Mounting impact of attacks on TV advertising
The real world of public access starts in New York

...the most respected call letters in broadcasting

WGN Continental Broadcasting Company

- **Chicago**: WGN Radio, WGN Television, WGN Continental Productions Company, WGN World Travel Services, Inc.
- **Duluth-Superior**: KDAL Radio and KDAL Television
- **Denver**: KWGN Television
- **Michigan and California**: WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo**: WGN Continental Sales Company
Profile of a winner.

“What’s My Line?”
wins its time period, with an average 42% share of audience, in 19 markets.

“What’s My Line?”
wins the prime 7 and 7:30 pm time periods in 12 of its 19 first-place markets.

“What’s My Line?”
wins adult attention, with a 78% average adult comp between 7 and 8 pm.
“What’s My Line?” is scheduled in 13 more crucial 7 and 7:30 pm time slots for Fall 1972.

“What’s My Line?” is an established winner, in its fifth year of first-run production for syndication.

“What’s My Line?” is the first name in game shows, from the winning team of Goodson-Todman and Viacom.

Source: NSI, Feb-Mar, 1972. Audience estimates are subject to qualifications on request. (Number of time period wins is based on metro ratings and shares and includes two ties.)
"New times always!
Old time we cannot keep."
BURROUGHS

The occasion is appropriate, and the impulse irresistible, to remark about the issue of Broadcasting you hold in your hands. There is, obviously, something new about it. Quite a lot that is new, as you will discover in pursuing the news through its pages. A new look, certainly. A new *style*, in the broad sense of that term. A new, easier, more urgent readability, if our execution of these changes has lived up to our expectations for them. A new cover, as you will have noticed, and a new, broader definition of purpose—"The news-weekly of broadcasting and allied arts"—that may have escaped your first glance.

There is also quite a lot that is old about this week's Broadcasting. A dedication to accuracy and comprehensiveness. A fierce caring about the editorial product that is our only claim to your time and attention. A perspective acquired in over 40 years of chronicling the fates and fortunes of the medium that is the most dynamic, the most exciting and the most promising yet to be delivered by the genius of technology into the command of communicators. A commitment firmly made to the medium and to its immense future.

Now, both the medium and the magazine are into their second generation. Both bear little resemblance to their beginnings. Neither has always been wise, but—we add with a sincere confidence—seldom has either been in conspicuous error. Both have prospered and both, we believe, have served a purpose. Each can claim, in its own way, to have pioneered where none had gone before.

The medium is still at it, pioneering at an accelerated pace in an infinitely more complicated time. So, too, are we. That is what this issue is all about. "Traveller, there is no path," says the proverb. "Paths are made by walking." It is both our hope and intention that broadcasting, the medium, and Broadcasting, the magazine, will continue to make new paths together into ever new times, always.

[Signature]
EDITOR
That television advertising—along with advertising in other media—is under increasing attack. The impact of that attack, and its increasing velocity, are made clear in this issue's lead story on advertising and counteradvertising in a troubled medium.

Creative genius plays second fiddle to business acumen in today's TV Hollywood.

Peabody's for past performance awarded amid concern for the future.

It's glory road time for ABC-TV in no-clouds meeting with affiliates.

Frank talk from Whitehead to the ANPA: Newspapers could be next if the fairness doctrine stays on a runaway course.

Case history of Fairchild's diversification into broadcasting.

AWRT, new hand at the helm, heads for Las Vegas convention.

The first public demonstration of what public access is all about is being played out—warts and all—on a miniature but important scale in New York's cable TV. It's the first working test of a concept anathema to most broadcasters, idealized by many of its critics.

Campaign dollars make lucrative target for media salesmen.

Chancellor, Israel keynote a broadcast journalism day.

The reporter's story behind those Jack Anderson payola columns.

Bill Tankersley at the CBBB: still one of the white hats
When people are troubled, whom do they turn to?

In South Florida, people call WIOD's John Huffman. The aim of the broadcast is to help troubled people who need answers to personal and moral problems. And it succeeds, as shown by the flood of letters and telephone calls received by the station.

This open-phone program is hosted by the Reverend John Huffman, dynamic young pastor of the Key Biscayne Presbyterian Church. For three hours each week he handles an avalanche of questions ranging from young people's problems to divorce.

The John Huffman Program—a unique service from Florida's full service radio station. One of the reasons why WIOD is the Voice of Florida.

WIOD 610 RADIO
The Voice of Florida

A Communications Service of Cox Broadcasting Corporation
Cox Broadcasting Corporation Stations: WIOD AM, WMIA FM, Miami; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WHIC-TV, Pittsburgh; KFYU, San Francisco-Oakland.
First class rule

FCC machinery is finally getting ready to churn out rule that AM and FM licenses—particularly those in smaller markets—have been anxiously awaiting. It will relax present requirements for employing first-class operators at directional-antenna stations. Instead of being required to employ one for every shift, station will be able to get by with only one first-class operator on duty over eight-hour stretch; third-class operators can be used at other times. However, combo man will not satisfy requirements of first-class operator, under new rule; his "primary" responsibility will be to keep station in operation. Rule also applies to FM stations up to 50 kw.

Firm stand on prime time

FCC is preparing to reject MCA Inc.'s request that it initiate rulemaking aimed at weakening prime-time access rule in current season. MCA proposed that syndicators be permitted to place—in prime-time period being freed of network programming—off-network series in which networks have no interest and 25% of whose episodes are new. Proposal was based on commission decision in February to permit Mutual of Omaha to syndicate off-network *Wild Kingdom* (Broadcasting, Feb. 7), noting that 12 episodes in 52-week package were new.

FCC appears anxious to hold line and give new rule chance to work. Announcement of decision, taken last week, is being held up for written dissent by Chairman Dean Burch, expected to make its appearance shortly.

Stockholder fires banked

Despite Wall Street gossip, RCA's annual meeting tomorrow (May 2) at Burbank, Calif., isn't expected to generate kind of heat that would threaten incumbent management. Under Board Chairman Robert W. Sarnoff. While company has not prospered in all its divisions (Hertz is example) and has phased out of computer field, inside view is that prospects otherwise are bright. Entities like Coronet and Banquet Foods, which have become significant stockholders through RCA diversification program in past few years, are not pressing for immediate reorganization. If company makes expected showing in months ahead it's predicted crisis will be averted with second generation Sarnoff firmly at helm.

Next targets for Reyes

Mexican-American Antidefamation Committee's Domingo Nick Reyes is stepping up his activities in promoting citizens involvement in broadcast license-renewal process. Besides playing key role in discussions of Spanish-speaking groups in Washington who are considering challenging renewal applications of some or all of stations in nation's capital (Broadcasting, April 24), he is planning talks to Spanish-surnamed groups in New York, Newark and Philadelphia. Purpose will be to generate interest in challenging renewals of stations in those states that group feels interested. Puerto Rican Resources and Research Center is providing forum for talks. New York and New Jersey licenses are due for renewal June 1; Pennsylvania, Aug. 1.

Presidential pals

Not generally known in trade is President Nixon's long-time friendship — antedating his election—with two active broadcasters. They are Ward L. Quaal, president of WGN Continental Broadcasting, and Charles H. Crutchfield, president of Jef- ferson Standard Broadcasting. Mr. Quaal is often unannounced visitor at San Clemente White House (he has home close by at Laguna Niguel) as well as formal events in Washington (as is Mr. Crutchfield).

When WBT Charlotte observed its 50th anniversary last month, President's daughter, Julie Eisenhower, was there to deliver presidential greetings. Later, in "Dear Charlie" letter, President said he was "staunch admirer of the integrity and responsibility that characterize your time in broadcasting."

Half a loaf

United Church of Christ apparently has not persuaded FCC to delay renewal of Massachusetts television stations to take look at their employment practices (Broadcasting, March 27), but it appears to have forced commission to think through purposes for which it is asking broadcasters to file annual reports on minority-employment practices. Commission last week reportedly decided to deny church's request, which was based on review of first reports Massachusetts stations filed, last May. Commission is expected to note that stations' performance in minority employment has improved since reports were filed.

But beyond that, commission staff is to meet this week to draft policy letter that would synthesize views expressed by commissioners during debate touched off by church request. Deputy General Counsel Daniel Oihbaum had been particularly critical of staff for not making any use of statistics filed last year. Thus letter may give idea of procedures commission will follow in connection with statistics—whether, for instance, they will trigger commission inquiry into station's employment practices and other matters under criticism.

Wasilewski opts in

For first time, Vincent T. Wasilewski, president of National Association of Broadcasters, will attend annual convention of National Cable Television Association (May 14-17 in Chicago). He'll be accompanied by William Carlisle, vice president for broadcast liaison, and Roy Elson, vice president for government affairs.

General Electric opts out

General Electric Co., which had tentatively reserved exhibit space for NCTA convention, has canceled. Explanation is that GE has decided not to enter CATV hardware market, following study of prospects by sales-marketing team. Decision to opt out is said to have nothing to do with current negotiations to sell part of broadcast equipment manufacturing division to Harris-Intertype Corp. (Gates Radio Co.), announced in March (Broadcasting, March 13).

Last legs for Cavett

"Kiss of death" is consensus affiliated reac- tion to ABC-TV's announcement that Dick Cavett Show will be given three more months to prove itself, while replacement develops in wings (see "At Deadline"). Number noted Cavett would have been dropped immediately except that timing is not right for introduction of new show and that cooling-off period is needed in anticipation of "wave of wrath" expected from Cavett's loyal following and consumer press critics. "The network wants to get out of the Cavett thing without stirring up the pot too much and turning it into a public relations mess," said one affiliate. It also would appear that Cavett show may have trouble retaining station clearances it now has during "lame duck" period, probably stretching into July.

Professor Comstock

Paul B. Comstock, who leaves National Association of Broadcasters as its chief lobbyist this fall—winding up decade during which he served as its general counsel and executive vice president for government relations—is taking year's sabbatical to become full professor. He has accepted invitation of San Diego State as Distinguished Visiting Lecturer in Telecommunications. School has about 25,000 students, faculty of only 10 in Department of Telecommunications and Film.

Mr. Comstock, who calls Florida his home, underwent surgery April 18 for resection of gall bladder. Ailment when undiagnosed—had caused his hospitaliza- tion six weeks earlier. Couple of months for recuperation is usual in such cases.
We report to the Golden Corridor.

To the giant megalopolis of over 5¼ million people that live and work in and in between Washington and Baltimore... to 1,618,000 homes.

People listen to us in Washington, D.C. and in Chevy Chase, McLean, Potomac, Alexandria, Columbia, College Park, Annapolis, Baltimore and on the Chesapeake Bay.

We're the non-stop news source for Washington/Baltimore. An all-news radio station serving over 5¼ million people.

And nobody knows this Golden Corridor better than we do. We live here.

We broadcast non-stop news because news happens non-stop in the Washington/Baltimore area. To tell it all is a full-time job. It takes the largest news staff of any Washington station. Our reporters broadcast direct from the White House, Capitol Hill, the Pentagon, Richmond, Annapolis and Baltimore. From Saigon, Peking, Paris or San Francisco WTOP listeners get front-line reports from distinguished CBS correspondents, AP, UPI, and Group W Overseas, plus our own Private Line News Exchange with CBS-owned stations across the nation. Non-stop news is also news that hasn't happened yet. Our investigative reporters, Jim Michie and George Allen, spend all their time digging into incidents, events and personalities that become important news. This kind of reporting takes time... the time only WTOP Radio takes.

WTOP Radio is sports as Warner Wolf comes on strong with on-the-nose reporting and irreverent commentary. When rain's in the making, our meteorologist consults the radar station at Broadcast House and reports conditions before they happen. Non-stop news is perceptive commentary, too. Our listeners regularly hear the opinions of respected political analysts like Carl Rowan and James J. Kilpatrick, Ed Diamond on Media, Dr. Pierre Rinfret on the economy and Davey Marlin-Jones on movies and theatre. We editorialize. We speak our mind on issues like the shameful treatment of the nation's coal miners by their own union, and the deceptive hiding of campaign money by some public office-holders.

We serve the Golden Corridor from the news capital of the world.
It's our home.
If you lived here, would you do any less?

non-stop news
WASHINGTON, D.C.
A Post-Newsweek Station
Brisk fall sales reported by ABC

$130 million committed so far for prime time; Duffy tells delegates of challenges that face television

In continuation of upbeat reports to affiliates at annual meeting in Los Angeles (see page 32), ABC-TV claimed largest share of "upfront" business for new prime-time season; substantially ahead of CBS and double business of NBC. Delivering this good news at sales seminar on closing day of meetings, Warren Boorom, vice president and national sales manager, said by end of first week in May, network will have some $180 million in business on books (including Monday night NFL football and entertainment specials) for new season. As of affiliates meeting, network had $130 million in business for new prime-time regular schedule alone. Year ago April, by comparison, Mr. Boorom pointed out, network had written $88 million in business.

Mr. Boorom also announced that "Chevrolet has made biggest single programs buys of new program on ABC in last five years," half sponsorship of new prime time "The Men" trilogy.

New flexibility in NCAA college football telecasts was described Friday by Roone Arledge, president of ABC Sports. In concluding statement, ABC-TV President James E. Duffy used upcoming celebration of 200th anniversary of American independence as framework to question whether today's dominant medium, television, can be as true to current events as print media was to founding of nation.

Disclaiming any defensiveness or apology, Mr. Duffy expressed hope that television "can always be open-minded," will "listen with some degree of objectivity," and will "hear the signals and feedback from our environment."

Cavett show gets 90 days to shape up

ABC-TV's Dick Cavett Show—said to be having difficulty in "broadening" audience and with level of audience down from fourth quarter of last year—will be given 90-day period to revitalize, ABC-TV told affiliates at annual meeting in Los Angeles (see page 32). If revitalization doesn't work, then network on Oct. 3 will introduce "important, new, top-level and top-budgeted late night series" to replace Cavett.

Announcement was made by Martin Starger, vice president in charge of programming, took pains to praise Mr. Cavett and assured that "every last recourse" would be "examined and exhausted" before final decision is made on show, which has been extended three months until July 28. At that time it will be either renewed through end of year or go off air, with last play date of Sept. 29.

Recognizing that Cavett may be canceled, network is putting into final stages major program development aimed at providing number of late-night program possibilities for fall introduction. Programs being developed were not identified.

First with PTV managers: public-affairs programs

If Nixon administration expected local public-television managers to go along with its attacks on that medium's national public-affairs programming, it now has hard statistical evidence to contrary—from within Republican party.

Representative Clarence J. Brown (R-Ohio), who took year's proposal that such programs be banned from PTV, will issue this week results of questionnaire he sent to all local managers. One question asks managers to select, from list of categories, what kinds of programs should be receiving highest priority at national level. Their first choice: national public affairs.

Finding was duplicated at local level, where managers said they'd spend whatever additional funds they received on local public affairs above all other program categories.

Trailing public affairs at national level were, in order: cultural programs, children's programs, instructional shows not intended for classroom, local public affairs, classroom instruction, and national and local news.

Among other findings:

- Most stations said their first spending priority is facilities, especially color equipment and remote capability. On average, respondents said they could effectively use $493,000 in federal money for that purpose in next year (they actually got average of $87,000 in past year).
- Nearly all respondents—96%—said Corporation for Public Broadcasting should be agency responsible for distributing federal funds other than facilities grants.
- Half of the respondents said they would approve statutory formula for distribution of federal funds, as proposed by Nixon administration and opposed by CPB. However, response was clouded by way question was formulated; only other listed alternative was "distribution at the discretion of a federal agency and for purposes designated by the distribution agency," supported by 13%.
- A total of 31% wrote in proposal that wasn't listed—giving 30% of CPB funds direct to stations, with their advice and concurrence. That proposal is found in pending House funding bill and is supported by principal Washington organizations.

41% of respondents said they've been confronted with some kind of attempt to influence programming. Private corporations and private donors were most frequently cited. Managers were asked: "Does your station need additional federal assistance funds?" Nobody said no.

Rogan Jones dies at 76

Pioneer Washington station owner won Supreme Court case that paved way for radio's rise in journalism

Rogan Jones, 76, veteran broadcaster whose struggle in 1930's to break print monopoly on flow of news was instrumental in development of broadcast journalism, died last Thursday (April 27) of pneumonia at his home in Bellingham, Wash. Mrs. Jones founded KVOS(AM) (now KOMO) in Bellingham in 1929 and operated station for many years.

His decision in 1933 to report local news on KVOS prompted number of lawsuits by print journalists, including one brought against station by AP. That suit culminated in benchmark Supreme Court decision in station's favor, which resulted in initiation of sale of news to radio stations by wire services.

Mr. Jones's campaign in favor of radio news was personified by KVOS by-line, which stated: "That will be all until 9 o'clock tonight, when we will clean up the news of the day and make it unnecessary for you to read your morning newspaper."

Mr. Jones was also instrumental in the founding of International Good Music, one of the largest producers of prerecorded programming.

Hill exposure set for counterads

Emergence of public-interest creative firm, Stern Concern, as production source for radio-TV counteradvertising and other informational-type spots was formally announced in Washington news conference Friday (April 28).

Concern screened two television spots it has produced—one announcing General Motors recall of late-model Chevrolets and another counteradvertising for number of analgesics products (see pages 21, 23)—and announced its efforts will get further exposure, on Capitol Hill.

Marvin Segelman, director of Los Angeles-based concern, said representatives of Concern, its affiliated Stern Community Law Firm, of Washington, have been invited to testify about public-service announcements at hearing of Senate Commerce Subcommittees on the Consumer, scheduled for mid-May. Also invited to
You let go with it.

There’s one sure-fire method for putting pow into certain commercials. Animate them with color film. Because animation is one of the strongest attention-getting techniques you can use.

“But,” you ask, “in these hard times of cost-conscious clients, isn’t animation an expensive way to go?” The answer is “No!” Hard to believe, but an animated film spot costs less than an average spot using living, breathing people. That wasn’t true a while back but it’s true today.

With animation you can let your imagination go as far as it will take you, and at the same time hit hard at the market you’re after. Of course, film is the best way to animate, hands down. Now about that spot you were thinking of doing with the stand-up announcer...
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
hearing were officials of groups sponsoring spots—Center for Auto Safety, for recall ads, and Medical Committee for Human Rights, for analgesics spot.

Hearing will be on two advertising-related bills sponsored by Senator Frank Moss, chairman of Senate Commerce Committee (BROADCASTING, April 17).

Dr. Quentin Young, chairman of Medical Committee, who attended news conference, hailed analgesics spot as ushering in "new era" of health education. He said worry over problem of "irrational advertising and untried remedies" being passed on not only public but physicians is serious and unsolved.

However, question of whether spots will be aired is another matter. Tracy Westen, of Stern Community Law Firm, said he will file complaint with FCC early this week as result of three networks' refusal to carry Chevrolet recall spots. He had asked that spots be carried "at frequent intervals over the next six-month period," both in day- and prime-time hours.

He will assert that networks have obligation to carry messages on public health and safety grounds. This was rationale commission used in applying fairness doctrine to cigarette advertising, he noted.

He will also make right-of-access argument; that broadcasters cannot discriminate arbitrarily in making time available for public-service spots. He contends that safety implications of recall spots make them as important as many now shown on networks.

He also said that if networks turn down analgesics spot, delivered to them Friday, he would file similar complaint, but it will probably cite fairness doctrine, as well as broadcasters' public-service obligations. Federal Trade Commission has already proposed that doctrine be extended to cover virtually all product commercials.

Thrust and importance of work he sees Concern doing was indicated by Philip M. Stern, whose family foundation funds Concern and Law firm. He cited final paragraph in statement issued to reporters, which said that if networks are allowed to reject "meticulously documented announcements concerning adverse aspects of products which they serve as advertising medium, then television "will be not only one of the most potent but also one of the most one-sided educational media in history."

Thus far, Concern has no commitments from any stations to carry spots. Mr. Westen said Advertising Council, through which more establishment-type public service spots are produced and placed, will be approached, along with individual stations. Normally, sponsoring groups will seek placement.

Justice’s Gray joins news media critics club

New administration critic of news media surfaced Friday (April 28). He is Assistant Attorney General and Deputy-Attorney-General-designate L. Patrick Gray III, who raises question as to whether news media are attempting to control public through compelling type of information it has doled out to it.

Mr. Gray, in Law Day speech to Orange County Bar Association, in Santa Ana, Calif., recited list of what he said were examples of "inaccurate, biased and grossly unfair" reporting, by press and TV, and said, "Today journalists are becoming too much a part of the culture of disparagement which threatens to destroy all respect for established institutions."

He wondered whether news media, instead of keeping public informed, are "stepping into a new role—that of controlling the electorate by controlling the information it receives. Instead of the public using the press as the source of its information, is the process now being reversed, so that the press will be using the public in the same way that a programmer uses a computer."

However, he ended on somewhat hopeful note. He expressed belief that "the basic decency—the sense of fair play—in the hearts of Americans will bring a re-birth of journalistic standards in areas where they have now become only an empty shell."

Week's Headliners

Mr. Dille Mr. Brines

John F. Dille Jr., president of Communica Group of Indiana, elected chairman, Paul C. Brines, executive VP, elected president. Communica owns WJTV-TV, WTRC-AM and WFM in Elkhart-South Bend, Ind.; Elkhart Truth; WMEF (AM) and WMEF (FM) Fort Wayne, Ind., and one-third interest in Valley Cablevision Co., Elkhart-South Bend. John F. Dille III, VP of Elkhart Truth, elected executive VP, Truth Radio, Communica subsidiary that operates WTRC and WFM.

Dr. Peter Carl Goldmark, recently retired president and director of research, CBS Laboratories, Stamford, Conn., principal inventor of long-playing (LP) record and of CBS system of field sequential color TV, elected member of National Academy of Sciences last week. Dr. Goldmark is president of Goldmark Communications Inc., Stamford, owned by Warner Communications Inc.

For other industry developments see "Fates & Fortunes," page 62

NBC gets them together

TV affiliates meeting in L.A. to feature fall program plans, speech by Reagan

Representatives of all 217 NBC-affiliated TV stations are expected in Los Angeles this week for the NBC convention, to be held Wednesday through Friday (May 3-5) at Century Plaza hotel.

Network officials said attendance would total about 500, including wives of many station executives. Luncheon address by California Governor Ronald Reagan on Thursday, reception and dinner with entertainment headlined by Bob Hope on Thursday evening and network's presentation, including fall program plans, on Friday morning are among highlights.

Convention opens Wednesday with closed meeting of affiliates at 2 p.m. That evening, NBC Chairman David C. Adams and President Julian Goodman will be hosts at reception for affiliates, guests and representatives of production companies associated with NBC-TV programs.

Thursday-morning business session, starting at 10 a.m., will feature newsports presentation after welcoming remarks by Donald J. Mercer, NBC station relations vice president, and Mr. Goodman. Making presentation will be Reuven Frank, president of NBC News, and Richard Wald and Carl Lindemann, vice presidents of NBC News and NBC Sports, respectively.

Meeting of affiliates with NBC-TV executives is scheduled Thursday afternoon following luncheon and address by Governor Reagan. Doc Severinsen and his orchestra from the NBC Tonight Show and Ding-a-Ling sisters from Dean Martin Show will put Mr. Hope in entertainment line-up for annual dinner.

Convention site moves to Ahmanson Theater in Los Angeles Music Center on Friday morning for network's main presentation, to be made by NBC-TV President Don Durgin. Luncheon at center will make formal close of convention.

Roberts for Monroe on presidents' agenda

Bill Roberts, chief of Time-Life Broadcast's Washington bureau, will be featured luncheon speaker tomorrow (May 2) at state presidents' conference in Washington sponsored by National Association of Broadcasters. Mr. Roberts replaces Bill Monroe, NBC News' Washington Today editor, who had to cancel because of special primary-election assignment.

The two-day meeting of the heads of the various state broadcasting organizations begins today (May 1) with executive secretaries meeting at NAB. Tomorrow, presidents will hear Vincent T. Wasiliewski, NAB president; John Pettit, FCC general counsel, and John Pennybacker, Louisiana State University who also is executive secretary of that state's broadcaster association. Also scheduled are workshops on political spending, government affairs, license renewals, radio regulations, and advertising taxes.

Conference ends Wednesday (May 3) with visits to Capitol Hill.
CCA SERVICE IS WORLD WIDE!

This Week
April 30 - May 5 - Seminannual technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Calvin H. Horlicksoh, Eastman Kodak Co., New York, is program chairman. Theme is "The New Film Makers—Theo".


May 2 - "Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Pittsburgh, Pa.


May 2 - Lunch Luncheon meeting, Hollywood Radio and Television Society Program chairs of three TV networks—Walter Stargardt (ABC), Fred Silverman (CBS) and Mort Warner (NBC)—will answer questions. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

May 2 - Annual spring meeting, Audio Engineering Society, Hilton hotel, Los Angeles.

May 3 - 6 - 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 3 - 5 - NBC-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 4 - "Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn near Lancer, Pa.

May 4 - Annual meeting of Cowles Communications Inc. shareholders. Board room of Manufacturers Hanover Trust Co., 350 Park Ave., New York.

May 4 - Fourth annual Distinguished Lecture Series in Journalism sponsored by Department of Journalism, University of Maryland. Series, "The New Journalism," will feature CBS News correspondent Morley Safer and 10 other journalists. 9 a.m., Newman Center, University of Maryland campus, College Park.

May 4 - Annual convention, American Women in Radio and Television. Featured speakers: Frank H. Bartholomew, UPN; Dr. Robert Roseenstone, California Institute of Technology; Maureen O'Connor, San Diego councilwoman; Edgar W. Holtz, Washington lawyer; Perry Lafferty, CBS, Louis Powell, Motivation Research Center, Austin, Tex.; Sonny Chet, entertainers, Stardust hotel, Las Vegas.

May 4 - 7 - Twenty-fifth anniversary conference, Western States Advertising Agencies Association. Hotel Del Coronado, Coronado, Calif.


May 6 - Policy conference, sponsored by New York Law Journal and the Cable Television Information Center. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of FCC regulations. Beverly Wilshire hotel, Los Angeles.

May 6 - 10th annual conference, Kansas Association of Broadcasters. Featured speakers will include CBS Vice Chairman Frank Stanton, Ramada Inn, Topeka.

May 5 - 6 - Regional 5 and 6 conference, Sigma Delta Chi, combined with national awards presentation, headquarters, Airport board meeting, Minneapolis.


May 8 - Convention, Iowa Broadcast News Association Hotel Savery, Des Moines.

Also in May
May 8 - "Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau. Holiday Inn east, Albuquerque, N.M.


May 9 - National Quadrangular Radio Committee Meeting, Consumer Electronics Group, Electronics Industries Association. Panel, first of its kind on quadrophonic sound, will be moderated by Norman Parker of Motorola Inc. and will examine various sound systems. Washington.

May 9 - Annual meeting of Matromedia Inc. shareholders. 205 East 67th Street, New York.

May 9 - Quarterly board meeting, New Mexico Broadcasters Association. KOB-AM-FM-TV Albuquerque.

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


May 10 - 12 - Wilson Hicks International Conference on Visual Communications. Program will cover aspects of book, broad, print and film. $75. Contact: PR office, University of Miami. Otto G. Richter library, main campus, University of Miami.


May 13 - Annual spring conference, Oregon Association of Broadcasters. Speakers will include: FCC

Major meeting dates in 1972
May 4 - 7 - Annual convention, American Women in Radio and Television. Stardust hotel, Las Vegas.


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


Nov. 15 - 18 - Sigma Delta Chi national convention. Statler Hilton, Dallas.

We believe in knowledge. The power of knowledge. The contributions it makes. The sales it makes. Knowledge of product. Markets. Competitive structure. Power, frequency, programming, rates, research. All in the head.

Well over 3000 facts about Spot Radio on the tip of the tongue. That's knowledge. Our men have it. And sell better.

CHARLIE COLOMBO, SR.V.P., LOS ANGELES, WEST COAST MANAGER

BOB DUFFY SR. V.P., NEW YORK, EASTERN REGION MANAGER

ROBERT E. EASTMAN & CO., INC.
Representing America's Leading Radio Stations.
If you want to know more about General Motors’ policies and progress, write now for our new 25-page information booklet.

These are some of the subjects: minority employment, safety, pollution, recall procedures, customer service, foreign markets, labor relations, aid to minority-owned business, legal proceedings against the corporation; our position in South Africa; alternative power sources.

The details of our policies and progress are spelled out in the booklet, "General Motors Policies and Progress." If you'll send us the coupon, we would like to give you a copy.

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City
State Zip
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Commissioner Charlotte Field; Vincent T. Westlewski, National Association of Broadcasters; Fred E. Baker, N. W. Ayer/F. E. Baker Advertising, Seattle, chairman of the American Advertising Federation; Representative John. Delachey, (D-C.); and Frank J. C. Dine, Fred Meyers Inc. Inn at Spanish Head, Lincoln City.

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

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

May 14-17—Annual convention and public affairs conference, sponsored by American Advertising Federation, two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kerr, Director, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yela Brown, University of Chicago; Willis Mac Rogers, Good Housekeeping Institute, and Dr. H. Waldorf, California.

May 15—Annual meeting, Ogilvy & Mather International, 3 p.m., 2 East 48th Street, New York.


May 19—Annual stockholders meeting, ABC Inc., 7 West 66th Street, New York.


May 16, 18—Senate Commerce Committee hearing on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753), 9:30 a.m., Room 5110, New Senate Office Building, Washington.


May 17-18—Consumer Journalism conference, Graduate School of Journalism, Columbia University, New York.

May 19—Sixth annual Belding Awards competition sponsored by the Advertising Club of Los Angeles. Competition winners and scholarship students to be honored at a banquet. Beverly Wilshire hotel, Beverly Hills, Calif.

May 18—Annual spring meeting, Washington State Association of Broadcasters. Yate motor inn, Olympia.

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


May 21-25—Annual convention, Pennsylvania Association of Broadcasters, Xanadu, Grand Bahama Island.


May 24—Cable TV and education conference, sponsored by Michigan Department of Education. Contact: Dr. Charles S. Roblin, Instructional Technological Unit, Michigan Department of Education, Lansing 48902.

May 25—Spring managers meeting, New Jersey Broadcasters Association. Former FCC commissioner Rosalyn Hyde will be among speakers. Douglass College campus, Rutgers University, New Brunswick.

May 25—Annual membership meeting and "Broadcaster of the Year" award, International Radio and Television Society, Hotel Plaza, New York.

May 25-29—Spring convention, Ohio Association of Broadcasters. Hospitality motor inn, Toledo.

May 27-28—Meeting, Florida Associated Press Broadcasters Association, Holiday Inn, Jacksonville Beach.

May 31—Senate Commerce Committee on National Institute of Advertising, Marketing and Society Act (S. 1753), 9:30 a.m., Room 5110, New Senate Office Building, Washington.

June

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

EDITOR: Well, it was only an option of time before Congress would declare that excessive political spending on radio and TV might be hazardous to the public health. The lawmakers have also decided that the political claims would be less dangerous if candidates paid the broadcaster's absolute minimum rate.

Meanwhile, as in the case of cigarettes—which are less hazardous to health when purchased as a result of reading a newspaper, magazine or billboard—the manufacturer of political claims may invest 100% instead of 60% of his advertising budget in graphic media.

I am therefore asking my Congressman to introduce a bill whereby broadcasters may receive a tax credit and other benefits as indemnification for billing lost on cut-rate political advertising. Let's call it the "election allowance," Congress, which has on many occasions declined the commercial clutter on radio and TV, has opened the gates for the worst traffic-time jam and prime-time crime in broadcasting history. This time around, the barrage of broadcast will be in a position to purchase from three to 10 times the number of commercials he received in 1968, for the same investment.

For the responsible broadcaster who refuses to clutter, the new law is particularly galling, since to accommodate political schedules he must either decline to sell advertising to legitimate sponsors who are willing to pay the standard rate or stack up an overwhelming number of make-goods for broadcast God knows when.

The time depletion allowance would compensate the broadcaster through a tax credit for advertising revenue lost on cut-rate political advertising and lost billing for legitimate sponsors. If, say, it costs a radio station $5 per commercial minute under normal circumstances to meet its operating expenses, but it has to sell political minutes for $2, the broadcaster should receive a tax credit on the difference for each political minute sold.


Amplification

EDITOR: The April 3 "At Deadline" department directed two paragraphs to our 1971 study paper of the Ad Hoc National Consumer Organizations Advisory Committee to Mrs. Knauer, but missed the major thrust of our oral statement given to the FCC. The consumer organizations have suggested new alternatives to the dilemma that we are now in. Clearly, there is need for more consumer information about the political advertising and networks have to live financially. We proposed some commercial alternatives for consumer information and education. In fairness to the consumer position on the fairness doctrine, we ask that broadcasters listen to what representatives of over 30 consumer organizations have to say.

First we want to eliminate misleading advertising (as do broadcasters). Second, we want the networks to do something about providing time for consumer education and information. Several alternative paths are open, not just free time.

In addition to better use of existing public-service time, the broadcast advertising agencies should try to come up with consumer-information programs and even ads that can be sold to sponsors. Certainly, the farm programs on the air have been doing this for a long time using materials from farm organizations and others. Now Nationwide and Giant Food are starting to do it. There is a great deal of consumer information and program materials now available from federal, state, and local government, governmental and educational, voluntary organization sources, and offer a fertile field for imaginative programming—Blue A. Carstensen, National Farmers Union, Washington.

Denial

EDITOR: I would, without commenting on the accuracy of the rest of the piece, like to clear up one factual error contained in the "Closed Circuit" item regarding the status of discussions between McGraw-Hill and the petitioners to deny the acquisition of the Time-Life stations (BROADCASTING, April 24). At no time did the petitioners requesting that they be given any part of any station as a "gift for themselves."—Albert H. Kramer, executive director, Citizens Communication Center, Washington.

Old grudge

EDITOR: Ever since my short life in television, which dates back to about 1952 [as part owner of WITI-TV Milwaukee], I have been adamantly opposed to any form of pay TV. To me it is one of the scourges on the communication horizon and every effort on everyone’s part should be expended to prevent this from occurring.—Jack Kahn, resident owner, Far Horizons, Sarasota, Fla.

Missing station

EDITOR: Please put me back in the good graces of my staff at WPRAZ (AM) Pottstown, Pa. WPRAZ was the headquarters for the Great Scott stations. WPRAZ was the first Great Scott station. It is the key Great Scott station. WPRAZ was not listed as part of our group when you ran the very fine story regarding the purchase of WTRY-AM-FM Towy, N.Y. (BROADCASTING, April 10).—Herbert Scott, president, Great Scott stations, Pottstown, Pa.
Operation bootstrap by California dairymen gets a radio-TV lift

It isn't often that 2,500 people can get together to solve a common problem, particularly when it involves that much misunderstood area of modern communications—advertising and promotion. But, it was done in California. The result is the highly successful campaign "Every Body Needs Milk," backed and financed by the 2,500 class I or market-milk dairymen in the state.

For nearly a decade, per capita sales of milk had been on the decline, not only in California but across the nation. Fluid milk and fluid-milk product sales in California had dipped since the mid-sixties, and clearly something had to be done about it. With the changes in the structuring of the large dairy distributor operation from solely that of dairy sales to conglomerates involved in many other products (including non-food items), it became apparent that the individual dairy farmer had to build his own program of advertising and promotion if he were to remain in business. These, of course, would have to be non-brand advertising campaigns and promotions.

In 1969, California dairy leaders became involved in the development of a total program of advertising for milk. Producers were asked to establish the California Milk Advisory Board to handle all phases of advertising, merchandising, marketing and public relations. Each producer would be assessed one-half of one percent of total gross income to finance this program. Thus was born a massive effort to sell more milk in California.

The "Every Body Needs Milk" theme, franchised from the Twin Cities (Minnesota) Milk Producers, was established as the most effective campaign theme. It is still in use today.

Early campaign work in 1970 involved television and radio, some newspaper, plentiful billboards, and point-of-sale merchandising in about 1,800 supermarkets throughout the state. During the first months of the campaign, California dairymen witnessed a halt in the downward trend of fluid milk sales—the first since 1966.

