1972, and anticipates that broadcaster confidence in the economy is being manifest in larger capital investments for new and replacement equipment.

Langdon Cook, general manager of CBS Labs, said: "Best show in recent years. Good buying attitude."

A novice at the NAB display had nothing but good words to describe his experience in Chicago last week: "This is our first NAB," Peter Giddings, director, professional division, Revox Corp., said. "I am most impressed with the volume of sales, the traffic and the interest."

The election campaign that is looming this fall was cited by Newland Smith, director of planning, Systenis Resources: "This seems to be the year that TV broadcasters are committing for electronic titling systems."

And representing another line, W. C. Hunefeld Jr., director of broadcast sales, Compu/Net Inc., predicted that 1972 will be the year of computers for the broadcasting industry.

Jim Tharp, president of the reborn Visual Electronics Corp., expressed pleasure with the uptrend, which, he particularized, was for new products where the product is innovative, more reliable and needed.

Other comments received in Broadcasting's returns ran a gamut: "Recession . . . it's over," said Leo L. Darrigo, marketing manager, Broadcast Electronics.

"Excellent show. There seems to be an optimistic feeling on the part of all broadcasters," said David Bain, sales manager, Fairchild Sound Equipment Corp.

"The finest show of the many we attended," said J. C. Smith, general superintendent, Allied Tower Co.

"A really great show with a lot of serious interest," said Theodore E. Duvey, LPB Inc.

And Clyde McKinney, chief engineer and vice president of Taber Manufacturing and Engineering Co., said: "Best trade show after participating in 14."

Imero Fiorentino, president of the production design and consulting firm of that name, said: "Great."

Among the highlights of the 146 equipment exhibitors were a spate of new TV color cameras—prices ranging from $16,000 (Shibaden) to $80,000 (most of the studio-type cameras).

RCA introduced its TK-630, with three-lead-oxide pickup tubes and a built-in image enhancer. It contains a removable viewfinder. Price is below $40,000.

Mareconi showed its new Mark IVI automatic color-TV camera, priced in the $75,000-$80,000 range. Weighing less than 75 pounds, without lens, the unit is said to give pictures down to 50 foot candles. It features automatic line-up and color balance, two-speed focus control and an autotest circuit that makes a 31-point diagnostic check of the camera, with visual read-out on a monitor.

Unveiled by Philips was the PC-72, a three-tube Plumbicon color camera whose features include cable compensation, ability to use standard or mini-cable, automatic filter wheels and automatic capping. Price: $75,000.

Fernshe's new KCR hand-held color camera uses three one-inch Plumbicons and weighs 14 pounds with viewfinder and controls. The backpack weighs 11 pounds. All controls are incorporated into the camera grips and control units can be removed to 2,500 feet. The KCR costs $50,000-$75,000.

From GE there was the PE-403A at $65,000, featuring high resolution and using a separate luminance principle. Weight of the camera, minus viewfinder and zoom lens, is 90 pounds.

Shibaden Corp. of America showed the FP 12-00, a three-tube Plumbicon model weighing 48 pounds (without lens) and featuring automatic and remote-controlled iris setting, individual red, blue and green outputs and a five-inch viewfinder. Price: $16,165.

A $20,000 color camera from Commercial Electronics—the CEI-280—weighs 50 pounds with lens and viewfinder and uses three Plumbicons. Set-up and operating controls are remote.

There was also the Mark III from Editel, a small, compact color-TV camera for hand-held or pedestal use. It weighs less than 20 pounds and is only 10 inches long, 3.75 inches wide and 15.5 inches high. The camera is being soldody of a specially designed mobile-unity package that will be leased to broadcasters for $20,000 down, plus $7,500 a month.

Among new film chains, International Video Corp. displayed its 240 series color-film chain, priced at $24,900, in a free-standing cabinet integrated with optical multiplexer.

RCA introduced its TK-28 color-T TV film camera, which includes automatic features for correcting color balance. It uses vidicon or lead-oxide tubes and has a neutral density filter wheel in the light path to provide automatic light control. It is priced at $45,000 with vidicons; $50,000 with lead oxides.

The 1500 series color film camera shown by Cohu Electronics features three separate mesh vidicons, an image enhancer and an "instant paint" control on the remote-control panel to adjust...
for bad colorimetry. The system sells for $31,000.

Eastman Kodak showed two new projectors for station, CATV, educational and closed-circuit applications. One is a super 8 TV film chain projector (model TV-M100A) priced at $1,325. The other, a 16mm TV film chain projector (model TV-12M6), sells for $1,500.

For television titling, one of the most prominent items this year was the Vidicue II from CBS Laboratories, a third-generation electronic unit that includes random-access memory and permits use of changeable typographic font styles. Pre-set messages may be stored and retrieved on command. The Vidicue II costs $35,000.

The base price of the Telelation Event Display is $40,000. It uses a mini-computer and keyboard to store and update character information. It has an electronic character generator, random-access memory and 100-display selector panel.

Chiron Telesystems presented its Chiron II TV titling system ($35,000-$40,000), which has the ability to transfer to vidiloop cartridges all kinds of artwork fonts. It also offers standard type fonts in cartridges, off-line editing capability, disk-pack storage for up to 10,000 titles and instant access.

Daiflon Inc. exhibited its Vidicue video tape-editing system. It can perform audio only, video only or audio/video edits. It gives remote manual control of three VTR's and may be interfaced to a digital computer for automated editing. Price: $10,000.

From Sarkes Tarzian there was the Cinematte 1, a digital video-effects system ($6,500) featuring wipes, chroma keying, mask-wipe keying, positioning and pattern modulation. Over 100 patterns are available.

Introduced by 3M Co. was a video “duster,” a noise-reduction device said to significantly diminish high-frequency noise. It is available in one-, three- or four-channel configurations for use with video tape recorders and with color and monochrome cameras. Prices are $995, $1,875 and $2,312.

Other TV gear displayed included Cohn Electronics' model 9501-900 vertical interval video production switcher. The unit, priced at $4,500, measures 19 inches wide, 10.5 inches high and seven inches deep. It has four bus conductors and includes wipe key, dissolve to inserts, mix, effects, insert keying and self-keying. A matte generator is also included and an optional background generator is available for color matting.

The model 570-1 video production switcher from American Data Corp. features a full-effects unit with dual mix-key generators. It sells for $27,000.

The only CATV equipment exhibitor, Jerrold Electronics Corp., showed the model UD-283 Uni-Demod UHF/VHF demodulator, which the company says provides high-quality audio and video signals. It sells for $825.

Priced at $22,000, the 1-kw UHF TV translator amplifier, model TOA-1000A, by Emece Broadcast Products has automatic recycle, automatic turn-on, power supply crowbar protection and automatic VSWR protection. It is said to operate at very low hourly cost.

In the area of radio automation systems — by this time a staple in radio equipment — International Good Music displayed its 700 series. The system is run by computer and uses digital signals. It costs $30,000.

The Schaefer 900 series automation system, priced at $23,415, has such features as the model 903 control unit keyboard memory unit.

Gates added several new items to its digital program automation system. These include digital clock, random access, switching center, time selector and system programmer. The complete system sells for $32,000.

One item that gained particular attention was the low-cost tape transport record/playback system (model A77) introduced by Revox Corp. Cost of the unit ranges from $449 to about $1,000, depending on options added. The A77 is available in stereo or monaural and in two speed versions (15/71/2 i.p.s. or 71/4/31/4 i.p.s.). It accommodates 10½-inch reels, has three heads and a servo-controlled capstan motor. Options include a remote-control unit, a plug-in module that can vary the record or playback speed from −10% to +15% and the Dolby noise reduction system.

Schaefer's new tape recorder is the RP-720-2, selling for $1,440 ($1,195 for (Continued on page 79)
1. R. Fournier (l) and S. Glover (c), both of the Canadian Broadcasting Corp., are briefed on special features of the new Philips PC-72 color TV camera by Leonard Wolff of the Phillips firm.

2. Gene Warren (l) of IVC tells Lloyd C. Erickson, KXJ-B TV Fargo, N.D., about a new color film chain.

3. Gates new 50 kw AM transmitter is explained by Joe Engle (l) of Gates to Don Coleman, WGRT(AM) Chicago.

4. Eugene P. Klumpp, WKBW-TV Buffalo, N.Y., is being shown the new Editel Mark III portable camera by John Douglas (partially hidden), president of Editel, Montreal.

5. Charles Sheppard (l), Rust Craft, and Thomas Sheally, WJXT-TV Jacksonville, Fla., a Rust Craft station, are given insights into General Electric's new color TV camera by Earl Platt (r) of GE.


7. F. W. Miller (l) KOMO-TV Seattle, listens to features of RCA's new film camera chain described by Paul Bergquist of RCA.

8. International Good Music's 700 series audio control system is explained to Roland B. Potter (r), WKBC-AM-FM North Wilkesboro, N.C., by Bob Popke of IGM.
9. W. Barry Holland (l), Marconi, shows Raul Lopez Guiral of Venezion, Caracas, Venezuela, the new Marconi Mark VIII TV color camera.

10. Bill Weber (c) and Bill Nicholls (r), both of CBS-TV New York, get the word on Ampex's new videotape recorder from John Harris of Ampex.

11. Mort Russin (l), Shibaden, points out key features of that firm's new low-cost color TV camera to Mr. Art Biggs, KHOU-TV Houston.

12. Concentrating on Telemation's event display unit are that company's Robert C. Bacon (l), Glen Akins, ABC Hollywood (c) and Max Berry, ABC New York (r).

13. CBS Labs' new Vidifont X being demonstrated to convention shoppers by Alan Schoenberg of that company.

14. Gerard Potvin (l) and Robert Bouchard (c), both of CKTM-TV Trois Rivieres, Quebec, talk over Angenieux's 15X18E61 zoom lens with Ken Rice, Angenieux.

15. Frank Roide (r), Schafer Electronics, tells Bob Barnett, WRBD(AM) and WCKO(FM) Fort Lauderdale, Fla., about his company's new 900 series automation radio equipment.


17. Jim Perkins (l) WJW-TV Cleveland, examines Collins' new STL microwave relay with Marion (Doc) Botu of Collins.
On March 31, the FCC cable rules went into effect. On May 14, the NCTA convention begins.

If you manufacture or sell cable equipment, your time has come.

By our best estimate, CATV has already been capitalized at 900 million dollars. Over 2.5 billion dollars will be spent in the next decade.

The buying begins at the NCTA convention. The competition will be fierce, with 125 firms represented in over 460 booths.

BROADCASTING will be there in force, with complete convention distribution. Make the most of your time, be there in BROADCASTING.

Broadcasting
(Continued from page 75) playback only). It features three speeds and ferrite heads.

A new series of Spotmaster multi-channel tape-cartridge playback systems from Broadcast Electronics Inc., features logic switching; plug-in, modular construction; forced-air ventilation, and is available in monaural or stereo. Model 303C-SW with three playback decks sells for $1,395; model 305C-SW with five decks costs $2,190.

Another highlighted item was a miniature cartridge system, using cassette-size tape, shown by Visual Electronics Corp. The cartridges are about two inches square and are designed to reduce wow and tape hangup and to simplify pinch-roller insertion. Ten of the systems fit into a standard 5¼-inch panel, and the cartridges can be used with a carousel-type random-access system that holds 80 cassettes. Tape speed is 3¾ i.p.s. and each cassette holds up to 10 minutes of audio material. Each system costs $100. Visual's system is still in the prototype stage, but is expected to be in production this summer.

