Economics: The shifting fortunes of prime-time access
Facilities: The battle is joined (again) on VHF drop-ins

Broadcasting Aug 14
The newsweekly of broadcasting and allied arts

Winner! 5 Academy Awards
- Best Production
- Best Direction
- Best Film Editing
- Best Art Direction
- Best Screenplay

The Apartment
(Available after Network)
"The action and the dialog tumble with wit, direction is ingenious." — THE NEW YORK TIMES
Just one of the 30 superb feature films for local telecasting in...

UA Showcase 7

United Artists Television
Now hear this!
Atlanta’s WPCH
appoints Blair Radio

WPCH, Sudbrink Broadcasting’s new sound in town is taking Atlanta radio listeners by storm. Who says so? ARB.

In the scant seven weeks from the debut of a new beautiful music format in February, to the start of the April-May '72 ARB survey, Atlanta listeners have thrust WPCH into a tie for the number two spot among metro adults 25-49, Monday-Sunday, 6:00 a.m. to midnight. In another important audience category — metro 18-49 women, 10 a.m. to 3 p.m. — WPCH has moved into a tie for third among the 23 stations covering the Atlanta market.

And now, Blair Radio is your buying link to WPCH, the fastest moving station in one of the fastest growing cities in the nation. In conjunction with WGST, Atlanta, Blair Radio can offer you extensive reach potential.

Get all the latest information about the new radio scene that’s emerging in Atlanta. Call your Blair man today.

BLAIR & RADIO
America’s Leading Radio Representative
A Division of John Blair & Company

Source: ARB Radio Audience Estimates, Atlanta, April-May '72, '71. Audience estimates are subject to qualifications available on request.
GOP honeymoon with the press: Nixon administration calls off its attack, content to have the Democrats in news spotlight. Broadcasters do business as usual, get ready for Republicans’ campaign turn.

The bad news and the good news in radio advertising: 1971 was a banner year; recent pace of spot off.

The independents organize a new force to reckon with in television.

The old order passes at CPB: Macy’s resignation follows Pace’s.

It’s still a Mexican standoff in Tijuana-San Diego broadcast dispute.

It may be no sale for KFSD-FM as FCC calls for hearing on format change.

Adman’s memo plus Jack Anderson equal red faces at OTP.

An FCC documentation on what Hollywood knew about prime-time access: it’s costing the majors $50 million a year, spreading the wealth to smaller producers. Station beneficiaries: major-market independents.

Hope springs eternal for summer replacements. Here’s a report on 1972’s.

A tale of two cities; or, how to put it together in black radio.

No stars in Justice Department’s eyes: It’s negative on program exclusivity.

The fight’s official now: WETA-TV files for its VHF drop-in.

A bumper crop of good news in broadcast-related company reports.
WTEV community programming reflects the many faces of its audience

To enrich the widely different lives of its viewers, WTEV thoughtfully develops community programming to inform, entertain, stimulate and enlighten. Whatever the age, whatever the interest - WTEV meets the needs.

**WTEV**

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

---

**Channel 6**

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Closed Circuit.

Boom time
Television business looks so good in 1972—it's comeback year—that industry authorities are upping their forecasts. Television Bureau of Advertising early in year had predicted modest gains of 5% for network, 5% for national and regional spot and 12% for local. Bureau now estimates that "conservatively" network-TV billing should be up in 8% range over 1971, spot up 10% and local 20%.

New competitor?
There's new cloud on communications horizon, and it may already be bigger than man's fist—in potential impact on cable and broadcast TV. It's called multiple-point distribution service (MDS), common-carrier, omnidirectional microwave service that FCC has established in 2150-2160 mhz band. It was originally conceived as carrier of instructional television to schools and industry or of meetings to dispersed groups in business and industry. But since it can transmit signals to hotels or apartment houses, MDS is now seen as potential medium for pay TV. FCC's Cable Television and Broadcast Bureaus are now urging commission to review subscription-television and pay-cable rules that bar program siphoning from free television to determine whether same principles should be applied to MDS.

As long as MDS bandwidth was limited to 3.5 mhz, nobody paid much attention to it. But FCC two years ago widened band to accommodate TV transmissions, and interest is suddenly high. Now outstanding is FCC rulemaking aimed at developing technical standards to accommodate heavy demand.