Last year it was determined that the half-percent level of promotional assessment was not large enough to do the job fully. Dairy farmer approval was received for a 1% assessment of total gross sales, with promotional funds doubling to more than $5 million.

Quickly this new high-level of advertising began to increase the impact of the "Every Body Needs Milk" messages. From a zero level of recall of our campaign theme in 1970, we have reached a high of slightly more than 85% recall today. And now fluid milk sales are turning upward on the charts—and have been for several consecutive months.

To reach this level of awareness and to change the buying habits of Californians, the Milk Advisory Board, using the Cunningham & Walsh agency in San Francisco, brought into play some of the most interesting and effective television and radio commercials seen and heard in the state. Personal, unrehearsed, unscripted statements about milk are being delivered by leading national personalities. Such personalities as Vikki Carr, Pat Boone, Vida Blue, Phyllis Diller, Ray Bolger and Abigail Van Buren (from the "Dear Abby" syndicated newspaper column) express their belief in the goodness of milk in an off-the-cuff spontaneous way. These friendly testimonials provide the thrust in the continuing "Every Body Needs Milk" campaign.

While television and radio remain the big guns of our campaign, effective use is being made of billboards, with our new familiar "Bikini Girls" and the simple four-word message, "Every Body Needs Milk." The ingredients of what we believe to be a most successful campaign include the use of the easy-to-remember four-word slogan, and the judicious use of all the major media available to us.

Our dairy farmers, who foot the bill, are tremendously excited about what is happening in California. Not only does our research tell us that we are on the right track, but the playback we get from many sources in the state, backs up our research. Unsolicited, we have gotten a tremendous amount of attention for milk and the "Every Body Needs Milk" slogan from other radio and TV personalities, including mentions on such programs as the Flip Wilson Show and Dick Van Dyke Show, among many others. Vikki Carr tells us that on her personal appearances she is called "The Milk Girl." Abigail Van Buren reports her volume of mail from California has grown tremendously, most of it requesting information about milk. Pat Boone says that wherever he goes now people ask him if it is true that he drinks milk and manages to stay so young-looking because he drinks milk. We have found a good theme, and the right people to carry the ball for us.

Needless to say, without the use of television and radio, we would not have been able to get off the ground nearly as strongly as we did. All media play an important role for us, but our research tells us that the dominant factor in our early successes has been the broadcast media. Naturally we plan to continue heavy investments in radio and TV.

Washington and Oregon dairymen also are now using the "Every Body Needs Milk" theme. We have worked out a plan with them to share creative and production costs. Such cooperation strengthens each program, while reducing individual unit costs. And in one of the rare happenings in the advertising world, three different advertising agencies representing a different state, are working hand-in-hand to achieve similar goals.

In California, we have a relatively small staff. There are 11 people handling advertising, merchandising, marketing and public relations. We have the use of more than $5 million to build milk sales. As of now, more than 85% of Californians know of, can relate to, and are being motivated by our campaign.

We don't have all our problems licked yet. We have much to do, and many problem areas to overcome. There are still a great many consumer misconceptions about milk and diet to be set right. Fluid-milk sales nationally are still down.

Still our California experience tells us that the importance of milk is no longer taken for granted. Our California campaign is reaching people at a realistic cost-per-thousand. It is rebuilding milk buying habits. It is solid indication to us that with a good campaign, sufficient funds, a thorough knowledge of the problems involved, negative sales factors can be reversed.
THE FACTS OF COURTSHIP 2.

"The Courtship of Eddie's Father" drew 70% of its audience from women, teenagers, and children.

Source: NCA, 2nd Report, Feb. '72

How TV Profits Could Satisfy "Information Hunger"

TV is the prime news source for most Americans. Yet it provides a sparse diet. Find out why:

IS TV TOO PROFITABLE? by Ron Powers and Jerrold Oppenheim

MUST THE MEDIA MISSUSE POLLS? — Stephen Isaacs

THE LESSONS OF L'AFFAIRE HUGHES — Gladwin Hill

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May 1 1972
Ad controls: road to truth or invitation to disaster?

Kirkpatrick defends FTC's course, says it won't damage economic base of the media; broadcast spokesmen, armed with figures, see threat to their industry's existence

The debate over the Federal Trade Commission's move to obtain tighter controls over advertising raged on last week amid growing speculation that the oft-advertised "broadcasting itself growing disaster?"

Miles Kirkpatrick, FTC chairman, defended his agency's actions in a speech in New York, and Peter W. Allport, president of the Association of National Advertisers, castigated them — and asserted other governmental moves to curb advertising— in a speech in Dorado Beach, Puerto Rico. Meanwhile, back in Washington, the first examples of the FTC's strategy most feared by broadcasters— the countercommercial— were being prepared for showing on Friday (April 28) to newsmen and subsequently, in the hope of their "sponsors," The Stern Community Law Firm, to network audiences nationwide. And in a broader vein, the head of the American Advertising Federation, was preparing Saturday (April 29) to call for a general advertising information effort to counter onslaughts of all descriptions (see story page 26).

Some of the reasons broadcasters count the FTC's bid for countercampaigns as the biggest threat of all were also turned up in Washington last week: figures indicating that counteradvertising could turn television from a profitable undertaking into a multimillion-dollar loss operation, aside from imposing administrative and judgmental responsibilities so formidable as to leave broadcasters virtually helpless.

Estimates by the Television Bureau of Advertising, in a brief filed earlier this year in the FCC's fairness doctrine proceeding, held that if countercampaigns had been required in 1970, at the same one-to-five ratio originally used in the cigarette/anticigarette situation, the television industry, instead of enjoying the $453.8 million in pretax profits reported by the FCC for that year, would have shown a $86.6-million loss. At that ratio (16.66%), TVB estimated, the industry's $3,242.8 million in gross advertising revenues would have been reduced by about $540.4 million.

Those figures, according to TVB's brief, assume that 16.66% of broadcasters' commercial time would have had to be used for free counteradvertising, but do not take into account losses from "the probable reduction" in rates that normally follows whenever a medium becomes less attractive to advertisers.

On a narrower focus, NBC's brief in the same case estimated that the three TV networks alone, even if counteradvertising were required only on a one-for-10 ratio, would have had a combined loss of $69.4 million instead of a $50.1 million profit in 1970, and would have run up losses totaling $97.1 million over the 1966-70 period. On a one-for-five ratio, NBC estimated, the networks aggregate losses form the 1966-70 span would have been more than $685 million—also assuming, "unrealistically," no reduction in the value of commercial positions.

Neither do these estimates take into consideration the logical expectation that many advertisers, rather than put up with counteradvertising, would simply pack up and move out of broadcasting and into other media. As NBC's brief noted, this would be especially serious, "since some of the largest advertisers would be the first to face the countercampaign policy."

What losses and defections of these magnitudes would do to broadcast programming has been the subject of much speculation by advertisers and agencies as well as broadcasters. It nets down to a rash of special events, less public affairs, lower quality entertainment, shorter hours of operation in many cases, cessation of operations in others.

Moreover, said the TVB brief, it would deter the establishment of new stations and thereby delay or prevent any expansion of the geographical coverage of broadcasting and any increase in the variety of broadcast sources of public opinion, culture and entertainment available to any given community. It would force a significant number of stations to cease operations, reducing or eliminating broadcasting services in many communities.

"The small radio and television stations, in particular, would suffer the greatest injury. Those not forced to cease operations entirely would be required, as a condition of survival, to significantly reduce their live programing and increase their dead-air time. All this, in addition to preserving the interests of viewers, would have serious anticompetitive effects."

FTC Chairman Kirkpatrick, however, in the New York speech on Thursday (April 27) before the International Radio and Television Society, emphasized that the FTC's proposal for counteradvertising—made in its comments filed with the Federal Communications Commission— are not aimed at driving advertisers from TV.

Focusing on the FTC suggestion that broadcasters provide free time for counter commercials to those unable to buy time, the FTC chairman noted that the proposal is not for back-to-back equal time, but advocates a single block of time on a regular basis.

He suggested 15 to 30 minutes weekly, which, he said, "might be a useful way of launching such a program without any threat to the economic basis of broadcasting."

This type of treatment, he stressed, would not apply where an advertiser expressly argues one side of a controversial public issue. At that point, he implied, the FCC's fairness doctrine comes into play.

He also noted that counteradvertising proposals refer to product categories, not specific brand-name rebuttals. Therefore, he said, he does not think that an exodus of advertisers from TV would occur. He recalled that when broadcasters were forced to carry antismoking spots, cigarette makers did not leave TV until forced to by congressional fiat.

And, he added, if antitrust violations are accepted, all advertisers agreed to leave TV at once.

There are some responsibilities that broadcasters must assume, he said, in making sure that they do not air deceptive or unfair advertising. Among his suggestions (many already standard practice by network continuity acceptance departments): That networks require substantiation of certain types of factual claims, although he did not identify what he meant by this. In some cases, he added, the FTC has filed documentation so frivolous "that its insufficiency will be quite clear to laymen as will experts."

A second action, he added, would be for broadcasters to confirm the bona
Veteran film star Burt Lancaster is doing commercials these days, but not the kind his friends in Hollywood normally do. He is featured in what are probably the first spots ever produced by a public-interest creative firm for consumer-group sponsorship. In two, a 60- and a 30-second version, he advises owners of some 7-million late-model Chevrolets that General Motors has issued a recall order on them because of a potentially defective engine mount. ("If you have one of these cars, I urge you—get it to a Chevrolet serviceman... slowly.") He also appears in a third, a 30-second counterad directed at seven well-known analgesics. The spots were produced by The Stern Concern, Los Angeles-based creative colleague to Washington's Stern law group. (See story page 24.)

fides of visual demonstrations used in TV advertising. A licensee should, he said, take steps to inquire how the demonstrations were conducted to make sure that the techniques used are not deceptive.

And finally, he said, broadcasters might consider a review by technical experts of advertising that includes claims dealing with health and safety.

He voiced his opposition to suggestions that have been made from time to time that broadcasters refuse to run commercials dealing with products that have been challenged by the FCC, or to have them insert a crawl across the commercial stating that fact. An FTC complaint, he emphasized, is nothing but an allegation and nothing should be done about the advertisement until it has been adjudicated.

He told the broadcasters that advertising needs to be informative so consumers can make rational choices in making purchases. He noted that two networks (ABC and CBS) recently agreed, on a one-year trial basis, to waive their ban on mention of competing brands at the request of the trade commission which felt the ban prevented consumers from receiving information that is relevant and useful. NBC never had this kind of prohibition.

Mr. Kirkpatrick also announced at the IRTS luncheon that his agency and the FCC had signed a liaison agreement that formalizes and expands their coordination in the advertising area. The agreement, issued jointly by the FTC and the FCC Thursday (April 27), provides that the FTC will continue to handle all matters dealing with unfair or deceptive advertising in all media, and that the FCC will continue to take into account in granting licenses or renewals "pertinent considerations" relating to the advertising practices of applicants. The agreement named, as official liaison officers, the general counsels of each agency; John W. Pettit, for the FCC, and Ronald M. Dietrich, for the FTC.

A quiet, attentive audience of about 50, slightly below average for similar IRTS luncheons, was polite but generally unresponsive, save for one specific remark made by Mr. Kirkpatrick in his formal talk.

His reference to a suggestion that broadcasters perhaps ought to be required to flash a warning across the screen during the showing of a commercial for a product that is being questioned stirred the audience.

Mr. Kirkpatrick was aware of the sudden negative response he had elicited. But, continuing to read from his text, he added that he "personally" was opposed to such procedure, whereupon the audience broke out with its only applause during the entire address.

Later at a brief give-and-take session, in which he answered written questions, the FTC chairman again aroused the audience with his opinion that broadcasters could "set the qualifications" of counter-advertising "exactly as licensees now deal with the questions of fairness."

He treated a question of why the FTC had not pursued counters and also in print media by noting there is a "limitation of access in broadcast" that is not applicable to print.

Most questions seemingly were premised on the image of an FTC in hot pursuit of the advertiser and/or the broadcaster. Mr. Kirkpatrick made it plain that no, the FTC was not taking over the fairness determination from FCC's jurisdiction; that yes, he would be "delighted" if the NARB (National Advertising Review Board, voluntary regulating body set up by the advertising industry) would in effect "relieve" the FTC of processing many public complaints; no, the FTC was not "delegating" its statutory authority by its proposal to the FCC of counteradvertisers; that, no, the FTC did not believe it was "waging law enforcement" by publicity, and no, it was not out to "stifle and destroy the broadcast service" as now constituted.

ANA President Allport, in his defense of advertising, expressed fear that regulation was moving toward "a point where it will not permit advertising to be provocative." If that point is reached, he warned, "advertising will soon fade away, with all of the attendant economic and social loss."

He said he recognized that advertising "needs a degree of regulation" to provide "common rules of the game and an impartial referee." But at the same time, he added, "advertising, like business generally, must have elbow room to explore, to innovate and to be competitive if it is to make a contribution to the development of our economy and society."

Mr. Allport, addressing the annual meeting of the American Business Press at Dorado Beach on Wednesday (April 26), struck out not only at FTC's proposal that FCC require counteradvertising but also at FTC's own move to require "corrective advertising." He also termed an "unfairness doctrine" the FTC attack on advertising it considers unfair, even though truthful, and its demands for detailed substantiation of advertising claims ranging from those provided in the pending Moss bill to the pending case in which the FTC staff held that the Pfizer Co. made unfair claims for its Un-Burn sunburn treatment because it did no prior testing, even though the efficacy of Un-Burn's ingredients had been recognized for years.

Under the Moss bill, he said, "you might have to ship, on demand, the contents of an entire library and the writings of all scientists and technicians on a given subject, even if they were not
in your possession." Under the FTC staff's philosophy in the Un-Burn case, he said, advertisers would be required to conduct tests in all instances, re-invent the wheel and thereby to protect the consumer by raising the price of the product."

Mr. Allport also criticized the FTC staff position that an advertiser to promote a benefit that is shared by other products. This, he said, "strikes at the heart of advertising and marketing" because "the essence of advertising creativity" is to "identify a consumer need which your product will satisfy, before competitors do, and then go out and advertise that benefit."

He struck especially at the pending "guarantees and warranties bill" (S 986 and HR 4809), which he said would give FTC power under which "it would no longer need to prove that a given course of conduct or business activity was unfair or deceptive; it could simply issue a rule saying it was, and find you guilty if you violated the rule. The burden of proof would be yours to establish." "Further, the commission could issue a rule on virtually anything which it wished to. It could, for example, say that a given advertising-to-sales ratio was unfair, or that advertising to certain market segments—children, for example—was per se deceptive, or even go way outside of its present sphere of operations and issue rules involving labor-management practice and the like."

He also denounced the FTC's moves against television advertisers (Broadcasting, April 24) as a springing from an "if-you-can't-think-of-anything-else-to-do, jump-on-advertising" syndrome. "If evidence linking drug advertising to drug abuse existed, there would be something to talk about," he said, "but the real experts on the drug problem, the psychologists who work with addicts and others, don't see it. Their solutions and their research proposals go in quite different directions."

As for counter commercials, a subject ANA has treated at some length in the past, Mr. Allport had relatively little to add in last week's speech. But what he said underscored the broadcasters' problem: "Advertisers, I suspect, by just staying out of the medium, could live through something like that. But television news coverage, television specials, the things you and I look to from that great medium, could not. Counteradvertising in our view would simply result in a great disservice to the American public."

The view that broadcasters would lose customers from counteradvertising was also advanced by James J. McCaffrey of McCaffrey & McCall, chairman of the American Association of Advertising Agencies. He said in an interview that counterads "could seriously hinder or inhibit advertiser use" of the media by imposing the risk of penalty whenever an advertiser had a schedule running in TV or radio.

The proposals, in his personal view, suggest a situation in which "lawyers in Washington wander around in areas where there is no understanding of the realities of the situation."

Mr. Allport also thought the same general miscomprehension was evident in the Justice Department's suit to force the TV networks out of production. The corrective advertising that the FTC staff would require an advertiser to run in the event of counteradvertising it proposes, he said, "would create chaos and pandemonium in the broadcast business." How, he asked, could the broadcaster judge the acceptability of a commercial if he had reason to believe the same advertiser might, as a result, be required to run corrective advertising on his own or be subject to potshots in counteradvertising? More than that, he asked, who is to judge whether counteradvertising is justified and whether a counterad is not itself misleading?

Some of these questions and the difficulties they would impose are also pointed up in the briefs filed by broadcasters with the FCC. NBC's for instance. It cited the FTC's own counterversion of research found at least 63 that could be claimed to raise implicit controversial issues—one of the categories FTC wants made subject to counteradvertising. Also, NBC said at least 39 of the 100 and in part on premises that might be said to be subjects of scientific controvery—another category for which FTC wants counterads. And none of the 100, of course, pointed out negative qualities of the advertised product—posing the question of FCTC's proposal. Worse yet, the NBC brief said, many of the commercials it analyzed would be liable to counteradvertising in more than one of FTC's four categories.

The fourth category for which FTC wants counteradvertising is commercials explicitly raising controversial issues of public importance—a category that seems likely to be less crowded than some of the others. But NBC's brief cited one actual commercial, for a cereal product, that it said might fall into this category and into the other three as well.

NBC, did not identify the cereal, but it was Kellogg's Product 19 and was still being seen on TV last week. It pictures a former athlete (Tom Harmon) playing basketball with his son and has him saying: "...Sensible exercise like this helps me stay on the young side —along with sensible eating—like breakfast starting with (brand name), the high potassium, high fiber, officially established minimum daily adult requirements for vitamins and iron—and good taste...".

What sort of trouble could that commercial create? NBC's brief put it this way: "Under the FTC proposal, this 30-second commercial would generate a plethora of counteradvertisements. The commercial would fit the first [FTC] category because of the statement that "all the officially established minimum daily adult requirements for vitamins and iron" might be considered as explicitly raising the controversy concerning the nutritional value of cereals. It also could be claimed to raise issues on whether exercise or sensible eating helps an adult stay on the young side, whether high-potency cereal is an element in sensible eating and whether the product is a high-potency cereal."

The commercial could be said to fit into the second [FTC] category because it implicitly raises the question as to whether or not eating this brand with its nutritional value and good taste is a part of the 'good life.' By explicitly urging the consumer to purchase the product, it implicitly argues or advocates the position that the product is nutritional.

"The advertisement could also be said to fit into the third category since the question whether cereals are nutritional has been the subject of differing views."

"Finally, the commercial could be said to fit into the fourth category because it does not mention the negative aspects of cereals or that other foods of equivalent nutritional value are in the market at lower prices. It fails to point out that price may be inflated since the FTC has filed a complaint against four large cereal manufacturers dealing with just that problem."

"Thus this 30-second commercial could generate claims for five or 10 or 20 counter-commercials, and each claim would have to be evaluated and acted upon. And this is but one of between 300 and 400 commercials broadcast by a station in a day."

Other on-going analysis were attempted along the lines of the FTC's four categories, a licensee would have to employ a staff to monitor commercials during the 18 hours of broadcasting each day, seven days a week, personnel to review and answer letters and telephone complaints and requests to present counter-positions and research assistants to investigate the complaints and determine which person or group should present the counter-position, and so on. Even with the additional on-going task would be unmanageable, many of the licensee's decisions are bound to be disputed. Then the FCC would be thrust into the controversy and the commission's already sizable burden on the fairness issue would rise to such enormous size as to be unmanageable..."

TVB, in its FCC brief, looked at the problem from a somewhat different vantage point but found the prospect no less horrifying. If the FTC's guidelines were adopted, TVB argued, advertising would be subject to categorization in five product categories, representing more than 75% of all the network and spot-TV advertising in 75 leading markets monitored for TVB by Broadcast Advertisers Reports, would be subject to counterads. The five categories:

1. "Commercial confectionary and soft drinks, because it may allegedly encourage poor nutritional habits; household equipment and supplies, because it may allegedly encourage mechanized dependence in preference to the simple life; beer and wine, because it may allegedly encourage intemperance; gasoline, fabric..."
Imagine. This great big young adult market with hardly any data to guide advertisers. Until now!

We saw the need. And now our survey—the first significant appraisal of the Stereo Rock radio audience—is complete. And available.

We'll send you 37 pages of statistics, numbers, and percentages on the unique characteristics, buying preferences and media habits of this growing market. It substantiates their tremendous purchasing power in 29 product and service areas. You'll find some of their values surprisingly conventional; some more than conventional.

Call us or send the coupon for a just-published copy of our report on this well-defined market. And we'll be glad to help you toward the most effective way to reach them.
Out of the courts, into the media with Stern's public-interest campaigning

But it may be back to the courts again if new commercials continue to be rejected, as they were last week, by the television networks

First it was the young lawyers, long-haired and filled with zeal for setting things right, who led the effort to open the broadcast media to public interest groups. Now it is the creative people, also long-haired and filled with zeal for setting things right, who are giving voice to the groups.

Last week, the Stern Community Law Firm, of Washington, and its creatively oriented Los Angeles affiliate, the Stern Center, directed one spot announcements the Concern has produced for public-interest groups for showing on the networks—spots that are probably the first ever broadcast by such an outfit for such sponsorship (see pictures page 21).

Two—one of 30 seconds, the other a minute and a half—had been used by General Motors' recall of 6.7 million late-model Chevrolets for the installation of a safety device; the cars have potentially defective engine mounts that could, if they failed, cause partial or total loss of control of the vehicle. It was produced for the Center for Auto Safety, a Washington-based public-interest group.

The other spot is a 30-second counter directed at analgesics. It advises viewers that Excedrin, Empirin, Anacin, Cope, Vanquish and Bufferin have been found guilty by the American Medical Association to be "irrational, not recommended or unsound," and that, as for plain aspirin, there is no persuasive evidence that one brand—specifically, the heavily advertised Bayer—is more effective than another.

The spot was produced before the Federal Trade Commission announced its intention to file complaints challenging the advertising for a number of heavily advertised analgesics (BROADCASTING, April 24). The sponsoring group is the Medical Committee for Human Rights, a national doctors' organization.

All three were produced in color and with a professional flair at a total out-of-pocket cost of about $800. The talent and the staff involved in the productions—including Burt Lancaster, who narrated—worked free.

Thus the Concern, which is directed by Marvin Segelman, former general manager of Pacifica Foundation's KPFA (FM) Los Angeles, who serves as producer, appears to be functioning as it was expected to when it was established last August by Broadcasting, Sept. 6, 1971.

"There is a lot of talent out there who have wanted to do something in this area but didn't know what to do," Mr. Westen said last week. The Concern offers them an opportunity to participate in public-interest work. And the number of volunteers—writers, actors, directors, cameramen—has thus far been greater than he could have wished.

Mr. Westen says a public-interest law firm, by itself, is limited in what it can do to effect change. He feels creative people are needed to create the messages to communicate with the public.

But he indicated the law firm still has its role. He said a company will be filed with the FCC against the three networks for refusing to accept the Chevrolet-recall spots as public-service announcements. The networks rejected them last week. And he indicated he would file a similar complaint if they refuse the analgesics ad, which was offered to them on Friday (April 28), again on a public-service basis.

He will argue, in connection with the Chevrolet-recall spot, that since the networks provided the medium for advertising, they have a potential liability, if they have a public-service obligation to advise the car owners they can have repairs made at no cost.

ABC and CBS, in their written responses, told Mr. Westen that they had covered the recall in their news programs. An NBC official informed Mr. Westen that the network policy is not to run PSA's that employ "scare tactics."

General Motors has notified the owners involved by registered mail. However, Mr. Westen, in his letter to the networks offering the spot, noted that studies of previous automobile recalls indicate that 30% of all defective cars are not brought in for repair.

The three spots shown last week are not the sum total of the Concern's work. They are themselves parts of general media campaigns, which include radio spots (again featuring Mr. Lancaster) and print ads. The print material will be offered—on a public-service basis—to a variety of national and local publications, from Time to community underground newspapers and community editions.

In addition, there are a number of other radio and television spots and print ads that have been prepared for various groups, and are ready to be offered to the media, that are designed to fill what Mr. Segelman and Mr. Westen see as a serious information gap. ("People don't know about the laws and regulations that are designed to help them," Mr. Segelman said.)

One radio spot now being prepared features Jack Palance and informs listeners that, under an 1899 Act, they can collect half the fine imposed on anyone convicted of polluting water on evidence they present. The National Resources Defense Council is the sponsor.

The American Civil Liberties Union will sponsor a radio spot advising young men of their rights under the draft law. Also, a network-based group that aids consumers who have telephone-company-related problems, is spon-
This year's leader in broadcast journalism

WWVA

Gratefully acknowledges the

GEORGE F. PEABODY AWARD

JUNIOR TOWN MEETING OF THE AIR

Plus 6 other awards (all in 1974)

The Ohio State Award for "Consistently Outstanding Radio Editorial"

Major Armstrong Award Columbia University for "The House of Death"

National Award of Merit American Trial Lawyers Association for "Consistently Outstanding Radio Editorial"

National Headliners Award, National Headliners Club for "Consistently Outstanding Radio Editorial"

Gabriel Award, Catholic Broadcasters Association of America for "Time Out"

State of West Virginia Award for Year Round Promotion "Best Effort to Increase Tourism in the State"

WWVA radio 50,000W—1170 KC

REPRESENTED NATIONALLY BY ROBERT E. EASTMAN
sorin a spot advising listeners that, if they are harassed on the telephone by debt-collection agencies, they can have the agencies' telephone service cut off.

Normally, the sponsoring group will attempt to place the ad or spot. But thus far, the Stern Concern has been in search of sponsors. It and the law firm have developed ideas for spots and then approached appropriate groups to put their names to them. (The Consumers Federation of America, which includes some 200 organizations, has expressed an interest in participating as a sponsor, assuming the development of the proper ad, Mr. Westen said.) But he hopes that, once the program is better known, groups will approach Stern with requests for help in producing spots or ads.

In fact, getting better known, Mr. Westen conceded, is probably critical to the program's survival. Costs of producing an ad or a spot are passed on to the sponsoring group, if it can afford it. (The Medical Committee is paying the print costs for the analogies ad.) Otherwise the Concern absorbs the costs. But the Concern and the law firm are operating on the Westen theory. They are financed out of a $50,000 grant from the Philip M. Stern Family Fund.

"Whether we can afford to continue to do this," Mr. Westen said, "depends on whether we get broader foundation support. And that," he added, "depends on what exposure we get for the stuff we produce."

**AAF battle plan: consolidation**

Bell says admen need to bring Washington offices under one roof—his—to combat political trends, reduce duplication

Howard H. Bell, president of the American Advertising Federation, last week took a leaf from Benjamin Franklin and urged all elements of the advertising industry to work in defense of the onslaughts of government, consumerists and other attackers.

In a speech prepared for delivery to AAF's fourth district meeting in Orlando, Fla., Mr. Bell called for the formation of an advisory council on advertising and the consolidation of all Washington offices into one, under AAF's aegis.

The advisory council, he said, would be composed of the chairman and president of the American Association of Advertising Agencies, the "Association of National Advertisers and his own organization. It would concentrate on public issues affecting advertising, seeking common positions, providing insight and avoiding misunderstanding among disparate advertising groups.

He said the council would lead to greater harmony and cooperation "in the development and articulation" of industry views on legislative and regulatory issues.

Centralization of the day-to-day liaison with government officials and the reporting of government issues would come about, he said, through consolidation of the Washington offices of the three organizations, using the AAF as the secretariat. The 4-A's Washington office is run by William Colihan; the ANA's, by William Heimlich. Both the 4-A's and ANA's headquarters are in Washington.

Mr. Bell agreed that increased staff and financing would be required, but he said there could be a saving by avoiding duplication in three offices.

The plan, he stressed, would recognize the autonomy of the individual organizations and would not preclude them from continuing their own activities in Washington, when desirable.

Mr. Bell reported that the proposals have been presented to the other two organizations for their consideration. Presumably their responses have at least indicated interest; otherwise it is doubtful that Mr. Bell would have put himself publicly on record as favoring the moves.

And, repeating a recommendation he originally made at the AAF convention in Hawaii last year, Mr. Bell called again for the establishment of an advertising information office to collate and disseminate data and advertising information to opinion leaders throughout the country, including educators, consumer groups and government officials.

Such an advertising information office, he said, would not be a propaganda organ, but an active group commissioning its own research and instituting a continuous, long-range "sensitive and forward-looking," carefully planned information program. Among its activities, he listed such things as formation of a library, publication and dissemination of pamphlets and articles, preparation of speech material, establishment of a speakers bureau, and even the initiation of a direct advertising campaign.

Such a group should be housed within the AAF, he said, but would have its own staff, budget and advisory committee.

Mr. Bell and his organization were prime movers in the campaign that culminated last year in the establishment of the advertising self-regulation code, which operates through the Council of Better Business Bureaus, and the National Advertising Review Board.

**Does self-regulation work?**

FTC, which has already received some staff feedback on that question, now sets up task force to find out more

The Federal Trade Commission has established a special task force on industry self-regulation that will focus principally on product standards, certification and seals of approval.

The unit is under the leadership of Assistant General Counsel John R. Ferguson, and includes representatives of the agency's bureaus (competition, consumer protection and economics) and the office of the general counsel.

The task force was established on April 20 following a staff study of self-regulation that found that codes of conduct (presumably like the National Association of Broadcasters code and the new advertising industry's code of self-regulation) pose relatively few policy questions of significant dimensions. Of these, the FTC study comments: "Few analysts persuaded of their general efficacy in this regard and their potential for harm...appears to be equally limited."

The trade commission called on the task force to study particularly procedures by private standards-making bodies in developing, maintaining and administering product standards for producer and consumer goods, programs of product certification and seals of approval (especially in consumer goods), the FTC's role in the area of self-regulation.

And, it added, it wants the task force to consider product categories where additional information or its availability on a comparable basis would assist consumers in making "rational" choices among competing brands. It also asked it weigh the importance to consumers of certification and seals of approval.

**Programming**

**Metamorphosis underway at TV studios**

Changes at Screen Gems, Paramount seen as symptomatic of trend toward more business-oriented production executives

The basic organizational structure of the big television production studios in Hollywood is changing. The traditional studio creative production chief has become expendable. He's being replaced by a sort of business-oriented liaison man—often an attorney—based in Hollywood but reporting to New York. He knows where to draw the line on creative exuberance, yet he can understand and empathize with creative problems.

This process actually has been going on for some time. But two recent, remarkably similar, moves by major studios have given the business-oriented TV production structure added emphasis—i-
WHEREAS, it is fitting that we express appreciation to Radio Station WOOK for twenty-five years of outstanding public service to this city and the entire metropolitan area; and

WHEREAS, Radio Station WOOK has continuously provided information of importance to the community and worked to solve social problems in the community; and

WHEREAS, May 4, 1972, marks the Twenty-Fifth Anniversary of Radio Station WOOK's broadcasting in the City of Washington:

NOW, THEREFORE, I, THE COMMISSIONER OF THE DISTRICT OF COLUMBIA do hereby proclaim Thursday, May 4, 1972, as "WOOK APPRECIATION DAY" in Washington, D.C. and ask the citizens of our city to join with me in a salute to Radio Station WOOK for its many noteworthy accomplishments and to wish it continued success.

April 24, 1972
deed, have made it a full-blown trend.

First, Screen Gems took Art Frankel, who was vice president in charge of business affairs, and placed him in the newly created position of vice president in charge of studio affairs (Broadcasting, April 24). On the heels of this announcement, Paramount Television named Emmet Lavery Jr., who was functioning as vice president, business affairs, as executive vice president in charge of the TV division. Messrs. Frankel and Lavery, both attorneys, were classmates at the University of California at Los Angeles. They are but the tip of iceberg-sized realignments of the television production structures at Screen Gems and Paramount Television.

The specifics of SG’s reorganization:

* Art Frankel, based in Hollywood, reporting to SG President John H. Mitchell in New York, becomes chief coordinator and administrator of the West Coast studio operation.

* Henry Colman, coincidentally moving over from Paramount TV, takes charge of business affairs, in charge of on-air programs to maximize potential.

* Responsibility for program development gets split, with Robert Lovenheim working to bring new ideas to dramatic and long-form programing, and Joseph Goodson developing product for comedy and short-form programing.

* Paramount Television’s changes:

  * As executive vice president in charge of studio operations, Emmet Lavery will be based in Hollywood and report to Frankel. He will be president of both Paramount Pictures and Paramount TV.

  * Bruce Lansbury, producer of Paramount TV’s long-running Mission: Impossible series, has been appointed vice president, creative affairs, reporting directly to Mr. Lavery.

  * Program development will be split into four areas of responsibility, with individual executives (yet to be announced) responsible for developing specifically for ABC-TV, CBS-TV, NBC-TV, and for the over-the-air TV stations.

The Screen Gems change was officially said to be designed to place more importance on individual creative talents aligned with the studio—indeed, independent producers working in association with SG, staff producers, creative staff executives—instead of having a single individual supervise both the creative and business activities of the studio. According to SG’s John H. Mitchell, the organizational change “will effectively meet the demands of the current and future television marketplace and give creative talent the opportunity to function in as stimulating an atmosphere as possible.”

Paramount TV’s change was said to be designed “to redistribute company efforts in programing development.” It clearly sets up a specialist system, with each executive being in charge of the proscribed field and a business-oriented top man coordinating their individual efforts.

The changes at both studios are symptomatic of what’s been happening in television production over the last several years and before that in motion picture production. The seed for the current trend, for example, was planted as early as 1969. At that time, Robert M. Weitman, first vice president in charge of motion picture production for SG’s sister company, Columbia Pictures, was ushered out of his job because of the changing nature of motion picture production. Weitman had made it clear that the creative independent producer is assuming more control over the making of pictures than in the past, and, correspondingly, that the studio production chief is becoming less pertinent.

There’s no question but that a similar situation prevails in television today, particularly at Screen Gems, which has working agreements with such high-powered independent producers as Bill Castle, Doug Cramer and Bill Asher. In addition, David Gerber, responsible this season for Cade’s Country, in association with 20th Century-Fox TV, made the move to SG last week.

In line with the independent production deals the studio has been making, it was thought to be a propitious time to have a seasoned business executive to represent SG in dealing with the independent producers (as well as staff people) on creative affairs. “My purpose is to guide and serve rather than to execute.” Art Frankel explains. “Even though I’m business-oriented, I’ve always been interested in the creative side of the business. I think I understand the creative, do it with the explanation that ‘business people wouldn’t be very effective. I think I know how creative juices must be channelled and directed.”

Reportedly Mr. Frankel’s appointment as chief operational officer of the studio was cleared with the creative people at Screen Gems before it was made official. But then it doesn’t necessarily follow that creative people want to have a creative man as their boss. Supposedly a principal reason why the businessman is replacing the creative man is the current rate of motion picture and TV production is that the creative studio chief sometimes has been abrasive in his relationships with other creative people.

The creative head is sometimes in opposition to creative people instead of functioning as part of the team effort,” contends Mr. Frankel. “He has been known to impose his own creative ideas on producers.”

There would seem to be some evidence that studio bosses, with a creative bent, have been in a fever to try out their own creative ideas. Again, to cite the motion picture field precedent, Fred Astaire, for once production chief at Columbia Pictures, left the job to become one of that studio’s independent producers. In television, Doug Cramer, until a year ago executive vice president in charge of production for Paramount Television, is now an independent producer working with Spelling in association with ABC-TV.

Beyond the growing importance of independent producers and the need of studios to deal tactfully and effectively with them, other changes in the TV industry seem to dictate a move to the business-oriented executive. The cost of production has become so steep, the deficit financing so consistent and overwhelming, the competition for air time so cutthroat (particularly since the advent of pay TV), that it’s been decided that the administration of the business of making product for TV programs apparently can’t be left in other than expert hands—hands that more often have turned the pages of a business ledger than the pages of a poetry book. It is hoped that SG’s new production structure will allow for a creative man with a solid business sense or instinct to head their studio operations. Now they look for a solid businessman with a feel for creative undertakings and an understanding of the creative psychology.