Sparta's newest is the Century series modular line of compact tape-cartridge equipment, featuring replacement circuit boards available at a nominal exchange price after a one-year warranty period. Price: $430.

New, with heavy duty motor, was cassette record/player shown by International Tapetronics, priced at $2,000 and capable of accepting cue tones.

New transmitters included Gates's 50-kw AM unit using pulse duration modulator ($89,000) and American Electronics Laboratories' 2.5-kw FM transmitter that has a unique final tube grounded-grid triode that apparently improves reliability ($10,500).

The SS7400 two-channel audio console by McCurdy Radio Industries comes equipped with 12 mixers with slide attenuators. The desk-sized unit sells for $7,500.

The model 1008-2B broadcast audio console by Spectra Sonics can intermix any combination of 22 reel-to-reel tape machines and turntables. It costs $6,000.

CCA Electronics showed its Futura 6 monaural console system, with 19 inputs and six sliding faders. Price is $2,095, including the new CCA 1272 turntable.

McMartin Industries showed the new ACCU 5, five-channel control unit that can also be used at remote locations ($495).

Skeptics turn into fans of radio automation

Automation has proved a time and money saver—as well as providing a competitive edge to radio operators in small markets. So said panelists and delegates at a Wednesday morning (April 12) session at the National Association of Broadcasters convention, unanimous in their praise for computerization. The panelists—Walter L.

BROADCASTING, April 17, 1972
Two-way battle over four-channel sound

Engineers at NAB hear pros, cons of matrix, discrete systems; they are also told that former doesn’t need FCC approval

The battle between the two systems of four-channel sound heated up in Chicago last week, but the outcome is still as unclear as ever.

One system was made, however, and it caused consternation among the adherents of the discrete system of quadrasonic broadcasting: the matrix system does not need FCC authority to be broadcast. This previously had been publicized by the commission.

Harold Kassens, assistant chief of the FCC’s Broadcast Bureau, made it clear at the opening of the panel on four-channel sound at an engineering conference meeting during the National Association of Broadcasters convention. “We are only concerned with the signal that comes out of the transmitter,” Mr. Kassens said. Since the four channels are matrixed before they are fed into the microphone, he noted, and since the broadcast signal meets FCC standards, there is no need for FCC approval.

But, he added, “the discrete system is something else.”

Quadraphonics was also a highlight of the closing session of the National Association of FM Broadcasters, also in Chicago, at times erupting in charge and counter-charge among some of the panelists.

The two four-channel systems are in competition for adoption in the market place (BROADCASTING, April 3). Already, CBS Records, Sansui and Electro-Voice have moved ahead with the matrixing system— with Columbia Records already on music store counters with 50 releases. Matrix-system encoders and decoders are already being offered to broadcasters and receiver manufacturers.

The matrixing system (CBS calls it the SQ system, Sansui, the SS system, and Electro-Voice, Stereo 4) essentially mixes four channels into a composite that is broadcast, or recorded for discs. When it is broadcast, a decoder at the receiver separates the four channels to be fed into four speakers.

The four-channel discrete system, on the other hand, essentially is multiplexed over the air. It is claimed that the resulting reception is purer, with a high degree of separation among the four channels.

This system has been adopted for recording, and presumably for broadcasting, by RCA, Japan Victor and Panasonic.

It is the burgeoning of the matrix system that obviously has alarmed those FM broadcasters who are partial to the discrete system. One of them is James J. Gabbert, KQED (FM) San Francisco, who termed the matrix system “a hoax,” and charged that the public was being “conned.”

Mr. Gabbert, who has been experimenting with four-channel broadcasting since 1969, used these expressions at both sessions in Chicago.

And again at both sessions, Mr. Gabbert stressed one serious drawback to the matrix system: its alleged poor response on monaural receivers.

“Seventy percent of my audience in San Francisco uses mono,” Mr. Gabbert said. On a nationwide basis, he estimated that fully 60% of all FM listeners are capable only of receiving mono.

Mr. Gabbert’s position was echoed by Lou Dorren, the developer of the discrete system. Not only is matrixing inefficient, Mr. Dorren charged, but it is incompatible with monaural FM. Discrete systems, on the other hand, he said, have signal-to-noise ratios that are equal to current recording levels already used in broadcasting and provide “true” separation.

Defending the matrix system was Emil L. Torick, CBS Labs, who noted that the matrixing system does no more or less than what has been done in motion pictures (still pictures at 24 frames a second), and in TV (still pictures at 60 frames a second).

Mr. Torick, upholding the technical integrity of the matrix system, faulted the discrete system for using ultra high frequencies, for susceptibility to noise from dust and ash, and concluded by stating, “it is only a laboratory curiosity.”

Sidney Silver of Sansui declared that some day there will be a matrix-discrete system. At the FM meeting, Louis Goldberg, also of Sansui, described that firm’s advertising campaign this year that will stress four-channel FM.

During the FM session, matrix proponents emphasized that matrix is simple for broadcasters, that decoders for FM receivers are relatively inexpensive, and that matrix program material is compatible with stereo FM and mono FM.

During the sometime heated NAFMB meeting, it was implicit that many FM stations would not be able to accommodate their four-channel systems for the 1972 model year.

The ears have it

A quizzical attitude toward quadrasonic broadcasting (see above story) was expressed in Chicago last week. FCC Commissioner Robert T. Bartley, reminiscing about his early days in FM (he was the FM executive with the former Yankee Network in New England in the nineteen-thirties), told an audience of FM Pioneers last week that he first heard of “binaural” sound in 1937. He felt it commendable that stereo broadcasting came to pass, since he had two ears and two-channel FM came close to the natural sound. Now, Mr. Bartley continued, the task is about four-channel sound. But, he added, “I still have only two ears.”
broadcasters felt that they had moved from mono to stereo, and needed four-channel broadcasting to generate excitement. The FCC had been asked to designate four-channel FM sets and concomitant advertising buys. Howard Durbin of Electro-Voice made the only frank mention of this theme: Four-channel sound must be gotten into the marketplace, he told the FM broadcasters, to help build an audience for the FM broadcasts.

AM rules adjusted
The FCC has amended its rules to permit operation of AM transmitters at less than rated or "nominal" power. The action, the commission noted, should eliminate the necessity of using resistors in antenna-feed systems, which often results in a waste of power and a burden to the licensee. The amendment takes effect May 19.

In the past, the commission has required that resistors be used to restrict the level of power delivered to an antenna in order to guard against interference to other stations. This involved operation of the stations with power less than the normal transmitter-output power.

The commission has also revised its filing procedures for AM licenses requesting license renewals. Under the new procedure, licensees will be required to specify the rated power of their stations as well as the actual antenna-input power in their renewal applications. A public notice detailing the changed procedures went out to all AM licensees last week.

X-ray hunters
Some 15,000 TV sets and 35 TV projection devices were modified last year to reduce radiation output at the behest of the federal Bureau of Radiological Health. A report issued last week said the TV sets involved four manufacturers. In the case of two firms, X-ray emissions were higher than those designated by set designs but still below federal TV set standards. In the case of two other manufacturers, radiation exceeded, but not significantly, federal standards. Corrections included tube replacements and picture tube shielding.

CBS buys two tech schools
Acquisition by CBS Inc. of Brown Institute of Minneapolis and Thompson Institute of Harrisburg, Pa., was announced last week by Ross D. Sackett, president of the CBS/Education & Publishing Group. Brown Institute, founded in 1946, is considered the largest independent broadcasting school in the nation. It also offers courses in electronics and data processing. Thompson Institute provides courses in accounting, business administration, secretarial skills, data processing, management, medical assistant training, drafting and merchandising. Mr. Sackett noted that CBS now owns six proprietary resident schools.

**FocusOnFinance**

**RCA profits increase despite computers**

RCA reported record sales in first quarter 1972 and a 10% rise in earnings from continuing operations. If discontinued computer operations were included, the increase would be 2%.

Robert W. Sarnoff, board chairman, noted that earnings in the first quarter were 53% over the comparable 1971 period when the loss of $9.2 million from the now-discontinued computer-related operations was included.

Mr. Sarnoff said that sales and profit of NBC were higher than in the 1971 quarter, with "NBC experiencing a pick-up in advertising commitments during the quarter and a further firming in the network pricing structure." He said that improved RCA color-TV set sales were "the single greatest contributor to the company's first-quarter sales and profit gain.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>524,900,000</td>
<td>389,400,000</td>
</tr>
<tr>
<td>Net income</td>
<td>56,300,000</td>
<td>23,800,000</td>
</tr>
</tbody>
</table>

**CBS has high hopes for next quarter**

CBS Inc. reported last week that estimated net income for the first quarter of 1972 almost doubled from the corresponding 1971 levels and estimated net sales rose by more than $38 million.

CBS said the results were "due primarily to sizable sales and earnings gains in our broadcasting and international records businesses, together with the elimination of losses due to the phasing out of our EVR cassette processing operations and improved performance by our theatrical motion pictures division."

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>319,500,000</td>
<td>281,400,000</td>
</tr>
<tr>
<td>Net income</td>
<td>12,100,000</td>
<td>6,400,000</td>
</tr>
</tbody>
</table>

**Lame-duck division helps Time profit**

Time Inc. has reported that its broadcasting business, which it is selling, produced 4% of its total revenue in 1971 and 12% of its profits.

The company has sold all of its television stations to McGraw-Hill in a deal awaiting FCC action (BROADCASTING, April 10) and its radio properties to various buyers. Its cable-television operations, which it retains, were included as broadcasting in its annual report.

Time had reported earlier that its total revenues in 1971 rose to $606.8 million from $603.2 million the year before and its net income to $23.3 million from $20.6 million (BROADCASTING, Feb. 28). The new breakdown showed that in both 1971 and 1970 publishing accounted for 73% of total revenues and pulp and paper, 15%; broadcasting accounted for 4% in 1971 and 5% in 1970. Publishing contributed 41% of total profits in 1971 and 39% in 1970; pulp and paper, 40% in 1971 and 46% in 1970; broadcasting 12% in 1971 and 13% in 1970.

A gain in cigarette advertising was reported for the company's three magazines, Life, Time and Sports Illustrated, from 8.4% of total advertising revenues in 1970 to 14.6% in 1971. Cigarette advertising was banned from broadcasting effective in 1971.

The report also said that General Foods had increased its advertising in Life after conducting a test of magazine effectiveness in 1970. GF bought 39 pages in 1971, compared to 10 in 1969, the year before the study.

**NH&S has many takers**

Needham, Harper & Steer's initial public offering of 375,000 common shares was oversubscribed Thursday (April 13). The offering was at $23 a share, with the stock quoted as high as $26.50 bid. The advertising agency had registered the offering with the Securities and Exchange Commission last month (BROADCASTING, March 20). First Boston Corp. handled the sale.

