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**The promising portent of that WMAL decision**
Regional buying strategy grows in agency favor

**Broadcasting**

The newsweekly of broadcasting and allied arts

Our 41st Year 1972
This sheriff and his deputies are capturing major market audiences up to 100% larger than year-ago programming!
For stations in Chicago and Los Angeles, Kansas City and Miami, Hartford, Nashville and Birmingham, Denver and Phoenix.
An average 54% of all viewers are adults!
With such an arresting first-year record, Andy, Barney and Gomer are being signed up fast for September by more top market stations. In Atlanta, Boston, Cincinnati, Louisville, Providence, Salt Lake City....
Couldn't you use a little help from the law?
“*The Andy Griffith Show.*”
Another great sitcom from **Viacom**
A reprise of broadcaster sentiments on that broadcast summit.

View from the Hill: Congressman Rooney's counsel to broadcasters.

In a decision made more emphatic by its source, the Court of Appeals in Washington may have turned the tide on petitions to deny. WMAL-TV case marks broadcasting's first major court victory in efforts to restore stability to renewals.

Whatever the good news from Washington there's anguish elsewhere on the renewals front. Now it's Pennsylvania's turn.

And especially for CBS's WCAU-TV, now faced with a major challenge, not to deny, but to take it away.

JWT's San Francisco office latest in trend to regional timebuying.

ANA comes up with a set of guidelines for children's commercials.

Singing up a sophisticated sell in today's musical commercials.

FCC gets its first black commissioner—and the industry a new speechmaker.

The catching on of public access: Not yet a wave but a ripple.

Perspective: Basic premises are at issue in dispute over CPB bill.

Innovation in the daytime: ABC's pilot project for 90-minute specials.

Battleground on newsmen's privilege shifts to the Congress.

Reports still roll in on broadcaster problems, service with Agnes.

Some contrary views of WETA-TV's plans for a Washington drop-in.

A man who's used to the view from the top: Teleprompter's Raymond Shafer.
WTLV-TeLeVision 12, is where exciting things are happening in the New City of Jacksonville. New programming, new personalities and a new national representative, Blair Television.

As the NBC affiliate in Jacksonville, WTLV-TeLeVision 12 serves a vigorous market that has the Southeast's largest seaport. It's headquarters for three of Florida's four largest banks. An important insurance center with nine regional offices. An outstanding test market and a major distribution center for the entire southeast.

And soon Jacksonville will be the home of a new Westinghouse-Tenneco $200 million manufacturing facility that will have a major impact on Jacksonville's already fast growing economy.

Get all the facts about Jacksonville and WTLV-TeLeVision 12 — the station that's got the market turned on.

Call the man who covers more Florida markets than any other representative.

Call your Blair man.

BLAIR TELEVISION
America's Leading Television Representative
A Division of John Blair & Company
Winner's circle?
If Senator George McGovern (D-S.D.) gets Democratic presidential nomination this week, he'll owe part of credit to Republican broadcaster. It hasn't been widely noticed, but Joseph L. Floyd, president of BFR station group based at KELO-AM-FM-TV Sioux Falls, S.D., has been television adviser to candidate since California primary campaign. Mr. Floyd, friend of senator for dozen years, was in McGovern party on chartered plane to Miami Beach last weekend.

Senator McGovern is said to be on good terms with number of influential broadcasters in his home state. As Mort Henkin of KSDO-AM-FM-TV Sioux Falls (also Republican) put it: "He has made a diligent effort to cultivate associations with broadcasters." Relationship transcends partisan politics; Republican broadcaster Henkin and others of his party hold Democrat McGovern "in high regard," Mr. Henkin said.

Power play
At least some FCC commissioners and staffers are said to be girding for battle over Office of Management and Budget report that is said to call for vesting "all" administrative policy determinations and policy planning in chairman's office. Commissioners, who resent OMB conclusion that they lack time or information to participate in top-level management operations, have opposed previous plans for increasing chairman's power. Congress vetoed plan that President Kennedy proposed in 1961 (BROADCASTING, June 19, 1961).

OMB would place number of offices, including general counsel's, under chairman, and create super executive-director's office—subbed general manager's office that would be responsible for implementing management policy that would be established by chairman and for policy coordination and planning. Chairman would also be given authority to hire and fire in top grades. This could be particularly significant over next five years when, according to OMB, 50% of top level staffers—bureau and office chiefs, deputy and assistant chiefs—could exit through retirement.

Dead aim at diaries
Metromedia television research department, on behalf of company's KTIV(TV) Los Angeles, is ready to unleash full-scale attack against American Research Bureau's introduction of weekly diary service. According to Metromedia, ARB in Los Angeles is reporting 8.5 million fewer home impressions per day than Nielsen meter service, or virtual equivalent of combined TV households of New York and Los Angeles. Taking one week, May 3-9, Metromedia found total difference in weekly gross rating points between ARB and Nielsen to be 1,790. Multiplying that figure by total Los Angeles TV-household base, Metromedia claims that difference amounts to 8.5 million fewer home impressions per day. At estimated over-all market average of $72 per rating point, Metromedia says that monetary difference between two rating services amounts to $128,000 per week or more than $6.5 million per year in lowered inventory.

Metromedia researchers further contend that major disparities occur in periods of lowest usage, thus substantially diminishing advertiser's inducement to buy less expensive spots.

Rich relations
It isn't competition of noncommercial TV that is bugging commercial operators as much as it is the FCC. On recent flight from Washington to New York, newsman for National Public Affairs Center for TV (NPACT) rode first class, while team of CBS-TV newsman headed by Walter Cronkite, and White House staff official rode coach (as do most network newsmen and corporate officials, particularly on short hauls).

Pay-cable in New York?
Trouble may be brewing between cable-TV operators and companies that increasingly are offering and planning to offer pay-TV movies and other programing by closed circuit to guests in hotels and motels. Barry Zorthian, president of Time-Life Broadcast and also of Sterling Communications Inc., which is Time Inc.'s biggest single CATV affiliate, thinks that are legal the hotel/motel pay-TV operators and has called news conference for today (July 10) to talk about it. He may also divulge some of Time-Life/Sterling's plans for getting into pay-cable before this year is out.
Now hear this!

WWEZ, Cincinnati, Ohio has appointed Blair Radio.

WWEZ and Cincinnati are making beautiful music together in the just-published 1972 April-May ARB. Among women 18-49 metro area listeners, during the 10 AM-3 PM period, WWEZ has registered an increase of 126% since ARB's 1971 April-May tally. It's the largest percentage increase in women of all the major Cincinnati radio stations. Among metro area men, WWEZ has chalked up a 200% increase in the 6 AM—midnight, Monday to Sunday period, compared with the same period last year. ARB confirms that WWEZ's fresh, beautiful music format is making new friends fast in the Cincinnati market. So get all the latest information about the new WWEZ, the radio station that's closing in fast on radio leadership in Cincinnati. Call your Blair man.

BLAIR & RADIO
America's Leading Radio Representative
A division of John Blair & Company

Sources: ARB Radio Audience Estimates, Cincinnati, April-May 1972, 1971. Audience estimates are subject to qualifications available on request.
Burch knocks FCC's 'capricious' application of prime-time access

Chairman, in dissent from two waiver denials, cites erratic commission vote on others

FCC Chairman Dean Burch says commission is "floundering around" in its administration of prime-time access rule and should review it early in coming season. He does not call for its repeal, but says that if action is called for, it should be taken at time when there would be minimum disruption to industries involved.

Chairman called for review in statement in which he expressed his reasons for dissenting to commission actions denying waiver of rule for presentation of Lassie and Dick Whittington.

Chairman said that commission's refusal to grant waiver for Lassie, which had been sought by Campbell Soup, after it had granted waiver for Wild Kingdom, confirms his judgment commission adopted rule primarily to promote diverse programming.

Stated purpose of rule, which bars top-50 market stations from taking more than three hours of network programming in prime time, is to promote growth of syndication industry. Waiver was requested for both Wild Kingdom and Lassie because off-network programming may not be used to fill free time.

Chairman said both requests were indistinguishable—both series were largely under advertiser control when on network, and both would be divorced from network control. In addition, both are "family programming," he added, and would comprise mix of some old, some new episodes.

Chairman also pointed to two recent commission actions on waiver requests to butress his assertion that commission is concerned with promoting diversity of programming. He noted that it had waived rule for presentation of The Six Wives of Henry VIII (see page 39), but had denied waiver requested by Storer Broadcasting for presentation of National Geographic programs aired by NBC. (Action on Storer request has not yet been formally announced.)

Chairman, asserting that National Geographic Series is "wholly indistinguishable" from Wild Kingdom, said "commission action in this area is becoming a floating crap game, whose outcome is both arbitrary and capricious; and worse, it is hip-deep in what can only be labeled programming judgments."

In discussing commission's refusal, for second time, to grant ABC's request for waiver for Olympic coverage, he said he did not think commission's action "could survive serious challenge" in court. He said "Supreme Court has made it clear that commission cannot take refuge in its rules—that it must always consider whether waiver in particular circumstances will better serve the public interest." He said granting waiver would not have affected purpose of rule either way and was requested for "special event of literally worldwide importance."

The muscle's in Miami as radio-TV go political

Nearly all of broadcasting's attention, much of its air time and sizable chunks of its money shift this week to Miami Beach for what is expected to be tumultuous Democratic convention, followed within couple of weeks by presumably more placid Republican. AT&T's TV has $7.25 million, 552 people for coverage of conventions; NBC-TV has $6 million, 550 people; ABC-TV $5 million, 450 people. Also on hand will be far less costly but no less active radio operations, which as previously reported (Broadcasting, July 3) plan regular reports at rate of more than one per hour.

Other organizations on hand include public TV's National Public Affairs Center for Television, which is trying to get maximum mileage out of estimated $200,000 budget and 40 people; it plans nightly reports and preconvention special. And European Broadcasting Union, which serves 22 nations and 28 separate telecommunications services, will have staff of 166 (BBC will have 37 of its own people on hand).

Colorful example of way even local stations get into act is provided by KMPC (AM) Los Angeles. Its guest morning disk jockey will be Mayor Sam Yorty (who used to be Democratic presidential candidate himself), broadcasting records, commercials and convention reports from Miami Beach as replacement for vacationing Dick Whittington.

Bulls at Interepublic

Prediction that growth and profit figures at Interepublic Group of Companies Inc. for first half of 1972 would show "continued significant improvement" over same 1971 period was made Friday (July 7) by Paul Foley, president. He told meeting of New York Society of Security Analysts that first-quarter figures showed increase in company's billing and net profit over 1971 period, and said 1972 second quarter is showing "same favorable trend," he said, distributed clients' budgets and reinstatement of new-product introductions curtailed in 1971.

Political group reports pro-McGovern network bias

American Institute for Political Communication reported late last week that two-week monitoring project it conducted of coverage other networks show shows has turned up bias in favor of Democratic presidential contender Senator George McGovern (S.D.). But study also found that "the great bulk of the reporting . . . was straightforward and objective."

Institute, nonprofit and nonpartisan organization in Washington, selected five recent college graduates—all professors liberals and all McGovern supporters—for project conducted June 2-14, during presidential primary in California. Institute wanted to select those least likely to recognize bias, spokesman said.

Monitors found bias both in amount of time devoted to Democratic presidential candidates and in content and "slant" of reporting on candidates and Vietnam war. They also found that ABC's evening news contained less bias than NBC's and CBS's.

Project is part of $60,000 study institute began last year to examine relationship between Nixon administration and mass media. Sponsored by Milwaukee Journal, Rutland (Vt.) Herald and Cudahy Foundation of Wisconsin, project is scheduled for completion this fall.

Katz Agency to middleman political spot payments

Bailey, Deardorff & Bowen Inc., Washington, has appointed Katz Agency, New York-based national sales rep firm, to serve as central collection and disbursing agent in making payments to broadcast stations running political announcements placed by BD&B.

Under terms of agreement, said to be first of its kind in broadcast political advertising, Katz will make direct payment for BD&B to all stations or their representatives during week prior to air time for political spots scheduled on stations. Katz said special system for checking and verification will assure both prompt and accurate media payment.

System has been developed to eliminate confusion in political spot placement and payment, according to Katz. Rep firm said in past schedules have been canceled unnecessarily, payments have been over- or under-credited and adjustments have not been properly accounted for.

Though Katz will disburse checks to stations it does not represent, in accordance with BD&B media schedules, it will not be privy to any actual political schedules or contracts other than for its own contracted stations. Katz represents representative's commission for disbursing payments to stations it does not rep-
resent. It will receive per-item-handled payment for this service.

A spokesman said BD&B represents Senator Charles H. Percy (R-Ill.); Senator Edward W. Brooke (R-Mass.); Kip Bond, candidate for governor of Missouri; Carlos Romero, mayor of San Juan, P.R., and four aspirants for congressional seats. He placed broadcast billing at about $1.2 million.

Booming for Cavett in D.C.

For past week ABC-TV's channel 7 affiliate in Washington, WMAL-TV, has been running "Save Dick Cavett" campaign in attempt to keep late-night host's show on network— and station is "very pleased" with results, Stan Pederson, advertising and promotion manager, said Friday (July 7). WMAL-TV has thus far received 4,600 supporting letters.

Campaign has comprised series of brief editorials and promotional announcements in afternoon movie, plus half-page ad (with coupon) in Washington Post last Wednesday (July 5). Campaign will be stepped up this week, after which WMAL-TV will forward letters to network, he said.

Latest A. C. Nielsen nationwide ratings show NBC's 'The Johnny Carson Show' (7:30-11 P.M. EDT) in second place in prime time. But Nielsen for Washington show that both Cavett and Carson each draw 26% share of audience between 11:30 P.M. and 1 A.M. EDT. Those figures give Cavett 76,000 Washington viewers over 18; Carson, 70,000. ARB gives Carson 66,000 Washington viewers, Cavett 59,000.

Gift horse found wanting

National Association of Broadcasters has taken exception to portions of liberalized operator requirements implemented by FCC last month (BROADCASTING, June 5). Association emphasized in pleading to commission last week that, in general, new rules "bring the operator requirements into step with today's operating functions." Crucial to FCC action was to make it possible for certain radio stations for holders of third-class operator licenses to perform duties formerly requiring first-class ticket.

However, NAB claimed that two new requirements under revised rules should be reconsidered. They are provision requiring licenses of directional AM's to arrange and equip antennas so that station will go off air automatically in event of malfunction, and one obligating stations to make at least 10 proof-of-performance (field strength measurements of directional antennas annually.

Regarding its first objection, NAB asserted that licensees should continue to have discretion over whether their stations should be taken off the air in order to make repairs. On second, association claimed that three or four measurements are adequate for remote controlled stations and that forcing 10 such readings per year "could work a hardship on certain stations."

NAB also requested that commission permit stations to appoint full-time assistant chief operator to augment chief operator position set up under new rules. As rules read now, assistant can be named only at time chief operator is ill or otherwise indisposed.

Code aloof on political

Efforts of National Citizens Committee for Broadcasting to get broadcasters to furnish information on political commercials this fall has come to naught. Code director Stockton Helfrich, in letter to NCCB President Charles Benton, said subcommittee of TV's NCCB has held unanimously that broadcasters should not get involved since activity might inhibit them in sale of time to political candidates. He said that Section 315, which prohibits any censorship of candidates' remarks, requires broadcasters to stand aside from efforts, such as those advocated by NCCB, to refuse to sell politicians spots in less than five-minute segments, and to establish code of ethics for political announcements.

NCCB, meanwhile, is moving ahead with its plans to research political advertising "as a fall project" (BROADCASTING, May 29). It has hired two researchers to begin planning the study.

New Arizona group in line to buy Pulitzer's KVOA-TV

Pulitzer Publishing Co. has found new buyer for its KVOA-TV (ch. 4) Tucson, Ariz., following collapse last month of sale to Donrey Media Group. Buyer—subject to FCC approval—is new Arizona corporation, Channel 4 TV. Principals, each of whom has one-third interest, are Richard L. Bloch, chairman of board of Filmways Inc.; Donald Pitt, Tucson attorney; and Donald R. Diamond, businessman in that city. Price is estimated $2.75 million. Donrey was to have paid $2.6 million.

Pulitzer terminated contract with Donrey in May after FCC failed to act on sale application, principally due to actions taken against Donrey stations for alleged clipping violations.

Sale of KVOA-TV was precipitated by Pulitzer's purchase last year of Arizona Daily Star, Tucson daily. At time, Justice Department demanded that firm give up either station or newspaper, and Pulitzer elected to sell KVOA-TV. Company also owns KDAM-TV in St. Louis and KOTV-TV in Albuquerque, N.M.

Still another in Pennsylvania

On heels of competitive challenge to CBS's WCAU-TV Philadelphia (see page 18), Western Pennsylvania Ethnic Radio Inc. has filed competing application for FCC facilities occupied by wqbr(FM) Uniontown, Pa. Company is joint venture of two Washington brothers, Carl W. and Kenneth R. Strawberry. Former is dentist, latter is clinical psychologist for State Department and also has 39.2% interest in present wqbr license. New consortium, which he would relinquish were new bid successful.

Western Pennsylvania application notes that wqbr had revenues of $60,000 last year and claimed that total could be exceeded through "improved management and marketing." But Brothers Strawberry promise increased ethnic and minority programming at station if their application is granted.

Finds flaw in cable rules

FCC's handling of petitions for reconsideration of new cable rules last month (BROADCASTING, June 13), has been brought before U.S. Court of Appeals in Washington by Las Vegas franchisee. Community Cable TV of Las Vegas filed petition for review with court last week, questioning wisdom of commission's dismissal of brief if filed last March in opposition to small-market provision of CATV package. Community is arguing that, under present wording of small-market clause—which allows CATV systems in markets below top 100 to carry enough distant signals to provide full network service—it would be concluded from carrying any distant signals at all, since Las Vegas (ranked 137) has three network affiliates.
over a million people listen to ONLY ONE radio station in the morning

WOR•AM
("Rambling with Gambling"—No.1 in New York)
MORE THAN TWICE AS MANY EXCLUSIVE LISTENERS 18+ AS THE 2ND RATED STATION!

Source: ARB April/May 1972 Exclusive Count, Adults 18+, 6-10 AM. Monday, Friday Metro Area. Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.
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Just in case you hadn't noticed, MGM/8 is bountifully endowed with some of the world's most beautiful women. No Dogs. Nowhere.
Ava in Angel Wore Red.

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Leslie in Gigi.


Raquel in Flareup.

Julie in The Americanization of Emily.

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No. 1 in AM AND FM

This week
July 9-12—Annual convention, Florida Association of Broadcasters, Contemporary hotel, Walt Disney World, Bay Lake, Fl.
July 10—Meeting, steering committee of Cable Television Federal-State-Local Advisory Committee, 10 a.m., FCC headquarters, room 4A-45, Washington.
July 10-13—Democratic national convention, Miami Convention Center, Miami Beach.
July 11—Annual meeting of Taft Broadcasting Co., stockholders, Kings Island, Kings Mills, Ohio.
July 12-13—"Principles of Communication" seminar, sponsored by Television Bureau of Advertising, Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is $25.
July 13-14—Meeting, California Broadcasters Association, Del Monte Hyatt House, Monterey.
July 13-16—Meeting, Concert Music Broadcasters Association, Blossom Music Center, near Cleveland.
July 14—Comments due on FCC inquiry looking to establish policy on future reimbursement of public interest groups contesting renewals and transfers following agreements between challengers and licensees. Replies due July 10 (Doc. 19516).
July 14-18—Convention, New York State Broadcasters Association, Governor Nelson Rockefeller will speak at executive conference, Ossage hotel, Cooperstown, N.Y.

Also in July
July 17-19—Hearing on drug advertising, National Commission on Marijuana and Drug Abuse, Among witnesses: Vincent T. Wasilewski, president, National Association of Broadcasters; Dean Burch, chairman, FCC; John Crichton, president, American Association of Advertising Agencies; Robert B. Keith, president, The Advertising Council; Carol Liebman, Action for Children's Television; Room 3302, New Senate Office Building, Washington.
July 19-20—"Principles of Communication" seminar, sponsored by Television Bureau of Advertising; Seminar, limited to 30 participants, is conducted by William B. Colvin, TVB vice president. Fee is $25.
July 20—Oral argument on FCC's proposed rule relating to cable-television carriage of major sports events, FCC, Washington.
July 23-25—Summer convention, South Carolina Broadcasters Association, Mills Hyatt House, Charleston.
July 23-26—Annual meeting, Association of Railroad Advertising Managers, The Lodge, Vail, Colo.
July 25-26—Board of directors meeting, National Cable Television Association, Embassy Row hotel, Washington.

Datebook

Major meeting dates in 1972
July 10-13—Democratic national convention, Miami Convention Center, Miami Beach.
Aug. 21-24—Republican national convention, Miami Convention Center, Miami Beach.
Nov. 16-18—Sigma Delta Chi national convention, Statler Hilton, Dallas.
Dec. 5-9—Annual convention, Radio Television News Directors Association, Nassau, Bahamas.

August
Aug. 7-9—Second organizing meeting of independent VH & R and television stations. Roger D. Rice, KTUU-TV (San Francisco-Oakland), is chairman of steering committee. Chase Park Plaza, St. Louis.
Aug. 8-10—Annual convention, Rocky Mountain Broadcasters Association. Featured speakers: Frank Stetson, CBS; Dean Burch, FCC; Vincent T. Wasilewski, National Association of Broadcasters, and Senators Mike Mansfield (D-Mont.), Frank Church (D-Idaho), Gale Miller (D-Wyo.) and Frank L. Moss (D-Utah). Moderating news panel will be Chet Hultney, former NBC newsman. Sun Valley, Idaho.

September
Sept. 7-9—Fall business meeting, Florida Cable Television Association, Fort Walton Beach.
Sept. 19-21—Video Expo III, exhibit highlighting cable TV, video cassettes and cartridges, pay TV, closed circuit box office and film packages. Conference and workrooms will be held at Commodore hotel, New York.
Sept. 22-22—Fall conference, Oregon Association of Broadcasters, Kah-nee-ta resort, Warm Springs.

October
Oct. 3-5—Fall convention, Illinois Broadcasters Association, Water Tower Hyatt House, Chicago.
Oct. 4-9—Fall convention, New Jersey Broadcasters Association, Playboy hotel, Great Gorge, McAfee.
Oct. 8-11—28th annual National Electronics Conference and Exhibition Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.
Oct. 11-14—Annual fall convention, Tennessee Association of Broadcasters, Ramada Inn, Jackson.
Oct. 15-17—Third National Symposium on Children and Television, organized by Action for Children's Television and Yale University Child Study Center and School of Art. Theme will be programming and impact of children's television. Yale University, New Haven, Conn.

August 18-20—Convention, National Association of Television and Radio Announcers, Marriott hotel, Philadelphia.
Aug. 20-23—Fall conference, American Marketing Association, Rice hotel, Houston.
Aug. 21-24—Republican national convention, Miami Convention Center, Miami Beach.

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The Bach boom.

All over the country young people and people who will always be young are queuing up for Bach, Mozart, and the rest of the masters. From the way the horns and woodwinds are blowing, classical music has come into its own.

We're very pleased. Naturally, we like to think more than a few of the music-hungry youth packing Lincoln Center were first turned on to symphonies, chamber music, and the opera, listening to WQXR.

After all, for 36 years we've been the only AM-FM station in New York committed to serious music along with news and the arts. Exclusively.

Who are our listeners? They're the best educated, the most aware, the most achieving of any radio audience. They have a pile of interests. Lots of them have money. And lots of them are dead-broke kids.

For most of these listeners there's only one radio station on the dial, WQXR... AM or FM.

Which brings us to our big news: Starting July 9th, WQXR will be broadcasting the same programs at the same time on both AM and FM. This means you can listen at home or in your car, during the day or in the evening and hear the same thing on either station.

Doesn't that make it easier?

It's good for our listeners. It's good for our advertisers. It's good for everyone who cares about fine music.

Long may it boom!