It’s not a sudden trend. Perhaps it started in the motion picture field with United Artists, which doesn’t own a studio and, thus, doesn’t really need the traditional studio head. Instead UA always has concentrated on the business of financing and releasing the product of independent producers.

Today such a major motion picture studio as 20th Century-Fox is under the supervision of Gordon Stulberg, a lawyer who once was in charge of studio administration for Columbia Pictures. In television, there are numerous examples of the business executives taking over the business.

Herb Schlussler, the vice head of programing for NBC-TV on the West Coast, is an attorney and former program administrator for the network. Sid Sheinberg, the brilliant young president of Universal Television, is another lawyer who first entered the studio’s executive ranks in business affairs. Chuck Fries, executive vice president in charge of the production division of Metromedia Producers Corp., started his career as production controller at Ziv Television Programs Inc., and later was head of the accounting and cost control divisions.

It may be, indeed, that the creative mien of the studio will prevail only as a victim of current shock. Says new-wave man Art Frankel: “The changes in the industry have led to the conclusion that it makes more sense to go with the business-oriented structure.”

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Buffalo’s Bills roam

Radio coverage of the Buffalo Bills pro football team will switch this year to WKBW(AM). Buffalo under a new contract that covers the stadium renewal options for 1973, 1974, WKBW(AM) Buffalo had originated Bills games for the last 12 seasons. Tom Cronk, WKBW vice president and general manager, said a regional network in upstate New York will be set up.

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What made 'Bonanza' ride over to Tuesday

That night was pivot for NBC in lining up new prime time

When NBC-TV began last January to put together its prime-time program schedule for the 1972-73 season, basic decisions started with Tuesday night. Herbert S. Schlosser, NBC-TV's West Coast vice president, told a meeting of the Hollywood chapter of the National Academy of Television Arts and Sciences that the Tuesday line-up was the weak link in the network's 1971-72 prime-time schedule and a major reclamation effort was needed. As a result Bonanza and The Bold Ones were moved over from Sunday, with the additional decision to turn the latter series into an all-doctor show.

Detailing network decisions and philosophy for television academy meeting — the third in a succession of Tuesday-night sessions devoted to new schedule presentations by each of the networks (Broadcasting, April 24)— Mr. Schlosser said that confidence in the audience pulling-power of David Hartman of The New Doctors' segment of The Bold Ones was the principal reason The Lawyers' segment of the series was dropped. "We believe we have a major star in David Hartman," Mr. Schlosser said.

The other basic decision made in completely revamping Tuesday nights, according to Mr. Schlosser, was to add the NBC Reports, hour programs devoted to investigative reporting and coverage of topical issues. "It will be the only such hour on any network," Mr. Schlosser claimed. He also said that within this NBC Reports time period Allistair Cooke's America series will be presented for 13 weeks. "This may garner an audience and surprise some people," Mr. Schlosser said. He indicated that the America mini-series would do for NBC-TV next season what The Search for the Nile did for the network this season. The television industry, he suggested, may be witnessing the use of a small number of episodes to tell a specific story and then go off the air.

Among other bits of information about next season gleaned at the meeting from Mr. Schlosser; Stanley Robertson, another NBC-TV programing vice president, and a panel of eight production executives involved with upcoming network prime-time presentations: The Little People, Friday night situation comedy, will be filmed entirely in Hawaii because Brian Keith, the star of the series, wouldn't perform anywhere else.

Ghost Story, Friday night hour, is aimed directly at women, 18-49, and may change titles because it doesn't want to be limited to merely ghosts, but instead "to anything that goes bump in the night." Richard Boone as Hec Ramsey has

been added to the Columbo-McMillan-McCloud's Mystery Movie trilogy because the network's audience research indicated that "there is a tremendous audience for Mr. Boone."

NBC Wednesday Mystery, a new rotating trilogy comprises elements titled Banacek, Cool Million and Madi-gan, with each "anchored by a major male star": George Peppard as a cool, urbane, sophisticated romantic charged with answering the expected audience question, "good lord, how did they pull that caper?"; Richard Widmark playing a tough-minded cop who "lives on the arm," but is essentially honest, and James Farrentino as a very exclusive investigator who, by putting to work what he learned as a CIA man can charge $1 million for each of his assignments.

Probe, new Wednesday night hour is entertainment for entertainment sake because it comes on right before the 11 o'clock news and its brand of escapism is therapeutic.

Taken to task about the seeming irrelevance of the upcoming prime-time schedule, Mr. Schlosser pointed out that issues don't have to be waved in front of an audience, that even apparently light programming can often educate, that the network always is aware it's serving a mass audience, that a referendum is in effect every time the audience touches the TV dial, and that finally, acknowledgment has to be made that there is a human need for escape programming.

Format change sparks further argument

Buyer of WGLN(FM) rebutts new challenge to its FCC-approved switch to MOR

The firm whose purchase of WGLN(FM) Sylvania, Ohio, resulted in a citizen-group challenge to the FCC—on grounds that the new owner planned to abandon the station's progressive-rock format (Broadcasting, April 3)— last week called the citizens' allegations unwarranted.

Midwestern Broadcasting Co., whose acquisition of WGLN was approved by the FCC staff last February, opposed a petition for reconsideration of that action filed by the Citizens Committee to Keep Progressive Rock in a pleading submitted to the agency.

It claimed that if the commission grants the petitioners' requested relief— they have alleged that Midwestern's plan to substitute "middle of the road" music on WGLN would be contrary to the desires of a substantial portion of the community—it would be going against its own policy of allowing licensees to exercise discretion in programing.

Midwestern attempted to refute the citizen group's argument that the WGLN case falls under the doctrine established by the U.S. Court of Appeals in overturning an FCC dismissal of a citizen challenge to the sale of WOAK-AM-FM Atlanta. In that proceeding—spawned by the buyer's plan to eliminate the stations'
classical music format—the court directed the commission to determine whether Atlanta residents would be deprived of all classical programming under the buyer's proposal.

Midwestern claimed that this argument does not hold true in its case, since residents of WGN's listening area can hear much of the same music formerly played on WGN on two top-40 station in neighboring Toledo, Ohio—WOHO(AM) (which is also owned by Midwestern) and WTRW(AM).

It claimed that the issue in this case is not whether a citizen group has the right to contest a change in the type of music played—as was the case in WGOX—but rather whether it can challenge a licensee decision as to who chooses the records aired. It noted that under a progressive format, the announcer has relative freedom to make music choices, while under the new WGN format, most selections would be predetermined.

More prime-time waivers for sports on ABC-TV

Sports broadcasts are continuing to complicate FCC efforts to restrict network programming in prime time to the limits permitted by the prime-time access rule. A week after it granted ABC a waiver of the rule to permit it to carry in full a National Basketball Association playoff game, on April 16, the commission granted the network a waiver to assure its ability to carry to completion five weekend sports events. By the same time, it reminded ABC that the prime-time rule will be in full effect with the 1972-73 program season beginning next fall, and urged all three networks to "set up their schedules for sports events on a realistic basis, so that they will not run into prime time."

The rule prohibits top-50 market television stations from taking more than three hours of network programming between 7 and 11 p.m. Accordingly, if the rule were not waived, and a sports event that began in the afternoon ran over into prime time, a network would have the option of either ending program coverage or cutting back its entertainment programs.

In granting ABC the waiver three weeks ago, the commission warned that it would monitor the playoff game and that if it ran over the allotted time, even without overtime, "it will be questionable whether such waivers should or will be granted in the future" (BROADCASTING, April 17).

As it happened, the Milwaukee Bucks had little trouble in disposing of the Los Angeles Lakers in regulation time; the game ended at 6:50 p.m. And the commission has said that it expects the events for which the new waiver was granted to end by 7 p.m. The events were the NBA playoff game on April 22; two golf tournaments, on April 23 and April 30, and the U.S. Open golf tournament to be held on June 17 and 18.

Sober moments at a happy event

Along with the chicken and peas, Peabody luncheon guests were served reminders of broadcast's problems

The 33rd annual George Foster Peabody awards were presented last Tuesday (April 25) at a New York luncheon sponsored by the Broadcast Pioneers. Medallions and award certificates were presented by Warren K. Agee, dean of the Henry W. Grady School of Journalism at Emory University, and Dr. Harold Niven, president of the National Association of Broadcasters.

The ceremony opened with a pointed thrust against the Justice Department's antitrust suit filed against the television networks and concluded with a reminder that the freedom of broadcast journalism is "under constant pressure."

In introductory remarks, Dr. Niven read a statement prepared for the occasion by Paul A. Porter, Washington attorney and former FCC chairman. Mr. Porter, who was ill, had been scheduled to present the awards.

Mr. Porter's remarks noted his call at last year's award luncheon for a "Bill of Rights for broadcasters," in which he urged that broadcasters be elevated to "elevated to first-class citizenship with full First Amendment rights and privileges."

He said that his "noonday foray" of a year ago "to arouse the citizens was not as successful as Paul Revere's mid-night ride two centuries ago. The freedoms of broadcasters are still being seriously eroded." Cited by Mr. Porter as "the latest chapter to unfold in this pernicious development [of siege and subtle intimidation] is the suits to make mere conduits of the networks as the impotent eunuchs of this great media.

Mr. Porter said that in his view "there is no sound reason of policy, law or public interest to justify these complaints which have been gathering dust and cobwebs in the Department of Justice for these many years."

He said that in his view, "the complaint has no merit. In fact, if I correctly interpret the reaction of the advertising agencies it is: 'Leroy don't want that ball!' In fact, it is a matter of public knowledge that the FCC was actively reconsidering rescinding the pre-emption of one-hour prime time and returning it to the media that has the resources and the expertise to produce and broadcast quality programs."

"This conflict of policy and procedure," Mr. Porter said, "reflects in my view a disorderly house of government."

In its citation to Dr. Frank Stanton, who received a special award, the Peabody awards committee said, in part: "The freedom of written journalism in a democratic society has been affirmed by law, but the similar right of the video journalist is still a minority view."

Dr. Stanton, in his acceptance, took note of the citation's language, agreeing that "the freedom of broadcast journalism to perform the giant mission of which it is capable, is under constant pressure. Ironically, the better the journalism, the more severe become the threats to its independence."

Dr. Stanton said the threats also were "a measure of its [journalism's] vitality," and while the threats have become a challenge the broadcast industry has lived with for many years, "we will have to live with them for many more to come. The maintenance of a free press in this country—or any other—has never been a bed of roses and never will be."

The special award to Dr. Stanton was for "a distinguished career in broadcasting, serving America as a gallant and courageous spokesman for the industry."

Dr. Stanton, who is chairman of the Advisory Commission of the United States Information Agency, supplemented remarks made by awards winner, Kenneth Giddens, director of the Voice of America. Mr. Giddens had deplored a "hopelessly inadequate budget" in VOA's budget (see story page 40).

The award winners:

For broadcast news, NBC Radio's and NBC-TV's news correspondent, John Rich; radio education, wha(AM) Madison; for WFLD-Mov (accepted by Jane Katims, writer of the series); radio youth or children's programs, WSYA(AM) Wheeling, W. Va., for Junior Town Meeting of the Air (accepted by Mr. Giddens); radio public programming.

For radio promotion of international understanding, Voice of America (accepted by Mr. Giddens); radio public service, NBC Radio's Second Sunday (accepted by NBC news correspondent Frank McGee); radio special awards, WCCO(AM) Minneapolis, for The Heart of the Matter (accepted by Jim Borman, director of community affairs and Arthur Godfrey, CBS Radio.

For television entertainment, NBC-TV, for dramatic programming (accepted by William Storken, vice president, special programs, NBC-TV); CBS-TV, for The American Revolution: 1770-1783, a Conversation with Lord North (accepted by Peter Ustinov), and ABC-TV and William Bliss, for Brian's Song (accepted by Mrs. Brian (Joy) Piccolo, widow of the professional football star); television youth or children's programs, ABC-TV news, for Make a Wish (accepted by Lester Cooper, ABC-TV producer) TV education, wqov(AM) Pittsburgh, for The Tunnel/Out of the Darkness (accepted by Lloyd Kaiser, president and general manager.

Special television education, Mississippi Authority for Educational Televisio and its executive director, William Smith: television promotion of international understanding, United Nations Television, for United Nations Day Concert with Pablo Casals (accepted by George Movshon, UN television producer); TV public service, NBC-TV, for This Child is Rated X (accepted by Martin Carr, NBC-TV producer); special TV award, children's programs, NBC-TV (vice president, children's programs, NBC-TV), and special award, Dr. Stanton.
ABC explains how and why show must go on

Affiliates meeting is happy occasion with rating reports and previews of hoped-for better things to come

If there were any clouds in Los Angeles last week they must have been outside—they certainly weren't inside the Century Plaza hotel where the ABC Television Network opened its annual meeting with its affiliates. Time and again the delegates attending the opening session of the three day convention (April 26-29), were told of growth, gains, attainment of parity, and a stretching for leadership. Hardly a discouraging word was heard. "Basking in the light of our mutual successes," is the way ABC-TV President James E. Duffy phrased it.

Keynote to what ABC-TV Vice President in Charge of Planning Fred Pierce termed the network's "never more promising" future was a status report delivered by Marvin Antonowsky, vice president and associate director of planning, research and marketing services, that was just short of being ecstatic. Parity with the other networks, proclaimed Mr. Antonowsky, "is no longer a goal, but a practical and viable achievement." He cited audience growth in just about every area of programing, with the notable exception of late night where the Dick Cavett Show is down 14% in audience since CBS-TV came on with its movies to replace Merv Griffin. "Obviously," pointed out Mr. Antonowsky, "we're going to devote more energies in coming months to reverse this trend." It was the only mention made of the possible fate of the Cavett show.

The president of the ABC television network, his chief of affiliate relations and the chairman of the affiliates' board of governors met for business as well as pleasure in Los Angeles last week. L to r: Robert K. King, executive vice president for television, Capital Cities Broadcasting (for the affiliates); James E. Duffy, ABC-TV president, and Richard L. Beesemer, ABC-TV's affiliate liaison.

But on the over-all programing situation, Mr. Antonowsky proudly pointed out that since January only one national rating point separates the three TV networks in prime time. Further, he claimed, in Nielsen's 70-market survey ABC-TV actually leads CBS-TV by a fraction of a point and is two full rating points ahead of NBC-TV.

Backed by a smart, upbeat, multi-media presentation, key network executives spread the following other good words to back up Fred Pierce's contention that ABC-TV, since the last affiliates meeting, has compiled "the best growth record any network ever enjoyed in a single year":

- Martin Starger, vice president in charge of programing, promised that "the beginning of the end" had come to second-grade summertime programing with the advent this season of full-blown prime-time quality programs in the summer, including two new half-hour taped comedies and an hour taped variety series.
- Edwin T. Vane, vice president, nighttime program production, assured that these three new summer series, The Super, The Corner Bar and Wow "will make the summer of '72, a summer to remember."
- Michael D. Eisner, vice president, daytime programing, introduced two 90-minute taped programs specifically designed for the female audience. Honey-moon Suite will be presented in mid-summer, a series similar to Love, American Style—will contain a number of vignettes about couples who, at various times, occupy a hotel's honeymoon suite. Courtroom, also to be presented in the daytime on a pre-emptive basis across several time periods, will concern an unwed mother's legal battle to reclaim her baby. Both daytime specials for ABC-TV will be produced by Douglas S. Cramer in association with Screen Gems.
- Mr. Eisner also announced the production of four so-called ABC After School Specials, with the first to be shown in October. The hour specials, which will be presented on the basis of one each first Wednesday of each month in the late afternoon, are "Last of the Curlews" (animation), "Follow the North Star" (live action), "Magical Mystery Trip" (animation), and "William" (previousy announced).
- Mr. Eisner further reported that four new children's series, including a monthly, hour entertainment special related to school work, will be introduced on ABC-TV's weekend schedule this fall (see page 34).

Marty Starger came back to announce a schedule of more than 100 hours of special programs for next season ("By far our most ambitious effort") including three Burt Bacharach specials; four original, live, 90-minute and two-hour dramas, at least two hour-long Of Men and Women specials produced by Fred Coe; and a series of hour Biography specials.

Rule attacks the attackers

Basic freedom of broadcasters may be at stake in Justice's antitrust suit, president of ABC Inc. tells affiliates

Is the issue of freedom, in its broadest sense, at the root of the Justice Department's recent antitrust suits against the three networks? Indicating that he did not wish to indulge in speculation, ABC Inc. President Elton H. Rule nevertheless implied that the government's action may be a calculated attack against broadcasting's basic freedoms.

Appearing as the luncheon speaker of the opening session of the ABC-TV Net- work affiliates meeting, Mr. Rule reminded his audience that at last year's gathering, freedom for expression and freedom for the electronic journalist were at issue. Now, he pointed out, "freedom in a broader sense," may be the "key issue."

Mr. Rule described the suit against ABC as 'totally without merit' and assured that the network would defend against it to the Supreme Court if necessary. But he questioned whether it would be necessary 'because the charges of program monopolization cited by the Justice Department are so extreme and unjustified—so inconsistent with present FCC policy—that it is difficult to imagine any federal court being swayed by their allegations."

The antitrust suits, together with the siphoning of programs by cable TV and the counter-commercial movement, are the most imminent of the many threats hovering over the industry, according to Mr. Rule. These threats, he described "as the assault on our system of broadcasting."

Mr. Rule stressed the need of action by the FCC on the question of cable TV's siphoning of programs and called it "the major unresolved regulatory issue." Said Mr. Rule: "We believe in full and open competition in the public interest. But is it in the public interest to require the public to pay for television service that is now freely available?"

On the subject of counter-commercialization, Mr. Rule said, "If allowed to take root, could substantially diminish the effectiveness of all broadcast
advertising." He warned of "a mass exodus of advertisers from broadcasting" if counter-commercial proposals are not enacted, and said that "this kind of economic masochism is not only ludicrous, it is untenable."

Mr. Rule called on affiliates "to stand together," as they have done in the past, "in opposition to any attempt to undermine the broadcasting system which has given this nation so valuable a service."

Unwrapping film package
In a surprise announcement that brought the greatest response from affiliates, ABC-TV at the affiliates convention in Los Angeles revealed what was claimed to be "beyond any question the strongest package of feature films" ever presented in a single time period. Blockbuster titles to be shown next season include "Goldfinger," "Dr. Doolittle," "Plaza Suite," "Lawrence of Arabia," "The Adventurers," "Z," "Paint Your Wagon," "The Odd Couple," "True Grit," "The Taming of the Shrew" and "The Out of Towners."

An uplift for prime time
A Colorado minister's syndicated show aims for spiritual touch in evenings
A syndicated television series developed by a Colorado minister to upgrade local programming under the FCC's prime-time access rule was the subject of a breakfast meeting on Capitol Hill this last week attended by broadcasters, newsmen and key government figures.

The meeting, sponsored by Colorado Republican Senators Gordon Allott and Peter H. Dominick, featured Charles E. Blair, pastor of Calvary Temple, an interdenominational church located in Denver.

The program, Charles Blair's Better World, is described as an educational, documentary series. Mr. Blair said the program tries to "make people aware that progress and change for the better must begin with each individual."

The weekly half-hour color series is being shown on KTV(TV) Denver; KAVE-TV Carlsbad, N.M.; KELP-TV El Paso; KHTL-TV Kearney, Neb. (and its satellites KHPL-TV Hayes Center, KHOI-TV Albion and KHTL-TV Superior, all Nebraska); KTV(TV) Colorado Springs, and will start this fall on KCMO-TV Kansas City, Mo.

The series, which is being syndicated by Herman Rush Associates, New York and Los Angeles, is produced by Koplin-Grinker Production, New York. Charles Blair's Better World combines on-location shooting around the world with news footage from the producer's film archive that explores the achievements of famous people.

Mr. Blair, who showed a film sample of the program at the meeting, said about $1.5 million in funding for the series has been provided by about 1,000 individuals in Colorado.

The price of the program is negotiable and in part depends upon the station's card. Stations may sell the program (which must run in prime time or fringe prime time) but are prohibited from insetting commercials for tobacco or alcoholic-beverage products.

New rental network for carribean TV
Hilford, Watner head joint project of Columbia Pictures, Cartridge Television; 51 area distributorships planned at start
Cartridge tapes for home viewing of movies like "The Bridge on the River Kwai," "High Noon" and "Dr. Strangelove" will be on the market in June, according to plans announced last week. The distributor will be Cartridge Rental Network, a new company jointly owned by Cartridge Television Inc. and Columbia Pictures Industries Inc. Lawrence Hilford has resigned as vice president and general manager of Columbia Pictures Cassettes, a division of Columbia Pictures Industries, to become president of the new company. Jerry Watner, former director of cartridge distribution at Cartridge Television Inc., is executive vice president.

The network will set up 51 area distributorships throughout the U.S. (Announcement of their availability will be made this week in full-page ads in The Wall Street Journal.) These 51 distributors will either open up their own rental outlets to rent out the tapes or deal through local retailers (banks, department stores, record shops, theater lobbies, or even home-delivery services). The retailers will set the price for each cartridge, which at first are expected to run from $3 to $6.

Consumers will have to buy a TV set

THE FACTS OF COURTSHIP

"The Courtship of Eddie's Father" was ABC's highest-rated Wednesday night program this season.

Source: NTI, Oct. 71-Feb. '72

Avg. audience estimates subject to qualifications available on request

Broadcasting May 1

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specially adapted to the Cartridge system. So far, the system has been licensed for production by Admiral, Emerson, Teledyne Packard Bell and Warwick (Sears, Roebuck). Last week's announcement said the systems would be offered by retailers for delivery beginning in June. Each tape has a locked re-wind system that prevents the person renting it from getting more than one showing for his rental fee. The maximum running time for each tape is 112 minutes—longer movies will be issued in two-cartridge packages. There are a total of 200 titles in the first rental package (including a few X-rated pictures like "I Am Curious—Yellow" and "The History of the Blue Movie").

**Networks refurbish Saturday morning**

ABC- TV plans at least four new shows in its quest for the young audience; Peabody winner 'Make a Wish' stays

A series of one-hour original animated films for children, The ABC Saturday Superstar Movie, and three other new programs will be among the features of ABC-TV's 1972-73 weekend line-up for young people, which opens in September. Officials, announcing the new schedule last week, said the other new shows, all in animation, a half-hour in length and scheduled for Saturdays, are The Brady Kids, an adaptation of the prime-time Brady Bunch (to be seen 10:30-11 a.m. NYT); The Outer Limits, featuring the music of the Osmond Brothers group (9-9:30), and Kid Power, comedy concerned with neighborhood children of varying ethnic backgrounds (11:30-12). Superstar Movie, plans for which were announced several months ago, will range across science fiction, animation, fantasy and science fiction, featuring names and characters famous in children's entertainment. Episodes currently in production were said to include a two-part movie based on Dickens's "Oliver Twist," one called "Noon K" featuring 40 animal characters such as Yogi Bear, and others based on baseball's Willie Mays, the Frankenstein monster, Lassie and Gidget.

The series will be presented Saturdays at 9:30-10:30 a.m. Shows returning to the ABC schedule include Make a Wish, which picked up a Peabody award last week (story page 30), to be shown in its current Sunday 11:30-12 noon period; Curiosity Shop, moving from Saturday to Sunday (10:30-11:30); Bulwinkle, in a new Sunday period (10-10:30), and the following, all scheduled Saturdays: Jackson Five (8:30-9); Bewitched (11-11:30); Funky Phantom (12-1 p.m.) and American Bandstand in a 30-minute version (1-3:30).

In addition, ABC is adding H. R. Pufnstuf, formerly on NBC, at 8-8:30 on Saturdays, and The Monkees, currently on CBS, 1-1:30 p.m., also Saturdays.

Officials also noted that ABC-TV children's programming will include the previously announced monthly one-hour ABC After School Special, starting in October, and series of three-five minute scholastic rock films, Multiplication Is, to be rotated five or six times each weekend beginning in January.

ABC weekend shows not returning next fall are Jerry Lewis, Road Runner, Johnny Quest, Lancelot Link, Reluctant Dragon and Mr. Toad and Here Come the Double-Deckers.

**Star of PTY's 'Electrical Company' and new cartoon join CBS-TV's new schedule for Saturday**

Two new series, including one starring comedian John Byner, will be in CBS-TV's Saturday schedule for young people in the 1972-73 season.

Four current entertainment programs and the In the News series of two-and-a-half minute reports on current events will return to the schedule, which was announced last week.

The Cosby series, Fat Albert and the Cosby Kids, was said to be an outgrowth of the comedian's commitment to using television as an instructional medium (he is also a regular member of the Children's Television Workshop's The Electric Company on public television). Officials said his CBS-TV series would attempt to deal with issues related to values and value judgments, interpersonal relationships and the solutions of problems faced by children, rather than focus on traditional curricular content. A panel of educators has been named to assist in developing themes and objectives and to review the content of each program as it is written. The series is scheduled for showing at 12:30-1 p.m. NYT.

Another new program in the schedule, which begins Sept. 9, will be The Amazing Chan and the Chan Clan, an animated series combining comedy and music and using adventures (9-9:30 a.m. in addition. The current Scooby Doo will expand from a half-hour to an hour and become The New Scooby-Doo Comedy Movies, with a guest star or group also to be featured on each (10-11 a.m.); the Josie and the Pussycat cartoon series gets a new setting and becomes Josie and the Pussycats in Outer Space (9:30-10), and Pebbles and Bam Bam-Bam expands to an hour of comedy, variety and music under the new title The Flintstones Comedy Hour, with additional elements including new Flintstones stories (11-12 noon). Returning series are the one-hour CBS Children's Film Festival (1-2 p.m.), Bugs Bunny Show (8:30), Sabrina, the Teen-age Witch (8-9) and The Archies (12-12:30 p.m.).

Current shows being dropped are You Are There, The Monkeys Help, It's the Hair Bear Bunch, and Harlem Globetrotters.

Winchell and Mahoney, four cartoons, redone 'Giant Step,' three returners are new schedule for NBC-TV

NBC-TV came out with its 1972-73 Saturday-morning line-up last week: six new programs, three returning shows and a new, half-hour version of this season's The Giant Step.

Don Durgin, NBC-TV president, called it "the most diverse and balanced" Saturday-morning schedule for children ever offered on NBC-TV. He said it represented 'the latest step in the continuing process of revision and experimentation' to upgrade children's programming.

The six new programs had been announced earlier, but not their slots in the schedule. The returning shows are Underdog, animated adventures of "a super canine hero," which had been on NBC-TV in 1969-70; The Jetsons, carrying over from the current season, and The Pink Panther, back for its fourth season

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**Summer stand-ins set by ABC-TV, CBS-TV**

ABC-TV and CBS-TV have announced a group of summer-replacement series.

ABC-TV said it will introduce two half-hour taped comedy series on June 21, with The Super and The Corner Bar scheduled at Wednesday, 8-8:30 p.m. and 8:30-9 p.m., respectively. On July 15, The Ken Berry Show will be placed in ABC- TV's Saturday, 10-11 p.m. slot.

CBS-TV reported that four one-hour variety series will be carried for five weeks this summer. Replacing the Carol Burnett Show (Wednesday, 8-9 p.m. will be the Melba Moore-Clifton Davis Show for part of the summer and the David Stein show for the remainder.

Taking over the Glen Campbell Show period (Tuesday, 7-7:30-8:30 p.m.) will be the Jerry Reed Show and the John Byner Show.

The Melba Moore show is Viacom's first network sale, for five weeks with CBS holding an option to schedule the show as a replacement next January.

**Cartridge firm gets NTA movie package.**

National Telefilm Associates Inc., Los Angeles-based film distributor, has licensed 70 feature films from its library to Cartridge Television Inc., New York, for use on the soon-to-be-introduced Cartrivision color video-tape home entertainment system in the U.S. The agreement calls for Cartridge TV to convert NTAs's feature films to the cartridge format and to then make the cartridges available to home viewers on a rental basis for about $3 per showing.

According to NTA, its features, converted to cartridges, will be playable on Cartrivision equipment offered under brand names to be sold by Sears, Roebuck & Co., Admiral, Emerson, DuMont, TeleDyne Packard-Bell and Montgomery Ward. Included among the titles in the NTA film package licensed to CTV (on a nonexclusive basis and for the U.S. only) are "High Noon," "The Quiet Man," "Body and Soul" and the Orson Welles version of "Macbeth."
The Courtship of Eddie's Father is now in syndication. MGM-TV
(212) 262-2727

While you're wasting precious time reading this, the guy down the block is probably already dialing.
but this time with a live host as master of ceremonies. These programs are scheduled at 8, 8:30 and 9 a.m. (NYT), respectively.

Five of the six new series will follow: The Houndcats, animated comedy-adventure (9:30-10); Roman Holidays, animated situation comedy set in Rome (10:10-30); The Barkleys, animated comedy about a dogmatic dog (10:30-11); Seabid 2020, animated adventure series (11-11:30), and Run-around, a show for children with ventriloquist Paul Winchell and his wooden partner Jerry Mahoney as hosts (11:30-12 noon).

Talking With a Giant, which NBC said would combine the most successful elements of this season's Take a Giant Step with new features, will be scheduled at 12 noon to 12:30. George Heinemann, NBC-TV vice president for children's programs, who received a special Peabody Award last week for contributions that included Giant Step (see page 30), said the half-hour length would give the program "a better pace" and that the new version would concentrate on viewers in the 10-14 age group. The program will continue under the endorsement of the National Education Association.

A new program, Around the World in 80 Days, an animated version of the Jules Verne classic, will close the Saturday line-up at 12:30-1 p.m.

Mr. Heinemann also reported that NBC's contracts with suppliers of these programs cover only one season instead of the usual two, in order to "give us the flexibility to change our entire schedule for the fall of 1973 if we so desire."

Current shows being dropped for 1972-73 are Dr. Doolittle, Deputy Dawg, Woody Woodpecker, Barrier Reef, Mr. Wizard and The Bugaloos.

Rona on radio
The hot stuff from Hollywood is in a one-minute syndicated version
Rona Barrett last week began looking at Hollywood on behalf of some 50 radio stations across the country. Miss Barrett, the first regular broadcast Hollywood gossip reporter since the days of Hedda Hopper, Louella Parsons and Jimmie Fidler, went into radio syndication delivering a series of one-minute vignettes of entertainment happenings and personality goings-on.

The syndicated program is being produced at Harry O'Connor Productions, Hollywood, and is distributed by Miss Rona Enterprises Inc., Los Angeles, Miss Barrett's own company. The minimum buy for radio stations is 26 weeks of a total of 20 to 25 one-minute reports per week. The week's production is being distributed on a single reel and made available on a weekly basis.

This is Miss Barrett's second crack at radio syndication. She was unsuccessful with a previous radio syndication attempt about 11 years ago because, as she said, "I really didn't have a name." Miss Barrett continues in television syndication, distributed by Metromedia Television and carried by the Metromedia-owned stations as well as about 50 other markets. She's been in TV syndication for the last four years.

"The radio broadcasts will not be like my television broadcasts," Miss Barrett said, "because I'm going to concentrate more on recording artists and television than on motion picture people." She reports acceptances from a number of top-40 music stations in addition to middle-of-the-road stations.

SAG's fiscal picture
The Screen Actors Guild, in its latest financial statement, lists $1,780,132 in assets and $400,401 in liabilities as of the end of the fiscal year ended October 31, 1971. The guild's accumulated excess of income over expense at the end of the fiscal year amounted to $1,379,731. Biggest income item is member dues, which accounted for $903,299. Entrance and other fees from members totaled $468,308. Highest expense category was salaries with a total of $704,091 paid out—$1,429,446 of it to executives.

Program briefs
Comedy Team for MPC. Metromedia Producers Corp., Hollywood, has signed writing team of Rob Reiner and Phil Mishkin to exclusive long-term contract. Pair will develop comedy properties for prime-time network TV programming. Both are also performers. Mr. Reiner is in regular cast of All in the Family. Mr. Mishkin will appear in new ABC-TV summer series, The Super.

For small fry. Around the World in 80 Days. New half-hour animated series based on Jules Verne's novel, will be shown this fall on NBC-TV's Saturday-morning cartoons program. "I will produce and syndicate," Mr. Heinemann International will produce show, and writer is Chet Stover, whose previous work includes animated King Leonardo, Underdog, and Tennessee Tuxedo. Exact time slot is still to be announced.

Insights on attitudes. Syndicated column, Business Beatitudes is available for radio syndication for five-minute daily programs. Show features Bill Beattie's thoughts on attitudes of people in business of living. Mr. Beattie, president of company that attempts to mold employe attitudes, is author of "Business Beatitudes," Attimedia Inc., P.O. Box 8042, Dallas 75203.

Return of Hoppity. KTLA(TV) Los Angeles, which first programed "Hopalong Cassidy" features in October 1949, is reprising same old movies on Sunday afternoons. Expectation is that Western hero will have appeal for whole new generation of young viewers. Programing also is in keeping with KTLA's celebrating its 25th anniversary as commercial TV station.

Fourth audio-bio. Diamond P Enterprises, Hollywood, has scheduled singer Glen Campbell as subject of so-called "audio-biography" series for radio syndication. Mr. Campbell's life and music will be profiled in eight separate programs. Diamond P followed same format with audio-biographies of Burt Macha- rach, Jerry Lee Lewis and Paul Anka, all currently in syndication.

Changing formats—The following modifications in program schedules and formats have been reported: KMPX(FM) San Francisco—National Science Network changes schedule, format from middle-of-the-road to underground music. KMPX broadcasts in stereo on 106.9 mhz with 40 kw and an antenna 1,120 feet above average terrain. WQW(FM) Orlando, Fla.—American Home Stations changes its religious-good music format to 100% religious programming. In so doing, station will duplicate sister WCGO (AM) Windermere, Fla., for AM's entire broadcast day. WVCP broadcasts on 1480 kw with 1 kw day. WWQS broadcasts on 1600 kw with 600 antenna 350 feet above average terrain. WLUX(AM) Baton Rouge—Capital Cities Communications adds four hours daily of religious programming to station's format. Remainder is composed of beautiful music. WLXQ broadcasts 1550 kw with 5 kw day. WDRQ(FM) Detroit—Bartell Broadcasting of Michigan changes station's all-news and information format to contemporary popular music. WDRQ broadcasts on 93.1 mhz with 20 kw and an antenna 500 feet above average terrain. WFS-FM White Plains, N.Y.—Courtland Broadcasting Corp., ceases station's duplication of sister AM and institutes its own good-music format. WFS-FM broadcasts in stereo on 103.9 mhz with 500 w and an antenna 670 feet above average terrain. WKBQ(AM) Columbus, Ohio—Nationwide Communications Inc. reduces its predominantly country-and-western format to 90% contemporary music and 10% country and western. WDBQ broadcasts on 880 kw with 5 kw day. WBBR(AM) Travelers Rest, S.C.—Piedmont Broadcasting Co. changes station's format emphasis from 62% country-and-western to 62% gospel programing. WBBR broadcasts on 1580 kw with 1 kw day. WKPT-FM Kingsport, Tenn.—Holston Valley Broadcasting Corp. modifies station's format from predominantly rock music to middle-of-the-road programing consisting of rock (20%), country-and-western (22%), jazz (10%), standard pops (31%) and classical music (2%). WKPT-FM broadcasts in stereo on 98.5 mhz with 45 kw and an antenna 960 feet above average terrain. KHIT-FM Austin, Tex.—Southwest Republic Corp. changes station's format from contemporary rock to beautiful good music. KHIT-FM broadcasts in stereo on 98.3 mhz with 1.3 kw and an antenna 420 feet above average terrain. KLEF(AM) Houston—Entertainment Communications Inc. modifies station's format from classical music and flair programing to mostly classical music. KLEF broadcasts on 94.5 mhz with 100 kw and an antenna 610 feet above average terrain.
Black America wants information, too. News of significance to blacks. The day's happenings...told with emphasis on how they relate to the black experience.