**Company Reports**

- Scripps-Howard Broadcasting, New York, income and revenues were up for three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>5,820,045</td>
<td>5,261,655</td>
</tr>
<tr>
<td>Net income</td>
<td>933,417</td>
<td>771,470</td>
</tr>
</tbody>
</table>

- A. C. Nielsen Co. reported record sales and earnings for the six months ended Feb. 29:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>61,155,459</td>
<td>55,197,714</td>
</tr>
<tr>
<td>Net income</td>
<td>4,572,811</td>
<td>4,114,314</td>
</tr>
</tbody>
</table>

- Warner Corp., Beverly Hills, Calif., producer of Lassie TV series and engaged in leisure-time activities, reported a loss from continuing operations for 1971, but based on a profit from discontinued operations and a special net gain, recorded an operating profit for the year.

For the year ended Dec. 31, 1971:

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>16,804,389</td>
<td>16,289,195</td>
</tr>
<tr>
<td>Net income</td>
<td>7,177,377</td>
<td>811,801</td>
</tr>
</tbody>
</table>

Notes: 1971 earned per share is based on Income before special credit. 1971 net earnings, equal to
A weekly series of market activity in the shares of 111 companies associated with broadcasting.

For the year ended Dec. 31, 1971:

<table>
<thead>
<tr>
<th>Stock</th>
<th>Closing April 12</th>
<th>Closing April 4</th>
<th>Net change in week</th>
<th>% change</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting**

**Total** 633,278 2,694,281

<table>
<thead>
<tr>
<th>Stock</th>
<th>Closing April 12</th>
<th>Closing April 4</th>
<th>Net change in week</th>
<th>% change</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**CATV**

**Total** 169,739 7,249,209

<table>
<thead>
<tr>
<th>Stock</th>
<th>Closing April 12</th>
<th>Closing April 4</th>
<th>Net change in week</th>
<th>% change</th>
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<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Programing**

**Total** 56,714 1,469,093

<table>
<thead>
<tr>
<th>Stock</th>
<th>Closing April 12</th>
<th>Closing April 4</th>
<th>Net change in week</th>
<th>% change</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>
weeks ago, was A. H. George Comte, G. Moore, the incumbents for seven candidates, who announced his running for the board only two weeks ago, was A. H. Constanti, KRON-TV San Francisco.

Electoral process * Three incumbents were re-elected and three new members elected to the TV board of the National Association of Broadcasters in a relatively calm contest held during the NAB convention in Chicago last week. Chosen from the seven candidates for six vacancies were (1 to 7): Walter E. Bartlett, senior VP, Ayco Broadcasting, Cincinnati; Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Dale G. Moore, KGO-TV Missoula, Mont.; Mark Evans, Metromedia, Washington; George Comte, WTMJ-TV Milwaukee, and Ray Johnson, KMED-TV Medford, Ore. The unsuccessful candidate, who announced his running for the board only two weeks ago, was A. H. Constanti, KRON-TV San Francisco.

Broadcast Advertising
Stanley R. Becker, creative group head, Dancer-Fitzgerald-Sample, New York, named senior VP and creative director.

J. Eugene Hart, senior VP, Young & Rubicam International, New York, appointed head of Y&R's Houston office. He will continue to head special services at agency.


Paul J. Moroz, research director, and Ethel Wieder, media supervisor, named senior VP, and VP, respectively, Compton Advertising, New York.

Joan Lipton, copy supervisor, Dan F. O'Neil, account director; H. Robert Sauer, copywriter, and John Todd, art director, named VP's, McCann-Erickson, New York.

Raymond McWeeny, department man-
ager and associate media director, McCann-Erickson, Chicago office, joins NBC Television Central office, Chicago, as manager for sales development and planning.


Richard V. Morse, former VP and management supervisor, Norman, Craig & Kimmel, New York, named executive VP-marketing and account services, Richard Rodd Communications, advertising agency there. Ed Hiestand Jr., former copy director, Vick International, division of Richard Merrill, New York, named senior VP-creative services, Richard Rodd Communications.

Richard C. Goldstein, retail-developmental sales manager, WCBS-TV New York, appointed sales manager, WCBS-TV Philadelphia. Both are CBS-owned stations.

William A. Long, senior media buyer, Leo Burnett, Chicago, joins Needham, Harper & Steers there as assistant media supervisor.

Jim Coufal, senior associate creative director, Norman, Craig & Kimmel, New York, appointed associate creative director, Needham, Harper & Steers there.

Bruce A. Houston, president and general manager, WPAW(AM) Syracuse, N.Y., joins WRC-AM-FM Washington as general sales manager.

Edwin A. Trizl, VP, Post-Keyes-Gardner, Chicago, retires after 50 years in advertising.

Albert C. Lucero, account executive, KHDK-TV San Francisco, appointed sales manager.

William R. Kunkel, sales manager, WJZ-TV Baltimore, appointed to similar position with WGBK-TV Boston.

John Clarke, and Gary Horton, copy supervisors, Leo Burnett, Chicago, appointed associate creative directors.

Edward F. O'Donnell, with KPOL(AM) Los Angeles in various sales executive capacities for 15 years, appointed national sales manager, WNBC(AM) New York.


David B. Colquhoun, assistant controller, Peters, Griffin, Woodward, New York, named controller. Also in PGW's financial and business department, Nicholas Duca Jr., credit manager, appointed manager of new departmental group (estimating, billing, credit and collection) and Mary E. Hartnett, staff member, appointed administrative assistant.

David T. Habisch, account executive, WKRC-FM Cincinnati, appointed marketing director, WLW(AM) there.

Douglas Brown, with sales staff, WCUE-AM-FM Cuyahoga Falls, Ohio, appointed local sales manager.


John Beddia, former media planner, BBDO, New York, joins Kenyon & Eckhardt there as media supervisor.

Dennis W. Phillips, commercial writer and producer, WDBJ-TV Roanoke, Va., appointed creative director, WBT(TV) Charlotte, N.C.

Ron Winblad, sales manager, WEAT-AM-FM West Palm Beach, Fla., assumes additional duties of sales manager for WEAT-TV there.

Ken Miller, assistant sales manager, XMPG(AM) Los Angeles, appointed sales manager.

Charles Ashworth, sales promotion manager, WAPE(AM) Jacksonville, Fla., joins WVL(AM) Berry Hill (Nashville), Tenn., as sales manager.

Alan Eckland, senior sales executive, Life magazine, New York, joins WDBO-AM-FM Orlando, Fla., as sales manager.

Steve Wrath, station manager and sales manager, KYNO-FM Fresno, Calif., joins KTOI(AM) San Francisco as national sales manager.

Henry A. Tronee, sales manager, WWSX-(FM) Philadelphia, appointed to similar position with WCAU-FM there.


The Media

Nelson Williams, manager, personnel administration, NBC's Washington office, appointed administrator, salary practices in New York.

John Stenkamp, business manager, Bend, Ore., school district, and former sales manager, KBND(AM) Bend, rejoins station as VP and general manager.

Jeff Davidson, general sales manager, WDKA-TV Washington, joins WLKY-TV Louisville, Ky., as VP and general manager.

Gary A. Hokenson, in managerial post, Trans Video Corp., San Diego-based division of Cox Cable Communications, named VP for operations of firm's Mission Cable TV there.

James H. Hall, VP of Storer CATV of Florida, Sarasota, named president of Florida CATV Association. Other officers named: Vern L. Coolidge, district manager, Teleprompter, West Palm Beach; J. Patrick Michaels Jr., VP of marketing and development, TM Communications, Tampa; and Thomas S. Gilchrist Jr., VP of Perry CATV, North Palm Beach, named VP's. Ronald D. Harmon, manager, Florida CATV, Vero Beach, named treasurer; James Hodgins, general manager, Orange CATV, Leesburg, named secretary; Paul Thorpe Jr., president, Thorpe Products, Sara-
Men in charge at APBE

Richard Block, Kaiser Broadcasting, was named to board of Association for Professional Educational Broadcasting last week in Chicago, representing National Association of Broadcasters.

Re-elected at APBE's annual meeting were John Pennybacker, Louisiana State University, Baton Rouge, president; Clark Pollock, Nationwide Communications Inc., vice president; Robert Snyder, Wisconsin State University, secretary-treasurer, and Harold Niven, National Association of Broadcasters. executive secretary. Re-elected to the board was Burrell Hanson, Utah State University.

Programming

Robert A. Bernstein, VP for information, Winters/Rosen, New York, joins Viacom International there as director of information services. Previously, Mr. Bernstein had held promotion positions with Triangle Stations and Westinghouse Broadcasting. Mort Slakoff, advertising-promotion director at Time-Life Films, New York, joins Viacom as head of creative service.


Alan D. Mitchell, program manager, wowo (AM) Fort Wayne, Ind., moves to KDKA (AM) Pittsburgh in similar capacity. Both are Westinghouse Broadcasting stations.

Richard St. John, executive VP, Filmyways Inc., resigns. His decision was based on desire not to relocate from New York area.


C. B. Turner, operations manager, WWL-TV New Orleans, joins KOA-TV Denver in similar capacity.

Rita Gentile, formerly director of instructional programming, noncommercial wvtt (TV) Harrisonburg, Va., appointed to similar position with noncommercial wvoc (TV) Grand Rapids, Mich.

Harold Miller, Chicago radio personality for more than 20 years, joins manaq-am-fm there as morning man.


Ken Kohl, producer-director, Global Village Video Resource Center, New York, video-tape production house, joins WLR (FM) Garden City, N.Y.

Ron Wolfe, with wwoo (FM) Norfolk, Va., appointed program director.

L ee Abrams, music and research director and assistant program director, WMYO (FM) Miami, appointed program director, WRIF (FM) Detroit.

Ellen D. Hudson, news coordinator, Sal-Tee Television Productions, appointed program director of its associated WSLT-FM Ocean City, N.J.


Gene Bunge, former producer-director, noncommercial WTTW (TV) Chicago, appointed director of cultural affairs, Nebraska ETV Network, Lincoln.

James R. Craig, former manager of instructional services, Iowa ETV Network, appointed senior producer, State University of Nebraska higher education project.

Broadcast Journalism

H. L. Stevenson, managing editor of United Press International, appointed editor and VP, succeeding Roger Tar tarian, who is taking early retirement to join journalism faculty at Fresno State College, Fresno, Calif., this fall.

Lee Arthur, part-time sports writer, WNEW-TV New York, appointed weekend sports broadcaster for WCBS-TV New York. She was first woman to be accredited as boxing writer by New York.
York State Athletic Commission.

Dan Akens, executive producer for Marshall Space Flight Center's television operations, Huntsville, Ala., appointed news director, WYEA-TV Columbus, Ga.

Jeff McCracken, news reporter and assignment editor for KFSN-TV Fresno, Calif., appointed assistant news director.

Jim Gallant, assignment editor, WMAL-AM-FM-TV Washington, appointed manager of news and public affairs for radio.

David Sullivan, newscaster, WNOR-AM-FM Norfolk, Va., joins WAVY-TV Portsmouth, Va., as newscaster.

Barry Jones, editor, ABC News, New York, joins WKBW-TV Buffalo, N.Y., as newscaster.

Joe Glover, anchorman, WDSU-AM-FM-TV New Orleans, joins KPIX-TV San Francisco in similar capacity.

Cathy Clements, student, University of Georgia, Athens, joins WBTV-TV Charlotte, N.C., as public-affairs reporter.