WQXR
1560 AM 96.3 FM STEREO
THE RADIO STATIONS OF THE NEW YORK TIMES
That broadcast summit

EDITOR: ... our visit to the White House was a memorable one. The story in your June 26 issue captured extremely well the flavor of the meeting. It was very encouraging to find the President so informed and concerned. I was also greatly impressed with the energy and comfortableness of his manner and his ability to listen and digest the various points which were being made. Your publication did an outstanding job of covering the meeting.—Charles S. Mechem Jr., chairman, of the board, Taft Broadcasting Co., Cincinnati.

EDITOR: ... it was a day that I'll not forget and I've so expressed myself to Herb Klein. The fact that the President of the United States would devote more than an hour of his precious time to listening to the problems of broadcasters, particularly when he demonstrated such a clear and sympathetic understanding of those problems, was tremendously impressive to all of us there.—William D. Shaw, president, broadcast division, Golden West Broadcasters, Los Angeles.

EDITOR: ... it was a most remarkable meeting and I believe I expressed the opinion of those present when I said at the dinner that it is absolutely incredible that the President of the most powerful country in the world would take off an hour and a half of his busy schedule to discuss problems of an industry across a table, in a give-and-take manner. I concluded my remarks by saying that it was good to know that somebody cares, regardless what may come out as the result of this meeting.

I received today a copy of a letter sent by Willard A. Michaels, president of Storor Broadcasting Co., to President Nixon and I can only endorse every sentence, word and syllable written by him because it wraps up the sentiments and concern of the industry and could not have been expressed better.—Egmont Sonderling, president, Sonderling Broadcasting Corp., New York.

(Following is an excerpted version of the Michaels letter to which Mr. Sonderling refers. Copies were distributed to the 29 other broadcasters who participated in the June 22 meeting.)

DEAR MR. PRESIDENT: I am taking the liberty of reiterating what were expressed as the two most fundamental problems (of the broadcasting industry) because they are truly issues with which an administration interested in preserving orderly process and a healthy economy, as yours is, can properly be concerned, and we are grateful that you expressed this concern.

1. The license-renewal process, particularly for television, is in danger of a complete breakdown, unless corrective legislation is forthcoming in the near future. The major problem does not appear to rest in the FCC itself, but in the fact that the Communications Act itself lends itself to such frequent override by the courts that the commission is often loath to take the actions which would normally be logical and indicated, and the resulting pile-up is frightening. Basically, it is the contention of most of our industry that we are not entitled to routine or automatic renewals of our licenses. We expect to be closely examined for the fulfillment of the commitments we made in our renewal applications and appraisal of those we make for the new period. If we failed to live up to our commitments for the period concluded, we should be subject to re-examination, including potential hearing if indicated. But if we did live up to our commitments we should not have the threat of a rejection or hearing hanging over our heads, provided our application for the new period reflects the public interest.

2. Second only to the above problem in fundamental importance to your industry, and possibly even more fundamental to the health of the over-all economy from the administration's standpoint, is the declared intention of the Federal Trade Commission to extend the application of the fairness doctrine into the area of commercial advertising on radio and television. The difficulty the FCC is experiencing in administering the fairness doctrine in the limited field of news and political equity is too well known to belabor here. Even when it comes to a well-deliberated decision, the haziness of the whole area is such that the commission is overruled time and again by the courts. Our industry unanimously felt that the commission made a gross error in its initial inclusion of the cigarette problem under the fairness doctrine—because we were indifferent to the health problem, or greedy for the cigarette revenue, but because of the legal precedent. Proposals for voluntary elimination of cigarette advertising over a maximum of three years had already been approved by the television code board [of the National Association of Broadcasters]. While the commission reassured us there would be no legal precedent, unfortunately our fears proved quite well founded, and the reassurances unsupportable. We are in serious danger of this philosophy being applied, and major manufacturers, distributors and advertisers are just as concerned, possibly more so, than we.

While I know that you cannot possibly devote much personal time to the subject at present, investigation by your staff of this matter in the near future and your eventual support of constructive legislation would not only be appreciated by the industry, but a constructive step toward stabilization of orderly administration and government.—Bill Michaels, president, Storor Broadcasting, Miami Beach.

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Monday Memo
A broadcasting commentary from Congressman Fred Rooney (D-Pa.)

A message from the Hill on how broadcasting can paint itself out of the corner

There was an interesting cover story in Nation's Business which I am sure you have all seen. The opening sentence of the article poses this question: "How would you like to own a business where you are required every three years to justify your performance to seven political appointees and perhaps lose that business if they don't think you measure up?"

I'd say that's a unique kind of business. You've always been beholden to government for your broadcast franchise, and subject to federal controls and laws. But lately, you're being made more aware of this than ever before.

The final solution to the license-renewal matter, in my view, is to be found in the Congress. We will have a permanent, national renewal policy, binding on both the FCC and the courts, only when specific criteria are written into law.

Nearly 200 members of Congress in both houses and in both parties have lent their names to renewal legislation. Nearly 100 bills are pending. My bill, H.R. 13193, would extend the license period to five years for radio stations and retain the three-year statutory limitation for television stations. At the same time it would assure both that their licenses would be renewed if the station could show the FCC a good-faith effort to serve the needs and interests of its community during the preceding license period, without in any way eliminating the existing rights enjoyed by those who desire to contest a license application or otherwise bring to the attention of the FCC any alleged failures of a license.

Unfortunately, we are not going to get license-renewal legislation in the 92d Congress, but the issue is still very much alive. I urge broadcasters to use the months to educate their congressmen as to the need for this legislation.

In addition to license-renewal problems, the broadcast industry now has to face the Federal Trade Commission's recent counteradvertising proposal which, if enacted, has the potential of undermining and destroying the entire financial base of commercial broadcasting. The concept of counteradvertising is broad in scope as to cover most products and services now advertised over your stations. I know from experience that no more consumer-oriented group exists than my constituency. And I also know that no company is going to pay to advertise on radio and television if by doing so it will automatically give a right to someone else to attack it on the same station.

There's been the prime-time access rule. That's only depriving you of about 600 hours of network programing a year, and a drop-off in audience between 7:30 and 8:00 p.m. I understand there was a well-intentioned reason for the rule, but like so many of the well-intentioned regulations you're working with today, it hasn't worked.

Section 315 is still in force, making fun situations for comedian Pat Paulsen, but depriving the American voter of television encounters between the major presidential candidates and, in the words of Frank Stanton, "crippling the most constructive use of broadcasting in the electoral process."

There's more, of course: any number of tortured applications of the fairness doctrine, compulsory access to the air stripping you of the responsibility for what you broadcast even though you're still held accountable for it, the constant threat of investigation that hangs over your head and yours alone among the media.

And you got some icing on the cake—the Justice Department antitrust suits against the networks. I think the suits are way off base. I think they are against the public interest. I think they will fail. And I think they are just another indication—as many of your new problems are—of an administration trying desperately to keep broadcasting off balance and bend it to its own end. The attack began in Des Moines in November, 1969, with a lecture from Spiro Agnew on network news bias and how the networks must be made more responsive to the views on the people.

On a recent Public Broadcasting Service program, White House speechwriter Patrick Buchanan bluntly suggested that because CBS and NBC are biased in their news coverage, along with some publications, the administration might be obliged to sponsor antitrust action to break up their "monopoly" on ideas. He also said that the current Justice Department suits against network programing are "just testing out the theory." The Justice Department quickly denied this, and Senator Dole promptly and officially added his disagreement with Buchanan.

Of course, Mr. Buchanan said that he was expressing his personal opinion. All the administration people do, including Mr. Agnew. They try to be careful not to give the impression of a massive frontal assault.

Just to keep you a little more off balance, and possibly undecided about what's going on, Clay Whitehead, the administration's spokesman on communications policy, tells you the things you really like to hear—about the de-regulation of radio and after that, maybe television, and about his opposition to the FCC's banning newspaper-CATV cross-ownership in the same market, and the present rule prohibiting cross-ownership of TV stations and cable systems. He also tells you about the administration's great disturbance at the way the trend is going in connection with FCC and court rulings on access and the fairness doctrine. And he called the fairness doctrine "a runaway theory" that may thrum newspapers next.

But I don't think he voices the true feelings of the present administration.

Don't take these blows at your freedoms or at your economic base. Fight back. Tell your story to the public—the story of a great free and competitive industry, unexcelled anywhere in the world—an industry which brings all Americans everything from wholesome entertainment and up-to-the-minute news in their homes and cars to live pictures from China and the moon.

Tell your story in terms of the new products and services developed by American business which, through broadcast advertising, can be sold all over the nation, providing for the American people the goods and services they want at prices kept as low as possible because they can be mass-produced and sold.

You have an honest and honorable story to tell—a story that needs to be told to the public and to the Congress. The time to begin is now.
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no. one with women
in New York/49 share
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A swing back:
Court stiffens on protests to renewals

A low-key decision affirming FCC is seen as turning point at last in tide of citizen complaints based on expectation of hearings

The court decision is straightforward and unexciting, almost pedestrian in its language. It breaks no new legal ground. Yet hardly a decision in recent years had a more electrifying impact on broadcasters than the one in which the U.S. Court of Appeals upheld the FCC's renewal of the license of WMAL-TV Washington without a hearing (Broadcasting, July 3).

For though it would not be accurate to say that the decision lifts the siege by public-interest groups that broadcasters feel they have been under for the past several years, the barricades have been strengthened and the moats widened, it is generally agreed.

Broadcasters and their attorneys greeted the decision with an enormous sense of relief. ("Bless the U.S. Court of Appeals," one broadcaster told WMAL-TV's Richard Stakes, after hearing the news.) So did FCC officials who regard the decision as critically important.

With 100 renewal cases backed up behind the WMAL-TV proceeding (a dozen more were added from Pennsylvania last week see page 21) — many involving issues similar to those raised in the WMAL-TV proceeding — that case was regarded as a bellwether. If the commission decision had been overturned, much of the legal framework on which the commission's renewal policy is built would have had to be scrapped. As it was, the court quoted with approval commission policy in a number of areas — ascertainment of community needs, programming, discrimination in employment (Broadcasting, July 3). And while that rebuilding was going on, many — perhaps most — of those broadcasters whose renewal applications are the subject of petitions to deny could have looked forward to defending their licenses in costly renewal hearings.

Since past appeals-court rulings have pushed out the boundaries of law to accommodate citizen groups that have a grievance and are seeking a commission hearing it was the very restraint reflected in the unanimous opinion written by Judge Malcolm R. Wilkey that was considered "significant" by private attorneys, and "a hopeful sign," by commission officials — especially since Chief Judge David Bazelon joined in it; he has long been considered one of the leading liberals on the appeals bench.

Indeed, psychological and emotional factors seemed to overrule in importance the legal questions from that day, in September 1969, when a group of blacks petitioned the commission to deny WMAL-TV's license renewal on grounds, among others, that it failed to adequately ascertain community needs, that its programming was unresponsive to the needs of the blacks in Washington, and that it discriminated against blacks in its employment practices.

The petitioners could all be regarded as legitimate spokesmen for elements in the black community; the petition itself represented a great deal of work and appeared to reflect deep convictions. These factors, apart from the merits of the petition itself, might not have been enough to sway the commission. But many observers felt they would be enough to sway the appeals court, to persuade it to direct the commission to order a hearing — although ultimate denial of the renewal application was not regarded as a serious possibility.

The same court in the WLBT-TV Jackson, Miss., case established the principle that viewers have a right of standing in seeking license-renewal hearings. Later it lashed the commission for its handling of the case and ordered the station stripped of its license. In another case, the appeals court made it possible for a group in Chicago which had made only a meager showing at the FCC to block the sale of WMTF(FM) Chicago to the Tribune Co.'s WGN Continental Broadcasting.

But the court did not grant the blacks' appeal in the WMAL-TV case. Instead, it accepted the commission's formulation of the case — that a petition to deny that does not contain specific allegations which if true would militate against a renewal grant may be denied without hearing — and the commission's conclusion that the petitioners had not raised issues requiring resolution in a hearing. It also said that if the standards the commission used are to be changed, it is up to the commission to change them by rulemaking. The commission is not accustomed to such deference from the court.

Commission officials, however, caution that the decision is not a signal that all petitions to deny will now simply be dismissed. They say the decision eliminates some of the questions the WMAL-TV appeal had raised and that the commission
Washington specialists represent local Philadelphians in rival bid for CBS-owned station's ch. 10

The CBS-owned WCAU-TV Philadelphia was challenged for its channel 10 facility last week by a group of Philadelphia business and professional men. The competing application was prepared by Welch & Morgan, a Washington law firm that has lately specialized in such actions.

The applicant is First Delaware Valley Television, a not-for-profit corporation. The principal stockholders are Solomon Katz, chairman of the Strick Corp., truck-trailer manufacturer, and Harold E. Kohn, a Philadelphia lawyer.

Also among the stockholders are Donald G. Barnhouse, identified as writer and producer of news analysis for WCAU-TV, who is president of the corporation, and Clifford Brenner, currently executive assistant to the president of the Philadelphia School District and a former public-relations and advertising executive, who is vice president of First Delaware. The stockholders also include several individuals in community-relations work.

Mr. Barnhouse joined WCAU-TV in 1960 and since 1962 has been an on-the-air news analyst. Last February he was reassigned and is now the moderator of a Sunday morning religious program.

John A. Schneider, president of CBS/Broadcast Group, issued a short, but quietly confident, statement on Friday (July 7), noting that since 1958, when it bought the station, CBS has served the area "and we feel we have served it well." CBS believes, he said, that the FCC will find that "our performance record is such that the public interest will best be served by renewal . . ."

According to FCC sources, this is the 24th mutually exclusive application filed for an existing TV facility since June 1969. Some, however, have been withdrawn, following settlements.

Ten of the applications, including the challenge to WCAU-TV, have been filed by the Welch & Morgan firm.

First Delaware said it plans to spend almost $3.6 million building the new station, calculates operating costs for the first year at $9.2 million, and revenues at $12.8 million. It said it has almost $15.5 million available, including a $4 million bank loan and deferred credit.

will now be able to process complaints more swiftly — and with greater confidence. But they also say that each of the petitions to deny will be dealt with on its merits. The law of averages alone would indicate that some stations may be headed for renewal hearings.

Nevertheless, the opinion could have an impact going beyond the processing of complaints already on file. Petitions to deny — or the threat of them — have been used increasingly, and to considerable effect, by groups in persuading broadcasting engineers to program in a manner the groups feel would be more responsive to their particular needs, to promise to make aggressive efforts to hire and train minority-group members, and to lobby state and city advisory committees composed of community representatives. Now, broadcasters might find less incentive in accommodating complaining groups.

Representatives of citizen groups aware of this possibility were sharply disappointed (some admit to having been driven into a state of depression), but none was ready to concede they have suffered more than a setback in their efforts to challenge the renewals of broadcasters whose stations do not have provided less than adequate service.

The leading practitioners of public-interest law in broadcasting had not yet had an opportunity last week to read the court's opinion, but Albert Kramer, of the Citizens Communications Center, and Marc Westen, of Southern Community Law Firm, said their understanding of the opinion does not suggest any reason why there would be fewer petitions to deny filed in the future.

The conclusion of the commission, the court made it clear that minority groups shoulder a heavy burden in efforts to obtain a hearing on a renewal application — and it is clear that any request of them for a hearing on an application for future service will receive a cursory review that, if not flatly ignored, is so minimal that it may well be rendered ineffective.

Dr. Everett Parker, director of the Office of Communication of the United Church of Christ, which initiated and litéigated over a period of several years the precedent-establishing WLBT(TV) case, was also handicapped last week by his inability to obtain a copy of the opinion. But the press accounts he read, he said, did not indicate a precedent. He "don't think it will make it harder to deal with the commission," he said.

Perhaps not. But in upholding the commission's decision, the court made it clear that minority groups shoulder a heavy burden in efforts to obtain a hearing on a renewal application — and that a minimal review of them that, if not flatly ignored, is so minimal that it may well be rendered ineffective.

In dealing with the ascertainment-of-needs and -interests issue, the court held that the commission acted properly in permitting WMAL-TV to amend its application in that regard. The petition had claimed that the amendment was an illegal effort to "upgrade" the application and should be barred, as broadcasters are barred from offering "upgraded" programming in their application. But the court said that "ascertainment of community needs and interests is prospective in orientation; it is directed at proposals for future programming, not past programming."

On the question of the responsiveness of WMAL-TV's programming, the court rejected the petitioners' claim that WMAL-TV's primary service is to Washington, D.C., and its 70% black population. "A broadcast licensee has an obligation to meet the needs and interests of its entire area of service," the court said, adding: "How a broadcast licensee responds to what may be conflicting and competing needs of regional or minority groups remains largely within its discretion. It may not flatly ignore a strongly expressed need; on the other hand, there is no requirement that a station devote 20% of its broadcast time to meet the need expressed by 20% of its viewing public."

The court also said it agreed with the commission's conclusion that the petitioners' objections to WMAL-TV's programming "lacked the requisite specificity. . . . For plaintiffs simply to object to the equality of WMAL-TV's programming in general and conclusory terms offers the commission little assistance in terms of the guidelines which it requires to implement policy changes. Furthermore, such generalized criticisms run the risk of turning the PCC into a censorship board, a goal clearly
The long and short of it.

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"The commission's interpretation of its policies, not being arbitrary or unsupported by substantial evidence," the court said, "must be permitted to stand."

It was the court's disposition of the allegation that WMAL-TV had discriminated in employment practices that several commission attorneys cited first in explaining why they felt the opinion upheld the FCC's interpretation. The attorneys based their allegation on the number of blacks who were working at the station. However, they did not cite any specific instance of alleged discrimination on the basis of race.

Accordingly, the court referred with apparent approval to a commission statement in an earlier case that simply indicating the number of blacks employed by the licensee, without stating instances of discrimination, "is not sufficient to require an evidentiary exploration."
The court said that in that earlier case and the WMAL-TV proceeding, licensee affidavits regarding recruitment of minority group members and their placement in a variety of positions, not merely menial jobs, were sufficient to rebut any allegations of discrimination.

The court also affirmed the commission's frequently stated view that the question of concentration of control of media is best left to a rulemaking proceeding. The petitioners had cited WMAL-TV's affiliation with WMAL-AM-FM and the The Washington Evening Star as one of their grounds for urging denial of the station's renewal. But the court said that "in the absence of specific abuses arising from the Evening Star Broadcasting Co.'s ownership of WMAL-TV, and since the situation presented by the case at bar falls within the scope of the commission's present multiple-ownership rules, concentration of ownership of the communications media is not a proper basis for disapproving a license renewal request."

But even as broadcasters and their attorneys were enjoying an unusual feeling of relaxation, as a result of the WMAL-TV decision, some observers recalled that there is another case pending in the court of appeal and prove of considerable significance in the continuing confrontation between broadcasters and their publics. It involves the effort by the Alianza Federal de Pueblos Libres, a group of Mexican Americans residing in the Southwest, to open up the financial records of stations to groups challenging their renewal applications.

The commission has refused to budge from its position that it must respect the data's confidentiality. But the Alianza and now groups in the Los Angeles area in a petition filed with the commission concerning Metromedia's KTTV-TV—asserted that citizen groups must be allowed to examine the financial records of stations to test whether they are reinvesting an "adequate" amount of profits in programming.

A court victory by the Alianza—one that could result in a station's profits being placed in evidence in connection with an issue on reinvestment of profits—would do much to wash away the cheer broadcasters were feeling last week.

**Philadelphia said to have very little brotherly love**

**City's outlets get most and massive challenges as Pennsylvania-Delaware deadline on renewal filings passes**

Broadcasters in Pennsylvania and Delaware, the latest targets for the citizen-group assault on the license-renewal process, fared rather well in comparison to other states. On Monday (July 3), the deadline for such filings, only 12 petitions to deny renewals of stations in those states were submitted with the FCC.

In contrast to the situation two months ago in New York, where the 25 petitioners filing at the commission ran the gamut from feminist groups to collective-bargaining agents, blacks owned the spotlight in the current round of filings. The line of attack concentrated on the traditional targets of community-needs ascertainment, programming and employment practices.

Stations in Philadelphia bore the brunt of the challenge. Noteworthy among the most striking examples of this, the nation's fourth largest market, was a petition aimed at "preventing further continuing violations" of the FCC's equal-employment rules by 28 of that city's 36 broadcast stations. The petition, filed by the Communications Coalition, an umbrella group of black organizations in the city, omitted only the four college stations in the market and the four black oriented facilities (WDAS-AM-FM, WHAT[AM] and WWDQ-FM). It asked that the commission order a full-scale investigation into the employment practices of these 28 stations named on a market-wide basis, with an end result of either denying the renewals of all of them, designating their renewal applications for hearing or issuing show-cause orders to refrain from further episodes of employment discrimination.

The coalition claimed that of the 1,448 individuals employed by Philadelphia's broadcast media, only 137 are black and, of these, 80 hold "menial" positions such as clerks or laborers. It also supplied a list giving the total number of persons employed by each station named in the petition, breaking out the number of blacks on each staff. Based on that data, the coalition claimed, 22 of the stations named "virtually all responsible positions," and the other six "are not discernibly better," despite greater revenues.

The stations named in the petition, their total number of employees and total black employees (in parentheses) follow:

- WIP[AM] (50) (3);
- WMMR-FM (21) (2);
- WWDB-FM (39) (6);
- WBCP[AM] (16) (0);
- WFIL[AM] (54) (4);
- WBIG[AM] (35) (1);
- WTEL[AM] (14) (0);
- WDFR-FM (24) (2);
- WIFM[AM] (15) (1);
- WIDQ-FM (23) (0);
- WPWS-FM (18) (0); 
- WJUY-FM (11) (1);
- WSHW-FM (13) (2);
- WWSF-FM (67) (0);
- WKTB-FM (65) (9);
- WHYL-FM (75) (6);
- WHY-FM (65) (5);
- WHYY-TV 81 (6);
- WCAU-AM-FM 70 (9);
- KYW[AM] 84 (8);
- KFY-TV 202 (20);
- WCAU-TV 282 (35);
- WPVI-TV 153 (20).

WPHT-TV (ch. 17), one of the city's three UHF outlets filed, but in a separate petition to deny by the same group. It accused that station in particular of "clearly and completely overlooking and failing to serve" the needs of the city's blacks, which it said make up 33.6% of Philadelphia's population.

WPHT-TV, according to the petition, failed to devote "more than an insignificant portion" of its programming to offerings of particular relevance to the black community, and failed to put on the air more than a "mere token" of blacks.

The coalition also joined with a group of blacks in nearby Wilmington, Del., to petition against that city's only television station, noncommercial WHYY-TV. Principal among the complaints against that station was an alleged proposal to diminish its locally produced programming by 64% and its public affairs offerings by 44%, while at the same time increasing the amount of material taken from Public Broadcasting Service feeds by 6% (from a total air time of 57% to 63%).

The petitioners claimed that WHYY-TV has been particularly deficient in programming for blacks, charging that until three months prior to the filing of its 1972 renewal application, the station had no local black programming (it added the monthly, 30-minute On Top of It in February). In addition, the petitioners claimed that WHYY-TV's employment record (there are six full-time blacks on a staff of 81, according to the petition) is "a disgrace."

A group of loosely affiliated black civic organizations calling itself Concerned Communicators filed a total of six petitions to deny against 10 Philadelphia stations: WCAU-AM-FM-TV, KYW-AM-TV, WDS-AM-FM, WHAT[AM] and WWDQ-FM. In each filing, the group emphasized its feeling that Philadelphia's broadcast media, particularly those which it has challenged, have ignored the fundamental problems of the city's black community—gang wars, housing, drugs and prostitution and failed to take steps to determine what they can do to help rectify these situations. As the group stated in its petition against the WCAU stations: "Though the licensee is Johnny-on-the-Spot when a murder, rape or robbery takes place, the licensee's news teams can very seldom be found in the black community when something productive is happening."