On May 1, Mutual Black Network began to reach black Americans on a national basis with network radio—over local, black-oriented radio stations, 100 times a week, with five-minute programs of news and sports. One order, one billing covers outstanding black radio stations in all the important U.S. markets.

You can sell Black America through Mutual Black Network's all-encompassing schedule of news and sports programs utilizing the world-wide news-gathering facilities of the Mutual Broadcasting System. Because it is written, produced and broadcast by blacks, Mutual Black Network is unique in its access to and interpretation of news from the perspective of black Americans.

Almost 17 million blacks live in America's cities. And the big majority listen to black radio. Mutual Black Network will deliver your message, coast to coast, to the largest black audience ever...via compelling black-oriented news programs.

For details, contact your Mutual Black Network representative. or write Charles Godwin, c/o Mutual Black Network, 135 West 50th Street, New York, New York 10020. Area code 212-581-6100

A service of Mutual Reports, Inc., a subsidiary of the Mutual Broadcasting System, Inc.
You could be next, Whitehead tells newspaper chiefs

OTP director, in appearance before ANPA, backs newspaper ownership in cable, decries government oppression of news media and a "runaway theory that could trample you next!"

Clay T. Whitehead, director of the Office of Telecommunications Policy, journeyed to New York last week to tell the nation's newspaper publishers that he favors their ownership of CATV systems—and to request their support in opposing what he sees as a trend in government to stifle the freedom the existing news media now enjoy.

Mr. Whitehead has been outspoken in the past in his criticism of the courts' expansion of the FCC's fairness doctrine to cover some product advertising, and of the Federal Trade Commission's proposal that the FCC require broadcasters to make time available for counter-advertising. But his concern was usually expressed in terms of broadcasters alone.

Now he was warning that newspapers could be subjected to the same obligations—including the latest one added by the courts, one holding that broadcasters cannot refuse to sell time for the presentation of controversial material.

The fairness doctrine "is a runaway theory that may trample you next," he said in a speech to the convention of the American Newspaper Publishers Association. And the justification for the decision forbidding broadcasters to refuse to sell time for political comment that a broadcaster is "public trustee" by virtue of his importance as a medium for the communication of ideas and the high degree of government involvement in his activities—could be applied to newspapers.

"The signs indicate that we have taken the first steps down a road which is long, difficult to retrace, and extremely dark at the end," he said, and added:

"The point of these last comments is to urge your support in recalling our citizens to a proper understanding of what the relationship between the government and the mass communications media should be in a free society." He said he could not recall reading "many blistering editorials" concerning those "first steps."

His defense of an editor's right to exercise his unfettered judgment was as strong as any that the members of his audience might make. Those who say that the fairness doctrine and a requirement of access are congenial to a free society because they give the widest possible circulation to all opinions miss the point of the First Amendment, he said.

"The reason our Constitution prohibits censorship of the press is not because all ideas are equally worthy of being expressed," he said. "Some are quite obviously not worth a nickel. . . . The purpose of the Constitution is not to dispense with the exercise of this editorial judgment and responsibility—for that would mean not only social chaos but also a genuine diminution rather than an increase of personal freedom."

"What if the British could have compelled Tom Paine to devote half of each of his pamphlets to 'the other side' about the Revolution? Or if the anti-Federalists could have compelled Madison and Hamilton to give equal time to the opposing view in their Federalist Papers? Such compulsory inclusion would be as tyrannical as the more traditional, exclusive form of censorship—and at least as foolish."

He conceded that the commission must make some evaluation of journalistic responsibility of broadcasters, since it must determine "who among competing applicants is the best qualified to broadcast." But he is concerned that this involvement is regarded not as "a necessary evil" but "has come to be regarded as a positive good which should be extended over all of our mass communications media."

But if Mr. Whitehead can do little more than speak out on such issues as the direction in which the fairness doctrine and public access are evolving, he has leverage for affecting events in connection with the second matter he discussed in his speech—newspaper ownership of CATV systems.

He is chairman of a high-level administration committee drafting proposals for long-range cable policy for the President. And he left no doubt that opposes the commission's proposal to ban newspaper-CATV crossownership in the same market, just as he does the present rule prohibiting crossownership of television stations and CATV systems. He also feels the question of newspaper ownership of broadcast stations should be dealt with on a case-by-case basis.

Publishers, he said, should regard cable not only as a means of improving the presentation and distributing of their newspapers—he was referring to facsimile reproduction—but as a new field for the application of their talents.

"Good newspapermen have always been experts on the subject of local needs and interests," he said. "You can use that experience to assure that the new medium achieves its full potential for diversity and for community service. You can use it, that is, if you are permitted to do so."

He said that a crossownership ban would be "a great mistake," that "there are means of structuring cable ownership and development so as to avoid its necessity, even in the eyes of the most zealous opponent of 'media concentration.'" He did not elaborate. But the President's committee is considering the issue, and is "seeking to develop options which will enable you to share the benefits of this new technology—and the public to enjoy the fruits of your participation."

FCC authorizes three-network Mutual system

The competitor that once tried to block ABC's four-network operation now adds black, Spanish services to its list

The Mutual Broadcasting System has become the second national radio network to initiate multitenet service, following an FCC authorization last week that will permit the company to add two new networks—one geared especially toward blacks and one oriented to the Spanish-American population—to its present conventional service.

The commission's action was in response to a Mutual request for a ruling that the proposed three-network system would not violate the agency's chain-broadcasting rules, or in the alternative for a waiver of those rules. The chain broadcasting provisions prohibit a single company from maintaining two or more networks, except in cases where the networks are not operated simultaneously or do not cover substantial portions of the same geographical area.

The commission said that Mutual's request is not applicable to this restriction as long as none of the broadcasts emanating from the three networks are aired simultaneously in the same market. To ensure that this does not happen, the commission stipulated that Mutual may have only one AM affiliate in markets with fewer than five stations, and no more than two in markets of five stations or more.

There is a note of irony in the present Mutual undertaking. The company has been a consistent foe of ABC's four-network system ever since that service commenced several years ago. It vehemently opposed the ABC system when it was first proposed and has persisted in that opposition in numerous pleadings to the FCC since then—the latest of which it submitted only last January (see story, Jan. 31). In that brief, Mutual accused its competitor of trying to establish a radio "monopoly" and submitted that ABC's four-network system "raises the very serious question of whether ABC is "operating properly under the antitrust laws."

Under the proposed method of operation submitted by Mutual to the commission, the company will transmit hourly programing on each of the three networks from 6 a.m. to 11 p.m. In order to emphasize to its affiliates the importance of carrying each feed at a specific time, Mutual said it was adding a clause to its affiliation contracts requiring live carriage of the network programing unless specific permission is given for a delayed broadcast. Affiliates will be right to refuse any particular program, however.

Mutual also said the three networks will be sold separately. No advertiser will be given a discount for buying time on more than one service.

The new black network will reportedly
Black network gets rolling

WNJR(AM) Newark, N.J., covering the New York metropolitan area, will be the key station of the Mutual Black Network, which is to begin operations today (May 1) (Broadcasting, April 24).

A spokesman said that 18 stations have signed with MBS's new network, which will provide approximately 100 five-minute news and sports programs per week. Latest stations to sign include \textit{kcoh(AM)} Houston; \textit{wabq(AM)} Cleveland; \textit{wgo(AM)} Atlanta; \textit{kwok(AM)} St. Louis; \textit{kfre-AM-FM} Kansas City, Mo.; \textit{werd(AM)} Jacksonville, Fla.; \textit{woko(AM)} Columbus, Ohio; \textit{wbrd(AM)} and \textit{wcko-(FM)} Pompano Beach, Fla.; \textit{kjet(AM)} Beaumont, Tex.; \textit{koky(AM)} Little Rock, Ark., and \textit{wwil-FM} Wilmington, N.C. An additional 12 stations have agreed verbally to sign with the Mutual Black Network, the spokesman said.

Unity loan "exaggerated"

Bank of America official has denied published reports saying the bank had made a loan of close to $750,000 to Unity Broadcasting Network, which plans to establish a national black network. He declined to reveal the size of loan on the grounds such information is kept confidential, but did say that published reports "were greatly exaggerated." Eugene D. Jackson, president of Unity, said later that his company is capitalized for $1.5 million and that Bank of America and several other financial institutions had made loans with provisions that the financing could go as high as $1.5 million, depending on the progress achieved by the network.

Kramer firm lands $400,000

Citizens Communications Center, with help of Ford grant, plans expanded activity

The Ford Foundation has announced a $400,000 grant to the Citizens Communications Center, a public-interest law group in Washington.

The center represents citizen groups to "assure that broadcasters fulfill their public-service obligations," as a foundation spokesman put it. Its mandate covers issues involving alleged discriminatory broadcasting, denial of access to the airwaves, unresponsive programing, and fairness. Among its significant victories: participation in the Business Executives Move for Peace court case that drastically widened the concept of "access"
USIA funds cut back

Struggle with Fulbright will result in 30% reduction for VOA

The dispute between Senator J. William Fulbright (D-Ark.) and the U.S. Information Agency reached apparent climax last week when the Foreign Relations Committee voted to slash the agency's $200-million 1973 budget by more than $45 million.

The move came after USIA had been authorized by President Nixon to invoke "executive privilege" and not make certain program documents, requested by the Fulbright committee, available for inspection.

The senator had charged that the agency's refusal to produce the documents was "inconsistent" with the President's new policy of fuller disclosure, announced in March. Senator Fulbright also claimed that access to the agency's field papers was necessary to ascertain USIA's role as a propaganda agency or "heir apparent to the old cold war."

The USIA-Fulbright controversy heated up last month when Bruce Herschensohn, director of the agency's motion picture and television service, assailed the senator's policy attitude as "naive and stupid," on a program hosted by Senator James L. Buckley (Republican-conservative-N.Y.) and televised to constituents over 12 New York stations (Broadcasting, April 10). On the same show a USIA film on the Soviet invasion of Czechoslovakia—intended for foreign audiences only—was presented. Mr. Fulbright's efforts to block the film's presentation failed.

Fearing that his comments and actions could be used as grounds for a budgetary cut or curtailment of certain USIA activities, Mr. Herschensohn resigned his post. His resignation apparently had no conciliatory effect on the senator.

The USIA budget cut and a stipulation that USIA director Frank Shakespeare not rotate remaining funds from program to program contrary to the "interests of the Voice of America by 30% and would shut down USIA operations in 30 countries.

For Fairchild: caution and clout

A newcomer to station ownerships explains the how and why of its diversification move, and its aim for big stakes in broadcasting

To a corporation that grossed some $258 million last year, a diversification project aimed at fostering new, albeit alien sources of income must be approached with caution. Such was the premise from which Fairchild Industries proceeded in its entry into the communications business.

The relative simplicity of this philosophy of caution could be misleading. While caution is and has been the guiding force behind Fairchild's expansion into broadcasting and the communications-satellite field, that process has entailed a continuing system of pains taking scrutiny, research and self-analysis. The results thus far have been impressive.

Traditionally a successful and respected aerospace entity, the Germantown, Md.-based firm first set its sights on the communications industry back in 1965, when it became involved in the satellite market.

Its first major achievement toward this end came in 1970, when it landed the principal National Aeronautics and Space Administration contract for the (ATS) F&G communications satellite. Its decision to go into the retail end of communications was an offshoot of that five-year competitive proceeding. Fairchild made its initial move in that direction last year, when it purchased the McLeod Corp.'s KLIF(AM) Dallas for $10.5 million—one of the largest selling prices ever for a single radio station. It followed shortly with the announcement of its proposed $1.5-million acquisition of WPRC-AM-FM, in the Twin Cities suburb of Richfield, Minn., which is now awaiting FCC approval.

The significance of those two transactions is verified when it is considered that the combined purchase price is nearly double the $6,609,780 Fairchild registered in net income last year. What's more, Fairchild has made what amounts to a long-term commitment to make both satellites—it is presently one of eight applicants before the FCC to construct a domestic communications-satellite system—and broadcasting a major part of its business enterprise. It is actively seeking other radio properties and is taking stock of its potential in television and, to a lesser degree, cable as well.

Such activity brings about an obvious question: Why would a firm so thoroughly entrenched in one specific—and eminently profitable—area of operation gamble a venture into territory it knows relatively little about? John F. Dealy, Fairchild's vice president and general counsel—and an instrumental force in that expansion process—provided amplification on this issue in an interview with Broadcasting (May 1).

"Beginning as early as 1967 when I came with Fairchild," Mr. Dealy recalls, "there was a general feeling throughout the company...that we should reduce our large dependence on what I call monopsonistic customers. By that I mean NASA, the Defense Department, people whose buying power is tied to a single appropriation or tied to a program where you could be in good shape one day and the next day with the third program, you can be out of business in that particular area. And the defense business, if you look at it, has been fairly cyclical—it comes up and does down. One period of time there'll be more business than anyone can handle; then, five years later, everybody will be scrambling."

Mr. Dealy stressed that Fairchild has no intention of getting out of this type of business; in fact, "we want to become a stronger factor in it," he said. "But in order to do so we had to come up with lines of business that enable us to get over these cyclical ups and downs and to build kind of a solid consumer, population, affluence-of-the-nation oriented line of business that at least bore some relation to the technology we had developed in aerospace." Hence the move into communications, among other things (Fairchild is now also engaged in real estate and automotive safety).

The problems Fairchild experienced in embarking on satellite technology, while not of little consequence, were minimized by the firm's fairly similar endeavors in aeronautics. This did not hold true in the broadcasting end of the spectrum.

"The point that we looked at," Mr. Dealy said, referring to Fairchild's initial speculations about broadcasting, "was that we should be in this business but we didn't have any background in the retail end."

It was this fact that prompted Fairchild to conclude that the wisest way to enter the broadcasting business was to find a property with a proven track record, offer a good price and essentially rely on the station's existing management to continue the profitability. With that in mind, Mr. Dealy, occasionally aided by a fellow executive and house staff, conducted a year-long search for the property, culminating with the KLIF purchase.

The first step involved the weeding-out of cable TV as a potential buy. While able to afford us initially," Mr. Dealy said, the accompanying problems—lack of management experience, unsureness of return on a long-term investment, the regulatory stratum that surrounded cable at the time, and the foggy technological stratum of that industry—all combined to rule out that possibility.

Like reasoning prompted Fairchild's decision not to go into television at this time, Mr. Dealy said. "We didn't have that good a grasp on the potential technological changes that might affect network TV—the coming of satellites, the growth of cable stations. We didn't know what its future would be in the next 10 years to make that multiple an investment in prime markets" (and here he
was referring to a figure between $25 million and $35 million.

Thus, the choice was narrowed to radio. Several studies, both existing and ones commissioned by Fairchild, were used to narrow the field of potential acquisitions. Some 50 to 60 stations were examined, Mr. Dealy noted. This screening-out process involved “everything from just a look at the station and the marketplace and an automatic rejection to, in some cases, detailed negotiations including examination of financial statements, analysis of the ability of the operating people, review of the price vs. what we thought should be paid for the station, analysis of the market area and what we thought were the entrenched interests and what the probability of was improving the position of the station, the area of the country itself.”

Mr. Dealy claims that “in any acquisition process, sometimes you instinctively know it’s not the one when they first mention it. Other times you go all the way through almost to the point of signing a contract and then for some reason you just decide it’s not your cup of tea. We ran the gamut of that type of exploration.”

The eventual decision to go with KLIF was inspired by a number of factors. Fairchild was searching for a flagship type of station, and KLIF had been the headquarters of the McLendon chain for a number of years. The firm was also looking for solidarity and leadership in the market. KLIF, which had been a laboratory of sorts for Gordon McLendon’s innovations in top-40 programming, was perennially ranked number one in the Dallas market. And the company was also desirous of making its first broadcast venture in a growth market. Dallas filled the bill here.

But “more important than any of those” factors, Mr. Dealy said, “it had good, solid long-term management.” With Fairchild’s lack of internal broadcast experience, Mr. Dealy felt a dependable operations staff would be invaluable. While the company made various appraisals of KLIF’s equipment, demographics and reputation, Mr. Dealy credits his discussions with the existing KLIF management as the most instrumental factor in Fairchild’s decision to buy the station. It was only with the “businessman’s assurance” of those people that they would stay with Fairchild on a long-term basis “that we were prepared to go forward,” he noted.

The situation surrounding the WPBC transaction was somewhat different. While KLIF’s programming catered to a predominantly youthful audience, the WPBC stations were billed as offering “adult entertainment,” consisting primarily of popular standards. Nor were WPBC-AM-FM among the top-rated facilities in either the Minneapolis-St. Paul market. And those stations were being bought for $9 million less than the Dallas outlet. But Fairchild was apparently unconcerned with these differences. “We just thought this was the type of station

where we could put together some of the management skills we acquired with KLIF and where we could find a profitable position in a major expanding market,” Mr. Dealy contended. He emphasized that Fairchild “is not looking for any particular format... WPBC may not be as prominent a station as the giants out there but it has its own niche that it has created over a period of time in adult music and it is known for that type of music. So we’re buying some reputation of sound contribution to the community."

Mr. Dealy is understandably hesitant to go into specifics in terms of future broadcast acquisitions beyond mentioning that “we’re actively examining additional prospects in radio right now.” Although Fairchild intends to become “deeply involved in the communications field,” through further expansions in broadcasting and a “counterbalanced” involvement in satellites, he said, “we have no specific timetable. We might make another purchase next week and we might not make another one for a year. We want to take some time to see how these two work out.” (At the present time, however, Mr. Dealy indicated that Fairchild is interested in acquiring about five major-market stations or 11 outlets in smaller markets.) And although Fairchild’s penetration into television and cable has yet to go beyond the investigative stage, Mr. Dealy emphasizes that “if certain things happen and certain opportunities came our way, we might move shortly. We’ve done a lot of homework in these areas. We know the type of things that would intrigue us; we just don’t have any on the table at the moment.”

But however uncertain the future may be, Fairchild has made its intentions clear. It sees a “communications explosion” continuing in this country, and it intends to be in on it.

Minorities get office at the NAB

Black from Community Film Workshop will function as general liaison

The National Association of Broadcasters has hired its first black executive. His job will be to work with minority groups both in and outside broadcasting, with legislators and with broadcasters.

Elbert Sampson, 26, formerly project director of the Community Film Workshop, New York, joins NAB today (May 10) reporting jointly to Grover C. Cobb, government relations chief, and to James H. Hultberg, public relations chief.

For the time being, Mr. Sampson said last week, “I’m going to sit at my desk and learn all I can about the NAB and the radio/film business.” He declined comment about any of the minority issues facing NAB or broadcasters.

In his work at the Community Film Workshop, Mr. Sampson helped in the training and placement of minority individuals as TV news cameramen. He was also responsible for developing contacts with TV and film organizations.

A native of Chicago, Mr. Sampson attended the University of Illinois and the University of Southern California. He taught at Long Beach (Calif.) State College and at one time was field secretary for the Student Nonviolent Coordinating Committee. He was also a customer engineer and programer for IBM in Glendale, Calif., and a systems analyst for Programming Sciences Corp., New York. He also was associated with the Institute for the Advancement of Urban Education in New York.

During the 1970 NAB fall conferences, Mr. Sampson was a member of the panel on minority hiring.

For more than a year, the NAB has had a special consultant on black issues; he is Fred Weaver, Public Relations Enterprises, New York.

Radio code board gets new chairman

William Hansen, WJOL-AM-FM Joliet, Ill., has been picked to be the new chairman of the radio code board of the National Association of Broadcasters, which is scheduled to meet in Washington May 10.

Mr. Hansen, currently a member, will succeed Ray Johnson, KMED-AM-FM-TV Medford, Ore., who was elected to the TV board of the NAB at the annual convention in Chicago last month (Broadcasting, April 17).

Other changes in the radio code board: James M. Ward, WLAC-AM-FM Nashville,
to fill Mr. Johnson's remaining term, which runs to 1974; Robert H. Harter, who was elected to the radio board in March, whose term runs through next year.

The radio code board changes were recommended last week to the radio board by Vincent T. Wasleyewski, NAB president. Approval is considered as-

FCC concedes to women

Commissioners agree to have N.Y. and N.J. stations include forms on equal-employment with renewals

A half-dozen representatives of women's groups last week conferred with FCC Chairman Dean Burch and four of his colleagues in what one of the women later described as a "consciousness-raising" session. But the two-hour conference turned out to provide the commissioners with more than a reprieve of complaints about alleged antifeminist bias in broadcast employment. The women focused on what they said was the commission's failure to enforce its own rules designed to prohibit such bias—and they got some results.

At issue was the rule requiring broadcasters to file with the commission the equal-employment opportunity program they have adopted with respect to women. The rule, which amends one dealing with blacks, Orientals, American Indians and Spanish-surnamed Americans, was proposed by the National Organization for Women. It was adopted by the commission in December, and became effective on February 4, 1972.

But the national FCC task force coordinator for NOW, Whitney Adams, who attended last week's meeting at the commission, discovered earlier this month that New York and New Jersey broadcasters, whose license-renewal applica-
tions were filed on March 1, had not been required to include women in their equal-employment opportunity programs. The women—who represented Federally Employed Women and the Women's Equity Action League, as well as NOW—wanted assurance that the commission that it would require the licensees of the 387 AM, FM and TV stations in the two state to comply with the new rule. They received none during the meeting on Tuesday; the best they got was an assurance that the next batch of renewal applications—due May 1, from Pennsylvania and Delaware—would be expected to comply with the rule.

But after mulling the matter over during their regular meeting the next day, the commissioners decided to honor the women's request. They instructed the staff to write all New York and New Jersey renewal applicants, to remind them that the new rule applies to them and to direct them to review the equal-
employment programs they submitted to make sure they apply to women as well as to minority groups. If their programs do not apply to women, the licensees will be told, they are to file an appropriate amendment within 20 days.

Officials of the National Organization for Women were in the meeting, which was held at the suggestion of Wilma Scott Heidi, national president of NOW and a leading figure in a number of other women's groups, ranging over a number of other broad-
cast-related matters of concern to women—the "sexist" role assigned to women in programing and what they consider the demeaning manner in which women are portrayed in many forms of advertising.

By the end of the session, according to one commission official who was present, "a warm and cooperative" attitude developed. Chairman Burch and Commissioner Johnson were urging the women to involve themselves and the local chapters of their groups in helping broadcasters to determine community needs and to find women qualified to work in broadcasting. The women felt they are qualified to act as consultants on both scores.

And the women felt they had sensitized the male commissioners. (Commissioner Charlotte Reid, through whose office the meeting was arranged, sat in with Com-
missioners H. Rex Lee and Richard E. Wiley, as well as Chairman Burch and Commissioner Johnson.) When Com-
missioner Johnson talked of a woman getting a job as a "soundman," Mrs. Heidi suggested he was discussing, at best, a biological improbability.

Both sides agreed another meeting would be helpful. It will be held in the fall and, according to a commission official, will probably deal, among other things, with the FCC's record in em-
ploying and promoting women.

Sears tries to solve Chicago reception problem

Will spend $7 million for changes in its new 110-story headquarters, if FAA okays antennas on roof

Sears, Roebuck & Co. is making a major attempt to end the dispute over whether its new 110-story Chicago headquarters will hinder television reception. Sears said last week that it will reinforce the tower to permit the installation of an-
tennas on top—if the Federal Aviation Administration approves.

Because the new building already reaches the legal limit on construction height—Sears calls it the world's tallest—and the antennas would account for another 350 feet, special authorization for the antennas would be required. Sears had asked the FAA for that authoriza-
tion.

Two television stations—WLS-TV and WCU-TV—have joined in the petition and would move to the Sears building if it's approved. The others are already situ-
ated atop the John Hancock building—which will be second only to the Sears headquarters in height—but they too could be accommodated in the Sears facilities if necessary.

Sears had already decided to coat its upper 43 floors with a special material called Avram and use special window de-
signs to eliminate ghosting. That was con-
sidered satisfactory for VHF but of ques-
tionable help to UHF (BROADCASTING, Feb. 28).

If its petition to FAA is approved, Sears will pay a total of $7 million, in-
cluding research costs, to wipe out its possible troubles over television interference—$5 million for renovation of the upper floors and $2 million for the rein-
forcement.
Tables turned on KLAK

AM in Lakewood, Colo., trying to block sale of KBTR(AM) Denver is now liable for loss of license to block countercharge

When a broadcaster enlists the aid of the FCC in settling a dispute with a competitor, the result is occasionally somewhat less than he expected. Such is the case when KLAK(AM) Lakewood, Colo., last October urged the commission to deny the proposed sale of KBTR(AM), in nearby Denver, to Mission Broadcasting Co., charging that Mission's planned termination of the station's all-news format in favor of country music would be a disservice to both the greater Denver audience and itself. (Broadcasting, Oct. 25, 1971.) KLAK is also a country station operator in the area, the FCC informed KLAK last week that it is apparently liable for a $2,000 fine.

The FCC action was the result of a pleading by Mission in answer to the charges launched against it by KLAK. Besides disputing KLAK's allegations, Mission had asked the commission to investigate what it termed a policy by the station to identify itself over the air and in promotional material with Denver, rather than suburban Lakewood, the city to which it is licensed. To substantiate that charge, Mission supplied the commission with logs of KLAK's programming it compiled during a week-long monitoring session. Among other things, those documents showed that roughly 50% of the time, KLAK used the phrase "KLAK serving greater Denver from Lakewood" in its half-hourly station identifications. This, coupled with KLAK's numerous references to Denver in giving time and weather announcements, the almost total absence of any mention of Lakewood in such announcements, and KLAK's use of Denver as its mailing address in commercials broadcast over the air, Mission submitted, implied that the station was attempting to mislead its audience into thinking that it was, indeed, a Denver station.

The commission agreed. It noted that its rules require that no licensee may, through the use of station identification or promotional announcement, lead listeners to believe that it has been authorized to officially identify itself with cities other than that to which it is licensed.

The commission disagreed with Mission, however, on the issue of whether KLAK had, through its news broadcasts, public service announcements and attendant revenues—most of which, Mission had argued, pertain to Denver—failed to meet the needs of its licensed city, a violation punishable by license revocation. The commission concluded that a week of monitoring KLAK's signal could not provide sufficient evidence to establish that offense. It cautioned KLAK, however, against neglecting its primary obligation to Lakewood in fulfilling its commitment to its entire service area.

In addition, KLAK was advised that its use of a Denver mailing address on rate cards, letterheads and other station correspondence could mislead advertisers. While KLAK might have suffered an interim defeat, its chances of success in its initial goal—to block Mission's acquisition of KBTR—are still intact. Its petition to deny that station's transfer from principals of Mullins Broadcasting Co. is still pending at the commission, and has been joined by a like pleading from a local citizens group making similar allegations.
all the challengers have to go on is "prospective illustrative programming" outlined by the buyer in the FCC sale application. In this immediate case, the companies asserted, the petitioner has attacked Quadrant's programming idea as if it reflected "total representations already aired."

In reference to allegations made by Woic petitioners, the companies claimed that the citizen group had not taken into consideration amendments to the sale application subsequently filed by Quadrant, and thus the group does not have a proper perspective on the firm's proposals. They also argued that the petition was not filed on time and contained "inaccurate and speculative" allegations.

An Anglo-American angle

Dartmouth tells FCC of charter—by George Americans, it seems, are never going to get King George III off their backs. When Dartmouth College applied to the FCC last month for a new FM in Hanover, N.H., one of its supporting documents was a copy of the charter granted to Dartmouth in 1769 by the king against whom the colonies later revolted.

For all its antiquity, the copy was filed in conformity with a commission regulation requiring the college to demonstrate that the purposes for which it was incorporated cover the operation of a radio station.

And there is little doubt the document will serve that purpose. An earlier copy was filed with the commission in March 1956, when the college was applying for an AM, granted for Woic, in 1957. Along with its earlier application, the college forwarded a letter from a Manchester, N.H., attorney expressing the legal opinion that the King George III charter did indeed authorize Dartmouth to operate a radio station.

The attorney, John L. McLane, noted that the college was established to provide "the education and instruction of youth of the Indian tribes... and of English youth and any others" and that to accomplish that function was given broad powers to do whatever could be done by "a natural person or other body politic or corporate."

FCC sets line-up for May 4-5 argument

Commission starts effort to define 'superior performance' in radio-TV

Twenty-five parties will present their views to the FCC during oral argument on the commission's "superior performance" inquiry, aimed at constructing a new comparative-hearing policy for broadcast renewal applicants. The commission has set aside May 4 and 5 for presentations.


Changing Hands

Announced

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

* Kmen(AM) San Bernardino, Calif.: Sold by Valjon Corp. to Fanfare Corp. for approximately $500,000. Walter Richby is president of Valjon. Fanfare, a publicly owned corporation, is primarily engaged in theatrical film distribution and production, and leisure-time activities. It is making its first broadcast venture. Joe Solomon is president of the Hollywood-based firm. Kmen operates fulltime on 1290 kHz with 5 kw.

* Welm(AM) Elmira, N.Y.: Sold by John S. Riggs and others to Charles P. LeMieux Jr. for $448,925. Mr. Riggs formerly owned Wham-AM-FM Rochester, and Wolo(AM) Syracuse, both New York: Kvor(AM) Colorado Springs,
and WAFR(AM) Winston-Salem, N.C. He will have no broadcast holdings following sale of WELM. Mr. LeMieux owns Tennex Sports Co., Norwalk, Conn., manufacturer and distributor of games. He was formerly sales manager of WINS(AM) New York. WELM operates on 1410 kHz with 1 kw day. Broker: Chapman Associates.

KMLB-AM-FM Monroe, La.: Sold by R. L. Vanderpool Jr. to Robert E. Powell for $350,000. Mr. Powell was formerly vice president, sales, KNOE-TV Monroe. KMLB(AM) operates on 1440 kHz with 5 kw day and 1 kw night. KMLB-FM is on 104.1 mhz with 17 kw and an antenna 175 feet above average terrain.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 64).

WOMF(AM) Watkins Glen and WXXY(FM) Montour Falls, both New York: Sold by Guy S. Erway and Duane Corbett to Louis G. and Paul F. Timolat and David F. Ward for $126,000. Louis Timolat is employed on contract as a helicopter traffic reporter for WCBS(AM) New York. Paul Timolat is a student at Franklin and Marshall College, Lancaster, Pa. Mr. Ward is a professor at Oklahoma College of Liberal Arts, Chickasha. WOMF is a daytimer on 1500 kHz with 500 w. WXXY is on 104.9 mhz with 1 kw.

Walk-out at Denver FM ends with walk back in

Employees left at dispute with boss; now they’re reinstated and he’s gone

A two-week walk-out by employees of progressive rock station KXMA-FM Denver over personnel changes by a newly appointed general manager has ended with the ouster of the general manager and the reinstatement of the entire staff.

The insurgent group included on-air, production, and other personnel who walked out on April 9 after Les Carter, general manager at KXMA for five weeks, replaced two on-air employees with former associates from KKPP-FM Pasadena, Calif., where he had been program director until last fall. Strikers also alleged that Mr. Carter had usurped the programming functions, as well.

When demands for the re-hiring of the disk jockeys were turned down, the insurgents asked to be fired “for unemployment reasons”, a spokesman said.

Reacting to audience response and the loss of several advertising accounts, the spokesman said, station owner and president Joseph McGoe met with the strikers. Mr. McGoe had no comment on this statement. After several meetings, Mr. McGoe released Mr. Carter and his KPPC-FM personnel from the staff and re-hired the insurgents, taking on the managerial duties himself. He has no plans to hire a new general manager.

“We thought it best rather than work-

ing through general managers, that I work directly with the employees,” Mr. McGoe said last week. Mr. Carter could not be reached for comment.

In the past, similar walk-outs, i.e., for reasons of policy rather than monetary or working conditions, have taken place at KMPX-FM and KSAN-FM, both rock stations in San Francisco. A spokesman for the strikers claimed that this walk-out was the first that had been successful in getting management to overturn newly instituted policies.

**AM-FM called on carpet**

The renewal applications of WCRM-AM-FM Clare, Mich., have been designated for hearing by the FCC to determine, among other things, whether control of Bi-County Broadcasting Corp., stations licensee, was transferred without commission authorization.

The FCC also said a hearing was necessary to determine whether WCRM General Manager James A. Sanzone, who is seeking to acquire control of Bi-County, deliberately falsified the stations logs, and whether the licensee made misrepresentations in its FCC application to transfer control to Mr. Sanzone. The commission said the hearing should examine the over-all question of whether Bi-County is qualified to continue as a licensee.

It was also stipulated that if the case hearing examiner then finds denial too harsh a penalty, he can recommend a $10,000 fine.

**Media briefs**


One more for ABC. KCB-C-AM Des Moines, Iowa, has joined ABC’s American Information Network.

**Cable conference. New York Law Journal** and Cable Television Information Center will sponsor “practical policy conference” this spring on cable’s opportunities and problems under new FCC rules. “Faculty” includes Monroe Rifkin, American Television and Communications Corp., Denver; Sol Schildhause, of FCC’s Cable Television Bureau; W. Bow- man Cutter, Cable Television Information Center; James Ragan, Athena Communications; Gary L. Christensen, Hogan & Hartson; Morris Tarshes, City of New York, and others. Separate meetings will be held May 5-6 in Los Angeles, at Bever- ly Wilshire hotel, and June 8-9 in New York, at Gotham hotel. Law Journal Seminars, New York Law Journal Building, 218 Broadway, New York 10007.

**AMERICA’S MOST EXPERIENCED MEDIA BROKERS**

**FOR SALE**

**NORTHWEST—**Exclusive listing. Single station market. 1 kw daytimer with 500 watts PSA non-directional. Cash flow exceeds $20,000 on unique full service station. Price $89,500 with 29% down and ten years on the balance at 7%.

Contact William A. Exline in our San Francisco Office.
Open access: What happens?

Almost anything, according to experience on special cable channels in Manhattan, but the nagging question still unanswered is whether anybody out there is tuning in.

New Yorkers whose TV sets are wired for cable could recently have stumbled on a tape of two young men stripping off their clothes and embracing, a show produced by a government-employes' local union featuring a member who found a negotiable check for $1,650,000 in the street and, instead of skipping to South America, returned it to the authorities, and a half-hour tirade by a woman who claims that "homosexual plastic surgeons" botched her face-lift.

Up to 200 hours a week of tapes like these—ranging from self-indulgent fantasy to wildly hortatory special pleading—are now visible day and night on the four public-access channels that serve Manhattan residents who are linked to cable television. Public access is now 10 months old in New York, and individuals eager to translate their private obsessions into cablecastable half-inch tapes are beginning to take advantage of it. (As recently as last September only about 40 hours a week were being programmed on the four channels.) The Teleprompter Corp., which is wiring the upper half of Manhattan, makes available a studio, a camera and a couple of technicians free of charge to people in the community seeking access, and Sterling Manhattan Cable Television Inc., which holds the franchise for the lower half of the island, is about to put $10,000 worth of equipment into the Alternate Media Center at New York University for the same purpose.

The Alternate Media Center is almost messianic in spreading its gospel of the advent of the common man in the television that's soon to be upon us, and it derives a good deal of this fervid elan from Red Burns, a feisty, energetic woman who, along with the center's supervisor, Professor George Stoney, and six full-time "producers," seems less interested in producing tapes than in showing people from various community groups how to use the portable equipment (a Sony Videorecorder II camera attached to a Porta-Pak tape deck: total weight, 21 pounds) and then letting the groups shoot their own tapes. So far, the center has had its best results, not in Manhattan, but in Reading, Pa. (on a cable system run by the American Television & Communications Corp.), and in Cape May, N.J. (on a Teleprompter-owned system), because these are relatively small, cohesive communities.

"We've developed an excellent partnership with ATC in Reading," says Red Burns. "They put up $6,000 in Porta- PakS and gave us office space and telephones. We sent one of our staff, Phyllis Johnson, to hold informal classes on how to work the equipment. An article in the local paper stirred curiosity in the community, and pretty soon we had a video workshop going, with weekly meetings to discuss the tapes that had been made.

"One tape, for instance, featured community people in a rural mountain area worried about a local developer who was planning on putting up housing that would destroy some of the natural beauty of the area. This tape was put on the air in prime time and we got a very lively response to it."

