Minorities make new mark in terms with McGraw-Hill
Primed-for-action cable industry convenes in Chicago

1972's pace-setter...

VOLUME 17

30 motion pictures

24 in color

from Warner Bros. Television
a Warner Communications company
Rank among all regularly scheduled network series:

**Gomer Pyle—USMC**

**Daytime**
- 1970-71 .... No. 3
- 1969-70 .... No. 2

**Prime Time**
- 1968-69 .... No. 2
- 1967-68 .... No. 3
- 1966-67 .... No. 10
- 1965-66 .... No. 2
- 1964-65 .... No. 3
“Private Gomer Pyle reporting for duty!”

In Los Angeles, Boston, Windsor-Detroit, Dallas, Cleveland, St. Louis, Milwaukee, Minneapolis, Houston, Cincinnati, Tampa-St. Petersburg, Miami, Jacksonville, Providence, Portland, Ore., Nashville, New Orleans, Wilkes-Barre-Scranton, Huntsville, Greensboro.

Naturally, the situation is well in hand.

When Private Gomer Pyle was assigned to network duty, he commanded attention like a four-star general.

A time-period winner and a Top 10 performer in prime-time! And again, a time-period winner and a Top 10 performer in his first two complete daytime seasons!

Now, Gomer Pyle-USMC is ready to take command in your market.

Another great sitcom from Viacom

Source: NTI, Oct.-Apr., 1964-71. Average audience estimates and shares. Subject to qualifications available on request.
We believe in imagination. It is the essential ingredient in all selling. In all advertising. Imagination is teachable. We demonstrate it. Foster it. It's indispensable to all good work. It makes the intangible quality of Spot Radio real, vibrant and exciting. Albert Einstein said: "Imagination is more important than knowledge". The well-spring of all worthwhile products and services. We believe in imagination. We sell with imagination.

ROBERT E. EASTMAN & CO., INC.
Representing America's Leading Radio Stations.
FCC figures show how TV networks took financial beating last year.

Citizen groups will get unprecedented concessions from McGraw-Hill, which is not only making hard commitments on chicano-black hiring and programing, but also abandoning one of five VHF's it had planned to buy from Time-Life. Agreement truncates transfer FCC had already approved.

In sight: appeal of that historic cable copyright decision.

Real-world business issues dominate this week's National Cable Television Association convention in Chicago. A look at the mood, the agenda, the exhibitors, the industry's vital statistics—and a special feature pinpointing the major systems of the major MSO's.

FCC raises ceiling on banks' investment in broadcasting.

TVB takes its case to Washington.

A blast at counteradvertising from CBS's Frank Stanton.

CBS-TV talks up new programing image at affiliates' meeting.

Herb Schlosser leads parade of promotions at NBC-TV.

NBC-TV dominates the first batch of Emmy awards.

Harley Staggers rides again, sets hearings on alleged news staging.
CAREability
...a Distinctive Quality of WWJ-TV, Michigan's First Television Station.

WWJ-TV arranges for thousands of metro area youngsters to attend special Detroit Symphony concerts which are also telecast in prime time.

Hydroplane racing is a popular sport in Detroit. Each summer, WWJ-TV utilizes its mobile color facilities to present a full Sunday afternoon of live racing thrills.

"At the Zoo" safaris explore the habits of the Detroit Zoo's fascinating residents.

The popular Spurrlows singing group captures the warmth of an old-fashioned Christmas at historic Greenfield Village near Detroit.

The Detroit Institute of Art's development into one of the world's most respected repositories of art is traced in two masterful prime-time presentations.

"Pro and Con" presents spokesmen representing both sides of controversial issues.

CAREability has been the hallmark of WWJ-TV since it first introduced television to Michigan on June 3, 1947.

For a quarter century, WWJ-TV has constantly appraised the needs and desires of its far-flung audience and consistently served the people of Southeastern Michigan with responsive regular programs, topical documentaries, award-winning news coverage and entertaining specials.

In countless ways, WWJ-TV continually demonstrates its CARE for the community interest and its ABILITY to serve it well.

WWJ-TV/DETROIT

Owned and Operated by The Detroit News • Affiliated with NBC • National Representative: Peters, Griffin, Woodward, Inc.
Associated Stations: KOLD-TV Tucson, Arizona • WALA-TV Mobile, Alabama • WWJ-AM and WWJ-FM, Detroit
Different show

Unless there's 11th-hour change, coverage of Moscow summit won't come close to that from Red China, where live pickups were rule using U.S. satellites and color equipment. As of last Friday, Soviet authorities were negotiating with U.S. network counterparts on size of network cadre, with agreement already reached on use of Soviet color equipment (regarded as efficient), manned by Soviet technical personnel. Russia had placed limit of about 100 on over-all "press" contingent, but network negotiators last Friday were hopeful of stretching roster.

As things stand there will be no live coverage of Moscow arrival of President Nixon and his retinue and no coverage of rounds of toasts at state banquets which were among highlights of Peking summit.

White House message

President Nixon will have some encouraging words for cable operators who are meeting in Chicago this week, as he had for broadcasters at their convention in same place last month. President's message, to be delivered at opening session today by John Gwin, chairman of National Cable Television Association, will express expectation that cable industry is headed for big future. It may also say administration was pleased to play role in removing roadblocks that had staled FCC adoption of new CATV rules.

Winds of change

What's been long suspected, that advertising agencies in increasing numbers have modified agency-compensation practices, is now clear. Association of National Advertisers' newly completed, soon to be released, report has found almost one out of four agencies responding to ANA questionnaire made changes in methods of charging in past two years, and half of those went from commission to fee arrangement.

Also pointed out in survey: Traditional 15% commission, though not sacrosanct in agency-client relationship, on average is still fairly stable rule-of-thumb (though tending to be on low side); median agency gross income on accounts, expressed as percentage of media billings, is estimated to be 16-18% among survey's respondents.

End of line

Negotiations are under way for disposition of last radio stations to be spun out of original television-radio group owned by Walter Annenberg's Philadelphia-based Triangle Publications. These were in package bought by Gateway Communications, principally owned by Bergen (N.J.) Evening Record Corp. and headed by George A. Koehler, former general manager of Triangle broadcasting division.

If sales go through, WNBF-AM-FM Binghamton, N.Y., will go to Stoner Systems for $11 million and WFBG-AM-FM Altoona, Pa., to local group headed by Edward Giller, now general manager of stations, for $425,000. Stoner, prospective buyer of Binghamton stations, owns KSO(AM)-KFAG(FM) Des Moines, Iowa, and WQNT(AM) Huntington, W. Va. Gateway will keep WNBF-TV Binghamton, WFBG-TV Altoona and WLYH-TV Lebanon, Pa., for which, with associated radio properties, it paid $16 million. Binghamton deal is being co-brokered by R. C. Crislter & Co., Cincinnati, and Frazier-Gross, Washington. Frazier-Gross is handling Altoona transaction alone.

Restraints

Heat will be on for reduction of commercial time at meetings next week of National Association of Broadcasters' TV code-review board. Scheduled for appearances are D. E. Sautland, Colonial Stores, Atlanta-based supermarket chain; Michael T. Membrado, Katz Agency, and Charles H. Tower, Corinthian Broadcasting, all advocates of general cutback in advertising. In addition, Richard C. Block, Kaiser Broadcasting, will argue for reductions of commercials in all programming with audiences composed 50% or more of children, not just in Saturday periods that have already been cut back by code.

On other side, American Federation of Television and Radio Artists will protest recently adopted code prohibition against appearance of children's-program hosts in commercials on such programs. Code board will meet May 23-24 in Washington.

Hot storage

TV-network news officials were still waiting Friday (May 12) for letter telling them what Miami Beach wants them to pay for keeping their equipment in city's convention hall between end of Democratic convention July 13 and start of Republican convention Aug. 21 (see page 69). When they get it, they'll find asking price comes to about $175,000 each. City officials told Broadcasting they're asking 35 cents per square foot per day, or about $525,000 for three networks combined.

In a tangle

Donrey Media Group's chances of acquiring Pulitzer's KVOA-TV Tucson, Ariz., are reported dwindling. Donrey's immediate concern is to hold on to stations it already owns. FCC staff is recommending hearings aimed at stripping company of licenses for KOKI-TV Las Vegas, KOLN-TV Reno and KFKA-TV Fort Smith, Ark., variously charged with network clipping, misrepresentation, violation of sponsor-identification rules and double billing. Whether FCC will adopt recommended hearing orders in those cases, sources say chances it will approve Tucson purchase without hearing are all but nil. Donrey agreed to pay $2.6 million for KVOA-TV (BROADCASTING, May 17, 1971).

And that poses problem for Pulitzer, which is under court order to get rid of KVOA-TV. It has agreement with Justice Department that if FCC does not approve sale to Donrey by June 1, Pulitzer must find new buyer and get approval of the sale before 30-day grace period.

Tie to McGovern

Without benefit of public announcement, Richard E. Brodsky, senior legal assistant to FCC Commissioner Nicholas Johnson, resigned May 5 to join full-time staff of Democrat presidential hopeful George McGovern. Mr. Brodsky, 25, is native of Rhode Island and has been with FCC commissioner since last August 1. There has been inside story that if the Democrats win Presidency, Commissioner Johnson, as senior Democrat, might move into chairmanship.

Work load

FCC Chairman Dean Burch intends to keep commission's nose to grindstone this week with special meetings planned Thursday and Friday on domestic communications satellites and, if time, on petitions for reconsideration of cable-television rules. Commission met part of last Monday and most of Tuesday on CATV, reached no conclusions, but provided plenty of confirmation of predicaments it should make no major changes.

There is strong sentiment for Rocky Mountain station owners who complain that rule affecting only simultaneous, as against same-day, nonduplication protection will cause them serious harm. But whether FCC will carve out special exception for them, or merely assure them of generous treatment in waiver requests, remains to be seen.

New product

King Features TV division, which was reactivated several months ago, is reported to have developed three half-hour series, two for syndication. Two are Play It Again America, nostalgic look at nation's foibles, using Hearst Metronome News footage and new production, and Believe It or Not, based on Hearst newspaper feature. Third program is Tim Tyler, to be shot in Africa.
TV network revenues slump 5.4% in '71

FCC also reports that combined profits of owned-and-operated outlets plummeted 22.3% last year

FCC financial figures released last Friday (May 12) paint gloomy picture of network-televis ion operations during 1971. According to figures, combined revenues for three networks declined 5.4% in past year, to $1,378.9 million; profits were fixed at $144.9 million, 13.5% drop from 1970. Statistics include returns from 15 network owned-and-operated TV stations.

Advertising sales for strictly network operation also fell off—to $1,487.5 million, a 3.8% decline. Net revenues for networks were $1,094.1 million, 4.4% below 1970's total. Profits from network operation alone increased 7.2%—to $53.7 million—largely due to 4.9% cutback of expenses in 1971. But this was offset by disappointing showing of O&O's, whose combined profits fell 22.3% in same year.

Total returns of network and O&O operations in 1971 are in table at right.

Networks challenged on counterad turndown

Refusal to carry Chevy commercial prompts Stern firm to ask FCC to require compelling reason for refusal

FCC has been asked to rule that broadcasters must employ "reasonable selection criteria" in deciding which public-service announcements offered to them will carry—and must offer "compelling" reasons for refusing spots that relate to "important national health and safety issues."

Request was made by Stern Community Law Firm in filing complaint against three networks in behalf of Center for Auto Safety, of Washington.

Complaint was center's response to networks' refusal to carry spots announcing that General Motors had recalled some 7-million late-model Chevrolets that had been built with potentially defective engine mounts (BROADCASTING, May 1).

Stern Firm contends that refusals violated networks' "public interest obligations to communicate news of important national health and safety problems to their viewers."

It also says that networks have "abridged" center's "right as a nonprofit organization to compete for "access' to available public service slots on a fair and nondiscriminatory basis."

Stern says that networks have failed to offer strong or compelling reasons for refusing spots. Therefore, it says, commission "should require the networks to broadcast a reasonable number of [center's] warning announcements at suitable times during the broadcast day." It says spots should be carried over next six months.

In denying center's request, ABC and CBS said they had reported on automobile recall in their newscasts; CBS, in addition, noted that General Motors had notified owners of cars involved by mail. NBC rejected spots on ground they employed "scare" technique; said it would accept spots "designed to encourage automobile owners to take their recall notices seriously and warning of the safety hazards involved in ignoring them." NBC did not say what it found offensive in center's spot.

WOR-TV agrees to carry antipollution spots

WOR-TV New York will run anticom bustion spots to counterbalance commercials for automobiles and gasoline. Antipollution spots will be run in prime time, at ratio of one for every five commercials. Station's plans were disclosed by Center for Law and Social Policy in notifying FCC that two environmentalist groups—Citizens for Clean Air and Friends of the Earth—were withdrawing petitions to deny they had filed against WOR-TV.

Attorneys for center noted that wor TV General Manager Robert L. Glazer, in response to plea by New York Envi ronmental Protection Agency, had agreed to carry in prime time antipollution spots at ratio of one-to-five with auto and gasoline commercials.

Environmentalists' petition was based on contention that WOR-TV had failed to fulfill its fairness-doctrine obligations in presentation of auto-pollution issue. But in light of station's new commitment, attorneys said, "we believe that the commission would be justified in finding that the licensees will conform to its fairness-doctrine obligations on this all-important issue if its license is renewed."

Petitioners still have pending challenges against WCBS-TV, WABC-TV and WNEW-TV.

WOR-TV problems aren't over through. It still faces two other petitions to deny as well as competing application for its facilities.

Burch says radio-TV profits from criticism

Criticism of broadcast journalism from within industry and from sources outside—including Vice President Spiro T. Agnew—not only implies no threat; it serves as "safety valve," FCC Chairman Dean Burch said in commencement address at Trinity University, San Antonio, Tex.

Chairman, who endorsed "unique hybrid" system of broadcasting that has developed to serve America—one in which "private entities [are] invested with a public trust"—said function of criticism is "to see to it that the journalist lives up to his own highest professional standards." System is fashioned to assure integrity of news operation, he indicated. He said that diversification of ownership is designed to prevent one voice from becoming dominant, and that by holding each licensee responsible for performing in public interest, "we spread the burdens around and minimize the 'bad apple'
New York has welfare problems, free job placement services, a Puerto Rican Day Parade & WBNX

When 1 1/4 million residents in the area you serve as a radio station get upset about something, you react like WBNX does... you make every effort to perform a public service and air all sides of the controversy. That's why WBNX, serving the important Hispanic community of New York and its suburbs, airs such award-winning programs as "Linea Directa" and goes beyond the wire-service newcasts to report the events which directly affect its listeners. It's a matter of community involvement. That's why our reporters are out on the street daily seeking the opinions of our listeners. That's why even our management is involved and why people like Mrs. Elsa Eaton, WBNX's vice president-operations, was recently voted Hispanic Woman of the Year. WBNX learned long ago that to effectively serve our community, we must have earned the respect of our listeners. We broadcast the passenger lists from the Cuban Freedom Flights. We conduct special live broadcasts for the voter registration drive for the Hispanic community. We are the only station in New York chosen to broadcast live the annual Puerto Rican Day Parade. We conduct press conferences live in our studios with people like New York's Police Commissioner to find out why there is a lack of Hispanic policemen in our city. We even provide live broadcasts of election returns from Puerto Rico and the Dominican Republic because our listeners are concerned. It's efforts like these and many more that earned WBNX awards as the Spanish Station of the Year.

"... after some investigation following your broadcasts concerning Metro North Plaza and problems some families were faced with in their new apartments, our design and construction departments have reviewed and rectified same. Thank you and your program again.

Keep up the good work...

ARAMIS GOMEZ, Operating Committee
N. Y. City Housing Authority

"... we are very grateful for the time allotted to us and we appreciate the attention regarding women in medicine and the need for recruiting qualified young women...

GERTRUDE CONROY, Executive Director
American Medical Women's Assoc.

"... You don't know how much I appreciate your interest in the Spanish community. I had been out of work until I heard your Job Opportunities program. My new job is most interesting and I want to thank you for your help...

MILAGROS PAGAN
New York, N. Y.

"... our campaign to recruit candidates, especially Spanish-speaking, for the Newark, N. J., Police Department was overwhelmingly successful... largely due to your splendid cooperation and counsel. I am extremely grateful. The people will be more secure because of your concern.

JOHN L. REBBEN, Police Director
City of Newark, N. J.

La Grande... Dial 1380

WBNX
New York, N. Y.

Another United Broadcasting Co., Inc., Station
Richard Eaton, President
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.)
effect. And by limiting governmental intrusion to sideline refereeing," he said, "we guard against the deadly implications of political control—which would eradicate disease by the simple expedient of killing all the patients." Trinity awarded Chairman Burch honorary LL.D.

**FCC cable advisors hold first sessions**

FCC's cable advisory committees on technical standards and federal-state-local relationships held organizational meetings Friday (May 12) at National Cable Television Association convention in Chicago. Topics included research subjects, formation of subcommittees and procedures for reporting recommendations.

Technical standards group is to consider such matters as two-way communications, standards for cable origination and standards for other services that may be developed.

Group concerned with governmental relationships will collect and analyze material on subjects such as franchising, interconnection of regional systems, rates, and enforcement of service and technical standards.

Members of committees:

Federal-state-local relationships: Marc Nathanson, Cypress Communications; Amos B. Hostetter, Continental Cablevision; Moses Shapiro, General Instrument; William Daniels, Daniels & Associates; Morris Tarshis, director of New York City franchises; Archie Smith, Rhode Island Public Utilities Commission; W. Bowman Cutter, Cable Television Information Center; Frank Norwood, Joint Council on Educational Telecommunications; Benny Kass, Publicable; Edward Shafer, Foster Associates; Wayne Current, Buckeye Cablevision; Jacob Mayer, FCC Cable Television Bureau; Kenneth Gibson, mayor of Newark, N.J.; and attorneys Robert Cahill, John Witt, Yolanda Butto, and Roland Homez and former FCC Commissioner Thomas Houser.

Technical committee: Walter S. Wydro, consultant; Joseph L. Stern, Goldmark Communications; Kenneth A. Simon, Arms Electronics; Theodore S. Ledbetter, consultant; Herbert Michels, Time-Life Broadcast; Arthur O'Neil, South Bend (Ind.) Tribune; Joe Hale, Cable Dynamics Inc.; Isaac Blonder, Blonder-Tongue; Harold Katz, Vicom Manufacturing Co.; Archer S. Taylor, Malarkey, Taylor & Associates; Robert W. Peters, Stanford Research Institute; Oscar Reed Jr., Jansky & Bailey; Hubert Schlaflly, Teleprompter; George W. Bartlett, National Association of Broadcasters; Delmer W. Ports, NCTA; R. W. Behrin, Norstar, Inc.; and Mr. Mayer of FCC.

**FCC urged to go slow**

Washington lawyer Edgar F. Czarra Jr. has suggested to FCC that it 'snooze' at U.S. appeals court in Washington for its "gratuitous and non-binding expressions" in license-renewal opinions (Broadcasting, May 8).

He said commission should make clear to court, and prospective competing applicants, that FCC has no intention of adopting standards suggested "until expressly ordered to do so by the Supreme Court or by an amendment to the Communications Act."

Mr. Czarra, member of Covington & Burling law firm, made his points in speech to Iowa Broadcaster's Association in Cedar Rapids Friday (May 12).

Mr. Czarra said practicalities of broadcasting today require that FCC adopt quantitative standards, which, if met, would entitle renewal applicant "to be reasonably confident of renewal." He also said FCC should make clear such factors as other media interests are not to be applied to renewal applicants.

Amplifying his arguments two weeks ago to FCC during hearing on program standards, Mr. Czarra noted that it is questionable whether Congress will legislate on license renewal problem this year or even early next year. Therefore, he said, FCC move on program criteria would be beneficial, adding: "... the pragmatics of broadcast life in the seething seventies show no practical alternative, short of legislation, if we are to have reasonable stability and predictability in the renewal process."

**Markle head urges more support for PTV, cable**

Widespread opportunities exist for foundations to support public broadcasting and cable-communications efforts to serve community needs, Lloyd N. Morrisett, president of John and Mary R. Markle Foundation, said Friday (May 12).

Mr. Morrisett told 23rd annual conference of Council on Foundations in New York that although traditionally foundations have provided financial assistance in education, welfare, health, sciences and humanities, there is precedence for support of communications outlets. He cited particularly Ford Foundation's massive contributions over years to educational or public television, as well as Markle and other foundations' activities in cable-TV and other studies.

He said traditional means of foundation operation—donations, support of research, policy studies and studies of operations—are equally applicable to communications. He stressed that public broadcasting and cable communications are areas in which foundations "can participate in a healthy and beneficial way in the development of public policy."

He said in public television there is "too little money for quality programming," for training people and for exploring directions in which medium can better serve general public. He conceded that foundations cannot be expected to provide bulk of financial support over long run, but said there is "ample opportunity now for foundations to help make public TV system work better."

In cable television, Mr. Morrisett said, foundations can be particularly useful in underwriting studies that will hasten development of two-way services. He pointed out foundation support can sponsor experiments in communities to determine public-interest applications that can best be undertaken by two-way service.

He also suggested that ultimately cable TV may replace broadcast facilities for program distribution to large extent if not completely, with result that public-TV stations (and presumably commercial stations as well) could then concentrate their funds primarily on development of superior programming.

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**Week's Headliners**

**Theodore F. Koop, retired Washington vice president for CBS, named director of newly established Washington office of Radio-Television News Directors Association (see page 68).**

**Herbert S. Schlosser, VP, programs, West Coast NBC TV named to new post of NBC-TV executive VP with wide-ranging responsibilities under President Don Edgar.**

**Mort Werner, VP, programs, named senior VP, program planning, with Lawrence R. White, VP, programs, East Coast, to succeed him, all effective June 1 (see page 42).**

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*For other industry developments see "Fates & Fortunes," page 72*
**May 14-17—Annual convention, National Cable Television Association. Conrad Hilton, Chicago.**

**May 14-17—Annual convention and public exhibits 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 industries. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Chief, Telecommunications, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Schenck, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yale Brozen, University of Chicago; Willie Mae Rogers, Girls Housekeeping Institute, and Dr. Harford Randolph, Federal City College, Washington. Shoreham hotel, Washington.**

**May 14-19—Basic radio advertising sales school of Alpha Omega Co., Travelodge, Tulsa, Okla.**

**May 16—Annual meeting, Ogilvy & Mather International. 3 p.m., 2 East 48th Street, New York.**

**May 15—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, San Benardino, Calif.**

**May 15—Deadline for entries, National Media Awards, sponsored by American Psychological Foundation. $500 prize will be made to winner. In each of three categories: newspaper, TV-radio-movie, and magazine-book-monograph for "outstanding, accurate reporting which increases the public's knowledge and understanding of psychology." Contact: Jim Warren, public information director, American Psychological Association, 1200 17th Street, N.W., Washington 20036.**

**May 15—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Gainesville, Ga.**

**May 15—General executive board meeting, International Alliance of Theatrical Stage Employees. Hollywood Roosevelt hotel, Hollywood.**

**May 16—Annual meeting, International Radio and Television Society, Waldorf-Astoria, New York.**

**May 15—Annual stockholders meeting, ABC Inc. 7 West 60th Street, New York.**

**May 16—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Moline, Ill.**

**May 16—Public Radio Conference. Washington Hilton hotel, Washington.**

**May 16—Senate Commerce Committee hearing on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). 10 a.m., 525 New Senate Office building, Washington.**

**May 17—Broadcast industry forum sponsored by Chicago chapter, American Woman in Radio and Television. Speakers: Willard E. Welbridge, Capital Cities Broadcasting, former chairman, national Association of Broadcasters; Robert Wells, Harris stations and former head, FCC; Thomas Wall, Washington lawyer and president of Federal Communications Broadcasters Association; Marion Campbell, ex-AWRT president, Broadcasting; Marianne Campbell, AWRT president, moderator. Conrad Hilton hotel, Chicago.**

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

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

**May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Santa Barbara, Calif.**

**May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Valdosta, Ga.**

**May 18-19—Annual spring meeting, Washington State Association of Broadcasters. Tye motor inn, Olympia.**

**May 18-19—Conference on "Electronics 1985" by Electronic Industries Association to explore economic political and social environment and relationship to electronics. Amsden auditorium, Ohio State University, Columbus.**

**May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Columbus, Ohio.**

**May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Terre Haute, Ind.**

**May 19-21—Meeting, Alaska Associated Press Broadcasters and Newspapers. Nugget Inn, Nome.**

**May 20-21—Meeting, California Associated Press Radio-Television Association. Falmont hotel, San Francisco.**

**May 21-24—Annual symposium on theater, TV and film lighting, sponsored by Illuminating Engineering Society. Pick-Congress hotel, Chicago.**

**May 21-25—Annual convention, Pennsylvania Association of Broadcasters. Hyatt, Grand Bahamas Island.**

**Also in May**

**May 22-24—Seminatinal meeting, Television Conference Repeal Board, National Association of Broadcasters. NAB building, Washington.**

**May 24—Cable TV and education conference, sponsored by Michigan Department of Education. Contact: Dr. Charles S. Rulling, instructional technology unit, Michigan Department of Education, Lansing 48823.**

**May 24—Meeting, ad hoc committee on goals and directions, National Association of Broadcasters. NAB building, Washington.**

**May 25—Annual spring managers meeting, New Jersey Broadcasters Association. Among speakers will be Rosel H. Washington, former president, and former FCC chairman; R. Peter Straus, WMCA (AM) New York; Philip Spencer, WCSS (AM) New York, N.Y.; radio board member, National Association of Broadcasters. Wood Lawn, Rutgers University, New Brunswick.**

**May 28—Annual membership meeting and "Broadcaster of the Year" award, International Radio and Television Society. Hotel Plaza, New York.**

**May 28-29—Spring convention, Ohio Association of Broadcasters. Hospitality motor inn, Toledo.**

**May 29-27—Meeting, Florida Associated 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 1-3—Annual convention, Canadian Advertising and Sales Association. Queen Elizabeth hotel, Montreal.**

**June 1-4—Annual convention, Mississippi Broadcasters Association. Sheraton inn motel, Biloxi.**

**June 1-3—Second national meeting, Associated Press Broadcasters Association. Speakers include FCC commissioner Richard Wiley. Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker, Sheraton-Blackstone, Chicago.**

**June 5—Annual stockholders meeting, MCA Inc., Chicago.**

**Major meeting dates in 1972**

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

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


**May 16—Annual meeting, National Association of Educational Broadcasters. Hilton International, Las Vegas. **

**May 18-19—Meeting, NBC Convention Center, Miami Beach.**

**Aug. 21-24—Republican national convention, Miami Convention Center, Miami Beach.**

**Sept. 28-29—Annual conference, Institute of Broadcasting Financial Management, Falmont hotel, San Francisco.**


**Nov. 12-15—Annual seminar, sponsored by Electronic Industries Association. St. Regis Hilton hotel, Boston.**

**Nov. 14-16—Annual meeting, Television Bureau of Advertising, Waldorf-Astoria hotel, New York.**

**Nov. 15-18—Sigma Delta Chi national convention, Stetler Hilton, Dallas.**

**Nov. 28-30—Annual meeting, Association of National Advertisers. Cerimonial Beach, Puerto Rico.**

**For more information on local seminars, contact CCA!**

**CCA ELECTRICAL INSTITUTE OF TELECOMMUNICATIONS AND PUBLIC POLICY**

An intensive seminar exploring the complex interactions between the new information technologies and the public policies of industry, education and government.

**July 13-18, 1972**

**Harvard Summer School Telecommunications Institute Dept. O, 1350 Massachusetts Ave., Cambridge, Mass. 02138 Tel. (617) 495-9291 Please send me complete information and an application for your Institute of Telecommunications and Public Policy.**

**Name_________________________**

**Street_________________________**

**City_________________________ State____________ Zip___________**
Nice guy:

This may come as a bit of a surprise to some of you, but The Courtship of Eddie's Father did better with women 18-to-34 than any other situation comedy on television. And you know as well as we do that they're the ones who buy the food.

*Source: Nielsen Persons Audience Supplement, 2nd Report, Feb '71
AVERAGE AUDIENCE ESTIMATES SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST*
to all right.

and the furniture and the appliances
and just about everything else.

Eddie's Father is now available for
syndication. Buy it for the 18-to-34-
year-olds you love.

And for the advertisers who love
them even more. MGM Television
YOU WOULD HAVE TO BUY 12 DIFFERENT DAILY AND WEEKLY NEWSPAPERS TO REACH THE SAME MARKET THAT JUST ONE STATION, WBOC-TV, REACHES EVERY DAY!

+ PLUS +

100,000 Weekly Population
Swell in Summer Resort Areas...

“Land of Pleasant Living”

WBOC-TV
Salisbury, Maryland 21801
Adams Young, Inc.
National TV Rep.
Dome-Messervy
Regional TV Rep.

Sheraton Blackstone Hotel, Chicago.

WBOC-TV
Salisbury, Maryland 21801
Adams Young, Inc.
National TV Rep.
Dome-Messervy
Regional TV Rep.

June 9-8—Spring meeting, North Carolina Association of Broadcasters. Mella Casa hotel, Madrid.
June 11-8—Spring meeting, Georgia Association of Broadcasters. Principal speakers: Lee Loewinger, Washington lawyer and former FCC commissioner; Vincent T. Wasilowski, president of National Association of Broadcasters; John Gwin, Cox Cable Communications, chairman of National Cable Television Association; John F. Godwin, the communications director of the Federal Communications Commission; Herbert G. Klein, White House director of communications, and Julian Bond, member of Georgia legislature. Cellayan gardens, Pine Mountain.
June 11-8—National Institute for Religious Communications, co-sponsored by Loyola University and the Institute for Religious Communications. Loyola University, New Orleans.
June 14-8—Meeting, Virginia Association of Broadcasters. Americas motel, Virginia Beach.
June 19-8—International conference on communications, jointly sponsored by the Communications Society of the Institute of Electric and Electronic Engineers and the Philadelphia section of IEEE. Marriott motor hotel, Philadelphia.
June 18-8—Triannual meeting, board of directors, National Association of Broadcasters. NAB building, Washington.
June 19-8—19th International Advertising Film Festival, Venice, Italy.
June 20-8—Sixth audio/recordings seminar, sponsored by Brigham Young University. First session (classics) will be held at university, Provo, Utah, second session (actual recording) will be held in Los Angeles. Cost for both sessions $200. Contact: Ted Davis, 131 MORC, Brigham Young University, Provo, Utah 84601.
June 25-8—Convention, National Association of Farm Broadcasters. Walt Disney World, Bay Lake, Fla.