The group also contended that WCAU-AM-FM and KYW-AM-TV discriminate in employment by failing to provide adequate opportunities for minority training. In an attempt to document this charge, it attached to both petitions a letter from the stations' management denying the employment application of a young black who was "found outstanding" by his high school; both letters claimed that the applicant lacked sufficient experience.

Concerned Communicators also took exception to a survey conducted for several Philadelphia stations by Media Statistics Inc., which allegedly relied only 13% on the city's blacks for an analysis
of Philadelphia's most pressing problems. Some of the "problems" unearthed by this study, the group claimed, included the need for more liquor stores, crowded bars, bothersome mosquitoes in the summer and "teen-agers cussing."

WDAS-AM-FM, two of Philadelphia's four black-oriented stations, were attacked in a petition by the same group as being aloof to the needs of listeners. The petition claimed that WDAS-FM, which last year changed its format from progressive rock to "black progressive," has been particularly unresponsive. The stations' news staff was also castigated in the petition for particular interest to black listeners.

WHAT, another black outlet, was condemned for allegedly failing to live up to its fullest potential as a source of entertainment and education to the black community. WWDB, which is commonly owned but programed separately from WHAT, was attacked as a "parasitical organization deriving its revenue from the black community exclusively and returning little representation to the community."

Communicators also contributed to its petition against WPVI-TV (formerly WFIL-TV) that Capital Cities Broadcasting, which acquired the station last year from Triangle Publications, has failed to live up to the minority programing commitment it made at the time of purchase from Triangle. The group claimed that the Minority Advisory Board, set up by Capcities to review WPVI-TV's operations and make recommendations is not representative of Philadelphia's blacks or other minorities, and should be reorganized.

Across the state, Duquesne University's WDUQ(FM) Pittsburgh was accused of misrepresentation by the Community Coalition for Media Change. The group claimed that the noncommercial station should be deprived of its renewal because it has failed to deliver the financial and programing commitments it claimed would be forthcoming if the FCC granted its 1969 application for a power increase to 250 kW. It was granted.

The CCCM claimed that while the station promised to increase WDUQ's budget three years ago, total expenditure at the station has dropped 25%. It contended that the station's staff has not been enlarged as promised, and that programing has been far from what the commission was advised it would be. CCCM claimed the 1969 proposal called for 105 hours of programing per week but that WDUQ now broadcasts 60. The proposal also promised 36 hours of local programing; the station currently airs eight, the group said.

In Harrisburg, Pennsylvania's state capital, two stations were challenged by the Ad Hoc Coalition on Broadcasting, a black group. In two separate but identically worded petitions, WBAO(AM) and WPEC(AM) were accused of failing to communicate with blacks in ascertaining the community's needs. The group also charged that the amount of programing relevant to blacks aired by the stations has decreased, and that "the stations' programming is a narrow and false picture" of Harrisburg's black community is being given.

**Broadcast Advertising**

**Knock! Knock! Who's there? Your JWT timebuyer**

Agency's latest move to deal directly with stations resurrects arguments about wisdom of bypassing traditional channels in placing business

Last Monday, July 3, J. Walter Thompson Co., the biggest spot buyer of all agencies, opened its seventh regional buying office—this one in San Francisco.

According to the JWT blueprint, buyers in San Francisco now will purchase TV and radio spot for clients using broadcast in the city of San Francisco itself, and in Fresno, Sacramento and Salinas, all California, and in the states of Colorado, Idaho, Montana, Oregon, North and South Dakota, Utah, Washington and Wyoming.

Planners in New York are communicating these specifications and the purchases are moving out of San Francisco with verification on purchases sent back to New York (or in some cases possibly to Chicago). What makes this by-play possible—and instantaneous—is the computer spot network Thompson operates.

In other major cities a similar process is followed at offices staffed by Young & Rubicam and by Interpublic (namely, McCann-Erickson). A few other agencies dabble in this approach to spot buying—Dancer-Fitzgerald-Sample, but on a limited basis from New York and on the West Coast, and Ogivy & Mather, which uses its West Coast subsidiary, Carson/Roberts, for this purpose.

As of last week, station reps indicated the JWT move in San Francisco would get the same cool reception that the reps some time ago gave the establishment of Thompson's first such regional buying office in Washington (which buys Maryland, Virginia and West Virginia markets in addition to Washington), and later gave the openings of Chicago, Detroit, Los Angeles and Atlanta offices that followed.

Among reps and stations the objection to the regional spot-buying office is this: Its creation and growth are additional pressures to be put on stations' rate cards. The national station rep loses at least some business.

Those agencies that have gone the regional buying office route say they did so because the nature of the broadcast business demands it. An agency, this theory goes, establishes a closer and better relationship with stations by being on the scene—buyers get to know station management and salesmen and the station people get to know the buyer. Buyers become familiar with the communities and the stations' scheduling. With the computer, say these agencies, there is less probability of error in communication between the media planner and supervisor who are at the home base and the buyer who is ensconced in the agency's branch office.

It is generally conceded by all concerned with the regional buying concept that the biggest agencies—and specifically those that have offices in the largest cities—are equipped and staffed to create and operate a regional system. Other than those agencies already operating full regional buying services, only BBDO under this measure would appear to be so equipped.

Reps, many stations and those agencies that do not adhere to the regional buying office approach say the agencies that are so engaged are deluding themselves.

Essentially they claim: That agencies using regional buying offices do so defensively to convince clients they're doing a job as well as or better than independent buying services could do.

That it is questionable whether such agencies will save money in the long run.

To put this in another perspective, reps say that the agencies wish to make a showing before the client. The theory is that the agency has a buyer on the spot who is getting the best deal and the best service that is possible. Thus, it demonstrates to the client that a buying service can do no better.

Those who disagree with the regional buying system (and these include such agencies as BBDO, Ted Bates & Co., Conn & Belding, Cunningham & Walsh, Benton & Bowles, among others) say the thinking is possibly specious and at the least subject to debate.

Some reps say that the regional system is not working in certain areas; many stations have become immune to the pressures on their rates. Some of the better avail are still in the hands of the reps in New York or Chicago. Moreover, the trend today toward a sellers' market in spot dictates against stations panicking and running away from time at depressed rates. TV stations in major cities have a single rate and a national advertiser buying through a regional agency office cannot expect to get a lower rate than the agency buyer negotiating from New York, and in some cases the rep in New York will have already sold the more desirable spot.

As one agency broadcast head noted last week: "We accept the premise that a buyer can do better if he buys in person, but our buyers do that by negotiating on the phone, with the rep or in meeting station management in New York or at the station on a field trip. We do not accept the need for a buyer to be working in the market to achieve the best buy."

The picture, however, is far from clear. There are variations in spot this is the nature of the business. And there are no straight paths in regional buying.

Originally, an agency which, say, has a buying office in Boston and does business with only one station, may be expected to cut the station's reps out of their sales commissions. But this is
not always the case. In some markets, representatives are called in to provide consultation in the planning stage. When a buy emanates from the regional office but is made in markets outside of that city, usually the rep does figure in the business. In some instances, if the rep does not have a branch office in the city where the agency office is housed, he may be called into the buy and sales staff.

Blair Radio has been experimenting with some stations for the past three years to cut through these difficulties. Blair has station clients in every one of the major markets and thus is deeply affected by regional buying.

The experiment goes like this: If the station agrees, the usual rep commission is split. Rather than apply the commission to the individual sale, the rep receives half and the local sales staff half of gross sales (local and national sales are not differentiated for this purpose but lumped together).

Reps say, however, that without question they stand to lose billing. Just how much nobody really knows. Some major rep spokesmen talk of $33 million worth of business out of a $1.5-billion dollar or more billing pie. But they are not sure.

Moreover, not all reps will be affected to the same degree. A network-owned TV rep, for example, whose stations are primarily in the very cities where the big regional buying offices are located, may be hurt the most.

Said the president of one such rep in New York: "How do we establish a base billing in New York? At one time our business handled was 66% in New York, and 33% of it was handled 'locally.' Now with the increase of regional buying the split is 50-50."

Most reps believe the issue may be nearly played out. They think the move to regional buying has gone as far as it can go. Some are certain the expenses to the agency will prove far greater than had been believed.

One major independent rep in New York said it would give the system another two years before the agencies become convinced that the approach is not in the best financial interest of the agency or the advertiser.

Another rep said: "Business will come back to New York though probably not to the extent we once knew it."

And there are these views, presented independently of each other. From the rep: "We have learned of an increase in direct telephone calls made by agencies to stations. Some agencies (all looking for bargain rates) even call collect. But stations are getting wise and many are not taking the calls. While all this is going on, the buyer may very well miss getting the schedule he's looking for."

From the agency (without a regional buying office): "So much is fallacy. Agency management is deluding itself in thinking the buyer on the scene has an advantage in always getting to the right station executive. We know from our experience that so many of these station people are out of town—making sales calls, perhaps right here in New York or at one of our other main offices."

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Schweiker-amended bill moves out of committee

The military procurement bill reported out of the Senate Armed Services Committee June 29 contains an amendment by Senator Richard Schweiker (R-Pa.) to allow the armed forces to spend advertising funds on TV and radio.

The Department of Defense has requested an advertising budget of $26.7 million for fiscal 1973, but Congress has not yet passed the DOD appropriations bill.

The Schweiker amendment, approved unanimously by the committee is aimed at countering criticism in the conference report on last year's DOD appropriations measure "that no funds be used for paid television and radio advertisements."

The senator's amendment makes clear that nothing in the procurement bill is to be construed as prohibiting the armed forces from buying advertising "in any news media."

In a statement Senator Schweiker said DOD cannot expect to end the draft and implement an all-volunteer Army "without a paid advertise in the electronic media." He said "the present ban presents an unfair hardship for the broadcasting industry. Radio and television advertising is an effective means of communication and I see no reason for maintaining this arbitrary restriction."

The Senate military procurement bill, which authorizes funds to be appropriated by separate legislation, now goes to the floor. Eventually it will be considered in conference with the House version, which contains no provision similar to the Schweiker amendment.

ANA puts it in writing on children's advertising

Stopping short of rules, association outlines principles for commercials on television aimed at under-12 set

The Association of National Advertisers has adopted guidelines for television commercials that are intended for children.

The guidelines were announced at a news conference in New York last Thursday (July 6). In attendance were Kent Mitchel, vice president of General Foods and chairman of ANA Task Group on Advertising to Children; Jerry Sowers of Mattel Inc. and Jerry Jenko of General Mills, members of the task group and representatives of two of the leading advertisers to children, and Marv Klosow of Bristol-Myers, ANA chairman, and Peter Aliper, ANA president.

The guidelines, which are contained in a six-page folder being distributed to advertisers, broadcasters and advertising agencies and government officials, are based on four principles the ANA considers mandatory in communicating with children. For purposes of the guidelines, children were defined as especially those under 12 years of age.

In formulating the guidelines, ANA said it recognized that children are a special group of viewers and that television plays an important role in their development. The four guidelines:

"Advertisers should always take into consideration the level of sophistication and maturity of the audience to which the message is primarily directed. Since younger children have limited capabilities for discerning the credibility of what they watch, they pose a special responsibility to advertisers and broadcasters alike to protect them from their own susceptibilities.

"Realizing that children are limited in their ability to distinguish between fact and fantasy, advertisers should exercise care not to stimulate (directly or by implication) unreasonable expectations of performance. A child's imagination should be respected rather than exploited.

"Recognizing that advertising may play an important part in educating a child to become a member of society, product information should be communicated in a truthful and tasteful manner. "Advertisers are urged to capitalize on the potential of television to communicate and impart knowledge by sponsoring children's programs that provide value beyond entertainment alone, and by developing advertising that, where possible, addresses itself to social standards generally regarded as positive and beneficial (such as friendship, equality, kindness, honesty and gentleness)."

ANA said that it is by the guidelines advance principles rather than rigid rules, they contain several specific prohibitions: Advertisements should not contend that through possession of a product a child is better than his peers, or, lacking it, will invite contempt or ridicule; advertisements "should not reflect disdain for parents or parental judgment, nor reflect unfavorably on any other generally recognized source of child guidance."

ANA added that any form of presentation that "capitalizes on a child's difficulty in distinguishing between the real and fanciful world should be positively guarded against." The association suggested that program personalities or program characters (live or animated) should not be used to promote products or services in any program in which the personality or character appears.

"Rather than urging children to pressure their parents to make purchases, advertising to children should urge them to seek parental guidance and counsel," the ANA said.

In addition to acceptance of the guidelines by its own members, ANA said it will seek cooperation from other industry groups, such as the Toy Manufacturers Association, the Grocery Manufacturers of America, the American Association of Advertising Agencies, the American Advertising Federation, the television networks and the TV Code Authority of the National Association of Broadcasters.

ANA said the guidelines also will be submitted to the National Advertising
BAR reports: television-network sales as of June 18

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<th>Day parts</th>
<th>Total minutes week ended June 18</th>
<th>Total dollars week ended June 18</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
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<td>Monday-Friday</td>
<td>74</td>
<td>4,400,500</td>
<td>1,781</td>
<td>$10,755,900</td>
<td>$10,453,400</td>
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<td>Sign-off 10 a.m.</td>
<td>74</td>
<td>4,400,500</td>
<td>1,781</td>
<td>$10,755,900</td>
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<td>6,567,600</td>
<td>22,842</td>
<td>163,715,600</td>
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<td>Saturday-Sunday</td>
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<td>2,430,400</td>
<td>7,564</td>
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<tr>
<td>Monday-Sunday</td>
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<td>47,676</td>
<td>806,169,900</td>
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</tbody>
</table>

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

**Testimonial from Getty**

J. Paul Getty, often billed as the world's richest man, gets star billing in a 30-second TV spot for Schick Flexamatic electric shaver. The commercial was launched on ABC-TV's coverage of the Wimbledon tennis tournament last Saturday (July 8). In it the billionaire, filmed at his Tudor mansion in England, endorses the Hutton brokerage house.

Announcement of Mr. Getty's testimonial (delayed because formal approval had to be vouchsafed by the New York Stock Exchange and the Securities and Exchange Commission) was made Thursday (July 6) at a New York news conference presided over by officials of Hutton and of Benton & Bowles, its advertising agency, which produced the spot.

The commercial had already been scheduled for use in connection of the British Open on Saturday (July 15), the PGA golf tournament on Aug. 5 and the Aug. 12-13 Westchester Classic.

"We'll be looking to place the ad during upcoming sports events and news and election coverage," said William L. Clay-

**$2.8 million for radio-TV in Schick Flexamatic drive**

Schick Inc., Lancaster, Pa., through Dancer-Fitzgerald-Sample, New York, is spending an estimated $2.8 million next fall in a radio-TV push for its Flexamatic electric shaver. Schedule starts with professional football in September and continues to Christmas.

Schick has bought participating in network TV pro and college football coverage, and in more than 20 entertainment shows in prime time and in several game shows on all three TV networks; spot-TV schedule in 20 major markets, and is spending $200,000 on Paul Harvey News on ABC Radio. The over-all national effort in media will total $3.5 million to support introduction countrywide of the Flexamatic ("Wet shave is dead") copy theme, tested successfully last winter with heavy spot TV in Dallas; Grand Rapids, Mich.; Portland, Ore., and Tampa, Fla. and expanded to California last March. Another $1 million has been allocated to co-op advertising and $500,000 to collateral material and sales aid.

Another $5 million is backing other facets of Schick advertising and sales promotion including other person-care product introductions and regular time.
Win your own custom prefab Dream House in Montana TV Network’s great 4-letter Name Contest!

Imagine winning the world’s first prefab Montana outhouse, custom-designed just for you by none other than Milford Poltroon, Editor & Publisher of The Wretched Mess News!

Yachts, Rolls-Royces and private jets pale as to naught beside this princely status symbol! Erect it in back yard, on front lawn, wherever your heart desires! Use it as an upscale telephone booth, semi-sauna bath, children’s playroom (for extremely thin children), toll house or even for its original intended use! (If employed in latter fashion, you must supply your own excavation; it is illegal to ship holes out of Montana.) You’ll be the envy of your entire neighborhood!

WHAT & WHY:
Montana TV Network horse-blankets the 91st largest TV market with 4 VHF stations plus a great glut of translators, CATV systems & 2 fulltime graffiti writers. Sad to state, however, the FCC has caused us to divest ourselves of our Billings real-life radio station, of late. And with it goes, alas, the lovely call letters once shared by both our radio and TV outlets, i.e. KOOK. Losing a KOOK is indeed a grievous loss.

HOW TO WIN PREFAB FAME:
The aforementioned tasteful prize will be awarded the gifted person who submits the best 4-letter name to replace our late lamented KOOK. Rules: Name must begin with K, be acceptable to FCC (no dirty words, please), and needless to state, must not already be in use by any radio or TV station. Try to print neat.

WHO?
EVERYBODY is who our contest is open to. But we have threatened our judges (whose decision will be final) to be especially kind to advertisers and agency folk, particularly if they place impressive schedules on Montana TV Network. And Aunt Mildred.

TIES?
In the event of ties, our judges will either kill themselves or grant the prize to whoever gets to us first. Or Aunt Mildred.

ENTRIES MUST BE RECEIVED!
All entries must be received before our contest closes. Or else. Which is sooner than you think.

"Procrastination is the thief of prefab outhouses." – Milford Poltroon.

WINNER’S NAME
will be incorporated into the acceptance speech of the winning presidential candidate in November, unless he proves to be stuffy & upright, in which case all who enter will be sent a complimentary free (no charge) copy of The Wretched Mess News, revealing the lucky person!

WHAT COUNTS!
Airmail your entries (no limit to number) to OUTCONTEST, c/o Montana TV Network, P.O. Box 2557, Billings, Montana 59103. Neatness, originality and Aunt Mildred all count!
ton, a senior vice president of Hutton. "This is the type of audience we think would be most receptive to our message."

Gordon B. Crary Jr., a Los Angeles-based executive vice president of Hutton, said the spot was one of the cheapest Hutton had ever done because the entire filming took less than a day, with Mr. Getty's three-verse tribute requiring only two additional takes, and "there are no residuals involved." The multimillionaire was paid, officials said, a flat one-dollar fee.

**Exit the jingle, enter the song in today's music commercial**

They don't all go on to become record hits, but that's the direction of this advertising trend

How often have you been listening to a song on the radio, enjoying the tune, getting into the melody, and after 30 seconds or so realized you were listening to a commercial? More and more frequently, a growing number of producers of commercial music which are achieving the ends they're aiming for. "We don't write jingles any more," says one. "We write songs."

It's a trend with a purpose behind it. "Music is still basically an emotional thing," says Susan Hamilton, producer for Herman Edel Associates. "And the reason we are producing commercials that sound like records is to try and grab the listeners. We're always told that when a commercial comes on the radio kids immediately turn the dial. But when you make your spots sound like songs, there's a chance you may be able to reach those kids before they reach those dials."

There are, of course, some hits on the air that were commercials originally: "The Girl Watchers Theme" (Pepsi), "No Matter What Shape" (Alka-Seltzer) and "I'd Like to Teach the World to Sing" (Coke) are perhaps the most notable. But they remain exceptions rather than the rule. And commercial music writers don't stay up nights thinking about getting hits that way. In the first place, a writer needs the opportunity to compose a purely musical commercial, and those assignments are rare. But if it were not for this new standard—commercial music that sounds like records—those few that have made it the other way around probably wouldn't have.

The commercial that becomes a hit is rare for other reasons. Foremost is that program directors are wary about playing records like the MacDonald hamburger theme or the released as a record soon after the success of "I'd Like to Teach the World"—because of the strong product identification and the fear of giving a product free advertising. "The way a commercial can become a hit," explains Manny Vardi, partner in the firm of Vardi and Hambro (Clairol, Mobil, Pepsi, General Mills), "is like any record. If a disk jockey plays a record enough and people like it, it becomes a hit. You get a commercial that's not on those prime hours, then the chances are very slim."

If the phenomenon of commercials becoming hits is not really standard occurrence at this time, it is indicative of the body of work now being done at the commercial music houses. Herman Edel Associates is a case in point.

Mr. Edel comes from a show business family—the born-in-a-steamer-trunk hit, he says. He made his initial mark on the commercial music world while working with Mitch Leigh at Music Makers, one of the pre-eminent music houses of the fifties and sixties. After the success of the Broadway musical, "Man of La Mancha," which Mitch Leigh wrote, Mr. Leigh dropped out of the advertising business to pursue a theatrical career. Mr. Edel left to set up his own firm in 1966.

Later that same year he hired two young producers, Susan Hamilton and Bernice Drayton, both in their early 20's. She had been a classical pianist, he an engineer. They are his talent mainstays. In addition, Edel Associates has a stable of 25 writers (about eight are used regularly) who write and sometimes perform for his commercials (to a volume of about a million dollars annually for clients including Eastern Air Lines, Seven-Up, Schlitz and Arco). The practice of employing a group of outside writers is a new one, according to Mr. Edel, and a move necessitated by a need for more diversified music in commercials. "The days of one guy doing all the writing and arranging and producing are no more," he said. "The guy who has to come up with three or four jingles a week cannot stay fresh. He simply becomes trite. And there is a need for so many different types of music today, one guy can't possibly do it all. That's why we've gone to these people on the outside, professional songwriters and composers, to get that fresh point of view."

For that reason, Edel Associates has used writers ranging from Billy Maxwell, composer of "Ebbtide," to Tommy Makem, an Irish folk-singer and songwriter, to Herb Hancock, a jazz musician (Mr. Hancock's theme for Eastern Air Lines was expanded and used on his latest album). Edel has even used George Martin, the Beatles' former producer, on spots recorded in London.

Dick Lavsky, president of the Music House, believes one person really does have the ability to do it all "if he doesn't get lazy." And Mr. Lavsky does it all for his accounts (Ford, J. C. Penney, Royal Crown Cola, ABC, NBC); he writes, arranges and produces all the spots. "I just don't trust anybody, I guess," he said. "I know that people are coming to me because I know that they want me to do it. When I write, I try to write in strange keys, keys that I'm not used to. And I find that I write different things in different keys. But it takes a lot of work. Many people want to stay in the bag that they're comfortable in. But if you always look to find new devices, new ways to make things happen—I'm listening to what's going on around me all the time—you can do it."

The example below from the Edel shop—typifies what many of today's musical commercials are beginning to sound like. The lyrics, although nonsensical, reflect a growing sophistication and complexity of the commercials that are now more entertaining than hard-sell. They are from a Seven-Up spot.

"It's the nothing that makes the something, it's what we miss that hits the mark, it's what's left out that leaves us in, it's the light shining over the dark. It's the scare that scares the others it's the minor plus it's what we are in want of that makes them all want us." Voice over: "That's a pretty zen concept, I gotta say that. But then un is a very zen ingredient. Oh, yeah!"

"Now in every bottle and in every can there's un, there's un..."
It's finest blend of absence, yeah it's un, oh un."

Obviously, selling soda has come a long way from "Pepsi Cola Hits the Spot." But even though hard-sell may be out and sophistication in, the music houses feel the trend is more a reflection of the growing musical tastes of the public than a new priority on the part of agencies and their clients.

"Commercial music really follows by a couple of years what's happening on top 40," Dick Lavsky thinks. "People will come and say I'd like an Isaac Hayes sound. So something that's really kind of close to the Hayes sound - it's got a lot of nice rhythm guitar with the wah-wah going - and they say, 'Gee, that's really terrific, but I don't think my client will buy it.' So we end up with a Carole King sound or something.

"The agencies are very much afraid to go with what they say the want to go with, once they hear it," says Mr. Lavsky. "When a song is popular, everybody identifies with it because they hear it all the time. But it's very tough for an artist to get another hit using that same sound again."

The second time around, people turn off to it. People don't watch the moon landings any more. So when you offer something they say they want, they're shocked. I think they expect to hear Shaft. And when they don't, even though the sound is similar, they pull back a couple of years."

"The advertising field doesn't want to innovate," Manny Vardi says simply. "Even though they say they do, they don't. They want to give people what they're used to hearing, they don't want to start anything new. If you come up with an entirely new concept for a commercial, they wouldn't want to use it because they don't know if it's acceptable. If there's a certain sound that is currently acceptable, then you're going to hear it commercial after commercial.