Victor Lambert, formerly with WAGA-TV Atlanta, joins WCCT-TV Miami as news film reporter.

William F. Brown, broadcast specialist with U.S. Army in Saigon, joins WLWT-TV Cincinnati as sportscaster.

Bill Carlsen, meteorologist, WTMJ-AM-FM-TV Milwaukee, retires after 21 years in that position.

Ken Barker, anchorman with WICS-TV Springfield, Ill., appointed newsman, WWJ-AM-FM-TV Detroit.

Jordan Ray, news director, WAAB-AM Mobile, Ala., appointed reporter-cameraman, WALA-TV there.

Judd Hambrick, co-anchorman, KHON-TV Honolulu, joins WCAU-TV Philadelphia in similar capacity. Troy Dungan, weatherman, KTRK-TV Houston, joins WCAU-TV as weatherman.

E. Boyd Seegers Jr., manager of sales promotion and research, WGN Continental Broadcasting Co., and VP of WGN World Travel Services, Chicago, named VP of WGN's broadcast division there. WGN Continental Broadcasting Co. is licensee of WGN-AM-TV.

Richard W. Owen, director of research and sales promotion, WNEW-TV New York, named VP.

Meredith Levinson, publicity and publications writer, Avco Broadcasting, Cincinnati, appointed publicity manager. Nancy Dennon, assistant advertising manager, Indianapolis, joins Avco as advertising-promotion manager.

Thomas J. Madden, newscaster, WAVY-AM-FM Arlington, Va., and former staff writer, Broadcasting magazine, Washington, joins National Cable Television Association, Washington, as member of PR staff.

Loris Thacker, with corporate staff, Oak Electro/Netix Corp., Crystal Lake, Ill., appointed manager for PR, CATV division there.

Bill Camfield, promotion manager, KTVT-Dallas, Fort Worth, joins KOA-TV Denver in similar capacity.

Suzanne R. Seybold, with WYES-TV New Orleans, appointed director of public information.

Barton M. Lamb, sales promotion manager, WBBM-AM-FM-TV Chicago, appointed promotion manager, WMCA-AM-FM-TV Memphis.

Robert H. Sanders, director of press activities, Playboy Enterprises, Chicago, joins noncommercial WTTW-TV/WXSW-TV there as director of information and promotion.

Arthur Gerbel, manager of public affairs and PR, KOMO-AM-TV Seattle, retires after more than 30 years in broadcasting.

Isaac Banks Jr., with U.S. Air Force, Puerto Rico, joins WL-AM-FM St. Louis as director of promotion and community relations.

ly created position of director of development.

Thomas E. Malson, manager of Male Electronics and Q-0-Tronics, Syracuse, N.Y., appointed sales representative, Magnavox Co., CATV division.

Arthur A. Schubert Jr., senior project engineer, CBS, New York, joins Rupert Neve Inc., Bethel, Conn.-based audio control and distribution equipment manufacturer, as chief engineer.


Vincent McLane, operations manager of Broadcast Recorders, custom equipment manufacturer, Fremont, Calif., joins Dyna Engineering, Taos, N.M., as director of newly acquired division, Concept 70 Systems, which was division of Broadcast Recorders.

**ForTheRecord**

As compiled by Broadcasting, April 5 through April 11, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. au.—aural. aux.—auxiliary. CATV—community antenna television. ch.—critical hours. CP—construction permit. D.—day. DA—division antenna. ERP—effective radiated power. kw.—kilowatts. LS—local station. mhz.—megahertz. mod.—modification. N.—night. PSA—prescure service authority. SCA—subdivision communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. tran.—transmitter. UHF—ultra high frequency. VHF—very high frequency. vis.—visual. w.—watts. —— educational. H.A.A.S.—height of antenna above average terrain. CATS—community antenna relay station.

**New TV stations**

**Actions on motions**

- Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al), TV proceeding, designated Hearing Examiner, designating himself to be disqualified from presiding further in proceeding, notified commission of his withdrawal (Docs. 15461, 16760-1, 16758). Action April 3.
- Hearing Examiner David I. Kraushaar in Norfolk, Va. (WTAR TV-TS Corp., and Hampton Roads Television Corp.) TV proceeding, denied Feb. 22, 1971, motion of Hampton Roads: granted Oct. 1, 1971, motion to compel answers in initial interrogatories filed by WTAR-TV as to interro- gatories 4, 5 and 16, 17 and 18 and denied as to interrogatories 7 and 16-13. 15, 19-21 and 26, denied in all other respects; granted motion by Hampton Roads for production as to any specified 2 weekly periods for each year of license period as to item number 1 and granted as to item 4; denied in all other respects as unjustifiably burdensome: denied to as to item 2, 3 and as to all remaining items (5-15); and denied motion by Hampton Roads to compel answers in further interrogatories (Docs. 18791-2). Action March 23.

Other actions

- Review board in Homewood and Birmingham, both Alabama, remanded and reopened to hear- ing examiner record in proceeding involving one Homewood and three Birmingham applicants for CP for new UHF TV on ch. 21. Action March 28.
- Review board in Daytona Beach, Fla. TV pro- ceeding, granted request by Central Florida En-

**Allied Fields**

Donald G. Garvey, national sales manager, and Thomas E. Wehleann, production manager, A. C. Nielsen’s Clifton, Iowa, Clearing House, elected VP for sales and VP for U.S. production, respectively.

Mark Evans, VP and director of public affairs Metromedia, Washington, named to two-year post as director, U.S. Chamber of Commerce.

Will A. McGibbons, assistant chief, spectrum management task force, FCC, Washington, appointed chief.

Haskell P. MacCowatt, director of investor relations, CBS, selected as 1972-73 Alfred P. Sloan Fellow by Sloan School of Management, Massachusetts Institute of Technology, Boston. He was one of 49 young executives from eight countries.


**International**

Lee L. Cross, general manager, Far East operations, Ampex Corp., Hong Kong, appointed general manager of Interna- tional Video Corp.’s newly established Far East office there.

Michael Drummond, deputy managing director, Sydney, Australia, office, Ogilvy & Mather, moves to Hong Kong office, O&M, in similar capacity. He is succeeded in Sydney by Geoffrey Lind- ley, who founded O&M’s New Zealand branch and was its managing director for both Auckland and Wellington.

Renny Cunnack, Wellington manager, appointed office’s managing director, and David Bell, Auckland manager, appointed office’s managing director, in re- organization of two offices.

**Deaths**

Miles Mangrum, 51, Detroit educator and Storer Broadcasting general executive in Detroit, died in his sleep of ap- parent heart attack April 12 in Chicago while attending National Association of Broadcasters convention. He partici- pated in April 10 panel on minorities (see page 40). Mr. Mangrum was appointed last July as Storer’s advisor in charge of employee development and training programs, with emphasis on minority-employe recruitment and in- volvement in community affairs and had previously served part time at Storer’s WBK-TV Detroit. He is sur- vived by his wife and five children.

Brian Donlevy, 69, veteran screen and TV film actor died April 5 in Los An- geles of throat cancer. Mr. Donlevy who began his screen career in 1929, was the star of the TV film series, Dang- erous Assignment. He is survived by his wife. Lillian, and one daughter.

**Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors**

**EDWIN TORNBERG & COMPANY, INC.**

New York—60 East 42nd St., New York, N.Y., 10017 212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924 408-375-3164
terprises, Inc., for extension of time to April 7, to file responsive pleadings to motion by Cowles Broadcasting Co. to enjoin issuance of April 11 (Doc. 1966-7). Motion March 31.

Action on motions


■ Hearing Examiner Charles J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM and FM proceeding, certain procedural due dates and scheduled hearing for July 18 (Doc. 19446-7). Motion April 5.

■ Hearing Examiner Arthur J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM and FM proceeding, certain procedural due dates and scheduled hearing for July 11 (Doc. 19451-33). Motion April 5.

■ Action on motions

■ Review board in Troy, Ala., FM proceeding, granted motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly Broadcasting Co. for extension of time to April 5, to file responsive pleadings to motion by Friendly 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BROADCASTING MAGAZINE
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Phone: (202) 638-1022
Summary of broadcasting

Compiled by FCC April 1, 1972

<table>
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<tr>
<th>Licensee</th>
<th>Channel</th>
<th>Operating</th>
<th>Power</th>
<th>Location</th>
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| Commercial AM | 982; rollton 78.6 | Fred | Administration Building, Fayetteville | mhz, university. |
| Commercial TV-VHF | 502 | 6 | 517 | 14 | 525 |
| Commercial TV-UHF | 684 | 13 | 599 | 100 | 779 |
| Educational FM | 482 | 17 | 500 | 78 | 578 |
| Educational TV-VHF | 86 | 0 | 89 | 2 | 91 |
| Educational TV-UHF | 11 | 0 | 134 | 77 | 225 |

*Special Temporary Authorization.
1. Includes 25 educational AMs on nonreserved channels.
2. Includes 15 educational stations.
3. Indicates four educational stations on nonreserved channels.

power and ant. radiation power) of operation. (Present licensed power of station.
Antenna. Required antenna on common point re-
sistance for each mode of operation (R).
Antenna. Required antenna on common point of operation (I).

For stations with directional ant. which have not been adjusted to adj. input power to value lower than rated trans. power (the maximum power 20% above required trans. power) obtained directly from current license (ant. input power and nominal power are same value). Action April 5.

New FM stations

Applications

- Westbrook, Me.—Keith C. and Birdie R. Morton, Ten. 104.9 mhz, 3 kw, HAAT 148.25 ft. P.O. address, 12 West Oak, Kansas City, Mo. 64114. Estimated construction cost $1,800; first-year operating cost $2,797.85; revenue $10,000. Principals: Keith C. and Birdie R. Morton (50%) each; Robert E. Grinstead, U.S. Air Force civilian. AFCS (EIECC) engineering and installation group in Richards-Gebara AFB, Mo. Morton was formerly store manager for Lumco Manufacturing Co., Rome, N.Y., Mar. 30.4.


- Athens, Ga. University of Georgia. Broadcast Bureau granted 90.5 mhz, 1.5 kw, HAAT 105 ft. P.O. address University of Georgia, Athens 30601. Estimated construction cost $2,300. Estimated construction cost $2,300; first-year operating cost $2,300; revenue $2,300; Principals: Fred D. Davidson, et al. Mr. Davidson is president of university. Action March 24.

- Carrollton, Ga.—West Georgia College, Broadcast Bureau granted 89.3 mhz, 10 kw, HAAT 178 ft, P.O. address c/o Charles L. Fairies, Carrollton 300117. Estimated construction cost $3,766; first-year operating cost $6,800; revenue $6,800. Principals: Charles L. Fairies, R. O. Coffeen, et al. Mr. Fairies is chairman of broadcasting committee. University of Georgia is representative of educational affairs. Annex. March 22.

- Austin, Minn.—Austin State Junior College, Broadcast Bureau granted 90.7 mhz, 12 kw, HAAT 63 ft. P.O. address 1800 Northwest Eighth Avenue, Austin 55912. Estimated construction cost $12,250; first-year operating cost $10,500; revenue $10,500. Principals: Robert Mars, Dr. Philip Hel-}

Heard, et al. Mr. Mars is president of state junior college board. University of Minnesota is representative of state junior college system. Action March 24.