Bait
National Association of Broadcasters is about to revive weekly newsletter, covering association activities and trade news. It's another inducement in association's drive for new members (BROADCASTING, Aug. 7). Mulitpage NAB Highlights that had been distributed weekly to members for years was reduced to single-sheet Hotline early in 1971. Heavied-up Hotline, perhaps with new name, will come out in fall.

In the family
ABC reportedly has reached tentative agreement to sell its ABC Films division to group composed essentially of ABC Films management people, headed by President Kevin O'Sullivan. Deal is subject to execution of final contract and ABC board approval. Some 320 film properties are involved, but Mod Squad, Let's Make a Deal and "Prime I," "Prime II" and "Prime III" packages of Movies of Week are considered key elements. Older favorites include Ben Casey, Fugitive, Combat.

It's understood ABC plans to hold out all feature films made originally for theatrical release but may make separate deal for their foreign distribution by new group and sell domestic rights later to new group or some other. Sale of division will terminate months of negotiations with several prospective buyers to comply with FCC rule ordering networks out of domestic syndication.

Standing pat
Office of Telecommunications Policy is busily knocking down rumors that its first and thus far only director, Clay T. Whitehead, will soon leave government service for job in industry. Rumors—some of them indicating he will leave before election day—have been so persistent, and effect on staff morale so severe, that Mr. Whitehead made in-house announcement that he has no plans to leave. Mr. Whitehead has had job offers, sources say, but he intends to stay at OTP at least "through most of 1973"—assuming, of course, re-election of President Nixon.

Try again
Democrats have another television fund-raising project coming up. They've scheduled two-hour prime-time show on NBC-TV for Tuesday, Aug. 29, which is billed as combination entertainment special and fund appeal. Unlike 1½-hour telethon Democratic National Committee conducted on ABC-TV last month (BROADCASTING, July 10, et seq.), this one won't involve telephone call-ins, according to reports last week, though some other features—use of top-name talent and arrangements enabling contributors to charge pledges on credit cards, for example—are expected to be retention. Program is scheduled 7:30-9:30 p.m. NYT. Time costs alone are estimated unofficially at about $330,000. Democrats are now estimating ABC telethon will net $2 million, after all money is collected and expenses paid (see page 29).

Takes one to know one
Long struggle that Boston Herald-Traveler Corp. finally lost last March to keep its WHDH-TV on channel 5 is to subject of book—by author who can claim personal experience in broadcast maneuvering. It'll be work of Sterling (Red) Quinlan, one-time ABC VP in Chicago, who wrote novel, "The Merger," based on his associations with high officials involved in consolidation of United Paramount Theaters and American Broadcasting Co.

Mr. Quinlan has begun interviewing losers of Boston channel 5 and winners—Boston Broadcasters Inc., now operating as WCVB-TV.

Recently Mr. Quinlan has been consultant to International Digisonics, which has been trying to get TV-monitoring system approved by FCC. Last spring, as 70% owner of applicant that had challenged incumbent WODA-TV for channel 8, Moline, Ill., Mr. Quinlan participated in $400,000 settlement under which his company withdrew (BROADCASTING, May 22).

Imus in the night?
Though he refuses to confirm it, Jack Thayer, who hired radio personality Don Imus for KFOX(AM) Sacramento, Calif., and took him to WGAR(AM) Cleveland two years ago, only to have Imus in the Morning lured away by WNBC(AM) New York last winter, reportedly plans to resign as general manager, WGAR, to become Mr. Imus's personal manager. Mr. Imus, in production deal with David Susskind, signed agreement for pilot for ABC-TV two weeks ago. ABC officials won't discuss where show might be placed, but speculation places it as possibility for late-night slot. Imus pilot has not been formulated yet, Mr. Susskind says, but will be "interesting hybrid."

Odd lot
When John B. Connally, former secretary of treasury, officially became national chairman of Democrats for Nixon last week, it was no surprise because former Texas governor, ex-broadcaster (erstwhile part-owner of KVET[AM] Austin) and protege of former President Lyndon B. Johnson, had telegraphed word preceding month. What did occasion eye-brow raising was announcement that Leonard H. Marks, Washington communications attorney, director of USIA under President Johnson, and pre-Democratic convention supporter of Senator Hubert H. Humphrey, had become treasurer of newly-formed Nixon committee. While LBJ, as party patriarch, is expected to support solid ticket, several of his confidants have switched to Nixon ticket only. Erstwhile White House aides who have joined Gov. Connally include former press secretary George Christian and former counsel Jack Jacobsen.