"As almost all radio programmers will explain, familiarity is the key to a hit record. And, even if commercial music has to follow the trends of popular music, it seems to have learned that lesson very well."

"But the real difference between making music for commercials and making records" says Herman Edel "is that if one song from two albums you make - that's one out of 25 - becomes a hit, then you're a big star. When you're writing commercials, 95% of what you write has got to be a hit or you're out of business."

**In the adman's corner**

**Washington agency couples advertising, freedom of press in print campaign**

An advertisement that underscores the relationship between TV advertising and uncensored news and opinion is scheduled to run in the Washington Evening Star this week. It is being sponsored by Ehrlich-Harris-Maines & Associates, Washington advertising agency, and is the work of Nella Manes, the agency's executive vice president and media director.

A draft of the advertisement, which suggests that newspaper and broadcast media are kept free of government control through the financial support of advertisers, was sent late last month to 40 odd commercial broadcasters in the Washington area and to members of Congress and the FCC for comment, according to Alvin Dieterich, president of the agency. Mrs. Manes has already appeared on two local radio stations to discuss her views, and is scheduled to appear on WTOP-TV Washington soon.

Meanwhile, the fourth in a series of newspaper advertisements sponsored by the National Association of Broadcasters, is scheduled to appear next month after the Democratic and Republican conventions. The second and third appeared last month in the Evening Star and the Washington Post; the first ran late in May in both newspapers.

**Little cigars pack a punch**

FTC says their tar, nicotine exceed levels in cigarettes - but stops short of talking about broadcast advertising

The Federal Trade Commission announced last week that little cigars, which are getting increased exposure in broadcast advertising, contain more tar and nicotine than cigarettes, which are barred from radio and television.

Whether little cigars are hazardous to health, as cigarettes have been held to be, depends on whether the smoker inhales them, the FTC said. The FTC sent its report to the surgeon general for "any evaluation or conclusions" and to the chairman of the Commerce Committee of the Senate.

The FTC said laboratory tests showed that tar in little cigars ranged from 16.5 to 48.8 milligrams, compared to one to 35 for cigarettes. Nicotine content in little cigars was 0.5 to 3.11 milligrams; in cigarettes it is 0.1 to 2.5.

Tobacco companies have been charged with promoting little cigars to take advantage of broadcast advertising that is denied their cigarette brands. That was one issue raised last February during hearings conducted by Senator Frank Moss (D-Utah) on behalf of the Senate Consumer Subcommittee, in consideration of his bill (S. 1454) to require the FTC to set safe levels of tar and nicotine in cigarettes.

The broadcast advertising of little or small cigars is still meager in comparison with the $200 million plus a year cigarettes were spending before the ban on advertising became effective on Jan. 2, 1971, but it accounted for an estimated $4 million on TV last year. Tijuana Smalls led in this category in 1971, spending $2,891,500 on network and $683,000 in spot. The only other expenditures in TV were based on the Advertising Bureau of Advertising records, were Winchester, which spent $182,900, all in spot, and Erik, which spent $454,700 in network and $107,200 in spot.

In the first quarter of this year, Erik already has spent $314,500 on network and $50,700 on spot. Winchester, on the other hand has continued buying only spot, to the tune of $641,700. Tijuana Smalls has spent $90,500, all network.

**Business Briefs**

Resort campaigns. Harrah's, Reno and Tahoe, Nev., through H. H. Hoefer, Dieterich & Brown, San Francisco, has started saturation radio campaign on 21 stations in California and in Nevada. Music and lyrics for campaign, which under title "It's a Sure Fling" tells of outdoor glories of Reno/Tahoe area and indoor fun at Harrah's gambling resort, was created by Dick Merritt Creative Services, Los Angeles.


Creative arm. Adjunct Ltd., creative service to assist ad agencies located outside New York, has been formed in New York. Officials said it will function primarily in concept development but with capacity for all stages of implementation. Jack Wolff, former VP, associate creative director, D'Arcy-MacManus & O'Keefe, New York, is president. Address: 42A East 74th Street 10021. Phone: (212) 737-0903.

Agency appointment. Blistex Inc., Oakbrook, Ill., has named Foote, Cone & Belding, Chicago, as agency for its lip ointment and preparations, its line of products for denture wearers and for its cosmetic products, replacing Leslie Roberts International, Chicago.

Hooks joins FCC in his own style

He makes it a family affair and asserts responsibility to a constituency that's black

There was no escaping the fact that history was being made on Wednesday, when Judge Benjamin L. Hooks of Memphis, Tenn., was sworn in as a member of the FCC. It wasn't due entirely to his uniqueness as the first black commissioner. Commissioner Hooks turned out to be a man of personality and flair that would set him apart, whatever his color.

Normally, the ceremony in which a commissioner is sworn in is a perfunctory event attended by members of the family and a few friends, with commission staffers helping to fill up some of the seats in the commission meeting room. (The White House swearing-in of Commissioner Charlotte Reid, of course, was something else.)

But Commissioner Hooks is a man with a large family and, as the pastor of two Baptist churches—one in Memphis and the other in Detroit—many friends. And when he took the oath administered by U.S. District Judge William B. Bryant, most of his family—wife, daughter, grandson, mother and father, among them—and many of the parishioners of the two churches filled the room to overflowing.

Spotted in the audience, too, were Memphis broadcasters-M. E. Greiner Jr., vice president of WMC-TV; Charles B. Brakefield, president and general manager of WREC-TV; and Harold Krelstein, president of Plough Broadcasting, licensee of WMPS-AM-FM.

Reporters of the black press—and black reporters from Washington media—were on hand to cover the event. So were television cameras from Washington stations, and one recording the ceremony for WHAO-TV Memphis.

At a nearby Holiday Inn, Commissioner Hooks broke the pattern again. He gave his own reception for his friends and members and staff of the commission. Guests at most Washington receptions stand around with a drink in one hand and a canape in the other. Commissioner Hooks's guests were treated to a sit-down affair, where the emphasis was on food, not drink. (He explained, possibly out of deference to his parishioners, that the hard stuff was the hotel's idea, not his.)

For the most part, it was a time of pleasure and pride that Commissioner Hooks sought to share with family and friends. At both the morning and late-afternoon doings, he identified those in the crowd who had traveled to Washington for the occasion.

But in his remarks at the swearing-in ceremony, there was a note of hard seriousness—he made it clear that he felt he had a special responsibility as a black commissioner. He said he knew blacks were looking to him and that he did not know whether he could do everything expected of him. But "there are things in the system that need reform," he added, and he pledged himself to work "within the system to bring about radical reform" for blacks.

This was an echo of remarks he made in a speech two weeks ago to the Black Broadcasters Association, in New York. He talked then of "glaring injustices" in the broadcasting industry, of the failure of whites in positions of power to be fair to blacks and other minority groups in terms of employment, and of what he said was the need for "a commitment from the industry to report news of interest to blacks, to program in the interest of blacks, to realize that there are black people who are totally dissatisfied with TV."

Commissioner Hooks pursued that theme on Thursday, his first full day as a commissioner, at a luncheon opening Teleprompter Corp.'s new cable TV public-access storefront studio in New York's Harlem. He discarded a prepared speech and told his largely black audience that he would press vigorously for involvement of blacks in all phases of the communications industry.

He also noted that when he was sworn in as a commissioner, he looked around him and saw no black faces. "But I'll say this," Mr. Hooks vowed, "When I finally leave the FCC, it won't be the same as it was when I went there."

"Toward the end of his remarks, he took the edge off, as he directed himself to the whites, including Teleprompter executives and newsmen, in the audience. "I'm not trying to embarrass anyone through what I'm saying," he said, "but we intend to be heard from. We'll disagree without being disagreeable."

In the next few months, Commissioner Hooks will have ample opportunity to express his views to audiences around the country. He has received dozens of invitations to speak—from civil-rights groups, bar associations, broadcasters and other trade groups. He has also been asked to appear on radio-TV talk shows. His next scheduled appearance is July 13 when he will address the Denver Cable Club, composed of representatives of a number of cable industry-related companies.

Commissioner Hooks's joining the commission was not without some unusual hitches. A commission announcement that the swearing-in would take place at the Capitol and that Senator Howard Baker (R-Tenn.) would administer the oath turned out to be incorrect. Senator Baker, who had backed Commissioner Hooks for the FCC appointment, was in Tennessee, preparing for his re-election campaign.

And Commissioner Hooks himself issued a statement denying another commission announcement, one that said he had named Norman Blumenthal, of the commission's general counsel's office, as his legal assistant. He said that plans of his office staff had not yet "crystallized" and that he had only "a temporary aide" who was named to help him organize his activities at the commission. He said he is still interviewing candidates for his staff and will make an announcement when the staff has been assembled.

That statement, reportedly, is a reflection of the kind of pressures Commissioner Hooks will encounter as a member of the commission. Sources close to him say that he was criticized by blacks when the announcement concerning Mr. Blumenthal, a white, was released (Broadcasting, June 26).

Commissioner Hooks has expressed confidence that he can withstand the pressures he is bound to face as the first black commissioner. His three years as a judge in Shelby County prove that, he feels. The spiritual capital he has accumulated as a minister may help, too. At his swearing-in he indicated that as a commissioner he would follow the Bible precept to "do justly and love mercy and to walk humbly with thy God."

Off the start that he has made, Commissioner Hooks promises to be a news-worthy addition to the FCC.
FCC, State Dept. have a date in Mexico City

Problems: how to keep Tijuana FM's from aiming at American audiences without American restrictions

Representatives of the State Department and the broadcast industry will travel to Mexico City later this month in an effort to resolve an issue of considerable concern to radio broadcasters in San Diego—the use by Americans of FM channels assigned to Tijuana to broadcast across the border to the San Diego market.

The issue cropped up in the last couple of weeks, after San Diego broadcasters became aware of the imminent completion of the U.S.-Mexican negotiations on a proposed exchange agreement providing for FM allocations within 200 miles of each side of the border ("Closed Circuits"). The broadcasters' loud complaints caused U.S. officials to postpone plans for signing the agreement until the matter has been resolved, and to decide to explain to industry representatives what was provided for in the proposed agreement. (Broadcasting, June 26).

At that briefing on June 26, which was attended by a small group from San Diego, Wallace Johnson, chief of the FCC Broadcast Bureau, stressed that the agreement was a technical one providing for FM allocations, and did not touch on programming. He also said each country felt it was in its interest. It provides for 414 protected commercial and noncommercial assignments on the U.S. side of the border, 419 on the Mexican, and would result in a net gain, on the American side, of 39 commercial and 121 noncommercial assignments. In addition, the proposed agreement would provide for the addition of new assignments, as long as they meet mileage-separation standards.

However, Richard Black of the State Department's office of telecommunications, also said that it had been "our basic assumption," in the negotiations with Mexico, "that we're talking about broadcast requirements of each country within each country. That shouldn't come as a surprise to either party," he said.

"We are not trying to serve audiences in Mexico and it wasn't our expectation that Mexicans were proposing to serve on a large scale audiences in the U.S."

Accordingly, he said, he and Mr. Johnson, who played a key role in negotiating the agreement, will go to Mexico City on July 25 to discuss the problem with Mexican officials. Mr. Black, who indicated that Mexico was unhappy over the snag that has developed in the negotiations and who appeared determined to add another hurdle to the process, declined to go into details of how the Americans might try to resolve the issue. "We'll do our best to find the best way of coping with the problem," he said.

Mr. Black disclosed the plans for the trip to Mexico after Mr. Johnson's explanation of the technical aspects of the proposed agreement was interrupted by Representative Lionel Van Deerlin (D-Calif.), whose district includes San Diego and who articulated the concern that had prompted the meeting.

He was sure the "engineering side" of the proposed agreement was "beyond challenge"; but he noted that while American stations were subject to FCC regulations, Mexican stations that were oriented to Tijuana were not.

"It may be possible to have some understanding with Mexico that there won't be just a step-up in Mexican intrusion in the American market," he said.

What appeared to be troubling the congressman, and what is troubling the San Diego broadcasters and the State Department, is the promotion pieces for HJS, HERS and OURS that they have seen. XHS and XHERS are Tijuana stations that are operated by Paul Schafer, former owner of Schafer Electronics Corp., a leading supplier of broadcast network equipment. XHERS is a noncommercial class-C channel 212, which will be grandfathered in under the proposed agreement. XHERS is on class-C channel 261, which is not provided for in the proposed agreement, and would presumably be moved to one of three other channels to be dropped into Tijuana channels that would permit it to broadcast into San Diego. (In all, the proposed agreement provides for 11 FM assignments in Tijuana.) XOURS is expected to operate on one of the other two. The pieces describe XHERS as "progressive-rock stations" and identify them as San Diego outlets, not Mexican; and one—promoting the rate card—drops the X from the call letters.

Besides the Schafer-run stations, Southern California receives services from another Tijuana station—XTRA (AM). It broadcasts in English, and, with 50 kw power, is heard clearly in Los Angeles. Gordon McLendon is the station's sales representative.

The San Diegans who attended the meeting, George Whitney, KPSE (FM), chairman of the San Diego Broadcasters Association that was formed in response to the concern generated by the proposed agreement; Dan McKinnon, KSON (AM) and KSEA (FM), and William McDowell, KGB (AM) and KKBS (FM)—asked that a committee of broadcasters be established as an advisory group and that they be informed of the results of the renewed talks before an agreement is signed.

A special committee will not be set up; Mr. Johnson noted that establishing one would take time and that the San Diegans already have a group organized. And Mr. Black promised to call another meeting for a "debriefing" after he and Mr. Johnson return from Mexico.

However, Harold Kasens, assistant chief of the Broadcast Bureau, who participated in the briefings, cautioned the broadcasters about the limits of the Americans' bargaining power. "Without an agreement," he said, "if the Mexicans wanted to go their merry way, they could cause us lots of damage."

ABC, Tijuana affiliate take FCC denial to court

ABC and its Mexican affiliate, XETV (TV) (ch. 6) Tijuana, are appealing an FCC decision that prevents them from breaking up their relationship and at forcing ABC to affiliate with a San Diego UHF, KCST (TV) (ch. 39).

Notices of appeal were filed in the U.S. Court of Appeals in Washington by XETV and its sales agent, Bay City Television Inc, of San Diego, and by ABC. The appeals are directed at a commission action last month denying ABC's request for renewal of authority to transmit network programs to XETV (Broadcasting, June 5).

XETV has been ABC's San Diego market affiliate since 1956, when there were only two stations in that market. Western Telecasters Inc., which put KCST on the air in 1968, petitioned the commission to halt ABC transmissions to XETV, contending that the San Diego UHF could serve as a network's outlet in the market. ABC, however, said it would prefer to remain with the VHF in Tijuana.

1972's 'Vox Pop' is access through spots

Successful test in Bay Area prompts other stations to try idea of community-service announcements

The concept of public access to radio and television through the medium of spot announcements is growing—if not by leaps and bounds, at least perceptibly.

The idea was conceived and tested in the San Francisco Bay area, where it is said to have met with general if not unqualified success. Last month, Westinghouse Broadcasting Co. announced plans to experiment with the concept on three of its television stations (Broadcasting, June 19).

And within the past two weeks, the three commercial VHF television stations in Pittsburgh said they would open their facilities to spot announcements by the public. The idea has also been picked up by WHAS-TV Louisville, Ky., and WPOP (AM) Hartford, Conn.

The concept was first advanced by the Committee for Open Media, which is headed by Professor Phil Jacklin, of San Jose State College. COM, which has asked the FCC to adopt a policy of requiring broadcasters "to respond to the access needs of our democratic society," contends that what it calls "free speech messages" are an effective means of providing communication among community groups.

Professor Jacklin's group last fall persuaded KGO-TV San Francisco, KTVU (TV) Oakland and KNTV (TV) San Jose to accept issue-oriented, citizens-originated spots for a trial, 90-day period.

The test was not undertaken without some "fear and trepidation," as Don Curran of KGO-TV expressed it. But as the
project has been carried out at the stations, it has not caused any problems.

The stations invite the public to submit proposed messages, pick those they regard as most significant in terms of general interest, provide facilities for taping, and broadcast two or three 30-second spots up to seven times each a week (the number varies from station to station) including some in prime time.

The test period ended last month, but the stations have agreed to continue the messages for an indefinite period. Professor Jacklin has termed the project a success, and has credited officials at the stations, particularly KGO-TV's Mr. Curran, with exercising "leadership in serving the public interest" at a time when the project was a "high risk venture."

Mr. Curran, Roger Rice of KTVU and Stewart Park of KNTV praised the messages as providing the stations with a valuable tool for serving their areas. They say the messages have permitted the airing of views of those who might otherwise be denied an opportunity to speak to the community. KTVU, for instance, has broadcast spots by Angela Davis's sister, the Sexual Freedom League and the wives of men serving aboard the carrier Enterprise who wanted to voice their support of their husbands' war-time duties.

However, one reservation about the project was expressed by Mr. Park. He says that while "it is an interesting experiment," interest on the part of the public gaining access to the station "is falling off." He did not have figures, but he reported that the fall-off was "dramatic."

It was the experience of the San Francisco Bay Area stations that led to the decision on the part of the Pittsburgh stations—KDKA-TV, WIBC-TV and WATE-TV—to carry the messages. They were approached by Pittsburgh representatives of COM—members of the University of Pittsburgh faculty—and after getting reports from the West Coast stations agreed to broadcast citizen-initiated spots for a 90-day trial period. Each station will air three messages four times a week. However, the stations specifically state that they will not carry "counteradvertising messages." KDKA will begin carrying the spots "as soon as possible"; WIBC-TV and WATE-TV by fall.

KDKA-TV's involvement in the program brings to four the number of Group W stations experimenting with public access. The Group W experiment that was announced last month involves KYW-TV Philadelphia, WJZ-TV Baltimore and WBNZ-TV Boston. Each is exploring the possibilities of public access through a different format. The experiment is to last 90 days.

WHAS-TV and WPOP initiated the idea of opening their facilities to the public without being prompted. However, Ed Shadbuner, executive vice president, said WHAS-TV, which plans to start a 90-day test in the next 30 days, developed its project after contacting Professor Jacklin. The station plans to carry three separate messages five times each per week.

WPOP began carrying 75-second messages from members of the public last month. One message is broadcast twice daily, in the morning and afternoon news shows. M. E. (Doc) Fidler, vice president and general manager, said the idea originated in the station's news department. "They thought the idea maybe we ought to let the public comment; the public hears a lot of comment from us and the politicians."

Mr. Shadbuner offered another reason for opening his station to the public: It is a way of controlling the inevitable. "Public access," he says, "is something we're going to have to face sooner or later. We might as well work it out to our satisfaction, instead of having someone tell us how to do it."

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**Changing Hands**

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 50).

- **KFBC-TV** Cheyenne, Wyo., and satellites: Sold by Frontier Broadcasting Co. to Wyneco Communications for $3 million (see page 31).

Announced

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

- **KWOC-AM-FM** Poplar Bluff, Mo.: Sold by Poplar Bluff Broadcasting Inc. to Delbert and Leland Shaffner for $212,500. Alan Wolpers, president of Poplar Bluff Broadcasting, has an interest in the Daily American Republic, a daily newspaper in Poplar Bluff. Delbert Shaffner is a Lowry City, Mo., businessman. Leland Shaffner is employed by the Donrey Media Group in an engineering capacity. KWOC operates on 930 kHz with 5 kw day and 500 w night. KWOC-FM is on 94.5 mhz with 14 kw and an antenna 215 feet above average terrain. Broker: Chapman Associates.

- **WYAM(AM)** Bessemer, Ala.: Sold by WYAM Inc., to Lawrence Brandon and John H. Robison Jr. for $125,000. Nesophil Ertegon is president of the selling firm. Mr. Brandon is with Universal Communications Corp., New York, licensee of WARD(AM) Canonsburg, Pa., and KXKL(AM) Golden Valley, Minn. Mr. Robison has no other broadcast interests. WYAM operates full time on 1450 kHz with 1 kw day and 250 w night. Broker: Blackburn & Co.

- **WFNL(AM)** North Augusta, S.C., and WGAC(AM) Augusta, Ga.: WFNL sold by CSRA Broadcasters Inc. (George S. Beasley and others) to Richard and Farley Warner for $150,000; WGAC sold by Twin States Broadcasting Co. to Mr. Beasley and associates for approximately $380,000. The two sales are contingent upon each other. Richard Warner operates a music publishing and distributing firm in Augusta. Farley, his brother, is an attorney. Mr. Beasley also has an interest in WFMQ-AM-FM Goldsboro, WSMK(AM) Lenoir, WPAF(AM) Fayetteville and WHNC-AM-FM Henderson, all
North Carolina; WASC(AM) Spartanburg, S.C., and WMOO(AM) Mobile, Ala., as well as an application for a new FM at Mobile. WFNL is on 1600 kHz with 500 w day. WGAC operates on 580 kHz with 5 kw day and 1 kw night.

Cable
- Bainbridge TV Cable Inc., Bainbridge, Ga.: Sold by Federal Cable Properties of Bainbridge (Brother Irma, controlling stockholder) to Storror Broadcasting Co., group broadcaster and owner of cable systems in California and Florida. Bainbridge system has 900 subscribers. Acquisition will give Storror total of some 80,000 subscribers. Terms unrevealed.

It's all over for Frontier's four TV's
FCC approves $3-million transfer to Lamb's Wyneco Communications

The FCC has granted the $3-million transfer involving the four television properties of Frontier Broadcasting Co. Buyer is Wyneco Communications Inc., a new, wholly owned subsidiary of Lamb Communications, Toledo, Ohio.

The transaction will bring to Wyneco WFB-E-TV Chyeenne, Wyo., and satellites KSFT(TV) Scottsbluff, Neb., and KTNS(TV) Sterling, Colo., as well as a construction permit for KVKW(TV) Rawlins, Wyo.

Frontier was compelled to dispose of the television facilities following an FCC ultimatum last year—under pressure from the Antitrust Division of the Department of Justice—that the company either sell WFB-E-TV or undergo an expensive renewal hearing for that station on grounds of concentration of media control. Frontier also owns Cheyenne's only daily newspaper, full-time AM station and CATV franchise, as well as an FM in that city. The firm elected to sell its entire television inventory instead of splitting up the closely related group.

Lamb Communications, the licensee of WICU-TV Erie, Pa., and a multiple CATV system owner, is principally owned by Edward Lamb and members of his family.

FM accuses AM-FM of double-envelopment
It asks FCC to call a halt to combination programing and combination ad sales

WAYL(FM) Minneapolis has accused a competing AM-FM combination of not only copying its beautiful-music format but of airing it on both stations simultaneously, in violation of a commission rule barring such duplication.

What's more, WAYL charged in a letter to the FCC, advertising is sold on the competitor stations—KEYE-AM-FM St. Paul—in combination, in violation of a rule barring that practice.

WAYL said it cannot complain that the competition has copied the program for-

WAYL also expressed concern about the proposed sale of WHK(AM) and WKNM-FM Cleveland to the owners of KEAY-AM-FM, Malrite of Minnesota (which is organized as Malrite of Ohio for the proposed acquisition). WAYL said there are indications that Malrite will employ the KEAY-AM-FM practices that are the subject of the complaint at the Cleveland stations, and urged the commission to check into the matter before granting the assignment.

Hugh Downs says TV resists needed change
Former 'Today' host says medium stays on middle path with too much slickness for viewers

Conservative in demeanor and not identifiably partisan in belief, Hugh Downs seemed an unlikely source of deeply critical remarks about television during his 10 years as host of The Today Show.

Yet in the most recent issue of the Center magazine, this same Hugh Downs charged that television "does allow itself—unnecessarily, I believe—to serve forces that resist change at a time when change is desperately needed."