BROADCASTING®

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Maury Long, vice president.
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Time-Life Films presents a new way to look at television.

THE SIX WIVES OF HENRY VIII
Six-part drama series. 90 minutes.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
26 markets. 11 sold at the NAB.

ELIZABETH R
Six-part drama series. 90 minutes.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
25 markets. 10 sold at the NAB.

DR. WHO
50 half hours. Science fiction adventure series.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
16 markets. 8 markets sold at the NAB,
including Post-Newswave Stations.

FAMILY CLASSIC DRAMA SERIALS
25 half hours. Produced by BBC-TV.
Distributed by TIME-LIFE FILMS. 12 markets at the NAB, plus 22 cities previously sold, including
the CBS owned and operated stations and
Post-Newswave and Avco stations.

CIVILISATION
13-hour series, plus hour special.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
5 markets sold at the NAB, plus 22 cities
previously sold, including all of the
Westinghouse and Post-Newswave stations.

THE WORLD OF LOWELL THOMAS
31 half hours. Produced by BBC-TV
and Odyssey Productions. Distributed by TIME-LIFE FILMS. 52 markets sold.

LIFE AROUND US
26 half hours. Produced and distributed
by TIME-LIFE FILMS. 5 markets sold at the NAB, plus
28 markets previously sold.

GREAT ZOOS OF THE WORLD
Eight half hours. Produced by BBC-TV.
Distributed by TIME-LIFE FILMS. 4 markets sold at the
NAB, plus 23 previously sold, including the
CBS owned and operated stations.

And the broadcasters who are doing the looking.

WABC—New York
WCBS—New York
WNBC—Los Angeles
KNX—Los Angeles
WBBM—Chicago
KYW—Philadelphia
WCAU—Philadelphia
WPHL—Philadelphia
KPIX—San Francisco
KRON—San Francisco
KTVU—San Francisco
WBZ—Boston
WCVB—Boston
WBOB—Boston
WTOP—Washington, D.C.
WMAL—Washington, D.C.
KDKA—Pittsburgh
KMOX—St. Louis
KOMO—Seattle
KIRO—Seattle
WAGA—Atlanta
WLW—Indianapolis
WTVJ—Miami
WPLG—Miami
WJZ—Baltimore
WBAL—Baltimore
WLWT—Cincinnati
WBEN—Buffalo
KXTV—Sacramento
KCRA—Sacramento
WTMJ—Milwaukee
KGW—Portland, Ore.
KBTV—Denver
WLWC—Columbus, Ohio
KOGO—San Diego
WOOD—Grand Rapids
WFBC—Greenville, S.C.
WLWD—Dayton
WAIA—San Antonio
WSH—Orlando, Fla.
WDBO—Orlando, Fla.
WJXT—Jacksonville, Fla.
KETV—Omaha
WICS—Springfield, Ill.
WGAN—Portland, Me.
WNCT—Greenville, N.C.
KLBQ—Albuquerque
KELO—Sioux Falls
WAPB—Baton Rouge
WCEE—Rockford
WKYT—Lexington
KOMU—Columbus, Mo.
KCOY—Santa Barbara/Santa Maria
KERO—Bakersfield
KLAS—Las Vegas
KSHO—Las Vegas
KCHI—Reno
KTVN—Reno
KBOI—Boise
WBBH—Ft. Myers
WBNY—St. Thomas
KIMO—Anchorage, Alaska
KHAR—Anchorage, Alaska
KTVF—Fairbanks

Time-Life Building
Rockefeller Center
New York, N.Y. 10020
Phone (212) 586-1221
Pros and a con

Editor: The blending of your new, lucid format with consistently responsible reporting makes for an even more readable Broadcasting. Our congratulations, and wishes for continued success.—Elton H. Rule, president, ABC Inc.

Editor: Broadcasting's new look is extremely impressive. It's handsome to look at, inviting to read and has a modern, functional appearance that seems just right to me. Congratulations!—Julian Goodman, president, NBC, New York.

Editor: I've had an opportunity to review leisurely the "new" and unchallenged leader of the trade publications field. The "new look" is tremendous! As one who has been reading Broadcasting since the thirties, I am always in a state of amazement, as well as respect, at the constant improvements that have been made over the years, and done at great expense and at times when the economy of the industry did not lend itself too well to such adjustments. Certainly the new make-up will bring many favorable comments and more readership interest than ever. Our heartiest congratulations.—Ward L. Quaal, president, WON Continental Broadcasting Co., Chicago.

Editor: I think your new format increases materially the readability of editorial, classified, and advertise content and is superb in its own right. In view of what is going on in our industry more than ever we need the strongest support of a most effective trade publication such as Broadcasting. You have taken an important step toward that end.—Edward P. Shurick, vice chairman of the board and treasurer, HR Television Inc., New York.

Editor: Just a brief note to tell you that I like the new format and style very much. It is always hard to accept change from something you have used for years. However, in this case, what you are doing seems to me to be a substantial improvement.—Jerome R. Feniger, president, Horizon Communications Corp., New York.

Editor: I think it is very open and clean looking, and quite bright and modern. I have to adjust a little bit myself, actually, but after turning pages a few times, everything seems to fall into place. I am sure there are, of course, many practical advantages, and I know readability is all important. At any rate I believe it is a darn good job, and we all will be familiar with the new changes in a few weeks. Please convey my compliments to the staff, as I am sure considerable thought went into making this major changeover.—Larry H. Israel, chairman of the board, Post-Newsweek Stations, Washington.

Editor: My compliments on the new format. Broadcasting has always been a leader in its field, and this new physical layout will do much to keep the book in the forefront of the industry. Please extend our best wishes to your staff for a job well done and for continued success in the future.—Ralph M. Baruch, president, Viacom International Inc., New York.

Editor: Congratulations on the new horizons you have created in the broadcast editorial world with your new format. Those of us here at PGW like it! The material is well organized, concentrated and inviting. It never is easy to establish a new format for any structure of presentation that has been successful. It appears that you have done it and we will look forward to your developments and fine tuning as the week go by.

The producers of television programs over the air could employ a little innovation and initiative in looking for new formats. There is something deadly about redundancy. But it is terribly difficult to try to make something that is working even more effective. However, it can be done.

Congratulations, too, on your continued contributions to effective editorial reporting for our industry.—Lloyd Griffin, chairman of the board, Peters Griffin Woodward Inc., New York.

Editor: Broadcasting's new format is a winner! The book is eminently more readable—visually, that is. Its content continues to be merely superlative. When you're hot, you're hot!—Don Menchel, Time-Life Films, New York.

Editor: Congratulations. Broadcasting is a knock-out from stem to stern. Read it all through from cover to cover. Handsome, and easy to read.—George W. Bailey, Institute of Electrical and Electronics Engineers Inc., New York.

Editor: To quote the poet, "The old order changeth, giving way to new." Since 1938, Broadcasting has been a regular visitor with me and I have seen all changes in that time—and all for the better. However, the newest change is one of the best. Now, more than ever, Broadcasting must be the "bible" for the industry. Just as it has been my standby for 30-odd years, I know it is a must for others in the field of radio and television.—Harry G. Bright, president and general manager, WETZ(AM) New Martinsville, W. Va.

Editor: Fantastic! So far, so great.—Bud Stiker, manager of broadcast services, broadcasting division, Meredith Corp., New York.

Editor: It tastes like 76 pages of obituaries.—H. Ted Davidson, KRFT(AM) Anadarko, Okla.

First for Phoenix

Editor: It was with great interest that we of the Phoenix Radio Broadcasters Inc. read your article concerning the Buffalo (N.Y.) Radio Association Group (BRAG). Since we are in our second year as an incorporated, nonprofit association, we felt you and the rest of the broadcast industry would be interested in our progress and the degree of success we have enjoyed.

To date, 22 of the 31 commercial radio stations in the Valley of the Sun are active members. May 17 will be our second Radio Day for merchants and advertising agencies in the greater Phoenix area. Our guest list will be over 300. Our presentation, featuring an out-of-state speaker, will be directed to the decision-makers in business who decide in what media their advertising budgets will be placed.

The sole purpose of our association, then, is to promote the increase of dollars allocated to radio advertising in the greater Phoenix area. An immediate increase in new accounts on radio, with the attendant increase in billing, was noticed by several of our members after last year's Radio Day. It's exciting to us to note that other markets are moving in a direction we have become convinced is the right one. Unity of action does work and will accomplish what we all desire: additional advertising dollars being shifted into radio.—Robert W. French [KRFM(FM)], president.

And in this corner . . .

Editor: We at WZW(FM) certainly hope that both KIO(FM) San Francisco and XPAT-FM Berkeley, Calif., aren't claiming "first" credits for quadraphonic broadcasting, whether discrete or matrix system, if the dates they list are in 1972. This station, in conjunction with its ninth anniversary on April 23, 1971, began its quadcasting on a regular basis. Hopefully, we may be considered one of the front-runners, if not the leader.—Allen F. Bonapart, sales manager, WZW-FM Utica, N.Y.
The on-the-spot spots.

With film it's so simple to give local advertisers a big boost. Just take a camera, a power pack, some lights, a few rolls of film—and shoot a commercial in the merchant's local habitat.

Viewers get to see the place, the products, and the personnel as they really are. It's a lot more effective than having a businessman come to a studio where he stands on a fake set—or in front of a curtain.

Another thing to consider. Film equipment is mechanical so any optical repairs that might have to be made are normally inexpensive. And there's no need for expensive standby equipment as there is with tape.

On-location shooting is just one advantage of film. Your Kodak Sales and Engineering Representative can tell you about the others. In no time at all you can be helping local merchants star in their own 30- or 60-second specials.

EASTMAN KODAK COMPANY
ATLANTA: Bob Boker 404/351-6510/
BMI welcomes CATV as big new market for music

By Herb Berg

New York — Broadcast Music Inc. welcomes cable television as an important new source of income for its composers and publishers, but it will insist that CATV operators pay a fair price for music use.

That's the position taken by Edward M. Cramer, president of BMI, in an interview with The Hollywood Reporter yesterday.

BMI currently licenses the performing rights of some 24,000 composers and lyricists and 9,000 publishers—all whom stand to make a bigger buck when the CATV copyright problems are resolved.

Under the present system of compensation, Cramer pointed out, radio and television account for more than 90% of the income of the performing rights organization. Cable systems, he continued, are profit-seeking ventures and music is one of the elements that attracts and hold subscribers to the system. Diminution of income from broadcasters, then, has a direct effect on the creativity of the artist and any regulatory scheme must seriously consider this aspect. Since BMI receives a percentage of advertising revenue from broadcasters, reduction of broadcasters' income will adversely affect BMI.

Cramer indicated that BMI believes that it can successfully negotiate fair voluntary agreements with CATV operators. The problem of payment for musical composition utilized by CATV is not inter-industry conflict. It is a problem of livelihood for thousands of creative writers, the encouragement of whose activity has been constitutionally recognized as essential to the public interest. These writers are unmoved by any other motive other than the desire to cooperate to the utmost with any user of their works who is ready to compensate them fairly, according to Cramer.

Part of CATV's concern is the difficult problem of distribution of royalties among individual copyright owners, it was indicated. Music licensing does not need any such elaborate machinery.

BMI assumes full responsibility for the distribution to its affiliated writers and publishers, as it has for the past 30 years. At the present time virtually all of the 27,000 users of BMI music have elected blanket licenses under which they can perform any number of compositions contained in the BMI repertory, at their discretion, without the need of individual permission or clearance, Cramer revealed.
Monday Memo

A broadcast advertising commentary from David J. Curtin, vice president, communications, Xerox, New Canaan, Conn.

The excellence of the past is but prologue to the Xerox goal for next season

At Xerox, we are always looking ahead, peering into the future. Planning is a way of life. Probably that's why we passed our 10th anniversary as a television sponsor last November without notice. These 10 years indeed have been eventful years for Xerox and for television. But where we go tomorrow is more to the point. If I say "more of the same" is ahead for Xerox, it would be because our approach over the past decade has not only proved an excellent one for us but has also brought some quality programming to home screens that otherwise might never have been aired. Obviously, the implementation of that decision is not all that easy because the ground rules are in constant flux and new elements must regularly be cranked into the equation. On the whole, however, we feel our track record can be extended.

Xerox made its television debut in November 1961 with sponsorship of CBS Reports in some 30 selected markets. The company decided at that time that it would use the medium as more than an advertising and sales tool. Then, if we had the wit to select the right kind of programs we could project Xerox as a company of leadership, of innovation and one with some concern for corporate social responsibility.

From the outset, Xerox has had no intention of entering television's ratings war. Of course we want to receive the highest possible ratings, but of more importance, we want to win critical acclaim and such things as Emmy awards that signify outstanding television programming.

We have always realized that because of our selectivity as a sponsor, our programs would not always attract mass audiences. But the audiences that we do attract contain large numbers of current and prospective customers for Xerox products and this, in essence, is what advertising is all about.

For that reason, we have concentrated on what we believe to be important TV specials. Among them: the United Nations television dramas, the seven-part series Of Black America, the Making of the President documentaries, Hal Holbrook's Mark Twain Tonight, Arthur Miller's Death of a Salesman—and, on public TV, Kenneth Clark's Civilization and the currently running Film Odyssey.

Scheduled for next fall is a series of specials that we expect will be our most successful association with television to date. The series is America, as related in 13-hour-long programs created, written and narrated by Alistair Cooke, and it is being co-produced by the British Broadcasting Corp. and Time-Life Films.

America will be seen every other Tuesday over a 26-week period beginning Nov. 14 on NBC-TV, 10-11 p.m. EST. We also have the right to rerun the series. By every standard, the America series will represent our biggest single television venture.

America has been in production for more than three years. During this time Mr. Cooke and the BBC production team have swung back and forth across the U.S., several times and have filmed in Spain, England and other countries. In the series Mr. Cooke reports on what he describes as "the best, as well as the worst, of our American heritage," from the earliest Indian settlements to this year's presidential campaigns.

Rarely does a TV series appear that is as timely and indeed, as appropriate, as America. Its relevance to the nation's forthcoming bicentennial celebration is obvious. More to the point, this television report on 200 years of unprecedented human experience and world-shaking events might well reaffirm the faith and pride of Americans in their country.

President Nixon, speaking on the eve of last Fourth of July, said:

"We are going through a period when it is not always easy to keep a clear perspective about ourselves, our country and our future. Day after day voices are raised to tell us what is wrong about America. We should, and will, correct what is wrong, but let us never allow what is wrong blind us to what is right about America."

We have viewed several completed episodes of the America series. We believe that the series, in cutting through the lesser moments of our history to get to the heart of the America story, may truly help refute for a nationwide viewing audience what President Nixon says is "the false charge that this is an ugly country."

Because America is so timely and relevant, we want it to be seen by the widest possible audience. For that reason, its initial run will be on commercial television.

Xerox recognizes the value and potential of public television, as evidenced by our grants to air Civilisation and Film Odyssey over the Public Broadcasting Service network. However, PBS has not yet shown that it can attract the mass audience available to commercial television.

America will be backstopped by advertising and promotion as ambitious as the series. The campaign will reflect another fact we have learned during our 10 years as a sponsor. Publicity and promotion not only help build an audience for our programs, they also identify us in the minds of viewers, critics and TV columnists as a company that is trying to bring quality programming to the public. This is of great importance to us.

It's nice to see scrapbooks crammed with clippings calling advance notice to our shows or carrying favorable reviews. It's even more gratifying when the press terms us "a much-honored TV sponsor." But just as welcome are letters from viewers, like the recent one from a Denver attorney who wrote to thank us for Film Odyssey and said: "Xerox is to be commended for its consistently fine TV offerings."

We believe that a good reputation helps sell as many of our products as do our TV commercials or hard-sell advertising. So the content of our TV programs is an effort on our part to be a good corporate citizen—or as C. Peter McCollough, our chairman and chief executive officer, recently said, an effort to "put something back into society."

David J. Curtin is an ex-sportscaster turned corporate executive. After a career of news and sportscasting for several Rochester, N.Y., radio stations and serving from 1952-57 as Genesee Brewing's radio director in that city, Mr. Curtin joined Xerox as assistant to the president. In 1964, he became assistant vice president in charge of corporate communications. He assumed his present post, which includes responsibilities for his company's advertising, in 1966.
Texaco's operating procedures at sea dictate that we make every effort to keep our oceans clean and oil-free. So, when we order a new tanker to be built, we look at it from the ocean's point of view.

A Texaco marine construction expert is assigned to the ship from the very first day building begins. One of his jobs is to see that every precaution is taken at every step to avoid the escape of oil at sea. He, with the officers who are to sail this tanker, will inspect fittings, welds, structural steel, and the latest electronic
from the ocean's point of view.

navigation and cargo-handling equipment to guard against pollution. The world's ever-increasing energy demand requires more and more tankers which provide the most efficient means of supplying crude oil to United States and other world markets. Texaco, with its long-standing concern, demands that nothing be overlooked on its ships to prevent the escape of oil at sea, anywhere, at any time. When we make our plans, we've got the ocean in mind.

TEXACO
We're working to keep your trust.
You are in a new world of communications

Via Satellite

Comsat, a shareholder-owned communications company, operates the satellites in the global satellite system... the U.S. earth stations for satellite communications... the COMSAT Laboratories and related technical activities that are creating new communications concepts.

These facilities are all part of a vast global satellite system designed to help give you better communications. The system includes high capacity satellites over the Atlantic, Pacific and Indian oceans, and earth stations in a growing number of countries. It enables you to see important events as they happen, such as the Apollo missions, Live via Satellite.

Comsat is pioneering new potentials for U.S. domestic, as well as international telephone, television, telegraph, data and facsimile communications.

More than 60 countries already communicate with each other via satellite. When any U.S. communication is via satellite, it's via Comsat.

Write to Comsat's information Office for the booklet, "Via Satellite, The Comsat Story."

FROM COMSAT... THE PEOPLE WHO PIONEERED A NEW COMMUNICATIONS ERA
McGraw-Hill sets record for concessions to minorities

It not only makes hard commitments on chicano-black hiring and programing but also abandons purchase of one VHF in Time-Life package to conform to protestors' top-50-markets demands

The citizen-group movement has entered a new era in the impact it is making on the broadcast-regulatory process—one in which the groups use the leverage afforded by the law to enforce rules and policies when the FCC, in their judgment, has failed in that responsibility.

That is the message in two agreements announced last week—one between McGraw-Hill Inc. and Time Inc., the other between McGraw-Hill and a five-city coalition of eight Mexican-American organizations and one black group.

The first provides that McGraw-Hill will acquire only four of the five television stations it had contracted to buy from Time's broadcast subsidiary, Time-Life Broadcast Inc.—despite FCC approval, in March, of the sale as proposed (Broadcasting, March 13; "Closed Circuit," May 1, May 8).

The second makes it clear that the truncation of the sale was part of the price McGraw-Hill was required to pay to persuade the groups to withdraw the suits they had filed in the U.S. Court of Appeals in Washington to overturn the commission's approval of the sale. The appeals were dismissed upon the signing of the settlement.

The station dropped from the package is WOOD-TV Grand Rapids, Mich.; the asserted purpose was to enforce the commission's top-50-market policy. The policy, which is designed to promote diversification of ownership of television stations in those markets, prohibits a broadcaster from acquiring more than two VHF stations in the top-50 markets without making "a compelling public-interest showing."

(By FCC standards, markets are ranked according to the largest net weekly circulation of any station in each, as reported by American Research Bureau.)

The commission said McGraw-Hill had made the required showing: the groups, in their opposition to the license applications and in their court appeals, said it had not.

Thus, McGraw-Hill will enter the broadcasting business with only two top-50 market stations—KLZ-TV Denver and WFBM-TV Indianapolis. The other stations involved are KERO-TV Bakersfield, Calif., the only UHF in the package. McGraw-Hill, which takes ownership on June 1, will pay $57,180,000 in cash and notes for the four stations; it had been prepared to pay $69,3 million for the five.

Time-Life had said originally it wanted to dispose of its properties to comply with the commission rule that will require the breakup of crossownership of CATV systems and television stations in the same markets after Aug. 10, 1973. Time-Life has CATV systems in each of the five cities. However, Time-Life President Barry Zorthian last week said the company has no plans to put wood-tv back on the market.

McGraw-Hill, in its agreement with the citizen groups, made extensive commitments in programing, citizen-advisory councils, employment, training programs and public access to the stations' facilities. But Albert H. Kramer, director of the Citizens Communications Center, which represented most of the Mexican-American groups involved, said the "real significance" of the agreement was McGraw-Hill's commitment to forego acquisition of wood-tv. He called it "the private enforcement of a public law." And a news release issued in behalf of the groups hailed the agreement as marking the first enforcement of the top-50-market policy, adopted in 1968.

The Office of Communication of the United Church of Christ, which aided groups in Bakersfield and San Diego, put it much more strongly. "The stand of the coalition has served notice on the broadcasting industry that in the future it will not be enough to get FCC approval for evasion of the public interest," it said in a statement. "The would-be monopolists must be prepared to defend their transactions before the court of appeals. Others in the industry will take warning from the surrender of Time-Life and McGraw-Hill. The FCC's top-50-market policy has now become a reality in spite of the FCC."

The church added that the significance...
of the settlement goes beyond the top-50-market policy. It said that the commission will be obliged to take note that Time-Life and McGraw-Hill “backed down” after winning at the commission and that the agency may, as a result, be less willing to stretch its rules at the insistence of media giants.

Mr. Kramer had also represented minority groups that obtained numerous concessions—including a commitment to spend $1 million on minority-interest programming—in return for withdrawal of protests against Capital Cities Broadcast- ing's acquisition of Triangle Publications stations (Broadcasting, Jan. 11, 1971).

In both cases, the citizen groups had time as an ally. In the Capcities case, it would have been difficult for the commission, and impossible for the courts, to dispose of the petitioners' complaints before the contract deadline ran out, if there had been no agreement. As it was, the commission hastily approved the $147-million sale on Feb. 23, 1971, a week after the Capcities deal that Triangle had said would not be extended.

In the McGraw-Hill proceeding, the parties, which reached their five-station agreement in March 1971, set April 12, 1972, as the date after which either party could exercise right-of-first-refusal, as expected, or at least hoped, for commission approval by last fall. However, the protesting groups—three of which were seeking denial of renewal of stations in their respective markets (KOGO-TV, KERO-TV and KTV) and still filing pleadings as late as last October. The commission eventually rejected many of them as late-filed, but not until it had processed them.

The parties had moved the contract deadline back to May 1, and there seemed no disposition on the part of either to change its mind. However, the prospect of a lengthy court battle whose outcome would be uncertain provided the leverage the citizen groups needed.

The protest continued with what they regarded as a major “regulatory issue”—a reference to allegations in the protests that the sale would result in a concentration of media control and other anticompetitive effects—had been evident since September, when the groups met with McGraw-Hill representatives in the first effort to resolve their differences. In subsequent meetings, reportedly, various proposals for ameliorating what the groups regarded as the anticompetitive effects of the sale were discussed. The company's initial proposal was to drop one of the top-50-market stations from the package. (The groups played no part in picking the specific market, according to Mr. Kramer.)

That concession was not the only one made by McGraw-Hill to ease the groups' concerns about concentration of control of media. Mr. Kramer noted that provisions in the agreement dealing with minority-advise councils and programming also had that effect.

The agreement commits McGraw-Hill to establish minority-advise councils in each of the four affected markets and to permit them to become involved “from the beginning in the development of local programming related to minorities.” The groups, called MAC's, will be divided in membership between chicanos and blacks, and will be regarded as principal consultants in developing the programming. McGraw-Hill will also set up a national MAC that will be drawn from the membership of the local groups; the national body will coordinate the work of the local MAC's and serve as an advisory group to McGraw-Hill at corporate headquarters.

This programming commitment is substantial. McGraw-Hill, in consultation with a coordinating committee made up of members suggested by local MAC's, will produce 18 "La Raza" programs dealing with Mexican-American culture and history and present them in the four markets. In addition, it will present a total of 36 prime-time specials dedicated to minority programming over the next three years—12, which will be locally produced, will be on minority cultural subjects, 12 on the achievements, interests and problems of chicanos and a like number on those of blacks.

McGraw-Hill also promises to devote to minority problems and interests some of the half-hour public-affairs programs it had already proposed in its assignment applications. McGraw-Hill, which is expected to begin implementing its programming proposals in six months, declines to provide any estimate as to the costs involved.

One provision that is relatively new in such an agreement commits each McGraw-Hill station to make time available for the presentation of one-minute public-access public-service announcements by local persons and groups. Under the commitment, patterned after an idea being pressed in the San Francisco area by a group of Mexican-American stations for Open Media, the stations will have control over which announcements are broadcast, but are committed not to reject any message “because it or its sponsors are controversial.” The stations must consider for broadcast any PSA script accompanied by a petition bearing as many as 100 names.

The agreement also commits McGraw-Hill to employ two persons—a black and a chico—who will serve alternating one-year terms as national minority-affairs coordinators. A section of the agreement on minority staffing and employment states that, within three years, at least 15% of the employees at the four stations will be from minority groups—at least 10% at each outlet. Each station's goal is to reach a distribution of minority employees between chicanos and blacks approximating their demographic relationship in the composition of the area served and between males and females within those minority groups approximating their respective proportions within the work force in the area.

Furthermore, at least 25% of the minority employees at each station are to be in professional, managerial, and sales as well as technical categories by the end of the first year of McGraw-Hill management. And a management-level minority employee is to serve as a member of a three-member editorial board at each station.

The company, in addition, will establish a training program for minority-group representatives from which it will select candidates to meet its employment goals. McGraw-Hill specifically promises to train certain Mexican-American minority persons in each of the three larger markets and two in Bakersfield.

The agreement also commits McGraw-Hill to use its resources "to assist in improving the competence of minority businessmen in managing their businesses, particularly in the areas of marketing and promotion. It will conduct "know-how" panels, featuring experts, for minority businessmen in the local markets.

At least as important, McGraw-Hill says that each station "will take positive steps to encourage the purchase and utilization by the station of products and services offered by minority businesses in the local community.

Shelton Fisher, president of McGraw-Hill, in a statement announcing the agreement, said it was the product of a number of discussions held in connection with the company's desire "to serve fully each of the communities involved." In those meetings, he said, "we have reaffirmed and expanded on our plans for programming and marketing practices specifically designed to serve all of the people reached by the station. We believe that our operation of these four stations will provide McGraw-Hill with an opportunity to demonstrate its determination to provide outstanding service to the public."

The Mexican-American groups that opposed the station sale are The Colorado Citizens Committee for Broadcast- ing; the Colorado Committee on Mass Media and the Spanish-Surnamed, the group that represents Mexican-American Cen-tury, the Community Service Organization of Bakersfield and Los Angeles; the Associated Migrant Opportunity Services of Indianapolis; and the Latino American Council, Sociedad Mutualista Circolo Mexicano and Club Latino Jalisco, all of Grand Rapid, Bakersfield's FCC, and the United Church of Christ, they were represented by the Mexican-American Legal Defense and Education Fund.

The black group involved was the Mass Media Task Force of Denver, which was aided by William Wright, of Washington, national coordinator of Black Efforts for Soul in Television, and by a local attorney, Paul R. Webber III.
An overcrowded winners' circle?

Mario Obledo, general counsel and executive director of the Mexican-American Legal Defense and Education Fund, whose home base is San Francisco, was in Washington last week, expressing pleasure in the agreement chicanos groups he helped represent had signed with McGraw-Hill Inc. (see story, page 25).

He called the agreement "one of the best" ever won by a citizen group from a broadcaster. In the prime-time programming for minority-group interests that McGraw-Hill has promised to provide, and the employment and job-training practices the firm promised to follow, it is a multimillion-dollar agreement," he said.

It is also unprecedented in the commitment of McGraw-Hill to drop a top-50-market station from the package of five television outlets it intended to acquire from Time Inc. That was the price for the groups' withdrawal of a court appeal aimed at blocking the sale, which the FCC had approved.

But, unlike the Office of Communications of the United Church of Christ, which had also aided the groups, Mr. Obledo did not characterize McGraw-Hill's action in signing the agreement as a "surrender."

"I felt McGraw-Hill was operating in good faith, ready to meet any time to work out an agreement," said Mr. Obledo, "It shows that people dealing in good faith can work things out. It's an example for corporate America."

Mr. Obledo appeared at a news conference held in the office of the National Mexican-American Anti-Defamation Committee. With him were Albert H. Kramer, of the Citizens Communications Center, the principal lawyer for the protesting groups, and Domingo Nick Reyes, of the committee, who had originally organized the five-city coalition.

Mr. Obledo may have been seeking to conciliate differences that have arisen between Mr. Kramer and Mr. Reyes. Mr. Reyes has denounced Mr. Kramer and other "anglos" for providing aid to Mexican-American groups instead of permitting them to help themselves. He also blames Mr. Kramer for the exclusion of Mr. Reyes's committee from a role in representing the coalition, once it was formed; he says Mr. Kramer persuaded the groups to choose him—Mr. Kramer—and drop the committee, a charge Mr. Kramer denies.

However, Mr. Obledo, when asked whether he was essaying a peacemaker role, said he was not aware that a controversy existed. He simply laid out the praise for the work of both men. An indication of the atmosphere in the room was provided by Mr. Kramer when he declined to pose with Mr. Reyes and Mr. Obledo for a picture.

For Mr. Reyes, the major significance of the McGraw-Hill agreement was that it represented a "breakthrough" for Mexican-American groups in dealing with the "Eastern establishment." But he added an edge to the tone of the news conference by noting that "the whites and Jews control the media." Later he put the issue squarely: "The pattern of institutional racism is perpetuated by one ethnic minority." The Jews, he said, "have an overwhelming power."