- *Highland Park, N.J.—Highland Park High School, Broadcast Bureau granted 90.3 mhz, HAAT 75 ft. P.O. address Ninth Street at Fifth Avenue, Highland Park 08904. Estimated construction cost $87,025; first-year operating cost $600; revenue $300. Principals: Roy D. Loux, Austin E. Gumbs, Mr. Loux is principal of Highland Park High School. Mr. Gumbs is principal of Highland Park High School. Action March 28.

- Corticiana, Tex.—D. K. Television Inc. Broadcast Bureau granted 107.9 mhz, 28 kw, HAAT 330 ft, P.O. address 4200 Alvarado Drive, Dallas 57226. Estimated construction cost $40,485; first-year operating cost $15,150; revenue $15,000.

- *Morris, Minn.—University of Minnesota, Broadcast Bureau granted 89.7 mhz, 12.6 kw, HAAT 70 ft, P.O. address University of Minnesota, Morris 56267. Estimated construction cost $3,085; first-year operating cost $1,500; revenue $300. Principals: Elmer L. Anderson, Neil Sherburne, et al. Mr. Anderson is chairman, board of regents. Mr. Sherburne is vice chairman, board of regents. Action March 24.

- Other actions


- *Review board in Live Oak, Fla., FM proceeding, granted Final Control Co. extension of time through April 18, to file responsive pleadings to petition by WNER Radio to enlarge issues in proceeding involving applications of Live Oak and WNER for new FM station to operate on ch. 231 at Live Oak (Docs. 18975-6). Action April 4.

- Actions on motions

- Deputy Chief, Broadcast Bureau, on request of Tri-County Broadcasters Inc. (WTSAM-FM Dunnellon, Fla.), extended through April 7 time to file comments and through April 19, time to file comments in manner of comment of request for FM table of assignments (Crystal River and Gainesville, both Florida (Doc. 1940.1)). Action March 24.

- Deputy Chief, Broadcast Bureau, on joint request of WAPX-FM (Parkerburg, W. Va.) and Franklin Broadcasting Inc. (WCEP-FM Parkersburg), extended through March 27, 1972, the time for filing comments in manner of request for assignment of FM table of assignments (Doc. 1940.130). Action March 24.

- Hearing Examiner B. C. Cooper in Waseca, Minn. (Melvin Pulley and KOWO Inc.) FM proceeding, granted extension of chief, Broadcast Bureau, continued prehearing conference to April 25, and continued hearing scheduled for April 25, to date to be specified at prehearing conference (Docs. 1940.20-1). Action March 24.

- Hearing Examiner I. L. Knowles Inc. in Bangor, Maine, proceeding, granted extension of chief, Broadcast Bureau, continued prehearing conference to April 25, and continued hearing scheduled for April 25, to date to be specified at prehearing conference (Docs. 1940.20-1). Action March 24.

- *Modification of CP's, all stations

- KFCA (FM) Phoenix—Broadcast Bureau granted (Continued on page 96)
Radio Help Wanted Management

Management opportunity, northwest A.M. Successful station with experienced General Manager for over 5 years. Can you follow policies and bring in fresh ideas? The opportunity is there. Is your final move? May we have complete information? It will be answered promptly. Box C-295, BROADCASTING.

Sales

Sales-announcing job, man or women, for good South Carolina A.M./F.M. small market radio stations. $10,000.00 easy potential plus fringe benefits on guaranteed salary-commission basis. Emphasis on sales results. Send resumé, audition tape and photo in confidence. Box D-181, BROADCASTING.

Sales manager for growing A.M./F.M. combination. City of 80,000. Excellent area for raising a family. If you are ambitious, looking for an option, with your own ticket. Contact E. C. Stangeland, KCHF Radio, Box Falls, S.D. (605) 717-01.

Good opportunity—established station. Salary, commision. Need resumé, sales record, KFRO, Longview, Texas 75601.


Four more hard working salesmen needed at WGY Radio, Seneca Falls, N.Y. Top salaries, free housing preferred. Contact Jim Sylvestor, President & General Manager, at 317-248-611.

Announcers

First phone announcer, eastern Massachusetts, opening soon. Medium market. Send references, resumes, air check and sales experience expected to Box D-33, BROADCASTING. Equal opportunity employer.

Afternoon drive time DJ. Must be exciting and strong on production with excellent market knowledge. Will be paid weekly, not hourly. Must have sales experience in and resume and pictures to Box D-73, BROADCASTING.

All night jock. First ticket necessary. About 20 markets. Appeal to age groups teens—35. Good chance for advancement. Immediate. Air mail tape, reference and resume with picture to Box D-74, BROADCASTING.

Clear channel midwestern station—$11 in market—has immediate and excellent opportunity for good announcer/salesman. Projected account list will assure you maximum opportunity for good combined salary/commission. Send audition tape and all particulars to Box D-194, BROADCASTING. We repeat—this is an excellent opportunity for the right man.

Chief engineer who can announce and has technical knowledge for 500 watt station. Good opportunity. Send sealed reference and resume to Box D-75, BROADCASTING.

News

Newman. A.M. rock station, large market. Send tape, resume, references, latest picture to Box B-216, BROADCASTING.

Suburban net affiliate seeks strong reporters: experienced, northeast only. Send 1/2 ips non-returnable tape and resume, including writing samples, salary, equal opportunity employer. Box D-120, BROADCASTING.

If you are energetic, capable and can follow direction may be just right for the job. Send tape, salary requirements and references (which will be checked). Gas, life, hospital, dental ins. furnished. Box D-173, BROADCASTING.

Newsmen. Midwest radio station seeking newsmen. Must be capable and enjoy career growth. Send audition tape and resume to Box D-192, BROADCASTING.

Wanted: News director for better station in smaller market. Must be able to drive and handle professional growth of the station. Send tape and resume immediately to Buddy Deane, KOTN Broadcast House, 920 Commerce Road, Pine Bluff, Arkansas 71601.

Fulltime experienced newsmen for MOR CBS affiliates in southwestern Va. and Md. who joins us will have good benefits, be hard working and want to grow. Send resume to Norman Kay, WLIF Radio, Box 150, Roanoke, Va. E.O.E.

Wine country radio—Needs experienced announcer, at least two years experience, knowledge of MOR and C&W. Play-play-by-play helpful. No beginners! Send resume and photo to WQXR, P.O. Box 161, Gallatin, Ohio 44833 or phone Glenn Andrews (419) 468-6666.

Experienced announcer for northwest Ohio station. Good pay, benefits. Send tape and resume to WINOH Radio, P.O. Box 87, Napolpon, Ohio 43545.

Needed immediately, experienced, mature MOR announcers for evening radio shifts. Also on-camera TV and sales duties. Send resume, photo, audio tape, VTR, if available, to Box B-214, BROADCASTING.

Chief engineer, AM directional. East Coast suburban market. Strong sales background to direct major account sales. Minority group applicants welcomed and given full and equal consideration. Send resume, references, age, marital status and salary requirements to Box B-214, BROADCASTING.

Chief engineer for Memphis non-directional remote control radio station. Immediate opening. Box D-101, BROADCASTING.

Are you a young, eager, really interested technical type with a first class ticket? Like to work in a pleasant, supportive environment under a very boss? Lots of late equipment. Good spacial lab. Maintenance only—no announcing—no dull routines. Immediate opening. Send W24 AM station and C4V system. Contact WOJ, Costa Mesa, Ca. 92320 (215) 364-2100.

St. Louis area AM/FM combination needs competent young technical sales manager. Excellent opportunity. Advancement available now. Send resume, references and an immediate opening to Box D-76, BROADCASTING.

Chief engineer for WGN, Chicago. Must have strong experience in connection with a major television station. Must be capable of handling all facets of studio and remote studio operations. Excellent opportunity. Box D-32, BROADCASTING.

Your chance to be heard. A.M. call is WOS, located near Cleveland, Ohio. Reply: Box B-37, BROADCASTING.

Community affairs director. Public radio opportunity for creative journalist on southeast campus. Box D-186, BROADCASTING.


Situation Wanted

Young aggressive general manager. Heavy in sales. Can make substantial investment. Currently employed. Prefer east or south east. Box D-56, BROADCASTING.

Station manager, experienced in all phases; strong sales, former owner. Box D-67, BROADCASTING.


Traffic manager. Excellent system, good knowledge related to our city. A time or consideration will locate immediately. 29 yr. old, 3 yrs. exp. Box D-119, BROADCASTING.

Mr. Station Owner. Looking for a mature, sober, well-respected, hardworking manager versed in every phase of the radio industry from CP's to Elusive format. Excellent record in station and sales management in both small and major market. Located in large city location where warm breezes blow while NYC shivers, but will consider other locales if opportunity is right. Strong sales background. Currently employed as vice president and general manager but tired of old track in saturated market. Base $25,000 plus reasonable incentives. Complete resume and names of highest instincts requests personal interview can be arranged. Reply: Box D-139, BROADCASTING.

Business Opportunity

Walt Disney World seeking a Sports Director to head three man professional team, excellent salary. Send resume and references to Mr. Station Owner. Box D-151, Orlando, Florida 32802.
Situations Wanted Management continued

Energetic self starter, 16 years experience, AM-FM, selling, general manager. Chief engineer AM, direc-
tion, sales. Top credit and character. Excellent track record. Know FCC rules and regs. Any-
where southern. Prefer Louisiana. Presently em-
ploved. Two children, church and civic club affiliations. Box D-159, BROADCASTING.

If you own a group of stations in the west and need help with them, try successfully—it's talk. Box D-165, BROADCASTING.

Crutches, fat and forty. However, buy 20 successful years broadcasting experience. Great voice and sales. Know-how for profitable operation. Profes-
sional operator. Box D-167, BROADCASTING.

Guanrantee to put your station in black quickly as selling manager. No. 1 station. Just let us work and know how. Presently successful station manager—engineering焓 articulate, knowable, third endorsed. Box D-173, BROADCASTING.

DJ, Tight board, good news, commercials, 3rd phone. Box B-158, BROADCASTING.

Experienced Black announcer, production man and program dir. + news. Looking for lucrative posi-
tion, knowable all formats. 9 yrs. experience, looking for major market. Interested in gen/mkt or TV stations preferably. Con-
act B.J.C., Box D-185, BROADCASTING.

Professional, 16 yrs local radio, 1st phone. Average
voice, small family. Late 40's but versatile, depend-
ability plus pleasant, friendly operation. Central or south-
est area. Prefer short air shift plus assist engineer-
ing, etc. No sales. Moderale salary. Smith. Box D-193, BROADCASTING.

Experienced first phone professional. Sock on temp-
no mid road, towny. Box D-196, BROADCASTING.

Competent, young, married male. 85, degree RT-
lamation, 4 years experience, 3rd, seeks ex-
bounding/rebuilding, mid-day, week, relocates. Box D-197, BROADCASTING.

Not a heavy weight but a beginner! Armed Forces
radio, news-op, technical experience, mostly top 40, 3rd phone, tight and likeable. Box D-202, BROAD-
CASTING.

1st phone combo man, guaranteed dependable hire
Dean. 213-583-584, 15800 Vanowen, Van Nuys, Cal. 91406.