In his article—for the publication of California's Center for the Study of Democratic Institutions—Mr. Downs said that television has become too conservative because of the necessity "to avoid controversy at the interface between its offerings and its financial support." Even

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without sponsor pressure or government repression, he said, the medium has a natural caution that leads it away from the ends of the spectrum and toward the narrow middle path—a path that is "in itself conservative and somehow patronizing to viewers."

Many of those viewers, he said, feel cut off. They find too much slickness—"the glaze of an increasingly stylized presentation"—and feel they have no representation on television.

**WBTW wins second time**

Daily Telegraph Printing Co.'s application for a construction permit to increase the antenna height and move the transmitter of its WBTW-TV Florence, S.C.—thereby increasing the station's coverage—received approval from the FCC's review board last week.

The decision reverses a December 1970 initial decision by Hearing Examiner Chester F. Naumowicz Jr., who concluded the proposed changes for the channel 13 CBS-TV affiliate would impair the ability of WBRW to transmit a UHF in Durham, N.C., to increase its audience in the Fayetteville, N.C., area.

But the board said that there is no real potential for WBRW to develop a significant audience in Fayetteville or Cumberland county, and thus it could not consider that the extension of WBTW's signal would harm WBRW. It said grant of WBTW's application is warranted because it would result in better service to the station's audience.

The decision is subject to commission review.

**CBC goes 0-for-2**

Canadian commission denies requests for two network services, more FM's; adds a kicker: cut commercials

The Canadian Radio and Television Commission has told the Canadian Broadcasting Corp. that CBC ought to drop commercials on its French and English radio networks.

That suggestion is part of a report by CRTC turning down a proposal by CBC to establish two radio services, one popular and one more serious. It deferred action on CBC's request for the addition of six new FM stations and the establishment of a French FM network.

In suggesting that CBC phase out commercials, the commission said an exception could be made "where [commercials] are indispensable to ensure the availability of programs of exceptional interest."

It noted that CBC's income from radio commercials amounts to only $2 million annually, whereas the corporation received $35 million in public funds.

In dismissing the other changes proposed by CBC, the Canadian regulatory agency pointed out that privately owned commercial stations provide the services suggested in CBC's proposed Radio 1 "popular" service.

The desire to attract larger audiences, CRTC said, jeopardizes CBC's "distinctive, high quality radio programing."

CRTC said that there are still millions of Canadians who receive only a small portion of CBC's radio programs in English or in French—in some cases only 14 hours in English or 27 hours in French weekly, out of CBC's full schedule of 130 hours weekly. Expending its service to the areas should have first priority, the commission said in essence; not a restructuring of CBC's radio service.

In deferring a decision on CBC's application for additional FM stations and the establishment of a French FM network, CRTC noted that it is "very favor-
able" in principle toward these moves. It suggested, however, that for the present the CBC should investigate the possibility of affiliating private FM stations with its English and French FM networks.

Public broadcasting: widening breach on first principles

Administration veto on CPB funding exposes the polarity on two key questions: is there to be an alternative system backed by federal subsidy? Can such a system be free of political influence?

Politics smoothers philosophy with compromise. Whenever fundamental differences become too acute and explicit, the pressures of time, civility and business-usual rise up to demand a solution—almost any solution—so that practical men can get on with the world's work.

So it is that public broadcasting, by all odds the most ideologically loaded communications issue of recent times, is faced with the prospect of yet another hurried authorization bill. After months of unsuccessful discussion between representatives of the Nixon administration and the Corporation for Public Broadcasting, after the first serious legislative debate on the subject in five years, after a presidential veto of the bill that finally cleared Congress, there is no further opportunity in this political year to thrash out deep, unresolved problems. The architects of public policy will simply act to keep the enterprise alive, leaving for another day the question of what to do with it.

The basic questions remain neither faced nor resolved: Is there to be an alternative, federally assisted communications system? If so, how is that system to be made truly independent—that is, free of government direction but responsive to audience demand?

There used to be a broad, two-part answer to those questions. The Carnegie Commission—primary visionaries of the alternative system—assumed that the first task was to establish a healthy nationwide system with checks and balances built into it. The national components would make all the local stations into a variety of programs, from which stations would choose those best suited to their needs. At appropriate times, a nationwide interconnection service would make available to all stations broadcasts of special importance. The system was to be national in reach and impact; its basic units of power were to be local.

Once the system had matured to the point where no single individual or institution could dominate it, the scenario provided for a crucial second step, without which the system was thought to be ultimately unworkable. The developed system was to receive "permanent" fin-
nancing—in the form of a dedicated tax to other device—to separate it entirely from government. (As distinct from "long-range" financing, simply a multiple-year guarantee that public broadcasting would continue to exist, but at the annual mercy of appropriations committees.) It was to be insulated, impersonal funding. Having raised a healthy baby, the government would be asked to wean it.

The Carnegie vision was translated into a beginning reality by the Public Broadcasting Act of 1967—but without a built-in supportive mechanism beyond the appropriation process. Permanent funding was left to theoreticians and to time. Neither has yet come through.

Not even public broadcasting's wildest advocate would maintain that the system conceived by Carnegie and delivered by the Johnson administration is now either "mature" or "developed." Although its television programs have begun to make it a visible communications force, internal stresses and funding deficiencies combine to produce a distinctly shaky enterprise. The stated assumption on all sides, however, has been that recent political turmoil is but a stage in the evolution of the general blueprint.

It may be nothing of the kind. This year's dissension over "centralization," fixed-schedule networking, Sander Vanocur, advocacy journalism and other politically controversial issues has obscured a crucial shift in the terms of debate.
Public broadcasting non-enthusiasts have given clear indication that they reject two premises of the original plan: that the system is to be truly national in impact, and that its ultimate reward is to be permanent financing.

The latter goal was downgraded late last year by Clay T. Whitehead, director of the Office of Telecommunications Policy, who speaks for the administration on communications matters. In an appearance at the National Press Club, Mr. Whitehead made clear that he regards permanent financing as "bad public policy" because it would eliminate the element of "accountability" (Broadcasting, Dec. 6, 1971).

In Congress the subject is perceived as hardly worthy of discussion. Only one man, Representative Robert O. Tiernan (D-R.I.), regularly insists upon its importance, and his reminders have so far brought no significant response. And many public broadcasters now express doubt that permanent financing will ever become a reality.

Except for isolated congressmen who oppose the whole idea of federal funding for noncommercial broadcasting, nobody has come forward with flat public opposition to a national public broadcasting system. Administration spokesmen still talk of the need to "strengthen" the system; they profess to find it a worthwhileif troublesome presence. In private comments, however, they express a fear that the system's leaders want it to become a national power, particularly a national political power. They question the use of federal funds for that purpose. Were public broadcasting confined to Sesame Street and Civilisation, there'd likely be no problem at all. When its horizons begin to encompass A Public Affair (the lead vehicle of the National Public Affairs Center for Television) and The 51st State (WNET-TV New York's brand of local journalism) a new set of juices begin to flow.

There are elaborate and relatively non-political arguments on both sides of these issues, but the fact remains that the public-broadcasting debate has moved to new ground. Within the system, there is general if often frayed agreement on where the thing ought to be going. But the past year has made it apparent for the first time that political adversaries cannot agree on even the broadest goals assigned to this system, let alone the details.

And the details are troublesome enough. There is genuine disagreement, for example, over CPB's proper role.

On the one hand, its opponents accuse it of excessive power. In his veto message late last month, President Nixon cited as perhaps the most important issue whether "an organization, originally intended to serve only the local stations, is becoming instead the center of control and the focal point of power for the entire public-broadcasting system" (Broadcasting, July 3). The concern is real and shared by others.

On the other, the Public Broadcasting Act assigns to CPB a wide range of responsibilities, including program procurement, establishment of interconnection, awarding of grants to stations and research looking to systemwide development. Whenever congressmen become outraged by a program or practice, they look to CPB to contain it. How can the government assign massive, nationwide responsibilities to CPB and then be surprised when the corporation leaves its imprint on the system? It may be that only a legislative redefinition of CPB's authority will resolve the problems.

There is also the question of "fixed-schedule networking" on the Public Broadcasting Service. The administration clearly has documentation for its claim that massive, commercial-style networking was not part of the blueprint for public broadcasting. The broadcasters argue in response that theirs is a modest and decentralized "schedule," that technical and financial inadequacies have limited the flexibility of their service, and that alternatives for interconnection will be made possible when PBS begins using its own interconnection facilities. Clearer definition of what constitutes "networking" may be needed.

The point is that there are clear answers to these questions, but that there is no longer any agreement on why the questions ought to be asked. At one time, there were many who saw little point in the existence of a public broadcasting system if that system were to be forever chained to Congress. Now the system exists, but its first principles are being muddied by time.

CPB's newly formed task force on financing may make a start toward one answer. The administration may provide new answers of its own. It is certain that Congress will have no time to worry about the problem when it returns next week.

Instead, it will be confronted with a few, clear-cut, immediate options. President Nixon vetoed a bill that would have provided two years of funding for CPB, at levels of up to $65 million in 1973 and $90 million in 1974, along with several adjustments in CPB's mandate. Apart from his objections to the direction of public broadcasting, the President said the bill contained "just too much money," and called for adoption of his budget recommendation: one year, $45 million.

Supporters of public broadcasting could try to override the veto, but it appears doubtful that they have the votes. They may attempt compromise legislation of some sort. They may live with a simple one-year extension. Or they may be confronted by a renewed push for passage of the administration's funding bill, which not only incorporates the President's recommendation but sets up new formulas for its distribution.

Whatever form the measure takes, it can do nothing to hasten the resolution of fundamental questions. After the bitterness of recent months, that goal seems farther away than ever.
ABC has an idea for juicing up daytime TV

Special by Screen Gems, Cramer to test new formats to reach females and add diversity to time dominated by soap operas and game shows

A new concept that could bring more diversity to daytime viewing gets a trial on ABC-TV this month. It stems from "Honeymoon Suite," a 90-minute special being produced by Screen Gems and the Douglas S. Cramer Co., Hollywood, targeted for daytime TV and the female audience.

The taped special, to be presented under the umbrella title, "The ABC Afternoon Playbreak," is a development on two fronts: as a pilot for concept: as an on-air pilot for a regular daytime series. If the concept of doing a special program in the afternoon time periods on a daily basis is successful, ABC-TV may elect to do a regular 90-minute monthly or even weekly special appealing to women viewers. If "Honeymoon Suite" is successful as a comedy idea—the show contains a series of vignettes about various couples who, at various times, occupy the honeymoon suite of an elegant hotel—it could go as a first-run daily half-hour comedy series.

Michael D. Eisner, vice president, daytime programming for ABC-TV, explained: "We anticipated about a year and a half ago that we'd be at parity at some point with the other networks. It happened sooner than we thought. And when it does happen you don't just stand there and watch. When you do that you start falling back again. This is a way of trying new formats, getting some interest into daytime, trying to create some excitement, something to promote and advertise."

"Honeymoon Suite," which stars Henry Gibson and Rose Marie (presumably they would be cast regularly if the show is picked up), and features such guest performers as Gloria DeHaven, Arthur O'Connell, Martha Scott and June Lockhart, is scheduled for presentation on July 26. The network, anticipating that viewers of serials would be antagonistic towards a pre-emptive show, has elected instead to program the special from 1:30 to 3 p.m. EDT, replacing three game shows: Let's Make a Deal, Newlywed Game and Dating Game. "We're going to be selling this show tremendously with a lot of promotion and advertising" promises Mr. Eisner. The network also is committed to back a second 90-minute taped "ABC Afternoon Playbreak," probably to be presented in late August. Entitled Courtoom One: Mother vs. Mother, it concerns a father and his wife vs. his mother in law in a small California town where the courtroom is ruled by a woman judge. Produced as well by Douglas S. Cramer Co., in association with Screen Gems, this special also could be spun off into a daily half-hour dramatic series.

Impetus for the programs, according to Mr. Eisner, is ABC-TV's success in producing the 90-minute filmed nighttime serials of their week shows, but the "Afternoon Playbreak" shows are being produced on budgets of less than $150,000, or about a fourth of the money allocated to Movie of the Week. A number of other projects are being developed as possible daytime specials, with a third Doug Cramer show, The Haunted, among them.

Neither Honeymoon Suite nor Courtroom: One is being developed as an anthology. Instead a serial concept is built into the shows. According to Mr. Cramer, Honeymoon Suite stories would run anywhere from one to four days, while Courtoom: One stories would sustain from three days to three weeks.

"Honeymoon Suite" would become the biggest user of writing and performing talent since NBC's Matriarch Theater, points out Mr. Cramer. "We'd use 150 different stories a year, the equivalent of eight nighttime half-hours."

Mr. Eisner, though, soft-pedals the notion that any of the daytime specials is immediately translated into a regular series. "I doubt if we will go to five days a week for a while," he says, "but we might go to a special once a week."

He emphasized, though, that the network is not committed to actually producing beyond the first two special programs. Still, he indicates that a lot is riding on the outcome of the initial shows. "We're hopeful that we are able to break the mold of game shows, service shows and serials in the daytime," he says. "We're hoping that drama can come back to daytime television."

Focus on syndicators. The syndicator is getting added recognition at the yearly National Association of Television Program Executives conference. At the next NATPE annual conference—the 10th anniversary of the organization—program distributors will have a full afternoon to screen their new shows at the front end of a convention that is being expanded from three to four days. NATPE meets Feb. 13-16, 1973, at the Royal Sonesta, New Orleans. Formal sessions will discuss such broad areas as government, women, minorities and election coverage procedures as they affect the interests of TV-station programmers, according to NATPE advance plans.

The race is on in hotel pay-TV

Two ventures stake new claims with one-way vs. two-way systems

Competition in pay television for movies and other programs on closed circuit in hotels heated up as both Trans-World Communications, New York, and Computer Cinema, New York, held news conferences June 28 to talk of plans for expansion.

Trans-World, closed-circuit division of Columbia Pictures Industries, announced the start of its system in five hotels in New York and outlined plans for the extension of its Tele/Theater activities in other areas of the country.

Computer Cinema, a division of Computer Television Inc., asserted it had designed the first mass-produced two-way interactive mass-communications system, which will be introduced at New York's Holiday Inn in mid-July.

There was one hitch in Trans-World's schedule. The system functioned at four hotels—the Plaza, the New York Sheraton, Loew's City Square Inn and Marriott's Essex House—but faltered at the St. Regis-Sheraton. A company spokesman said flooding conditions near the hotel had interfered with the transmission but that the system was expected to be in operation there in a day or two.

The Trans-World service hotels included Tele/Theater (current movies);
Tele/Ad, a 30-minute program showing the entertainment and cultural attractions of the city, and Televention (showing of conventions).

The pictures shown on Tele/Theater last Wednesday were “Catch 22” and “Carnal Knowledge.” They will alternate each day for a month with “Khute” and “X, Y, and Zee.” William J. Butters, vice president and general manager of TransWorld, explained that to order a movie, the guest sets a dial on a “selector” box on top of the television receiver to choose movie A or B. He calls room service or an especially designated number and receives the feature within 33 milliseconds. The fee for each movie is three dollars, which is added to the hotel bill.

Mr. Butters was asked whether TransWorld had explored the use of two-way service similar to that announced by Computer Cinema, and he replied: “We have two-way capability available to us but have decided not to adopt it at the suggestion of the hotels. They tell us it will create more problems for them in billing and that room-service calls will be simpler.”

He said that Tele/Theater has been “operating successfully” in the Regency Hyatt House, Atlanta, since last December and that it will be extended this summer into seven more Atlanta hotels: Riviera Hyatt, Atlanta American, Marriott Motor Hotel, Royal Coach, Executive Park Motor Hotel, Sheraton-Biltmore and Stouffer’s Atlanta Inn.

In addition, he said, Tele/Theater will open this summer in Toronto and in the Westbury Inn on the Park, the Royal Simcoe, Royal York, Hyatt House, Four Seasons motor hotel, and Sheraton Four Seasons.

Mr. Butters also said TransWorld has signed an agreement with four Realty hotels in New York for a February 1973 start. They are the Biltmore, the Barclay, the Commodore and the Roosevelt.

Computer Cinema said it would introduce its two-way interactive communications system at New York’s Holiday Inn (506 rooms), starting in mid-July.

Paul Klein, president, told a news briefing that the system later would be installed in Chicago at the Drake Hotel, Executive House and Holiday Inn-Lake Shore Drive by late September or early October. He said future installations will include the Carolando hotel, opening soon in Orlando, Fla., near Disney World, and hotels in the Howard Johnson, Sheraton and other chains.

Features to be shown at the Holiday Inn this month are “Airport,” “Butch Cassidy and the Sundance Kid,” “Catch 22,” “Khute,” “Little Big Man,” “The Love Machine,” “M*A*S*H” and “The Organization.” The fee is $2.50 per film and the hotel guest will have a 10-minute sampling of the movie without charge.

Mr. Klein said the two-way system sends digital information over a hotel’s master-antenna system to and from a TV set-up called Maxxes.

To watch a movie, a guest need only turn on the set, according to Mr. Klein. The room communications unit (Maxxes) “informs” the central unit that the guest is watching. Because there is a two-way flow of information, Mr. Klein continued, other services can be provided. Specific buttons on the room unit can be set to instruct the central unit of a fire in the room, the removal of a TV set or any tampering with its circuitry.

The central unit may extract a room unit to turn on a buzzer, to awaken a guest who has shut off the alarm and to light a message lamp,” Mr. Klein said. “Other functions include room status and mail status.”

WRVR-FM finds new way to wing it with talk

On weekly show three actors make it up as they go along, at direction of audience

Three improvisational actors from New York’s West Side have come up with a dramatized form of talk radio. The three, David Shepard, Penny Kuritz and Jerome (who uses no last name), call themselves “The Responsive Scene” and do their thing on WRVR-FM New York every Tuesday at 9-10 p.m.

Listeners are invited to call in with suggestions for the minidramas and are kept on the line to take roles in the action and direct the other players. Listeners may stop the action when they wish, change the scene, add new developments and characters, switch the actors’ roles, and control the pace of the scene. Situations may be satirical or solemn. Subjects range from sex and dating to politics and current events.

The group has been creating “responsive scenes” for community groups, on radio and television, and even at prisons for several years. The technique has great flexibility,” says Jerome.

WRVR has only recently switched from noncommercial to commercial operation, does not yet subscribe to a rating service and has no way to measure this program’s audience. But calls are always backed up waiting to get on the air, a spokesman for WRVR said, “if that’s any indication.”

Mountain prime time pushed back an hour

Mandatory 6-10 period is set by FCC to avoid requests for rule waivers

In a move to bring to an end the numerous scheduling difficulties experienced by network affiliates in the mountain time zone under the prime-time access rule, the FCC has redesignated the hours to be considered prime time in that area.

Under a revision of the access rule made two weeks ago, prime time in the mountain zone would be from 6 p.m. to 10 p.m., rather than the present 7-11 p.m. period. The revision takes effect Oct. 1.

The nine network affiliates affected by the change (three each in Phoenix, Denver and Salt Lake City) are presently
operating under an option system implemented by the commission last October, whereby those stations may designate their prime-time hours as either 6-10 or 7-11. None of the Salt Lake City stations, however, opted for the earlier period, which resulted in frequent requests for waiver of the prime-time rule.

In order to end these waiver requests, the commission several months ago proposed a mandatory 6-10 p.m. prime-time designation in the mountain zone. Only two stations, KLZ-TV Denver and KSL-TV Salt Lake City, both CBS-TV affiliates, opposed the change.

**Waiver for ‘Henry VIII’**

FCC okays for prime-time showing next season six-part series syndicated by Time-Life Films

The FCC has waived the off-network provisions of its prime-time access rule in granting Time-Life Films Inc. permission to syndicate its six-part series, *The Six Wives of Henry VIII*, for prime-time showing next season. The off-network provision prohibits prime-time telecast of material previously seen on a network within the past five years. In granting the waiver, the commission noted that the 90-minute length of each Henry VIII offering would make it difficult for stations to present the series in non-prime time. It said that the incursion into prime time that would be caused by the series would be of much less impact than that of a program lasting the entire season.

The series, produced by BBC, ran on CBS-TV last summer.

**Dems’ $9.3-million pitch cleared on 182 TV outlets**

ABC group informally advised taking telethon for less money is not illegal party contribution

A total of 182 stations, representing coverage of 97.2% of U.S. TV homes, had cleared for live coverage of the Democratic National Committee’s 18½-hour money-raising telethon over the past weekend, according to ABC sources. That would be well over the 165-station, 80% coverage factor television officials had said they were shooting for (Broadcasting, June 26).

The telethon was scheduled to start at 10 p.m. N.Y. time on Saturday (July 8) and continue—with interruptions for network and local news on Saturday and for ABC’s *Issues and Answers* and a half-hour of local programming on Sunday—until 5 a.m. Sunday, when the telethon was to originate at Miami Beach and Los Angeles. Its mission: To raise enough money to pay off the $9.3 million the Democrats say they still owe from the 1968 campaign.

Meanwhile a group of ABC affiliates have received informal word from the FCC that they would not be violating the corrupt practices act if they carry the telethon. The Washington law firm of Pierson, Ball & Dowd, in a letter to FCC Chairman Dean Burch, noted that the stations would receive less revenues from the telethon than they would from the pre-empted programs, and asked whether the differential might be considered an illegal corporate contribution to the Democratic party (“Closed Circuit,” July 3).

Commission officials, who checked with the Department of Justice, relayed word last week that, so long as similar opportunities are made available to the opposing party, no violation of law is involved.

**Happy birthday**

N.Y.’s cable access channels celebrate their first year

New York marked the first anniversary of public-access cable TV last week with a series of live and taped programs, many of which were sent out simultaneously on the four access channels and over WRRV-FM.

The special three-day (July 7, 8, 9) cablecast was coordinated by people from educational, service and arts organizations and independent community groups, in cooperation with Sterling Manhattan Cable and the Teleprompter Corp., the two holders of cable franchises in Man-

**This year, a new television network will cover the Democratic National Convention. SIN.**

Spanish television coverage of the Democratic National convention is a broadcasting first. It reflects the growth and increasing political strength of Spanish-Americans. More Spanish delegates than ever before in history will be at the Convention, even from such states as Kansas and Iowa.

SIN over the past 10 years, has grown right along with its community. We’ve assigned crack journalists Guillermo Restrepo of our Peabody Award winning affiliate KMEX-TV and Maria Elena Príó, political analyst at WLTV to head our convention team. They’ll feed continuous reports back to news bureaus at SIN stations in New York, Los Angeles, Miami, Chicago, San Antonio and throughout the country.

SIN. The Spanish delegates are going to the convention. So is SIN. And so, for the first time, is the Spanish community.

Guillermo Restrepo, SIN anchorman in Miami. Member KMEX-TV’s 1970 Peabody Award winning newsteam. 1972 nominee for the National Broadcasting Association “Golden Mike” Award.
The contract, for both radio and TV, is believed to be the longest baseball contract ever signed for broadcast rights.

M. R. Bolin, president of M. R. Bolin Advertising, agency for Midwest, said last Wednesday (July 6) that the new contract covers the balance of this season based on the $850,000 figure for 1972 (BROADCASTING, Feb. 28); the rights will go up to $950,000 next year; increase $50,000 annually for two years; then go up $25,000 each year for five years, reaching $1,125,000 in 1979.

Midwest Federal Savings and Loan Association believes in backing not only baseball, but all sports. Harold W. Greenwood Jr., president of Midwest, explains it this way:

"From the marketing point of view, sports involvement covers almost every conceivable age and category of people—from the oldest to the very youngest. As a savings institution which must direct its messages to the total mass market, there is no other single event that reaches such a thorough cross section of persons as sports.

"Sports has what we term 'total coverage.' If you don't reach the public with football, you get to the people with baseball. If you don't get them with television, you get them with hockey."

Twins baseball is being carried by WCCO(AM) and WALTER-TV, both Minneapolis-St. Paul and both holding options to renew. The radio pick-up is fed to a 45-station regional network arranged by Robert Wold Co., Los Angeles.