Mr. Obledo said his problem is with "white America," no one element of it.

The McGraw-Hill experience has whetted Mr. Obledo's interest in working with Spanish-speaking groups who feel they are not receiving adequate broadcast service. He says MALDEF will become increasingly active in that area. He and Mr. Reyes on Wednesday conferred with a number of Spanish-speaking residents of Washington in the start of what could be a massive effort to seek denial of renewal of the city's stations. Mr. Reyes has said petitions will be filed against some or all of the stations whose renewals are due Oct. 1 (Broadcasting, April 24).
and esthetic predilections upon broadcasters and television advertisers."

Mr. Cash said the consumer was not "as stupid or defenseless as many of the critics assume," and will like some appeals and reject others, "but as long as an advertisement is fair and truthful and the product harmless, no amount of economic theorizing about "artificially created wants" or "irrational decisions" can enable the government to substitute its taste and judgment for his as to what he likes and buys. Nor does the FTC have either the evidence or authority needed to act as parent for all children-viewers."

TVB, both in Mr. Cash's statement and in its brief, stressed that any government regulation that "unfairly and unjustifiably singled out television advertising for restriction and [thus] lowered its cost-effectiveness, would cause a damaging revenue loss to the industry."

In essence, TVB urged the FTC to "decline" to discriminate against TV advertising and "address itself vigorously and with particularity to the expiration of actual instances of false advertising from all media, including television." The brief devotes about equal space to assertions made before the FTC which TVB believes were mistaken and that singled out TV for restriction, and to the adverse economic effects such restrictions, if adopted, could have on television. TVB said most of the assertions singling out TV advertising for FTC restriction "misconceive both the role of such advertising and the role of the FTC."

It said "mistaken assertions" that critics used to single out TV for restriction included these: TV is especially effective; wastefully creates artificial wants; depends upon "unfeeling or tasteless themes and appeals"; "inherently misleading because they [TV advertisements] are incomplete"; "promotes brand loyalty"; "promotes un-desirable goods, tastes or life styles for the population in general and children in particular," and TV's commercials "are too loud, too many or too poorly spaced."

In emphasizing potential economic injury, TVB urged the FTC to view TV advertising "would almost surely produce at least moderate revenue losses with leveraged adverse effects on profits" and "would significantly reduce the number of existing stations that could continue operating, injuring the small and presently unprofitable television stations in particular, and deterring the establishment of new ones."

TVB said "children are not demonstrably more vulnerable to television advertisement than they are to comic-book coupon advertisements." A 30-second commercial, it said, "is more informative than a one-word neon sign. The use of humor and repetition is at least as old as the Burma Shave signs; the use of fantasy is as common as a jolly Green Giant label; the use of pictorial effects in print ads, and of sex appeal in all media is well-known."

Television and newspaper advertising are equally "invited" to the home, while direct-mail advertising enters the home wholly "uninvited."

"The list of similarities among advertisements in any and all media is endless. To treat them differently is to violate the Fifth Amendment by denying equal protection of the laws to broadcasters and television advertisers."

TVB also warned that harsh regulation that caused advertisers to abandon commercial TV "in significant numbers" would also serve to "diminish access" to it by political candidates, "their critics, and the various commentators, writers and artists."

Weakened by a loss of advertising, commercial TV, the brief stated, "could not serve as well those other voices whose undiluted right to constitutional protection no one would deny." Thus, regulation leading to this end "would surely raise substantial, if novel, First Amendment and other constitutional questions," TVB said.

**TV flexes muscle over magazines**

**Does 82% better job of selling, according to Los Angeles research commissioned by the three networks.**

The television networks have opened a frontal attack on magazines in the area of advertising "effectiveness."

A study showing TV's relative advertising "advantage" over magazines was previewed in New York last week. Called "Action Speaks Louder than Words"—from the copy theme of Procter & Gamble's Bounty paper-towel commercial—the study was commissioned by the three TV networks, sharing equally, for a reported cost of between $40,000 and $50,000.

Though the study is not billed as an "answer" to the General Foods-LifeLook-Reader's Digest TV-and-magazine study of a few years back, broadcast-oriented researchers at the media research meeting of the American Marketing Association New York chapter, said privately that it appeared to be in effect "a response to all those full-page anti-TV ads run by Reader's Digest and Life." It was also noted that the presentation—by Tele-Research Inc., a Los Angeles-based research company—included several identifiable General Foods products in the test results: Tang orange drink, Maxim coffee and Jell-O, among others.

Dr. Ward Jenessen, president of Tele-Research, said that full details of the project will be available at a later date.

Among the findings made public for the first time last week:

* Television commercials are 82% more effective than magazine ads in generating sales. (Studied were full-page magazine ads in color and commercials, of which 11 out of 12 were 30 seconds in length and the one, 60 seconds.)

* On the average, 20.4 out of 100 shoppers in the control group (those with no advertising exposure) made purchases. Of those exposed to magazine ads, 30 made purchases and of those who had seen TV commercials 39.7 were buyers, or an 82% "advantage" for TV.

Tele-Research conducted its research between the fall of 1970 and the summer of 1971 in metropolitan Los Angeles. Tests were made at major pairs of magazine ads and TV commercials for 12 different brands of household products commonly available at local supermarkets and/or drugstores.

Shoppers entering stores were randomly selected and assigned into matched groups—a control group not exposed to any ads, another to TV commercials only and a third to magazine ads only for
TIME-LIFE BROADCAST HAS NEW CALL LETTERS

TLB-CATV

We are in the cable television business because CATV combines the best of over-the-air with the local view... news about friends, neighbors and community events, large and small.

In Salem, New Jersey, we helped find a lost child by cable-casting his description and picture.

In New York City we have logged over 4,900 hours of community and neighborhood programming.

Other TLB systems are serving their communities in San Diego and Rancho Bernardo, California; Battle Creek, Michigan; Rochester, New York; Marion and Terre Haute, Indiana; East Pittsburgh and Levittown, Pennsylvania.

TIME-LIFE BROADCAST CATV

The big picture—and the small.
the same brands with similar copy and creative elements. Over 4,000 interviews in all were completed, with an average sample of about 300 persons for each ad or commercial tested. (Coded coupon books were used to track purchases of each participant.)

According to data shown last week (a base of 100 persons in all cases):

* For Nabisco Premium saltine crackers, sales were made to 23 in the control group, 32.8 in the magazine unit and 41.3 in the TV-exposed group, or a TV advantage of 87%.

Similarly the following, by brand and

TV advantage: Dole pineapple, TV advantage of 106%; Tang 65%; Lysol Spray Disinfectant 80%; Maxim coffee 95%; Moisturelle 55%; Ivory Liquid 79%; Breck basic texturizing shampoo 74%; Cold Power 61%; Campbell's Chunky soup 100%; Jell-O's 1-2-3 49% and Bounty 130%.

When ads and commercials were exposed within an editorial or program content and the same commercials also tested in both color and black-and-white, Tele-Research said, findings again showed consistent television "advantages" in generating sales.

What would the advertisers run?

Counteradvertising, says CBS's Stanton, and with them they would take the whole of commercial advertising—just look at what happened to cigarettes

Unlike the leadership at ABC-TV and NBC-TV, who in recent weeks have delivered major pronouncements on multiple threats to broadcasting's continued viability, Frank Stanton, vice chairman of CBS Inc., last week zeroed in on one issue he said menaces "the touchstone" of the nation's free competitive television service—counteradvertising. In a luncheon address to the general conference of CBS-TV network affiliates, Dr. Stanton spelled out what he said could happen if broadcasters are compelled to provide a free platform for replies to broadcast advertising.

"Advertisers of products and services subjected to countercommercials would flee the broadcast media and make their expenditures in media which would not expose them to the same hazards," he said. The case history of cigarettes, the only product so far subject to counter-advertising, supports this contention, according to Dr. Stanton. "Whatever dubious merit that might be assigned to counteradvertising is dissipated and made into a destructive force when the mandate is applied only to radio and television," he said. "It would be only a matter of time before there would be a substantial exodus of advertisers from broadcasting to print—just as in the case of cigarettes—only this transfer would be voluntary," he said.

Dr. Stanton set up a hypothetical situation: Counteradvertising claims are limited to cereals, automobiles, gasoline and oil, drugs and detergents (which in 1970 accounted for 26% of all TV network sales); counteradvertising replies are then presented as free announcements occupying time otherwise sold and only one such counteradvertisement is presented for every five commercials (the same ratio he said the FCC applied to cigarettes). Under such conditions, according to Dr. Stanton, the three commercial networks would have lost about $68 million in 1970, or $18 million more than their combined pre-tax profits. If the same hypothesis held true for all advertising categories instead of just six categories, the three networks would have lost about $220 million.

"In no sense would individual stations drive for inserting planks in political-party platforms that repudiate straightforward language the whole counterproductive concept of counteradvertising," he further urged taking the fight to Congress "where ultimately the issue must be resolved."

Stanton warns of 'new populism' in remarks to Kansas broadcasters

Dr. Stanton addressed the same general theme in earlier remarks to the Kansas Association of Broadcasters in Topeka May 6, urging his audience to insist that the platforms of both political parties this year assert clearly that radio and television "are not the instrumentalities of government." He prefaced that appeal by describing several recent examples of political or government actions calculated to restrict operations of the broadcast industry.

The CBS vice chairman noted that about a month ago Senator Fred Harris (D-Okla.) inserted into the Congressional Record a document called "Platform 1972," prepared by the northeast region of the New Democratic Coalition. Among its recommendations, as read by Dr. Stanton, were these: "All media should be required to carry responsible citizens' reaction to advertisements which they believe involve matters of health, safety, environmental protection or consumer deception," and "commercial corporations should be prohibited from owning broadcasting and publishing companies."

Dr. Stanton said Senator Harris will urge the Democratic national convention this summer to adopt "this populist platform," and commented: "If this is the new populism, then the climate makes it imperative for us to speak out, as broadcasters and as citizens."

All kinds of advice on political spots

Radio code board hears NCCB plea for ban on all under five minutes; other presentations run the gamut

Members of the radio code board of the National Association of Broadcasters heard pleas last week for the establishment of code provisions on the sale of political time, but, according to those present, the presentation was unclear since contrary viewpoints were submitted.

The radio code board, in Washington for its semiannual meeting, heard a de- mand that broadcasters be forbidden to sell less than five minute spots, or to sell spots on the ground that issues and candidates cannot fairly be presented in 30-second or one-minute spots. This call was made by Charles Benton, chairman of the National Citizens Committee for Broadcasting, who added the NAB last month at the NAB convention in Chicago (Broadcasting, April 17). Support for this ban comes from some broadcasters, notably Ward Quaal, president of WN Continental Broadcasting Co.

During the two-hour session on political advertising, the code board also heard Edward P. Morgan, ABC newsman, ask
When he has some front-page news, will he call you last?

In Beaumont, Texas, the Police Department thinks they have found a way to give everybody an equal chance at a story.

It's called the Police Hot Line. Appropriately enough, the first step was the installation of a bright red telephone in Police Headquarters. Then whenever there's a news item to share, here's how the "Hot Line" works.

By pushing a button, the communications officer can call every newspaper, television station, and radio station in town. All simultaneously.

Then, they all get what every news department wants. The equivalent of a first call, and all the benefits that go with it. Your local Bell Company Communications Consultant has details and they're yours for the price of a call.

We are always looking for ways to improve your phone service.

In this case, it can start by making sure you're never the last to know.

AT&T and your local Bell Company.
Here's today's newest 1 kW AM transmitter GATE'S BC-1H

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

Passing out Andy ad awards

H & R Block TV spots, Blue Nun radio spots prove winners for Della Femina

Della Femina, Travisano & Partners captured two of the top six prizes awarded in broadcast categories at the Advertising Club of New York's annual Andy Awards competition announced last week. Awards were given for its Schieffelin & Co. radio campaign for Blue Nun wine with mediators Jerry Stiller & Anne Meara and the agency's television commercials for H & R Block income-tax service.

Other broadcast honors, among the 17 first-place awards handed out, were McCann-Erickson for its Coca-Cola radio campaign ("Buy the World a Coke"); SSC & B for Volvo television spots (less than 60 seconds); Dusenberry/DeVoe for its Castro convertible television campaign (40 seconds) and Doyle Dane Bernbach, in the public-service category, for its television campaign on behalf of the American Cancer Society.

In all categories DDB won the most first place awards (four) and ran away in the magazine competition with 10 Anndys. Second- and third-place winners were SSC & B with three first place awards, seven over-all and Della Femina, three first place, five over-all.

The Alka-Seltzer television spot, "I can't believe I ate the whole thing," created by Wells, Rich, Greene for Miles Laboratories, came in third in the TV category behind Della Femina's H & R Block campaign and Young & Rubicam's commercials for Metropolitan Life Insurance.

FTC: Energy means calories

Ocean Spray agrees to abandon nutritional claims, promises to run remedial ads written by commission

The Federal Trade Commission has made a second corrective-advertising agreement, but this one has a twist.

Ocean Spray Cranberries Inc., Hanson, Mass., and its advertising agency, Ted Bates & Co., New York, have agreed to a consent order, announced May 5, that not only forbids the parties from making false nutritional claims for Ocean Spray Cranberry Juice Cocktail, but also requires Ocean Spray to devote, for a year, one out of every four advertisements for the product to corrective advertising—or alternatively, 25% of media expenditures excluding production costs.

Furthermore—and this is the new angle—Ocean Spray agreed in the remedial advertisements to follow wording that is spelled out by the FTC:

"If you've wondered what some of our earlier advertising meant when we said Ocean Spray Cranberry Juice Cocktail has more food energy than orange juice or tomato juice, let us make it clear: we didn't mean vitamins and minerals. Food energy means calories. Nothing more.

"Food energy is important at breakfast since many of us may not get enough calories, or food energy, to get us off to a good start. Ocean Spray Cranberry Juice Cocktail helps because it contains more food energy than most other breakfast drinks.

"And Ocean Spray Cranberry Juice Cocktail gives you and your family vitamin C plus a great wake-up taste. It's... the other breakfast drink."

The only other agreement to run corrective advertising has been by ITT Continental Baking Co., for Profile bread. ITT Continental signed a consent order on Profile last year, agreeing to devote 25% of its ad budget to correcting what the FTC charged were misleading claims.
about that bread's reducing benefits. Profile has been carrying the corrective ads since July last year.

In the Ocean Spray order, the company and the agency agreed not to make any claims that would imply that the cranberry juice has as many or a greater variety of nutrients than orange or tomato juice or any other beverage unless it is true; has more food energy than any other beverage unless this is defined as calories; is a juice unless it consists entirely of natural or reconstituted fruit juice with no water added. These were the charges in the proposed complaint announced more than a year ago (Broadcasting, Feb. 15, 1971).

The complaint and order are open for public comment until June 5, when they must be ratified by the FTC. A consent order does not constitute an admission of wrong doing, but does carry legal penalties if provisions are violated in the future.

The particulars on politicans

Get some guidelines before they get you: the professional word from Mr. Udall

Representative Morris K. Udall (D-Ariz.) last week urged Arizona broadcasters to establish their own guidelines for making time available to political candidates under the campaign-spending law.

In a speech prepared for delivery last Friday (May 12) to a meeting of the Arizona Broadcasters Association in Tucson, Mr. Udall warned that "broadcasters had better circle their wagons and make a stand against the political pressures which threaten to massacre their industry. They had better . . . reclaim their independence from the whip-sawing forces of partisan politics and forge out a new positive program re-enforcing that impartiality."

He recommended a three-point program that he said should be welcomed by the FCC and by Congress.

He suggested Arizona broadcasters agree on the total amounts of free and paid time they will allow candidates. Then, 45 days before the general election, stations should publish a list of program times available (free and paid) and establish a deadline—such as 10 days before the election—for political time purchases. The time made available, he said, should include all classes of time and be allocated to candidates on the basis of the importance of the offices they are seeking. (Congressional candidates would receive proportionately more time than candidates for local offices, for example.)

Charging that 10-, 20- and 30-second political spots are "an insult to viewei and a perversion of the political system," Mr. Udall also suggested that broadcasters refuse to sell political time in segments less than 60 seconds. And, as a corollary to that suggestion, he recommended that broadcasters require candidates to appear in person in at least half of all spots or programs.

Addressing the Arizona broadcasters on the same day, Senator Paul Fannin (R-Ariz.) stressed the need for a return to objectivity in news reporting and away from sensationalism.

"The media should strive to perfect their reporting," he said. "Too few reporters or networks are willing to question the work of a fellow reporter or network." He said there is a lack of competition in news gathering and not enough "kicking down" of stories that have been "puffed up by a competitor."

"Viewers cannot know what is contrived—by government or by fanatical groups or by sensation-seekers. So you have a great responsibility," he told the broadcasters.

This responsibility should be exercised in a climate of the "barest minimum of government regulation," he said. He said he was "appalled" by some of the "groundless" license-renewal challenges and said that broadcasters "should have more protection in this regard." And, he added, he was "amazed" by the "ridiculous" proposal that stations be forced to provide free time for counter-advertising.

"I certainly do not want to see our media—print or broadcast—fall victim to any master control device in Washington, or anywhere else," he said.

This is a (PUFF, PUFF) fast moving story.

Okay now, here's the situation. Last summer KNX-FM ranked 34th in the Los Angeles market.* With those kinds of numbers you get "bye bye's" instead of the buys. Since then KNX-FM has found the power of a new format and has really taken off (pant, pant). "Contemporary good music" is strictly full speed ahead (whew). For Adults 25-49 KNX-FM now ranks 16th in the market (puff, puff.) Not bad. But our story gets better (as soon as I catch my breath). KNX-FM is now NUMBER ONE among all FM stations in MEN, WOMEN and ADULTS 25-34. What’s more, (puff) among all 45 FM and AM stations rated, KNX-FM is NUMBER ONE in ADULTS 25-34 (Mon.-Fri. 7pm-Mid.). and (huff and puff) NUMBER TWO in ADULTS 25-34 (Mon-Fri. 3pm-Mid.). Can you believe it? Call us at 213-469-1212, ext. 203 for more fast facts.** We'll leave you breathless.

STEREO93 KNX-FM

*BAB Jul/Aug '71 Average 16 Hour, Total Area
**BAB Jan/Feb '72 Average 16 Hour, Total Area
The above rating information is subject to qualifications which KNX-FM or CBS-FM Radio Station Sales will supply on request.
High hopes for radio sales gains through '73

CBS's Blank projects 10% increase in local, 6% rise in national-spot if healthy economic indicators hold

Radio advertising should move up with the nation's economy in the next two years. Dr. David M. Blank, vice president, economics and research, CBS Broadcast Group, puts the annual gains (for 1972 and 1973) at about 10% for local radio sales and 6% "or better" for national-spot radio.

Dr. Blank's prognosis was presented to the CBS Radio Spot Sales annual seminar, held in New York last week. Executives representing the sales management of the 13 stations that are clients of CKSS and of the spot-sales organization itself attended the meetings, which explored such diverse sales areas as retailing, politics and the planning and buying of spot radio.

In perspective, Dr. Blank said, radio sales proved to be "a strong component" in radio advertising, with an average annual increase in performance of 8% over the past five or six years, and spot has shown an annual growth in the period averaging 4.5%. Network radio, he said, essentially has been "flat." Thus, Dr. Blank concluded, 1972 and 1973 should be better in radio sales than the average over the past five years.

He said radio reacts to major changes in the general economy with more "time lag" than does television, which "reacts quickly." But should current indicators of an improved economy and a continuing increase in consumer spending hold, Dr. Blank said, radio can expect higher rates of advertising growth, "reasonably" comparable to 1968 and 1969, or the 9-10% growth range "which are relatively high figures for that medium."

Dr. Blank cited inflation as a major troublesome area of the economy that can affect advertising adversely. He said he was optimistic in assessing the nation's economy, particularly if inflation subsides, and the "inflationary spiral no longer continues to feed on itself."

Radio salesmen were advised as to how they could tip the balance of retail dollars away from newspapers and more in their favor at the retail sales panel on Wednesday (May 10). Panelists Suzan Couch, director of broadcast advertising, R. H. Macy & Co., and Alan Hachst, director of broadcast advertising, Allied Stores, agreed that trying to knock out 50 years or more of solid newspaper selling would not be easy, but offered the broadcasters some insight and suggestions on how to begin their attack.

Since competition for retail dollars is keen, the panelists said, salesmen should educate themselves to the inner workings of the stores—the sales cycles, what group (age and sex) each department is trying to reach, and who the decision-makers of the retail stores are—and relate the demographics of the radio station to a specific retailing event, department or customer type.

In addition, they said, radio salesmen should take advantage of the inherent asset of radio buys over print advertisements—immediate results. Miss Couch suggested that radio could be used to advise listeners of the final moments of an important sales event—"only six more hours to get to . . ."—something that a newspaper published only once or twice a day could not do.

A Canadian-only rule for broadcast commercials?

Prospect that U.S.-produced ads might be banned above the border is raised by CRTC head in call for voluntary restriction

A ban on U.S. commercials in Canada could be the next major ruling of the Canadian Radio Television Commission, according to the chairman, Pierre Juneau. Addressing the Association of Canadian Advertisers annual seminar May 2 at Toronto, Mr. Juneau dropped a broad hint that a Canadian-only commercial rule might be implemented when he suggested that Canadian advertisers establish a voluntary rule that all radio and TV commercials aired in the country be produced in Canada. "I can see no valid obstacle or objection to such a self-governing rule," Mr. Juneau added.

The prospect was viewed with enthusiasm by Paul Siren, head of the 3,600-member Association of Canadian Radio and Television Artists, who sees such a ban increasing jobs for his members by more than one-third. However, other observers expressed concern that costs for special Canadian commercials would force many advertisers out of broadcast media entirely. Vale Magder of Canadian Cinegraph Ltd., a commercial producer, commented that such a ban could result in retaliatory action by the United States.

BAR reports: television-network sales as of April 30

CBS $217,862,000 (36.5%); NBC $196,764,200 (33.0%); ABC $182,089,000 (30.5%)*

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<td></td>
<td>Monday-Sunday</td>
<td>391</td>
<td>17,732,600</td>
<td>6,735</td>
<td>332,099,600</td>
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<tr>
<td></td>
<td>Monday-Sunday</td>
<td>161</td>
<td>2,336,100</td>
<td>2,331</td>
<td>30,421,800</td>
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<td></td>
<td>Total</td>
<td>2,060</td>
<td>$32,522,800</td>
<td>33,354</td>
<td>$596,715,200</td>
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* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Business Briefs

MMT opens its doors. New station rep, MMT Sales Inc., began operation in New York last week with its representation nucleus announced as five Meredith TV stations (Broadcasting, May 1). Principals of firm, whose offices are at 750 Third Avenue (Phone: 212-867-5470), are Fred L. Nettere, president, and Gary Scollard, executive vice president. Branch offices in major advertising centers will be established. MMT Sales does not expect to add more than seven to 10 stations to the list, excluding Meredith's five.

Barter on radio. Rodeway Inns, nationwide motel chain, has bought two 12-hour radio specials—one on composer Burt Bacharach, and other about country-western singer Jerry Lee Lewis—in series of "audio biographies" produced by Los Angeles-based Diamond P. Enterprises. In applying barter concept to radio, programs will be placed in return for fraction of nine commercial minutes.

New hand. Agency Services Corp., New York, which integrates live, film and tape and also performs on-air monitoring of commercials as well as pre-air screening of commercials, effected new affiliation on West Coast: Multi Media Services Inc. Barney Carr and Lou Bradley head Multi Media and Agency Services, respectively.

C & W in Detroit. Cunningham & Walsh has begun operations in Detroit to service its American Motors passenger car account. Donald Williamson, vice president, appointed manager, will operate temporarily at AMC offices.

Eaton picks up tab. Eaton Corp., Pittsfield, Mass., through J. Walter Thompson Co., New York, will sponsor CBS Reports: Where We Stand, assessing America's position in the world, on CBS-TV Tuesday, May 16 (7:30-8:30 P.M. EDT).

The network's assertions of leadership draw no dissent at Los Angeles conference

Because of the soft economy and uncertain prospects, CBS television-network affiliates held no annual meeting last year. Last week they held one that made up for lost time.

The two-day general conference (May 9-10), with various sessions taking place in North Hollywood, Hollywood and Los Angeles, came in the immediate wake of similar meetings by ABC-TV and NBC-TV affiliates. But like Riva Ridge in the stretch, the CBS-TV station people comported themselves as winners and talked mostly about widening leads.

CBS-TV President Robert D. Wood, who motormaned the conference from start to finish, rang out the good news in his opening remarks: "Your network is the undisputed leader," he said. "First place in prime time, first in the daytime, first in the area of children's programing, first in news, and now clearly on our way to first in late night."

And Mr. Wood wanted affiliates to make no mistake about CBS also being "first in sales, not only in network television but among all advertising media." What it all added up to, delegates were told, was that "never before has any network led in so many different arenas of network competition."

The responsibility of documenting these high-blown claims was given to Jay Eliasberg, director of research. Among other findings that he presented, Mr. Eliasberg showed measurements indicating that in the last two years CBS-TV's prime-time rating among adults 18 through 49 has increased by 13%, or an average of 1.6 rating points every minute of the prime-time schedule. This increase of young adults came about, Mr. Eliasberg explained, because Bob Wood got rid of highly popular programs with older demographics such as Red Skelton, Jackie Gleason, Ed Sullivan, Beverly Hillbillies, Green Acres, Petticoat Junction, Hee Haw and Mayberry R.F.D. and replaced them with fresh programs. "What is particularly remarkable," he said, "is that this record was achieved without lowering..." meaningfully degree, our rating among adults 50 and older.

The only spot of trouble noted by Mr. Eliasberg is in the network's weekday daytime performance, which, he admitted, "was not up to the levels of previous years." Still, Mr. Eliasberg asserted that CBS-TV remains number one in daytime even though "we did not have the huge leads we have had in the past."

Offsetting the drop-off in daytime was the record of upturn in late night, as presented by Mr. Eliasberg. Ratings have almost doubled, he claimed, since movies were substituted for the Merv Griffin Show. He further claimed a lead of four-tenths of a rating point over NBC-TV's Tonight Show starring Johnny Carson.

According to the research executive, this meager lead would increase to a full rating point if the late-night station clearances of the CBS movie were equal to those of the NBC-TV show.

Mr. Eliasberg saved his best news for last. In 49% of the 126 markets in the country that now have three commercial network services, he said, the CBS affiliate is first in prime time. Over the full-day schedule (9 a.m. to midnight), he added, 56% of the CBS stations in the fully competitive markets are in first place. These add up to twice as many first places as NBC-TV and more than three times those of ABC-TV, Mr. Eliasberg said.

Frank M. Smith Jr., vice president, sales, added relish to Jay Eliasberg's hot-dog report. Television, he said, is "now in a very strong market position."

The uncertainty of the last two years in the business community is declining, and Mr. Smith estimated a growth of some 7% in network TV sales and a similar growth pattern for national spot. Local TV sales, he predicted, would rise between 10% and 12% this year.

Basing much of his optimism on "a bright economic outlook" generally, and "a really strong program schedule" at CBS-TV, Mr. Smith said the 1972-73 season "should be a really great one."

Mr. Smith reported that "we are booking record sales dollars, from a record number of advertisers, at a record pace."

This buoyant air reportedly prevailed throughout a closed question-and-answer session between network management and affiliates on the concluding day of the conference. "The complaints didn't amount to a hill of beans," said one affiliate upon conclusion of the session.

That impression was confirmed by Bob Wood. "This is the best affiliates meeting we've had in the four years since I've been president," he told Broadcasting. Sales executive Frank Smith, praised the theme. "For the moment," he told the affiliate body, "my theme song is 'Happy Days Are Here Again.'"

What is CBS-TV's over-all programing aim going into the 1972-73 season? Fred Silverman, vice president, programed it out for the general conference of CBS-TV network affiliates in Hollywood: Coming off "a very good season," he said, "our objective will be an even larger circulation lead"—a striving for "the largest in the history of the network."

Beyond circulation considerations, CBS-TV is seeking to shape "the kind of balanced program service which can set us totally apart from our competitors," said Mr. Silverman.

Throughout Mr. Silverman's presentation and those of several other network executives who focused on programing, the emphasis was on the restructuring of the CBS-TV programing line-up.

Oscar Katz, vice president, programs, New York, said, "The big story here is the acceleration of modernization of our programing. We now have a different profile, a different personality."

Charles B. Brakefield, chairman, CBS-TV Network Affiliate Association, referred to this metamorphosis in opening the two-day sessions. Praising Bob Wood as "the best president the CBS television network has ever had," Mr. Brakefield recalled how a year ago Mr. Wood "made the very critical decision to change both the image and direction" of the network. The result of his rejection of tried-and-true programing with many years of track-record successes, according to Mr. Brakefield, is that CBS-TV has emerged "firmly entrenched as the dominant network in American television."

Mr. Wood picked up this theme and referred to programing changes on the network in the past two years as "massive and 'nothing revolutionary.'" It wasn't merely jockeying for circulation leadership that dictated the moves, Mr. Wood said. "Of far greater concern," he said, "was the realization that every segment of our society—every aspect of our culture—was in ferment, undergoing enormous change." Mr. Wood went on to explain that the network became convinced "that we should overhaul our entire schedule—indeed our entire point of view—and make sure the television was as flexible as ever so that it would continue to be America's center of attention." What CBS-TV did, the engineer of this strategy said, was to reach beyond its hard-core audience of people who watch television "to get away from it all," and try to grab the growing numbers of "people who watch only when television gets with it."

Mr. Wood pointed to All in the Family as the most outstanding reward for the "kind of gamble" the network took. "Certainly no program represented a sharper break with traditional television," he said.

Detailing the rationale for the new fall
schedule. Mr. Silverman said that only on Sundays, during the current season, was CBS-TV lagging behind the other networks in prime-time ratings, and that this night was the "major problem area," requiring "the most remedial action."

The action taken was "reprogramming" of the entire evening's schedule. Beyond Sundays, he said, "changes on the other nights call for merely strengthening isolated pockets of weakness."