Emerging from Middleburg, Va., horse-country to help in Nixon fund-raising among broadcast-connected entities is Thad H. Brown Jr., who was vice president, television, of National Association of Broadcasters two decades ago. His late father, Thad H. Brown, Ohio Republican, was general counsel and later member of Federal Radio Commission, succeeded in 1934 by FCC.

Broadcasting Aug 14 1972
At Deadline

Cutting back on reruns would void profits—CBS

Idea would be counterproductive to both Hollywood craftsmen and viewers, network tells FCC

CBS last week told FCC that pending proposal for 75% cutback in network prime-time reruns would set programing methodology back 20 years while ignoring present-day economic realities. In asking commission to reject proposal, submitted by Hollywood film editor Bernard Balmuth, CBS claimed result of such action would be opposite of what Mr. Balmuth is looking for—namely, increased employment in Hollywood film industry and allegedly greater public interest benefits from reduction of unwanted program material.

Network noted that, according to audience research, only 13% of potential TV audience views particular program first time around. Thus, it said, rebroadcasting such programs clearly serves public interest in that this practice makes show available to 87% of viewers who missed first showing as well as those who want to see it again. It also cited 1967 CBS survey that indicated audiences favor reruns to summer replacements, based on ratings statistics showing replacement programs not faring as well as regular series broadcast for second time.

In addition, CBS claimed, increasing number of episodes in series to 36 per season—actually less than called for in Balmuth proposal—would escalate production costs to level that is more than double combined network 1971 profits. Even in 1969, networks’ most prosperous year, CBS said, network profits would have been “entirely eliminated” under this standard.

And while CBS said it sympathized with plight of unemployed film workers, it claimed this “is not the result of any network action” but rather result of demise of Hollywood studios and changing theatrical production techniques. Contrary to Mr. Balmuth’s contention, CBS said increase in amount of original network programing would probably take production assignments away from Hollywood instead of replenishing them, because networks would be forced to turn to more economical production sources in order to recover losses from increased program obligations.

Another point in opposition to Balmuth proposal was voiced at commission by Carl F. Stoner, president of independent stations KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. Firm claimed cutback in reruns would hurt independent producers because it would reduce amount of prime time available for syndicated material. This, in turn, would cause “substantial tightening” of market for syndicated off-network programing—thus independent stations thrive on—Chris-Craft said.

Broadcast pleadings last week came on heels of FCC filing by coalition of 17 film industry unions in support of Mr. Balmuth’s plan (see page 45).

Senate passes election bill; matches Stanton reform plan

Proposal that would prevent voters in West from being influenced by broadcast projections of outcome of national elections cleared Senate late last week.

Under Senator Hubert Humphrey’s (D-Minn.) rider to bill authorizing funds for American Bicentennial Commission, election day would be holiday and opening and closing of all polls would occur simultaneously. Polls would open at 11 a.m. EST and close 12 hours later. Provisions would apply only to presidential and congressional races.

Proposal is identical to recommendation CBS Vice Chairman Frank Stanton has pushed for number of years, and repeated to Democratic platform committee two months ago (Broadcasting, June 26).

Humphrey rider was adopted 52 to 33; overall bill passed by 87 to 0.

House has not yet acted on similar bill, which does not contain provision similar to Humphrey amendment. Rider will be one of differences ironed out in eventual Senate-House conference.

Unpersuasive

J. B. Stoner, white racist candidate whose paid advertisements attacking “niggers” raised storm in Georgia and at FCC (Broadcasting, Aug. 7), finished well out of running in campaign for Democratic nomination. With about 75% of precincts reporting as of Friday (Aug. 11), Mr. Stoner was running fifth in field of 15 candidates, with 30,266 votes or about 5% of total. (One of four candidates whose totals topped his was black activist.)

Great Krypton! Warner Bros. Television, in what company feels is major acquisition, has gained worldwide TV distribution rights to 104 live-action half-hour episodes of Superman and 69 animated half-hours of package of Superman/Batman/Aquaman cartoons. Total of 173 episodes involved in acquisition were originally produced by National Periodical Publications Inc. Both live-action and animated packages previously were distributed by Television Programs International for National Periodical. Animated episodes are all in color, as are half of live-action programs.