NHL skates over to NBC

Hockey contract understood to give network rights for two years, option for third; CBS had first refusal

A deal that will move the National Hockey League Game of the Week and Stanley Cup playoffs from CBS-TV to NBC-TV, starting in the 1972-73 season, was announced Thursday (July 6) by Carl Lindemann Jr., vice president, NBC Sports, and Don V. Ruck, NHL vice president. The contract, officially described as exclusive and "long-term," reportedly gives NBC-TV the rights for two years with an option for a third. The rights package is estimated to be worth well over $5 million, probably will reach $7-8 million for the three years.

The 1972-73 schedule will include games each Sunday afternoon starting Jan. 7, 1973, a prime-time game in December 1972, and another late in March 1973 near the end of the regular season, plus one and possibly two prime-time games and a Sunday afternoon game during the Stanley Cup playoffs in April-May. NBC officials said the estimated total of 52 hours of hockey to be telecast during 1972-73 would bring NBC-TV's total of live sports coverage for the season to approximately 366 hours, which they described as "the most live hours of sports programming in the history of network television."

Messrs. Lindemann and Ruck said only 30-second announcements would be used, and those singly, during game action. It has been demonstrated, Mr. Ruck said, that a 30-second spot "does not hit in any way interrupt the normal flow of a hockey game." Spokesmen said a total of five 30's would be scheduled during play.

CBS Sports authorities appeared shocked and dismayed at losing the games, though under their old NHL contract they had first refusal of the league's package offer for a new contract and turned it down. Messrs. Lindemann and Ruck indicated at a news conference that NBC then accepted without change the proposal that CBS had rejected. The games have been on CBS since 1966-67, building audience gradually but steadily.
Video tape comes to Burbank studios

The Burbank Studios, recently formed amalgam of Warner Bros. and Columbia Pictures, has added video-tape production capability to its film-production facilities.

The video-tape installation, to be made in conjunction with Trans-American Video Inc., Los Angeles, is scheduled to be operational and in production by Aug. 1. The new facility will include post-production equipment. It will be located on three sound stages converted specifically for video-tape use.

The video-tape operation will allow Burbank Studios to produce variety television shows as well as filmed series. The tape facility also will be available for producers who plan to use tape-to-film techniques.

Under terms of the venture, all video-tape equipment is being provided by Trans-American Video, a large mobile color video-tape and post-production facilities company. Stages, props and related facilities are being provided by Burbank Studios, which is located at the Warner Bros. studios lot in Burbank, Calif., and is owned equally by Warner Bros. and Columbia Pictures. The two film companies rent production facilities for their motion pictures and television productions.

Tom Belcher, director of tape activities for EUE/Screen Gems, has been appointed director of the video-tape operation.

Globetrotters to widen ABC-TV's 'Wide World'

ABC-TV in Los Angeles has announced the acquisition of exclusive rights to televise Harlem Globetrotter basketball games for the next three years. The games will be televised on basis of one each season as part of ABC's Wide World of Sports.

ABC-TV also revealed that the Bing Crosby pro-am tournament from Pebble Beach, Calif., has been added to the network's golf coverage for next year. Bing Crosby competition will be the first (Jan. 27-28) of 12 tournaments to be telecast by ABC Sports during 1973.

Justicia leader injured

Ray Andrade, president of Justicia, a Los Angeles-based organization that purports to represent Chicano interests in the entertainment industry, last week suffered serious injuries when an explosive device went off near him. Mr. Andrade was hospitalized with head injuries. Los Angeles police have not yet determined who set the explosive device.

Justicia is identified as opposing "de-meaning paralyzals" of Mexicans in television and motion pictures. In one of the group's more recent actions, negotiations were carried on with NBC-TV resulting in the network indicating that it will no longer schedule the movie, "Return of the Seven" (Broadcasting, June 5).

Wounded in hijack attempt. NBC-TV's Bonanza series, still revamping cast and story lines due to the death of Dan Blocker (Broadcasting, May 22), last week received more bad news. Victor C. Young, who portrays Hop Sing, the cook at the Cartwright ranch in the series, was shot during last week's abortive hijacking of a Pacific Southwest Airlines jet traveling from Sacramento to Burbank, Calif. Mr. Young, a passenger on board the plane, suffered a gunshot wound in his left side. He underwent surgery and his condition was listed as fair. The two hijackers were shot and killed by FBI agents.

For all to see

TNT Communications Inc., New York, has been selected by both the Democratic and Republican National Committees to provide large-screen color television via closed circuit at their political conventions in Miami Beach. For the Democrats, TNT will install two large-size screens on either side of the podium to bring programs to an audience of 16,000. For the Republicans, TNT will supply three of the screens and also will be in charge of professional television presentations, including prompting facilities and services, coaching, rehearsals and make-up.

Waiver continuation asked

CBS has petitioned the FCC for waivers of the prime-time access rule to permit affiliations and simulcasts of all networks to carry one-time-only network or public-affairs programs in prime time if they are preceded by an hour of local news or public affairs.

CBS also asked that its owned and affiliated TV stations be permitted to broadcast CBS News with Walter Cronkite or other news services in prime time under the same condition.

Noting that FCC last year granted a waiver for the 1971-1972 season, CBS said an extension of the waiver in 1972-1973 would enable the networks to continue broadcasts on "pressing and newsworthy events facing the nation."

'Kingdom' bags ratings. Mutual of Omaha's Wild Kingdom, which is completing its first season in syndication, has been ranked as the top syndicated series in terms of audience, the insurance firm said last week.

Analysis of ratings of the 271 syndicated shows compiled by the American Research Bureau in its latest 1972 sweep showed Wild Kingdom has over 27 million viewers, the company said.

The series, formerly on NBC-TV, begins its second year in syndication this fall on stations in 213 markets, according to Mutual. The series will continue to emphasize ecology and wildlife conservation.

Auto racing at Pocono. Fifty-five radio stations have signed to date for coverage of Schaefer 500 at Pocono International Raceway, Long Pond, Pa., on July 29, starting at 1:30 p.m., EDT and ending at 4:40 p.m. Stations will be provided with either continuous live coverage or periodic progress reports, arranged by Associated Sports Radio Network, Brooklyn, N.Y., which is distributing the program produced in association with Empire Radio productions.

Sixth year for Cousteau. ABC-TV will telecast for a sixth season The Undersea World of Jacques Cousteau series. Four new one-hour specials will be telecast during 1972-1973 on dates to be announced. Program titles are "Lake Tanganyika," "Walrus," "Singing Whale" and "500 Million Years Beneath the Sea."

Added Recruit. Composers and Lyricists Guild of America joins Film and Television Coordinating Committee, organization created to coordinate campaign against alleged excessive re-runs or primetime overruns by networks. Other guilds and unions behind campaign, using slogan "Save TV Original Programming" (Broadcasting, June 19), are Musicians Local 47, Hollywood; Writers Guild of America, West; Screen Actors Guild; and all organizations encompassed by Hollywood AFL Film Council, including cameramen, film editors, film extras, publicists and others. Composers and Lyricists said it will put full collective nationwide support "to stimulate more original programming in place of unhealthy and malignant growth of re-runs in network prime time."

From film to tape. Reeves Cinetel Inc., New York, has been engaged to transfer a series of motion pictures to video cassettes for Athena Cablevision Corp. for use in Holiday Inn test installations in various cities of the U.S. being transferred to tape include "The Odd Couple," "A New Leaf," "T. R. Baskin," and "Harold and Maude."

Creativity awarded. WBAL-TV Baltimore, has announced winners of 19-week creative TV writing contest, held to encourage local talent and to provide imaginative programming. First prize of $3,000 was awarded to William Arnold Kramer, 21-year-old Johns Hopkins University student. Additional prizes, totaling $5,000, were given to six other contestants.

Fighting Irish. Total Communication Systems, Pittsburgh, has produced for radio syndication 130 one-minute features on Notre Dame football. Series, The Fighting Irish, Fact and Fiction spans five decades, with early years being narrated by Jim Crowley, former Notre Dame star and one of Four Horsemen. Paul Hornung narrates the interim era and Terry Hanratty brings it up to date.

Prime-time access sale. Hanna-Barbera Productions, North Hollywood, with Sy Fischer Co., Los Angeles, acting as sales representative, has sold new nighttime animated comedy series, Wait Till Your

Broadcasting Jul 10 1972 41
Father Gets Home to five NBC-TV owned stations. Series, which includes 24 half-hour episodes, is designed for 7:30 p.m. time slot, starting in fall. Rhodes Productions, Los Angeles, will distribute series in markets outside those in which NBC-owned stations operate. Viacom International, New York, will handle foreign distribution.


Travel tips. Horizons Communications Corp., New York, program syndicator and group station owner, has signed travel of Richard Rice, Joseph Kaufman, for half-hour dramas under its Horizons division. KFWB, Los Angeles; KSFQ, San Diego; and KJLC, Las Vegas, later to be announced.

New division. Don Fedderson Productions, North Hollywood, Calif., has established special division to license and merchandise TV and motion picture properties and characters to manufacturers for retail sales. New merchandising division will be headed by Charles P. Spira as president. Jack V. Arbib, formerly vice president of marketing for Viacom Inc., New York, has been named vice president and general manager of division with offices in New York. In addition, Les Kaufman, public relations and advertising director of Fedderson parent company, will be West Coast sales director of new division.

Dixon children's series. Barnett Zlotnick, New York agency, has announced affiliation with Jean Dixon, syndicated columnist and clairvoyant, for production of half-hour weekday children's series, Mike, the Magician. Series, geared to 4- to 11-year-olds, is scheduled to begin production in July with hoped-for network air date in January 1973. Program will combine live and animated sequences with most commercial placements at front and back of programs and minimum interruptions within show.

For girl watchers. Viacom Enterprises plans to beam 21st annual Miss Universe Beauty Pageant from San Juan, P.R., on July 29 to at least 30 countries. Two-hour special will be sent live via satellite to approximately half the countries and by tape or film to others. In U.S., program will be carried on CBS-TV.

Newsmen's privilege: Court action may prompt legislation

Back-burner bills in both Houses get renewed attention while Pappas, Caldwell and Branzburg await ultimate disposition of their cases

The decision handed down by the Supreme Court two weeks ago denying newsman protection of their confidential sources and information when testifying before grand juries has for the time being led to rest the over-all issue. Disposition of the three cases directly involved in the decision is now in the hands of prosecuting attorneys in Massachusetts, California and Kentucky. But the Supreme Court's ruling has raised the eyebrows of those on Capitol Hill charged with newsman's privilege legislation, and there were indications last week that the time may be ripe for congressional action.

Lawrence J. Baskir, chief counsel and staff director of Senator Sam J. Ervin's (D-N.C.) Constitutional Rights Subcommittee, said the decision "gives us every reason to take another look" at the newsman's-privilege bill (S. 1311) sponsored by Senator James B. Pearson (R-Kan.).

The bill provides that newsman could not be required by any court, grand jury or federal agency to disclose sources and information gathered in a professional capacity. The protection would not apply to the court's requested defamatory information in cases where the defense is based on the source of that information. It would also not apply to sources of information about a proceeding that is required by law to be kept secret, or when there is substantial evidence that disclosure of confidential information would jeopardize human life or national security. An identical bill (H.R. 4271) was introduced in the House by Representative Charles W. Whalen Jr. (R-Ohio) and the Senate.

Some discussion of the Pearson bill came out in hearings Senator Ervin held on freedom of the press (BROADCASTING, Oct. 4, 1971, et seq.). But the senator did not deal with the bill in his subcommittee because he was hoping the Supreme Court would rule favorably in the three newsman's privilege cases.

There is nothing now standing in the way for consideration of the Pearson bill, Mr. Baskir said. But he added that Senator Ervin has not yet decided whether he will take action.

Meanwhile, Senator Alan Cranston (D-Calif.) has introduced legislation similar to the Pearson measure—but without the exemptions. Senator Cranston, former correspondent for International News Service, was a Pbs bill (S. 3783) on June 30 to "fill a void" created by the Supreme Court's decision. He noted that the court did not forbid the press from being granted the protection by statute; that it "merely found that the press does not have it by inherent right under the First Amendment.

The Cranston bill states that "a person connected with or employed by the news media or press cannot be required by a court, a legislature, or any administrative body to disclose before Congress or any federal court or agency any information or the source of any information procured for publication or broadcast."

In addition to the Whalen bill, there are two other newsman's-privilege bills pending in the House—H.R. 1054 by Representative Ogden Reid (D-N.Y.) and H.R. 837 by Edward Koch (D-N.Y.) and 52 co-sponsors.

A spokesman for Mr. Reid (former editor and publisher of the defunct New York Herald Tribune) said the congressman has discussed his bill with House Judiciary Committee Chairman Emanuel Celler (D-N.Y.) and has been assured that Mr. Celler will give it "active consideration."

According to a spokesman for Mr. Koch, Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary subcommittee charged with newsman's-privilege legislation, promised Mr. Koch that he will call the subcommittee to executive session after the recess, which ends July 17, to decide whether the subcommittee should deal with the several bills in light of the court's decision.

In addition, the spokesman said, Mr. Koch has written Richard Neustad, chairman of the Democratic Platform Committee, asking that the issue of newsman's privilege be included in the Democratic platform that was completed two weeks ago (BROADCASTING, July 3).

The Supreme Court's decision was in response to separate appeals lodged by Paul Pappas, a cameraman for WTEN (TV) Bedford, Mass.; Earl Caldwell, a reporter for The New York Time' San Francisco bureau, and Paul M. Branzburg, former reporter for the Louisville (Ky.) Courier-Journal who is now with the Detroit Free Press. The three had refused to provide information to grand juries in New Bedford, San Francisco and Louisville and Frankfort, Ky., respectively.

Mr. Pappas, who refused to tell a jury what he had seen at a Black Panthers headquarters, said last week that the decision to pursue or drop contempt charges against him rests with Phillip Rollins, district attorney for Bristol county, Mass. He said that Mr. Rollins, appearing on WTEN following the court's decision, said he wanted to study the finding before deciding whether to continue the case.

In order to consider his case, Mr. Caldwell said, a federal court in San Francisco would have to "start all over again" by issuing another subpoena calling for information he previously refused to provide regarding the Black Panthers. But he said he was hopeful that the government would drop its appeal that the Black Panther investigation is concluded and that the Supreme Court has ruled in the government's favor.

Mr. Branzburg appeared before but refused to provide a Louisville grand jury with information he had gathered in writing a story on hashish. He did not
answer a Frankfort, Ky., grand jury summons to disclose information about the sale and use of marijuana. Mr. Branzburg said last week that the decision to continue the two cases rests with Edwin Schroering, commonwealth's attorney for Jefferson county, Ky., (Louisville), and William Brooks, commonwealth's attorney for Franklin county, Ky. (Frankfort). If they decide to continue the cases, Mr. Branzburg said, they must seek separate orders from a Michigan court to compel his appearance before grand juries in Kentucky.

Press club's report: a matter of timing

Release date for study of relationship between administration and media is delayed until after the elections

The National Press Club believes it has ducked charges of partisanship; it changed the date for a final report on an investigation of President Nixon's relations with the news media to after the national elections.

Last month the club's board called for a report by Oct. 2, raising the cry of politics from some members. Last week the date was changed to Dec. 15 by the club president, Warren Rogers of the Chicago Tribune-New York Times Syndicate, and the club's professional relations committee, which is to conduct the study. The change of date is subject to board approval, but it is understood that the action is acceptable to a majority of directors.

The move was made for the study, according to Mr. Rogers, after complaints by members indicated "a problem of serious proportion exists in the relationship between the administration and the news media."

Foremost among the complaints, Mr. Rogers said, was Mr. Nixon's year-long lack of a full-scale news conference (but the President held one June 29, two days after the board action); the fact that the White House names members of the reporters' pool who accompany the President on trips, rather than the correspondents doing so themselves; the fact that no foreign correspondents were included in either the Peking or the Moscow trips, and the criticisms of the news media by administration spokesmen that began in 1969 with Vice President Agnew's speech in Des Moines, Iowa.

The professional-relations committee is headed by James H. McCartney of the Knight Newspapers, with Peter Lisagor, Chicago Daily News, as board liaison, and Dan Rather, CBS News, among the other 11 members.

Mr. McCartney said he hopes all news organizations, like Sigma Delta Chi, the American Society of Newspaper Editors, and the Radio-Television News Directors Association, will participate. The plan, he said, is to compile statements about the news media made by administration spokesmen, to collect experiences of newsmen with administration officials, solicit rebuttals from administration representatives, and possibly conclude with a public confrontation between newsmen and administration officials—but after the elections.

Helping hands. Disaster relief of a different kind was afforded WBRE-TV Wilkes-Barre when its studios were inundated by flood waters. Forced to evacuate to its transmitter site, the station set up temporary operations in a garage. The Ampex 1100 in the top picture was borrowed from WVIA-TV, the area's noncommercial station. The RCA TK44 was its lone line camera, evacuated with a skeleton crew from downtown, NBC network service was rebroadcast from WICZ-TV Binghamton. WDAU-TV Scranton provided both film and processing facilities. Among the volunteer assistance afforded the station was the sneakered "newscaster" reading bulletins in the bottom picture, and three students from the local high school who showed up with tapes made on a Sony ¾-inch Portatap. They were picked up by the station camera directly from a monitor. These pictures were taken by freelance photographer Steven T. Smith of Williamsport, Pa.

Second chapter on Agnes coverage

Broadcasters, caught up in the East Coast deluge, matched it in community service

As hard-hit states begin the task of rebuilding what tropical storm Agnes destroyed, more reports of broadcast activities during the flooding are becoming available. The impressions left after the flood hit (Broadcasting, July 3) continue to be reinforced: Stations that were able to stay on the air frequently departed entirely from business as usual in their attempt to provide service to stricken areas. Many stayed on the air for days at a stretch.

Following is a second sampling of that activity. The list is in no way a census; it is representative of what many other stations were doing.

Wilkes-Barre, Pa.: WILK(AM) became the headquarters for an information network of four stations after the floods hit on June 22. The next day, WILK was forced off the air, but through an auxiliary transmitter was able to act as a clearinghouse for information, feeding other stations by telephone lines. WYZZ(AM), the only Wilkes-Barre station able to stay on the air nearly all of the week of flooding, was designated as the base station for a northern Pennsylvania "flood information network" of 13 stations. That operation began the morning of June 24, with regular messages every hour at fifteen minutes after the hour, and bulletins as necessary.

Poughkeepsie, N.Y.: WKIP(AM) departed from its regular format to air appeals for food, clothing and supplies for the hard-hit area of Elmiria-Corning, N.Y. (Poughkeepsie itself barely missed disaster). Within 36 hours, the station had collected more than 100,000 pounds of goods and $3,000 toward a flood relief fund. Through continued communication with Civil Defense, WKIP was able...
Informant hotline featured in KTTV anticrime project

Nightly newscast concentrates on a particular unsolved case with rewards to tipsters

Since last April, KTTV(TV) Los Angeles has been offering rewards to viewers for information helping to solve a specific, major, unsolved crime in the community. Called "Secret Witness," the anticrime project is a featured segment of the station's nightly news hour.

The crime, chosen by KTTV News Director Chuck Riley and Assistant News Director Frank Elmqquist primarily for its human-interest value, is factually recreated on the news program, followed on succeeding nights by recaps of developments and details of the "Secret Witness" reward offer. "In essence we're buying information," says Mr. Riley. To protect anonymity, informants are given a special code. Substantial rewards are offered in each case, so far ranging from $1,000 to $5,000. The nature and seriousness of the crime determine the amount of the reward.

The station tries to publicize only one case at a time. But not necessarily is one case at a time handled by the station. Each case is given about a week's exposure. Periodically the station will refer back to a case that has not yet been solved.

A "Secret Witness" hotline has been set up at the station to receive information about the crime being investigated. As many as 25 calls per day have been received. Station personnel manning the special telephones are instructed to follow these procedures:

- Answer "secret witness."
- Make an immediate note of time and date of call.
- Ascertain if the caller is making a legitimate call or playing games.
- Have him give a seven-digit number where he can be reached.
- Information should be typed out and passed on to Messrs. Elmqquist or Riley for evaluation and decision whether to be passed along for appropriate investigation.

"We don't try to play cop," points out Mr. Riley. "We have the approval and cooperation of law enforcement people."

Word of the quest for information in each case is spread via a radio campaign, classified listings and other ads in area newspapers, as well as KTTV's own on-air announcements. For one case—that of an unknown woman found stabbed to death—the station circulated, advertised and presented on camera a grisly photograph of the death mask of the victim.

To date, the station has publicized three cases—two homicides and a hunt for a robbery suspect. While arrests have been made in only one of the cases (not as a result of station information), the "Secret Witness" project has developed several leads and other information.

Model for KTTV's project is the "Secret Witness" public service feature started in 1967 by the Detroit News. Currently some 40 other newspapers throughout the nation are involved in "Secret Witness" projects.

Fingers point at WETA plan

Other local U feels left out, ACTS demands equal time, Kaiser says 'try UHF, you'll like it'

If noncommercial WETA-TV Washington succeeds in its attempt to escape from the UHF band via an "experimental" drop-in on channel 12, it will be over the loud protests of commercial UHF broadcasters.

WDCB-TV Washington, the only other UHF in the nation's capital, has made known its distress over the prospect that it might be left as the only UHF in town. The station also feels that WETA-TV's application amounts to a discrediting of the whole idea of UHF. It will take its case to the FCC.

The All-Channel Television Society, an association of UHF broadcasters, has told WETA-TV President Donald V. Taverner that it objects to the station's spot announcements soliciting letters of support for the proposal (Broadcasting, June 6). ACTS asked for equal time to combat the notion "that UHF television technical quality and service is inferior to that of VHF television and that the latter is a more preferable revision service."

Late last week WETA-TV decided to grant the request for equal time. How
and when the response will be presented
is still uncertain.

In the midst of all this real or
potential combat, the nation's principal
UHF group owner weighed in with a
mock-cheerful approach to the whole
issue. Kaiser Broadcasting offered our
full co-operation to assist you in bring-
ing channel 26 up to its full potential.

Kaiser's vice president and general
manager, Richard Block, told Mr. Ta-
verner in a telegram that WETA-TV's
work could actually deteriorate if it moved to
a "highly restricted channel 12 opera-
tion." He added:

"Kaiser's use of two 60-kw trans-
mitters (as opposed to your one 50 kw)
and modern pylon antenna (as compared
to your obsolete helical antenna) guar-
antees superior performance. Your grant
could go a long way to create a similar plan
rather than be used for the experi-
ment."

The grant Mr. Block mentioned was a
$315,000 award from the Corporation
for Public Broadcasting. It was given
with the understanding that the WETA-TV
experiment could be of national signif-
icance in reducing the percentage of pub-
lic stations that now operate on the UHF
band.

Mr. Block also seized the occasion
to "congratulate" WETA-TV's progran-
ing staff for "obtaining such a high share
of audience in face of the above elec-
tronic difficulties." He said that WETA-TV's
7 share of the late-afternoon audience
"is higher than VHF stations with sub-
stantially comparable prograning in such
markets as Dallas, Houston, Portland
(Ore.), Pittsburgh, Seattle and St. Louis,"
and roughly equal to the shares of non-
commercial V's in several other markets.

"With the [American Research Bureau]
reporting Washington UHF penetration
at 86%, and with growth in UHF being
the fastest of any segment of television,"
he said, "we believe that, upon reflection,
you will agree that your resources can
be far better put to use than taking such
a backward step and one fraught with
so many dislocations and uncertainties."

CPI in $7.5-million pact
for ABC, CBS affiliates

Communications Properties Inc., Austin,
Tex., announced last week that its CPI
Telecommunications subsidiary has sign-
ed contracts with CBS and ABC to pro-
vide a microwave link for the networks
to some of their Texas affiliates.

According to Communications Properti-
es, the microwave system will cost $7.5
million and will serve network affiliates
in the eastern half of the state.