"Public access is bound to work much better in small communities," says John Sanfratello, the program manager for Sterling Manhattan, "because people of-
No real effort has been made yet to spread the word about public access, even to those who do have cable. Sterling includes a perfunctory note in the back of its monthly program guide, but the only separate listing it provides of the access shows is a print-out of that day's schedule, which revolves in endless cycles on the access channel not in use at the time. Teleprompter doesn't even furnish a print-out, so it's catch-as-catch-can when a Teleprompter subscriber tunes in on public access. Neither Teleprompter nor Sterling would be averse to setting out detailed listings of public access in its program guides, but such a plan isn't feasible because often tapes arrive late at the system and are scheduled on short notice, occasionally as little as 24 hours, whereas the guides are printed as long as five to six weeks in advance.

The technical problem of sending half-inch tape over a cable system that is designed for one-inch and two-inch tape is still bugging the systems. And half-inch tape is just about the only kind turned out by the Porta-Pak-equipped access producers, the Alternate Media Center (supported by the John and Mary R. Markle Foundation), and the Teleprompter Corp. and Open Channel (both funded by the New York State Council on the Arts).

Ira Schneider of Raindance has little patience with the systems' problems. He says he found Teleprompter's transmissions "atrocity" and stopped sending his stuff uptown.

Mrs. Burns of the Alternate Media Center has not yet despaired. "We call them up and complain every time the picture gets really bad," she explains, "just so they'll know somebody cares."

If not for Mrs. Burns's calls, there would be times that the cable operators could legitimately wonder whether anybody was out there to care, one way or another. On a recent afternoon, James Lee, the young man who monitors the public-access channels of the Teleprompter system, which originates its access service from a housing project in Washington Heights, discovered that he had fed an Open Channel tape without sound. The program, featuring a narrator in extended explanations of the Picassos on exhibit at the Museum of Modern Art, had provoked not a single call inquiring about the absence of words to go with the narrator's lip movements. With a shrug, Mr. Lee rewound the tape and fed it into the system again, this time with audio.

Sterling gets higher marks from the access producers. Its transmissions of the half-inch tapes were criticized at first, but, as Mr. Schneider says, "their engineers worked on the problem and really improved the picture." Raindance tried to deliver at least two new half-hour tapes a month to Sterling. The subjects may range from a somewhat abstruse interview with R. Buckminster Fuller in a hole in the ground to a disorienting beach frolic full of editing tricks and deliberate image distortions.

There are strong indications that cable subscribers in New York are less than bowled over by the video-tape experiments of groups like Raindance. "There's been no feedback at all on anything of mine that's gone out," says Mr. Schneider. Many of the other tapes are geared to the most specialized of audiences—for example, the NYU Deafness Research and Training Center's sign-language tapes that explore the problems oppressing deaf people in the metropolitan area; or the programs put on by a group called the Irish Rebel Theater, combining agitprop for civil rights in Northern Ireland with ethnic activities like Hibernian folk singing; or the tapes of the various militant demonstrations recently set in motion by the Gay Activists Alliance.

One of the drawbacks of this necessarily limited audience appeal is that headline-seeking politicians and radical groups, who might stimulate some much-needed publicity for the public-access channels, have been breaking down no doors to get on the cable. "It's not worth their while," says John Barrington, the vice president of public relations at Teleprompter. "They don't want to bother with such small audiences."

Teleprompter and Sterling are still too leery of legal liabilities to try to hypo public-access ratings by putting on a couple of the pornographic tapes that have been submitted. "We'd like to make a test case out of an esthetically valid pornographic tape—maybe one of those how-to demonstrations, with all the various positions," says Mr. Sanfratello. "But the tapes sent in so far have been sleazy and amateurish. I rejected them on the grounds of bad taste."

The future of public access in New York may rest on a provision in Sterling's and Teleprompter's contracts with the city of New York calling on the two companies to decentralize their franchise areas into at least 10 subdistricts by the end of 1974. Each of these subdistricts would theoretically be fully equipped to originate programs that might be of interest only to a select group of people in a given neighborhood. "It's true we've got this provision down on paper in the city charter, but whether it becomes a reality will depend on our success in making these neighborhoods aware of this fantastic free-access tool," says Theodora Sklover, the articulate, tough-minded executive director of Open Channel. Miss Sklover has put together a pool of about 80 TV professionals—directors, cameramen, soundmen, editors—who volunteer their time to organizations seeking to do their thing on the access channels, organizations as varied as the Museum of Modern Art, the Boy Scouts, the Puerto Rican Dance Theater and the Inwood Advocate (a Washington Heights community newspaper). Although these groups often let the volunteer professionals do their filming and editing for them, Miss Sklover insists on giving the groups final say on what goes out over the cable. "And of course ideally these groups should be making their own tapes," she says. "But I don't believe in just handing them a Port-Pak and telling them to go out and shoot. The result would probably be a crude piece of tape that nobody would watch."

(A Harlem storefront studio that Teleprompter will offer for use by neighborhood people to churn out tapes is to open for business June 1. "We hope community people will discuss their problems on camera," says Teleprompter's Charlotte Jones. "But it doesn't all have to be serious—we'll broadcast a group of kids improvising on their guitars."

Decentralization of video origination has already begun. An example of how the People's Video Theater (PVT), an independent group, worked with Greenwich Village residents is laid out in Michael Shamberg's book, "Guerrilla Television." Mr. Shamberg calls the PVT's method "video mediation," which "means tapping one side in a conflict and showing it to the other, then tapping their response and showing it to the first group." Mr. Shamberg explains: "PVT first did this in Washington Square Park in New York. The park had been under reconstruction for over a year and a tense situation had developed between park police and local residents. "PVT made a 50-minute documentary of the situation in the park by
Vicko added it has been granted a franchise for Dublin, Va., and has entered into agreements in principle to buy two cable set-ups: Dresden TV Cable Co., which has systems in Dresden, Frazeysburg and New Concord, all Ohio, serving about 1,200 subscribers, and General Communications Inc., which operates and has franchises in Kansas and Missouri having about 11,000 subscribers.

Have times changed on crossownership?

Local programing is no longer issue, says NAB in second bid to have ban lifted on TV-CATV combinations

The National Association of Broadcasters last week renewed its attack on the FCC's prohibition of crossownership between co-located television and CATV facilities.

In a brief designed to supplement a petition for reconsideration of the crossownership rule filed in August, 1970, NAB claimed that "intervening events" between the time the original petition was filed and the present time "have demolished the very rationale that was used for the adoption of the rules in the first place." That "rationale" was the commission's belief that TV licensees should not be allowed to own cable systems in the same market as their stations because of a potential concentration of control of locally originated programing.

But the intentions of the commission, NAB argued, were not followed through in the new cable rules, which the association claimed place greater emphasis on access and leased channels than on program origination by the CATV operator himself. At the same time, NAB said, the U.S. Court of Appeals in Washington has struck down the commission's mandate of compulsory local origination on cable systems having more than 3,500 subscribers. While noting that the court decision is currently being appealed to the Supreme Court, NAB said that regardless of the outcome of the appeal, "it is clear that CATV's common-carrier function of providing access channels will clearly predominate in the future over the limited amount of programing originated by the cable system itself."

Another result of the new cable rules that effects the crossownership issue, NAB asserted, is the fact that the television signals a cable system must and must not carry "are now more predetermined than ever." Thus, "so far as TV signals are concerned, the cable operator is no more than a conduit, unable through signal selection either to favor his own local station or to disadvantages a local competitor," NAB said.

NAB further noted that, in its original petition for reconsideration, it had argued that a prohibition on TV-CATV cross-
ownershhip was “premature” in the absence of “definitive and meaningful information on the availability of competing media in various parts of the country.” Such information now exists, it said, referring to a four-volume study by M. H. Seiden & Associates, *Mass Communications in the United States*. NAB claimed that this study “proves that there is a very large diversity of media available to the public... in virtually every market, regardless of size.” With this “evidence” in hand, NAB said, the commission would not have found it necessary to advance the crossownership prohibition.

An undercut of cable policy?

FCC hopes Supreme Court will restore origination power; Justice White offers parallel of commission jurisdiction over network affiliates, CATV’s programs

Trying to read a judge’s mind from the questions he asks during an oral argument is a risky business. More often than not, his questions are designed to develop facts, not reveal a point of view. Nevertheless, the game is trying to divine the feeling behind a judge’s questions is one that never ceases to intrigue court observers.

Supreme Court Justice Byron White provided a good example of the kind of questions that keep the game interesting during the Washington argument on the government’s appeal of the Eighth Circuit Court of Appeals ruling overturning the FCC order requiring CATV systems with more than 3,500 subscribers to originate programming.

Harry Plotkin, counsel for Midwest Video Corp., which had successfully challenged the rule in the appeals court, had been arguing that the commission lacked the statutory authority to force CATV system operators into “an entirely new business activity.” CATV system operators are part of the television-reception process, he said. They should not be forced to undertake an activity that would impose on them the regulatory, legal and creative problems broadcasters face.

But, said Justice White, what about a broadcaster who prefers to “just be a transmitter, network 100%? Doesn’t the commission have the power to tell him he has to put on the air a certain amount of local program and originate some programming?”

Mr. Plotkin said broadcasters are licensed to operate in the public interest.

Justice White suggested that fact did not affect his analogy. He noted that the commission is seeking to require CATV systems to originate additional service—as a condition for permitting them to continue relaying television signals.

“What’s the difference between the two situations?” he asked.

The colloquy was interrupted by the luncheon recess. And when he returned to the court, Mr. Plotkin sought to answer Justice White by contending that CATV systems are not “parasitic” in their relationship to the stations whose signals they carry.

Rather, he said, CATV systems are part of the “parasitic relationship” in which they are part of a reception process without which the signals would be worthless. What the commission is seeking to accomplish, he said, is like “telling the manufacturer of television sets that since he is in the use of signals, he ought to open a broadcast station.”

Those who play the mind-reading game saw in Chief Justice Warren E. Burger’s questions some concern over the Midwest Video’s main argument. “Has there been any impact in this area since cable television emerged?” he asked Lawrence G. Wallace, the solicitor general’s office, who was arguing the case for the government.

“Not at all,” Mr. Wallace replied. But he added that there was “some significance” in the close scrutiny that Congress has been giving to the development of the commission’s CATV rule-making proceedings.

The commission considers the case a critical one in the construction of its CATV policy. It feels that if the Supreme Court upholds the lower court’s decision, it may lack the authority to adopt many of the rules included in the new CATV package that became effective March 31—rules, for instance, that require CATV operators to build systems with at least 20 channels and to make channels available to the public and local governmental authorities on a lease or free-access basis.

The Supreme Court is expected to rule on the case before it adjourns in late June.

State regulation of cable urged

Law professor says cities and counties aren’t organized right to do the job

Although the FCC’s new CATV rules are now in effect, the job of creating a regulatory framework for cable television is far from completed, in the view of University of California law professor Stephen R. Barnett. He feels that state and local governments must move in to fill gaps that the commission has left in the regulatory structure. And in this, he places major stress on the states.

Professor Barnett, writing in the April issue of the *Notre Dame Lawyer*, bases his recommendations on a lengthy analysis of the commission’s new rules, the history of local regulation and the relative capabilities of state and local governments for regulating CATV, as well as on various major proposals for state and local regulation that have been advanced.

Professor Barnett feels that local governments have been failures in attempting to regulate cable television, and attributes those failures to institutional weaknesses that can be expected to persist. For one thing, he says local governments are not likely to correct what he sees as defects in the 5,000 franchises they have already issued cable TV companies. States, he feels could remedy the defects.

He describes the commission’s rules generally as “well conceived” but weak in their requirements for franchising procedures and their limits on franchise duration, and "misguided" in pre-empting any role for state and local governments in regulating the use of cable systems’ access channels.

However, he notes that the rules leave large areas of regulation to state and...
local governments. And while Professor Barnett clearly favors a state presence, he says "the compelling interest in preserving a voice for the local community ... that should be respected."

One possibility he suggests is a "mixed" scheme. Local governments would select franchises and decide what the franchises would include: but state governments would specify the procedures to be followed in the franchising process, limit the duration of franchises, and establish standards for cable service and performance in a number of areas.

He also suggested that a state might go further, and establish a "dual system, in which it participates with the local government on the franchising process. He noted that Massachusetts has gone a step in that direction with its new CATV statute, which provides for a right to appeal a local franchising decision to a state commission.

If that system were combined with one in which the state participated—perhaps through the staff of a public commission—in the local franchising process, the advantages of local decision-making in the franchising of cable systems might be preserved, and its alleged deficiencies "minimized," according to Professor Barnett.

**Inside New York cable**

Rockefeller regulatory bill would treat CATV as public utility, prohibit system involvement in programing

Passage of legislation proposed by New York Governor Nelson Rockefeller calling for control of local television in New York state was recommended last week by the New York chapter of Americans for Democratic Action and the City Club of New York.

The governor's bill would create a cable television council made up of the state's five public service commissioners plus eight public members and would lay down specific guidelines to assure general access—but not necessarily free access—to CATV by all elements of the public. CATV systems would be regulated as public utilities by the public service commission and would be prohibited from engaging in or controlling CATV programing.

Another pending bill, introduced by Assemblyman Robert Kelly, would create a CATV regulatory authority outside the public service commission. Both the ADA group and the City Club felt the Kelly bill was too vague and permissive.

A one-year moratorium on awarding new franchises was ordered by the New York legislature last year but expires next month. In addition to the Rockefeller and Kelly bills, another pending measure would extend the moratorium. CATV operators in New York state generally oppose the Rockefeller measure, specifically because it would put them under the PSC but, more broadly, on grounds that state regulation should await more definitive word on the question of federal, state and local relationships on cable, to be considered by a commission provided for in the FCC's CATV rules.

**Protection for broadcasting, not the broadcaster**

Burch says special relief from cable rules may be granted—bold move to protect individual broadcasters' profits

The FCC doesn't think its cable rules pose a "serious risk of adverse impact on broadcast television," and would modify them if it found otherwise, Chairman Dean Burch said last week.

In a letter to Senator Howard Baker (R-Tenn.), the chairman said that relief would not be given to a broadcaster simply because he was adversely affected by cable. But if an entire market were to be deprived of broadcast service—or if the broadcast system itself appeared to be weakened—the commission would have to act, he said.

"In a field that is generally controlled by open competition," Chairman Burch said, "clearly the mere reduction in the percentage of profits or the cessation of unprofitable or unproductive operations cannot be considered definitive." But "if there is substantial indication that broadcasters will not be able to serve as effective outlets for local expression—the statutory goal—the commission must act," he said.

Chairman Burch said the commission is watching carefully for evidence of the effects of its rules, and will be prepared to take whatever remedial action is necessary "long before cable has reached the penetration that could result in adverse effects on the public." He said action in specific regions or markets will probably be necessary, but not general overhaul of the rules.

If special relief were found to be necessary, Mr. Burch said, these courses of action might be taken: restricting distant signals to specific areas in a community; extending exclusivity protection in markets below the top 50; extending the market zone beyond 35 miles; or, in extreme situations, to withdraw distant-signal authorization entirely.

During FCC oversight hearings earlier this year, Senator Baker had asked for additional information on how the commission would deal with "adverse impact" that cable might have on broadcast television (Broadcasting, Feb. 7).

**Cable regulation: Rebuild the pyramid**

All three levels of rulemakers need education, says Teleprompter's Shafer

With the FCC's cable rules now a reality, what is the biggest task confronting that industry? According to Raymond P. Shafer, chairman and chief executive of Teleprompter Corp., it's to "educate and persuade our public officials at all levels"—federal, state and local—so that cable can live with the three different kinds of regulation that are part of its existence.

In his first appearance before an industry group since taking over at Teleprompter, Mr. Shafer told the New York State CATV Association that "few if any issues have inspired such a dichotomy of self-interest "as cable regulation at the local, state and federal levels. He urged the industry to unite in working for rules that are "constructive rather than repressive."

And he went out of his way to include state regulation, which has been the most controversial and unsettled of the three. "Some form of state participation in cable-TV regulation is virtually inevitable," he said.

The former governor of Pennsylvania said the inability of earlier technologies, such as telephony and broadcasting, to do all that was expected of them can actually work in cable's favor now. At comparable stages in those industries' development, Mr. Shafer said, "much was promised. Much was expected. But not enough was achieved. ". . . [Cable] can move on from the disappointment and disillusionment associated with these other media."

Broadcasting May 1 50
Viacom, Columbia Cable merger is stayed by network antitrust suit

It's 'wait-and-see' as Viacom examines alternatives, among them a counterclaim

The projected $37.5 million stock deal in which Viacom International Inc. was to acquire Columbia Cable Systems is off, victim of the Justice Department's civil antitrust suit against the TV networks and Viacom ("Closed Circuit," April 24).

The two companies issued a one-sentence announcement that the planned merger had been terminated by Columbia Cable "in view of the recent antitrust action." Officials indicated that Columbia Cable management felt the pending suit's raised questions that made the merger undesirable.

The questions were said to relate to the network's possible policies on Viacom's borrowing power and to whether Viacom's indemnification agreement with CBS, from which it was spun off last year, would cover whatever costs or damages that might result from the suit. Viacom maintained that the company's borrowing power should not be affected and said legal counsel had advised them that the indemnification agreement should apply.

Viacom attorneys also were reported unofficially to be examining legal precedents to see whether there might be grounds for a claim against the government if the antitrust suit is settled favorably to Viacom. There was considerable speculation, however, that a favorable disposition of the suit would be followed by resumption of the merger plan.

Viacom, which has cable-TV systems serving about 180,000 subscribers, would have become the third largest CATV operator in the country through the acquisition of Columbia Cable, whose systems serve approximately 71,000 (Broadcasting, March 13). In addition, Robert M. Rosencrans, president of Columbia Cable, would have assumed responsibility for all of Viacom's CATV operations, and he and David M. Strassler, chairman of Columbia Cable, would have been members of Viacom's board of directors.

Pole rents and Phase II

Telephone and utility companies' rates for pole attachment contracts with cable systems are not exempt from current Economic Stabilization Regulations, the Internal Revenue Service has ruled.

IRS said such agreements are licenses, not leases, and therefore confer no right of possession. The rates are fees for the service of issuing licenses to property, IRS said, and therefore are subject to Phase II controls.

The decision apparently throws a block in the plans of several companies that have proposed substantial rate increases—some as much as 100%. It was issued in response to requests from two multiple-system owners, Communications Properties Inc. and American Television and Communications Corp.

The grab is on for campaign bucks

Bureau of Advertising prods newspapers to push harder in this election year; uses survey to downgrade radio-TV

The rally cry at the annual meeting of the Bureau of Advertising in New York last week was let's beat the TV boys to it and get a bigger share of the political money in an election year.

To ease the way, the bureau came up with a plan that would have it act as a conduit for its newspaper members. The bureau will set up a depository in New York to receive national political advertising monies and the certifications now necessary under the Federal Election Campaign Act. Provisions of that act limit campaign spending and require detailed certificates for each ad, or commercial, placed on behalf of federal-office candidates. Legislation was signed by President Nixon in February and the law went into effect April 7 (Broadcasting, Feb. 14).

The bureau said the November Group, the agency created by the committee to re-elect the President, had requested a simplified procedure. The bureau applied for, and received, permission from the U.S. General Accounting Office to set up the depository. Newspapers will not be charged for the service.

In effect, as noted at the meeting, newspapers will be available as a "national medium" for the national committees of both the Republican and Democratic candidates. In the past, said Jack Kaufman, the bureau's president, the campaign committees considered newspapers as a local medium and consequently newspapers received "very little national money."

Under the plan, the bureau will obtain a certificate from the agency for all ads in any given week. Time permitting, orders will be sent directly to newspapers by the agency; if not, the bureau will advise the papers. Agencies will remit to the bureau at the newspa-

Three claim problems buying campaign time

Political candidates are at the mercy of broadcasters when making their campaign time buys, according to three political consultants.

Speaking at a dinner meeting April 20 of Washington professional chapter of Sigma Delta Chi were Robert Squirer, recently resigned TV director for Senator Edmund Muskie's (D-Me.) campaign;
D. J. Leary, media director for Senator Hubert Humphrey's (D-Minn.) campaign, and Robert Goodman, consultant to various Republican candidates.

There has been criticism of campaign spots, Mr. Squier said, "but it's difficult to buy anything else and until broadcasters open up the time, we can't do anything else."

Mr. Leary, also citing difficulties that candidates confront in buying time, declared: "TV doesn't want us. . . . They spend the summer promoting their fall programing and along come the candidates. They don't want our business because we disrupt their programing."

According to Mr. Goodman, five-minute programs are frequently not available from stations and half-hours are too expensive. What is wrong with 30-second spots or even 10-second spots? he asked.

**Coming: MMT Sales Inc.**

A new entry in the TV-station representation business, MMT Sales Inc., is reportedly being formed in New York. The company at the outset, it was said unofficially, will represent the five television stations of the Meredith Corp. broadcasting division.

Principals in the new company are Fred L. Nettere, formerly president of ABC Television Spot Sales, who will be president of MTT Sales, and Gary Scollard, formerly a salesman for Blair Television, who will serve as executive vice president.

Though it could not be confirmed, the company was reported to be planning to limit the number of stations it will represent to 15 or less, including the five Meredith stations. The Meredith outlets are KMCO-TV Kansas City, Mo.; KPHO-TV Phoenix; WOW-TV Omaha; WHEN-TV Syracuse, N.Y., and WNEM-TV Bay City, Michigan. (Meredith's corporate offices are in Des Moines, Iowa, but its broadcasting division headquarters is in New York.)

**Muskie money woes grow by $45,000 law suit**

Nonpayment demands for campaign ads hit candidate who announces he'll withdraw from primaries

A San Francisco motion-picture production company is suing Senator Edmund Muskie's (D-Me.) presidential campaign committee for $45,000 it says is the balance due on TV material produced for the senator's campaign.

At a news conference in Washington, Herbert Decker, president of Medion Inc., said the suit was filed April 20 in Washington Superior Court and—because money was likely to be funneled into last week's Pennsylvania primary—also in the Pennsylvania Court of Common Pleas for Philadelphia county. Medion has also attached the Muskie campaign's bank account in Washington, he said.

Mr. Decker said the company entered into a verbal agreement with the campaign committee early this year to produce 12 spots and one five-minute film for $105,000. A written contract was submitted but never signed by the campaign committee, he said.

Medion fulfilled its obligation, Mr. Decker said, and even produced eight additional spots at no cost.

He said the committee paid a total of $60,000 in January and February, but that the payment schedule agreed upon has not been met and $45,000 is due.

When both parties met to discuss the matter, some members of the Muskie committee claimed the spots were of insufficient quality, Mr. Decker said. "We are experienced film makers and . . . do not accept that contention," he added. He noted that the material was subject to continuing review by Senator Muskie's staff and that it was accepted and used on the air. A proposal by Medion to bring it in a third party to judge the quality of the material was turned down, he added.

**BAR reports: television-network sales as of April 16**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended April 16</th>
<th>Total dollars week ended April 16</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>75</td>
<td>$ 433,700</td>
<td>1,019</td>
<td>$ 6,422,600</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,009</td>
<td>6,927,700</td>
<td>13,939</td>
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<td>Saturday-Sunday</td>
<td>Sign-on 6 p.m.</td>
<td>358</td>
<td>3,440,200</td>
<td>4,708</td>
<td>65,989,200</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>92</td>
<td>1,677,200</td>
<td>1,353</td>
<td>27,637,300</td>
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<td>Sunday</td>
<td>8 p.m.-7:30 p.m.</td>
<td>22</td>
<td>440,100</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>398</td>
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<td>5,944</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>155</td>
<td>3,000,200</td>
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<td>25,619,600</td>
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<td>Total</td>
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<td>$35,735,500</td>
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* Source: Broadcast Advertisers Reports network TV dollar revenues estimates.

**It's up to the sponsor**

A statement issued by the Television Bureau of Advertising's board of directors urges that the advertiser be held "ultimately responsible for payment for advertising delivered" in television, drew immediate concurrence last week from the Institute of Broadcasting Financial Management's executive officers.

Warren Middleton, IBFM's executive director, in announcing his organization's support of dual liability in contracts for TV time and talent, noted that IBFM's project of a proposed broadcast credit association calls for consideration of the feasibility of revising contract forms. It also proposes further development of standardized paper work, as begun by TVB and the American Association of Advertising Agencies with the standard invoice form. The same application, he said, is planned for radio. The credit association now awaits industry funding.

TVB said copies of the board's position were sent to AAAAA and to the Association of National Advertisers. The board stressed the responsibility of the advertiser "because the advertiser's product benefits from television advertising." It said it recognized that the "vast majority" of payments were prompt but urged, nonetheless, that the advertiser "maintain even closer financial contact with his advertising agency."

TVB's move follows increased broadcaster concern over media payments, particularly bills unpaid by financially-troubled advertising agencies or buying services. In recent months, the bankruptcy of Lennen & Newell (Broadcasting, April 17) and the bankruptcy proceeding involving U.S. Media International, pioneer independent buying service, have forced the long-simmering issue to surface. Network authorities have recently pointed to the existence of network contracts which they maintain include dual liability of client and agent, and ABC and CBS have indicated they intend to collect bills in default by going directly to clients—in the courts in the case of ABC ("Closed Circuit," March 6).
More election ad drop-outs

Two more Meredith Broadcasting radio stations—KPHO(AM) Phoenix and WHEN (AM) Syracuse, N.Y.—have announced they will not accept political advertising for the primary and general elections.

Meredith's KCMO(AM)-KFMU(FM) Kansas City, Mo., adopted that policy several weeks ago (Broadcasting, April 10).

According to James Conley, corporate vice president and general manager of Meredith Broadcasting, the stations will develop a program series for candidates to express their views on key issues. The political advertising ban does not apply to Meredith's WOW(AM)-KFMX(FM) Omaha, or to its TV stations.

New way to get the women?

Radio Advertising Representatives, which represents seven Group W stations, has used computers to help re-evaluate spot-radio buys in light of the growing number of women entering the work force. Their findings were unveiled at a news conference held last Wednesday (April 26) in New York.

The data revealed that half of the women with school-age children work outside the home, and two of every five work fulltime, a trend which increased 14% in the past 10 years.

In light of the statistics, RAR thinks advertisers who buy only in "housewife time" (10 a.m. to 3 p.m.) should re-evaluate their scheduling. Tests showed that better alternatives would be to schedule buys in morning drive time as well as midday or to use schedules running from 6 a.m. through midnight. Both schedules achieved 100% success in attaining the desired reach at lower costs than "housewife time" scheduling (68 cents on the dollar and 62 cents on the dollar, respectively).

Radio spots scheduled between 10 a.m. and 3 p.m. make sense for those who are not employed, the RAR study concluded. However, it said, the working woman is not likely to be listening to radio during those hours and will be reached with spots scheduled on morning drive, afternoon drive, evening and weekend time periods.

Linkletter, Harvey ads for insurance under fire

The Bankers Life & Casualty Co., Chicago, and the National Home Life Assurance Co., Valley Forge, Pa., both mail-order health insurance firms, have been ordered to stop using television personalities to endorse their advertising in the state of Washington.

The Washington state insurance commissioner's office wants the insurance companies to have Art Linkletter and Paul Harvey licensed as insurance agents in the state or else disclose that they are being paid for their endorsements. Otherwise, it was indicated, the insurance companies are open to complaints of engaging in deceptive and misleading advertising.

According to the insurance commissioner's office, National Home Life has used an endorsement from Mr. Linkletter and Bankers Life & Casualty a letter from Mr. Harvey in a way that is "contrary" to the state's insurance code and "lacks good faith, honesty and equity."

Business briefs

Seattle story. Client and agency groups in New York (April 18), Chicago, Minneapolis, Los Angeles and San Francisco shown movie short, "And Now the Good News from Seattle," produced by King Broadcasting (KING-AM-FM-TV Seattle) with assist from Central Association of Seattle. Features interviews with local business and community leaders with camera shots depicting growth of markets: attempts to counter national impressions of "It's 1931 All Over Again in Seattle."


Drug PSA's. Young & Rubicam-created television and radio spots warning youngsters against drug abuse were released to stations in New York area last week. Agency donated its services to mayor's Narcotics Control Council and worked with the Addiction Services Agency for mixed-media campaign. Three television spots, seven radio announcements, as well as print campaign, were prepared using the theme: "Don't join the living dead." Some of radio and print announcements were prepared in Spanish as well as English.

JWT's new service. J. Walter Thompson Co. has announced syndicated media-product survey system called Target Group Index. System, similar to that provided advertisers in Great Britain for last three years, will be administered by Thompson subsidiary, American Market Research Bureau. TGI reports, scheduled for issue early in 1973, will be available by subscription to agencies, media owners and advertisers. Dr. Timothy Joyce will head operation.

Hidden camera commercials. Potlow Productions has been formed by Larry Potlow, formerly of Ogilvy & Mather and Candid Camera TV series, to produce TV commercials and industrial films using hidden-camera technique 179 West 79th Street, New York.

Agency appointments. McCormick & Co., Baltimore, has appointed W. B. Doner & Co., that city, to handle grocery products advertising and Clinton E. Frank/West (Gross, Per & Rockey Division) to handle its Schilling Division's advertising. * Chock Full O'Nuts Corp., New York, has appointed J. M. Korn & Son, Philadelphia, to handle its advertising and marketing. * Ferrero U.S.A., Toronto, subsidiary of Ferrero & Co., Alba, Italy, has appointed Chalek and
Dreyer, New York, to handle U.S. advertising for Tic Tac candy mint. Television campaign using 10- and 30-second spots is currently in works with launch date set for late May or early June in New York, New Jersey and Connecticut. There was no former agency. * Houston Lighting & Power appointed Ogilvy & Mather Houston effective May 15, and will use TV and radio in addition to newspapers as primary advertising media. With that account, O&M says Houston office went over $1-million mark in new business acquired since October. * P. Bal- lantine & Sons, Newark, N.J., has ap- pointed Needham, Harper & Steers, New York, to handle its $2-million Ballantine beer and ale accounts, effective today (May 1). Former agency was Dancer-Fitzgerald-Sample, New York.


Buy for Michele. Anheuser-Busch Inc., through D'Arcy-MacManus, both St. Louis, has purchased its first adver- tising time scheduled for Michele on ABC Radio's Information and Entertain- ment services from May through Sep- tember.

High on newspaper. The Cleveland Plain Dealer has struck on two new advertising approaches. Through Meldrum & Fewsmithe, paper makes exten- sive use of radio and TV spot. In each 30-second spot, commercial message is introduced in foreign language— German, Croatian, Hungarian, Polish, French, Spanish and Italian—to attract various ethnic groups, then continues in English. Newspaper a 30-second TV spots picture animated Plain Dealer flying high above Cleveland skyline, playing on theme: "One newspaper. All the newspa- per you need all day long."

Takes Burrrd again. Kal Kan Foods Inc., Los Angeles, through Honig-Cooper & Harrington, has renewed Animal World wildlife adventure series for sixth consecutive year. Series is pro- duced by Bill Burrrd Productions Inc., Hollywood. Mr. Burrrd has been re- newed as advertiser's on-air commercial spokesman. Series is on CBS-TV Sunday afternoons.

B&B up. Benton & Bowles reported $36 million billings ($4 million increase) in first quarter, and noted 1971 billing was up because of $15.4-million gain in international billing (to $95.5 million). Domestic billing last year held steady at $141 million but net profit was up by about 45%, book value of common stock (privately held) grew about 30%, according to agency reports at its annual meet- ing held April 24 in New York.

Silence is golden. Barickman Advertis- ing, Minneapolis, will use a quiet ap- proach for local bank's TV ad campaign. Technique employs signing-hand lan- guage of deaf—with minimal vocal accom- paniment. Subtitles also translate message. As result of 30-second spot, local broadcast stations are considering possibility of regularly scheduled silent new pieces.

Prodigal client returns. Bissell Inc., through Norman, Navan, Moore & Baird, both Grand Rapids, Mich., is returning to New York radio via ABC's American Entertainment and Information network services, after 10-year absence. Campaign, for its line of floor-care products, will run on newcasts from September through November.

Sports sponsor. B. F. Goodrich Co., Akron, Ohio, through Griswold-Eshle- man, Cleveland, has purchased half- sponsorship for the 1971-72 ABC Radio's American Lifesaver radial tires for 26 weeks. Series, aired Monday-through-Saturday (6:33-6:59 a.m. EDT) will be anchored, on alternating basis, by Win Elliot and Andy Musser. Remainder of commercial time is being sold in partici- pations.

New partners. Gumpertz, Bentley & Dolan, Los Angeles-based agency that places about 30% of its estimated $6.5 million in annual billings in broadcast, has changed name to Gumpertz/Bentley/Fried/Scott. New name reflects promo- tion of Richard Fried and Stephen C. Scott, both vice presidents, to agency partnerships. Other partners are Gordon M. Gumpertz, president, and Philip A. Bentley, executive vice president.

Jared's first. New outdoor TV series, Fishing Bums will be first venture of Ja- red Productions Ltd., new company that will also finance plays and movies. Presi- dent of Jared is Mrs. Jerry Miller, wealthy soprano who will also appear as hostess on TV series' 13 segments. Vice pres- idents of Jared are Edward Mann and Jose Quintero, who co-founded Circle in the Square Theater in New York.

White House ending news conferences?

Chancellor traces decline in number; Israel also addresses Missouri gathering, hitting at governmental over-regulation

Regulation by government can cripple broadcast journalism's freedom; inac- cessibility of top government officials can make that freedom less meaningful. Those separate, but not entirely unrelated problems were the topics of two principal speeches last week at the University of Missouri.

John Chancellor, principal reporter on NBC Nightly News, said presidential news conferences are in danger of disapparing because Presidents are less and less willing to face them. And Larry Israel. chairman man of Post-Newsweek Stations Inc., said the entire practice of broadcast journalism is made more difficult by the "impossible and dangerous" attempt to scrutinize its "fairness" in detail.

Both men were to receive Missouri honor awards for distinguished service in journalism during the University of Mis- souri's 63d annual journalism week (BROADCASTING, April 3). Also among the award recipients was Wilbur Schramm, director of Stanford Univer- sity's Institute for Communicat- ions Research.

In remarks prepared for delivery Fri- day (April 28), Mr. Chancellor traced part of what he called "a growing degree of mistrust of government officials and politicians" among many Americans to their inability to "get a chance to see the single nationally elected official, their President, in anything but carefully con- trived situations."

Mr. Chancellor noted that Presidents in the past two decades have relied on news conferences less and less. Where President Truman held 322 and Presi- dents Eisenhower 193, Kennedy 64 (in 34 months) and Johnson 126, he said, Mr. Nixon has held 23 in 39 months and has had a "full-dress televised" one in 11 months.

Since Mr. Nixon handles such sessions "better than most," he asserted, "one is driven to the reluctant conclusion that he is deliberately abandoning the institu- tion of the press conference, drawing back behind curtains of protocol and
privilege, deigning to appear only when it suits him, and only in situations where he is in absolute control. If that is true, we will have lost the only means we have for questioning the man who is President of us all, and who holds in his hands, and uses, power of the greatest magnitude of any leader in the world.

Mr. Chancellor said he would not ask for a full-dress televised session every week, but only for "systematic and regular access to the President, in formal sessions announced in advance, whether on television or not, open to the full White House press.

In broader remarks delivered Thursday (April 27), Mr. Israel said the government should get out of the day-to-day regulation of broadcast journalism and consider licenses accountable at renewal time for their over-all record.

Government regulation, he said, may be tolerable in "the setting of freight rates or the fixing of standards for meat, but it is deleterious to the practice of broadcast journalism." In fact, Mr. Israel said, "the nation will much easier survive as a free nation with inept broadcasters than it will survive with government watchdogs of journalism on radio and TV."

The same choice between private and governmental judgments is central to a proper disposition of the access issue, he said. To remove from broadcasters the right to decide who should be allowed on the air, and when, would be "to turn radio and television into common carriers," he said.