Mr. Silverman also announced more than 100 hours of special, pre-emptive entertainment and public-affairs programming in the theme "For the first time in CBSTV's history."

It was left to Oscar Katz to discuss the network's less glamorous day-part schedules—Saturday morning and daytime. About daytime, Mr. Katz conceded A true Ariels. CBS-TV President Robert D. Wood came up with an indicative one-liner of the 1972 general conference of CBS-TV affiliates. "You're becoming the statesman of the industry," somebody said after he had finished his speech-making. "I don't want to be a statesman," Mr. Wood snapped back, "I just want to be a winner."

that the competition has narrowed CBS-TV's lead over the last two years, but he expressed determination to restore the network's "traditional daytime dominance" and promised that daytime programming would be "the number-one priority."

Summarizing the daytime situation, he said that serials on the network are being made better, plans are under way to completely change the network's situation-comedy block (with morning programming aimed primarily for adult women instead of for preschool children), program development is being increased, and the quality of manpower assigned to daytime projects improved. The low point in the ratings of CBS-TV's serial programming was reached in January, Mr. Katz said, and in February the three networks were "neck-and-neck" in over-all daytime ratings, but by last month CBS-TV was 11% ahead of NBC-TV and 17% ahead of ABC-TV.

Saturday morning children's programs, Mr. Katz claimed, provide the network with its biggest lead over the competition. ABC-TV and NBC-TV will make a determined bid in the coming season to overtake this lead, but CBS-TV is just as determined "that this will not happen."

The CBS-TV affiliates passed a resolution opposing the action by the Justice Department in instituting antitrust suits against the three major networks. The affiliates also authorized their board of directors "to take whatever steps it deems necessary or appropriate in the courts and otherwise."

The week before NBC-TV affiliates voted to intervene with Washington counsel in defense against the antitrust suits (Broadcasting, May 8).

FCC sets 5% rule for banks

Under that level of minority ownership, their shares in broadcast-owning firms won't figure in total-station ceilings.

The long-awaited revision of the FCC's multiple-ownership rules to increase the amount of stock that banks may hold in publicly owned broadcasting companies without being counted against total station portfolios was announced last week. As expected, the commission ruled that banks may now own as much as 25% of the stock in any number of broadcasting companies before their ownership is counted in the multiple-ownership limits of seven stations in each broadcast service. In the past, bank holdings of more than 1% have been charged in computing limits of station ownership.

In order to legally assume the maximum 5% ownership, however, the commission said banking organizations will be required to file certain forms of intent to control or influence the management of firms in which they hold such interests.

The commission's announcement follows two and one half years of rule-making proceedings initiated at the request of the American Bankers Association. ABA had asked the commission to impose a 10% ceiling on the total amount of stock a bank may hold in any broadcast firm. It claimed that any maximum under 10% would have the effect of hamstringing broadcasters' ability to raise sufficient capital and would force large-scale divestiture of existing bank holdings.

(In 1968, the commission raised the ownership limit in broadcast stock for mutual funds from 1% to 3%. That standard remains unchanged.)

While the commission agreed that the current ceiling should be raised, it would not accept ABA's argument for the 10% limitation. ABA had emphasized that 10% ownership is the criteria recognized by many state and federal laws for presumption of control of a given company. The commission maintained, however, that these 10% standards are legal determinations based on a particular industry and "are not applicable to broadcasting."

The commission gave banks holding stock in trust in broadcasting companies three years to arrange their investments in compliance with the new rule. According to an ABA estimate, the total value of divestiture necessitated by the rule is $84 million. Although the prior limit on stock holdings was only 1%, it is generally understood that many banking institutions' investments in broadcast stock exceeded that limitation (although stock holdings in excess of 1% were generally not voted directly by the banks). ABA had told the commission that a benchmark of 1% would force a divestiture of some $1 billion and would affect some 25 companies. At the same time, it is said, 10% ceiling would affect only one broadcast firm and force a divestiture of only $4 million.
We're bringing new thinking about color recording to broadcast television (and more stations every month are helping us prove our point).

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

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White Plains, N.Y. 10603
(914) 761-7820
Bob Henson

35 Executive Park Dr., N.E.
Atlanta, Ga. 30329
(404) 835-1602
Dennis Christensen

1920 Waukegan Rd.
Glenview, Ill. 60025
(312) 729-5160
Coyle Dillon

30 Baywood Rd.
Rexdale, Ont., Canada
(416) 749-7539
Emil Adamyk

675 Almanor Ave.
Sunnyvale, CA 94086
(408) 730-3900
Dick Reilly
Presenting the first broadcast camera to see reds as they really are—while dramatically reducing studio and remote lighting requirements.

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

*Trademark of N. V. Phillips
Political party. For the first time, a band of radio broadcasters, all from one market, descended on Washington in a lobbying effort that had as its aim educating legislators about broadcasting's problems. The group was the New York Market Radio Broadcasters Association, whose 46 member stations are licensed to 18 counties in and around the Greater New York metropolitan area and whose principal function, ordinarily, is the promotion of time purchases on New York radio stations.

More than 50 station executives were in the party that spent two days (May 8-10) in Washington, beginning with a White House briefing by Ronald Ziegler, President Nixon's news secretary, and including a briefing at the National Association of Broadcasters, a congressional reception in the Capitol, and individual visits to senators and congressmen. At the reception (l to r at left): George H. Williams, WABC(AM), and Neil E. Derrough, WCBS(AM) in cordial exchange with Representative Lester L. Wolff (D-N.Y.); (at right) Richard Novik, WLIB(AM)-WBLS(FM); Senator James L. Buckley (C-N.Y.); Howard Klarman, executive director of the New York association; Senator Jacob K. Javits (R-N.Y.); Ron Ruth, WOR-FM, and Walter Neiman, WQXR-AM-FM.

(Broadcasting, Sept. 7, 1970). By imposing a benchmark of 5%, the commission is seen to have proclaimed the desirability of some $900 million worth of broadcast stock.

While the commission's action comes as a disappointment to banking interests—many of whom had felt as recently as five months ago that a 7½% limitation would have been acceptable ("Closed Circuit," Jan. 10)—it was no surprise. Last March it was learned that the commission's staff was adamant about imposing the 5% limit. Action on the proposal was delayed while the staff sought to determine the impact of banks serving as co-trustees of stock in broadcast companies. As a result of that analysis, the commission ruled last week that whenever a bank is involved in a co-trusteeship the total value of the stock involved will be aggregated against its 5% limitation.

In promulgating the new rule, the commission said it was working under the principal that most banks having broadcast holdings are no more than "passive investors who manage the trusts for investment purposes for the beneficiaries and not to control the management or policies of a broadcast company." In order to insure that this "passive" status is maintained under the new rule, the commission imposed the disclaimer requirement, which makes the rule read, in effect, that while banks may hold up to 5% of a broadcast firm's stock, they may not use that ownership interest to influence the operation of the firm.

In the same action, the commission deleted from the rules a requirement that banks with broadcast holdings file copies of affiliated trust agreements or abstracts. It said this requirement was no longer necessary, because a broadcast firm's ownership report will indicate the persons delegated the authority to vote its stock.

The commission also stated last week that in cases where a bank official is a director of a certain broadcast company and has holdings in that or any other broadcast company, that individual will be subject to the multiple-ownership rules if the bank's broadcast holdings are the maximum allowed by the commission (seven stations in each service). Thus, if a bank owns 5% of a firm operating seven television stations, and an officer of the bank has stock in another firm owning additional TV stations, the individual would have to either give up his directorship in the broadcast firm or sell his broadcast stock. The opposite situation does not hold true, however. If a bank official owns stock in a broadcast company with the full TV complement, the bank itself may still acquire up to...
5% interest in other firms with TV holdings.

The commission's action last week came on a vote of 5 to 2. Commissioners Nicholas Johnson and Robert T. Bartley dissented, Mr. Johnson issuing a statement in which Mr. Bartley joined. The statement accused the majority of formulating a new policy "to satisfy banks and bank-held broadcasters—a change adopted only to avoid divestiture," Mr. Johnson claimed that those parties supporting the rule amendment "have totally failed to show how the public interest will be improved" by the change, and that the commission has ignored various potentially harmful effects of the action, including the impact of institutional ownership on broadcast management decisions.

Slap a back, shake a hand

NAB's Wasilewski and Hulbert urge broadcasters to build good will on Hill; take their problems to the mountain top

Two National Association of Broadcasters officials told broadcasters last week to get closer to their congressmen and senators. Part of a sustained push to acquaint legislators with the problems of broadcasting, "How to Sell Your Congressmen" might have been the titles of the speeches by Vincent T. Wasilewski, president, and James H. Hulbert, executive vice president for public relations.

Mr. Wasilewski told the Oregon Association of Broadcasters, meeting in Lincoln City, Ore., that this election year, when candidates are campaigning and many broadcasters are having contacts with them, is the best time to make their views known on license renewals.

Pumping hard for the airing of the industry's problems, Mr. Wasilewski urged on-air discussions that consider both sides of the fairness doctrine, or call-ins on the license-renewal issue.

Station personnel must be educated about license-renewal problems and attacks on advertising, he added, so they know their jobs may be at stake.

Mr. Wasilewski also asked: "What do you do for your senators and congressmen? Do you only broadcast a few paid spots during an election year, or are you in constant, year-round contact with your representatives? You must build good will with your officials in Washington, just as you do with your audiences... The time to build friendly relationships is when you don't need them so that they will be available when you do."

Above all, Mr. Wasilewski said, the public and molders of public opinion must understand that advertising is the sole support of radio and TV. "Without
it,” he said, “broadcasting cannot survive.”

He acknowledged that many people do not realize advertising’s importance or the significance of the partner of communications and advertising that has resulted in higher standards of living, improvement of culture and of education. But some do, he noted, quoting from the late William Green, president of the American Federation of Labor:

“In a very real sense, advertising is a bright symbol of freedom. . . . If there were no liberty, there would be no advertising.”

Half a continent away, Mr. Hulbert was saying much the same thing, but in bolder and more pointed language. To the Illinois Broadcasters Association, meeting May 11 in Springfield, and to the Iowa Broadcasters Association, meeting May 12 in Cedar Rapids, Mr. Hulbert stated that “A broadcaster ought to regard his congressmen in the same manner he regards a sales prospect.”

Citing the requisites for successful selling (know your product, believe in it, study your prospect and develop a proposal), Mr. Hulbert declared broadcasters must know their congressman’s constituency, his staff, and his grievances.

Developing arguments in favor of broadcasting, Mr. Hulbert emphasized must be done from the congressman’s point of view: “The emphasis should be on your service record, your relationship to your listeners and viewers—his constituents, their stake and the community’s stake, and his personal stake in maintaining that license in responsible hands.”

“It would not hurt,” Mr. Hulbert continued, “to point out what could happen if the license ended up in the hands of some of those who are seeking to oust current licensees.”

And, he added, “do something for your congressman or senator when you are not asking him for anything.” He added, “If you do so in good conscience, give him some editorial support on matters that are important to him.”

**Women v. women**

Happy Raine’s motion gets solid backing at AWR'T convention;
new President Kemp warns of changes

At its annual convention in Las Vegas, the American Women in Radio and Television has voted for the third time its opposition to the proposals advanced by Action for Children’s Television.

Acting on a motion by Mrs. Lorraine Lee-Benner (Happy Raine) of WSER-TV Charleston, S.C., AWR’T reaffirmed its position on the ACT petition to the FCC and the Federal Trade Commission as it had previously in 1970 and again in 1971.

Mrs. Lee-Benner opened her campaign to activate women broadcasters to protest the ACT proposals last month, including one suggestion that the founders of ACT be investigated (BROADCASTING, April 24). ACT’s two-year-old petition to the FCC asks that all commercials on children’s TV programs be banned and that stations be required to program at least 14 hours weekly of children’s programming. The FCC has received comments and reply comments on these suggestions but has not taken any action yet.

ACT also has asked the FTC to prohibit the advertising of vitamins, toys and foods on children’s TV programs. The trade commission, as yet, has taken no action on these petitions.

Mrs. Lee-Benner said last week that the AWR’T action satisfied her “to an extent.” Her purpose, she said, was to stir women broadcasters individually to become active in opposing ACT, particularly through public speeches and on-air discussions.

She also said that the Palmetto chapter of AWR’T (South Carolina and part of North Carolina) was writing to each of AWR’T’s 2,000 members urging opposition letters to the FCC and FTC.

More than 500 women broadcasters at the May 4–7 convention heard the association’s new president, Rose Blythe Kemp, vice president of Columbia College, Los Angeles (BROADCASTING, May 1), warn that broadcasting may well change in coming years, especially with the growth of CATV:

“As CATV grows from now on it will provide a vast freedom of choice, it will eventually create a vast number of new jobs. It will stir up the creative juices. It may well change the system of broadcasting as we accept it today. And it could change the lives and livelihood of countless numbers of people . . .

“I urge you to learn, with eyes open to fascinating possibilities and minds kept flexible for change. For change is inevitable.”

Outgoing president Marianne Campbell, Holzer Medical Center, Gallipolis, Ohio, noted in her talk that broadcasting seems to be the “whipping boy” for the social problems of America.

Elaine R. Pitts, Sperry & Hutchinson, New York, was made president-elect of AWR’T—taking office next year.
Procession up the ladder at NBC-TV

Schlosser moved to new job next to top; Werner and White are reassigned; Wald now second to Frank at NBC News

A series of high-level executive changes, in which Herbert S. Schlosser will move into the newly created post of executive vice president of NBC-TV, was announced last week by Don Durgin, president of the network.

Mort Werner, vice president in charge of programs since 1961, will move up to the new position of senior vice president, program planning, and will be succeeded as head of programs by Lawrence R. White, currently vice president, programs, East Coast. Both will report to Mr. Schlosser, currently vice president, programs, West Coast.

The changes will become effective June 1.

Mr. Durgin said Mr. Schlosser was "brilliantly suited to join NBC-TV's management team in the operation of a large and complex network organization, requiring an unusual combination of administrative and creative judgments"; that Mr. Werner's new assignment, allowing him to devote "his extraordinary program abilities" full time to program development and planning, is in line with his long-standing belief that "he could be most effective as a full-time program freed of the administrative detail involved in running the day-to-day operation of the program department," and that Mr. White will bring to the top program post "an outstanding record of success" in a 24-year broadcasting career in which he has been a program producer, a builder of NBC-TV's daytime schedule and supervisor of its development of children's programming.

Reporting to Mr. Schlosser, in addition to Mr. Werner and Mr. White, will be David W. Tebet, vice president, talent, whose responsibilities will include special assignments as well as talent arrangements; Donald Carswell, vice president, business affairs; John M. Otter, vice president, sales; William H. Trevarthen, vice president, operations and engineering, and Byron (Mike) Weinblatt, vice president, talent and program administration.

Mr. Schlosser will report to Mr. Durgin.

Mr. Schlosser, formerly with Phillips, Nizer, Benjamin, Krim and Ballon, a New York law firm with a large motion-picture and television practice, joined NBC in 1957 as attorney for California National Productions, a subsidiary of which he later became vice president and general manager. He was named director of talent and program administration for NBC-TV in 1961, added a vice presidency a year later, and was appointed NBC-TV vice president, programs, West Coast, in 1966. Since then he has been responsible for all phases of network programing produced on the Coast.

Mr. Werner, who joined NBC in 1951, had a major role in the development of NBC-TV's Today and Tonight shows and its Home series, becoming executive producer of all three, and also helped shape NBC Radio's weekend Monitor service. He became director of participating programs in 1955, rose to director and then vice president in charge of national programs, and in 1957 was named vice president for daytime TV programs. Later that year he moved to Kaiser Industries and, two years later, to Kaiser's agency, Young & Rubicam, as vice president and radio-TV director before returning to NBC as head of TV programing in 1961.

Mr. White, who started in broadcasting as a producer-director for the old Dumont TV network in 1948, held executive posts with Benton & Bowles, CBS-TV and Goodson-Todman and headed his own company, Gateway Productions, before joining NBC in 1965 as vice president, daytime programs. He has been vice president, programs, East Coast, since November 1968.

In a separate realignment at NBC, Richard C. Wald, vice president, NBC News, was promoted to the new post of executive vice president, NBC News. The principal executives of the NBC News staff will report to him; in turn he will report to President Reuven Frank. This change is also effective June 1.

Mr. Wald has been vice president, NBC News, since April 1968, responsible for the division's "hard news operations." Earlier Mr. Wald had been associated with the New York Herald Tribune from 1951 to 1966, and was serving as its managing editor when it ceased publication in that year.

Meet Senator Pastore

Hearing set for Hooks, Wiley nominations

The Senate Commerce Committee has scheduled a hearing May 23 on the nominations of Richard F. Wiley and Judge Benjamin L. Hooks as members of the FCC.

Mr. Wiley has served on the commission since Jan. 4 under an interim appointment by President Nixon. He has been nominated to fill the unexpired term of Commissioner Robert Wells, who resigned. That term runs from July 1, 1970, to June 30, 1977. Mr. Wiley served as FCC general counsel from September 1970 until last January.

Judge Hooks, a black lawyer and preacher from Memphis, was nominated last month to succeed Commissioner Robert T. Bartley, whose term expires June 30 (Broadcasting, April 17).

Senator John O. Pastore (D.R.I.), chairman of the Communications Subcommittee, will preside at the confirmation hearing.

Members of NBC-TV's new top team appeared together during NBC affiliates convention two weeks ago, their appointments hadn't been announced then. Herbert S. Schlosser (second from left), then West Coast programs vice president, becomes network's number-two man as executive vice president, reporting to President Don Durgin (r). Lawrence R. White (l), Mr. Schlosser's East Coast programming counterpart, becomes vice president in charge of programs, succeeding Mort Werner (second from right), who gets a new title—plus compliance with wish to be freed of administrative nitty-gritty, plus new long-term contract, according to NBC—as senior vice president, program planning. Changes were seen as designed to move younger executives higher into management echelons. Mr. Schlosser is 46, Mr. White is 45, same age Mr. Werner was when he took top program post in 1961. President Durgin is 47. Changes take effect June 1.
All About Parents
It may save the kids.

Here is programming in which Dr. Phyliss Harrison-Ross, a pediatric psychiatrist and a panel of parents deal with some of the most vital problems today—being oppressed, being a parent, living in the inner-city.

All About Parents is the kind of television that can have a significant impact on the future of an important segment of America. It’s programming with guts. It meets a real need. It’s the kind of thing that makes television important. And it’s part of what TelePrompTer is doing to utilize this mass media for the public good.

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50 West 44th Street, New York, N.Y. 10036
Total Capability* for ALL Markets
(including the TOP 100)

*Total Capability for CATV means Resources...Products...Services

first in CATV

JERROLD®

a GENERAL INSTRUMENT Company

JERROLD ELECTRONICS CORPORATION
Now...where's the money?

That's the question likely to be heard as cable operators gather at NCTA convention; and facing financial realities is only for openers now that FCC's rules are in effect.

Get 10 representatives of the cable-television industry together in a room, drop a few phrases like "wired nation" or "communications revolution," and nine of them will quietly start to poke holes in your grand vision (the other one will be on the telephone, discussing a long-term financing arrangement). The time when Washington dominated talk about cable is past; the time to begin actually building those big, complex, vaunted systems has arrived. And absent a federal decision to divert the defense budget into cable construction, the completion and successful operation of those systems will take a long, long time.

Cablemen know it. And the delegates to this week's National Cable Television Association convention are not likely to be hawking real estate in paradise. An industry that has sometimes been accused of overselling itself now speaks with a cautious, tempered voice. The high hopes are still expressed—after all, the theme of this year's convention is "CATV: The New Communicator." But now that extensive wiring of urban areas is a serious possibility and not just a foundation executive's dream, the inevitable question is: Where's the money going to come from?

The question is even more puzzling in cable than in most industries, because its demand for capital will exceed that of most industries if the nation is to be wired on anything like the scale envisioned by cable's cheerleaders. It is generally assumed that the industry would need a base of about 25 million homes in the next decade if its widely touted, technologically advanced applications are to make economic sense. That, in turn, would require an industry's capital commitments of over $1 billion a year for 10 years.

That formidable figure would have to be reached in an already competitive market for capital. Amos B. Hostetter, executive vice president of Continental Cablevision Inc., has summed up the problem this way:

"The total national savings-to-investment flow of new funds to corporate users is at a rate of only $25 to $30 billion a year. Of this the utilities, including the telephone company, take over half. No other single industry—not the air- lines, not the gas transmission lines, not the railroads—attract capital at a rate in excess of $1 billion a year, which is the rate at which cable must attract in order to reach a 40% saturation in 10 years. A formidable task in a decade that economists already feel will be one of unprecedented demand for capital."

From this recitation of financial real- ities, it becomes apparent that this one consideration alone is enough to insure the continuing consolidation of the cable industry into a few large companies with the stability and resources to make large-scale cable operations work. And most observers agree that the companies now building a strong base are the ones that will lead the industry in the years ahead.

A look at the maps on pages 48 and 4 indicates which companies to watch, and where their largest systems are now operating. These companies—one of them being $100,000 subscribers —are establishing clear dominance in their industry. With the mergers that have taken place in recent months, this year's convention will mark a new stage in the industry's continuing consolidation: Eleven companies now command about half of the nation's cable subscribers (Broadcasting, March 20).

There is still ample concern over gov- ernment—no regulated industry escapes that—and two of cable's constant problems will find their places on the convention agenda: copyright and federal-state-local relationships. The choice of prin-
cipal speakers also reflects that concern: FCC Chairman Dean Burch; new NCTA President David Foster, whose first actions in that office have been directed toward strengthening the association's government-relations efforts; and consumer advocate Ralph Nader, one of the crusaders whom cablemen would like to number among the allies of their still-glamorous industry.

But government is far from the whole show. Here are some other highlights:

The broad titles of the principal man-
agement sessions encompass the major outside "views" of cable: the public view, the advertising view, financial, regula-
tory (divided into federal-state-local), advertising, educational and programming. At the financial session, the principal speaker will be Elliott Averett, president of the Bank of New York; at the ad-
vertising session, Leonard Matthews of Leo Burnett Co., Chicago; at the public session, Ted Ledbetter, Washington commu-
nications consultant; at the federal

Maps of largest CATV companies are on pages 48 and 49; NCTA convention agenda is on pages 50 through 55; list of convention exhibitors is on pages 55 through 60; main story continues on page 61

A short course in cable, 1972

There are about 2,750 operating cable systems in the U.S. There are another 1,950 systems approved but not built, and 2,900 applications pending before local governments. Pennsylvania, where cable began, has the most systems: about 300. Systems currently in operation reach about 6 million homes, perhaps 18.5 million viewers. The average system has 2,150 subscribers.

The largest—in San Diego—has over 51,000. Some have fewer than 100. Most systems offer between 6 and 12 channels; the average for all is 10.4. Most new systems being constructed have 20 channels. The state-of-the-art maximum is about 48 forward channels. Monthly fees average about $4.95. Installation fees range from nothing to over $100; the average is $20. Total cost of an average system is estimated between $500,000 and $1 million. The cost of laying cable ranges from $4,000 per mile in rural areas to more than $50,000 per mile in large cities. Over 400 systems have the capability of originating programs, and nearly 300 do so on a regularly scheduled basis—an average of 16 hours a week. Almost 800 have the capability of providing such automated originations as time and weather services and stock reports. Advertising is known to be carried by 53 systems which originate programs. Another 375 accept advertising with automated services. The average charge is $15 per minute, $88 per hour-long program. About 42% of the cable industry is owned by other communications interests. Broadcasters account for 30%, newspaper publishers for 7%, telephone companies for 5%.

The CATV industry had total subscriber revenues estimated at $360 million in 1971.

Broadcasting May 15

45
Cable television brokers are great. Until you want something from them.

Let's face it, most cable television brokers talk a great deal about their abilities and their impressive list of successful negotiations for cable television firms. And talk, and talk, and talk.

Then you ask them for something. Like an appraisal of your system. Or detailed information and cost for a particular consulting job. Or to find a qualified investor or buyer. They say it will take more time, or they're busy with a big deal right now, or they'll get back to you. And you wait, and wait, and wait. It's the same old story.

It's partly your own fault. You've been talking (and listening) to the wrong people.

The men in the picture on the opposite page are from Daniels & Associates. The cable television pioneers. Aggressive, dynamic, professionals with 81 combined years of experience and knowledge in the cable television industry. Their only business is cable television.

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The maps and data on these two pages display (1) each of the 11 CATV companies now having as many or more than 100,000 subscribers and (2) the individual systems within each that serve 5,000 or more subscribers. Together, these multiple system owners command over 2.5 million subscribers, or nearly half of the industry's total.
2 Television Communications Corp. (assuming completion of pending merger with Cypress Communications Corp.) 125 systems, 360,000 subscribers. (Present TVC systems) Arkansas: Fayetteville (9,600)—California: Barstow (7,500)—Illinois: Danville (11,800), Decatur/Sycamore (5,300)—Massachusetts: Malden (5,400), Pittsfield (11,400)—New Jersey: Avalon (5,000)—New York: Olean (7,200)—Ohio: Avon (15,800)—Oregon: Coos Bay (8,500)—Pennsylvania: Bradford (6,600), Clearfield (5,100), Pottsville (12,200), Warren (5,900)—(Present Cypress systems) California: Kern County (Bakersfield) (18,000)—Florida: Fort Walton Beach (17,000)—Indiana: Logansport (8,500)—Illinois: Ottawa (7,500), Streeter (6,400)—New York: Cortland (5,200)—Ohio: Cleveland (6,100)—Pennsylvania: Altoona (26,500), Chambersburg (6,300)—Michigan: Battle Creek (11,600)—New York: Manhattan (50,000)—Ohio: Ashland (6,000)—Pennsylvania: Levittown (6,400), East Pittsburgh (5,200).

3 American Television Communications Corp. (assuming pending merger with Jefferson-Carolina Corp.) 71 systems, 264,000 subscribers. California: Lafayette (14,300)—Florida: Cocoa (7,000), Melbourne (19,000), Ormond Beach (5,500)—Kansas: Emporia (5,200)—Kentucky: Madisonville (5,600)—Louisiana: Monroe (5,500)—Minnesota: Mendota (9,300)—North Carolina: Fayetteville (14,400)—Pennsylvania: Reading (19,300), suburban (7,500)—West Virginia: Charleston (12,600)—Wisconsin: Beloit (7,400), Eau Claire (9,900).

4 Sammons Communications 47 systems, 200,000 subscribers. California: Glendale-Burbank (7,300)—Indiana: Logansport (8,500)—Illinois: Ottawa (7,500), Streeter (6,400)—New York: Cortland (5,200)—Pennsylvania: Easton (30,100), Harrisburg (29,800), Oil City (5,500)—Texas: Rio Grande Valley (20,100).

5 Viacom International Inc. 14 systems, 183,000 subscribers. California: Delta (21,100), East Bay (16,200), North Bay/Petaluma (38,000), Oroville/Marysville (14,500), Redding/Red Bluff (14,200), San Francisco (20,000), Sonoma County (6,400)—Ohio: Cleveland (6,100)—Washington: Everett/Snohomish (19,300), Seattle/Bellevue (18,600).

6 LBO Cable Inc. 24 systems, 102,000 subscribers. Colorado: Grand Junction (8,600)—Illinois: Galesburg (5,300), Peru-LaSalle (9,300)—Maryland: Berlin (5,300)—Texas: Abilene (14,500), Tyler (15,600)—Wyoming: Casper (9,600).
Official agenda for the NCTA convention in Chicago

(All places in Conrad Hilton)

Monday, May 15

Registration, 8 a.m.-5 p.m., Lower Lobby.

Exhibits, 8 a.m.-6 p.m., Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.

Eye-Opener Sessions, all 8-9 a.m.


Tuesday, May 16

Registration, 8-5 p.m., Lower Lobby.

Exhibits, 9 a.m.-6 p.m., Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.

Eye Opener Sessions, all 8-9 a.m.


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Don Countryside

1119 Robin Rd., St. Marys, Ohio (419) 794-4333
Jerry Speckman


Luncheon, noon-1:45 p.m., international Ballroom. Moderator: Gene W. Schneider, 1972 convention chairman. Invocation: Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis, Chicago. Speaker: David H. Foster, president, NCTA.


Annual Membership Meeting, 3:15-4:30 p.m., Waldorf Room. (NCTA members only.) Presiding: NCTA national chairman, 21st Annual meeting of membership; election of directors;
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proposed by-laws amendments; reports of standing and
special committees. (Note: Ballots may be picked up begin-
n ing at 9 a.m. Tuesday, May 16, in PDR 1.)

**Annual Banquet**, 7:30 p.m., International Ballroom. Burt
Harris, master of ceremonies. Introduction of new Officers
and directors. Presentation of Annual Larry Bogs Award—
F. Gordon Fuqua, chairman, 1972 NCTA awards committee.
Entertainment: The Harmonicas, Corbett Monica, Jeanne
Steel. Music by: Norm Krone and his Orchestra.

**Wednesday, May 17**

**Registration**, 8 a.m.-3 p.m., Lower Lobby.

**Exhibits**, 9 a.m.-1 p.m. Continental Room, West Hall, East
Hall, North Hall, Normandie Lounge.

**Eye Opener Sessions**, all 8-9 a.m.: Your Local Franchising
Rates, Renewals and Franchising, Williford Room, Parlor A.
Moderator: Martin F. Malarkey, Malarkey, Taylor & Assoc-iates,
Washington. Panel: Charles Norman, Ford and Norm-
man, Tulsa, Okla.; Alan Dessof, National Association of
Counties, Washington; Edward N. Kuhlmann, Cable Tele-
vision Information Center, Washington; Alderman Paul Wi-
goda, City of Chicago; Floyd Shelton, Communications
Properties Inc., Austin, Tex. Interrogators: John Gault,
American Television & Communications Corp., Denver; J.
Patrick Michaels, Times-Mirror, Los Angeles.