Getting there. Japan has become the
33d country to ratify the world-
wide International Telecommunica-
tions Satellite (Intelsat) agreement
created last August. Ratification by
54 of the 80 countries that partici-
pated in the two-year conference that
drafted it, is required by Dec. 22. It
goes into effect 60 days thereafter.

New CBS amplifier set
for Miami Beach use

New development greatly increases
sensitivity of film, allowing
pick-up with minimum lighting

CBS News said last week that its use
while during its coverage of the Democratic
national convention a light amplifier that
permits filming in almost total darkness.

The amplifier, which may be attached
to any camera, was developed as a joint
project of the CBS Television Network,
CBS Laboratories and CBS News. It has
a light amplification of greater than seven
f-stops and it increases the film sensitivity
of a color film of ASA 160 to the equa-
lent of ASA 16,000, according to CBS
News, and with forced processing, a sen-
sitivity of ASA 50,000 can be achieved.

The color light amplifier weighs ap-
proximately eight pounds and is attached
between a standard lens and a standard
motion-picture camera.

"Lights have always presented some-
what of a problem for us," said Marshall S.
Davidson, CBS News vice president
and director of operations. "But our ex-
perience in Chicago [in 1968] made it
absolutely necessary that we find another
way to film in circumstances when na-
tural light was marginal.

"Artificial light had not only become
danger to our film crews but often cre-
ated artificial conditions. Now we'll be
more unobtrusive or more so than most still
photographers."

Amplex recorder is here

Amplex Corp., Redwood City, Calif.,
which first showed its ACR-25 broadcast
video-tape cassette recorder at the Na-
tional Association of Broadcasters con-
vention in Chicago two years ago
(BROADCAST, April 1970), has
announced that production deliveries
have started and are being made against
a $10-million backlog of orders from TV
stations in the U.S. and Europe. The
first ACR-25 unit has gone out to ktwv-
tv (TV) Tulsa, Okla., with subsequent units
to go to kvyw-tv Philadelphia and South-
ern Television, Southampton, England,
within the next month. Each ACR-25
costs between $150,000 and $200,000
depending on options.

The Ampex broadcast video cassette
unit, which is a reproducer as well as a
recorder, is set up to provide random-
access selection of up to 24 tape programs
or commercials. It can use a cartridge
with a maximum time length of six min-
utes. Ampex says there is a current wait-
ning time for the service of about 10 months
after receipt of order.

All gone: HEW grants

Final $4 million of total $13 million
is doled out for station facilities

The U.S. Office of Education has an-
ounced its final batch of facilities grants
for fiscal 1972—over $4 million to 33
public television and radio stations.

These grants exhaust the $13 million
appropriated for the purpose in 1972
under the Educational Broadcasting Fa-
cilities program. An identical appropria-
tion for fiscal 1973 has been passed by the
Senate.

The latest grants cover 62% of the
total cost of the projects involved. They
are as follows:

<table>
<thead>
<tr>
<th>Location</th>
<th>Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>$67,462</td>
</tr>
<tr>
<td>Arkansas</td>
<td>$194,488</td>
</tr>
<tr>
<td>Calif.</td>
<td>$13,215</td>
</tr>
<tr>
<td>Conn.</td>
<td>$322,500</td>
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<tr>
<td>Fla.</td>
<td>$391,873</td>
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<tr>
<td>Ill.</td>
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<tr>
<td>Ind.</td>
<td>$304,601</td>
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<tr>
<td>Iowa City</td>
<td>$104,608</td>
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<tr>
<td>Kansas</td>
<td>$51,064</td>
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<td>Md.</td>
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<td>Mich.</td>
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<tr>
<td>Mo.</td>
<td>$19,- 535</td>
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<tr>
<td>N.Y.</td>
<td>$194,488</td>
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<tr>
<td>Ohio</td>
<td>$194,947</td>
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<tr>
<td>Okla.</td>
<td>$74,656</td>
</tr>
</tbody>
</table>

The offices of Howard E. Stark
are now located at

445 PARK AVENUE • NEW YORK, N.Y. 10022

Specialists in the purchase and sale of
Television Stations • Radio Stations • CATV • Newspapers
(Same telephone) 212/355-0405
Four from two. WAKR-FM Akron, Ohio, which began broadcasting full four-channel sound last month on a 24-hour basis, has announced development of an engineering system that encodes all stereo tape for quadraphonic sound. The system uses reverberation and frequency-enhancer equipment to provide an effect similar to true four-channel broadcasts, according to Roger Berk Jr., station engineer who developed the idea.

In its comments AMST claimed that some of the issues are covered by one proceeding that resulted in a 1963 order establishing an FM allocations table. But this proceeding remains open with regard to establishing an allocations table for noncommercial FM stations, AMST noted. The other issues, it said, are contained in a proceeding that began in April 1971 dealing with interference to television reception from FM stations and other sources.

AMST said "there is no need to delay a solution to the FM-television interference problem, now recognized on all sides, by splitting channel-6 interference off from consideration in a new and wholly separate proceeding." The commission should direct its attention to resolving issues in the previous proceedings, it said.

And, the way to do that, AMST told the FCC, is to act on a suggestion it advanced two years ago: establish an advisory committee, comprising government and industry members, to resolve the problems.

Noncommercial KXOW-FM at the University of Washington, Seattle, said in its comments that the CPB proposals are "practical" and "would prove effective" in opening up additional spectrum space, insuring that later stations will not be blocked by class D (10-w) stations, and allocating class D's systematically without unreasonable restrictions on them.

Six other noncommercial FM's also filed comments endorsing the proposals.

But the Jack Straw Memorial Foundation, licensee of noncommercial KRAB-FM Seattle and KXBO-FM Portland, Ore., said CPB's plan would be a burden on many smaller educational stations. Some class D's may seem a poor use of spectrum space, it said, "but [we believe this] must be viewed as the price to be paid to allow an occasional rose."

CPB's proposal to eliminate channel 6 interference is "a poor solution, poorly conceived and over-protective," it said. "It would provide insulation into the vacuum of a more liberal and flexible standard of assignment in channel-6 areas."

A new center for CBC

The Canadian Broadcasting Corp. has received government approval to build a new regional broadcasting center in Vancouver. The contract will be awarded to The Foundation Co., whose bid of $103,602,000 was the lowest of seven received by the CBC. The TV and radio complex, scheduled for completion in late 1974, will replace existing CBC facilities.

For New York FM's an inglorious fourth

A failure in the antenna system on the Empire State building in New York knocked 11 FM stations off the air for various periods last Tuesday (July 4).

A spokesman for the Alfred Manufacturing Corp., which operates the antenna facility, said he believed the problem started with a malfunction of a dynode assigned to WBAI-FM within the multiplex period of the antenna, which the 11 stations share. The failure at 6:21 p.m. cut the transmission of signals from WBAI-FM, WRVR-FM, WNYC-FM, WOR-FM and WNCN-FM immediately. WBSLS-FM, WWHM-FM, WQXR-FM, WVEY-FM and WPIX-FM were also off the air at some point during the evening. As of Friday (July 7), full-power transmissions from the tower had been resumed by all but WBAI, which was operating at a 28% reduction with full service expected by Sunday. It was the first such failure in the antenna system since it was installed seven years ago.

### Broadcasting Stock Index

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<th>Weekly market summary of 118 stocks allied with broadcasting</th>
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</thead>
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<td><strong>Broadcasting</strong></td>
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</tr>
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<td><strong>ABC</strong></td>
<td>ABC</td>
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<tr>
<td><strong>ASI COMMUNICATIONS</strong></td>
<td>ASIC</td>
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<tr>
<td><strong>CAPITAL CITIES</strong></td>
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<td><strong>CBS</strong></td>
<td>CBS</td>
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<td><strong>DISTRIBUTED MEDIA</strong></td>
<td>DMDN</td>
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<td><strong>PACIFIC &amp; SOUTHERN</strong></td>
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<td><strong>Broadcasting with other major interests</strong></td>
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<tr>
<td><strong>ADAMS-RUSSELL</strong></td>
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<td><strong>AVCO</strong></td>
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<td><strong>BARTELL MEDIA</strong></td>
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<td><strong>BOSTON HERALD-TRAVELER</strong></td>
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<td><strong>CHRIS-CRAFT</strong></td>
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<td><strong>COMBINED COMMUNICATIONS</strong></td>
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<p>| TOTAL | | | | | | | | | | 64,078 | 3,056,398 |</p>
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<th>Closing June 28</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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<td>CPS N</td>
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<td>44 3/4</td>
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<td>16 3/4</td>
<td>5 8/9</td>
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<td>- .00</td>
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<td>16 3/4</td>
<td>5 8/9</td>
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<td>+ 1 1/4</td>
<td>+ 1 1/4</td>
<td>23 1/2</td>
<td>9 3/4</td>
<td>2,164</td>
<td>31,378</td>
</tr>
</tbody>
</table>

**Total:** 147,963 | 5,621,452

**Broadcasting Jul 10 1972**

47
Broadcast Advertising

John Matthews, VP and executive creative director, Leo Burnett, Chicago, appointed chairman of plans board for Draper Daniels Inc., Chicago agency.

Tim Sullivan, sales manager KLAC(AM) Los Angeles, named VP and director of sales, Metromedia, West Coast operations. KLAC is Metromedia station.

Robert R. Riemensneider, media director and VP, The Quaker Oats Co., Chicago, joins Clinton E. Frank as VP and media director, West Coast, Los Angeles.

Robert Lilley, assistant media director and group head, Grey Advertising, New York, elected VP.

Cliff Levine, with KABC(AM) Los Angeles, appointed sales manager. He succeeds Don Wickes, who continues with station as account executive.

James T. Hopkins, VP, general manager, Rumrich-Hoyt's Baltimore office, elected senior VP.


Marvin L. Krasnansky, in charge of corporate relations, and Raymond J. Ryan, attorney, BBDO, New York, elected VP's.

Vic Ferrante, sales manager, East and South regions, Katz Television, Chicago, named national division sales manager, New York.

William J. Wayland, account executive, RKO Radio Representatives, New York, appointed Eastern sales manager.


Ray Shouse, general manager, wsix-TV Nashville, joins WLKY-TV Tampa/St. Petersburg, Fla., as national sales manager.

Anita Dong, media analyst, Honig-Cooper & Harrington, San Francisco, appointed network coordinator.

Douglas D. Shull, sales manager, wowo-(AM) Fort Wayne, Ind., appointed general sales manager, succeeding H. D. Longworth, who retires.

Douglas Eason, VP and general manager, KATZ(AM) St. Louis, assumes additional duties as national sales manager. Clifford Mantle, with KATZ, appointed sales manager.

Cited for footnote. Three TV-station cameramen were among 15 persons cited in awards presentations by National Press Photographers Association at its annual meeting June 28 at Orlando, Fla. Cornelius M. Kayes, KTAR-TV Phoenix, won the Sam Heller award and Chris T. Button, KARK-TV LIttle Rock, Ark., a Kenneth P. McLaughlin award, while Donald L. Heilemann, WTOP-TV Washington, received an NPAA citation. In addition, Senator Sam Ervin (D-N.C.) was awarded a special citation "in appreciation of his role in seeking to assure that the rights and privileges of news-gathering shall be accorded to the photo-journalist."
tising and promotion, Armstrong Cork Co., Lancaster, Pa., named VP.

Anthony LaManna, promotions manager, fibers merchandising, Eastman Chemical Products, New York, appointed fibers advertising manager.


Bryan Wells, composer/lyricist, Motown Record Corp., Detroit, joins No Soap Radio Ltd., New York radio and television commercial producer, as musical director.

Joanne Dymond, director of promotion and advertising, KSAN(FM) San Francisco, resigns to form own agency, Dymond Advertising, San Francisco.

Pat Prie, administrative assistant to Alfred M. Masini, president and general manager of Tele-Rep, appointed business manager responsible for all administrative activity at Tele-Rep, New York.

Joanne Smith, traffic manager, WAGA-TV Atlanta, appointed commercial operations manager, newly created position. She is succeeded by Becky Lewis, assistant traffic manager.

Jacquie Grudman, senior research analyst, WABC(AM) New York, appointed executive research director.


Mark Goldberg, product promotion supervisor, Armstrong Cork Co., Lancaster, Pa., joins Bishopric and Fielden, Miami agency, as copywriter.

Media

Bill Ward, program director, KLAC(AM) Los Angeles, appointed station manager.

Lynn Higbee, operations director, KCMD(AM) Kansas City, Mo., appointed general manager, KCMD and KFMO(FM) there.

Jerome Johnson, chief engineer and program director, WXAP(AM) Atlanta, appointed station manager.

Deane D. Osborne, general manager, WRRR(AM) Rockford, Ill., named executive VP, Cummings Communications Corp., licensee of WRRR.

David A. Moss, president, WFSU(AM) White Plains, N.Y., joins WPSR(FM) Bridgeport, Conn., as VP and general manager.

Robert W. Hastings, general sales manager, KENY-AM-TV Anchorage, appointed station manager, KENY(AM).

Gayton N. Masters, formerly with Westinghouse Broadcasting, joins WSBK-TV Boston, replacement man. He succeeds Christie Coyle, who joins WJW-TV Cleveland as promotion manager. Both are Storer Broadcasting stations.

Gene P. Mater, special assistant to CBS/Broadcast Group President John A. Schneider, named VP and assistant to president, CBS/Broadcast Group, New York.

John J. Nugent, account executive, KSTP-TV Minneapolis-St. Paul, appointed general manager, KSTP-AM-FM.

Richard F. Mauship, with WBRZ(TV) Baton Rouge, appointed promotion manager.

John Benton, senior attorney, NBC, New York, appointed senior counsel, trade regulation.


Stella W. Maloney, WMEV-AM-FM Marion, Va., elected president, Virginia Association of Broadcasters. Other new officers: Lyle Motley, WMNA-AM Greta, VP; Bill Willis, WSAS-AM-Crewe, secretary-treasurer; Phil Marella, WAVY-TV Portsmouth, VA, eastern region; Ann Siddle, WBTM-FM Danville, VA, central region; Robert Teter, WSL-FM Roanoke, VA, western region, and Wilbur Didd, WAVS(AM) Waynesboro, VA, northern region.

Arthur Sims, creative director, Golden West Broadcasters, Los Angeles-based station group, appointed to similar position, KFIV(AM) Los Angeles.

Programing

Michael Grossman, senior administrator, talent and program acquisition, NBC-TV New York, appointed director, talent and program administration.


Sil Caranchini and Bill Palmerston, production executives, NBC-TV West Coast, Burbank, Calif., appointed production managers.

Marvin L. McMaster, production manager, WTVH(TV) Peoria, Ill., joins WABF-TV Orlando, Fla., as production manager.

Tom Allen, production supervisor, WHIM-FM East Providence, R.I., appointed program director.

Glenn A. Johnson, news director, KGMS(AM)-KFOM(FM) Sacramento-Woodland, Calif., appointed to additional duties as operations manager.

Shirley B. Gillette, director of curriculum and programming, school television service of noncommercial WNET(TV) New York, appointed director of education division. She succeeds Richard J. Meyer, appointed general manager, noncommercial KCTS-TV St. Paul, Minn.

Donald Shelton, director of community services, WNED-TV, appointed associate director of education division.

Broadcast Journal

Breck Harris, WBP(AM) Fort Worth, elected president, Texas Associated Press Broadcasters Association. Other new officers: Roy Eaton, WBP-TV Fort Worth, VP for conventions; Joe Stroop, WBP(AM), secretary-treasurer; Jerry Huddleston, KVOP(AM) Plainview, VP for radio; Ralph Johnson, KLTV(TV) Tyler, VP for television.

Ermetra Bluck, press relations writer, Northwestern University, joins WJKB-TV Chicago as associate producer, news.

Joe Doyle, president, Doyle and Associates, Jacksonville, Fla., joins WJKB-TV there as anchorman.

Maria Luisa Levy, translator, KOOG-FM-TV San Diego, appointed newscaster, KOX(TV) San Diego. Everett Cummingham, KOX(TV) editorial research director, appointed to additional duties as newscaster.

Maria Faller, reporter, WRC(AM) Washington, joins WFTV(TV) Orlando, Fla., as Washington correspondent.


Paul Dallas, general manager and program director, KFJK(FM) Los Angeles, joins KABC(AM) Los Angeles as associate editorial and community-relations director.

Jerry Gross, freelance sportscaster, appointed sports director, KFMB-AM-FM-TV San Diego.

Larry Miller, news director, KMIB-AM-Sioux City, Iowa, joins noncommercial KOSU-FM Stillwater, Okla., as news director.

Cable

Richard M. Galkin, president and chief executive of Down Communications, New York, moves to same posts at Sterling Manhattan Cable Television Inc., New York CATV operator, in mid-July, succeeding William J. Lamb, who resigns. Mr. Galkin formerly was with Time Inc., with which Sterling is affiliated, in various executive posts including those of CATV operations manager of Time-Life Broadcast and financial director of KGOM-AM-FM San Diego, Calif., then owned by Time-Life.

James L. Greene, VP and corporate secretary, American Reserve Corp., Chicago, joins Sammons Enterprises Inc., Dallas-based company with cable holdings, as VP and chief financial officer.

Thomas G. Miller, manager of cable-TV
systems in Niceville and Crestview, both Florida, appointed assistant manager of TV Cable Co., Fort Walton Beach, Fla., subsidiary of Cypress Communications Corp.

**Equipment & Engineering**

Charles Tolep, director of operations, Viacom Enterprises, New York, named VP for operations and technical facilities.


Frank A. Spezarth, engineer and sales staff, Texas Instruments Inc., joins Cerro Corp., New York, as general sales manager for CATV products, newly created position.

J. Gary Atkins, technician, Teletamation Colorado, Denver, appointed district manager, Teletamation Arizona, Phoenix.

Donald V. Pancarella, CATV sales engineer, Oak Industries Inc., Crystal Lake, Ill., appointed manager of sales.


Hugh Hole, executive assistant to president of Vidtronics Co., Los Angeles-based video-tape firm, appointed director of sales.

James C. Morrison, engineering department, Philips Broadcast Equipment Corp., Los Angeles, joins Robert Bosch Corp., Chicago, as marketing manager, Fernsheh division.

**Deaths**

Roy E. Graves Jr., 45, manager of special research services, ABC-TV, died June 29 in Bronxville, N.Y., hospital. He joined ABC in 1956 as a ratings-service analyst and subsequently served as audience-measurements statistician and supervisor of special projects for research section. He is survived by his parents, one sister and one brother.

Hal Walker, 76, director of television and motion-picture comedies, died July 5 at Community Memorial hospital, Tracy, Calif. He was director of TV series I Married Joan. Mr. Walker is survived by his wife, Irene.

Edmund Donovan, 44, technician, CBS-TV network operations department, was accidentally drowned July 2 in swimming pool in Miami, where he was on assignment in preparation for coverage of this week's Democratic convention. Mr. Donovan had been with CBS-TV for more than 20 years. He is survived by his wife and eight children.

Fletcher James Austin, 51, newscaster for Armed Forces Radio and Television, died June 10 at his home in Alexandria, Va. He began his career with WBT (AM) Charlotte, N.C. He is survived by his wife, Gwendoly.
New FM stations

Final action
- Hearing Examiner Forest I. McCrein, Bloomington, Ind., for the broadcasting Bureau of Indiana Air Force Station, five miles west of Bloomington, for June 23.

Actions on motions
- Chief, Broadcaster Bureau for renewal of request for assignment of license to KITF(FM), New York, for June 23.
- Chief, Broadcaster Bureau, for request for extension of time to file financial report to June 23.

Expiring AM stations

Final actions
- KYUK, Bethel, Alaska—Broadcaster Bureau granted license covering new station; trans., license covering area.

Call letter applications
- WKDO, Lockport, Ill.—Seeks new call letters for station.
- WQWO Inc., Waseca, Minn.—Seeks QKDE-FM.

New FM stations

Final action
- Hearing Examiner Forest I. McCrein, Bloomington, Ind., for the broadcasting Bureau of Indiana Air Force Station, five miles west of Bloomington, for June 23.

Actions on motions
- Chief, Broadcaster Bureau for renewal of request for assignment of license to KITF(FM), New York, for June 23.

Existing AM stations

Final actions
- KYUK, Bethel, Alaska—Broadcaster Bureau granted license covering new station; trans., license covering area.

Call letter applications
- WKDO, Lockport, Ill.—Seeks new call letters for station.
- WQWO Inc., Waseca, Minn.—Seeks QKDE-FM.
### Summary of broadcasting

**Compiled by FCC June 1, 1972**

<table>
<thead>
<tr>
<th>Licensees</th>
<th>On air STA</th>
<th>CP's</th>
<th>Total on air</th>
<th>Not on air CP's</th>
<th>Total authorized</th>
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<td><strong>Commercial AM</strong></td>
<td>4,347</td>
<td>4</td>
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<td>3,988</td>
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<tr>
<td><strong>Commercial TV</strong></td>
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<td>3</td>
<td>11</td>
<td>1,512</td>
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<td><strong>Commercial TV-VHF</strong></td>
<td>503</td>
<td>2</td>
<td>6</td>
<td>511</td>
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<tr>
<td><strong>Commercial TV-UHF</strong></td>
<td>184</td>
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<td>6</td>
<td>190</td>
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<td><strong>Total commercial</strong></td>
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<td>2</td>
<td>7</td>
<td>672</td>
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<td><strong>Educational FM</strong></td>
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<td>5</td>
<td>306</td>
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<tr>
<td><strong>Educational TV-VHF</strong></td>
<td>86</td>
<td>3</td>
<td>2</td>
<td>89</td>
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<tr>
<td><strong>Educational TV-UHF</strong></td>
<td>117</td>
<td>0</td>
<td>8</td>
<td>251</td>
<td>113</td>
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<td><strong>Total educational TV</strong></td>
<td>203</td>
<td>3</td>
<td>10</td>
<td>194</td>
<td>123</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
* Includes 25 educational AM's on nonreserved channels.
* Includes translators stations.
* Indicates four educational stations on nonreserved channels.

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**ant. height 490 ft. Action June 26.**

- **W2MF(FM)** Menomonee Falls, Wisc.—Broadcast Bureau granted license covering changes; trans;- ERB 3 kHz for broadcasting programs of change.
- **WPATT(FM)** Berkeley, Calif.—Seeks KRE-FM.

**Call letter application**

- **KPAT(FM)** Berkeley, Calif.—Seeks KRE-FM.

**Call letter action**

- **KEEL-FM** Shreveport, La.—Granted KMBQ-FM.

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**Other actions, all services**

- Chief, Broadcast Bureau, on request of number of labor organizations and similar groups, including Screen Actors Guild, Writers Guild of America, West Coast Motion Picture Film Editors and Canadian Union Local 47, extended through Aug. 10, 10, to file replies to complaints regarding the proposed rule making, and through Aug. 25, 10, to file replies in matter of amendments of rules to limit use of reruns on network-owned or affiliated stations to 25% of prime time in each year, and required identification of rerun material. Action June 23.
- William R. Ray, chief of complaints and compliance division of Broadcast Bureau, informed Commercial FM Broadcasting Co. (KBSN Lido Aviles, N.M.), that lowest-unit-charge provision of section 315 of the Broadcaster's Act does not apply to rates charged for political candidates where advertiser is not charged for any of his announcements. Action June 24.

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**Translator actions**

- FCC adopted new six-page Form 345 to be used by licensees of permits for assignment of license or CP of translator stations and related auxiliary stations (translator microwave relay stations or UHF translator boosters). New form has been designed to contain only basic information required to determine legal, financial, and other qualifications of proposed assignees of translator stations, commission said. Commission pointed out that new form is to be used only where translators and their related auxiliary services are to be assigned and no other type of station is involved. Where TV or FM is to be assigned, a Form 314 will be used in connection with it.
- WCLY(FM) Cleveland—Broadcast Bureau granted CP of translator to change trans and studio location to on Highway 68, 0.8 mile west of courthouse, Hawesville, Action June 19.
- WPVL, Painesville, Ohio—Broadcast Bureau granted CP of translator to change trans and studio location to on Highway 68, 0.8 mile west of courthouse, Hawesville, Action June 19.
- Watk FM Charlestown, Ky.—Broadcast Bureau granted CP of translator to make changes in ant. system. Action June 19.
- WATW-FM Ashland, Wis.—Broadcast Bureau granted CP of translator to make changes in ant. system. Action June 19.