"The great costs and risks of a national news service cannot be underwritten by a weakened, badgered and harassed industry," Mr. Israel said. "We cannot have China and Moscow by satellite, and moon shots and pro football and political conventions, without the institutions that provide them—healthy local stations and national networks."

**Stations refuse outtake requests**

Three TV’s in nation’s capital, one
in Baltimore buck court order
for full films of campus disturbances

Three Washington TV stations last week refused to fully comply with a Prince Georges County (Md.) Circuit Court order to produce all film—including outtakes—on a disturbance at the University of Maryland campus.

The order was issued April 20 to WMAL-TV, WRC-TV and WTTG-TV, all Washington, and to WMAR-TV Baltimore. It was sought by State’s Attorney Arthur A. Marshall Jr. to gain information on three persons charged with the attempted burning of the Reserve Officers Training Corps building on the university campus two weeks ago.

The Washington stations provided film that had been broadcast, but refused to show outtakes to Maryland state police and to an investigator from the state’s attorney’s office.

John Goldsmith, news correspondent-anchorman of WTTG, said the station does not keep outtakes, but would have refused to show them even if they had been available.

WMAL-TV had outtakes but refused to show them as a matter of station policy, according to Len Deibert, news and public affairs manager. That was also the case at WRC-TV, said Thomas Houghton, news manager of the station. (Robert Cochran, assistant general manager of WMAR-TV, said the station had not received the order and does not keep outtakes. Even if it did keep them, he said, the station would show only film that had been aired.)

Mr. Marshall indicated that he believed that the state police and the investigator from his office had seen all available film on the incident from WTTG and WMAL-TV and that only WRC-TV refused the outtakes. He added he would not press for production of any withheld outtakes because the film that was viewed proved of no informational value.

Another space odyssey for the TV networks

Coming up to splashdown last Thursday (April 27), the three TV networks had devoted more than 31 hours to special coverage of the Apollo 16 moon flight since its blast-off from Earth on April 16. The networks provided extensive live and taped color coverage of highlights of the three moon walks/rides taken by the astronauts between April 21 and 23. As John Young and Charles Duke carried out their assignments, a color-TV camera mounted on the front of the moon rover beamed back clear pictures of their activities. The blast-off of the lunar lander to rejoin the orbiting space vehicle also was seen, with the moonbase commander manning by remote control from space headquarters in Houston.

And on Tuesday, Lieutenant Commander Thomas K. Mattingly’s walk in space was televised back to Earth in pictures that showed him floating upside down as he moved gingerly from hand-rail to hand-rail.

Through Wednesday night, the network-by-network breakdown for special moon-flight TV coverage was reported as follows: NBC-TV, 14 hours 15 minutes; CBS-TV, 11 hours and ABC-TV, 6 hours 22 minutes. In addition, the radio networks of ABC, CBS, Mutual, NBC and UPI Audio and the radio service of AP provided extensive coverage throughout the mission, with individual totals ranging from about four hours to 10 or more.

**PTV’s against Whitehead**

Downgrading or eliminating news and public affairs is the surest possible way to "enfeeble" noncommercial television, the National Programing Council for Public Television said last week.

In a policy statement, the council took "strong exception" to attacks on the medium by Clay T. Whitehead, director of the Office of Telecommunications Policy. It also questioned his opposition to long-term funding proposals in this Congress.

The council was formed three years ago as an "independent" group concerned with public policy relating to noncommercial television. Its members include both public broadcasters and leaders in other fields.

**Freedom isn’t for press alone**

Ervin decries moves to stifle radio-TV,
reminds editors that broadcasters
are not stepchildren under First Amendment

The Senate’s most vocal proponent of freedom of the press, Sam J. Ervin Jr. (D-N.C.), has said it again: The First Amendment should apply to broadcasting the same way it does to print media.

The senator appeared on a panel on "Press Rights vs. Press Responsibilities" at the American Society of Newspaper Editors convention held in Washington on April 19. Senator Ervin said "indirect assaults by government, through subtle harassment and intimidation or from increased regulation, can chill" the freedoms of speech and press "and put them into cold storage just as effectively as direct assaults. . . ."

Citing the government’s expanding regulation and control of broadcasting, he said that “many well-meaning government officials assert the need for sweeping government supervision over the organization, the programming, and advertising in broadcasting which would
be immediately rejected as in violation of the First Amendment were they proposed for the print media," Broadcasting, he said, “is merely another media serving the same fundamental purposes as the printed press...”

The senator made that point last year, at the outset of hearings on freedom of the press by his Constitutional Rights Subcommittee (Broadcasting, Oct. 4, 1971).

Heat over the high rent
CBS and NBC say they won’t pay for Miami Beach convention hall between DNC and RNC meetings

Network news sources charged Thursday (April 27) that Miami Beach officials are trying to get them to, in effect, “subsidize” the city’s $1.2-million bid to secure the Republican national convention in August.

Spokesmen at CBS and NBC said flatly that they would not pay to cover a public event. ABC officials could not be reached immediately. At a meeting in the office of Dr. Frank Stanton, vice chairman of CBS (which was also attended by Julian Goodman, NBC president, and ABC News President Elmer Lower), a Miami Beach public relations man, Hank Meyer, said the networks should pay the city for tying up its convention hall with their bulky equipment during the five weeks between July 16, when the Democratic convention ends, and August 21, when the Republicans begin theirs.

Some network sources said no specific figures for the convention-hall rentals had been mentioned at the meeting, but others insisted each network was being asked for about $500,000.

“We’re not going to subsidize anybody’s political convention,” said an NBC spokesman. “We’ll pull our equipment out of the hall after the Democrats leave and store it elsewhere, but we won’t cover the Republican convention whenever they hold it.”

“What they’re trying to do,” said a CBS source, “is to make us pay for covering a public event. We’ve never paid to cover a convention before and we’re not going to start now.”

Reporters’ group backs WBAI’s Edwin Goodman

The Reporters Committee for Freedom of the Press—an organization of working print and broadcast newsmen—has filed a friend-of-court brief that urges quashing of a trial subpoena and contempt citation against Edwin A. Goodman, general manager of WBAI(FM) New York.

The committee said that compliance with the subpoena is an “unconstitutional impingement” on the First Amendment and would have “an unconstitutional chilling effect” on the traditional freedom and independence of the press.

The committee was formed two years ago to present the views of working newsmen (as distinct from publishers and broadcast owners) on free-press issues.

The subpoena demands tapes of all news broadcasts on WBAI involving an October 1970 riot in the Tombs prison in New York. Mr. Goodman refused to provide the tapes and spent two days in jail on contempt charges before he was released pending his appeal (Broadcasting, March 6 et seq).

Briefs have been filed by attorneys for Mr. Goodman and the New York district attorney’s office with the fourth department, appellate division, New York State Supreme Court. Oral argument is expected to begin in mid-May.

Nader wants clearinghouse for journalistic policy

Center would tackle problems, complaints and review media’s performance

Consumer-advocate Ralph Nader has suggested formation of an independent Center for Journalistic Policy to perform what he called “the neglected functions” of the news media.

Speaking before the fourth annual Robert F. Kennedy Awards luncheon in Washington April 18, Mr. Nader contended “there is need to explore why the press is so caught up in reacting to styles andfortuities as dominant stimuli to coverage.”

The center could be run by Washington journalists and staffed by journalists, lawyers and others whose skills are deemed necessary, he said.

As envisioned by Mr. Nader, the center would use complaints from the press about government secrecy, and investigative findings, as the basis for litigation under the Freedom of Information Act. “It is tragic how little the press has used this law, since it went into effect about five years ago,” he said.

The center could also receive information about press behavior and review the state of the press in reports, articles and other forms of communications. “This function could include an unofficial ombudsman role for complaints and an errata sheet monitor for inaccuracies,” Mr. Nader said.

He said other duties of the center could be to analyze the economics and technology of the press against its service to the public; to study current news standards with a view toward creating “a climate of greater incisiveness and know-how.”

RFK’s to two documentaries

Two perspectives on problems of the minority population were the winning broadcast entries in the fourth annual Robert F. Kennedy Journalism Awards, presented a fortnight ago at the John F. Kennedy Center in Washington. Judged best entry in the area of radio coverage was The Business of Being Black, a five-part series on various economic issues within the black community of Oklahoma City produced by Doug Fox of KXOK (AM) there. In television, the winner was The Suburban Wall, an hour-long documentary by Group W Productions’ urban America unit on the impediments met by low-income and minority families in moving to the suburbs. The awards, administered by a special committee under the auspices of the Robert F. Kennedy Memorial, were presented to six entries in newspaper, broadcast and magazine journalism.

Music

The background on payola columns

Jack Anderson’s investigator reports three witnesses are ready to testify about music payoffs in money, drugs

Les Whitten, the 44-year-old chief investigator for columnist Jack Anderson and author of the two stories that appeared in the “Washington Merry-Go-Round” column alleging a reappearance of payola in radio music, said in an interview with Broadcasting last week that uncovering the payola story was an accident.

While investigating a story on the infiltration of legitimate businesses by organized crime, "we came across rumors that the Mafia was into the record industry," Mr. Whitten said. Although he was
We knew we had a damn good story," he said, "but our source was very reluctant to talk about anything except what he knew about personally. He didn't want to tell us where to go next. So I started talking to people I knew, who sent me to other people, and the thing gradually pyramided. The first steps of the investigation took place in early March, Mr. Whitten said.

"After writing the first one," he continued, "we got a flood of stuff. It was like popping a boil. I don't know how many calls and letters we got. We took the best letters, because there we had a written statement, and followed up on those. We had enough actually to write a third column on the non-narcotic allegations. But we decided that since the narcotic's stuff was the newest, and because it was, in a way, the most heinous, we concentrated on that." The second column, concerning the exchange of drugs for airplay, appeared on April 21.

Mr. Whitten said he had lined up three witnesses to testify, in court, before the FCC hearings, or before the House Commerce Committee (which has neither formally approached the Anderson office nor announced any hearings, though Mr. Whitten replied: "Tentatively, I would say have been "smirking around"). All three witnesses have named names and are first-hand witnesses willing to testify about the people involved," he added. He would not reveal their identities.

Asked whether his investigation had revealed that payola was widespread, Mr. Whitten replied: "Tentatively, I would say it is a widespread practice but only by a limited number of companies. In some companies, there may be a promotion man here or there [involved in payola], but in others, it is an accepted practice, although it's my guess that the heads of those companies may not know about it. There are also some independent promotion men who are paid by companies and use that money for drugs without their knowledge. But I don't think it's an industrywide practice."

Mr. Whitten said he knew very little about radio or the record industry before this investigation started: "It's been a very exotic investigation for me. I have to admit I don't particularly understand what makes this music so appealing. Well, some rock and roll is fresh, some of it's great. But some of it is just pure noise. I can see why you'd have to pay someone to get some of that stuff played."

"I guess is really is impossible to buy a hit, like so many people have told me. But you can buy yourself into consideration. It's like, you may not be able to buy the race, but you can buy the second and third heats."

"Jack and I were really appalled that we had to be the ones to break this story. We were told that the music trade had knowledge of it, yet had not done anything about it." Mr. Whitten was referring to a section of a letter written to industry executives by Stan Gortikov, president of the Recording Industry Association of America, and stating that an unidentified trade journalist was in possession of facts pertaining to payola. The letter was quoted in the April 21 column. (Broadcasting, April 24)

Mr. Whitten was unable to say when the next column on payola would appear. He has put the investigation aside for a while to concentrate on other matters for Jack Anderson. The next column, he said, will center either on payola in general or will name names in the drug story.

### New hit in sight for American radio

Lightning strikes in strange places in the novelty song genre; would you believe a Scots army bagpipe band playing "Amazing Grace"?

Who was the man who first said the "Purple People-Eater" was going to be a hit? What possessed the company that released "Gimme Dat Ding"? What prevented the program director who first went on "They're Coming to Take Me Away, Ha Ha" from throwing that promotion man out of his office? And who wants to bet that the next novelty hit in American radio won't be a bagpipe band from Scotland playing a 200-year-old hymn?

The number is "Amazing Grace," recorded a year ago by the Royal Scots Dragoon Guard's Band for an album to commemorate the combining of two old units, the Carabiniers and the Scot Greys.

Pipe Major Tony Grease and the Royal Scots Dragoon Guards, whose performance of "Amazing Grace" looks like a comer.

### Pipe Major Tony Grease and the Royal Scots Dragoon Guards

Asso-
at KMPX-FM San Francisco, or Hy Lit, a top-rated DJ now general manager at WDAS-FM Philadelphia, or Scott Muni, program director at WNEW-FM New York. Jerry Stevens saw a gaping void in radio programming that left an untapped audience of rock listeners and an even larger potential mass for progressive rock confined to home record players.

Metromedia hired Mr. Stevens in the fall of 1969 to program WMMR, the FM companion to that company's lucrative WPAM Philadelphia. Back on familiar turf—he had spent seven years on the air at Philadelphia's WIP—he was given the task of turning the automated middle-of-the-road station into an FM rocker against the already entrenched competition of WDAS-FM. In a year and a half WDAS-FM had dropped out of the contest and turned to a black progressive sound. (WDAS-FM was the first station in the country to take that route, and won the Gavin FM Station-of-the-Year Award last year for its effort.) Harvey Holiday, program director at WDAS-FM, freely admits that the competition was just too much for Philadelphia's WIP to be the only top-10 market with a single FM rocker.

And, as have many FM's in other markets, WMMR has begun to break the ratings grip that top-40's have had on the demographic everyone seems to hanker for—18 to 34. It's rated number two in that demographic for men and number two for women 18 to 24. In several day-parts, it is number one. Out-ranking even the formidable WFLI(AM).

WMMR posted a 59% quarter-hour average jump in 18-to-34 audience in the last rating books. And, for the first time, it beat WFLI(AM) in men in that demographic category for the number-one spot 6 a.m. to 10 and 7 p.m. to midnight. It was also number one for women 18 to 24 during midday. It is estimated that more than half a million people listen to the station every week. Joel Samuelsohn, general manager, will not reveal the total revenues for the station last year, but other sources in Metromedia's executive offices estimate they were somewhere near three-quarters of a million dollars.

WMMR is programmed as a "free form" station; on-the-air personnel, not the management, make the musical selections. Mr. Stevens has felt from the beginning of his tenure at WMMR that the range of musical product and effective presentation of that product needed to reach the mass audience can only be facilitated by giving disk jockeys that freedom. "It's the only way to achieve the spontaneity that's needed," he says. "But," he adds quickly, "the price of freedom is control."

(Many more have tried free-form than have stayed with it. Perhaps most notably, the seven ABC-owned FM stations abandoned the style in favor of a tighter progressive sound last year [Broadcasting, March 13], after finding their audience had in loyalty but low in numbers.)

The following is a memo Mr. Stevens issued to the staff, which he says

expands the station's music theory most succinctly: "Appeal to 'our' mass audience. Let your audience feel that you're there to provide company, help, entertainment. Don't restrict your presentation to a sophisticated progressive rock appeal. In trying to reach an aware, thoughtful and informed audience, we'll play any meaningful music with excitement of rhythm, color, melody and tone, and we will do it with taste." To that statement, Mr. Stevens adds one thing: typed at the bottom of another memo in capital letters is "THE MUSIC SPEAKS FOR ITSELF."

Outside the WMMR studios is Rittenhouse Square, gathering place on better days for the street people in that city. They congregate to play music, talk, hear free concerts in the summer, or just eat lunch. Walnut Street runs adjacent to the square and students from the University of Pennsylvania hitch-hike back and forth on it from the campus to downtown. The kids can be seen gathered around windows in the area. WMMR's signal covers there are about a quarter of a million college students. In 1970, WMMR commissioned a Pulse college survey. Two-thirds of those surveyed said they listened to WMMR more than any other station.

Integrimally involved with the business aspects as well as programming, Mr. Stevens depends heavily on production and promotion to keep the station in the public eye. He has created more than 50 one-hour IDs for the station, as well as a 120 hours of special programs, ranging from antidrug and ecology specials (running anywhere from five to ten minutes) to a full-day April Fool's show this year when the station took on the identity of an old-line Hollywood radio station, much to the delight of an audience that likes things out of the ordinary, he said. A weekly show called Re-Vision, about a different view on American history, is used in the curriculum of the Philadelphia school system.

One of the ways he keeps the sound of the station personal, he says, is to hire young people without a great deal of experience, "I stay away from hiring guys who've been around a long time because they have preconceived notions about the way things ought to be run. And too many of them are just 'voices' anyway and really can't handle the freedom they have around here." The on-air staff is made up of five regular DJs during the week and four for weekend duty.

The type of control Jerry Stevens expects over his on-air staff is not readily evident, "Illusory," is the way he characterizes it. He has been able to guide the staff to a free-flowing sound that is full, yet not excessive. He warns against self-imposed structuring, though ("It's very easy in this situation to become self-indulgent, or just lazy," he says), and pushes them toward the unexpected. "That is what makes for exciting radio," he emphasizes. "It should hit like a juke box: the sound has got to live and breathe."

Rocking with the Rockettes

Radio City Music Hall, long the bastion of "family entertainment," has opened its doors to rock music. WCBS-FM New York is supplying the talent for and promoting a benefit at Radio City on May 8, all proceeds to go to the Environmental Policy Center, a Washington ecological organization. The line-up for the concert includes Billy Preston, Chase, Todd Rundgren and McKenzie Springs. The publicity and consumer press have been advocating the use of Radio City for concerts for as long as two years now, and after much negotiation, it has come about. Sources at WCBS-FM have said that if the concert is sold out, it will be broadcast live.

Tribute time in Toronto

BM1 Canada Ltd. honored 28 Canadian songwriters last Tuesday (April 25) at an awards banquet in Toronto. Highlight of the presentation was a special citation of achievement to Gene McEllan, writer of Snow Bird, cited as "North America's most frequently performed composition of 1971." Secretary of State Gerard Pellettier addressed the more than 300 publishers and writers in attendance, and presented a plaque to Pierre Juneau, head of the Canadian Radio Television Commission, and George Davidson, president of the Canadian Broadcasting Corp., for contributions to Canadian music.

Herald Moon, head of BM1 Canada, noted that country's music industry now amounts to $50 million annually.

Focus on Finance

ABC lives up to its promises

Record first three months double last year's profits; gains are attributed to performance of TV network

ABC Inc. has reported first-quarter net earnings of $6,407,000, the highest for any quarter in the company's history and more than twice the $2,485,000 registered in the first quarter of 1971.

Revenues for the quarter were put at $207,325,000, up 12% from the 1971 first quarter's $185 million.

Per-share earnings were 85 cents as compared with 39 cents in the comparable quarter a year ago, based on the average number of shares outstanding, which was greater this year than last. Earnings, including capital and nonrecurring transactions, totaled $6,512,000 or 86 cents a share as against $2,776,000 or 39 cents per share a year ago.

"While the record level of operating earnings reflected improvement in both our broadcasting and non-broadcasting operations," the company reported, "the improvement was principally due to the continued strong performance of the television network that began in the fourth quarter of 1971. The outlook for our
company is very good and, as we previously reported, we expect substantial earnings improvement for the full year." The first-quarter results bore out the predictions of ABC Chairman Leonard Goldenson, made to a group of security analysts last month, that operating earnings would more than double those of the first quarter of last year to reach an all-time high (BROADCASTING, April 10).

PKL off American exchange

PKL Co.'s., New York, advertising agency owner which has been diversifying into other fields, intends to trade its stock over the counter and expects to proceed with its proposed merger into PKL of Macrodatal Co. and Diacomp Inc. PKL had been listed on the American Stock Exchange but the ASE suspended trading in PKL common stock and said it would apply to Securities and Exchange Commission to withdraw the PKL issue from listing and registration. The exchange’s action came under its delisting rule that applies to company whose net tangible assets are less than $3 million (ASE said PKL's, as of Nov. 30, 1971, were $846,933) and that it had reported losses in three of its last four fiscal years. PKL’s agency, PKL Advertising, billed $5.25 million in 1971, with about $3.5 million of it in broadcast.

Production firm charged with SEC violations

Comedian Jackie Mason, associates said to have misled public on TV series

The New York regional office of the Securities and Exchange Commission has filed suit against comedian Jackie Mason and two associates, accusing them of disclosure violations in connection with the public offering of stock in a company designed to produce and sell a TV series starring Mr. Mason.

The suit, filed in U.S. Southern District Court in New York, charged that the company, Jama Productions, issued a prospectus on Dec. 24, 1970, containing "false and misleading information." The SEC said the offering raised $415,000 net to Jama.

The commission asked the court to enjoin the defendants from committing similar securities law violations in the future and to order the defendants to be prepared to return with interest the purchase price of the shares to investors who bought the stock within 90 days after its offering.

Named as defendants were Mr. Mason, Jama Productions and Leon H. Charney, an attorney and formerly secretary and treasurer of Jama.

Kevin Duff, SEC regional administrator, charged there were three specific disclosure violations in the Jama prospectus. The SEC alleged that the prospectus "falsely represented" that Atwood Richards Inc., an advertising agency, had agreed, for a 15% interest in Jama, to finance the pilot filming of the series starring Mr. Mason, and to sell and distribute the program. The SEC said that Atwood Richards had agreed only to finance the filming of the pilot, for which it would receive the 15% interest.

The commission also said that the prospectus alleged that "based upon customary trade usage, Jama expected the average revenue from each TV station that scheduled 26 shows would be about $3,000. The SEC claimed this estimate was arbitrary and "not until March 25, 1971, three months after the effective offering, was there any basis for an accurate estimate."

Third, the SEC charged that Jama did not disclose in its prospectus that it had executed in favor of Atwood Richards a $300,000 "confession of judgment," or admission of debt. The SEC said the judgment confession was guaranteed by Mr. Mason, who offered his Jama stock as collateral.

Inmarco to be switched

Agreement in principle has been reached for the acquisition by Planning Research Corp., Los Angeles, of Inmarco Inc., Los Angeles, international marketing research subsidiary of Columbia Pictures Industries Inc.

The agreement calls for the issuance of shares of Planning Research common stock sufficient to provide Columbia with approximately $5 million, according to a CPI spokesman. Columbia also will receive a percentage interest, limited in time and amount, in the profits of certain Inmarco divisions. The agreement is subject to approval by the boards of directors of both companies.

Inmarco operates through two principal subsidiaries: ASI/Comlab Inc., which pretests commercials, TV programs, motion pictures and print advertising, and Appel Haley Fournieros Inc., which provides custom market research for consumer product companies in the U.S. and abroad. Pierre Marquis will continue as president of Inmarco.

First-quarter sales, profit up at Cox Cable

Cox Cable Communications Inc, Atlanta, has reported a 30% increase in revenues and a 66% increase in net income before extraordinary items for the first three months of the year.

These increases were due, said Henry W. Harris, president of Cox Cable, to "inclusion of the operations of the Santa Barbara [Calif.] system acquired in June 1971," which accounted for "20% of the gain in revenues." And "internal growth accounted for remaining 10%," he said.

"While the heavy marketing expenses incurred in 1970 and 1971 served to reduce last year's first-quarter earnings," continued Mr. Harris, "the results of these marketing campaigns are now being reflected in solid increases in revenues and earnings in 1972."

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.11</td>
<td>$ 0.06</td>
</tr>
<tr>
<td>Revenues</td>
<td>3,815,150</td>
<td>2,930,936</td>
</tr>
<tr>
<td>Net income</td>
<td>377,080</td>
<td>196,663</td>
</tr>
</tbody>
</table>

Company reports

Storer Broadcasting Co., Miami Beach, Fla., reported last week that gross revenues from broadcast operations rose 18% and pretax income jumped 65% for the first quarter.

The company also declared a dividend of 12 1/2 cents per common share, payable June 9 to stockholders of record May 19.

For three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.46</td>
<td>$ 0.19</td>
</tr>
<tr>
<td>Gross broadcasting revenues</td>
<td>17,028,300</td>
<td>14,408,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,953,000</td>
<td>806,300</td>
</tr>
</tbody>
</table>

Meredith Corp., Des Moines, Iowa, reported 40% boost in earnings and 16.5% hike in revenues for first nine months of current fiscal year. First-quarter revenues and profits showed "impressive improvement" in company's radio and television operations, report said. For nine months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 1.32</td>
<td>$ 0.88</td>
</tr>
<tr>
<td>Revenues</td>
<td>119,060,339</td>
<td>102,997,594</td>
</tr>
<tr>
<td>Net income</td>
<td>3,397,476</td>
<td>2,427,354</td>
</tr>
</tbody>
</table>

J. Walter Thompson Co., New York, reported billings and profit down in first quarter of 1972. World-wide billings declined 4%. Per-share earnings fell 14 cents for quarter.

JWT said domestic billings were down because new business recently acquired had not yet shown on the books and that overseas results were unfavorable because of some slowdown in billing and other problems. JWT's non-advertising operations (insurance, leasing, travel incentive and promotion) showed 46% growth in profits during quarter, contributing $471,000 compared with $322,000 in last year's first quarter.

For three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.31</td>
<td>$ 0.45</td>
</tr>
<tr>
<td>Billings</td>
<td>170,000,000</td>
<td>177,300,000</td>
</tr>
<tr>
<td>Commissions, fees</td>
<td>25,496,000</td>
<td>26,488,000</td>
</tr>
<tr>
<td>Net income</td>
<td>831,000</td>
<td>1,257,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,705,650</td>
<td>2,764,275</td>
</tr>
</tbody>
</table>

* Restated to reflect pooling of interests of leading companies acquired December 1971.

Metros Goldwyn-Mayer Inc., Culver City, Calif., reported increased revenues and 10% gain in net income for 28 weeks ended March 11:

<table>
<thead>
<tr>
<th>Year</th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.88</td>
<td>$ 0.60</td>
</tr>
<tr>
<td>Revenues</td>
<td>95,457,000</td>
<td>92,192,000</td>
</tr>
<tr>
<td>Net income</td>
<td>5,204,000</td>
<td>4,705,000</td>
</tr>
</tbody>
</table>

NOTES: 1972 net earnings and earned per share do not include an extraordinary gain of $836,000, or 14 cents per share, compared with an extraordinary gain of $236,000, or 4 cents per share, for the same period in 1971.

Communications Satellite Corp. reported increased revenues but a decline in net income for three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.65</td>
<td>$ 0.67</td>
</tr>
<tr>
<td>Revenues</td>
<td>25,240,000</td>
<td>21,934,000</td>
</tr>
<tr>
<td>Net income</td>
<td>8,496,300</td>
<td>8,951,000</td>
</tr>
</tbody>
</table>

Broadcasting May 1

59
Cablecom-General Inc. announced 15% hike in revenues and a 32% jump in net income for the first quarter of 1972 fiscal year. Total number of company's cable- television subscribers reached 157,262, increase of 25%. Company now owns 50 cable-TV systems and 141 movie theaters. For three months ended Feb. 29:

<table>
<thead>
<tr>
<th>Year</th>
<th>Shares outstanding</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>2,176,000</td>
<td>4,170,633</td>
<td>59,828</td>
</tr>
<tr>
<td>1971</td>
<td>2,193,000</td>
<td>3,642,130</td>
<td>72,389</td>
</tr>
</tbody>
</table>

Marvin Josephson Associates Inc. reported “sharply higher” net income on higher revenues in its three-month and nine-month fiscal reporting periods.

Josephson reported earnings for the third fiscal quarter, ended March 1, at $477,500, up 99% from the comparable period of 1971. Revenues for the quarter were put at $3,063,600, up 22%.

Company’s International Famous Agency division will represent nine of next season’s TV series: The Doris Day Show, The Sandy Duncan Show, Mannix, Mission: Impossible and The Homecoming, all on CBS; The Flip Wilson Show and McMillan and Wife on NBC; Love, American Style on ABC; and the syndicated series The David Frost Review.

For nine months ended March 1:

<table>
<thead>
<tr>
<th>Year</th>
<th>Shares outstanding</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>2,144,000</td>
<td>6,225,200</td>
<td>653,700</td>
</tr>
<tr>
<td>1971</td>
<td>2,134,000</td>
<td>5,871,000</td>
<td>509,100</td>
</tr>
</tbody>
</table>

Time Inc. reported increased earnings and revenues for first quarter of 1972 compared to corresponding period year ago.

Time reported extraordinary items of $1,188,000, or 16 cents a share, consisting mainly of net capital gain of about $3 million after taxes from sale of its KLZ-AM-FM Denver and WOOD-AM-FM Grand Rapids, Mich. Time is selling all of its broadcast stations. Time also announced plans to publish monthly magazine on personal and family finance, called Money, with first issue to appear this September.

For first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Shares outstanding</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>2,134,000</td>
<td>6,225,200</td>
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<tr>
<td>1971</td>
<td>2,134,000</td>
<td>5,871,000</td>
<td>509,100</td>
</tr>
</tbody>
</table>

Gross Telecasting Inc., Lansing, Mich., reported record first-quarter revenues for calendar 1972 and forecast “continuing step-up in activity” for second quarter, partly because of increased revenues expected from May 16 presidential primary. For first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Shares outstanding</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>2,134,000</td>
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<td>653,700</td>
</tr>
<tr>
<td>1971</td>
<td>2,134,000</td>
<td>5,871,000</td>
<td>509,100</td>
</tr>
</tbody>
</table>

Broadcasting Stock Index

A weekly summary of market activity in the shares of 112 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing April 19</th>
<th>Closing April 6</th>
<th>Net change in week</th>
<th>% change in week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>67 1/4</td>
<td>67 7/8</td>
<td>-5/8</td>
<td>-0.92</td>
</tr>
<tr>
<td>ASI</td>
<td>1.00</td>
<td>0.78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AGS</td>
<td>5.88</td>
<td>4.61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BPX</td>
<td>6.00</td>
<td>5.88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>50 1/8</td>
<td>50 1/2</td>
<td>5/8</td>
<td>1/2</td>
</tr>
<tr>
<td>COX</td>
<td>4.51</td>
<td>4.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSK</td>
<td>1/2</td>
<td>1/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSE</td>
<td>0.58</td>
<td>0.43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LINB</td>
<td>18</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGN</td>
<td>10</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSOU</td>
<td>15 7/8</td>
<td>15 7/8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAHL</td>
<td>11 3/4</td>
<td>11 3/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SSCP</td>
<td>23 1/2</td>
<td>23 1/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMB</td>
<td>27 7/8</td>
<td>27 7/8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TFP</td>
<td>48 1/4</td>
<td>48 1/4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing April 19</th>
<th>Closing April 6</th>
<th>Net change in week</th>
<th>% change in week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>67 1/4</td>
<td>67 7/8</td>
<td>-5/8</td>
<td>-0.92</td>
</tr>
<tr>
<td>ASI</td>
<td>1.00</td>
<td>0.78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AGS</td>
<td>5.88</td>
<td>4.61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BPX</td>
<td>6.00</td>
<td>5.88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>50 1/8</td>
<td>50 1/2</td>
<td>5/8</td>
<td>1/2</td>
</tr>
<tr>
<td>COX</td>
<td>4.51</td>
<td>4.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSK</td>
<td>1/2</td>
<td>1/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CSE</td>
<td>0.58</td>
<td>0.43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LINB</td>
<td>18</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MGN</td>
<td>10</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSOU</td>
<td>15 7/8</td>
<td>15 7/8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAHL</td>
<td>11 3/4</td>
<td>11 3/4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SSCP</td>
<td>23 1/2</td>
<td>23 1/2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMB</td>
<td>27 7/8</td>
<td>27 7/8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TFP</td>
<td>48 1/4</td>
<td>48 1/4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL 63,138 + 2,894,689
### CATV

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Exch. April 26</th>
<th>Closing Exch. April 19</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>
Broadcast Advertising
Walter S. McLean, executive VP and general manager, Campbell-Ewald, Detroit, named president of agency's Varicom subsidiary which provides products and services in a variety of audio-visual formats, including Video Magnetic Production Center, motion pictures, business meetings and educational and training programs. Martin J. Reddy, agency's VP for administration, appointed Varicom general manager. John H. Long, agency's director of industrial shows, named VP and associate general manager, with responsibility for Varicom's video magnetic, film and meeting functions. David M. Greene, agency's broadcast production department, appointed Varicom's production supervisor. Charles S. Brandt, with sales staff, Universal Pictures Corp., New York-based film producer, joins Varicom as supervisor of marketing and sales.

Dr. Timothy Joyce, VP, market and media research, J. Walter Thompson Co., New York, named president, American Market Research Bureau. Don Donaldson, director of industrial research, JWT independent research subsidiary there.

Robert Levenson, creative director, Doyle Dane Bernbach, New York, elected executive VP.

Betsy M. Welch, VP, Yancy & McGee Advertising, San Antonio, Tex., named executive VP.

R. K. (Bob) Larr, sales manager, WTHI-TV Terre Haute, Ind., named to additional responsibilities as VP, WTHI-AM-FM-TV.

Seth David, account executive, Tinker, Dodge & Delano, New York, elected VP and account supervisor.

George G. Thompson, executive VP, Harris D. McKinley, Cleveland agency, named president of Affiliated Advertising Agencies International. Earl Littman, president of Goodwin, Dannenbaum, Littman & Wingfield, Houston, named president-elect.

Arnold M. Miller, director of client services, Young & Rubicam International's direct communications group, New York, elected VP.

Frank J. Hajek, former associate media director, Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample there in similar capacity. Gary Kirk Benz, D-F-S assistant account executive, appointed account executive on Hanes hosiery.

David Geyer and Peter C. Hanley, account supervisors, Dancer-Fitzgerald-Sample, New York, elected VP's.


Arthur Selkowitz, account supervisor, Benton & Bowles, New York, elected VP.

Lois Geraci Ernst, Robert Kroll and Don Pafnudi, VP's and associate creative directors, Foote, Cone & Belding, New York, appointed creative directors.

Don Murray, account copy head, Thibaudeau-Lintas, Paris, joins Stephenson Advertising, Tulsa, Okla., as VP and creative director.

Jonathan Hayes, former sales manager, KDKA-TV Pittsburgh, appointed general sales manager, WJZ-TV Baltimore.

Donald Wexler, account executive, Dancer-Fitzgerald-Sample, New York, joins Gaynor & Ducas there in similar capacity.

Mike Durand, TV sales manager, Avco Radio Television Sales, Dallas office, appointed West Coast sales manager, Los Angeles. He is succeeded in Dallas by Ed Outland, with sales staff, WOAI-TV San Antonio, Texas.

James Healy, resident adviser, University of Pennsylvania, Philadelphia, joins N.W. Ayer & Son there as media planner.

Frances G. Smith, assistant advertising manager for broadcast, Joseph Horne Co., retail store, Pittsburgh, appointed to newly created position of retail services director. KQV(AM) there.

William H. Aaron, salesmen, Katz Radio, Chicago, appointed sales manager, Atlan-
ta office.

Gannett chief heads AP
Paul Miller, chairman of Gannett Co., newspaper publisher and owner of whec-
tv Rochester, N.Y., was elected chairman of the board of the AP, a new title for that organization, last week after serving as its president since 1963. Wes Gallagher, general manager, was given the additional title of president.

Newbold Noyes Jr. of Washington Star (WMAM-AM-FM-TV Washington; WLYA-AM-FM-TV Lynchburg, Va.; WCIV(TV) Charleston, S.C.) was elected to AP board. Among those re-elected to board were Martin Hayden of Detroit News (WWJ-AM-FM-TV Detroit) and John Cowles Jr. of Minnesota Star and Tribune, which has ownership with WCCO-AM-FM-TV Minneapolis-St. Paul; KTVH(TV) Hutchinson, Kan., and KRTV-FM-TV Des Moines, Iowa.

In re-election of AP executive titles, Robert Eunson, assistant general manager for broadcast, and Keith Fuller were made vice presidents and assistant secre-
etaries.


Joseph P. Rousseau, media buyer/plan-
er, J. Walter Thompson, Chicago, joins D'Arcy - MacManus International, St. Louis office, as media planner. Stephen P. Phelps, media supervisor, Leo Burnett, Chicago, joins D'Arcy-MacManus International there as media supervisor. Kath-
leen Lawson, with Savan Advertising, St. Louis, joins D'Arcy's St. Louis office as timebuyer.