**Program Sources**, Beverly Room. Moderator: Jack Will-
liams, Teleprompter Corp., New York. Panel: Jennie John-
son, National Audiovisual Center, Washington; Tom Wilson,
Cable Television Information Center, Washington; Stanley
Dilchfield, Christian Broadcasting Network, Portsmouth, Va.;
Robert Weisberg, Telemation Program Services, New York;
Burt Reinhardt, United Press International and Independent
Television News, New York; Interrogators: Conrad Bastow,
TV Transmission Inc., Lincoln, Neb.; Tony Acone, Cable-
vision Properties, Waco, Tex.

**Can Two-Way Make Money?** PDR 2. Moderator: Douglas
Dittrick, American Television & Communications Corp.,
Denver. Panel: John Campbell, TOCOM Inc., Dallas; Jack R.
Kelly Jr., Scientific Atlantic Inc., Atlanta; Morgan H. Cooper,
Oak Security Inc., Madison, Wis.; Robert Behringer, Theata-
Com Corp., Los Angeles; Dr. Harold Katz, Vicom, Inc., Dex-
ter, Mich.; Bill Mason, MITRE Corp., McLean, Va., Malcom
Ferguson, Television Communications Corp., New York.
Interrogators: Donald G. Chandler, Electronic Industrial Engi-

**Wall Street View**, Astoria Room. Moderator: James L.
Lahey, Clearview Cable, Richmond, Ind. Panel: Richard W.
Kershner, Drexel Firestone, Philadelphia; Dennis B. McAl-
pine, Tucker, Anthony & R. L. Day, New York; Barry F. Ebert,
Bank of Madison, Madison, Wis.; Edward F. Addiss, Mat-
thews, Mitchell & Co., New York; Jeffrey W. Cadin, Source
Equities, New York. Interrogators: Paul Van Hook, Tele-
vision Communications Corp., New York; Edwin A. Hooper,
LVO Cable, Tulsa, Okla.

**Intra-City Distribution**, Williford Room, Parlor C. Moder-
ator: William Kerns, Sammons Communications, Dallas.
Panel: Ivan Wolfe, Thetacom Corp., Los Angeles; Richard
Old, Ameco Inc., Phoenix; Ken Knight, Laser Link Corp.,
New York; Interrogators: William Pitney, Cox Cable Commun-
ications, Atlanta; Archer S. Taylor, Malarkey, Taylor & As-
sociates, Washington.

**Technical Training**, Bel Air Room. Workshop Sponsor: So-
ciety of Cable TV Engineers. Coordinator: Robert Bilodeau,
consultant, New York. Moderator: Steven Dourdoufis, Vision
Cable, Fort Lee, N.J.; Reporter: Gerald Goldman, Tele-
prompter Corp., New York.

**Management Session** 9:15-10:05 a.m., Grand Ballroom. Pro-
gramming, A. The Government View. Moderator: Amos B.
Hostetter, Jr., Continental Cablevision, Boston. Speaker:
Snowden Williams, Department of Housing and Urban De-
development, Washington, D.C.; Robert S. Powers, Depart-
ment of Commerce, Washington; Lita Coligan, Department of
Health, Education & Welfare, Washington; Arthur Peltz, De-
partment of Justice, Washington.

**Technical Session**, 9:15-11:45 a.m. Williford Room, Parlor B.
Two-Way System Experience. Session chairman: Rex Brad-
er, Telecasters Corp., New York; Reporter: Don Chandler,
EIE, North Hollywood, Calif. "Home-Bound Study and Retail
Marketing at Overland Park," James Dixon, Telecalla Corp.,
Norfolk, Va.; "Multipurpose Frame Grabbing Interactive
Experiments at Reston," Ken Chamberlain, Reston Trans-
mission Co., Reston, Va.; "Cable Communications—
The Community Information System at Jonathan," Edward D.
McCormick, Community Information Systems, Jonathan Vil-
lage Center, Chaska, Minn.; "Two-Way Experience With
Dial-a-Program at Dennis Port," Ralph P. Gabriel, Redif-
ution International Ltd., London, England; "El Segundo Sys-
tem SRS Tests," Richard T. Callais, Theta-Com of California,
Los Angeles.

**Technical Session** 9:15-11:45 a.m. Boulevard Room. Ad-
vanced Techniques and Design. Session chairman: Michael
F. Jeffers, Jerrold Electronics Corp., Hatboro, Pa. Reporter:
Frank Haney, Tele-Vue Systems Division of Viacom, San
Rafael, Calif. FLEXICADE—An Evolutionary Cable System," 
Jack W. Blanchard, Ameco, Phoenix; "Reliability Through
Total Automation of CATV System Design," Ivan Frisch,
Bell South, Lawndale, Calif.; "Upstream Automatic Gain Control for Two-
Way Systems," Henry Marron, Jerrold Electronics Corp.,
Hatboro, Pa.; "Contributing Sources and Magnitudes of En-
velope Delay in Cable Transmission System Components," 
G. Rogeness, Anaconda Electronics, Anaheim, Calif.; "Elimi-
nation of Cross-Modulation in CATV Amplifiers," R. Bell, R.
Clarke, Electronics Group of TRW, Lawndale, Calif.

**Management Session**, 10:05-10:55 a.m., Grand Ballroom.
Programming B. The Hollywood View. Moderator: George
Hatch, KUTV Salt Lake City. Speakers: Joseph E. Levine,
Avco-Embassy Pictures, New York; Jack Valenti, Motion
Picture Assn. of America, Washington. Responders: Dore
Scharay, Theatreview, New York; Alfred R. Stern, Television
Communications Corp., New York; Geoffrey Nathanson, Op-
tical Systems, Los Angeles.

**Programming C. The Sports View.** Moderator: Bill Daniels,
Daniels, Daniels & Associates, Denver. Speaker: Jack Dolph,
R. Fields, Madison Square Garden, New York; Edward R.
Garvey, NFL Players Assn., Washington; Robert M. Rosen-
crans, Columbia Cable Systems, Westport, Conn; Stuart
Feldstein, NCTA, Washington; Phillip R. Hochberg, Daly,
Joyce and Borsari, Washington.

**Luncheon**, noon-1:45 p.m. International Ballroom. Moder-
ator: William Bresnan, NCTA national chairman. Invoca-
tion: Reverend Patrick O'Malley, St. James Shared Ministry,
Chicago. Introduction: Governor Raymond Shafer, Tele-

**Management Session** 2:3-5 p.m. Waldorf Room. The Broad-
caster's View. Moderator: Edgar Smith, Time-Life Broad-
cast, New York. Speaker: Richard Block, Kaiser Broadcast-
ing Co., Los Angeles, Calif. Responders: Michael Horne,
AMST Association of Maximum Service Telecasters, Wash-
ington; Lawrence W. Kilweer, Peninsula Broadcasting Co.,
Hampton, Va.; Bruce Hefenreiter, New Mexico Broadcast-
ing Co., Albuquerque, N.M.; Jay Ricks, Hogan & Hartson,
Washington; Thomas Shack, Shack & Mendenhall, Wash-
ington.
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Broadcasting May 15

50

Dynair Electronics Inc.

Headquarters: 6360 Federal Boulevard, San Diego 92114.
Featured: The new TX-4B DYNOCMOD II solid-state broadcast television Color Limiter. The RFB DYNOCMODI NUTE solid state television demodulator, series 150 version.
Personnel: E. G. Gramm, Max Ellson, Dwain Keller, George Bates, Mike Bingham, Bill Killian, Gary Session.

Eastman Kodak Co.

Headquarters: 334 State Street, Rochester, N.Y. 14650.

Electronic Industrial Engineering Inc.

Headquarters: 7255 Fulton Avenue, North Hollywood, Calif. 91605.
Featured: Cable amplifiers, modulators, demodulators.
Personnel: Jack Thompson, Don Chandler, Vroman Riley, key and ancillary equipment.

Essex International Inc.

(Communications & CATV division)

Headquarters: 6235 South Harlem Avenue, Chicago 60638.
Featured: CATV coaxial cable.

Fort Worth Tower Co.

Headquarters: 5201 Bridge Street, Fort Worth 76112.
Featured: Towers, reflectors, equipment buildings.
Personnel: T. W. Manke, Fred Moore, A. C. Tillon.

Good Communications Corp.

Headquarters: 970 Third Avenue, New York 10017.
Featured: Wire, cable and hardware for cable TV plus new line of cable to be introduced at the exhibition.

General Electric Co.

Headquarters: Mt. View Road, Lynchburg, Va. 24502.
Featured: Color monochrome TV cameras for studio and TV application: color film chain video cable amplifier; base station; mobile and portable two-way radom and systems.

Gilbert Engineering Co.

Headquarters: 3700 North 36th Avenue, Phoenix 85019.
Featured: Coaxial connectors for CATV.

Good Communications Corp.

Headquarters: 334 State Street, Rochester, N.Y. 14650.
Featured: CATV pathmaker equipment distribution equipment, complete turnkey supplier.

GTE Sylvia CATV Operations

Headquarters: Johnston Street, Seneca Falls, N.Y. 13148.
Featured: CATV pathmaker distribution equipment, complete turnkey supplier.
Helwick Douglas Electronics, Inc.
Booth 118
Headquarters: 2402 23rd Street, Gulfport, Miss. 33501.
Featured: Field strength monitor test instrument model HD 401.

IBM Co.
Booths 133 & 133A
Headquarters: P.O. Box 10, Dept. 842, Princeton, N.J.

International Video Corp.
Booth 217
Headquarters: 675 Almanor Avenue, Sunnyvale, Calif. 94086.
Featured: IVC-500A color television camera; Color Carver IV color television studio; automatic video programming system.

ITT Cramer Connectors Canada
Booth 319
Headquarters: 180 Bartley Drive, Toronto, Ont.
Featured: CATV connectors.
Personnel: Paul Perreault, John Blanchenot.

Jerrold Electronics Corp.
Booth 315
Headquarters: 401 Walnut Street, Philadelphia 19105.
Featured: Starline 20 push-pull one and two-way distribution systems, new line of passive subcorder connection materials, new 30-channel top-of-the-line converter, and new modules for channel commander head-end.

Kay Elektromics Corp.
Booth 206
Headquarters: 12 Maple Avenue, Pine Brook, N.J. 07058.
Featured: CATV test instruments.

Laird Telemedia Inc.
Booth 129 & 130
Headquarters: 2125 South West Temple, Salt Lake City 84115.
Featured: Optical multiplexers, firm island peripherals, television studio projector, automatic message center, electronic "O" board, date/time generator, psychochannel.

Lampkin Laboratories Inc.
Booth 201
Headquarters: 8400 Ninth Avenue N.W., Bradenton, Fla. 33506.
Featured: Digital frequency meter/synthesizer, VHF television channel filler, frequency modulation meter.
Personnel: William L. Pasco, David Boyers, Leo Ankofske.

Laser Link Corp.
Booth 224
Headquarters: 303 Crossways Park Drive, Woodbury, N.Y.
Featured: LOS microwave, Theatre-Vision (pay-TV).
Personnel: Ira Kamen, Dr. Joseph Vogelman, Ken Knight, Mac Reader, Peter Lubell, Carl Mauk, Ere Schary, Will Belkin, Jack Behen.

Lindsay Specialty Products Ltd.
Booth 14
Headquarters: 50 Mary Street, W., Lindsay, Ont.
Featured: TV antennas.
Personnel: John Thomas, Bob Toner, Don Van Alstyne, Frank Pennybacker.

LRC Electronics Inc.
Booth 236
Headquarters: 901 South Avenue, Horseheads, N.Y. 14845.
Featured: Connectors and passive devices.
Personnel: Keith McIntosh, Clayton Blanchard, Arthur Bodner, Jim Corz, Jim McQuaid, Roland Reinisch.

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Source: SRDS and ARB, Feb/March 1972.

*Wally Grant, a fishmonger in England was best man for the 50th time in 1964. At last report he’s still a bachelor.
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BOOTH 106 A
regulatory session, Sol Schildhause, chairman of the FCC's Cable Television Bureau; at the state regulatory panel, Dr. Delbert Smith, University of Wisconsin; at the local regulatory panel, W. Bowman Cutter, executive director of the Cable Television Information Center; at the educational panel, Frank Norwood of the Joint Council on Educational Telecommunications; at two programing sessions, Snowden Williams, Department of Housing and Urban Development, and Joseph E. Levine, Aveo-Embassy Pictures.

The format of the management sessions calls for the principal speaker to be followed by a group of "responders," in an attempt to churn up some dialogue. For example, Mr. Averett's financial view will be bounced off a panel that includes Henry Harris, Cox Cable Communications; Dr. Leonard Tow, Teleprompter; Paul Kagan, Paul Kagan Associates; Herbert Mann, Teachers Insurance and Annuity Association, New York; E. Peter Brinkley, Chase Manhattan Bank; and Edward Adliss, Matthews, Mitchell & Co., New York.

Topics of the technical sessions range from the futuristic to the very practical. One high point, a session called "Blue Sky to Cash Flow," will be moderated by Hubert J. Schlafly, president of Tele-Hospitality.

Broadcasting Publications Inc. will have its NCTA convention headquarters in Rooms 1505-1506 of the Conrad Hilton. Attending: Sol Taishoff, editor; Lawrence B. Taishoff, publisher; editorial staff members Edwin H. James, Donald West, Earl B. Abrams and Alan Steele Jarvis; advertising staff members Maury Long, David Whitcombe, Greg Masefield, Bill Merritt and John Andre.

prompter, and will feature Dr. Peter Goldmark, Goldmark Communications Inc.; John J. O'Neill, the Mitre Corp.; John Ward, Electronics Systems Labs, Massachusetts Institute of Technology; and Robert Behringer, Theta-Com Corp.

In something of a breakthrough in public dialogue, one session will explore "the broadcaster's view." The principal speaker will be Richard Block, of UHF-dominated Kaiser Broadcasting Co.; the "responders" will be Michael Horne of Covington & Burling, counsel for the Association of Maximum Service Telecasters; Bruce Hebertstreet, New Mexico Broadcasting Co., Albuquerque, N.M.; Jay Ricks, with the Washington law firm of Hogan & Hartson; Thomas Shacks, law firm of Shack & Mendenhall; and Lawrence W. Kiewer, Peninsula Broadcasting Co., Hampton, Va., a member of the NCTA board of directors.

At their first opportunity to meet cablemen since adoption of the FCC rules, 126 exhibitors will be on hand. No one topic dominates the agenda. But the focus of a convention is determined not by the sessions—many of them are as perennial as weeds—but by the realities the cablemen bring with
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them. Last year in Washington, the reality was that the industry was still awaiting FCC rules that would end the “freeze” on its expansion. This year, the reality is that those rules are on the books, and somebody has to come up with the money to make the thaw worth waiting for. In the meantime—as the formats of this year’s sessions indicate—the industry will be doing a lot of listening, to a lot of people with their own economic or social stake in its future.

Co-op wants cable time
‘People’s’ video reps head for Chicago to remind CATV about public access

CATV operators attending the convention of the National Cable Television Association in Chicago this week are likely to see a lot of young people with half-inch portable video-tape equipment covering sessions and interviewing cable men.

No, it’s not guerrilla video. The videotapers will be members of a federation with the springtime name of April Video Cooperative.

Their presence in Chicago this week is to remind cable owners that the new FCC rules require at least 1 channel of each system to be available for public access.

The cooperative takes its name from a meeting held last month in New Brunswick, N.J., where some 300 representatives of CATV video centers throughout the country gathered to exchange ideas and techniques. The “conference and jamboree,” as it was termed in announcements from •AVC, also agreed to establish an information-access catalogue, called “Dumping Place.”

During the four days of the NCTA convention, the AVC will also be screening samples of members’ works. The purpose is not only to make cable TV owners aware that there are such groups in some CATV communities, but also to offer to help cable operators establish similar groups in their own communities. The AVC’s presence at the convention has the blessing of NCTA.

Coordinating the NCTA effort is Nick DeMartino, a member of the Washington Community Video Center that has specialized in programming for the inner city with such subjects as venereal disease, drug addiction, rat infestation and lead poisoning. And it has served as catalyst and generator of community activities in the area of communications, particularly where video is concerned. Community Video Center was founded last year and is funded from various sources: the Washington Federal City College provides space, equipment and personnel, valued at about $75,000; the Department of Health, Education and Welfare, $25,000, and most recently the Eugene and Agnes Meyer Foundation (of the Washington Post Meyer’s), $10,000.

At present there is no CATV in the nation’s capital, but there are about 12 applications pending. Which one will get approval is not yet decided. But in the District of Columbia city council or the Congress on what type of cable system should be franchised or who should get it.

Copyright fight to another arena

Loser CBS says it will take Telepromter case to appeals court this week against cable in benchmark Fortnightly decision

CBS announced last week it would appeal the federal district court decision, issued the preceding week, that reaffirmed cable-TV systems’ right to pick up copyrighted material off the air and retransmit it to their subscribers without incurring copyright liability (BROADCASTING, May 8).

The appeal, officials said, will be led in the U.S. Court of Appeals for the Second Circuit, in New York. That is the court that found cable systems liable for copyright infringement in the original court test of the issue, in the so-called “Fortnightly case.” It is also regarded as one of the most experienced and expert courts in the country on copyright issues because of the number of copyright suits originating in and around New York.

In the Fortnightly case, however, its decision, which upheld lower court’s finding of liability for cable systems that take copyrighted material off the air, was overturned by the Supreme Court. The Supreme Court decision formed the basis of the trial-court ruling two weeks ago, in a case brought by CBS against Teleprompter Corp. and three of its CATV systems, that CBS plans to appeal.

Legal sources considered it unlikely that the appeals court could hear arguments in the case before October or November. When it might hand down its decision was even less clear. Judge Constance Baker Motley’s decision in the case came some seven months after completion of the trial.

CBS’s announcement of its plan to appeal left the impression, but did not expressly say, that its challenge would be based primarily on modern systems’ importation of distant signals and origination of programs, both to a much greater degree than the systems in the Fortnightly case. Judge Motley’s decision also found that one of the most important distinguishing features between the two cases but held that they did not alter the conclusion, reached by the Supreme Court in Fortnightly, that CATV is more like a “viewer” than a broadcaster and therefore, since viewers do not perform works, CATV does not perform the copyrighted material it takes off the air.

CBS had tried to establish that changes since the Fortnightly case—CATV’s importation of distant signals and origination of programs, among others—had caused cable to become more like a broadcaster than a viewer and therefore subject to copyright liability.

In announcing its appeal plan, CBS said: “In the 1968 Fortnightly case the Supreme Court decided that cable-television systems which do not carry essentially local broadcast signals are not liable for copyright infringement. Now the district court has decided that cable systems which, among other things,
import distant broadcast signals—even from hundreds of miles away—without any copyright authorization whatsoever, and originate substantial amounts of programming of their own in direct competition with the broadcasters, do not have to pay for the copyrighted broadcast signals they carry.

“We hope, and we firmly believe, that when this matter is ultimately resolved by the courts, it will be determined that the copyright law does not give cable systems this extraordinary privilege at the expense of broadcasters, copyright proprietors, authors, performers, and, ultimately, of the public.”

A market test for broadband?

That’s what cable consultants urge in feasibility study ordered by OTP

An $8-million pilot project, designed to test the “usefulness and economic viability” of advanced broadband communications services, has been proposed and described in a report by the Washington consulting firm of Malarkey, Taylor and Associates.

The study, prepared for the Office of Telecommunications Policy, proposes that a basic group of about 1,000 homes and several hundred business and other “nonresidential” users take part in the experiment. The essential components would be a cable system with two-way capability; interactive home terminals with alphanumeric keyboards, hard copy printout and storage capabilities; and central data-storage files and operating software.

After looking at dozens of areas where the experiment might be undertaken, Malarkey, Taylor concluded that a system where two-way is already being developed would be essential. From the small list of systems that meet that criterion, the firm chose Akron, Ohio, and San Jose, Calif., as recommended sites.

(The Akron system is owned by Television Communications Corp.; the San Jose system is 50% owned by Northwest Publications and 50% by Gill Industries.)

Malarkey, Taylor proposed three principal sources of funding: direct government grants; financial participation of equipment manufacturers “through R&D subsidies, noncompensatory leases and outright grants”; and private foundations. The consulting firm said system owners should not be expected “to contribute more than the access of the basic network.”

The study, conducted under a contract awarded last year by OTP, is a first step toward what the agency hopes will be a thorough test of advanced broadband services that have not been undertaken yet by private entrepreneurs (Broadcasting, Aug. 23, 1971). The report is also among the material being examined by the President’s committee on cable policy, which is expected to submit its final recommendations “soon” according to an OTP spokesman.

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proposed technology are listed, most having to do with storage of many kinds of data for use at the subscriber’s convenience. Others included educational services, health services, retail merchandising and subscription television for movies, sports and other entertainment. In the case of STV, however, the study cautioned that a larger sample would be necessary to support negotiations for film or live sports events.

Funds to implement these kinds of proposals can’t even be sought before fiscal 1974, OTP spokesman noted last week.

A reprise on cable radio

Reply comments to FCC follow same line as original filings; several suggest further study

Broadcasters and cable interests were given a second opportunity last week to trade blows on the issue of future regulation of CATV radio-signal carriage. And in reply comments submitted to the commission, they did just that.

Unlike the initial round of comments on the commission’s rulemaking inquiry last month (Broadcasting, April 24), when there were about as many divergent recommendations presented as there were pleadings, the responses last week clearly fell into three categories: those wishing no regulation of CATV radio carriage aside from that presently under consideration, those desiring more stringent governmental restrictions on such carriage, and those requesting a total prohibition.

If there was one point of consensus last week, it was over the recommendations of several respondents that the commission undertake further fact-gathering sessions before it attempt to regulate this essentially new aspect of cable technology. Those that did not openly advocate a comprehensive inquiry on the subject did concede that relatively little is known about cable radio since it has yet to be put to use on a large scale by the CATV industry.

The National Cable Television Association stuck to its contention of a month ago that the commission should not impose any further regulation in this area other than the suggested guidelines for distant radio signal importation included in the compromise agreement between NCTA, the National Association of Broadcasters, Association of Maximum Service Telecasters and copyright owners. That proposal, which is the subject of the commission’s current inquiry, calls for cable systems that import any radio signal of a given type (AM or FM) to also carry all local stations of the same type. It would also require systems to carry all the local stations of the same type if one local outlet is used.

NCTA was critical of the broadcasters who last month asked that the commission go further than suggested in the compromise. It particularly chastised the NAB, which last month blasted the commission for making a distinction in its rulemaking notice between AM and FM stations. Noting that broadcast interests endorsed the compromise when it was formulated, NCTA complained that “now these parties are before the commission demanding not only restrictions not explicitly mentioned in the [compromise] agreement, but those clearly contrary to the agreement.” It argued that it would be unfair to require that CATV operators using a local FM signal also carry all the local AM’s, noting that the stereo signals most attractive to subscribers can be found only on the FM band.

NCTA’s argument was rebutted by the Rocky Mountain Broadcasters Association, which last month told the commission that no CATV system should be allowed to carry any radio signals. RMBA picked up some support last week from several individual licensees and the National Association of FM Broadcasters, which endorsed its argument in separate filings. NABM claimed that degeneration of FM signals when carried over cable is “all too common.” And RMBA summed up its stance with this curt assertion: “CATV should be restricted to visual transmissions. There is clearly no need or justification for aural-only transmissions by CATV, either from the standpoint of the systems themselves or from the standpoint of the public.”

RMBA also emphasized that while some 50 of the comments filed last month advocated more strenuous regulation of cable radio than called for in the compromise, only four pleadings—including NCTA’s—took the opposite position.

ABC noted that even the cable interests filing last month did not deny that CATV penetration could potentially harm local radio stations; they merely claimed that no evidence exists at present to support this fear. Attacking NCTA’s position specifically, the network affirmed its earlier contention that only local radio signals should be allowed on cable systems.

ABC also stressed the need for further proceedings on the cable-radio issue, as did many of the parties filing last week, including the Nebraska Broadcasters Association, which argued that “the matter is entirely too important, too different and too complex to be cut from the same pattern” developed by the commission for the regulation of CATV television carriage.

The National Association of Educational Broadcasters came out in support of NAB’s April proposal, which would require cable systems to carry all local stations, regardless of type, if one distant signal is imported, and would force the system to ensure sufficient quality of a radio signal over the cable to one received over the air. It also suggested that the commission consider prohibiting the importation of distant noncommercial stations in the absence of approval of all local noncommercial stations.

Taking note that NCTA, in its comments last month, contended that most
brief filed by Metro against CATV of Rockford Inc. accused the latter of numerous violations of the commission's rules, including an alleged attempt to mislead the Rockford city council regarding terms of the franchise agreement.

In what Metro cited as "perhaps the most obvious and intolerable disparity" between CATV of Rockford's certification application and the commission's rules, the Rockford franchisee was accused of negotiating for a franchise fee substantially in excess of the range permitted by the commission. According to the Rockford franchise agreement, Metro claimed, CATV of Rockford has agreed to pay the city a minimum of 5% of its gross annual receipts and a maximum of 12%. The FCC rules call for a fee payment of no greater than 5% and suggest a minimum of 3%. Furthermore, Metro said the city council is apparently unaware that the franchise fee is inconsistent with the rules, since it was never served with a copy of CATV of Rockford's application to the FCC for a certificate of compliance.

Metro also contended that the city council could not have ascertained the legal and financial qualifications of CATV of Rockford, as required by the FCC rules. In questioning the franchisee's financial ability to continue a viable service, Metro said it is doubtful whether the subscriber rates proposed by CATV of Rockford could generate enough revenues to meet the economic obligations it has incurred to the local telephone company, the city and to various educational institutions. Metro further charged that CATV of Rockford has entered into an agreement with Illinois Bell for the unauthorized construction of leaseback facilities. This construction has already begun, it said.

Metro also alleged that CATV of Rockford has failed to supply the commission with a schedule of construction for its system and that its franchise term exceeds that recommended by the commission (the rules suggest a 15-year limitation on franchises: CATV of Rockford holds a 20-year franchise with an automatic five-year renewal).

In addition, Metro claimed that an ownership interest of the principals of CATV of Rockford in the licensee of WCEE-TV Freeport, Ill., is an illegal cross-ownership of cable and television facilities in the same market.

### Teleprompter picks Reed

The resignation of Robert H. Symons as a vice president of the Teleprompter Corp. and general manager of its cable television division was announced last Wednesday (May 10).

Teleprompter appointed Leslie H. Reed, director of operations since 1967, as general manager of the CATV division. Mr. Reed joined Teleprompter in 1959 and had served as manager of systems in Elmira, N.Y.; Great Falls, Mont., and Farmington, N.M.

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**NBC-TV dominates first batch of Emmys**

In twin ceremonies at the Century Plaza hotel in Los Angeles and the Plaza hotel in New York, the National Academy of Television Arts and Sciences at its 1972 annual Emmys awarded a total of 46 Emmy Awards in 39 categories including news and documentaries; creative crafts; daytime, children's and religious programming, and engineering development. The non-televi- sioned events were the first of the Academy's 17 awards presentations this year. Other Emmy Award winners, including program, performer, writing and directing awards, were scheduled to be presented on May 14 during a national telecast on CBS-TV from the Palladium in Hollywood.

NBC-TV, which over-all had received the most nominations (BROADCASTING, April 17), won the most awards at the May 6 presentations, a total of 22. The network total was achieved through the winning of 17 awards, by individuals and five programs. NBC-TV was runner-up with a total of 11 awards, seven by individuals and four by programs. CBS-TV trailed with five individual and two program awards for a total of seven Emmys. Public Broadcasting Service gained five awards via three for individual and two for program achievements, while a single award went to an individual for outstanding achievement in a syndicated program.

The multiple winner list was led by the NBC-TV special, "S Wonderful, 'S Marvelous, 'S Gershwin" with three Emmys. This total was matched by ABC-TV's "The Undersea World of Jacques Cousteau" series of specials. The Screen Gems production of "Brian's Song" for ABC-TV's "Movie of the Week series"—already probably the most honored single production of the 1971-72 season—came away with two Emmys. NBC-TV's "Columbo" segment of the NBC Mystery Movie series was another multiple winner.

Breaking out the results in the news and documentary categories shows NBC-TV winning seven Emmys, compared with four each for ABC-TV and CBS-TV and one for PBS. Winners in all news and documentary areas are scheduled to be presented during the telecast of the Emmy Awards show on May 14.

Raymond Burr, in Los Angeles, and David Frost, in New York, served as masters of ceremonies for the May 6 presentations. For the first time the West Coast winners were announced during a luncheon ceremony, while East Coast winners were revealed at a banquet later the same day (BROADCASTING, May 8).

A complete list of 1971-72 Television Academy Awards, for the period from March 17, 1972, through Feb. 15, 1972, announced on May 6, 1972, follows:

**Outstanding achievement in music composition--**A. For a series or program of a single program or a special program: Peter Ensign, for "In Defense of Lawyers"—NBC—Nov. 14, 1971; John T. Williams, "Jane Eyre," Bell System Family Theatre—NBC—March 24, 1971.


**Outstanding achievement in music, lyrics and material--**A. For a dramatic program or feature length film made for television; or a single program of a series or a special program: Jan Scot, "The Scarecrow," Hollywood Television Theatre—CBS—Jan. 10, 1972.

**Outstanding achievement in music in art direction or scenic design--**A. For a dramatic program or feature length film made for television; or a single program of a series or a special program: "Duel," NBC News—Feb. 22, 1972.


**Outstanding achievement in sound recording--**A. For a single program or a single program of a series or a special program: "A Day in the Life of a Murderer," "Columbo," NBC News—Feb. 27, 1972.


**Outstanding achievement in documentary series--**A. For a single program or a single program of a series or a special program: "The Undersea World of Jacques Cousteau"—NBC—Jan. 17, 1972.


Heavy sales for 'Ironside'  
High gross expected on admittedly high-priced series due to syndication  
MCA TV projects that ‘Ironside’ will have been sold in 125 markets by this fall and in at least 196 markets by September 1974, when the one-hour series is scheduled to go on the air in syndication.  
Keith Godfrey, MCA TV vice president, said last week that on the basis of the present rate of sales, ‘Ironside’ is expected to rank with or surpass the top grossers in syndication. He noted that the first sale on ‘Ironside’ was made on March 31 and sales since have been substantial, but he declined to give a total figure now because the company is planning a promotion effort when a certain market total is reached.