First phone—prefer Michigan or Wisconsin. Hard
working, experienced, versatile announcer. Available all 4 years experience, announcing, production, sales, play-by-play. Call 414-62-3636, after six p.m.

Broadcasting school graduate looking for a start, 19
draft-exempt, loves rock and top 40, ten and will
do news. I'm just not one of those run-of-the-mill
of a type, White. Tony Tur-
poli, 106 Lodner, Buffalo, New York, or call 716-
822-4720, after 6.

Spring sale! One nut. Slight irregularities. Experi-
enced, 3rd, tight board, fantastic production. Great
for N.E. Ohio contemporary or top-tempo MOR, but
for better elsewhere. Dave. Action. 3345 W. 25th, Cleveland 44108—(216) 398-8968, days. All sales
final.

Hard working, dependable first phone, experi-
enced, college, tight board, WCB, rock or
MOR. (601) 475-5400.

DJ, tight board, good news, first phone, relocate
anywhere. Karen. (216) 888-8309, 501 E. 102nd, Minneapolis, Minn. 55420.

Young married seeks first job in northeast. College-
broadcast school graduate. Turn available. John Engratz, 3024 Fairfield Ave., Bridge-
port, Conn. 203-384-2333.

Attention contemporary or MOR. Formats in Eastern
or central U.S. with immediate opening. Need
eager, hardworking, professionally trained 1st phone with experience who loves radio? Then send
for resume, tape and references to, Larry Lefkowitz, 278 Harmony Drive, Massapequa Park, New York
11762, 516-541-3212.

1st phone, bright, experienced. Nappy-sounding, 24

Professional: Seventeen years. Finest background.
Present and past, best reference. Veteran with col-
lege, strong news background. Third phone. Ticket
717-249-0214.

Experienced announcer, writing, production, news-
casts, radio or TV. Will return to

Experienced announcer, news director, copy writer, colle-
ge, college graduate, MOR. Small-
kat, relocate, references. Ray White, (919) 482-2863, Box 61, MAR.

College student, broadcast trained, 3rd endorsed.
Veteran, married—wants to work with interesting
station. College air available. In June.
R. Transmitto, 818 Highave, Ave. Port Chester, New York 10573 (914) 957-9307.

Seeking job, commercial or ed. station, 1st, broadcast-
ing degree with family. 3107 E Brown, Alfon, Ill. 60022, 465-2695.

Technical

Chief engineer, 20 years experience, desires to re-
est coast. Box D-121, BROADCASTING.

Chief engineer seeks low pressure job—permanent
place. Box D-184, BROADCASTING.

1st phone. Bill Wade grad, articulate, intelligent,
eager for first gig: Combo, rock, DJ/news, West-
ern, Hi, White, 7-8 24, Marshall Thompson, 1-714-
283-9019.

News

Chicago metro or suburban—part time or weekend
newscaster-reporter. Now working at area biggie. Looking for extra opportunity. Box D-3, BROAD-
CASTING.

Aaugment your election-year news coverage. Know-
ledgeable young newcomer with five years experi-
ence, college degree, family, and first phone. Major market references. Box D-93, BROADCASTING.

Suburban specialist. Five years top five market ex-
perience. Can handle hard or soft news, anything
from ecology to tax rebellion. Box D-127, BROADCASTING.

First phone, two years experience radio-TV seeks
news sports or announcer position. Box D-128,
BROADCASTING.

Former news director. Last job Washington anchor
and editor. Nine years experience, 301-622-
3585 or write Box D-140, BROADCASTING.

Life is worth reporting—experienced newsmen with
MOR radio degree and 4 years experience in major
market area. Versatile—sports experience with PBP. Box D-144, BROADCASTING.

News director . . . wishes to move family to New
York or New England. Opportunity more important than money. Let's talk. Phone: 212-454-4971;
any day except Sat. and Sun. for interviews at my expense. Box D-158, BROAD-
CASTING.

News director seeks medium market directory or
major market newsmen for past. Six years experience
including two directorships and major market beat
position. Prefer stable MOR station. Presently em-
ploved as medium market director, Box D-185, BROAD-
CASTING.

Imaginative pro wants opportunity. Rockies or west.
No markets too small. College grad. Box D-198, BROAD-
CASTING.

People-oriented creative newsmen. Documentary ex-
perience. Recent broadcast school plus B.A. speech,
3rd phone, Nick Isenberg, (303) 322-2356, 2890 18th
Street, Denver, Colorado 80207.

Sportsminded professionally trained broadcaster
seeks position anywhere in U.S. Avoid fan of all sports
with full backround and knowledge of all. For
sample of a voice made for sports, contact
Andy Gress, M&L 254, c/o Box 150, 1 San Francisco
94117—415-566-1873.

Ten year radio man seeking new challenge. Pres-
ently in 100,000 market. Over three years here as
Director and host of two daily talk shows.

Locate midwest, newsman/dj, one year experience,
college graduate, 25, urban background, 301 1st
Cham-
plain, Ottawa, Ill. 61-434-0994.

News sports director, seeks position in college area.
Ten years experience, with major college back-
ground. Dave Hiltz, 703-299-5410.

Programing, Production, Others

Versatile, stable P.D., with excellent record of creat-
ing successful sound, building solid staff. All adult
formats. Box B-478, BROAD-15, BROAD-
CASTING.

Raleigh-Durham-Chapel Hill: Creative copywriter ex-
perience in women's department, retail, sales,
and production. Box D-125, BROADCASTING.

Contemporary programing specialist for reposition-
ing and building maintaining dominant niches.
Eager to organize and administrate. Ambitious programer gets the job done. Box D-154, BROAD-
CASTING.

Directors direct, producers produce, imaginers
imagine. Need one? Box D-155, BROAD-
CASTING.

MOR and rock format specialist. Currently pro-
gramer of top 20 market major group owned win-
ner! Reputation for capturing primary demographics and creating music formula. Excellent leadership and organizational skill. 10 year experience in medium-market background. Box D-156, BROAD-
CASTING.
**News continued**

Editorial—WSFA-TV, Alabama’s leading news opera-

tion, is seeking an Editorial Director to continue the

station’s tradition of voicing informed, enlighten-

ed opinion on Alabama news. Applicants must have

written and editorial experience. Editorials are de-

livered daily within the state’s highest rated news

program. Send resume and samples of work to

| Ground to WSFA-TV News, P.O. Box 2566, Mont-

gomery, Alabama, 36103. |

**TELEVISION**

**Situations Wanted News**

Available immediately. National region sales man-

ager—16 years successful background, company

in—1971 averaged 32 percent increase on one

station and 20 percent increase on another. Pete Nee, P.O. Box 683, Tyler, Texas 75701, all (214) 592-2682.

**Sales**

Account executive seeks challenging opportunity in

station television sales or TV film syndication sales.

Eighteen years station and agency experience. Box

D-141, BROADCASTING.

**Technical**

First phone superior broadcast production engineer,

locate anywhere. Box C-270, BROADCASTING.

Engineering manager, Experienced, available. Box

D-25, BROADCASTING.

Maintenance engineer seeking permanent position

after successful completion of contract in Middle

East. Immediately available. Fourteen years televi-

sion broadcast engineering experience. Answered promptly. Box D-124, BROADCASTING.

Experienced switcher, audio, VTR—1st phone. Prefer

switching. Box D-180, BROADCASTING.

First phone, AM-TV, 25 years engineering back-

ground. Box D-201, BROADCASTING.

Versailles, first phone seeks production/engineering

post. AAS degree in Communications. Details and

resume available. Box 515-142, BROADCASTING.

1st phone, experienced, all phases of radio, MOR

or C/W. Good on production. Presently chief audio

technician for TV. Wall experienced cameraman,

all phases of TV production. Ready to return home

to southern California. Harley Jones (505) 296-7554.

**Situations Wanted News**

Newspaper reporter-photographer with TV experi-

ence, fair to good. Excellent salary. Regaling skin

Hard worker. Box D-90, BROADCASTING.

Aggressive, award-winning reporter with No. 1

news station in top 10 market seeking news opera-

tion willing to pay due diligence. Thoroughly ex-

perienced in all aspects of studio and film work.

Equally at home in studio production, innovative

film staff and facilities. Impeccable credentials, 

Master’s degree, married. Box D-103, BROADCAST-

ING.

Meteorologist—professional, young and promontable.

My weather program now tops all competing

major area market. Seeking new position with sta-

tion wanting to up grade weather program. Box

D-166, BROADCASTING.

Enthusiastic, young newfilm cameraman has jour-

nalm—broadcast experience, offers credits, mat-

ernity, VTR, interview, Box D-179, BROADCAST-

ING.

Give me that experience all news directors talk about. Aggressive, enthusiastic reporter with writing

talent seeks first position. MS in broadcast jour-


**Programming, Production, Others continued**

**For Sale Equipment**

Helixes—styroflex. Large stock—barge prices—tested

t and certified. Write for price and stock lists. Sierra

West Electric, Box 23872, Oakland, Calif. 94603.

Free phone (415) 832-3927.

Television Transmitter—Ampex UAF151BT bought

new and used for tests only. Modify to your chen-

nel and higher power or for standby. With color

and in perfect condition, Newsvision Company, 1016

Broad ST., Bridgeport, Conn. 06605, or call evenings

203-378-9742.

Is/sceuler 10 KW in mint condition. Will tune to

your frequency and pressure will willingly publish at

$650.00. Contact James Mitchell, Chief Engineer,

Communications Fund, Inc., 314-961-3120.

RCA BTA-SF SSW AM transmitter excellent condi-

tion. Hy-Power Electronics, Dallas, Texas (214)

272-5567.

Film production equipment for sale: used one pro-

duction truck like new. Eclair NPR—synic motor con-

trolled Nagre Bopoo—1512 lbs—2 mega—battery

and Alum cases. $4,800.00. Kem Universal 8—Plat

e cable with 2 color lenses and 2 8-60mm modu-

lar sound modules—$14,500.00. Portable 16mm

machines. Most exc. To: Cassidy, National

Cassettes (214) 317-1312. Other small items.

Call (717) 742-8705.

1000 45-rpm records deting mostly from '63-'68,

$4500 or best offer. Box D-160, BROADCASTING.

Used less than two years—1 Collin Pe7CPe/76W

antenna 102.1 mc (can be returned) 50 twenty-four

sections Probel 1000-835 rigid.coax, 1 Probel

500-835 gas barrier, 90 Prodel 203-835 spring

hangers, 3 Prodel 496-835 elbows, 90", 1 Mami-

wi microwave dish, 300 feet coaxial line to microwave

dish. Inquiries to: Chief Engineer, KLYM-FM, P.O.

Box 27560, Houston, Texas 77027, phone (713) 597-

9545.

CB 8 Audix III—Volumes 400 combination $450

per unit. Will sell separately. Also Ampex PR-10-

$400. All excellent condition. WMX, Grand Rapids,

Michigan. 610-458-3793.

Cafir color chain—RCA-1K-27 camera, two TP-60

installers, TP-7 slide projector, TK-22 mono cam-

era, TP-15 multiplex, plus controls, cables, monitors,

and conform monitors; 75,000.00 complete.

Hitproler; General Television Network: 520 W.

Eighleth Road, Ferndale, Michigan 48220; (313) 548-

2500.