William J. Lemorande, former broadcast producer, Klaui-Van-Petersens-Dunlap Advertising, Milwaukee, joins Page/Schwessinger Advertising there as broadcast writer-producer and manager of broadcast creative/production division, responsible for local, regional and national radio and TV commercials.

Phil Bash, president, Clinton E. Frank, Chicago, resigns effective June 1. He will continue as board member and as consultant to agency. He is leaving to enter small business and "explore opportunities for employment in areas of social service."

The Media
Harry T. Goss, VP and secretary, Combined Communications Corp., Phoenix, diversified company with broadcast interests, named executive VP, Murray H. Topham, VP and controller, named VP.

John D. Furman Jr., coordinator of broadcast standards and promotion for Cox Broadcasting, Atlanta, and Keith Nicholson, advertising and promotion manager, KGO-TV, San Diego, appointed to board of Broadcasters Promotion Association succeeding John Lantry, King stations, Seattle, and Michael Byrne, Meredith stations, Omaha.

Robert F. Russell, VP and general manager, KEMP(AM)-KSWT-FM Topeka, Kan., elected executive VP of licensee, Midland Broadcasters. He is in charge of broadcast division of Midland, communications company that owns KUSN-AM-FM St. Joseph, Mo., and several CATV systems in addition to KEMP and KSWT-FM.

Craig Lawrence, operations manager, KSST-TV Sioux Falls, S.D., appointed general manager.

William A. Clarke Jr., former station KKCT-TV Great Bend, Kan., as station manager.


Charles L. Unger Jr., with local sales staff, KTWW(TV) Oklahoma City, ap-
pointed community affairs and promotion director.

Edward H. Sheaffer, former director of standards and practices, Triangle Stations, Philadelphia, joins broadcast division, Donrey Media Group, Fort Smith, Ark., in similar capacity.

William N. Clark, assistant secretary of Tribune Co. and all of its subsidiaries and secretary, Continental Broadcasting Co., chief secretary of all of subsidiaries—except KDAL-AM-TV Duluth, Minn., and KQW-AM TV Denver—of WGN Continental Broadcasting, Chicago. John J. Brennan, national sales manager, won-TV Chicago, Joseph J. Lutze, Western sales manager, WGN Continental Sales Co., and Richard S. Calender, West Coast manager-radio sales for WGN-AM and KDAL-AM, elected VP's, WGN Continental Sales.

Jack G. Carnegie, VP-general manager, WSAF-AM-FM Cincinnati, expands his responsibilities to include management of KXVO-AM, Lincoln, Neb. Mr. Carnegie will be based in Cincinnati but divide his time among stations, all owned and operated by Pacific and Southern Broadcasting. Buddy Wissler, KKDJ sales manager, will act in his absence.

Michael Robinson, commercial manager, WTKO(AM) Ithaca, N.Y., named VP of Ivy Broadcasting Co., station's licensee.

Wally Tucker, general sales manager, WPBL(AM) Syracuse, N.Y., appointed manager.

Fannie Young, promotion director for Hirschman-Northern Film Productions, Hollywood, joins XPRS(AM) Rosarita Beach, Mexico, as director of promotion and publicity.

Lyn Muzzy, program director, KOTE(FM) Lancaster, Calif., to general manager.

Broadcasters cop kudos

Eight industry leaders were named "Broadcast Preceptors," honorary designation by San Francisco State College, for notable achievement in broadcasting. Awards were presented at ceremonies in San Francisco on April 19, as part of school's three-day Broadcast Industry Conference (April 20-22). Honorees were: Larry H. Israel, chief executive officer, Post-Newsweek Stations; Lee Mendelssohn, president, Mendelssohn Productions; Bryson Rash, chief of editorial services, WRK-TV Washington; Stirling Silliman, TV writer-producer; Dr. Frank Stanton, vice chairman, CBS Inc.; Marie Torre, broadcast journalist, KDKA-TV Pittsburgh; Thomas E. Gibbens, president and general manager, WAFB-TV Baton Rouge, La.; Mark Damen, program director, WUFT-TV Gainesville, Fla. Also presented were total of 37 "Broadcast Media" awards for excellence in local radio and television programming. Additionally five awards were given in new category, community antenna television, for extraordinary accomplishments in this new service medium.

Broadcast journalism

Glen Hanson, anchorman, KMBC-TV Kansas City, joins WKRC-TV Cincinnati in similar capacity.

Larry Howe, producer of The Advocates debate series for noncommercial KCET-TV Los Angeles, expands role as news and public affairs director.


Don Hickman, with news staff, KSTP-TV Minneapolis, joins WICS-TV Springfield, Ill., as anchorman. Tom Hecht, with WSBN-TV Milwaukee, joins WICS as newsman.

Bob Jenkins, news director, WAKE-FM Valparaiso, Ind., joins WRE(AM) Indianapolis as evening anchorman.

Hal Gray, with WTEV-TV New Bedford, Mass., joins WOO(AM) Miami as reporter and anchorman. Lou Creekmur, former offensive lineman, Detroit Lions football club, joins WOIO as sportscaster.

Cable

Jerry Buford, in managerial position with brokerage, consulting and management departments, Daniels & Associates, Denver-based CATV firm, named executive VP.

Duane Crist, manager of special projects, Kaiser CATV, now Theta-Com CATV division, Los Angeles, appointed acting sales manager.

Equipment & Engineering

Norman E. Hadad, controller, AEL Systems Inc. of Stamford, Conn., named director of finance for Goldmark Communications Corp.

Marvin Kronenberg, branch manager for cameras and equipment development in electronic systems department, CBS Laboratories, Stamford, Conn., appointed director of engineering, professional products.

Everett H. Frost, general marketing manager, Electric Tube Division, GTE Sylvania, named senior vice president, general sales manager, Electronic Components Group, GTE Sylvania, Waltham, Mass.

Warren Gregoire, engineer, KSFX(FM) San Francisco, appointed chief engineer.

Deaths

Bertram Lebar Jr., 65, general manager of WWIN(AM) New York, (formerly WMGM) from the later 1930's until mid-1950's, died April 20 in West Palm Beach, Fla., after lengthy illness. Under name of Bert Lee, Mr. Lebar also was sportscaster on wfgi. Subsequently he became part owner and general manager of WATM-AM West Palm Beach, Fla. and owner of WXMI Riviera Beach, Fla. He is survived by five children.

Charles G. Bole, 43, VP in charge of business affairs for 20th Century-Fox Film Studios, Los Angeles, died April 19 in New York City. Mr. Bole, who was director of special projects, was former VP of Four Star Television. He is survived by his wife, Jonnie, and two sons and one daughter from previous marriage.

Amos T. Baron, 60, Western division sales director for United Artists TelevisIon, Los Angeles, died at his home in Beverly Hills, Calif., on April 14 after lengthy illness. Mr. Baron, veteran broadcast executive, worked for such organizations as ABC Radio Network and KCP(TV) Los Angeles. He is survived by his wife, Marilyn, and one daughter.

Charles W. Ratliff, 67, news director of Miami's WHKAM, died April 10 after a brief illness. Mr. Ratliff had been news reporter in Lubbock, Tex., for more than 47 years. In 1961 he became news director of the then KCBM-AM-TV (ownership of KCBM was transferred in June 1971), position which he held until his semi-retirement last January. Mr. Ratliff is survived by his wife, Marge, and four sons.

Gene Widhoff, 65, NBC TV network staff artist for past 18 years, died April 20 in Los Angeles of cancer. Mr. Widhoff was best known for his courtroom sketches. Mr. Widhoff is survived by his wife, Kathy.

Hayes L. Gier, 53, engineer, WJW-TV Detroit, died April 11 at St. John's hospital, Oxford, Mich., after lengthy illness. Mr. Gier joined station in 1947. He is survived by his wife, Ann, and two sons.
As compiled by Broadcasting, April 18 through April 25, and based on filings, authorizations and other FCC actions.

**Abbreviations:** alt.—alternate, ant.—antenna, aur.—aural, ass.—associate, CATV—community antenna television, CH.—critical hours, CP.—construction permit, D.—day, DA.—direct antenna, ERP.—effective radiated power, kHz—kilohertz, kw.—kilowatts, LS.—local station, mhz.—megahertz, mod.—modification, N.—night, PSA.—presumed service authority, SCA.—subsidary communication authority, SSB.—specialized service authorization, STA.—special temporary authority, trans.—transmitter, UHF.—ultra high frequency, VHF.—very high frequency, vis.—visual, w.—watts, edu.—educational, HAAT.—height of antenna above average terrain, CARS.—community antenna relay station.

### New TV stations

**Final actions**
- **Panama City, Fla.**—Panhandle Broadcasting Co., Broadcast Bureau granted UHF ch. 13 (210-216 mhz); ERP 3 kw vis., 62 kw aur.; HAAT 1427 ft.; antenna height above ground 1460 ft. P.O. address: Box 519, Panama City 32401. Estimated construction cost $370,503; first-year operating cost $300,000; revenue $889,003. Geographic coordinates 30° 22' 05" north lat.; 83° 12' 24" west long. Type trans. RCA TT-25DH; Type and RCA T71-8AH. Legal counsel Smith & Pepper, Washington, D.C. Owners: Lohes & Calvin Wright. Principals: Denver T. Brannen (40%), Loyd Charles Hilton Jr. (25%), Luther Edwin Thomas (25%) and Ralph Julian Bennett (10%). Mr. Brannen is president and 45% owner of KTHM-TV-Houma, La. He is also president, director and 81.25% owner of WDLP(AM) Panama City and he is also president and 81.25% owner of WPAF-FM Panama City. Mr. Hilton is partner in law firm. He also has interests in road construction, land development, motels and investments. Mr. Thomas is owner of automobile dealership in Panama City. Mr. Bennett is partner in law firm. He also has interests in banking and motels. Action April 5.
- **Fredericksburg, Va.**—FCC authorized assignment of TV ch. 69 to Fredericksburg as first commercial assignment (Doc. 19464), Action April 19.

**Other action**
- Review Board in Boston TV proceeding dismissed request by Community Broadcasting of Boston Inc., one of applicants in competitive proceeding for ch. 7 Boston, to incorporate its petitions to enlarge issues. Action April 21.

### Existing TV stations

**Final actions**
- **FCC granted application by Chicago Educational Television Association for CP to make changes in facilities of WXXW(TV) ch. 19 Chicago, and request for waiver of rules. Action April 19.**
- **FCC granted Missouri Authority for Educational Television to amend rules and modify license for operation. Agreement dated April 19 to replace objection. Action April 19.**
- **FCC granted construction permit and license for WJZ-TV ch. 12 Baltimore, Md. Action April 19.**
- **FCC authorized assignment to City of Chicago, Ill., of Station WMAU, Ch. 14, Meridian, all Mississippi (200) station extension to Oct. 19 for waiver of station identification requirements to permit WMAU to continue using visual slide identifying all of stations at same time. Action April 19.**
- **KLVK-TV Las Vegas—Broadcast Bureau granted extension of temporary authorization, to specify station location as 8375 Little River Turnpike, Annandale, Va. Action April 16.**

### Actions on motions
- **Chief, Office of Opinion and Review, in Dayton Broadcasting Co., Inc.—A motion was granted for motion to request for reconsideration of an order of April 1971. Action April 19.**
- **Chief, Office of Opinion and Review, in Boston (RKO General Inc.—WNAQ-TV, et al.), TV proceeding, granted request by chief. Broadcast Bureau and extended to April 19 time to file pleadings responsive to petition for reconsideration of re-designation order (Docs. 1968-70). Action April 6.**
- **Chief, Office of Opinion and Review, in Boston (RKO General Inc.—WNAQ-TV, et al.), TV proceeding, granted request by chief. Broadcast Bureau and extended to April 19 time to file pleadings responsive to petition for reconsideration of re-designation order, a petition for reconsideration re., in Heavenly TV Chs., all Mich., for waiver of rules and regulations (Docs. 18759-61). Action April 12.**
- **Chief, Broadcast Bureau, on request of Midwestern Broadcasting Co. (WPBT-TV Traverse City and WFTM-TV Cheboygan, both Michigan), extended through April 25, time to file opposition to petition for rule making in matter of amendment of TV table of assignments (Cheboygan, Sault Ste. Marie, Traverse City, all Michigan). Action April 17.**
- **Chief, Office of Opinion and Review, in matter of Filing of license of United Television Co. of New Hampshire for WMUR(TV) Manchester, N.H., granted motion by ABC Inc. and extended through April 21 time to file responsive pleadings to substitute for petition for reconsideration (Doc. 1936-8). Action April 6.**
- **Chief, Office of Opinion and Review, in Ponce Puerto Rico (Ponce Television Corp. [WIRK-TV]), TV proceeding (Grantes Florida Broadcasting Inc.), extended through May 10 time to file petition for reconsideration (Doc. 18997-6). Action April 10.**
- **Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, on request of Furniture City Television Co., extended through May 30 time to file opposition to petition for rule making in matter of consideration of amendment of Table of assignments (High Point, Winston-Salem, all N.C.). Action May 10.**
- **Hearing Examiner Isadore A. Honig in Monticello, Iowa (Alamo Broadcasting Co.), for renewal of license for "WQAQ-TV" (TV), et al., granted petition by William D. Wright in intervenor status as it seeks intervention by him as representative for Black Eagles for Soul in Television and is otherwise denied; and made Mr. Wright party to his proceeding in his representative capacity only (Docs. 19422-30). Action April 19.**
- **Hearing Examiner Ronan M. Murphy in Portland, Ore. (KPTV) and Smith and Jonesboro, both Arkansas (KFWM Broadcasting Co. [KFPM-TV] and George T. Herrnstein, Ltd.), on motion by George T. Herrnstein and extended to April 21, to substitute, in light of particular circumstances, documents for interrogatories and motions for protective order, Action April 11.**

### Network affiliations
- **ABC: Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during programs occupied by network commercials. ABC deducts 2.05% of station's network work rate week to cover expenses, including payments to ASCAP and BMI and interconnection charges.**
- **WAGM-TV Presque Isle, Me. (Aroostook Broadcasting Corp.)—Agreement stated March 10 to replace one dated March 9, as amended, effective March 1 through March 1, 1974. Network station rate $169; compensation paid at 30% prime time.**
- **KAVE-TV Carlsbad, N.M. (Tri-Cities Broadcasters)—Agreement stated Sept. 13, 1971 to replace one dated April 30, 1971, as amended, effective July 1, 1973. First call right. No network station rate; compensation paid at 30% prime time.**
- **KELP-TV El Paso (John B. Walton db as KELP-TV)—Agreement stated Sept. 13, 1971 to replace one dated April 30, 1971, as amended, effective July 1, 1973. First call right. Network station rate $291; compensation paid at 30% prime time.**
- **KGWS-TV Laredo, Tex. (Western Communications Inc.)—Agreement stated Jan. 26, 1972 to replace one dated Aug. 12 effective July 1, 1971 through July 1, 1973. No network station rate; compensation paid at 30% prime time.**

### New AM stations

**Actions on motions**
- **Chief, Broadcast Bureau, in Vinita, Okla. AM proceeding, granted Green Country Broadcasting Co., temporary operating authority, granted waiver of provisions of Par. 2 of Doc. 19424, in light of acceptance of its application to operate on 1470 kHz, 500 watts on air at Vinita, Okla. (Green Country in Vinita). In same action, Green Country was granted temporary authority to operate facilities for period not to exceed 90 days. Action April 20.**
- **Hearing Examiner Millard F. French in Natlck, Mass. (Home Service Broadcasting Corp. and Natlck Broadcasting Associates, Inc.), AM proceeding, granted motion by Home Service Broadcasting Corp. and corrected transcripts (Docs. 18846-1), Action April 20.**
- **Chief, Hearing Examiner Arthur A. Gladstone in Key West, Fla. (John M. Spiewak), AM proceeding, postponed hearing presently scheduled for April 10 to May 13 (Doc. 19290), Action April 6.**
- **Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, on request of applicant extended to May 8, time for filing replies to proposed findings of fact and conclusions of law (Doc. 18852), Action April 20.**
- **Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM proceeding, granted motion by Friendly for acceptance of opposition to Broadcast Bureau's amendment to motion for production of documents and motion for protective order and accepted said opposition and motion; by separate action, granted motion for production of documents and things for inspection and copying; by separate action, granted motion by applicant and accepted opposition to Broadcast Bureau's amendment to motion for interrogatories and motion for protective order, Action April 11.**
- **Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, on request of applicant extended to May 8, for filing replies to proposed findings of fact and conclusions of law (Doc. 18852), Action April 20.**
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Summary of broadcasting
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<table>
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<th>Licensed</th>
<th>On air *</th>
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<td>8</td>
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* Special Temporary Authorization.
1 includes 15 educational stations.
2 indicates 2 educational stations.

Designated for hearing
- Clifton Forge, Va.—FCC set for hearing mutually exclusive applications of James R. Reese Jr. and James R. Reese (Clifton Forge Radio) and Allegany-Highlands Radio Inc. for former facilities of WCLF, an educational station, and discussed their applications for interim authority to operate facilities. Both applicants request operation on 1250 kHz, with power of 250 watts, 1 kW, 4.5 long, unlimited time. Action April 19.

Existing AM Stations

Final actions
- KFYV Arroyo Grande, Calif.—Broadcast Bureau granted license covering auxiliary transmission facilities and dismissed their application for interim authority to operate facilities. Both applicants request operation on 1250 kHz, with power of 250 watts, 1 kW, 4.5, unlimited time. Action April 19.

Designated for hearing
- WCRM-AM-FM Clare, Mo.—FCC designated for hearing applications by Bi-Country Broadcasting Co. for renewal of licenses for WCRM-AM-FM. Action April 19.

New FM stations

Applications
- Ruston, La.—Louisiana Tech University. Seeks 89.1 MHz, 10 kW. P.O. address: 5358 Tech Drive, Ruston 71270. Estimated construction cost $2,798.41; first-year operating cost $10,000; revenue $16,860. Principals: Dr. Jay Taylor, Dr. Virgil Carr, et al. Dr. Taylor is president of university. Action April 19.

- Clinton, Miss.—Leader Broadcasting Co. Seeks 89.3 MHz, 1 kw. P.O. address: 2524, Jackson, Miss. 39205. Estimated construction cost $10,000; first-year operating cost $24,000; revenue $35,000. Principals: Dr. M. Reese, Dr. B. Gaines (40.2%); Mr. J. Manning, Dr. B. Gaines (33.1%); Mr. Ingram is chief engineer for WWLN (AM) Jackson. He is also chief engineer for WXXL (FM) Jackson and sole owner of Broadcast Service Co., contract radio and TV maintenance service in Jackson. Mr. Wagner does public relations for Mississippi Authority for ET. Action April 19.

- Rolla, Mo.—Phelps County Broadcasting, Inc. Seeks 90.3 MHz, 5,874 kW. P.O. address: 2154, Jackson, Miss. 39205. Estimated construction cost $2,510.05; first-year operating cost $14,860; revenue $30,000. Principals: Robert M. Muse, Dale McCoy Jr. (10%); et al. Mr. Muse is general manager of Garvin County Broadcasting, Inc. (owned by Phelps), licensees of KVLY (AM) Valley, Okla., Mr. McCoy's father. Action April 19.

- Avon Lake, Ohio.—Tri-County Broadcasting Co. Seeks 88.5 MHz, 3 kw. P.O. address: 2300, Point Avenue, Avon Lake 44012. Estimated construction cost $14,700; first-year operating cost $6,000; revenue $16,800. Principals: R. Goetz, J. Goetz (40%); Dr. R. Goetz is president, board of directors. Action April 19.

- Delphos, Ohio—Tri-County Broadcasting Co. Seeks 90.4 MHz, 1 kW. P.O. address: 4830 Poole Road, Cincinnati 45239. Estimated construction cost $37,140; first-year operating cost $500; revenue none. Principals: R. Goetz, et al. Dr. R. Goetz is president, board of directors. Action April 19.

- Lima, Ohio.—Tri-County Broadcasting Co. Seeks 90.5 MHz, 1 kW. P.O. address: 3300 South Main Street, Lima, Ohio 45805. Estimated construction cost $43,019; first-year operating cost $16,000; revenue $25,000. Principals: R. Goetz (40%); Dr. R. Goetz is president of Lima Broadcasting Co., and sole owner of WYMK-AM FM.”

- Columbus, Ohio.—Ohio Broadcasting Co. Seeks 90.6 MHz, 1 kW. P.O. address: 1600 Greenway Center, Columbus 43212. Estimated construction cost $37,140; first-year operating cost $500; revenue none. Principals: R. Goetz, et al. Dr. R. Goetz is president, board of directors. Action April 19.

- Bowling Green, Kentucky—Daily News Broadcasting Co. Seeks 90.7 MHz, 1 kW. P.O. address: 904 College Street, Bowling Green, Ky. Estimated construction cost $57,735; first-year operating cost $30,000; revenue $33,000. Principals: J. R. Gaines (40.2%); Mr. J. J. Gaines (33.1%); Mr. McPherson is partner in ownership of Park City Daily News in Bowling Green. They are in ownership of WKCT (AM) Bowling Green. Action April 19.

- Pineville, Ky.—FCC waived mileage separation requirements of rules and an amendment to application of John O. McPherson for new FM station to specify channel 792. His amendment to be considered at hearing date of April 19.

- Van Wert, Ohio.—Radio Station WJMO, Inc. Seeks 1370 kHz, 1,000 watts, 1 kW, 4.5, unlimited time. Action April 19.

- Fort Worth, Tex.—The University of the Evangelical Lutheran Church. Seeks 88.7 MHz, 5 kw. P.O. address: 1100, South Kiowa Street, Fort Worth, Tex. Estimated construction cost $2,328; first-year operating cost $750; revenue $1,460. Princials: Mr. Roper is sole owner of WYMK (AM). Manning April 19.

- Atlanta, Ga.—KALT-FM Inc. Seeks 99.3 MHz, 3 kw. HAAT 175.15 ft. P.O. address: Box 289, Atlanta, Ga. 30301. Estimated construction cost $30,807; first-year operating cost $10,000; revenue $9,807. Principals: Mr. David A. Wormack Jr. (15%); Mrs. Thelma Jeanne Wright (15%); David A. Wormack Sr. (70%). David Wormack senior is manager and part owner of KALT (AM). Atlanta. David A. Wormack junior is sales manager of KALT FM and is employed by KALT. Wormack senior is owner of Womack Broadcasting Inc. in Texarkana, Tex. He is also 63% owner of KALT. Action April 19.

- St. Petersburg, Fla.—FCC dismissed applications of Southern Keswick Inc. (WQBN (AM/FM)), for new FM in St. Petersburg and for assignment of license of WGBN to Semit Corp., and Ketwick's application for minor changes in WGBN returned as unacceptable for filing. Action April 19.

- Boiling Green, Kentucky—Daily News Broadcasting Co. Seeks 90.7 MHz, 1 kw. P.O. address: 904 College Street, Bowling Green, Ky. Estimated construction cost $57,735; first-year operating cost $30,000; revenue $33,000. Principals: J. R. Gaines (40.2%); Mr. J. J. Gaines (33.1%); Mr. McPherson is partner in ownership of Park City Daily News in Bowling Green. They are in ownership of WKCT (AM) Bowling Green. Action March 29.

- Pineville, Ky.—FCC waived mileage separation requirements of rules and an amendment to application of John O. McPherson for new FM in Pineville to specify channel 792. His amendment to be considered at hearing date of April 19.

- Other action

-_actions on motions
- Hearing Examiner Basil P. Cooper in Waseca, Minn. (Melvin Pulley and KOWO Inc.), FM proceeding. Action April 19.

- Chief Hearing Examiner Arthur A. Gladstone in Bloomington and Settling Grove, both Pennsylvania (Broadcasting Bureau). Action April 19.

- Chief Hearing Examiner Albert A. Gladstone in Columbus, Ohio (Broadcasting Bureau). Action April 19.

- Chief Hearing Examiner Arthur A. Gladstone in Waseca, Minn. (Melvin Pulley and KOWO Inc.), FM proceeding. Action April 19.

- Chief Hearing Examiner Arthur A. Gladstone in Bloomington and Settling Grove, both Pennsylvania (Broadcasting Bureau). Action April 19.

- Chief Hearing Examiner Arthur A. Gladstone in Columbus, Ohio (Broadcasting Bureau). Action April 19.

- Chief Hearing Examiner Albert A. Gladstone in Bloomington and Settling Grove, both Pennsylvania (Broadcasting Bureau). Action April 19.

- Actions on motions
- Hearing Examiner David I. Kraushaar in Piqua, Ill. (Tung Broadcasting Co. and Andras Calandria). FM proceeding, granted motion by Andras Calandria to extend that record be kept in open status and all previous deadlines are cancelled; set hearing date of May 7 and hearing date of May 16. Action April 19.


PUBLIC RELATIONS/CONTACTS

Public Relations/Contacts is a regular feature of Broadcasting, The Businessweekly of Television & Radio, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

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615 MNB Bldg., Cedar Rapids, Iowa 52401
(319) 365-0102

The Swinders

An exciting 5-minute dramatized Radio series based on cases from the FBI, Postal Service, IRS, etc. of swindles and con games.

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Western Communications, Inc.
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Company ____________________________________________
Address ____________________________________________

Bradford, New York 14815
(716) 993-2400

Radio • Television • CATV • Public Relations/Contacts
South Jones Broadcasters Inc.), FM proceeding, granted license by South Jones Broadcasters Inc. to leave for amendment in certain financial statements, submitted an action to South Jones Broadcasters Inc. to leave for amendment in certain financial statements, upon leave to amend (Docs. 19415-16). Action April 7.

**Hearing Examiner Isadore A. Hontig in Rochester and New York (Albany Broadcasting Co., et al.), FM proceeding, granted request by Hearing Examiner Isadore A. Hontig in Rochester and New York (Albany Broadcasting Co., et al.), to file an amended motion to file a motion to file a motion to file an amended motion to file a motion to file an amended motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to file a motion to 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Radio Help Wanted Management

Assistant manager in small market. Must be strong on sales, and promotion. Attractive employee benefits. Send resume. Send tape and photo to: Address replies: Box 6-E, BROADCASTING.

Young family man for operations manager of FM stereo in midwest small market. Must have good sales record, top quality announcing and production ability and preferably experience with automation equipment. Send tape, photograph and complete resume. Box E-33, BROADCASTING.

Looking for a pro interested in improving himself with station in fastest growing county in New York State. Need resume and sales record. Box E-64, BROADCASTING.

Wanted—sales oriented, repeat, sales oriented general manager. Top quality FM outlet. Must have a minimum of 10 years recent experience with modern facilities. Send references to WYAF, Box 431B, Charleston, W. Va. 25304.

Sales

Salesman: Sell small competitive Georgia market...—announcer—only if necessary. Idea man with experience only. Write Box E-20, BROADCASTING.

Salesman needed in growing Florida market. Must have small market experience. Aggressive. Write or call WESY, P.O. Box 2297 or 305-636-4111. Cocoa, Florida.

Sales manager needed for modern C&W to replace present manager. Must have at least five years county counts plus hard work should earn you $15,000 first year. References will be checked. Write or call WHIT Radio, New Bern, N.C. 919-637-4450.

The new "rock" of Harrisburg needs several young and aggressive heavy-hitters. If you've reached your potential in a smaller market in or around central Pennsylvania and want bigger and better horizons, join our contemporary group operation. Call or send resume to: Robert J. Abernathy, General Sales Manager, WBJO, 31 N. 2nd St., Harrisburg, Pa. 17101, (717) 233-6571.

Opening for advertising salesman approximately June 15. Must have car, typing necessary. Previous experience essential for promotion. Box E-35. Apply by letter with references. Personal interview necessary. WQHG, 82 John Street, Kingston, New York 12401.

Excellent opportunity—established AM and FM station. Salary, bonus. Extensive sales record. WRFL, Murcia, Ind. 47002 or phone Jack Craig, 317-288-6403.

Four more hard working salesmen needed at WQRY Radio, Grayling, Michigan. Graduates of BRASS preferred. Contact Jim Sylvester, President & General Manager, at 517-343-6181.

Announcers

Clear channel midwestern station—$21 in market—has immediate and excellent opening for good announcer/salesman. Protected account list will assure you maximum opportunity for good combined sales/announcership. Send resume, all tapes and particulars to Box D-194, BROADCASTING. We repeat—this is an excellent opportunity.

Modern country jock thoroughly experienced and knowledgeable in both country music and good radio. Prefer light variety but not a straight country market. Send tape, resume to Box E-47, BROADCASTING.

AM TV in small city mid Atlantic state looking for a versatile experienced 1st phone announcer. 3-hour MOR board shift plus TV weather and sports opportunity. Need immediately. Send air check, resume and salary requirements. Box E-67, BROADCASTING. Equal opportunity employer.

Christian programed station needs experienced announcer-program director. Must have strong background in religious programming and interested in keeping sound of station fresh and alive. Contact: Dick Bolt, KCCV #43 Blue Ridge Center, Kansas City, Mo. 64133.

News

Payable in advance. Check or money order only.
Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirmation.

Announcers continued

First phone, C&W, big voice, production. Auburn-Osopiska, All-Stars. Inquire immediately. Excellent opening for good announcer/salesman. Contact: Carl Brenner, WBMD, Baltimore, Maryland 21206 or call (301) 485-2400.

Want an exciting new challenge in a progressive station? We have an immediate opening for a dynamic morning announcer. You must be a top talent, and be able to work with the latest equipment. Send tape, resume, photo to Carl Brenner, WBMD, Baltimore, Maryland 21206 or call (301) 485-2400.

National network opportunity for country music pro with ability to sell on and off air. Top potential for ambitious, knowledgeable personality. Send tape, resume, photo to Carl Brenner, WBMD, Baltimore, Maryland 21206 or call (301) 485-2400.

Middle opening for experienced MOR DJ with first phone for leading station. Tape and resume to WSBN, New Bedford, Mass. 02740.

Night rock jock—7—mid-market medium—first phone for production background. Immediate, resume, salary requirement to Chace Harris, WCLS, Columbus, Georgia 31902.

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Must have experience in opportunity in dynamic area. Send tape, including production spots and resume to: Bill Taylor, Program Director, WDBO, P.O. Drawer 383, Orlando, Florida 32802.

Classical music announcer, WFMF, Chicago seeks person who knows and can announce fine arts programming, sound of fine forward classical, personality, with dexterity to handle board. Equal opportunity employment. Starting salary in excess of $10,000. Send tape, returnable tape and resume by May 10 to Norman Pellegrini, WFMF, 500 N. Michigan Ave., Chicago, Ill. 60611.

Central S.C. station is seeking applications for announcers in expanding operation. Send tape and resume to Ted Rittenour, WNHI AM/FM, P.O. Drawer W, Georgetown, S.C. 29440.

If you're looking for an opportunity to entertain your audience, and work in the beautiful north country, call or write Mark Lee, WOTT, Watertown, New York. First preference.

If you think it's time to move up to larger market, you can handle a #1 rated shift, can do a top commercial, know mod-country music ... you're the man we're looking for. Send tape, resume to WACL, Peoria, Illinois 61604.

Top DJ with large market experience. First phone desired but not required. Not MOR—top 40, not scream top 40 but able to turn moving blend in between. Call Tom Bell, 703-534-9625.

Wanted immediately... announcer-salesmen-1st for No. 2 man at a very good operation. Above average salary & commission. Call Myr. 314-868-8777. No collect.

Technical

Chief engineer for stable direction. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

Chief engineer—Wanted by progressive AM. Preferably, a combo man who can handle small announce shift and take full responsibility for maintenance of studio and transmitter. Excellent working conditions. Good compensation and fringe benefits. Wonderful area in which to live. Resumes to Box 151, Anderson, Indiana 46015.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 903-538-9597.

Chief engineer for growing medium market. Good voice for limited production helpful. Opportunity to grow. Excellent salary and benefits. Send to Manager, P.O. Box 2090, Casper, Wyoming 82601.

Chief engineer for growing medium market. Good voice for limited production helpful. Opportunity to grow. Excellent salary and benefits. Send to Manager, P.O. Box 2090, Casper, Wyoming 82601.

News continued

Chicago area heavy news station seeks several excellent anchors. Be ready to tape, resume and salary. Salary commensurate with ability. Box E-15, BROADCASTING.

Wanted: News director for better station in smaller market. Must be able to rewrite wire service copy, conduct interviews, and prepare local publics. Send resume and resume to: Buddy Deane, KOTN, Broadcast House, 920 Commerce Road, Pine Bluff, Arkansas 71601.

Want seasoned news director for central Illinois metro area. Sincere, hard working full time, experienced only. You must be willing to make this news department the best in an eight station market and become a part of this great community. Good voice and production ability with production experience necessary—a must. Adult 5000 watt station. W5IV, B 28 S. 4th St., Pekin, Ill. 309-367-3174.

News director for rock station. For future expansion. No beginners. Good in studio and stage. Experience, tape and resume to: News Director, WYSU, Bloomington, Ill. An equal opportunity.

Newswoman for large market R & R Station. Heavy on public affairs and contact with top public officials in nation's Capitol. Call Joe Selvo, 703-533-3237.

Programing, Production, Others

Your copy sells! You turn it out quickly, allowing more time for creative production. You organize well and make deadlines. You're underpaid! You will get up to $550 starting. Medium market, Midwest. Excellent opportunity. Resume, tape and resume first reply. Box D-424, BROADCASTING.

P.O./production for Mod C&W. Only professionals need apply as the responsibility is great... but so are the benefits. Send tape, air check, production to Box E-4, BROADCASTING.

Major market rock station looking for good voiced production coordinator. Writing ability a must. If you're an intelligent pro, send a tape and resume to Box E-32, BROADCASTING.


Christian programed station needs experienced announcer-program director. Must have strong background in production. Must be mature selfstarter interested in deepening knowledge and experience alive. Contacts: Dick Bolt, KCCV #43 Blue Ridge Center, Kansas City, Mo. 64133.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WBSO, P.O. Box 1833, Orlando, Florida 32802.

Growing department of Mass Communications needs additional faculty member with specialty in Journalism—Production. Would also be able to teach beginning communication theory courses. Required: M.A. completion, several years field experience, some teaching experience. All interested should write that in your last two years in broadcasting will be favored. Salary expected to be in the $20,000 per year range. College degree is an affirmative action employer that encourages ethnic, minority and women candidates. Contact George Rogers, Mass Communications Department, Chico State College, Chico, California 95926, (916) 345-6355.

Situations Wanted, Managed

General manager. All the ingredients of sales, programing, promotion and planning skills to build ratings and revenue. 20 years practical broadcast experience. Manager of top 10 in key market. Consider stock purchase and/or option plus management interest and skills on referendum. Send Box D-187, BROADCASTING.

Gold mine running out? You may have the wrong map! Let me provide you a new one Box D-225, BROADCASTING.
Management continued

Young professional broadcaster seeks management position in southwestern U.S. Solid experience in all phases of studio and sales management. Studies audio engineering, communication, and business. Looking for position that will allow me to apply my skills and experiences in broadcasting. 3 years experience, strong sales and management skills. Work with excellent references. Box E-79, BROADCASTING.

Experienced professional seeks station earmarked for major market with major market transcriptionist. area. Experience in audio, voice acting, and sales. Willing to relocate. Job experience includes; ABC, NBC, CBS, and Fox Networks. Excellent production skills. 2 years experience as audio engineer. 5 years experience in radio and television. Please write Box E-33, BROADCASTING.

Management pro, experienced with sales and station management. Successful manager in marketing and sales. Currently in sales management position. Seeking new opportunity. 10 years sales experience. Box E-35, BROADCASTING.

Announcers continued

Young, dynamic DJ, newsman needs work. Third phone, tight board, creative, responsible, aggressive, salesperson. Thankful for all replies. Box E-10, BROADCASTING.