He took exception to a published report that certain stations have complained about the prices sought for ‘Ironside’ (“Closed Circuit,” May 8). He acknowledged that MCA placed “a high price tag” on the series, which has been on NBC-TV for five years and will remain there until the fall of 1974, but added:  
“IT IS THE FOURTH HIGHEST RATED SHOW AND IS THE FIRST OF ITS KIND TO BE SOLD ON THIS BASIS.

“The stations that bought ‘Ironside’ have not complained about the price,” he said. “Sure, there was the normal amount of negotiation, but in some key markets, we asked the stations to price the show and accept their offers.”

On the line:  
‘Spencer’s Mountain’  

Good vibrations and high anticipations for CBS-TV’s new schedule change on a ‘distinguished effort’ that hopes to ride the winds of change stirred up by ‘All in the Family’

There is no doubt what prime-time program CBS-TV is pushing for next season. It’s the tentatively titled ‘Spencer’s Mountain,’ and it’s the network’s single new dramatic program.

Time and again at the CBS-TV affiliates convention in Hollywood last week, network executives called special attention to the series about the everyday lives of a rural American family during the post-Depression years which was introduced as a Christmas special last year called ‘Homecomings.’ Network President Bob Wood spoke of it as “substantative” and as a program “that sticks to the ribs.” Indicating that only because CBS-TV was coming off an “extraordinary” season was the gamble on off-beat programming such as ‘Spencer’s Mountain’ possible, Mr. Wood said that the series was meant “to support some of the positive values in the country.”

Oscar Katz, New York programming vice president, offered the analogy of ‘Spencer’s Mountain’ as TV’s version of the movie industry’s ‘The Last Picture Show’ or ‘The Summer of ’42.’ Irwin B. Segelstein, vice president, program ad-

ministration, backed this up by saying that ‘Spencer’s Mountain’ would hope to trade on the “nostalgia kick.”

Fred Silverman, vice president, programs, was even more explicit in his feelings about the dramatic series. “It’s the story of love and respect for the family and the old values which unfortunately seem to be getting lost these days,” he said. “It’s a beautiful, distinguished effort that we are proud to include in our schedule.”

Yet ‘Spencer’s Mountain’ has been placed on a powder keg by the network, programed on Thursday nights opposite ABC-TV’s highly successful Flip Wilson and ABC-TV’s Mod Squad. Don’t sell ‘Spencer’s Mountain’ short, Mr. Silverman in effect pleaded with affiliates. It could provide effective counterprogramming. He compared it to All in the Family, in being ahead of its time, and in being genuinely innovative—though a long-shot. “There’s a feeling at the network,” Mr. Silverman said, “that this is the show to watch.”

Program Briefs

More radio properties. Hap Day Industries, Boston-based radio syndication firm, has added new comedy series and sports show to its syndication lineup. “Tortoise Man,” new comedy series, is available in 65 90-second episodes. Hour “Sports Huddle” show, currently on WEEI (AM) Boston, will be produced weekly, especially for national syndication.

Sinatra acquisition. Wolper Television Sales, syndication arm of the Wolper Organization, Los Angeles, has acquired foreign distribution right to six Frank Sinatra specials. TV specials feature Mr. Sinatra with such guest performers as Ella Fitzgerald, Diabann Carroll, Grace Kelly, Nancy Sinatra, Carlos Jobim and Fifth Dimension singing group. Wolper TV Sales has right to programs in all markets except U.S., Canada, Puerto Rico and Virgin Islands.


Hitting at problems. WNEW-TV New York has launched “Ylu the Citizen” campaign in which programing and public service spot announcements for one month will be devoted to an urban problem and to role individual can play in seeking solution. Campaign began on May 7 with one-hour special. Opening segment introduced concept of individual participation and second portion focused on fight against crime.

Changing formats—Following modifications in program schedules and formats have been reported:  
* KYTH (FM) Liver-more, Calif.—Peer Broadcasting has removed its rhythmic-formatted format to up-tempo middle-of-the-road/contemporary programing. KYTH broadcasts in stereo on 101.7 mhz with 3 kw and antenna minus 150 feet above average terrain.  
* KWWO (AM) Pomona, Calif.—Valley Broadcasting Co. has changed from country-and-western format to contemporary music programing. KWWO is on 1600 kHz with 5 kw day and 500 w night.  
* KMPX (FM) San Francisco—National Science Network has changed station from underground rock to middle-of-the-road programing. KMPX broadcasts in stereo on 106.9 mhz with 40 kw and antenna 1,120 feet above average terrain.  
* KVEZ (FM) San Mateo, Calif.—Intercontinental Radio Inc. has switched from top-40 rock to soft rock. KVEZ broadcasts in stereo on 107.7 mhz with 3.8 kw and antenna 1,590 feet above average terrain.  
* KORL (AM) Honolulu—Radio Hawaii Inc. announced that station has changed its predominantly music format to talk format. KORL broadcasts on 650 kHz with 10 kw.  
* KTBB (AM) Tyler, Tex.—Blackstone Broadcasting has switched station’s middle-of-the-road format to adult pro-

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[Image of transmitter and receiver]  

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FREQUENCY RESPONSE: + or = 3 db. from 40 Hz to 15,000 Hz  
DISTORTION: 0.5% or less, 50 Hz to 15,000 Hz  
SIGNAL TO NOISE: 45 db. or better, Ref. 400 Hz, Mod. 100%
Harley Staggers will ride again

Shades of ‘Selling of the Pentagon’ as his subcommittee sets up inquiry on more allegations of news staging

The House Investigations Subcommittee has scheduled a two-day hearing this week on alleged staging of television news, Chairman Harley O. Staggers (D-W Va.) announced last week.

The chairman said the subcommittee will receive testimony on May 17 and 18 from television technicians who worked on news programs which reportedly incorporated pre-arranged or simulated segments, which were subsequently presented to the television public as genuine and spontaneous news events. He added that the hearing will also hear from those participating in, or witnessing, the staging incidents and that film clips of some of the programs would be shown.

Mr. Staggers said that if the allegations are true they “would represent violations of the published network news policies and procedures and questions concerning the adequacy of the present law governing broadcasting and its administration by the FCC.”

Two weeks ago Mr. Staggers had confirmed there would be a hearing but said dates had not been set (“Closed Circuit,” May 8).

Daniel J. Manelli, the subcommittee’s acting chief counsel, last week provided some details on the hearing. The two-day session is designed to gather information on the means by which the alleged staging took place, he said. He estimated there will be about 12 witnesses and that the hearing will cover roughly a half-dozen staging incidents.

CBS and ABC are involved in the hearing, he said but added that individual stations also are involved. Most of the new organizations under scrutiny are located on the West Coast, he added.

When asked why TV news executives will not appear, Mr. Manelli replied that the subcommittee is interested in obtaining factual data that employees would be better able to provide. These sources would include soundmen and cameramen, he said.

Mr. Manelli stressed that the hearing has no direct connection with last year’s inquiry into CBS’s Selling of the Pentagon documentary.

The current inquiry dates back at least as far as last August, when James Broder of the subcommittee staff was in Los Angeles interviewing CBS News employees and gathering information on network news practices (BROADCASTING, Aug. 9, 1971).

Following that inquiry, correspondent Terry Drinkwater of the Los Angeles bureau of CBS News was suspended (from Sept. 20, 1971, to Nov. 30, 1971) for CBS said he had “questionable”’ interview he conducted for a news program on pop wine (although the segment was not used on the air).

Mr. Drinkwater last month received a second suspension for what CBS said was “inadmissible conduct.” Mr. Drinkwater used film of a part-time CBS employee purchasing dynamite in Oregon to illustrate that explosives can easily be purchased in that state. In his narration of the story, broadcast Oct. 18, 1971, Mr. Drinkwater did not disclose that the film was a demonstration (BROADCASTING, April 24).

Mr. Manelli said last week that both news segments involving Mr. Drinkwater would be included in the hearing this week. But he added that Mr. Drinkwater will not appear in person.

And yet another item to be investigated: Who put the bugs in the FCC building?

News staging will not be the only area under the scrutiny of a House Investigations Subcommittee hearing this week.

The subcommittee said last week it will also delve into the “telephone monitoring activities within the FCC” at a session scheduled for Tuesday (May 16).

The hearing will deal with an incident of telephone monitoring within the commission about two years ago, a spokesman said, adding that the subcommittee has investigated the allegation of telephone monitoring and is satisfied that it did exist. But he declined to reveal the identity of the FCC staff involved.

He noted that the incident has only recently come to the subcommittee’s attention.

Appearing at the hearing will be FCC Chairman Dean Burch and Fred Goldsmith, the commission’s security officer.

Commission officials said there was one individual involved in the incident—believed to be the first and last of its kind at the agency—and that he was suspected of passing nonpublic information concerning commission agenda items to an outside attorney who had once worked at the agency.

The staffer reportedly denied any wrongdoing, and the commission investigation produced no definitive evidence, according to officials. The case is now closed, and the individual is believed to be still with the agency.

RTNDA to strengthen its Washington liaison

Association sets up capital office under Koop to tell media story

The Radio-Television News Directors Association will establish a Washington office to be headed by Theodore F. Koop, retired CBS Washington vice president, who is now secretary of the American Journalism Center in Washington (“Closed Circuit,” April 17).

The new office will open June 1 and will, according to Chet Casselman, KFOX (AM) San Francisco, president of RTNDA, make it possible to present “the media side of the story to the public and the decision makers.”

Most of the problems facing the news media, he said, originate or can be solved
most easily by people in Washington.

Budget for the new office will be about $31,000, begin with, with Mr. Koop's retainer $1,000 a month for half-time representation. Mr. Koop, a former RTNDA president, also was president of Sigma Delta Chi, national journalism society, and of the National Press Club in Washington. He is one-time executive director of news and public affairs of CBS News's Washington bureau.

Announcement came after the vote of RTNDA board last week and followed a recommendation by a special committee that met March at the RTNDA board meeting. Members were: Messrs. Casselman and Koop and Charles F. Harrison, WGN-AM-TV Chicago; James McCulla, ABC News, Los Angeles, and Rob Downey, WKAR-AM-FM-TV East Lansing, Mich., who will remain as RTNDA executive secretary.

Constitution change sparks storage-charge hassle

While the network news sources awaited "clarification" from Miami Beach officials on their terms for storage of news sets and equipment between the two political conventions, construction began last week on the TV news sets for the Democratic convention in July.

The problem of payment for storage followed the Republican party's May 5 decision to shift its August convention from San Diego to Miami Beach.

The by voice vote, followed a recitation of the problems the party has confronted in construction and the rising costs at San Diego. The RNC arrangements committee had unanimously recommended a switch the day before.

Exactly what effect the move would have on the costs of network news coverage of the convention was unclear. ABC and CBS news sources estimated earlier that the move would save them at least $500,000 each (and NBC sources, who first said the move would not materially affect their costs, subsequently reported they were re-evaluating the question. But all that was before Miami Beach officials indicated they wanted to charge networks for storing their gear in the convention hall between the Democratic convention, July 10-13 and the GOP gathering, Aug. 21-24 (Broadcasting, May 1). Networks said flatly that they would not pay. What is might cost them to remove the equipment, store it and then re-install it — if that is necessary — could not be immediately ascertained.

Without retreating from their position, some network sources—not all—indicated last week that they would pay a reasonable fee for rental only. But some also protested the need to do so.

One news executive said that in negotiating convention-city contracts in the past, both political parties “have always provided for six to 10 weeks, sometimes 12 weeks, of lead time in the working press area.” He said the GOP contract with San Diego to provide for lead time but “when that blew up, they apparently signed a contract with Miami Beach for just three convention days.”

Salant promises stations more CBS documentaries

In summer of '73 its '60 Minutes' will be put against others reruns

CBS News will increase its output of documentary and public-affairs programming by 15% to 20% during the 6 p.m. to 11 p.m. time periods for the 1972-73 season. CBS News President Richard S. Salant said last week.

A key piece of strategy for the new season was revealed by Mr. Salant in a presentation to a Los Angeles conference of CBS-TV affiliates (see page 35). The network's magazine-of-the-air program, 60 Minutes, will be maneuvered to take advantage of weak competition. It's to start the season on a regular weekly basis on Sundays from 6 to 7 p.m., where it had been shifted this current season from its traditional 10-11 p.m. time period. In mid-June of 1973, and continuing through mid-September of that year, 60 Minutes will be shifted to a weekly "after dark" prime-time period, to be announced. "I think it's the best of both worlds, a great arrangement," said Mr. Salant, who explained that the summer shift to a later time period will put the program against entertainment reruns.

Mr. Salant said that during the summer months when 60 Minutes will be in a later time period, CBS News will retain the 6 p.m. hour on Sunday evenings to present a total of 11 documentary retrospectives. These will include not only relatively recent CBS-TV documentaries but also outstanding documentaries from past years.

CBS News, next season, also will increase by one the number of hours devoted to documentary and public-affairs broadcasts. During 1972-73, 25 CBS Reports and CBS News specials will be broadcast, some in the two hour time period that normally would be scheduled for the CBS Thursday Night Movie, others to be presented as hour pre-emptive specials throughout the network's schedule.

White House aide worries about one-sidedness in news coverage

Presidential assistant Patrick J. Buchanan thinks antitrust action may be needed to deal with the specific issue of network "monopoly" on news presentation.

Mr. Buchanan, whose duties include the preparation of news digests, said May 4 on public television's Thirty Minutes With ... that network news is predominately liberal and it freezes out opposing points of view. Citing commentaries of NBC's David Brinkley and CBS's Eric Sevareid, he said the networks have no "conservative" presentations to balance these "liberal" ones.

The White House aide made clear that the current Justice Department antitrust suits aimed at network control over programming are not what he has in mind. He suggested that "something different and something advanced" in the antitrust field might be needed—dealing with ideology or with the monopoly of ideas. He characterized the current suits as "just testing out the theory."

Mr. Buchanan emphasized that these statements represented his own views and not the administration's although he did say "you're going to find something done" about the problem. Gerald Warren, White House deputy press secretary, later said there is no set presidential position on the matter.

But the Justice Department had a rebuttal. Walker B. Comegys, acting assistant attorney general in charge of antitrust division, said the suits against networks are not aimed at news nor are they designed to provide a basis for later attack on news. The latter course of action would not be permitted by antitrust laws anyway, he said.

No suit relating to news "is under consideration nor has any such action ever been considered," Mr. Comegys said.

Rosy forecast from Commerce

Bullish prospects for broadcasting and cable TV for this year and the end of the decade are forecast by the Department of Commerce.

In its 1972 U.S. Industrial Outlook, published two weeks ago, these are the forecasts:

TV broadcast revenues this year are seen rising by 10% to $3 billion, with profits up 30% to $500 million. Radio broadcasting this year will reach $1.3 billion, with profits hitting $116 million.

For 1980, TV broadcasting revenues are expected to hit $5.2 billion, and radio revenues, $2.4 billion.

Cable TV subscribers are seen numbering 6.9 million this year, with revenues reaching $390 million. In 1980, the number of CATV subscribers is seen at 23.5 million, with revenues of $1.3 billion.

In the consumer electronics market, the 1972 forecast sees color TV set production up by 16%, to 5.4 million units; black and white TV down 25% to 2.05 million units, and radios down 1%, to 10 million units.

Sound and symphonies

Noncommercial television, currently deep in music program production, would do more of it, including live remotes at symphonic and operatic centers throughout the country, if television's audio could be improved. Harrison N. Gunn Jr., president of Public Broadcasting Service, speaking at the Society of Motion Picture and Television Engineers annual technical conference in New York May 4, proposed an ad hoc industry-broadcaster committee that would work for TV's audio improvement, much as the society's ad hoc group is helping eliminate variability in color.
Storer's top salaried

Bill Michaels, president of Storer Broadcasting Co., received the highest remuneration of Storer executives in 1971 ($106,850), according to a proxy statement distributed with the notice of Storer's annual meeting of shareholders, to be held at the Bay Harbor theater in Miami Beach on May 23.

Others among the highest-paid officers last year were Peter Storer, executive vice president, $92,850; Terry H. Lee, vice president for television, $85,850; John E. McCoy, vice president and secretary, $68,850; Arno W. Muller, vice president, finance, $66,850; George B. Storer, board chairman, $60,350; James P. Storer, vice president, radio division, $54,350; Lionel F. Baxter, vice president, Washington affairs, $51,350, and Stanton P. Kettler, vice chairman of the board, who died last Aug. 18, $53,150.

The proxy also lists the following amounts that had accrued to top officers and directors under the company's profit-sharing trust plan as of last Dec. 31: George B. Storer, $464,260; Mr. Kettler, $338,368; Mr. McCoy, $160,000; Mr. Michaels, $152,151; Mr. Baxter, $104,774; Peter Storer, $83,065; Mr. Lee, $69,131; James P. Storer, $66,716; Mr. Mueller, $14,750.

New FM group's losses slow

Pacific Southwest Airlines, San Diego, reported that its PSA Broadcasting Inc. subsidiary had a loss of $89,000 for the first quarter of 1972. This was down from a loss of $100,000 in the last quarter of 1971, which was the first full quarter of PSA Broadcasting's operations. Last year, PSA purchased four FM stations in California—KPSA Los Angeles, KPSN Diego, KPSF Sacramento and KPSJ San Jose.

Financial Briefs

Liberty Corp., Greenville, S.C., reported increased earnings and revenues for first quarter of 1972, compared to same period last year. Net income of company's communications subsidiary, Cosmos Broadcasting Corp., increased from $339,000 last year to $440,000, 31% gain. For first quarter ended March 31:

1972 1971
Earned per share $ 0.23 $ 0.22
Revenues 25,860,000 25,250,000
Net earnings 1,630,000 1,580,000
LVO Cable Inc., Tulsa, Okla., CATV systems operator, reported increase in revenues and earnings for nine months ended Feb. 29:

1972 1971
Earned per share $ 0.29 $ 0.11
Revenues 4,612,585 4,087,176
Net earnings 229,058 150,241
Sonderling Broadcasting Corp., New York, disclosed at its annual meeting last week that earnings declined during first quarter of 1972 while sales increased. Egmont Sonderling, board chairman and president, attributed decline to "price cutting and slackened demand" of services of affiliated company, Modern Television Service Inc., which produces and distributes films to stations. For the three months ended March 31:

1972 1971
Earned per share $ 0.11 $ 0.16
Gross revenues 5,327,000 5,214,000
Net income 107,000 156,000
Transamerica Corp., San Francisco, reported gains in revenues and net earnings for first quarter of 1972, including increase in earnings of United Artists Corp. of $3.6 million over 1971 quarter. For first three months ended March 31:

1972 1971
Earned per share $ 0.34 $ 0.23
Revenues 463,144,000 394,213,000
Net income 23,161,000 14,597,000
A. C. Nielsen Co., Chicago, reported increase in sales and net earnings for six months ended Feb. 29:

1972 1971
Earned per share $ 0.86 $ 0.78
Sales 61,155,459 56,197,714
Net earnings 4,372,811 4,114,314
Schering-Plough Inc., Bloomfield, N.J., group-station owner and pharmaceutical manufacturer, reported increases in sales and net income for the first quarter ended March 31:

1972 1971
Earned per share $ 0.67 $ 0.52
Sales 124,515,000 104,290,000
Net income 17,841,000 13,714,000
Ogilvy & Mather International, New York-based agency, reported substantial increase in capitalized billings and a 49% increase in fee and commission income, along with a rise in earnings for three months ended March 31:

1972 1971
Earned per share $ 0.65 $ 0.22
Capitalized billings 92,117,682 61,841,145
Fee and commission income 13,910,747 9,271,536
Net income 779,086 246,543
Note: Figures for 1972 do not include operations of Standard Propaganda, S.A., which became wholly owned subsidiary on March 1, 1971. Figures for 1972 are restated for comparability.

Multimedia Inc., Greeneville, S.C., group station and CATV systems owner and newspaper publisher, reported gain in revenues and net earnings for the three months ended March 31:

1972 1971
Earned per share $ 0.34 $ 0.31
Revenues 8,990,179 8,179,178
Net earnings 996,685 834,675
Post Corp. Appleton, Wisc., reported a 19.3% increase in first quarter earnings (before realized security gains) over same period year ago. Company said earnings of its media division increased, helped by bigger demand for newspaper and broadcast advertising. As result of public offering last November, company has "about 25% more shares outstanding" than last year. For three months ended March 31:

1972 1971
Earned per share $ 0.27 $ 0.27
Revenues 3,910,179 3,466,178
Net earnings 257,537 204,875
National Telefilm Associates, Los Angeles, film distributor, reported increased income of more than $570,000 for six month April-September 1971 period, covering first six months company operated as subsidiary of Tele-Communications Inc. (and including extraordinary income of $294,000). Net income for full fiscal year was less substantial but still sharply increased from loss suffered previous year.

Earned (loss) per share $ 0.01 $ (0.04)
Revenues 3,913,913 3,878,679
Net income (loss) 91,875 (234,921)
Notes: Fiscal 1971 net earnings and earned per share includes total extraordinary income of $54,870. Fiscal 1970 per share also reflect a change in accounting for gross revenues from film rental contracts, which, if retroactively applied, would have significantly reduce income before extraordinary items during the fiscal year.

John Blair & Co., New York, reported earnings up 22% and revenues up 8% in first quarter. Station rep, with diversified interests, said its Graphics division was responsible for earnings improvement. Blair said representation of WINS-TV Boston, which accounted for about 7.3% of its representation commissions in 1971, had ended with cessation of WHDH-TV's broadcasting on March 19 and thus loss of client had minimal effect on first-quarter earnings but will have adverse impact on balance of year.

For three months ended March 31:

1972 1971
Earned per share $ 0.24 $ 0.20
Revenues 16,546,000 15,373,000
Net income 626,000 512,000
Shares outstanding 2,600,000 2,584,000
LIN Broadcasting Corp., New York, reported increased revenues and net income for three months ended March 31:

1972 1971
Earned per share $ 0.21 $ 0.05
Revenues 4,466,024 3,491,297
Net income 523,948 119,076
Walt Disney Productions, Burbank, Calif., has declared quarterly cash dividend of five cents per share, payable July 1, to stockholders of record June 12.

Kaufman and Broad Inc., Los Angeles, cable-TV operator, has called for redemption of all 6% convertible subordinated debentures due Dec. 1, 1995, with conversion right to terminate on May 31, 1972. Debentures are convertible into common stock of Kaufman and Broad at conversion ratio of five shares of common stock for each $26.75 principal amount of debentures. It's estimated that on basis of closing price on April 28 of 45%, conversion of $1,000 principal amount of debentures into 37.38 common shares would have market value of $1,696.12.

Ampex Corp., Redwood City, Calif., which earlier predicted deficit of nearly $90 million for year ended April 29 (BROADCASTING, March 20), announced completion of interim working agreement with its financial institutions. Agreement extends Ampex's credit position to June 30.

MCA Inc., North Hollywood, reported a 20% increase in first quarter earnings with improvement coming from TV film and feature motion pictures among other operations. For the three months ended March 31, 1972:

1972 1971
Earned per share $ 0.65 $ 0.54
Revenues 80,227,000 78,868,000
Net income 5,316,000 4,444,000
Note: Consolidated net earnings for 1972's first quarter have been adjusted by $825,000 or 10 cents per share, to reflect one quarter of 1971 investment tax credit.
## Broadcasting Stock Index

Weekly market summary of 114 stocks allied with broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Market</th>
<th>May 10</th>
<th>May 13</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1972 High</th>
<th>1972 Low</th>
<th>1973 High</th>
<th>1973 Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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### Broadcasting

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<th>1973 Low</th>
<th>Approx. shares outstanding (000)</th>
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### Broadcasting with other major interests

TOTAL 46,643,312 8,585,878

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<th>1973 Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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### CATV

TOTAL 173,639 6,924,388

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<th>May 10</th>
<th>May 13</th>
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<th>Approx. shares outstanding (000)</th>
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</table>

### Programing

TOTAL 57,066 1,038,502

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<th>Market</th>
<th>May 10</th>
<th>May 13</th>
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**Broadcasting**

**ADAMS-RUSSELL**

**AVCO**

**BARTELL MEDIA**

**BOSTON-NEW ENGLAND-TRAVELER**

**CHRIST-CRAFT**

**COMBINED COMMUNICATIONS**

**COMPLES**

**COLUMBUS ADVERTISING**

**GENERAL TIRE**

**GLOBE INDUSTRIES**

**GENERAL TIRE & RUBBER**

**GLOBETROTTER COMMUNICATION INC**

**ISCS INDUSTRIES**

**KANSAS STATE NETWORK**

**LAMB COMMUNICATIONS**

**LEE ENTERPRISES**

**LIBERTY CORP**

**MERIDETH CORP**

**METROMEDIA**

**MULTIMEDIA INC**

**OUTLET CO**

**POST CORP**

**PUBLISHERS BROADCASTING CORP**

**REEVES TELECOM**

**RIDER PUBLICATIONS**

**ROLLINS**

**RUST CRAFT**

**SCHERING-PLOUGH**

**STORER**

**TIME INC**

**TURNER COMMUNICATIONS**

**WASHINGTON POST CO**

**WOMETCO**

**AMERICAN ELECTRONIC LABS**

**AMERICAN TV COMMUNICATIONS**

**BURNUP & SIMS**

**CABLE OPERATORS**

**CABLE SYSTEMS**

**CITIZENS FINANCIAL CORP**

**COLUMBIA CABLE**

**COMMUNICATIONS PROPERTIES**

**COX CABLE**

**CYPRESS COMMUNICATIONS**

**ENTRON**

**GENERAL INSTRUMENT CORP**

**LVO CABLE INC**

**STERLING COMMUNICATIONS**

**TELE-COMMUNICATIONS**

**TELE-PROMPTER**

**VIACOM**

**VIK**

**COLUMBIA PICTURES**

**DISNE**

**FILMWAYS**

**GULF & WESTERN**

**MCA**

**MGM**

**MUSIC MAKERS**

**TELE-PHARE PRODUCTIONS**

**TRANSAMERICA**

**20TH CENTURY-FOX**

**WALTER READE ORGANIZATION**

**WARNER COMMUNICATIONS INC**

**Broadcasting May 15**

71
Broadcast Advertising

Mr. McDonald  Mr. Nass

Frank P. McDonald, director of media services, Cunningham & Walsh, New York, named senior VP. Howard Harris, manager of media planning, and H. G. (Jay) Holland, manager of spot broadcasting and electronic data processing, both in New York, and Robert Jeremiah, Western region director of media planning, C&W's San Francisco office, elected VPs.

Jerry Vonne, managing editor and co-founder of Wine World magazine, Los Angeles, joins C&W there as account supervisor.


David A. Boyd, account executive, Dancer-Fitzgerald-Sample, New York, elected VP.

Bruce E. Collins, with Winius-Brandon, St. Louis agency, named VP, creative department.

Quentin F. Stultz II, former advertising manager, American Electric Power System, New York, joins Wade, Lauer & Katt, Fort Wayne, Ind., as VP.

John G. Ringstad, former director of marketing, Kobrand Corp., New York-based liquor importer, joins Kenyon & Eckhardt there as VP and account supervisor.

Gary Loden, account executive, Mitchell & Manning Advertising, Dallas, named VP.

Vincent A. Daddiego, creative supervisor, Young & Rubicam International, New York, named VP and associate creative director.

Joseph P. Mack, account supervisor, Dancer-Fitzgerald-Sample, New York, appointed senior VP.

Donald Brown, creative director; Leonard McCarron, executive art director; and Robert Ballantine, art director, BBDO, New York, elected VPs.

James A. Joyella, account executive, WCBs-TV New York retail/developmental sales, appointed manager of department succeeding Richard C. Goldstein, ap-
pointed sales manager for CBS-owned WCAU-TV Philadelphia.

Ray C. Johnson, with sales staff, WSPA-TV Spartanburg, S.C., appointed local-regional sales manager.

Bob Rogers, station manager, KTUF(AM)-KNX(FM) Tempe, Ariz., appointed to additional duties as manager, national sales, stations’ licensee, Buck Owens Broadcasting.

Thomas M. Comerford, VP, station affairs, Avco Radio Television Sales, New York, appointed general manager, TV division.


John W. Russell, with sales staff, WPTF-(TV) Palm Beach, Fla., appointed regional sales manager.

Joan Marino, with local sales staff, WNYL-TS Syracuse, N.Y., joins Barlow/Johnson, agency there, as media buyer.

Robert R. Barcil, account executive, Clinton E. Frank, Chicago, appointed account supervisor, Virginia S. Priest, account executive, Knox Reeves Advertising, Minneapolis, joins Frank agency in similar capacity.

Braun Wansley, advertising supervisor, Southern Bell Telephone Co., Atlanta, joins Cargill, Wilson & Accree there as assistant account executive.

Richard Brady, with sales staff, KALO-(AM) Little Rock, Ark., appointed sales manager.

George R. Francis Jr., with sales staff, WAYS(AM) Charlotte, N.C., appointed regional sales manager.

Jim Logan, salesman for Prudential Insurance Co., Los Angeles, appointed to newly created position of sales coordinator for KABC(AM) Los Angeles.

Pamela Hamilton, production assistant, John Blair & Co., New York, appointed assistant creative director, Blair Television.


Bill Gunn, executive art director, Leo Burnett, Chicago, appointed creative director.

Norman Schechter, producer, Doyle, Dane Bernbach, New York, joins Ted Bates & Co. there in similar capacity.

Rudolph O. Marti, associate media director, Campbell-Mithun, Minneapolis, leaves to form media service organization, Midwest Media, which will supply complete production facilities for agencies and marketing/promotion organizations.

Peter Wurth, manager of Seattle branch of Dinners Club, appointed national sales coordinator, KVI(AM) Seattle.

Ed Linville, former VP and general manager of affiliate relations for CBS-TV network.


Willodyne Miller, with Orion Broadcasting, group station owner, Louisville, Ky., named corporate secretary.