Cartridge Machines, 3 Visual RQ-3.5SR stereo

record/play cart machines, $800 ea., 2 RQ-3.5SR du-

plication machines (all good), 2 RQ-3.5SR mono

record/play unit, $550, all newsexcellent. Also

most anything, no size limit. EGP1A3, almost new, $400 ea., Rs. Cassidy, National

Public Radio, 1625 Eye St. N.W., Washington, D.C.

(202) 638-7460.

Capstan Idlers for Ampex 300, 350, 400 series, self-

aligning with replaceable ball bearings. $22.50 net.

VIF International, Box 1555, Min. View, Calif. 90401.

(408) 739-9740.
For Sale Equipment continued

GE camera equipment: A large stock of boards, hardware, and subassemblies, such as encoders, processors, and update kits, etc. For General Electric 240's, 250's and 350's camera chain, in new and new condition. Also will consider trade for microwave equipment. Contact John Devine, (312) 297-5220.

Nikkor 4 to 1 zoom lens original for VICO 90 series with slider readout controls, 4-1/4 Modulators for Channel 13-11-5-7, RCA TAF 4-sb, up to 580 P.S. Vikor STV 3021 and AFTV 2210a. Additional items on request. For price, write T. E. Hartford, Fairview Cablevision Inc., 357 West Columbia Ave., Battle Creek, Michigan. Phone 616-962-6121.


MISCELLANEOUS

Desayus! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedey catalog free. Edmund Orrin, Mariposa, Calif., 93538.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No banner, or trade - better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, collect call 312-344-3700.

"Free" Catalog . . . everything for the deal! Comedy books, airchecks, wild tracts. old radio shows. FCC tests, and more! Write Command Box 26248, San Francisco 94126.

Broadcasters seeking jobs! Your classified ad can broadcast quicker action. Write or phone your audition tape exclusively 2 hrs. per day M-F over high quality lines. PD calls & help you immediately. Send tape, date of ad & $15 check or MO. We'll assign your schedule and phone it to be added to your return. Same day. Best equipment. Audition Showcases, 6777 Hollywood Blvd., Hollywood, Calif., 90028.

$1,000 a week comedy writer for $15 a month! Exclusive! One client per market! Rush $15 to Box B-172, BROADCASTING.

Automatic Broadcasters! Tapes for automation of yesterday's costs! Our second of yesterday's "Good of Music"—even old 78's in automation format. CBN Studios, 3415 Beresford Avenue, Baltimore, California 94022.

Stop spending money for your vacations, contest prizes, etc. Trade for them with your advertising. International Promotional Consultants, Inc., 919 W. Sunrise Boulevard, Fort Lauderdale, Florida 33311.


Resumes professionally prepared. Fast service, free information. Write Box 165, Fanwood, N.J. 07023.

Fifty humorous personalized voice drops with your name, call frequency etc. Rated . . . G . . . great! Only $100/015 rock voice (jingles $10.00, Columbus Rad 745 West Water, Kankakee, Illinois 60901).

Managers! PD's! Program the radio show that is an authentic, entertaining history of rock and roll that continues week after week. "Weekend Spectacular" is the unforgettable weekly syndication! Demo and details from Mother Cleo Productions, Box 291, Newbury, S. C. 29708.

Office Space, New York City. Private, furnished small offices (ideal for sales representatives) $125.00 up including air conditioning, personal telephone, service by qualified staff, mail, reception, lobby listings. No leases. All-Office, Inc., 15 W. 44th St., New York, N.Y. 212-687-7040.

INSTRUCTIONS


Zero to first phone in 5 weeks! R.E.I.'s classes begin May 23, June 26 and July 31. Rooms $15.00 per week, call toll free: 1-800-237-2251 for more information or write R.E.I., 1363 Main Street, Sarasota, Florida 33577, V.A. approved.

Elkins in Houston***, 3518 Travis.
Elkins in San Antonio***, 303 S. Main.
Elkins in Hartford, 800 Silver Lane.
Elkins in Denver***, 420 S. Broadway.
Elkins in Miami***, 1920 Purdy Ave.
Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.
Elkins in Chicago***, 3643 N. Central.
Elkins in New Orleans***, 280 Canal.
Elkins in Minneapolis***, 4103 E. Lake St.
Elkins in St. Louis, 4655 Hampton Ave.
Elkins in Cincinnati, 11750 Chesterdale.
Elkins in Oklahoma City, 501 N.E. 27th.
Elkins in Memphis***, 1362 Union Ave.
Elkins in Nashville***, 2106-A 8th Ave. S.
Elkins in Seattle**, 4011 Aurora Ave., N.
Elkins in Milwaukee, 611 N. Mayfair Rd.
Elkins in Colorado Springs*, 323 South Nevada Ave.


Zero to first phone in 5 weeks! R.E.I.'s classes begin May 23, June 26 and July 31. Rooms $15.00 per week, call toll free: 1-800-237-2251 for more information or write R.E.I., 1363 Main Street, Sarasota, Florida 33577, V.A. approved.

Elkins in Fort Worth, 1705 W. 7th St.

Instructions continued


Licensed by New York State, veteran approved for FCC 1st class license and disc-jockey training. Contact A.T.S. Announcer Training Studios, 45 N. 6th St., N.Y.C. (212) 627-0545.

First class F.C.C. license theory and laboratory training in five weeks. Tuition $335.00; Housing $16.00 per week, VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-880-0469.

F.C.C. Type Exams. Guaranteed to prepare you for F.C.C. 1st, 2nd, and 1st phone exams, 3rd class, $7.00; 2nd class, $12.00; 1st class, $60.00; complete package, $25.00. Research Company, 3206 Bailey Street, Sarasota, Florida 33582.


Complete home study course for 1st phone. $75.00 Guaranteed. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa 52722. (319) 355-1165.

Think about it. We cost less, but take longer to prepare you for a first phone. 10 weeks $355. It's the best way. State approved, Omega Services, 333 E. Ontario, Chicago, Illinois 60611. 649-0929.

TOP TALENT AVAILABLE

D.J.'s All Formats
TV Newsman-Anchorman

Broadcast Services Division
Media Management Corporation
710 Tower Bldg., Seattle, Wash. 98101 (206) 682-8987

Situations Wanted

Management continued

****************************

**** STRONG EXECUTIVE CANDIDATE ****

Excellent regional and local experience all facets radio. Has seen major station, group or rep firm post. Manager, Sales Manager or aide on camp.

BOX D-186, BROADCASTING

-------------------------------

ATTENTION MIDWEST

Broadcast executive, 30, with 16 years experience in all phases of radio, sales, programming, management. Will manage your station for percentage of ownership, option to own or buy all. College degree, family man, dedicated. This will be my final move.

BOX D-190, BROADCASTING

BROADCASTING, April 17, 1972
DUE BILLS FOR YOUR MEDIA
BAR TER AND TRADE ARRANGEMENTS
CLEANING HOUSE, INC.
SEATTLE, WA. 98188
(206) 248-0882

We are pleased to announce the opening of our new headquarters:
ROBIN B. MARTIN &
EDWIN A. BERNSTEIN
Broadcast Consultants
212 Fair St., Kingston, N.Y. 12401
Telephone 914-339-5505

"MUSIC... JUST FOR THE TWO OF US"
Full Concept Radio Service
Now Available
Send for information and demo tape:
Peter Productions, Inc.
1333 Camino Del Río South
San Diego, California 92109
(714) 291-4044

FOR SALE Stations

1. NORTHEAST. Major market. AM-FM. $215,000. Terms.
2. MIDWEST. AM-FM. Profitable. Exclusive to
market. $437,000. Terms.
3. SOUTHEAST. AM-FM. Includes valuable real
estate. $345,000. Terms.
4. ARIZONA. AM-FM. Excellent cash flow. $325,000. Terms.

Jack L. Stoll
and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 350
Los Angeles, California 90028
Area Code 213-484-7279

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.

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Dept. MM-73
Tonawanda, New York 14150

C.O.D. orders enclose $1.00 good 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 not for resale. Please add
$1.25 postage and handling. New York State resi-
dents add applicable sales tax.
FOR THE RECORD

96 FOR THE RECORD

(Continued from page 90)

mod. of CP to extend completion date to Nov. 7, Action April 6.

* KBKBI(FM) San Diego—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 4, Action April 8.


* WCMP-FM Mt. Pleasant, Mich.—Broadcast Bureau granted mod. of CP to make changes in transmission line, Action April 6.

* WXXW(KP) New Orleans—Broadcast Bureau granted mod. of CP to make changes in antenna system; ERP to 5 kw; ARI height 370 ft.; remote control permitted, Action April 4.

* WUSJ Lockport, N.Y.—Broadcast Bureau mod. of CP to extend completion date to Sept. 26, Action April 6.

* WOW(FM) Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 7, Action April 6.

* KXLY Clifton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. I, Action April 1.

* WRNO(FM) New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1, Action April 8.

Ownership changes

Applications

* KCAB-AM-FM Dardanelle, Ark.—Seeks transfer of control of Central Arkansas Broadcasting Co. from Parker Parker (294 shares before, 10 shares after) to G. C. Clowson (none before, 384 shares after). Consideration: $100,000, Principal: Mr. Rye Stockton, Manager, Aiken, S.C. and investment firm in Dardanelle, March 32.

* KSVCAM(FM) Richfield, Utah—Seeks transfer of control of Sevier Valley Broadcasting Co. from Hume R. Bandley (275 shares before, none after) to James G. Clawson (none before, 27,500 shares after). Consideration: $50,000, Principal: Mr. Clawson is general manager of KSVCAM(FM) Richfield, March 22.

Actions

* WRAM(AM) Barrow, Fla.—Broadcast Bureau granted assignment of license from Radio Station WBCR Inc. to Polk County Broadcasters Inc. for $72,500, Sellers, James E. Yarbrough, president, et al. Buyers, Robert R. Coughlin (25%), James Ronald Lane (25%), James Kolb Miles (35%) and Richard Albright (25%). Mr. Freeland is sole owner of Camden Broadcasting Co. (WPWLAM) Camden, Tenn. He is also 62.5% owner of Garland Broadcasting Corp. (WKTA-FM McKenzie, Tenn.) and sole owner of Flora Broadcasting Co. (WNOA-FM Flora, Ill.). Mr. Miles is sales manager for WJZAM(AM) Clarksville, Tenn. Mr. Lane is employed by Camden Broadcasting Co. Mr. Albright is salesman for WJZAM(AM) Clarksville, Tenn. Action March 22.

* WIBB(AM) Macon, Ga.—Broadcast Bureau granted assignment of license from The Penseco Broadcasting Co., to WIBB Radio Inc. for $410,000, Sellers, Thomas H. Maxwell, et al. Buyers, J. McCarty Miller, Mr. Miller is 64.5% member of WCOA(AM) Pensacola, Fla. He is also president and 46% owner of Pensacola Ommunicat, CATV firm in Pensacola, and vice president and 40% owner of WSBP Broadcasting Inc. Bradenton, Fla. Action March 30.

* WHTV(AM) Meridian, Miss.—Broadcast Bureau granted extension of license from Delta Communications Corp. to Central Television Inc. for $30,000, Sellers: F. Carrington Weenas, president, et al. Buyers, L. C. Russell, Jr. et al. Mr. SRyan is president and majority stockholder in WTVL(AM) Vicksburg, Miss. Action March 23.