Announcer/newsman at 21' station in top 35 markets wants to relocate to west coast or east coast. Any size market will be replied. Box E-15, BROADCASTING.

Announcer with experience on better than 15 major market stations. Interested in location with better climates, reasonable salary, and opportunity for growth. Box E-23, BROADCASTING.

Announce our station! (Most-C.W.) top ratings (Pulse) good pipes, humor, wit (first phone). Box E-41, BROADCASTING.

Don't have good voice...but do have good personality. 3 years experience. In charge of personality commercials. Box E-59, BROADCASTING.

Attention! Northern California announcer looking for position in the San Francisco-Oakland area. Hello, name is John Smith. I have 7 years experience in radio and television. I am a hard worker, reliable, and dedicated. Please contact me at 415-123-4567.

Radio announcers needed for[]

Attention: Creative, energetic, professional announcer with 10 years experience seeking a new opportunity. Must have excellent writing and speaking skills. Box E-67, BROADCASTING.

Technical

Chief Engineer available immediately. I love broadcasting and small towns. Box E-23, BROADCASTING.

Experienced chief or transmitter engineer available immediately. Great references. Box E-24, BROADCASTING.

Bright young college student with 1st class license looking for summer employment, may relocate during summer. Contact: Larry Freeman, 500-0761, 209 College Dr., Bayside, N.Y. 11364.

First phone, age 45, presently working N.Y.C. AM/FM as studio/transmitter engineer, seeks to supple-"**Summer replacement announcer.**

"**Summer replacement announcer.** First phone. Experience-WNUR Radio, News reporter/ anchor. WSU-WSU-TV, Chicago, Production Dept., WSUS-TV Chicago, News writer/editor, PA. Pro-trained voice. Will work any hours. Box E-12, BROADCASTING.

"**Summer replacement announcer.** Fills your vacancy with some good old fashion talent Box E-8, BROADCASTING.

College grad. Experienced. Specializes in progressive rock, easy listening; college radio. Has done and will do the top 40. MOO talk-mellow voice excellent. Box E-26, BROADCASTING.

First phone, three years experience. Interested in progressive college radio. Will adjust to any format. Box E-24, BROADCASTING.

J.D., tight board, good news, commercials, 3rd phone. Box D-176, BROADCASTING.

Experienced black announcer, production man and program dir. 4. News. Looking for position with good growth possibility. Knowledgeable in all formats. 9 yrs. experience, looking for chance to work without hassles. Interested in gen/mkt or 1X stations preferably. Contact R.J.C., Box D-189, BROADCASTING.

Announcer with 5 years experience with large television stations. Skilled in all aspects of on-camera work. Box D-192, BROADCASTING.

Miami and surrounding areas, full time announcer. Male 20s MOR-net announcing—local news. Want to settle in Fla. with station that likes to be friendly to its employees. Box D-269, BROADCASTING.

First phone MOR announcer/newsman. 36, three years experience. Prefer south Florida. Box D-270, BROADCASTING.

Announcer, 24, from N.Y. suburban radio, looking for position in Colorado. Knowledgeable in MOR, contemporary, remote tiles, other talk. Tapes available. Box D-272, BROADCASTING.

Play by play hockey announcer available. Seven years experience. Tapes available. Will relocate. Box D-276, BROADCASTING.


Black DJ, experienced proven market results, 3rd, sales. Let's talk. Relocate immediately! Box E-6, BROADCASTING.

Announcers continued

College graduate. Experienced. Specializes in progressive rock, easy listening, college radio. Has done and will do the top 40. MOO talk-mellow voice excellent. Box E-26, BROADCASTING.

First phone, three years experience. Interested in progressive college radio. Will adjust to any format. Box E-24, BROADCASTING.

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First phone MOR announcer/newsman. 36, three years experience. Prefer south Florida. Box D-270, BROADCASTING.


Play by play hockey announcer available. Seven years experience. Tapes available. Will relocate. Box D-276, BROADCASTING.

News continued

Sport director, PBP, talk show, college graduate, available now 10 years experience. Box D-273, BROADCASTING.

Objectivity is a bore. Major market pro grows naus- eous feeling objective claptrap to nonlisteners. Must speak his mind, walk in mic,4 spraying, Intelligent, honest, angry. Tidman management need not reply. Black not for me. Send resume to First phone, to my first job. Cable or write, Gene Vito, 118 Dawson St., Kane, Penna. 18735.

Spectrally trained broadcast engineer wants position anywhere and $35,000 fan of all sports with great background and knowledge of all, BBA degree, 3rd degree, broadcast school student. William L. Blackman, Jr., 5818 Mayo Court, Springfield, Va. 22150.

June grad anxious to work for you in news/sports. Two years experience, for tape, resume, writing examples: Bill Oakes, 11-32 Ross-Ade, West Lafayette, Indiana 47906.

Production, Programming, Others

Programmer—automation specialist. Major market experience. Looking for medium to major chain opportunity. If you are willing to consider automation as a tool for better quality news, rather than as a substitute for it, contact Box D-221, BROADCASTING.

Successful programmer now personality/music director in top twenty-five market looking for program direc- torship in major market or management in smaller market. Preferably in southeast. Rock or up- tempo music. Box E-2, BROADCASTING.

Major market programming experience. Eager to find rock or modern-MO that's on a totally professional basis. I have the ideas and the ability to handle people. First ticket now in through broadcast experi- ence, Box E-5, BROADCASTING.

East coast program-sports director, talkmaster wants similar position midwest or west. Twenty year major college/college grad experience. Excellent personality, ex- cellent personal and professional references. Box E-53, BROADCASTING.

Director position wanted. Six years experience pro- duction, direction, filming. Box E-57, BROADCASTING.

Experienced (manager, announcer, news, FCC renew- als), MA in broadcasting, looking to settle. Box E-63, BROADCASTING.

Talent ability, experience, first phone. Box E-70, BROADCASTING.

Black program looking, 919-483-6530.

Television Help Wanted

Management

Assistant Commercial manager with proven ability for VHF in beautiful growing Gulf Coast city. Box D-226, BROADCASTING.

Commercial manager with administrative ability and good track record for VHF in good southwest market. Box D-227, BROADCASTING.

TV sales manager. Management ability more important than experience. Exceptional opportunity for young, aggressive salesmen ready to move up. Major mar- ket, $50,000 plus excellent incentive. Send confidential resume to our management consultant. Ron Curtis & Company, 30th Floor Plaza, 5725 East River Road, Chicago, Illinois 60611.

Sales

VHF network affiliate, southeastern market, looking for strong, experienced account executive. Salary, commission, active account list and exceptional company benefits for the right man. Please send complete resume immediately to career-minded opportunity employer. Box D-220, BROADCASTING.

Technical

Chief engineer with excellent technical qualifications and broad experience for Texas VHF. Box D-228, BROADCASTING.

South Texas station needs experienced transmitter engineer, with first class license. Box D-229, BROADCASTING.

Chief engineer, independent station. Top ten market. Box E-35, BROADCASTING.

TV engineers, strong maintenance background on VHF's. Also transmitter engineer for G.E. UHF transmitter, 1st class FCC license required. Send resume to Chief Engineer, Box E-47, 88 West Peachtree St., N.W., Atlanta, Georgia 30309.

News

Wanted combination anchorman/news director for a Cable production company. Experience in administering news staff, shooting and editing film, writing and compiling newscasts. Send complete resume—references and at least five-minute low band tape to Box D-178, BROADCASTING.

Major midwest CBS affiliate seeks experienced news- man as reporter with back up anchorman potential. Must have strong news personality and enthusiasm. Send tape and resume to Box E-66, BROADCASTING.

We need one young, experienced, energetic, and hard working news woman to write and deliver tele- vision newscasts. Send VTR end resume to Mark Pierce, WKEF-TV, 1731 Soldiers Home Road, Dayton, Ohio 45410.

Television anchorman...northern Michigan...small university town. Beautiful hunting, fishing, ski- ing, skiing. Must be on Lake Superior. Previous radio or TV required. Must be able to write and handle field assignments as well. Present anchorman pro- moted, must have excellent five- minute tape. Box WLUIC TV, P.O. Box 460, Marquette, Michigan 49855, 476-4161. A post station.

Programing, Production, Others

Florida major market network affiliate needs experi- enced traffic assistant. Send resume and an experi- enced billing supervisor. Come work with us in exciting area as a part of a dynamic station. An equal opportunity employer. Box E-43, BROAD- CASTING.

Solutions Wanted, Management

General manager, station manager. 19 years in TV, 9 years management. Consider any size market, Solid family man, currently self employed but not happy. Wish to return to TV. Box D-274, BROADCASTING.

Profit and cost conscious general manager of West coast station. Seeks new challenge. Box E-45, BROAD- CASTING.

Available immediately. National regional sales man- ager—15 years sales background, construction experience. $171, averaged 32 percent increase on one station and 48 percent on another. Contact: Pat McCue, P.O. Box 683, Tyler, Texas 75701. Call (214) 592-6580.

ATTEN: Idaho, Montana, Utah, Wyoming, Colorado, Nevada. Television, radio owners or executive man- agement corporations. Would like to be your No. 1 man. Aggressive, knowledgeable, sales and program orient- ated. Financially stable with good character references. Am 42, with 21 years in all phases of radio, Tele- vision, and agency management. Desire challenge, opportunity, in any market in the intermountain west. Prefer TV including local cable operations. Would like to move within next few months. Write Box D-216, BROADCASTING.

Sales, sales manager in south. Excellent record. Pro- fessional appearance, excellent background. Send exper- ienced credentials on request. Box D-259, BROAD- CASTING.

Announcers

Talent, ability, experience, first phone. Box E-71, BROADCASTING.

Technical

Experienced switcher, audio, VTR—1st phone. Prefer switching. Box D-164, BROADCASTING.

Engineer, experienced. Available. Box D-206, BROADCASTING.

Chief—experienced AM-FM some TV, $225.00 minimum weekly. Box D-214, BROADCASTING.

Northwest Regional Sales Manager. Chairperson TV transmitter preferred. Box E-11, BROADCASTING.

VTR maintenance man or technical director available immediately. Box E-24, BROADCASTING.

First phone highly skilled production engineer, broadcast. Box E-90, BROADCASTING.

Experienced engineer. 11 years in broadcasting. Build, operate or maintain your system. Any location. Ken Knecht, Box 39, Clintondale, N.Y. 12515.

Situations Wanted News

Returning veteran with five years radio and tele- vision announcing experience. Proven newscast, special events, and public relations. Broadcast specialist in military. Box D-210, BROADCASTING.


Rare bird for sale—TV/radio newcomer, currently en- chamor in top ten market, where I've doubted TV ratings in the past. Always looking for most exciting, most exciting market, which ever seems to be the final destination. Box E-256, BROADCASTING.

Meteorologist—AMS professional. MS degree. Strong college background in TV. Box D-362, BROAD- CASTING.

A popular weather show with a distinct difference. Writing and staff announcing, too. And over ten years success in children's programming. Solid experi- ence in each area. Currently working, but wish children's shows in a different area. Send resume to Bob. Box E-3, BROADCASTING.

Feature reporter with 7 years experience in TV and radio news wants position at major market station on west coast or northern east coast. Reply Box E-3, BROADCASTING.

June grad in TV/radio with extensive background in print news and photography desires newsroom slot. Anywhere within continental U.S. Box E-19, BROAD- CASTING.

Television writer/director seeks TV news, 3 years experience, some on camera anchor experience. Know technical end including 16 MM. Box E-22, BROAD- CASTING.

News producer with number one rated station seeking similar position in top 50 market. 5 years TV experience in spot news and documentary filming, public affairs and evening news. Excellent reel and VTR available on request. Box E-25, BROAD- CASTING.

CATV experienced, news anchor, play-by-play sports, strong writer/ate scene reporter, B.A. Television/Communications. Will relocate. Box E-40, BROADCASTING.

Conscientious black woman, BS marketing, Position TV news. Will relocate. Sheila Stewart, 509 N. Hester, Stillwater, Oklahoma.

Programing, Production, Others

Producer/director, 22, single, BA R/T. Willing to relocate. Personal interview at my expense. Box D-242, BROADCASTING.

Take a gamble you won't be sorry. Young radio person desires break into television. Personable, dedicated, Will relocate. Box D-261, BROADCASTING.

Producer/director: for network, large group, or big market station; responsible position preferably work- ing with a team unit; to produce news-type pro- gramming the result of an event, issue or situation. Practice constant high standards of qual- ity in reporting, direction and planning, and must possess real desire and vitality to produce quality programs. Box D-280, BROADCASTING.

Sports director with number one ratings in 3 station market. Excellent background, looking for better opportunity. Box E-12, BROADCASTING.
Television Situations Wanted

Programing, Production, Others continued

Hire a vet—production manager—broadcast background including production, production engineering, station management, etc., with outstanding new business qualifications. Color commercial and ETV. Let’s get together! Box 32-26, BROADCASTING.

Producer/director needed? Need an imagineer? Need me? Box E-28, BROADCASTING.

CATV production. Experienced in low-budget remote and access programming. Box E-30, BROADCASTING.

High-energy program manager with excellent background in all phases of broadcasting. Seeks parallel or upward move in more aggressive company. Box E-37, BROADCASTING.

M.S. in TV production, need 1st break, take anything, 24 and 7, call for location. Can relocate easily. Ed Steinmann, 144 Orchard St., Des Plains, Ill. 60018 (312-824-0625).

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM. Have cash to buy. Guaranteed Radio Supply Corp., 1314 Turbine St., Laredo, Texas 78040.

Need UHF television transmitter, Prefer 30 kw RCA type RCA-HQA. What have you? Box D-147, BROADCASTING.

Wanted Gates S101 spool tape machines. Must be working. Call or write J. Ciehe, General Manager, Stouffer Denver Inn, 3203 Quebec St., Denver, Colo. 80207, (303) 321-3333.

Good traditional sacred music records wanted for Christian Radio station. Box E-56, BROADCASTING.


For Sale Equipment


2. Scala antennas PR 450 never used, both for $325.00. Box D-208, BROADCASTING.

Teac 7030, 1 year old, 5½ track rec, 4½-5½ track play—stereo excellent condition for home recording $450.00. C. L. Eaton, 110 North 2nd W., Las Vegas, Nev. 89040.


Surplus RCA and Ampex floppy head video heads. New transistorized color processor for Ampex VTR. Ampex BC-200-1 1/4 inch 1000 line camera including shipping case, zoom. VR 1000 VTR complete. All items excellent condition. Inspection invited. Write, Korex, Box 375, Glendale, California 91201.

RCA model BTF-160—10,000 watt monaural FM transmitter, 96.9 MHz. Nice condition. Gates Division, Harris Intertype Corporation, 123 Hampton Street, Quincy, Illinois 60042.

Ampex 1000B VTR modified for IO band color, electronic edition, processing section, Teletron waveform monitor, 30 used 1 hr & 5 hr to 2 tape systems. 2 RCA TK41 IO color cameras with solid state prisms and all associated equipment and cable, 30 used color IO tubes, normal lens complement. 2 Houston-Feasal platen cameras, 3 GE B&W IO cameras model PC 11 with normal lens complement plus 3 200 mm telephoto lenses. 30 RCA S580 used IO tubes, 1000′ new B&W camera cable, 2 Gates level davids, priced for quick sale to Educational Institutions, Cablecasters, Broadcasters. Call 212-467-0300, Chairman Dept V, Columbia College.

New Ampex Q-mat AG-101 recorder $100.00. Four AG-105 playback units $50.00 each. Prestoatell butt splicer with four boxes units. Excellent $150.00. Pair Mooviola RH-2 differential rewinders. Excellent $300.00. JR. S. Wolfe, 623 N.E. 18th, Oklahoma City 405-524-4039.

FOR SALE Equipment continued

Using audio gear—McCarta Deck, $55; Ampex mat system of 2 cameras/playback units, degauger, 50 sets and instruction/can book, $165; Ampex mono mic-cass, ideal for portable news use, $65; Welden-Log 2-inch portable tape, $45; Welden 3-speed stereo tape portable, $65; Welden stereo casse deck, $75—all sold "as is", money working, St. Louis, D. C. from David Green Broadcast Consultants Corporation (212) 970-8216 Hardy, McClellan, Green 21210—703/821-660.

One step for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8057, Pensacola, Florida 32505.


MISCELLANEOUS

De salyt 11,000 classified gag lines, $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95358.

Prisel Prisel Prisel! National brands for promotions, contests, programming. No barter, or trade better! For fantastic deal, write or phone: Tele- vision & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog of everything for the deal! Comedy scripts, archetypes, 300 TV and radio shows, FCC tests, more. Write: Command, Box 26348, San Francisco 94126.


Nixon-in-Russia, etc.: Looking for coverage—with your tag? Phone Jan 202-332-2535.

Have important message for Harry Harkin, formerly of Atlanta, Georgia. This can mean money. Need to contact right away. Box E-49, BROADCASTING.

100 different factory fresh rock 45's: $7.25; Top la- bels, artists, complete. Satisfaction guaranteed. J.A.S.O., P.O. Box 403, Queens, N.Y. 11137.

Art Services exclusively for television & audiovisuals. Write Video-Art, 1301 N. Rampart, New Orleans, La. 70116.

Automation broadcasters! Need some custom programing at yesterday's prices? Or—looking for some off-the-shelf programing? How about 75 hours for as little as $75.00, C.B. Studios, 3431 Beresford Avenue, Belmont, California 94002.

You've seen our ads but haven't gotten around to writing yet? Call us collect, we'll pay for it. Just mention BROADCASTING. International Informational Consultants, Inc., 915 W. Sunrise Boulevard, Fort Lauderdale, Florida 33311.

DJ comedy course. Key image, ton weapons, listener's two worlds. $15.95 U.S. No COD. Money back guarantee. $3 overseas air mail. California 5% sales tax. DeCarli. Dept. B, P.O. Box 3616, Dublin, California 94566.

Instructions continued

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your own job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. Bill. Be a real engineering executive, see complete brochure. Grantham School of Engineering, 1500 North Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks, be prepared to take the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. General Radio Schools in Dallas** [19503] Inwood Rd. 357-4001.

Elkins in Fr. Worth, 1705 W 7th St.

Elkins in Houston***, 3158 Travis.

Elkins in San Antonio**, 503 S. Main.


Elkins in Harvard, 800 Silver Lane.


Complete home study course for 1st phone, $75.00 total. It works! Guaranteed. Academy of Radio and Television, 1120 State Street, BETTENDORF, Iowa 52722. (319) 355-1165.

Are you interested in a professional announcing career in radio? Then enter America's most unique and prac- tical broadcasting school. Apply now for the scheme of Broadcast Training in Arizona, New Mexico. Three month training on two commercial radio stations... KSWP—AM and KSWP-FM Station, program specialists. First three months actual commercial broadcasting experience that really counts when you apply for your first time radio job. Third class radio telephone license with broadcast endorsement... you needed at many radio stations for employment as a disc jockey. Room and board available... placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education. Classes begin June 1st and Sept. 4, 1972. Enroll Now! Write, Orrin, Manager. School of Broadcast Training, 317 West Quay, Ailes, New Mexico 88019. Telephone 505-746-2751 for reservations.

Broadcasting May 1 72
Need 1st phone fast? Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans' Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our new intensive Theory Course will begin June 19, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, MO 2-2881.

Radio Help Wanted Sales

PRODUCER—NATIONALROADCASTING

CBI—unique broadcast-only Agency, largest of its kind in the U.S.—continues to grow, with billings ahead 93% during the past 32 months. CBI needs a creative Production Manager to take charge in our new modern recording studios. Qualifications are:

* Solid Commercial production experience, including board operation and tape editing.
* High quality commercial announcing experience and style.
* Special ability to ad /js commercials from fact sheets (for preliminary presentation to clients).
* Managerial capabilities to coordinate large volume recording operation.

The man we are looking for is probably now employed in similar work at a heavy local-sports oriented station. Fine starting salary plus incentives plus college benefits. You'll grow as we continue to grow. Some commercial writing ability useful. No live air work. Midwesterner preferred.

Please send tape and full details, and tell us why you are especially qualified for this key position.

Lawrence J. Gutter, Pres.
Chicagoland Broadcasters, Inc.
2540 W. Peterson Ave.
Chicago, Illinois
FOR BEST RESULTS YOU CAN'T TOP A CLASSIFIED AD IN Broadcasting

FOR SALE Stations continued

STATIONS FOR SALE

1. NORTHEAST. Major market. AM-FM. $335,000. Terms.
2. MIDWEST. AM-FM. Profitable. Exclusive to market. $475,500. Terms.
3. SOUTHEAST. AM-FM. Includes valuable real estate. $150,000.
4. ARIZONA. AM-FM. Excellent cash flow. $255,000. Terms.

Jack L. Stoll and ASSOCIATES
6430 Sunset Blvd., Suite 1113
Los Angeles, California 90028
Area Code 213-348-7279

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
(212) 265-3430

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067
1601 Ave. of the Stars
Century City, Suite 501
213/277-1567
Wash., D.C. 20006
1725 Eye ST, N.W.
Suite 714
202/223-1553

E Small AM/FM $145M Nego. E Small Day $225M 29%
NY Small Fulltime 107M Sold Fia. Small Fulltime 65M Cash
SE Sub Fulltime 1,000M Cash W Metro FM 110M Terms
E Medium Day 150M Nego. E Metro Day 275M 29%
MW Major Fulltime 2,500M Cash MW Major FM 700M Nego.

(Continued from page 68)


□ KFIR(AM) Sweet Home, Ore.—Seeks assignment of license from Sanjiam Broadcasting Inc. to KFIR Inc. for $110,000. Sellers: Kenneth S. Groves, president, et al. Buyers: Delward L. Jenson (51%) and Richard E. Johnson (49%). Mr. Jenson is employed by Addison-Wesley Publishing Co. in Sunnyvale, Calif. Mr. Johnson is professor at University of New Hampshire, Ann. April 5.

□ KHPA(AM) Aitkin, N.M.—Seeks assignment of license from San Juan Broadcasting Inc. to Interstate Broadcasting Co. for $75,000. Sellers: Louis C. Erik, president; et al. Buyers: Nicholas J. Lasio (56%) and Marvin Lewis (50%). Mr. Lasio is sole owner of accounting firm. He is also sole owner of travel agency and half-owner of passenger agents service. Mr. Lewis is marketing director of Lease Plan International, leasing company in Purchase, N.Y. Ann. April 3.

□ KEFC(FM) Waco, Tex.—Seeks assignment of license from Center Radio Co. to Joy Broadcasting Inc. for $50,000. Sellers: Delwin W. Morson, president; et al. Buyers: Charles E. Maddux (100%). Mr. Maddux has farm in Hewitt, Tex. He is also 5% owner of Maddux Agricultural Supply Co., Hewitt and 33 1/3% owner of Maddux Oil Co. in Hewitt. Ann. April 3.

Actions

□ WAAA(AM) Winston-Salem, N.C.—Broadcast Bureau granted assignment of license from Larry Associates Inc. to Media Broadcasting Corp. for $200,000. Sellers: Charles R. Daly, vice president; et al. Buyers: Robert B. Brown (100%). Mr. Brown is sole owner of Associated Broadcasting Corp. in Spartanburg, S.C. He is also sole owner of Greater Golf Corp., real estate, mortgages and leasing firm in Gainesville, Fla. Action April 12.

□ WAAA-FM Winston-Salem, N.C.—Broadcast Bureau granted assignment of license from WAAA-FM Inc. to Golden Circle Broadcasting Corp. for $100,000. Sellers: Charles R. Daly, vice president; et al. Buyers: Robert B. Brown (100%). Mr. Brown's interests have been noted in grant of WAAA(AM). Action April 12.

CATV

Final action

□ Brookhaven, N.Y.—FCC denied petition by Suffolk Cable Corp. for reconsideration of March 30, 1972 action in which New York Telephone Company (N.Y. Telco) was authorized to continue its common carrier CATV channel distribution service in Eagle Estates area of Brookhaven and in convey facilities to Brookhaven Cable TV Inc., its channel service customer (Doc. No. 18623), Action April 19.

Action on motion

□ Hearing Examiner Chester F. Naumowitz Jr. in California, Pa. (Southwest Pennsylvania Cable TV Inc.) CATV proceeding, granted petition by applicants and accepted appearance of Southwest Pennsylvania Cable TV Inc. (Doc. 19464), Action April 20.

Cable actions elsewhere

The following are activities in community-antenna television reported to Broadcasting through April 25. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

□ Placentia, Calif.—City council has awarded 15-year franchise to Cablecom-General of Southern California (owned by multiple-CATV-owner Cablecom General Inc.). City will receive franchise fee of 5% of gross sales.

□ La Salle, Ill.—Television Cable Co. has been awarded franchise. Company will pay city 3% of gross receipts.

□ Aberdeen and Pinehurst, both North Carolina—American Television & Communications Corp. (multiple-CATV-owner) has been awarded franchise.

□ Kingsville, Tex.—Cablecom-General of Corpus Christi (51% owned by multiple-CATV-owner Cablecom General Inc.) has been awarded franchise for 20-channel system. Firm to operate system. Cablecom-General of Kingsville, will pay city $1,500 a year until construction is started and $3,500 annually after service begins. Franchise will provide city with 3% of firm's first $100,000 in gross income, 6% of second $100,000, 7% of third $100,000 and 10% of all gross income over $300,000. Monthly service charge will be $5.35. Initial connection fee, $995, will be waived during construction period.
As ad world’s conscience, Tankersley revives the early rectitudes

A psychologist could make much of Bill Tankersley and his origins:

A grandfather who was a Texas Ranger and who founded a town bearing the family name in the West Texas cotton-and-cattle country, where Mr. Tankersley was born.

A boy raised in the ethos of the frontier, vanishing though it may have been in the immediate post-World War I days.

A man who spent 20 years saying “no” to Hollywood and Madison Avenue program creators. And who, at the age of 54, checked an established, upper-level position with CBS to take on a new career with the Council of Better Business Bureaus—vastly enlarging the potential number of powers he may now say “no” to.

The affinity between his role as corporate conscience and that of his grandfather in the taming of the West is not lost on Mr. Tankersley. Not long ago he noted that someone had called him “the marshal of Black Rock” (a reference to CBS’s New York headquarters building, which is dark granite). He liked that association, he said, because it reminded him of a Matt Dillon comment in one of the early Gunsmoke programs: “It’s a chance job and it makes a man watchful—and a little lonely.”

In Gunsmoke, Mr. Tankersley says, the decisions are simplistic. “The bad guys are clearly identifiable, and they always get the daylight kicked out of them.” But being CBS’s chief censor was a hazier assignment. Mr. Tankersley has said: “Policing network TV is not without compensation for those who enjoy the invigorating sensation of unremitting challenge and debate, or the delights of a daily swim in an acid vat.”

Primarily, Mr. Tankersley says, his CBS job was “keeping my antenna fine-tuned.” For example, driving to work one day from his Long Island home, he heard on his car radio that a boxer, injured the night before in a bout, had died. With the instinctive feeling for the right thing, honed by years by his program-practices duties, he ordered a review of all programs coming up on CBS that day to discover whether any dealt with boxing. Only one did: Red Skelton’s famous impersonation of a punch-drunk fighter, Cauliflower McPugg. Out it went, thus advertising what could have been a gallop of national proportions.

It was not always easy to pull material that Mr. Tankersley found objectionable. As he recalls: “To some of those fellows, balancing a checkbook is considered creative effort.”

The sheer volume of his workload at CBS guaranteed a steady flow of conflict.

William Howard Tankersley, EVP, Council of Better Business Bureaus, b. Jan. 28, 1918, in Tankersley, Tex. San Angelo (Tex.) Junior College, 1938; courses in business administration and in speech at University of Utah and at University of California in Los Angeles. Worked for Miami Copper Co., Miami, Ariz., 1943-44; Tankersley was self-taught in radio; joined CBS, Aug., 1944. Director, program practices, CBS, January 1950; EVP, CBS News, 1965; EVP, CBS West Coast, 1971; EVP, better Business Bureaus. Tankersley is known as the “man who says no” to advertising, often turning down programs that may be offensive to children.

In 1971 he and his 40 “editors” reviewed more than 4,000 program scripts and 23,400 commercials, not to mention sifting through 4,000-odd rough-cut screenings and dozens of feature films and program rehearsals in Hollywood. Additionally, he notes, there were thousands of adjustments ordered (“usually over the wails of protest of indignant producers and stars”) as well as thousands of letters from viewers, each answered personally.

He was moved into his program-practices mentorship in 1955 following the Kefauver hearings on TV and juvenile delinquency—the first of several such studies that only recently led to the surgeon general’s $1-million study of TV violence and children and the mounting attacks on advertising on children’s programs, particularly by Action for Children’s Television. He has something to say about that too. ACT, he says, is “well meaning but fuzzy on the economics of broadcasting.” ACT wants 14 hours of children’s programing weekly but a ban on advertising. “They want Captain Kangaroo,” he says, “but to take away the dollars that make it possible.”

He also is alarmed at the pressures for access, particularly those that have been sanctioned by court rulings.

“If these decisions are allowed to stand,” he says, “broadcasting could become one big Hyde Park. There is not a product or a service that could not be challenged by someone somewhere.”

In his new job, he leads the good guys against the exploiters and the charlatans of the business world. And he’s aware of the need for action, that the times are changing. “Unless the criticisms of Ralph Nader and other consumerists are heeded and action taken on a voluntary basis,” he comments, “the system of free enterprise is most assuredly going to be a great deal less free.”

The Council of Better Business Bureaus, founded a little over a year ago, is the umbrella organization of the hundreds of local Better Business Bureaus. For broadcasters, it has one major responsibility, with another in the planning stage. Right now, it is the first line of the advertising industry’s self-regulatory code for truth and responsibility.

It is to the CBBB that complaints first come about advertising; if they are not satisfactorily resolved at that level, they go to the industry’s National Advertising Review Board for adjudication.

The six-foot, four-inch, 210-pound, mild-mannered Mr. Tankersley is no sycophant, auditor-type conservative. Back in 1948, when he was program director of KMON(AM) Great Falls, Mont., he quit, suddenly and with finality, to go to Hollywood. With TV on the horizon, he thought his future was there. He went with no call, no job, no promises. He landed at Story-Ad Films, a TV production house, but within a year joined CBS as promotion and merchandising manager. The rest, as they say, is history: director of CBS network program operations, and then director of CBS program practices, both Hollywood; then in 1964 to New York as director of CBS-TV program practices, with vice president stripes a year later.

Away from his job, Bill Tankersley has one consuming hobby. Wherever he has been he has taken old houses, restored them and sold them—at a profit. One of his most famous restorations was featured in 1967’s House & Garden’s Remodeling Guide. That’s the Long Island house he lives in now, although he’s scheduled to move his family to Washington soon.

The descriptive word that comes most naturally to those who know Bill Tankersley is “prolific.” That is a good, old fashioned, upright term. It fits.
The outcasts

As reported in this publication last month ("Closed Circuit," April 10), second thoughts have begun surfacing at the FCC about the private equities and public benefits to be derived from rules, adopted or proposed, to break up media cross-ownerships within the same communities. There are doubts about the rule that now prohibits acquisitions of co-located television stations and cable systems and that will require diversities, by August 1973, of such crossownerships that now exist. There are also doubts about proposals to eliminate common ownerships of co-located newspapers and cable systems.

It is too bad these second thoughts come so late. If the package of rules and rulemakings had never been issued, several broadcasters would still be operating the commonly located broadcasting, newspaper and cable properties that they have broken up in anticipation of forced sales.

Still it is better that the reconsideration comes now than not at all. The FCC has time to repair and clarify its policy before the rush is on to dispose of targeted holdings. Such a rush could only depress the market in broadcast, newspaper and cable properties. That is a high price to ask incumbent owners to pay for an act that no one has shown to be in the public interest.

There is no intention here to suggest that broadcasters or newspaper publishers deserve special consideration in the acquisition of cable systems, by purchase or original enfranchisement. Neither do they deserve to be barred from cable ownership by federal regulation applied against whole classes of otherwise qualified businessmen.

Unless the FCC is prepared to assume the authority to issue cable franchises, and thus to choose among rival applicants, it ought not to take the intermediate step of deciding that certain categories of applicants are to be denied ownership in CATV. Absent a still unseen showing of public harm, the FCC's proper role now is to stay out of this altogether.

The whole dime

The country's newspaper publishers were in New York for their annual meeting last week, and the occasion was used, as it often has been, to drum up antibroadcasting sentiment. This time the newspapers' Bureau of Advertising was prepared with a whole kit of material intended to collect for newspapers the money that the new political-advertising law has diverted from the broadcast media.

Well, fair enough. Advertising media are competitive, and newspapers are as entitled to make their pitch to political candidates as to commercial advertisers. Yet there is in this sudden newspaper interest in political ads an implied endorsement of a federal law that discriminates against radio and television. The papers' salesmen are catching up with the effects of an act of Congress that a good many of their editors supported.

Broadcasters could take a new political pitch less personally if more newspaper editors had come to their defense when the Congress was imposing a six-cents-a-voter ceiling on broadcasting spending by candidates while letting as much as a dime go to other media. It's that whole dime that the papers' space salesmen are after now.

Regrettably the newspaper attitude exemplified here is as old as the advertising competition between newspapers and broadcasting. As Larry Israel, chairman of Post-Newsweek Stations, said last week in accepting the University of Missouri's Distin-

guished Service to Journalism award, newspapermen tend to be indifferent or hostile toward broadcasting. They rarely intercede on the broadcasters' behalf when the government adds another layer to broadcast regulation.

They may in time wish they had joined on the broadcasters' side. As Mr. Israel pointed out, press freedom is not divisible; publishers have no guarantee of permanent exemption from regulation. The same point was made last week by Clay T. Whitehead, director of the Office of Telecommunications Policy, to the American Newspaper Publishers Association.

The current competition for political ads would be much cleaner if broadcasters could go for the whole dime too.

Life-or-death editing

Aviation and radio, twin miracles of the 20th century, are having troubles, but for opposite reasons.

The airlines are common carriers subject to rate regulation and rigid operating controls, compounded by a recent scourge—the hijacking epidemic. Broadcasters, by specific provision of law, are not common carriers although it must seem to licensees that Congress, the courts and the FCC are hell-bent in that direction. Moreover, broadcasters are not directly involved in the precarious area of safety of life and property.

The key words are "directly involved." Orson Welles's "Invasion from Mars" in 1938 was the first startling example of what can be wrought through the unguarded broadcast word. The race rioting of just five years ago constitute more recent illustrations of the kind of domino reaction that can develop through inapt reporting in covering live events.

There should be no illusions about what constitutes news. What the government or the airlines may do as a precautionary measure, if used on the air, might impart to crackpots (who are to be pitied) a short course on how to hide a bomb or where to find hidden signaling devices. It would be irresponsible reporting, in our view, to broadcast such information.

Professionals know that good journalistic practices can't be learned from a primer or produced from a kit. It is the ability to exercise sound judgment to fit circumstances as they arise.
For helping us win the Emmy Station Award for Sickle Cell Disease: Paradox of Neglect:

Atlantic Records — New York, N. Y.
Bledgett Memorial Hospital — Grand Rapids, Mich.
Bronson Hospital — Kalamazoo, Mich.
Children's Hospital — Detroit, Mich.
Foundation for Research & Education in Sickle Cell Disease — Harlem, N. Y.
Freedman's Hospital — Washington, D. C.
John Gaston Hospital — Memphis, Tenn.
Howard University School of Medicine — Washington, D. C.
Jamaica Hospital — Queens, N. Y.
Knickerbocker Hospital — Harlem, N. Y.
National Institute of Health — Bethesda, Md.
United States Department of Health, Education & Welfare — Washington, D. C.
United States Medical Research Laboratory — Ft. Knox, Ky.
University of Tennessee Medical School — Memphis, Tenn.
University of Wisconsin — Madison, Wis.
Wayne State University School of Medicine — Detroit, Mich.

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Dr. Lemuel Begg — University of Tennessee
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Mr. Jermaine Fowler — Sickle Cell Foundation, Harlem
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