John W. Lawrence, board member, Channel 41 Inc., licensee of wuho-TV Battle Creek, Mich., elected president. He succeeds James R. Seager, who relinquishes presidency and general managership of station, but continues as Channel 41 board member.

Joseph Hudgens, VP, programs, and J. W. Sneller, chief engineer, KRTV-Des Moines, elected VP’s, KRTV-AM-FM-TV.

Jerry Sweeney, assistant general manager, KOLR-TV Springfield, Mo., named VP and general manager. He succeeds G. Pearson Ward, who after 50 years in broadcasting, becomes station’s consultant.

Richard J. Meyer, VP and director, educational division, wnet(TV) New York, named general manager, noncommercial KCTS-TV Seattle.

H. George Carroll, sales manager, KRIZ-(AM) Phoenix, appointed general manager, KPHS(AM) there.

Greg Macafee, director of sales, KOPEN-(FM) Los Altos, Calif., appointed general manager.

Richard Crane, head of R. S. Crane Co., Memphis-based TV and radio representa-

Coca finds president

The Canadian Broadcasting Corp. has named Dr. Laurent Picard, 44, as its new president. He succeeds George Davidson, whose resignation to accept a United Nations post was announced the week before (Broadcasting, May 8). Dr. Picard is a native of Quebec city who joined CBC as executive VP in February 1968 after a career in research and consulting. He holds a doctorate in business administration from Harvard.


Jack Danahy, with Detroit office, HR Station Representatives, joins WRFD(AM) Columbus, Ohio, as general sales manager.

Chuck Borchard, general sales manager, WRNR-AM-FM Dearborn, Mich., joins WRIF(FM) Detroit in similar capacity.

Media

Christopher E. Ridley, director of advertising and press information, CBS TV Stations Division, named to newly created post of director of information services for CBS-owned WCBS-TV New York, with responsibilities including supervision of advertising, PR, graphics and other information functions.

Merrill (Ted) Myers rejoins CBS as acting director of investor relations, succeeding Paul MacCawatt, who leaves in June for one-year sabbatical at Massachusetts Institute of Technology’s Sloan School of Management as part of CBS manpower management program. Mr. Myers was with CBS in various PR posts 1956-66 before leaving to become PR manager for Columbia Broadcasting, and, later, for Loews Corp., both New York.

Paul C. Masterson, sales manager, ABC-owned KABC-TV Los Angeles, appointed director of administration, ABC, Los Angeles, with responsibility for administration of ABC Television Center as well as other ABC facilities in Los Angeles.

Leonard Schammel, account executive, CBS Television Stations National Sales, New York, appointed district manager of affiliate relations for CBS-TV network.


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TOP FLIGHT GRAPHIC ARTIST

Major market TV station in top 5 has excellent and immediate opportunity for graphics art director. Must have complete and thorough knowledge of graphic design and execution in all phases of TV station operation, including operating technical knowledge of stat master camera, slide reproduction, color slide work, etc. Must have capability of supervising department, organizing all station projects on air and total graphic approach. Excellent salary and benefits. All replies kept in confidence. This is an immediate opening and requires quick and complete answer if you are interested.

Box E-225, Broadcasting
Ron Fell, music director and Sunny Fader, daytime programs, pointed manager, daytime programs, programs originating Willis Wager, TV Lynne Grasz, promotion director, Gaylon Island, Neb., representative firm, aprender as manager of newly opened Memphis office, Adam Young Inc., TV representative.

Jeffrey Ruthizer, labor relations attorney, ABC Inc., New York, appointed director, labor relations, NBC.

Madison Lacy Jr., former director of community relations and base information programs, Minot Air Force Base, Minot, N.D., joins Public Broadcasting Service, Washington, as assistant director of station relations.

Samuel H. Johnson, program officer with U.S. Bicentennial Commission and former reporter with WTTG-TV Washington, to director of public affairs, non-commercial WETA-TV Washington.

Gaylou Stacy, director of PR, Oklahoma Medical Research Foundation, Oklahoma City, appointed community relations director, WXY-AM-TV there.

Lynne Grasz, promotion director, KOLN-TV Lincoln and satellite KGTV-TV Grand Island, Neb., appointed head of newly created promotion and PR department.

**Programing**

Sam Strangis, executive production manager, Paramount Television, Hollywood, named VP.

Willis Oborn, unit manager for NBC-TV programs originating on West Coast, appointed manager, daytime programs, West Coast, NBC-TV.


Sunny Fader, with Tel-Air Interests, Miami-based film production firm, named VP of creative department.

Ron Fell, music director and production coordinator, KNBR-AM-FM San Francisco, appointed program manager.

Mike Lucas, with KNOW(AM) Austin,

### Four to NAB committee

William F. Turner, KCAU-TV Sioux City, Iowa, was reappointed to two-year term on National Association of Broadcasters' secondary market TV committee. Simultaneously he was named chairman.

Appointments, by Vincent T. Wasilewski, NAB president, also included W. Frank Harden, WCBR-TV Charleston, S.C.; Ray Johnson, WMDT-TV Medford, Ore., and Michael D. McKinnon, KITV-TV Corpus Christi, Tex.

Remaining committee members are Joseph Bonansinga, WGER-TV Quincy, Ill.; Thomas C. Bostic, KIMA-TV Yakima, Wash., and Jack Rosenthal, KTVW-TV Casper, Wyo.


Tex., appointed station's program director. Jim Davis, with WOR-TV New York, joins WDAI(FM) Chicago as program director.

Arthur C. Harde, formerly with WEST-TV West Palm Beach, Fla., joins WKM-DTV Fort Lauderdale, Fla., as director of operations.

**Broadcast Journalism**

John Madigan, director of ABC News' DEF (Daily Electronic Feed) syndicated TV news service, New York, appointed director of special projects for ABC News there. Succeeding Mr. Madigan will be Sydney Byrnes, who has been TV news assignment manager. Mr. Byrnes will be succeeded by Edmund Kinney, assignment editor for ABC News.

Roderick W. Beaton, VP and general manager of UPJ since 1969, elected president and chief executive officer, successor Mims Thomason, president since 1962, who becomes board chairman. Frank H. Bannister, former president and board chairman and board member since 1949, continues as director and chairman emeritus.


Hugh Sidey, Washington bureau chief, Time-Life, assumes additional assignment as news commentator, Post Newsweek Stations.

Howard Gingo, writer-producer for the department of KNXT(TV) Los Angeles, appointed correspondent of station's Sacramento bureau. He succeeds Warren Oney, who returns to KNXT as reporter specializing in political affairs.


Robert F. Miller, with news staff, WBBM-TV Chicago, joins WLWT(AM) Cincinnati as news reporter.

Ruthe Torrey, production assistant and sportscaster, KTVX(TV) Sacramento, Calif., appointed sports director, WANE-TV Fort Wayne, Ind.

Bob McLain, with environmental study commissioned by Commonwealth Edison, Dresden Nuclear Power Station, Morris, III., named VP of AM-FM Indianapolis as meteorologist.

David Manner, sportscaster, WNJR(AM) Newburgh, N.J., and Howie Evans, sports columnist, Amsterdam News, New York, joins Mutual Black Network as sportscasters to handle Monday-Friday and weekend sportscasts, respectively.

Robert R. Houck, newsman, WIOQ-FM Philadelphia, joins WIOQ(AM) there as newscaster and reporter.

**Cable**

Thomas T. Johnson, with Daniels & Associates, Denver-based CATV management and brokerage firm, named VP of Daniels & Associates and Daniels Properties, associated CATV systems operator.

Robert M. Zitter, former supervisor, TV network operations, ABC, New York, joins Antietam Cable Television, Hagerstown, Md., as manager.


George L. Fletcher, sales engineer, Jerrold Electronics, Philadelphia, appointed manager of field engineering, Suburban Cablevision, Whippany, N.J.

**Equipment & Engineering**

Fred W. Grab, eastern regional sales manager, Commercial Electronics Inc., appointed director of engineering, Primary Medical Communications Inc., New York, developer and distributor of videotape programming for CATV and cassettes.

Thomas R. Humphrey, with McMartin Industries, Omaha, broadcast equipment manufacturer, elected VP in charge of engineering marketing and sales.

William L. Carpenter, director of marketing,
Samuels Engineering, Los Angeles, to James B. Lansing Sound there as national sales manager, music products division.

**Allied Fields**

Robert Perlestein, regional manager, Yamaha International Corp., Yamaha Corp.'s U.S. distributor of athletic and sound equipment, Montebello, Calif., joins Market Compilation and Research Bureau, Los Angeles, as associate marketing manager for firm's Eastern office, New York.

Gerald Flesher, manager of new business development, ABC-TV, New York, joins American Research Bureau there as director of advertising and PR.

**Deaths**

M. Belmont Ver Standig, 57, founder and president of Ver Standig Inc., Washington-based chain of Wellington Jewel stores, and former head of his own advertising agency, Washington, died May 9 at his home there of apparent heart ailment. Mr. Ver Standig is survived by his wife, Helen, one daughter and one son.

George W. Trendle, 87, former broadcaster and programer who brought The Lone Ranger, Sergeant Preston of the Yukon and The Green Hornet to radio nearly 40 years ago, died May 10 in Detroit hospital. He and partner, John H. King, sold Detroit theater chain in 1929 to form King-Trendle Broadcasting Co. and purchase Midwest radio properties including wxyx-(AM) Detroit, later sold to ABC. King-Trendle programming arm subsequently became one of leading network and syndication producers of early radio.

Charles N. Hill, 48, former director of TV for U.S. Information Agency, Washington, died May 9 in Los Angeles. For past few years he had been freelance producer and director of TV films in Hollywood. He is survived by his wife, Barbara, two daughters and one son.

Leo Anavi, 72, who retired in 1965 after 23 years with AP, much of that time devoted to writing Between the Lines analysis of world news for AP broadcast wire, died May 7 in Westport, Conn.

William P. Rousseau, 57, television and radio producer, died May 2 in Burbank, Calif., of pneumonia. Mr. Rousseau began his career as assistant director of Fred Allen Town Hall Tonight radio show. He later directed such programs as Ed Wynn and Dr. Kildare, was producer-director of Dragnet, produced Studio 57, Jan Wayne Show and Playhouse 90. Mr. Rousseau is survived by his wife, one daughter and one son.

E. F. (Bili) Denton, 44, managing news director, KREM-AM-FM-TV Spokane, Wash., died April 30 there of cerebral hemorrhage. Mr. Denton had been with stations for 14 years. He is survived by his wife, Nancy, two daughters and three sons.

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**For the Record**

As compiled by Broadcasting, May 3 through May 9, and based on filings, authorizations and other FCC actions.

**Abbreviations:** AK-alternate ans. announced; ant.-antenna; ay.-auxiliary; CATV—community antenna television; CRT-critical hours; CP-construction permit; D-day; DA-direction antenna; ERP—effective radiated power; kHz—kilohertz; kw—kilowatts; L—local; MB—megahertz; mod.—modification; N-night; PTA-presumably tentative act. authority; SCA—subsidiary communications authorization; SH—specified hours; SSA—special service authorization; STA—special temporary authority; TUE—ultra high frequency; U—unlimited hours; VHF—very high frequency; yrs.—years; w.w.—watts; —educational; HAAI—height of antenna above average terrain; CAR—community antenna relay station.

**New TV Stations**

**Application**


**Other action**

- Review board in Anaheim, Calif., TV proceeding, on motion of Orange Empire Broadcasting Co. extended through May 18, time to file responsive pleadings to petition to enlarge issues filed by Golden Orange Broadcasting Co. in ch. 56 Anaheim proceeding (Docks. 18292, 18297-300). Orange Empire, Golden Orange, The Voice of the Orange Empire Inc. and Dena Communications Corp. are competing applicants for facilities. Action May 4.

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**Existing TV Stations**

**Final actions**

- WSEE(TV) Erie, Pa.—Broadcast Bureau granted licenses covering new driver and changes. Action May 1.

- WSWEP-TV Grandview, W. Va.—Broadcast Bureau granted mod. of license covering change in studio location to Raleigh County Memorial Airport, near Grandview, W. Va. Action April 24.

- KUTV(TV) Salt Lake City—Broadcast Bureau granted license covering change in type trans. Action May 1.

**Actions on motions**

- Hearing Examiner Forest L. McClennan in Boston (RKO General Inc. [WNAC-TV, et al.], TV proceeding, denied request by Community Broadcasting for issuance of ruling admitting certain portions of record of former proceeding to which parties have been unable to stipulate into evidence in redesignated proceeding; granted permission to appeal this order should any party desire to take an appeal (Docks. 18759-61). Action April 26.

- Hearing Examiner Chester F. Naumnovich Jr. in Daytona Beach, Fla. (Gowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.). TV proceeding, dismissed as moot. COWS motion for extension of time and ordered that any action by lower court shall be dismissed before May 19 (Docks. 19168-70). Action April 26.

- Hearing Examiner Chester F. Naumnovich Jr. in Dayton, Ohio (Gowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.). TV proceeding, on request of Central Florida scheduled further hearing for May 3 (Doks. 19168-70). Action May 1.

**Other actions**

- Review board in San Diego, KJOG-TV, denied request by Jack O. Gross (Gross Broadcasting Co.) and United States International University for oral argument on Gross' application for extension of time within which to construct KJOG-TV (ch. 51). Gross' application for extension of time within which to construct was also denied (Docks. 18377). Action April 28.
The 1972 'Yearbook' brought up to date

Following are additions or corrections to the 1972 Broadcasting Yearbook. They appear by page number in the same order that they are listed in the Yearbook.

Page 54, 56th market, Cedar Rapids-Waterloo, is in Iowa, not Michigan.

Page A-37 under Las Vegas KSHO-TV delete reference to station being a powerhouse in daytime.

Page A-21 under Long Beach, Calif., KFOX is 1 kW unlimited. Delete D for daytime.

Page 129, following listings for KDFM(AM) and KJOS(AM) have been transposed. Listings for the two stations should read as follows: KDFM(AM) Call: KDFM Frequency: 1340 kHz Ant 800 ft. Stereo Box 613 (95150) 371-3500. Audio 77-711. Rep. Smith; Sandberg-Glenn (San Francisco); Lucas (Los Angeles).

KJOS(AM) Call: KJOS Frequency: 1460 kHz Ant 450 ft. Stereo Box 130 (90010) 246-6060. Telex 346305. SRC Bstg Inc. (acc. 7-67). Rep. Messer; P分公司 (Detroit); N. B. Associates (San Francisco); Wallace (Los Angeles). Format: Rock R&B.

Scott M. Eldred, pres; Arthur (Bob) Sobelman, gen. mgr; Hugh J. MacPherson, gen. sis; Doug Drose, prog. dir; John Harper, music dir; Jim Pierce, pub affairs & news dir; Gary Liddell, chief engr.


Edwin E. Clark, pres; Daniel Diener, gen. mgr; Perry Walders, gen. mgr; Eugene Foree, prog. dir; John Kruker, music dir; Gary Hess, chief engr.

Page B-63 under Evanston, change call letters WNMP to WLTD.

Page B-77 insert following the city of Grinnell.

New FM stations

Applications

Mountain View, Calif.—Sanford High School Broadcasting Corporation, 7850 Adobe Way, Mountain View, Calif., estimated construction cost $2,125; first-year operating cost $2,325; revenue none.

Woram, Mich.—Lloyd Ormsby, 5222 N. Macomb St., Woram, Mich., estimated construction cost $1,785; first-year operating cost $2,125; revenue none.

Woram, Mich.—Paul C. McLaughlin, 1400 S. Michigan St., Woram, Mich., estimated construction cost $2,125; first-year operating cost $2,325; revenue none.

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Woram, Mich.—Paul C. McLaughlin, 1400 S. Michigan St., Woram, Mich., estimated construction cost $2,125; first-year operating cost $2,325; revenue none.
## Professional Cards

<table>
<thead>
<tr>
<th>JANSKY &amp; BAILEY</th>
<th>EDWARD F. LORENTZ &amp; ASSOCIATES</th>
<th>COHEN &amp; DIPPELL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Research Corporation</td>
<td>Consulting Engineers</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Shirley Hwy. at Edall Rd.</td>
<td>Box 798, Upper Montclair, N.J. 07043</td>
<td>Formerly GEO. C. DAVIS</td>
</tr>
<tr>
<td>Alexandria, Va. 22314</td>
<td>Phone: (201) 746-3000</td>
<td>557 Murphy Bldg.</td>
</tr>
<tr>
<td>(703) 204-3400</td>
<td>Member APOCE</td>
<td>(202) 783-0111</td>
</tr>
<tr>
<td>Member AFCCE</td>
<td>Washington, D.C. 20005</td>
<td>Washington, D.C. 20004</td>
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<table>
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<tr>
<th>A. D. Ring &amp; Associates</th>
<th>LOHNE &amp; CULVER</th>
<th>KEAR &amp; KENNEDY</th>
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<tr>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Consulting Engineers</td>
<td>1302 18th St., N.W., 785-2200</td>
</tr>
<tr>
<td>1711 N St., N.W.</td>
<td>152 Munsey Building</td>
<td>WASHINGTON, D.C. 20036</td>
</tr>
<tr>
<td>WASHINGTON, D.C. 20036</td>
<td>Washington, D.C. 20004</td>
<td>Member APOCE</td>
</tr>
<tr>
<td>Phone: (202) 547-8215</td>
<td>(202) 827-8725</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Member APOCE</td>
<td>Member APOCE</td>
<td>Member AFCCE</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>A. EARL CULLUM, JR.</th>
<th>STEEL, ANDRUS &amp; ADAIR</th>
<th>HAMMETT &amp; EDISON</th>
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<tr>
<td>CONSULTING ENGINEERS</td>
<td>Consulting Engineers</td>
<td>Consulting Engineers</td>
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<tr>
<td>INWOOD POST OFFICE</td>
<td>2029 K Street, N.W.</td>
<td>Radio &amp; Television</td>
</tr>
<tr>
<td>BOX 7004</td>
<td>Washington, D.C. 20006</td>
<td>Box 68, International Airport</td>
</tr>
<tr>
<td>DALLAS, TEXAS 75219</td>
<td>(202) 234-6644</td>
<td>San Francisco, California 94128</td>
</tr>
<tr>
<td>(214) 631-8644</td>
<td>(202) 827-8725</td>
<td>(415) 942-5208</td>
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<tr>
<td>Member AFCCE</td>
<td>Member APOCE</td>
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<tr>
<th>JOHN B. HEFFELFINGER</th>
<th>JULES COHEN &amp; ASSOCIATES</th>
<th>VIR N. JAMES</th>
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<tbody>
<tr>
<td>9208 Wyoming Pl.</td>
<td>Suite 716, Associations Bldg.</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>Hillsand 4-7010</td>
<td>1145 19th St., N.W.</td>
<td>5210 Avenue F.</td>
</tr>
<tr>
<td>KANSAS CITY, MISSOURI 64114</td>
<td>659-3707</td>
<td>Austin, Texas 78751</td>
</tr>
<tr>
<td></td>
<td>Washington, D.C. 20036</td>
<td>(512) 454-7014</td>
</tr>
<tr>
<td></td>
<td>Phone: 216-526-4386</td>
<td></td>
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<td></td>
<td>Member APOCE</td>
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<thead>
<tr>
<th>E. HAROLD MUNN, JR.</th>
<th>CARL E. SMITH</th>
<th>TERRELL W. KIRKSEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Consulting Radio Engineers</td>
<td>Consulting Engineer</td>
</tr>
<tr>
<td>Box 220</td>
<td>8200 Snowville Road</td>
<td>5210 Avenue F.</td>
</tr>
<tr>
<td>Coldwater, Michigan 49036</td>
<td>Cleveland, Ohio 44141</td>
<td>Austin, Texas 78751</td>
</tr>
<tr>
<td>Phone: 517-278-6733</td>
<td>Phone: 216-526-4386</td>
<td>(512) 454-7014</td>
</tr>
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<td></td>
<td>Member APOCE</td>
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## Service Directory

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<thead>
<tr>
<th>COMMERCIAL RADIO MONITORING CO.</th>
<th>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</th>
<th>SPOT YOUR FIRM'S NAME HERE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
<td>To be seen by 120,000+ readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM-TV and facsimile facilities.</td>
</tr>
<tr>
<td>Multiloop Repaired &amp; Certified</td>
<td>445 Concord Ave</td>
<td>*1070 Readership Survey showing 3.2 readers per copy.</td>
</tr>
<tr>
<td>183 S. Market St.</td>
<td>Cambridge, Mass. 02138</td>
<td></td>
</tr>
<tr>
<td>Lee's Summit, Mo. 64063</td>
<td>Phone (617) 876-2810</td>
<td></td>
</tr>
<tr>
<td>Phone (816) 524-2777</td>
<td></td>
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<table>
<thead>
<tr>
<th>contact</th>
<th>BROADCASTING MAGAZINE</th>
<th>1735 DeSales St. N.W.</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Washington, D.C. 20036</td>
<td>for availabilities</td>
</tr>
<tr>
<td></td>
<td>Phone: (202) 468-1022</td>
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Summary of broadcasting
Compiled by FCC May 1, 1972

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA*</th>
<th>CP's</th>
<th>Total on air</th>
<th>Total authorized</th>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>4,343</td>
<td>3</td>
<td>19</td>
<td>4,365</td>
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<tr>
<td>Commercial FM</td>
<td>2,206</td>
<td>0</td>
<td>48</td>
<td>2,254</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>503</td>
<td>2</td>
<td>6</td>
<td>511</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>184</td>
<td>0</td>
<td>190</td>
<td>22</td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>667</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational FM</td>
<td>488</td>
<td>1</td>
<td>9</td>
<td>506</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>86</td>
<td>2</td>
<td>89</td>
<td>91</td>
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<tr>
<td>Educational TV-UHF</td>
<td>11</td>
<td>1</td>
<td>12</td>
<td>136</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>200</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
* Includes 25 educational AMs on nonreserved channels.
* Includes 15 educational stations.
* Indicates four educational stations on nonreserved channels.

**Radio**
- Commercial AM: 4,343
- Commercial FM: 2,206
- Commercial TV-VHF: 503
- Commercial TV-UHF: 184
- Total commercial TV: 667
- Educational FM: 488
- Educational TV-VHF: 86
- Educational TV-UHF: 11
- Total educational TV: 200

**Ownership changes**
- WNEC(AM), Toccoa, Ga.: Broadcasting Bureau granted acquisition of positive control of Stephens County Broadcasting Co. from Charles H. Gaines (1,000 shares before, none after) and William C. Clifton (10 shares before, 2,010 after). Consideration: $70,000. Principal: Roy E. Gaines. Mr. Gaines is secretary of Stephens County Broadcasting Co. (April 26).

**CATV**
- The following operators of cable television systems have been granted licenses by the FCC:宣布 May 1 (stations in parentheses are TV signal proposed for carriage).
- The Communications Co. of Florida, St. Petersburg, Port New River, Pasco county, Hillsborough County, Plant City, Florida, all Florida (WSWB-TV Orlando and WBBB-TV Fort Myers, both Florida).
- The Communications Co. of Florida, Ocoee, Florida (WSWB-TV Orlando and WTOG-TV (St. Petersburg, both Florida).)
- The Communications Co. of Florida, Winter Garden, Orange county, Plant City, Florida (WSWB-TV Orlando and WTTW-TV (St. Petersburg, both Florida).
- Commerrier Cable TV Inc., Connersville, Ind. (WCIPTV, WUNI-TV, WTVJ, WTVJ, all New Albany, all Ohio). Consideration: $9,999. (Ohio; WTTW-TV (Bloomington, Ind.; WFTV, WISH-TV, WLWT, all Indianapolis).)
- Nevada TV Cable Co., Nevada, Mo. (KETC-TV and KPLR-TV, both St. Louis).
- Center Video Inc., borough of Kane, Wethersfield, Conn., all New York (WPXIP-TV, WTVJ, WNEW-TV, all New York). Consideration: $300,000.
- King Video Cable Co., Ellensburg, town of Kittitas, and county of Kittitas, all Washington (CHEK-TV, all Spokane, all Kennewick, all Tri-Cities, all Pasco, all Yakima, all Seattle, all Bellingham). Consideration: $2,750,000.
- Kansas CATV Inc., Chanute, Independence, both Kansas (KSBM-TV in Chanute, Kansas; KSBM-TV in Chanute, Kansas).
- Kansas CATV Inc., Nodessa and Parsons, both Kansas (KSBM-TV and KBMC-TV, both Kansas City, Mo.).
- Tele-Vu Inc. Grants and Milan, both New Mexico (KOBL-TV; KNME-TV, KOAT-TV, KMGM-TV, all Albuquerque; KHJ-TV, all Albuquerque; KTLA-TV, all Los Angeles).
- CableCom General of Modesto, Modesto, Calif. (SBKX-TV in San Francisco; KUSC-TV in San Jose, both California).
- Gateway Cablevision Corp., Amsterdam, N.Y. (WLINK-TV and WPXIP-TV, both New York).
- Norristown Distribution Corporation of Norristown, Pa. (KY-WV, WCAU-TV, WFTL-TV, WKRB-TV, WPHL-TV, WTA-TV and WHWK-TV, all Philadelphia, all Delaware, all Montgomery, all Lehigh, all Chester, all Lancaster, all Northampton, all Bucks, all Berks, all Lehigh, all Allegheny, all Luzerne, all Monroe, all Northampton, all Montgomery, all Lehigh, all Philadelphia, all Montgomery).
- Paxton Community Antenna Systems Inc., Paxton, Ill. (WICA-TV and WICD-TV, both Champaign, Ill.); (WTIV-TV and WNDTV, both Decatur, Ill.); (WMAQ-TV, WLS-TV, WGN-TV, WBBB-TV, WBBB-TV, and WBBB-TV, both Chicago, Ill.).

**Translator actions**
- Concho, Ariz.: Broadcasting Bureau granted CP for operation of translator on frequency 96.3 at Gila Bend, Ariz. (April 26).
- Franklin County, Idaho: Broadcasting Bureau granted CP for new FM translator to serve Preston and rural Franklin county, both Idaho, operating on ch. 272 by rebroadcasting programs of KALL-FM (April 26).
- Wakeeney, Kan.: Broadcasting Bureau granted CP for new UHF translator to serve Wakeeney, Kan., and surrounding areas, both Kansas, operating on ch. 36 by rebroadcasting programs of KOMC(TV) ch. 8 (April 28).
- Windom, Minn.: Broadcasting Bureau granted CP's for new translators in New Ulm; Marshall, Minn.; and Mankato, Minn., both Minnesota, operating on ch. 228 and 229 by rebroadcasting programs of KOMC(TV) ch. 8 (April 28).
- Darby, Mont.: Broadcasting Bureau granted CP for a new VHF translator to serve Darby and Conner, both Montana, operating on ch. 2 by rebroadcasting programs of KGVO-TV ch. 13 Missoula, Montana (April 28).
- Oneonta, N.Y.-FCC granted application by Roy H. Park Broadcasting of Utica-Rome Inc., WUTR-TV (TV) ch. 20 Utica, for CP for new 100-watt UHF translator to operate on ch. 42, Oneonta, by rebroadcasting programming of WUTR-TV, Utica (April 28).
- Oakes, N.D.: Broadcasting Bureau granted CP for new translator on frequency 88 to serve Wahpeton and Eldorado, both North Dakota, operating on ch. 10, by rebroadcasting programs of KJKB-TV ch. 4 Valley City, N.D. (April 28).
- K28AC Richfield and Monroe, both Utah: Broadcasting Bureau granted license covering permit for new FM translator to operate on ch. 285.5 (April 28).
- K221AA Richfield and rural Sevier county, both Utah: Broadcasting Bureau granted license covering permit for new FM translator to operate on ch. 221 (April 28).
- W292AA Viroqua, Wis.: Broadcasting Bureau granted license covering permit for new FM translator to operate on ch. 292 (April 28).
- Buffalo, Wyo.: Broadcasting Bureau granted CP's for new VHF translators to serve Buffalo, operating on ch. 9 by rebroadcasting programs of KOKK-TV ch. 2 Billings, Mont., and ch. 13 by rebroadcasting programs of KHSD-TV ch. 11 Lead, S.D. (April 28).

**Modification of CP's, all stations**

**Renewal of licenses, all stations**
- Broadcast Bureau granted renewal of licenses for following stations, covenantee, current and ownership, and WICA's where appropriate: KGGF(AM) Coffeyville, Kan.; KOHO(AM) Honolulu; KVVM(AM) Monahans, TX; KWBA(AM) Baytown, both Texas; WATR(AM) Waterbury, Conn.; WRB(AM) Providence, R.I.; WKT(AM)(Baton Rouge, LA, WUNRA) Brookline, both Massachusetts. Application April 28.

**CATV**
- The following operators of cable television systems have been granted licenses by the FCC: announced May 1 (stations in parentheses are TV signal proposed for carriage).
- The Communications Co. of Florida, St. Petersburg, Port New River, Pasco county, Hillsborough County, Plant City, Florida, all Florida (WSWB-TV Orlando and WBBB-TV Fort Myers, both Florida).
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- Nelson Distribution Corporation of Norristown, Pa. (KY-WV, WCAU-TV, WFTL-TV, WKRB-TV, WPHL-TV, WTA-TV and WHWK-TV, all Philadelphia, all Delaware, all Montgomery, all Lehigh, all Chester, all Lancaster, all Northampton, all Bucks, all Berks, all Lehigh, all Philadelphia, all Montgomery).
- Paxton Community Antenna Systems Inc., Paxton, Ill. (WICA-TV and WICD-TV, both Champaign, Ill.); (WTIV-TV and WNDTV, both Decatur, Ill.); (WMAQ-TV, WLS-TV, WGN-TV, WBBB-TV, WBBB-TV, and WBBB-TV, both Chicago, Ill.).
**Radio Help Wanted Management**

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 resume. Box E-23, BROADCASTING.

General manager—credentialed in sales, programming, promotion and talent, to build ratings and revenue for AM station in large southeastern city. Must be 30-40 years. Send resume and character references. Box E-109, BROADCASTING.

A good small market Missouri station needs manager. Profitable. Must be good salesman. This is the station you've been wanting to own. Send all replies to Box E-219, BROADCASTING.