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**CATV**

**Final actions**

- **Concord, Calif.—CATV Bureau granted Micro-wave Engineering, equipment supplier at Concord, in cable TV relay service in order to test transmission of selected television relay equipment used by customers. Authorization is for period July 1 through June 30, 1973.**
- **Redding, Calif.—CATV Bureau granted Tele-Vue Systems Inc., operator of Cable TV system at Redding, Calif., renewal of franchise to continue operation of CARS WHW-61. Action June 26.**

**Actions on motions**

- Cable Television Bureau on request by law firm of Cole, Zybala & Raywil, extended to Aug. 31, 1972, time in which anyone may supplement cable TV and cable TV relay petitions and applications that were pending prior to March 31, to show their consistency with new regulatory program (Doc. 19695, Apr. 1972; 19695, Aug. 1972). Action June 28.
- **Hearing Examiner. Forest L. McClellan in Man- nesota, Fla. (Manisses Cablevision Inc.), CATV proceeding, on examiner's own motion scheduled pending completion of remarks for July 18 (Doc. 18093-S). Action June 21.**
- **Hearing Examiner Charles F. Naumowicz in Cali- fornia, (Desert Television Inc.), CATV proceeding, denied request by South- west Cablevision Inc. for subpoena to appear of Jack Gilber; by separate action, denied motion by California Television to modify order (Doc. 19464). Action June 25.**

**Applications**

- Halifax Cable TV Inc., Daytona Beach, South Daytona Beach, Port Orange, Daytona Beach Shores, Ponce Inlet, Volusia county, all Florida (WSWB TV Orlando, WTG(TV) St. Petersburg-Tampa, WXC(TV) Miami, all Florida).
- Cocoa TV Cable, city of Cocoa, city of Rock- ledge, city of Satellite Beach, Florida, Merritt Island, and Florida TV Cable, city of Mel- bourne, county of Brevard, city of Melbourne Beach, town of West Melbourne, Patrick Air Force Base, unincorporated areas of Brevard county, city of satellite Beach, Broward city of Palm Bay, town of Melbourne, town of Mel- bourne, county of Brevard, all Florida (WXG(TV) and WLV(TV), both Miami).
- Cable Communications of Iowa Inc., Fairfield, Iowa (WTVN(TV) and WTVN(TV)). Action June 19.
- PointView Cable TV, Galipolis, Ohio (WUML- TV Huntington, W. Va.). Action June 19.
- Avoyelles Cable TV Inc., Marksville, Heimmer, Mansura, all Louisiana (WMAS(TV) Bude, Miss.).
- Saginaw Cable TV Co., Saginaw, Mich. (KWXK- TV, WNNI-AM, WNNI(TV) Flint, WJUM(TV) Lansing, WUCM(TV) University Center, WKB-D(TV) Detroit, all Michigan; and KCLW(TV) Windsor, Ont.).
- Saginaw Cable TV Co., Saginaw township, Zil- waaukee, Carlton townships, all Michigan (KWXK- TV, WNNI-AM, WNNI(TV) Flint, WUCM(TV) University Center [Bay City], WKB-D(TV) Detroit, all Michigan; and KCLW(TV) Windsor, Ont.).
- Community Cablevision of South Carolina Inc., both South Carolina (WGST- TV Charlotte, N.C.).
- Armstrong Utilities Inc., Zelienople, Pa. (KDKA- TV, KDKA-AM, WDTV(TV) Pittsburgh; WFMJ(TV)-FM, WKBN(TV), and WYTV(TV) Youngstown, Ohio; WAGT(TV) Johnstown, Pa.; WSTV- TV Steubenville, Ohio; WTRF(TV) Wheeling, W. Va.).
- Lakes Cable, Roued Lake Beach, Ill. (WBBM- TV, WVL(TV), WCTU(TV), WFDL(TV), WGN(TV), WBBN(TV), WBBRO(TV), and WXXW(TV), all Chicago; WREX(TV), WTVO(TV) Rockford, WCED(TV) Freeport, WTVO(TV) Joliet, WJHL(TV) Johnson, WJHL(NB) Janesville, WIHTV(TV), WMYSTV(TV), WMV(TV), WMTJ(TV), WVFTV(TV), all Milwaukee).
- Lodi Cable Service Co., Shreve, Ohio (WKAK- TV Akron, WESVTW, WKYCTV, WWJ TV, WTVI, and WATF; of all Cleveland; WUBA(TV) Lorain, WJAN(TV) Canton, all Ohio).
- New Castle Communications Inc., New Castle, Ind. (WNOJ(TV), WNOJ(NB), WNOJ(FM), WLV(TV), WTVO(TV), WTV(TV), WJTV(TV), WJTV(TV), and WTV(TV), all New Castle; WOFTV(TV), all Michigan).
- Tri-County Cablevision Inc., Seymour, Ind. (WETV(TV), WETW(TV), WETW(FM), all Indianapolis, WTTV(TV) and WTTU(TV) both Bloomingtom, both Indiana; WAVE(TV), WDRV(TV), WDKL(TV), WDKL(FM), WDKL(NB), WKPC(TV), all Louisville, Ky.; WXIN(TV), Cincinnati). Action June 28.
- Gaithersburg CATV Inc., Gaithersburg Md. (WEFA(TV), WEFC(TV), WMB(TV), WCRC(TV), WTOP(TV) and WGT(TV) all Washington; and WBBF(TV), WIZ(TV) and WMAR(TV) all Baltimore).
- Bluefield Cable Corp., Bluefield, W. Va., Bluefield, W. Va., and Bluefield, W. Va., all West Virginia.
- Armstrong Utilities Inc., Poland township, Can- nel township, both Ohio (WFMJ(TV), WKBV(TV), WKBV(FM), WKBV(NB), all Cleveland).
- Continental CATV Inc., Rayne, La. (KHTV(TV) and KURT(TV), both Houston).
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Manager in small market in the Rocky Mountain area. Must be experienced in sales, announcing and program management. Salary or percentage—will discuss with terms to right person. Box G-102, BROADCASTING.

Sales

Immediate opening for experienced salesman with sales management and terminal goods growing market. Write Box G-10, BROADCASTING.

Sales Continued

If you're a good radio salesman—desire to locate in a medium size three station market—sell for a station with more than 50% share of prime time audience—like the midwest region of the country—want an income beyond only—your ability to sell—write Box G-31, BROADCASTING.

Can you sell modern Country in the Midwest with a pulse rating of number two in a 150,000 market? WMPR-TV in Moline. Write for complete details and make money. Write Box G-32, BROADCASTING.

Account executive with confidence and ambition will assist the AM-FM Stereo opportunity in Iowa. Box G-46, BROADCASTING.

Wanted: A combination salesman-announcer. Opening in late August. Will consider applicant with limited experience. Call WRMQ-TV Washington, D.C. Apply at station—will work on a commission basis and make money. Write Box G-106, BROADCASTING.

Ideal place for salesman to move up to bigger market or big station. Know how to handle a beautiful vacationland where there are no big city problems. Contact Charles Persons, Station KYBR, Brainerd, Minnesota 56401.
Announcers

Heavy rock jock needed for medium East Coast market. Good future for right man. Box G-6, BROADCASTING.

Need experienced announcer for MOR station in growing market. Send tape and photo. Box G-11, BROADCASTING.

Personality wanted: For big band show in medium-small Florida market. Must have a strong, dynamic personality. Direct reply to Box 157, Westport, Conn. 06880.

Penna. 160,000 population market full-timer looking for experienced, creative, announcer-seller. Must have terrific voice, $135 a week plus talent and commission. Send resume and tape to Box G-103, BROADCASTING.

Anchorage, Alaska. Professional announcer needed. No beginning experience necessary. Experience desirable. Send letter, resume and tape to Box 1340, New Haven, Conn. 06511.

Midwest: We have an opening for Program Director/Progressive station in market that can service the major newscasts. Send resume, letter, references to Box G-79, BROADCASTING.

We're strong and moving in our new quarters and looking for a first letter. Please send resume and photo to Box 1004, New York, N. Y. 10013.

We are looking for experienced, professional announcers. Send resume and references to Box G-79, BROADCASTING.

Immediate opening for midwestern announcer. Must have strong, enjoyable personality. Send resume and references to Box G-79, BROADCASTING.

Midwest station. Must be 24 years old. Must have desire and ambition to move ahead. Strong personality, very good voice. Write Box 1340, New Haven, Conn. 06511.

Midwest station. Must be 24 years old. Must have desire and ambition to move ahead. Strong personality, very good voice. Write Box 1340, New Haven, Conn. 06511.

Midwest: We are looking for news director who can supervise, develop, and maintain the newscasting of a major TV network affiliate. Experience and qualifications necessary. Send resume and references to Box G-79, BROADCASTING.

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Immediate opening in Florida. Send resume to Box G-13, BROADCASTING.

Fulltime, top-rated 360,000 strong FM station. Excellent opportunity. Send resume and references to Box G-13, BROADCASTING.

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General Manager: Total broadcaster; good record as profit-maker. Strong in business management and personnel management. C&W, contemporary. Looking for opportunity to grow with stable organization. Box G-105, BROADCASTING.

News

Somewhere out there is a dedicated young man who will take his talents to a major newscast in a major city. We are in a new building. We are growing. We are a strong station. Send resume and references to Box G-13, BROADCASTING.

Big AM-FM station in Ohio. Good news experience. Send resume to Box G-13, BROADCASTING.

Immediate opening for a sales manager. Send resume, letter, references to Box G-13, BROADCASTING.

WANTED: Good sales manager. Send resume and references to Box G-13, BROADCASTING.

WANTED: Experienced person to fill key sales opening in medium market. Must be experienced and qualified to fill both TV and radio openings. Send resume, letter, references to Box G-13, BROADCASTING.

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Situations Wanted, Management

Experienced in the following: Business management, sales and programming, and news management. Excellent opportunity. Presently employed. Box G-75, BROADCASTING.

Broadcasting Jul 10 1972 55
Help Wanted Sales. Continued

Pre-retail salesman wanted by group-owned, North Central, middle-market, non-affiliate. Good fit,plus
find future for TVS trained, experienced producer.
Resume and picture to Box G-88, BROADCASTING.

Technical

Maintenance engineer for Midwest UHF. Must have
experience in VTR, color cameras and UHF transmit-
ters. Must state salary requirements first letter.
Box F-211, BROADCASTING.

Maintenance engineer/supervisor, modern RCA equip-
ment, 3 HB VTR, CAVEC, CDOC, splicer, TK06, TK27,
TVWM, TV2U, TWECL, near bench, lake, good climate.
Write giving experience and salary to C.E., KII-TV, P.O.
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Enjoy the best weather in U.S.-Atlanta. Require TV
engineer, good maintenance background. 1st class
FCC license required. Send resume to Chief Engineer,
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Engineering supervisor. Practical, experienced.
Knowledge of UHF and color. Potential. New PBS
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News

CBS Southeast Affiliate needs No. 2 anchor man who
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lead, send rundown and salary expected. Immediate
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Programing, Production, Others

Promotion pre wanted at network affiliated, group
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Post Grad, thirty-nine, married, ten years TV produc-
tion and program experience, good references, seeks
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Billings or collection problems? Positive results.
Accountant, early thirties, four years with network
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Original programs NYC TV. Own radio program. 3rd
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Can announce, switch, direct. Call 303-963-3524.
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son 54871.

News

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Permanent move to a larger market reporter, anchorman,
or part of new management team. Will consider any-
where, any weather, any climate. I'll do your job.
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radio and newspapers. Would consider any market.
I will consider any salaries above $220 per week. Urban specialist.
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ground and has spent one year in secular study and
many hours of hard work as you need. Box G-81,
BROADCASTING.

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Used broadcasting equipment needed immediately.
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Wanted, two Solo-Mag cameras. Model 252 RSC.
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HELP WANTED

TELEVISION

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Original cost about $7000 each. 5-W Elect., Box 23872,
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VHF International, Box 1555, Min. View, Calif. 94040.
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Fidelac, Spotmaster, Revox, Gavox, Electro-voice,
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used equipment. Communication Medias, Box 2292,
Baltimore, Maryland 21207.

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(301) 762-2626.

Broadcasting Jul 10 1972

56
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INSTRUCTION Continued

INSTRUCTION Continued

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Broadcasting Jul 10 1972
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- 10 KW AM—Gates BC-10F—$10,000.
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- FM-1 KW—ITA FM-1000B—$2000; Gates FM-1B—$2500; CCA FM—$1000—$5000.
- FM-3 KW—GE-8T-3A—$1000; CCA-3000CS—$8000; Raytheon Amp—$2500.
- FM-8 KW—Gates FM-5B—$7500; RCA-8T-5B—$3000; Gates FM 5C—$7000; ITA 5000B—(with stereo Gen) $7000; CCA—$5000 DS + Gen—$10,500.
- FM-19 KW—RCA BIT10D—$10,000; Bauer—$5800; GE BF-10DA—$1000; Collins 734 with S. G—$3500.
- FM-29 KW—Gates FM-50B—$11,000; RCA BTF-26C—$12,000; CCA-FM-600000B—$11,500.

Also available used monitors, studio equipment. Contact Bob Sidwell at CCA Electronics Corporation 718 Jersey Avenue Gloucester City, N.J. 08030 609-526-1718

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Radio Station Wanted

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**Radio Station Wanted**

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Box G-98, Broadcasting

FOR SALE Stations

**FOR SALE**

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Northern California College Town. $125,000 with 29% down.
Box G-68, Broadcasting

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From cable's biggest state to cable's biggest company:
Governor Raymond P. Shafer

Raymond Shafer is the antithesis of his predecessor at the Teleprompter Corp. Irving Kahn is a short, heavy-set, tough-talking individual whose flamboyant manner and promotional skills helped put Teleprompter at the top of the cable industry. The former governor of Pennsylvania is a tall, solidly built man who measures his words carefully in a well modulated voice and who exudes dignity and quiet confidence.

Governor Shafer—small-town boy, minister's son, scholarship student, college athlete and World War II hero—was undoubtedly chosen last February to shore up Teleprompter's image. The corporation and Irving Kahn were found guilty last year of perjury, bribery and conspiracy involving the granting of a cable franchise in Pennsylvania.

Although Governor Shafer had virtually no background in the communications field (Pennsylvania, however, is the birthplace of cable and there are now more systems there than in any other state), he has been doing his homework, spending long hours familiarizing himself with the intricacies of Teleprompter in particular and the cable industry in general.

Governor Shafer does have a history of learning quickly and working diligently. At Allegheny College in Meadville, Pa., he was a scholarship student, Phi Beta Kappa and Rhodes Scholar candidate. At Yale Law School he was the first student to serve on the board of both the Barister's Union and the Moot Court.

He maintained a high scholastic average while winning nine varsity letters in soccer, track, golf and basketball; working as a pool pro; including ditch digging ("My father was a poor parson") and serving as president of his college class for four years.

He particularly enjoyed his days at the Yale Law School and points enthusiastically to a photograph of his 1941 class. Among his classmates were Supreme Court Justices Potter Stewart and Byron White, Senator Peter H. Dominick (R-Colo.), Sargent Shriver and Cyrus Vance, former deputy secretary of defense.

Governor Shafer began his legal career with a New York law firm in 1941 and left the following year after World War II had begun. He volunteered for naval duty and became a PT-boat skipper in the South Pacific where he participated in more than 80 combat missions. Among his awards is a Bronze Star medal for rescuing 29 paratroopers stranded under sniper fire on Corregidor. He also commanded the PT unit that carried General Douglas MacArthur back to that island for his promised return.

Following the war, Governor Shafer decided to return to Meadville, which he regards as his home town, instead of resuming a career in New York. He explained that he had two children by that time and elected to raise them in a small community.

He began law practice in Meadville in 1946, and shortly thereafter local leaders urged him to become involved in politics. In 1947, he entered his first political battle as a candidate for district attorney of Crawford county. He won the nomination of both the Republican and Democratic parties, insuring his election. Since then he has won every elective office he has sought. Following re-election as district attorney, Mr. Shafer was elected a Pennsylvania state senator (1959-63), lieutenant governor of the state (1963-67) and governor (1967-71).

Among his accomplishments during his tenure as governor were the establishment of Pennsylvania's Crime Commission and Consumer Protection Bureau, the creation of Departments of Environ-

tmental Resources and Transportation and reform of the judiciary and corrections system. On the national scene, he was elected vice chairman of the Republican Governors Association in 1969 and chairman in 1970. In addition, he served on numerous state and national commissions examining critical issues.

Governor Shafer could not succeed himself in office in 1970 since Pennsylvania had a one-term provision at the time (since revised). He returned to law practice, but spent a considerable part of his time in 1971 as chairman of the National Commission on Marijuana and Drug Abuse.

Governor Shafer's introduction to Teleprompter had its genesis in the proxy fight that was brewing late last fall when an insurgent group led by West Coast industrialist Jack Shafer included Governor Shafer on a proposed board of directors. The proxy fight was called off after the Teleprompter management and the dissidents reached an accommodation. Governor Shafer was elected to the board, which earlier this year, seeking a successor to Mr. Kahn, offered him the post of chairman.

"I made up my mind to take the post after I read the Sloan Commission Report on cable television," Mr. Shafer said. "It points up the tremendous potential of cable, not only for entertainment but for education, medicine and other public-service purposes."

Governor Shafer points to Teleprompter as a company that has grown considerably since its establishment in 1951 and has diversified its base. He said the company operates 132 CATV's, which have about 665,000 subscribers in 33 states, making it the largest cable-system organization in the U.S. Teleprompter also owns the Muzak Corp. and Filmination Inc., a TV program-production company. Teleprompter has about 2,750 employees.

"We had a good year in 1971," he remarked, "and the first quarter of this year was the best in our history."

Mr. Shafer is still an ardent sports enthusiast, and used to attend many of the football games of Penn State University. His favorite participant sport is golf, which he shoots in the 70's, and one of his favorite golfing companions is Arnold Palmer. He enjoys reading books, particularly those dealing with history and philosophy, and listening to music, both classical and popular.

He moved recently with his wife to an apartment on Manhattan's East Side and intends to savor the cultural offerings available in the metropolis. On a more serious note, as a new Yorker, he hopes to play a role in using cable television as an instrument in helping to improve big-city life by stimulating pride in the community.
Hear, hear
The U.S. Court of Appeals in Washington has suddenly stepped away from the image it had acquired as the automatic reverser of FCC decisions made without a hearing. In upholding the commission's rejection of a black group's petition to deny the license renewal of WMAL-TV Washington, the court affirmed the agency's authority to take reasonable action based on filings alone if the facts at hand suffice.

The decision shortens the odds in confrontations between challengers and licensees. Until now it had been widely supposed that almost any petition that pleaded a minority cause would command an FCC hearing upon appeal to the court. Of the settlements already reached between challengers and licensees there is no way to know how many were made to avoid the time and expense of an FCC hearing.

There may also be an effect on third-party petitions to deny approvals of station transfers. In such cases the prospects of extended FCC hearings and court appeals have usually been enough to drive the buyer to an accommodation with the petitioner if not to a withdrawal from the purchase.

Beyond the tactical implications of the court's decision were substantive findings that at least give promise of restoring some order in the chaos of renewals or transfers. The court confirmed the licensee's authority to exercise reasonable discretion in programming to the total audience within the coverage area. It also affirmed the FCC's rejection of the petioners' complaint that a renewal of the WMAL-TV license would lead to excessive concentration of media control. The court agreed that such a protest more properly belonged in a rulemaking procedure than in an individual case in which the media holdings of the licensee conformed to the FCC's existing multiple-ownership rules.

In recognizing the FCC's authority that had been diluted by earlier decisions of the same court, the three judges—who acted unanimously—have given licensees new reason for optimism. They have not, however, lessened the need for the remedial legislation that broadcasters have been seeking. An FCC that sits taller in its saddle may be an improvement over one that must be subservient to the whims of the appellate court, but the transformation presents another threat to stability in licensing.

As the membership of the FCC changes so may its rulings. A majority of incumbent commissioners may seem congenial in most matters, but there is no way to know how a future FCC may behave. The broad standards of license renewal ought to be clarified in law. There is no reason for the National Association of Broadcasters to diminish its work on the bills it has been supporting.

ETV's forgotten goals
Two apparently unrelated events in the Balkanized world of noncommercial broadcasting call for prompt reappraisal of the whole expanse of it and perhaps for a redefinition of its goals. President Nixon's veto of the Corporation for Public Broadcasting's accelerated funding bill came by coincidence just after Washington's noncommercial UHF. WETA-TV, had announced its intention to apply for a VHF drop-in on channel 12, with shorter separations from other stations than had ever previously been sought, and with financing of the "experiment" to come in a $315,000 Grant from CPB.

The President's veto of the two-year funding doesn't put CPB out of business; the corporation has existing funds that will last for a while. It does give Congress, the administration and the independent licensing agency, the FCC, an opportunity to take a new look at what goes on and to determine whether the purpose as well as the language of the enabling acts are being properly served. There are legitimate questions to be asked about CPB's underwriting an assertedly technical experiment that is frankly intended to tear up the television-allocation plan, about PBS's seeking to become a full-blown competitor for general audience, about the solicitation of program sponsorship by commercial firms that think of it as promotion.

CPB officials and its new directors who were named by President Nixon may not be fully informed on the origins and original aims of noncommercial, educational broadcasting, as it used to be called. For example, they should know that although engineers are rarely willing to say that anything is impossible, a respected one told us last week that there is no physical law that will permit the placement of a station of channel 12 in Washington without the destruction of significant parts of the services of two stations in Baltimore, one in Richmond, Va., and one in Wilmington, Del.

In its examination of the WETA-TV channel-12 application, if one is filed, the FCC must consider the probable interference, as well as the propriety of CPB's underwriting the project. It's up to Congress and the Chief Executive to redefine the public policy governing what was to have been a locally oriented television system, emphasizing educational features.

The word game
Broadcasters and advertisers who live by the word are being ravaged by corruptions of it.
Take "consumer" for example. Senator Norris Cotton (R-N.H.) said the other day that the word had become "sacred" and that it was dangerous for a senator to be labeled "anti-consumer," especially in an election year.
Take "public" as in "public broadcasting," which means a noncommercial system that, by measurement of audience, is more private than public. It is a term that ought to be attached to the established commercial system which commands, oh, about 95% of the available viewers. Still, "public broadcasting" is now in use, just as "people's republic" is used by governments that are neither republics nor the people's choice.

"I wish to God he'd bring his new TV Image home with him!"

Drawn for Broadcasting by Sid Hix
Fay Gillis Wells, White House Correspondent for Storer Broadcasting Company, has been named “Outstanding Woman in Broadcasting” for 1972 by Theta Sigma Phi, the national sorority for women in communications and journalism. For her achievement she received the Charlotte Friel Memorial Award. This just makes official what we’ve known all along: that Fay Gillis Wells is a standout.

Broadcaster, writer and aviatrix, Fay is part of our Washington News Bureau team. For seven of the last eight years she has served as the only full-time woman broadcaster reporting from the White House. She was one of three women chosen by the White House to make the historic trip to China with President Nixon. She also traveled to Moscow with the Presidential party.

Congratulations, Fay. You’re an inspiration to all women in broadcasting. We’re proud you’re on our news team.

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Other members of our Washington news team (L to R): Norman Wagy, Bureau Chief; Thomas Spaight, Cameraman; Robert Payne, Cameraman; and Adam Gallan, News Correspondent.
Ward’s in a position to make things happen.

Schedules move around Ward Huey’s desk. Traffic is another of his responsibilities. If you’re considering a highly effective television flight in the Dallas-Fort Worth area, contact Ward for reservations. He’s WFAA-TV’s General Sales Manager.

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