* WHOK-AM-FM Lancaster, Ohio—Broadcast Bureau granted assignment of license from Rocking V Cable Inc., to WSDM for $375,000, Sellers: Don Turnbull, secretary treasurer, et al. Buyers, William M. Fish (34%), Anthony S. Ocepek (24%), Richard H. Gehring (25%) Raymond O. Armstrong (24%) and Richard F. Streeter (10%). Mr. Fish is president of Lake Communications Corp. (WPVL(AM) Painesville, Oh.). He is also president of WHOK Inc. Painesville, Mr. Ocepek is president of Lake Communications Corp. Mr. Streeter is vice president of Lintern Corp., Mentor, Ohio. He is also vice president of Lake Communications Corp. Mr.

Armington is president and chairman of The Trizz Co., Cleveland. He is also director of Lake Communications Corp. Mr. Streeter is director of Lake Communications Corp. Action March 30.

* KXIL-AM-FM Dallas—Broadcast Bureau granted assignment of license of Station SRRU Broadcasting Co., to Crescenti Corp. for $1,775,000, Sellers: Dan Hazlett, president, et al. Buyers, J. C. Wolfert, Mr. Wolfert is president and director of Forliden Commercial Computer Inc. (Crescenti Corp.) computer leasing firm in Wycombe, Pa. He is also 33% owner of Crescenti Corp., a broadcasting, equipment and auto leasing firm in Wycombe and 25% owner of Universal Financial Association, equipment and computer firm in Wycombe. Mr. Own is general manager of Pacifica Leasing Co. Wycombe, is chairman of Charter Financial Association and 69% owner of American, Financial Services Inc. (Crescenti Corp.) Action April 30.

FOR BEST RESULTS YOU CAN'T TOP A CLASSIFIED AD IN

Books for Broadcasters

The Technique of Documentary Film Production

Revised Edition by W. Hugh Baddeley

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Cable actions elsewhere

The following are activities in community-antenna television reported to Broadcasting through April 11. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

* Temple City, Calif.—City's subsidiaries of Hughes Aircraft, has been awarded franchise by city council.

* Fort Ritchey, Tex.—TM Communications of Florida has been awarded 15-year nonexclusive franchise by city council.

* Venice, Fla.—Multiple-CATV owner Storer TV Cable in Miami has been awarded 50-year franchise by city council.

* Shrewsbury, Pa.—Regional Cable TV of Silver Spring, Md., has been awarded franchise by borough council.

* Sioux Falls, S.D. Apoka, Fla., Aberdeen and Pikesville, Md.—North Carolina—Multiple-CATV owner American Television & Communications has been awarded franchise.
The "singles meeting" at Columbia Records takes place every Wednesday morning. About 40 people—heads of departments, art people, producers, promotion—cramp into a smallish conference room on the 12th floor of "Black Rock," the CBS building in New York. The purpose of the weekly meeting is to coordinate the promotion, advertising buys, concert dates, art work and other detail on current records, of which some 300 will be released this year to generate an estimated $150-million worth of business. In charge of this meeting is Clive Davis, president of what CBS calls the biggest record production and manufacturing company in the world.

Mr. Davis, born and raised in New York, has an extremely cultured demeanor. He is a collector of art, almost fiercely articulate, tastefully dressed. Yet he has enormous dedication to and love for popular music. It seems incongruous: a man who looks as though he ought to be a curator at the Museum of Modern Art bopping and swaying and drumming on the table right along with the loudest and raunchiest of today's rock.

At the end of the conference room where the singles meeting is held are the two huge speakers, five feet by 10 feet at least, through which the new releases are played. He sits no more than six feet away from the speakers and the sound is deafening. Even in his private office, when he is reviewing a demo, the volume is almost full up. Like his young customers, he wants his music loud.

A lawyer by training, Clive Davis says, "I haven't thought about law since I joined this company. Most of my time is dedicated to the creative aspects of the company." He is active in signing artists, selecting material for albums and singles, and enjoys close personal friendships with many of the artists on the label.

Why is it important for the president of such a large company, prospering in such a fickle a market, to become active in A&R (artist and repertoire) functions? "Because my competition is other heads of companies," he says. "My competition, Jerry Wexler and Ahmet Ertegun, Joe [Smith] and Mo [Austin], Jac Holzman, are all very active in finding and signing talent. Not wishing to criticize any other company, I feel that the companies where the presidents are not active in the creative areas are the ones who really aren't doing very well."

He was directly responsible for the signing of Laura Nyro, Blood, Sweat and Tears, Chicago, Santana, and Johnny and Edgar Winter. The Monterey Pop Festival of 1967, he says, was very instrumental in developing the vision he has had for Columbia. It was at Monterey that he first saw and contracted Janis Joplin to the Columbia label.

Columbia is also one of the few companies that produce music in all areas. Mr. Davis has committed the company to recording the complete works of Stravinsky, and to a series of re-issues together the divisions produced $380 million records and tapes for worldwide distribution. His prominence as a spokes- man and trend-setter in the record industry began with his move in 1967 to price all LP's—both stereo and mono alike. As other companies followed suit, mono records were soon phased out altogether. He is also credited with being the pioneer of variable indexing—adding $1 to the price of an LP according to demand and cost factors.

Columbia hopes to maintain its leading edge with its own quadraphonic system, four-channel sound, called SQ. Four other record companies have come to CBS in order to produce quad albums of their own. Other operations of CBS's Records Division include record retailing—it owns a discount record stores chain, audio equipment retailing, newly acquired Pacific Stereo, plus a tape and disk manufacturing facility in Tel Aviv.

"I try to run this organization as the hungriest of young companies," he says, "a lack of bureaucracy, informal lines of communications. I hate it when somebody says 'that's not my responsibility, go ask somebody else.'"

One of Mr. Davis's pressing concerns of the moment has less to do with his zest for music than with his legal background. Columbia Records, on its own behalf and on the behalf of other record companies hurt by the recent wave of tape and record piracy, has filed a $250-million class-action suit against all the companies now engaged in unauthorized duplication of recorded material. Some estimates put the cost to the industry of record piracy as high as $100 million a year.

One of the problems associated with stopping the piracy stems from the legislation passed last year that now protects recordings made after Feb. 15, 1971, from duplication but does not protect anything before that date. The only way companies have been able to deal with the duplicators has been through individual court orders issued through state courts. Mr. Davis hopes that this broad suit will be able to cut through much of the red tape involved in stopping the piracy.

"The one thing my law background has given me," Mr. Davis says, "is a talent for organizing and a taste for hard work. And there really is so much to be done." He arrives at work some time between 8:30 and 9:30 "depending on the day" and spends his work day until about 7 p.m. "I insist on eating dinner with my family every night," he says. "Even if I have a dinner engagement, I go home and spend some time with them."

He may even be spending more time at home of late, since the arrival of his new son barely three weeks ago. "We've thought of moving to the suburbs"—he lives in Manhattan several blocks from the office—for the children's sake. No, no. I take that back. The children don't enter into it at all. I mean, I feel that if we moved to the suburbs the pace might slow down a bit."
They tried it and liked it
The majority of broadcasters who attended the 50th anniversary convention of the National Association of Broadcasters in Chicago last week should have liked what they heard. Few of the speakers gilded the anniversary lily. Most talked realistically about the deplorable state of broadcast regulation and the strong countermeasures needed to regain ground that was given too easily in the fat years.

From the opening keynote, in which President Vincent T. Wasilewski called for strong political action to protect franchises and revenues, the tenor was to declare resistance to legislative, regulatory and special-interest extremes by all legitimate means. There was encouragement from government, too, beginning with the President himself.

Mr. Nixon’s message, delivered by the administration’s director of communications, Herbert G. Klein, went far beyond the perfunctory greeting. It made commitments.

The overall record of the convention contains more substance than may have been immediately apparent to the speakers’ audiences. This is not to play down the oratorical tours de force of John Connally, the secretary of treasury, and the Rev. Billy Graham, winner of the NAB’s Distinguished Service Award. But the words of President Nixon and Clay T. Whitehead, director of the Office of Telecommunications Policy, put the administration on the side of realistic regulation, and against the excesses of recent times.

If the broadcasters’ main point of regulation, the FCC, dispatched no missionary with a gospel to match that of the White House, there was some comfort for them to take in the speech of FCC Chairman Dean Burch. Even though the chairman made much of his main point that there would always be an FCC, he went out of his way to promise even-handed consideration of the broadcasters’ side of things.

It is hard to recall in modern times when government representatives at an NAB convention were in greater sympathy with licensees. There was a recognition of recent overkill in the regulatory process. There was an endorsement of the principle that profits are a legitimate end in broadcasting and essential to finance the variety of programming the public now receives. In that context, stability in the license-renewal process was given administration support.

If broadcasters were disappointed to be told officially for the first time by the NAB that there would be no legislative relief in license renewals at this session of the Congress, they had no reason to be surprised. They had been forewarned. Considering the friendlier attitude in the executive branch and disposition toward moderation at the FCC, and assuming no letdown in the broadcasters’ efforts to explain their plight to Congress, it is entirely possible that they can get the bill they need next year. That is more than they had reason to expect at their 1971 convention.

Let our people go
It was made apparent by FCC Chairman Dean Burch and Commissioner Richard E. Wiley last week that radio is headed for some sort of de-regulation. Mr. Wiley, who is chairman of the task force on the project, was especially encouraging during an appearance before the NAB convention. Mr. Burch lent emphasis by declaring that the FCC “stands ready to rewrite as much of the book as necessary.”

All to the good, and about time. The longer radio and television operate, the more unalike their services and natures become. It makes no sense for the two of them to be indiscriminately treated in the same regulatory scheme.

On more than one occasion radio has fallen innocent victim to governmental restraints precipitated by television and aimed at its control. The law prohibiting broadcast advertising of cigarettes was a conspicuous example. Television was the target. Radio got hit by accident. A separation of radio and television in the regulatory approach of the FCC ought to encourage their separation elsewhere.

So the sooner the FCC gets on with radio de-regulation the better. It can then proceed to the second part of the job, de-regulating television.

Way to oblivion
Broadcasters were exhorted last week to commit themselves to vigorous political action. In public forums and private rooms at the National Association of Broadcasters convention, the talk was of legislative contact and even tangible political support. The creation of an apparatus to disburse campaign contributions was under consideration.

There is nothing wrong in any of that. As subjects of federal licensing that flows from federal law, broadcasters have more reason than most businessmen to maintain a presence in Washington.

There is, however, a danger that broadcasters will confuse their roles as political activists and broadcast journalists. The confusion may have already set in.

Vincent T. Wasilewski, NAB president, said broadcasters should “go beyond political reporting” and get into political action. Mark Evans, chairman of the association’s task force on license renewal, was more explicit. He recommended that broadcasters give more time at better hours to “the men who represent us in the Congress.”

That is not very good advice. The minute broadcasters begin using their facilities to curry favor, they have corrupted their journalistic function and abandoned all claims to editorial independence. It is possible to conduct political action without journalistic compromise. For broadcasters who do not now understand that distinction, it must be learned fast.

It’s not just another margarine commercial; it’s a play about Henry VIII.”

DRAWN FOR BROADCASTING BY SID HIX

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