Wanted—sales oriented, repeat, sales oriented general manager for established, in-the-black, fulltime Chris- tian, 50+ unit market. Excellent opportunity—entire run-of-the-market. Resume and reference, please. WAFF, Box 4186, Albertville, Ala. 35950.

**Sales**

**Salasmen:** Sell small competitive Georgia market. . . . announce only if possessing ideal man with experience. Only write Box E-20, BROADCASTING.

California daytimer seeking experienced, creative salesmen. Salary, bonuses, incentives. Box E-117, BROADCASTING.

Salesman for competitive small market. Man who can stick to rates and policy will do extra well on salary-commission. Location: Alaska. Box E-157, BROADCASTING.

Looking for a pro interested in improving himself with station in fastest growing county in New York State. Resume and sales record. Box E-160, BROADCASTING.

Successful! One of the most successful operations in the country needs a sales pro. If you are a success in a small market, contact station and want the opportunity to move into an active account circle with strong company possibilities send resume to Box E-178, BROADCASTING.

Experienced salesmen-announcer; emphasis on sales. Afternoon airshift. Suburban station. Western Illinois. Write Box E-179, BROADCASTING.

Salesman for progressive N.C. market. Travel & generous commission. Top $10,000 first year. Send complete resume. Box E-212, BROADCASTING.

**Sales continued**

Mates's fastest growing broadcast group needs experienced salesman. Show us your billing, what you made first year, and we'll top it. WGGM, Skowhegan, 04976.

Salesman, WMKC Radio, Oshkosh, Wisconsin. Immediate opening. Salary plus commission plus assumption of current long term accounts plus liberal company fringe benefits. You can realistically expect to earn over $10,000 your first year. Contact William Shaw, Manager.


Poster opertunity lock thoroughly experienced and knowledgeable in both country and good radio. Prefer :light southern or southwestern accent. Major market. Send tape, resume to Box E-477, BROADCASTING.

Announcer-first phone capable of an air-shift and good production. Some studio maintenance. Send tape with resume, photo and salary requirement. Fins opportunity in large southwest Ohio market. Box E-77, BROADCASTING.

Top jobs wanted for top pay. Canadian station in a station a 1/2 million people market is looking for a top man. Send resume and samples, phone and rate for the right personalities. Box E-138, BROADCASTING.

Immediate opening for experienced MOR personality to communicate mid-morning/early afternoon shift . . . do also some TV for this Indiana facility . . . send air check, resume, and pic to Box E-140, BROADCASTING.

North Carolina station needs experienced announcer with first ticket. Production or copywriting experience helpful. Send tape 125$ plus resume, Box E-155, BROADCASTING.

Top rock job wanted for #1 FM suburban NYC area. Up-tempo, experience more than, substantial pay for right man. Send resume and tape. Box E-158, BROADCASTING.

AM-FM stereo station wants an experienced person- ality with good production ability. Room to move up and grow with a young group. Bush resume, and salary needs to general manager. Box E-167, BROADCASTING.

**Announcers continued**

Experienced announcer—salesman; emphasis on sales. Afternoon airshift. Suburban station. Western Illinois. Write Box E-180, BROADCASTING.

Experienced announcer/night work. First phone, character references required. South. $125 start. Box E-215, BROADCASTING.

Christian programed station needs experienced an- nouncer—program director. Must have strong background in production. Must be mature self-starter in- terested in keeping station fresh and alive. Contact: Dick Burt, KCCC/WTV 43 Blue Ridge Center, Kan- sas City, Mo. 64133.

Rock job with good production and first phone. Send tape and resume to David Chimento, KLOU, Box 1723, Lake Charles, La. 70601.


Central Virginia full-time accepting applications for expanding air. Must have strong references and be willing to work. Contemporary MOR format. Air check. Send resume and voice requirements to Don Marrin. WCHV, Charlottesville, Virginia 22903.

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to Bill Taylor, Program Director, WDBD, P.O. Box 1833, Orlando, Florida 32802.

Man or woman with third class ticket for announcing at Vermont's most powerful FM station. Full knowl- edge of all types of music basic. Also needed second- shift announcer with third phone. Experience preferred for both positions, but will consider newcomers with voice, ability, knowledge willingness to work in team and responsible. Send tape and resume to WWBB- FM, Box 518, Rutland, Vermont 05701.

Step up to 100,000 plus two station market. Need ex- perience sales/air personality. WJLL, Niagara Falls, New York.
Announcers continued

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—top 40, not stereo DJ. Excellent voice, moving blend in between. Call Tom Bell, 703-532-9642.

Immediate opening for a full time staff announcer with an interest in becoming Program Director. Must have at least 4 years of commercial production. Call 1-617-922-3430. Ask for Ken Patch.

Hillbilly country DJ, down home boy with some experience, call 305-391-7172.

Technical

Chief engineer for stable directional. 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.

Indiana AM-FM has position open soon for announcer—maintenance-production combo. First phone essential. Must like Midwest. Station heavy on community involvement. Good pay for good man. Ideal spot to settle down. Send resume, tapes, and references. Box E-168, BROADCASTING.

Directional twin antennas with AM and FM stereo needs an experienced well-rounded engineer. Radio vision and salary requirements. Box E-168, BROADCASTING.

Opening for chief engineer at 5 KW daytime station in East Coast area. Pay extremely good, working conditions. Write WOJO, 4601 Hills and Dales Road, N.W., Canton, Ohio 44706.

First ticket engineer for maintenance and production work. Announcing. Call Ed Butterbaugh, 703-538-6937.

News

If you are energetic, capable and can follow direction maybe you can fill our news director slot. Send tape, salary requirements and references (which will be checked) by May 1st. Excellent position. Call 2428, WOJO, Richmond, Va., with local levels.

 Wanted....Radio-TV newsmen for medium sized market. College prep and college prep prep. On your experience expected. Send aircheck, resume, and references. First phone essential. Box E-217, BROADCASTING.

Wanted Immediately. Pro for news director slot. Must have voice and ability to run tight department. Send resume and tape first reply. Salary equals ability. Good opportunity for right man. Box E-169, BROADCASTING.

Matinee newscaster—announcer to work at 5000 watt, full-time Michigan station. Authoritative distinct delivery required. Send tapes and resume to Box E-224, BROADCASTING.

Newsmen for large market R & R Station. Heavy on public relations. Excellent contact with top public officials in nation's Capital. Call Joe Salvo, 703-533-3237.

Programing, Production, Others

A progressive AM station in Northern Ontario, Canada, is looking for a top program director. Applicant must have extensive background with a successful station. Must be experienced and qualified for the right man! Box E-137, BROADCASTING.

June opening for detail minded announcer—copywriter or p.b. to handle these duties, production, etc. Cora-line. Box E-156, BROADCASTING.

Production wizard wanted. If you write and produce excellent packages, and can work with excellence in salary and benefits. Several former major market pros are looking for a one-year contract with an excellent salary. MAJOR station. Good living conditions. Tape, resume and references to: Program Director, WCWC, Traverse City, Michigan 49684.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production production production. Send tape of production. Box E-199, BROADCASTING.

Situations Wanted, Management

Successful young FM manager presently employed looking for long term sales/management opportunity. $15,000 a year—first year, $21,000 a year—second year. Presently employed in New York City. Strong in sales—both national and local levels. Six years in television, thirteen years in radio. Let me share my experience and know-how with you. Box E-107, BROADCASTING.

Management continued

M.B.A. under 30 with seven years management experience in top 5 market—true professional in management & aggressive with leadership. Outstanding references and track record. Box E-189, BROADCASTING.

Broadcast executive, 29, with 13 years experience in all phases of radio, sales, news, programming, management. Will manage your station for percentage of ownership, option to earn or buy. Also, college degree, family man, dedicated. Prefer midwest location. Box E-190, BROADCASTING.

Need a pro, experienced in management, sales, positive programming, on-air work. Present with first class license and references? Let's negotiate, south! Box E-123, BROADCASTING.

Available early summer. Present company not expanding in broadcast. Seek responsible position N.Y. or area as GM, sales manager; group exec. respected by fellow broadcast professionals with standing achievement in suburbs. Present and past employers will attest to abilities. Box E-207, BROADCASTING.

Selling general manager currently employed in medium metro market to make change. Former owner, 35 years of age. Excellent references. Prefer East or Florida. Will invest. Box E-208, BROADCASTING.

Gain, Mr. sails new opportunity, 16 yrs. experience, in management, small, medium and major markets. No wild claims. No miracle worker. Success built on hardwork, dedication, loyalty, and honesty. Excellent references. Presently employed. Strong on sales and promotions. Box E-311, BROADCASTING.

General manager. All the ingredients of sales, programing, promotion and planning skills to build ratings and bring in top valve stations. Medium and larger markets. Last 10 in key management. Consider stock purchase and/or option plan. Top income character references. Box E-217, BROADCASTING.

Vice president sales available for television or radio. Top producer--Mill millions to personal sales in less than a year. Consultant to several radio stations that doubled their business in one year. Took a company from $0 to $4,700,000 in 3 years. Taught and lectured at colleges on retail merchandising and advertising. A salesman who will go to lengths to earn your respect. Gordon Stewart, 221 W. 57th St., B-24, Love- land, Colo. 80537. 999-1218 after 9 p.m. except Tuesdays.

Sales

18 years experience—southeast salesman-announcer—sportscaster. Prefer small market place ownership opportunity...can invest. Box E-154, BROADCASTING.

I've sold for almost 4 years in a major market. I'm now selling a suburban AM and leading FM and doing it very well. I'm an experienced professional, looking for the right move into a reputable station with management opportunities. Box E-217, BROADCASTING.

Sales or sales manager. Exceptional background radio, constant record sales. Box E-173, BROADCASTING.

Successful medium market AM selling sales manager would like to relocate. Box E-199, BROADCASTING.

Experienced S.C.A. sales manager available. Twenty years experience. Will relocate. Box E-201, BROADCASTING.

Blankly Iowa State Univ. broadcast and adv. grad. desires sales position. Available June 1st. Will relocate. I've got the background, give me the opportunity. Write Gary Chabot, 5th floor, 2709 Lucinda St. Perry, la. 50220.

Announcers

Experienced first phone professional. Rock, up tempo mid road, country. Very fleshy voice. Box E-187, BROADCASTING.

Play by play hockey announcer available, Seven years experience. Tapes available. Will relocate. Box D-297, BROADCASTING.

MOR announcer. Relaxed, conversational, 26, married, 3rd. Will relocate anywhere. $125 weekly. Box E-27, BROADCASTING.

Los Angeles personality—MOR & C.W. top ratings (Pole) good people, humor, wit (first phone). Box E-41, BROADCASTING.

10 years pro, contemporary/MOR personality—morning man. Experienced in all phases. Strong production, top ratings, programming and sales. 1st phone. 29-year-old family man. Likes location for 1st position or staff job with a future in medium or major market. Call now. Box E-205, BROADCASTING.
WANTED

For Sale Equipment

6 1/4" Andrews Rigid T/L 775's type 82503, 75 OHM coax, high gain, gas stop, disk, misc. Excellent condition. P.O. Box 168, Menomonie Falls, Wisconsin.


For Rent: 1-Spotmaster Model 400A and 2-Spotmaster Model 405A units at $44.00 per month for short term.

Long time lead editor: 2 Technical Editor, Cheung Leasing Co., P.O. Box 447, Narket, Mass. 01760. Tel. No. 617-655-5350.


Amnap spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, 1555, Minn. View, Calif. 94040. (408) 729-9740.

MISCELLANEOUS

Deejay 11,000 classified gag lines, $10.00, Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Manlius, Calif. 95338.

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"Free" Carpool. Everything for the deejay. Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26846, San Francisco, Calif. 94126.

On air talent, if you qualify, our National Coverage makes your work personally available (via direct phone line) to 2,000 broadcasting execs. Send tape to Hollywood Audiotape, 6777 Hollywood Blvd., Hollywood, Calif. 90028.

DJ comedy course. Key image, ten weapons, listener's two worlds; more than $15.95 U.S. No COD. Money back guarantee. $5 overseas airmail. California 5% sales tax. D.N.A.D., Dept. B, P.O. Box 2616, Dublin, California 94566.

D.J.'s—Don't make yours a program! make a show! 50 men successful drops—$10.15 personalized in 10 drops—$10. Columbus Radio, 719 West Water Street, Kenton, Ohio 43326.

T.V. commercials, jingles, sales films, station I.D.'s and recording facilities are built a few of the items in our catalog that are available on trade basis. Send $1.00 to American Promotion Consultants, Inc., 915 W. Sunrise Boulevard, Fort Lauderdale, Florida 33311.


Factory-fresh albums suitable for promotions, giveaway, $55 per 100. Redarock, Box 377, Worthington, Ohio.

Surplus Books, ideal for mail order selling. $4.95 writers course, 652 each (hundred lots). Sample $1. Schroeder Associates, 2311 Wisconsin, Peoria, Illinois 61603.

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Elkins in San Antonio**, 303 S. Main.
Elkins in Hartford, 800 Silver Lane.
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Elkins in Miami**, 1920 Purdy Ave.
Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.
Elkins in Chicago***, 3443 N. Central.
Elkins in Minneapolis**, 4103 E. Lake St.
Elkins in St. Louis, 4655 Hampton Ave.
Elkins in Cincinnati, 11750 Chesterdale.
Elkins in Oklahoma City, 501 N.E. 27th.
Elkins in Memphis***, 1365 Union Ave.
Elkins in Nashville***, 2106-A 8th Ave. S.
Elkins in El Paso*, 6801 Viscount.
Elkins in Seattle*, 401 Aurora Ave., N.
Elkins in Milwaukee, 611 N. Mayfair Rd.
Elkins in Colorado Springs*, 323 South Nevada Ave.


Zero to first phone in 5 weeks. R.E.I.'s classes begin May 22, June 26 and July 31. Rooms $15-20 per week and $100 deposit. Write or phone: 1-800-237-2251 for more information or write R.E.I., 1336 Main Street, Sarasota, Florida 33327. V.A. approved.


R.E.I., 1326 Main Street, Sarasota, Florida 33757. Call (813) 955-6922, or toll-free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Training Studios, 24 West 41st, N.Y.C. (212) 526-2515.

First class F.C.C. license theory and laboratory training in five weeks. Tuition $325.00. Housing $10.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2022 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. Type Exams... Guaranteed to prepare you for F.C.C. 3rd, 2nd, and 1st phone exams. 3rd class, $7.00; 2nd class, $12.00; 1st class, $16.00. complete package, $25.00. Research Company, Rt. 2, Box 448, Celina, Ohio 43522.


Attention New England DJ's. 3 week radio license class starting June 3, in Manchester, N.H. For information call or write American Institute of Communications, 11516 Oxand St., North Hollywood, Calif. 91606. (213) 980-5212.

Think about it. We cost less but take more time to prepare you for the best way, State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.
Instructions continued

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 unsurpassed by any one. Why take chances on second best or Q&A courses? Our next 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, NO 2-2281.

Announcers

WTOD TOLEDO
Modern Country, a South-American station. Seeks afternoon drive man. Must have CM experience, good production ability, 1st phone helpful, immediate opening. Resume and tape first letter. Top salary for top man.

WBMJ, SAN JUAN
Needs experienced on-air producer. Work with the pros at Puerto Rico's English-language station. Airmail tape, resume, picture and references to:
Mike Michaels, WBMJ
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Educational Communications Board, Madison, Wisconsin. Field supervision of contractors and trades in the design, layout, construction, installation, modification and maintenance of high power television and FM radio installations. Provide direct supervision to all chief transmitter operators, transmitter engineers and technical user consultants in connection with the operation of network interconnected transmitter sites on a statewide basis. 50% travel time. Need seven years of experience in television broadcasting, including a minimum of four years of transmitter experience, two of which were at the senior or maintenance engineer level, one of which was in the operation and/or construction of high power UHF transmitter systems. 1st Class FCC Radio/Television License required. State between $1030 and $1165 a month; raises to $1341. Apply by May 25 to:

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News

Anchor Man / Reporter
We are leading network affiliate in secondary market in beautiful California area, with an opening for an experienced combination TV anchor man / field reporter. Qualifications quite simple: must have good on-camera delivery and appearance; must be excellent field reporter; and must be able to adhere to company news policies which are set by management. Our station and news blocks are top rated in area. Company owns multiple broadcast properties. Excellent fringe benefits. If you qualify and are interested, rush tape and / or film, references and work-salary history to

Box E-98, BROADCASTING

Situations Wanted

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**Television Help Wanted**

**Technical continued**

**WTLV**
TulEvision 12
of Jacksonville
is interested in receiving applications for the position of Chief Engineer. We lost our long-time Chief, Harry Wingfield, in a tragic death and, therefore, we are seeking applicants to fill that position supervising a fine staff of skilled and loyal technicians. If interested, please send a resume of your experience and full particulars to Mr. Gert Schmidt, President, Station WTLV, P.O. Box 1212, Jacksonville, Florida 32201.

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**News**

**SPORTS DIRECTOR**
Leading station, network affiliate, in highly competitive three-station market (within top 60) is looking for a young, attractive, knowledgeable, personable Sports Director who will fill into our news team. Send tape and full details to: BOX E-218, BROADCASTING.

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**Television Situations Wanted**

**NEWS DIRECTOR**
Unique professional with top credentials as news administrator and national correspondent. Now located in major market. Box E-185, Broadcasting

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**Programing, Production, Others**

**MEDIUM MARKET PROGRAM DIRECTOR**
Complete broadcaster with ratings, awards, achievements. Wants to lead your staff to same 12 years, currently with 50 kW in top 10 Award winning documentary. Bright talk show host, Authoritative/newman, popular, bright look. Available late summer. BOX E-205, BROADCASTING

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For details visit our Hospitality Suite, 503 Essex Inc, 800 S. Michigan Ave., Chicago, Illinois. DURING CATV CONVENTION, May 14-17, 1972, or write: Joseph F. Hards, Vice Pres. SEEBURG MUSIC LIBRARY, INC.
1500 North Dayton Street
Chicago, Illinois 60622

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**WANTED**

**Small market AM, Prefer Midwest single station market. 300M maximum with terms. Experienced broadcaster wants ownership. All replies confidential. Box E-102, BROADCASTING**

**Television Situations Wanted**

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Profile

The FCC's cable chief is a firm disbeliever in the status quo

Flair is not something you expect to find among the bureaucrats. Maybe among the White House staff or on Capitol Hill, but not in the federal bureaucracy. A few years in that atmosphere—with the petty internal politics, the bigness, the routine—seems to leave a man, no matter how he started, with about as much panache as can be found in a government news release.

Not so Sol Schildhause, chief of the FCC's Cable Television Bureau, whose handling of that office has made him one of the commission's most controversial staffers. After some 30 years of government, he retains some flair. He is an attractive man, and his clothes certify him as a graduate of the Ivy League (Harvard Law), though he affects a certain sharpness in his dress that sets him apart even in that regard.

But it is the mocking humor—one that reflects some of the wise-guyish flavor of the New York where he grew up, and that he can turn on himself as well as use to make a comment—that, as one commissioner said, allows him to take a detached look at himself in relation to the commission and that is so at variance with the common image of a bureaucrat.

It also contributes to the controversy that surrounds him. Take his appearance last March, in Beverly Hills, Calif., at the largest conference on cable ever held on the West Coast—it was sponsored by the National Academy of Television Arts and Sciences and had an attendance of some 900 when talk turned to the alleged waste of spectrum space allocated to UHF, Mr. Schildhause remarked: "I've begun to think in recent years that UHF was conceived as part of a plot to bankrupt Jewish dentists."

To some commission officials, such irreverence is not only shocking, it is unprofessional. They feel Mr. Schildhause should confine his criticisms of commission policy to internal statements and memoranda. But what they find even harder to fathom is the indulgence the commissioners show Mr. Schildhause.

"That Jewish dentists' remark got a good laugh," one official recalls. "They said, 'good old Sol; that'sSol for you.'"

By the standards of a bureaucracy, Mr. Schildhause has forged a success. He began in 1966 with a staff of 12 professionals working as a task force whose future was indefinite; today, he is in charge of a new, staffed bureau that includes 30 professionals, and will take on 17 more in fiscal 1973. More important, cable television, in his view, is now ready to develop as an industry. And he played a major role in both developments.

As chief of the new CATV task force, his mission was largely to process the mountain of petitions that cable systems had filed for waiver of the rules requiring hearings on proposals to import distant signals in the top-100 markets. There was not much enthusiasm for the project at the commission level; indeed, the rules were generally interpreted as constituting a freeze on CATV development.

Whether the interpretation was correct or not, Mr. Schildhause attacked the backlog with such vigor, and was so generous in his recommendations for waivers, that he caused first surprise, then dismay among some commissioners. Kenneth A. Cox, then a member of the FCC and an advocate of protection for broad-casting against cable incursion, was particularly bitter: as Mr. Schildhause persuaded the commission to grant more and more waivers, Mr. Cox accused him of "subverting" the role of the commission, while others, in and out of the commission, said he was "subverting" the commission's rules.

Over the years, along with the gratitude of the cable owners, Mr. Schildhause has won the enmity of broadcasters fearful of the impact an unchecked CATV industry could have on their business. The fact does not seem to disturb him, though he does attempt to protest his sympathy and regard for broadcasting. After all, he says, in effect: I used to be a broadcaster myself. In 1957, he left the commission, after eight years, and became 15% owner and general manager of KOMA(AM) Oklahoma City. Later that year, he sold out to his partners at a profit, after disagreements over policy, and returned to the commission.

Mr. Schildhause pleads guilty to the charge that he is an advocate for the CATV industry. But he says he is simply playing the game as it is played at the commission. The Broadcast Bureau supports the broadcasters, he says; his constituency is the CATV industry. The surest way to debate, he feels, sharpens the issues for the commissioners; it is their job to make the public-interest decisions.

In discussing his support of cable, he makes the kind of arguments that are now familiar—it is a technology that "holds great promise" and "it's worth a try to see what it will produce." But while there is no need to doubt the sincerity of such comments, there is another, less cerebral reason, "It's a matter of metabolism," he says. "I'm very competitive. Whatever I do, I like to do well. If I have a job of helping to develop the cable industry, I'm going to do it."

Second in popularity at the commission to the game of guessing when Chairman Burch will leave is that of picking Mr. Schildhause's departure date. Twice he has been reported as among those being considered for the presidency of the National Cable Television Association. Twice NCTA picked someone else. But some communications law firms would like to recruit him—and Mr. Schildhause is now being admitted to the D.C. bar.

However, he says there is nothing significant in that. He is simply looking ahead "five or 10 years," and seeking admission now because the bar will soon require all applicants to take an examination, an ordeal he would rather forgo.

"I have no current plans to leave the FCC," he says "yes, a couple of people" have talked to him about a job. And he adds, "I will listen very carefully to any-one who wants to pay me a lot more than I'm worth."
The real world of cable TV

The National Cable Television Association is to meet in Chicago this week under conditions more benign than those favoring the industry since its primitive beginnings. Federal regulation has at last been defined, and in terms loose enough to permit healthy growth. The cables have won a copyright suit that CBS brought in hopes of establishing liability for modern, broadband cable systems. If problems still remain in state and local regulation and franchising, they are made easier by the clarification of federal policy. As compared with broadcasters, whose signals still form the core service of CATV, the cable operators are relatively free of the governmental distractions that can distort business judgments.

It is generally believed that cable is moving into a period of significant development. As reported here a week ago, Moses Shapiro, chairman of General Instrument, the parent of Jenrold, a pioneer in cable equipment and installation, has predicted a compounded annual growth rate of 21% in cable construction and renovation for the next several years. He sees a $255-million market in system building in 1974.

Mr. Shapiro was addressing New York security analysts and may therefore have been avoiding any understatement of prospects that would enhance the appeal of his company's stock. Even so, his forecasts were no more optimistic than others we have seen. Unless everybody is dead wrong, this business will be big business soon.

That does not mean, however, that it will be the only business in the mass-communications field, as some of its earlier missionaries envisioned it to be. The wise cable operators will look to innovation in their own domain, as well as to the increased use of on-air resources that the new climate permits, as the source of future growth. That is the objective that progressive delegates will pursue in their experiences this week in Chicago.

Who's in charge?

In the settlement McGraw-Hill has made with several minority groups that had challenged its acquisition of the Time-Life television stations, the United States government has been relegated to a subsidiary role in broadcast regulation. A transfer that had been formally approved by the FCC, after extended and meticulous consideration, has been undone by one Albert H. Kramer, a professional solicitor of minority protests, and remade according to his terms. It sets a precedent that can be followed by anyone with Mr. Kramer's resources, which include arrogance, ingenuity and tax-free foundation support.

Here was a station transfer conducted from the outset in full compliance with FCC rules and policy. Indeed, Time-Life's original decision to sell was made in anticipation of the effectiveness of the FCC rule that will prohibit common ownership of co-located television stations and cable-television systems after August 1973. It was a transaction that the FCC explicitly found to meet the "compelling public-interest showing" that justified the transfer of three VHF stations in the top-50 markets, along with another V and a UHF, from a multimedia owner getting out of broadcasting to a new one getting in.

Mr. Kramer, however, has written his own multiple-ownership rules and by clever manipulation of the FCC's procedures has managed to enforce them. According to the Kramer standards, no more than two V's in top-50 markets may now be bought by anyone under any circumstances. Presumably, however, those standards may be subject to further refinement in future challenges to other transfers. The challenger needs only to apply the tactics that Mr. Kramer pioneered in early 1971, when he forced Capital Cities Broadcasting to come to his terms in its purchase of the Triangle stations, and that he has perfected now in the McGraw-Hill confrontation.

It was the same Mr. Kramer, then representing predominantly black groups, who got Capacities to make a $1-million commitment for minority employment and programming in exchange for his withdrawal of petitions to deny the transfers it sought (BROADCASTING, Jan. 11, 1971). That turned out to be only a warm-up. His deal with McGraw-Hill contains all the Capacities commitments, if in somewhat different form, plus more—including virtually unlimited access to the air for any minority grievance—in addition to the new Kramer rule of multiple ownership.

These ends have been achieved by tactics of delay. Mr. Kramer filed so many papers with the FCC that the agency took a year to reach a decision. Once the decision was reached, he took it to the appellate court which, in its present composition, was almost sure to remand the case for an FCC hearing if he had persisted. McGraw-Hill and Time-Life faced years of litigation if they resisted his demands. No two companies would find it prudent to extend a sales contract of such size into so indefinite a future.

If equities are to be restored to the processing of station transfers, legislation must be written to make realistic deadlines for the filing of protests and supporting documents. As the law is now interpreted by the courts, and perforce by the FCC, it lets the Kramers keep obstructing justice by the mere act of inventing new papers to file. In such circumstances it makes little difference what the FCC thinks or how it acts; the real power of regulation lies with the challenger who has the leverage to queer a deal or corrupt it by staving off the government's ultimate action.

As the system is now rigged, it invites abuse. And the abuses will only worsen. Mr. Kramer has just been given $400,000 by the Ford Foundation to expand his practice. Others are finding foundation support for similar enterprises. The end will be regulatory anarchy if Congress doesn't step in.
"In an era of our Nation's history when a steady decline of national pride and unity is evident, WSB-TV endeavored to create a spirit of pride...

THE FREEDOMS FOUNDATION

PUBLIC SERVICE. A CONSTANT COMMITMENT AT WSB-TV.

WSB TELEVISION ATLANTA.

HONORING WSB-TV
"FOR PATRIOTIC ACTIVITY" 1971
Here are the latest average week TV audience estimates February 9th thru March 7th, 1972 in the Monroe-El Dorado ARB TV market.

**Monday thru Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>&quot;Z&quot;</th>
<th>&quot;Z&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 AM to 3:30 PM</td>
<td>KNOE-TV</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>12:30 PM to 1 PM</td>
<td>KNOE-TV</td>
<td>95%</td>
<td>5%</td>
</tr>
<tr>
<td>(As the World Turns)</td>
<td>KNOE-TV</td>
<td>95%</td>
<td>5%</td>
</tr>
<tr>
<td>3:30 PM to 5 PM</td>
<td>KNOE-TV</td>
<td>89%</td>
<td>11%</td>
</tr>
<tr>
<td>5 PM to 6:30 PM</td>
<td>KNOE-TV</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>News</td>
<td>KNOE-TV</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>6:30 PM to 10:30 PM</td>
<td>KNOE-TV</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>News</td>
<td>KNOE-TV</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Sunday thru Saturday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>&quot;Z&quot;</th>
<th>&quot;Z&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 PM to 10 PM</td>
<td>KNOE-TV</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>9:00 AM to 12:00 Midnight</td>
<td>KNOE-TV</td>
<td>71%</td>
<td>29%</td>
</tr>
</tbody>
</table>

COUNTIES INCLUDED IN THE SURVEY AREA

**LOUISIANA**
(Aparshes)
AVOCIEILLER
BIENVILLE
CADDO
CAHOUIL
CLAIBORNE
CONCORDIA
EAST CARROLL
FRANKLIN
GRANT
JACKSON
LA SALLE
LINCOLN
MADISON
MOREHOUSE
NATCHITICHE
ORCHITA
RAPIDES
RED RIVER
RICHLAND
TENSAS
TENNESSEE
VERNON
WEST CARROLL
WINN

**ARKANSAS**
ASHLEY
BRADLEY
CALHOUN
CLEVELAND
CONWAY
DARWIN
DALLAS
DEER
DREW
LA SALLE
LINCOLN
MADISON
MARSHALL
NATCHITICHE
ORCHITA
RAPID
RED RIVER
RICHARD
TENNESSEE
SUNFLOWER
WARREN
WASHINGTON

**MISSISSIPPI**
ADAMS
BOLivar
FRANKLIN
ISRAEL
JEFFERSON
SHARKEY
UNION
WASHINGTON

**IN THE TOP 5 NATIONALLY!**

1. New York
2. Los Angeles
3. San Francisco
4. Memphis
5. Monroe

* Audience measurements of all media are estimates only subject to defects and limitations of source, material and methods.

SOURCE: Nielson Station Index - Network Programs by Markets November 1971.