Chicanos plan organization to help in acquisition of broadcast properties; seek Spanish appointment to FCC

Planning will begin soon for chico con-
ferece to establish national organization that would be based in Washington and whose purpose would be to aid chicanos seeking to acquire ownership of broadcast stations. Decision to set up confer-
ence was reached at First National Span-
ish Speaking Radio Broadcasting Seminar, held in Washington for three weeks last week. Seminar, attended by 16 chicanos from Southwest, West and Midwest, was sponsored by Interstate Research Associates, chico nonprofit consulting firm.

Group attending seminar named six-
member working committee that will plan for conference, expected to be held in four to six months. Community Relations Service and IRA will provide committe with technical assistance.

Rick Bela, counsel for IRA, who will assist committee, said group feels national organization is needed to provide Washington representation to chicanos interested in broadcasting, and to help raise financing for those who want to acquire stations.

In second move indicating determination to make chicanos more visible in communications matters, group resolved to seek representation on FCC. It will ask Spanish-speaking people to urge ap-
pointment of Spanish-surnamed Ameri-
can to next vacancy on commission. That is due to come June 30, when Commissi-
ioner Nicholas Johnson’s term expires.

Code authority issues rules for TV personal product ads

Among stringent guidelines issued Friday (Aug. 13), for advertisers and a-
gencies planning to advertise personal feminine products on TV: no hard sell, no graphic language or video portrayals, generalized statements permissible depending on context, copy must not play on possible fears or insecurities. They follow acceptance by National Association of Broadcasters television board and code review board of one-year test of TV advertising for such products as sanitary napkins, tampons and douches (Broadcasting, July 17).

In issuing guidelines, Television Code Authority, which acts as clearing house, indicated broad requirement that all such advertising copy and claims adhere to “stringent standards” in taste and in substantiation and that there’s to be strong consideration of audience composition in commercial scheduling. The basic specifications:

"Institutional, trade name and/or reminder ad-
vertising [for products] will be reviewed on a case-

Broadcasting Aug 14 1972 5
WHO LISTENS TO YOUNG PEOPLE?

WE DO!

America's young people are alert to what's happening in the world today. And, what's more, they are vitally concerned. The future of our country is in their hands. Isn't it important that we begin now to listen to their opinions and ideas? It's a beginning on the road to bridging the generation gap, and that is important to young people as well as adults.

Each week, young people from our area discuss their problems and concerns, and even offer their solutions, with Bill Wheless, WFBC-TV Public Affairs Director.

It's just a small thing, but WFBC-TV thinks someone should listen. And, listen we do, each week on "Let's Talk About It," a presentation of WFBC-TV Public Affairs.
POVERTY IN A TRILLION-DOLLAR ECONOMY IS A CRYING SHAME.

Broadcasters are concerned and are doing something about it.
Poverty is a subject that's been hidden in the closet for a long time. And closet space has run out. Because there are now 25 million people in the U.S. living in poverty. That's 13% of the population (in New York City alone, one out of every six persons is on welfare).

More statistics: One-third of the country is considered ill-housed. And by 1975, there will be 16 million on relief. Collecting about 25 billion in welfare payments.

Very sobering facts for the richest nation in the world.


America's broadcasters feel that poverty has had it too easy for too long in this country. And that's why Storer Broadcasting, through its radio and TV stations, is trying to do a lot of things to make sure that poverty gets exactly what it deserves. Extinction.

WAGA-TV in Atlanta fights poverty and related diseases in many different ways.

In a series of editorials, WAGA-TV backed Mayor Massell's proposals for a two-city plan for North and South Fulton. It emphasized that the opening up of new sites for more and smaller housing projects was necessary for real progress. Channel 5 stressed the fact that low income must not carry a label of bad citizenship. Nor should it condemn people to the slums. The station also actively backed passage of a bill that would give people protection against "blockbusting" tactics used by salesmen to scare and intimidate people into selling their houses—a practice that can turn neighborhoods into ghettos.

Among other proposals backed by WAGA-TV with strong editorial support: Put a ceiling on Metro Atlanta's population. Overhaul the welfare system. Establish a green belt around Atlanta by means of state zoning, building permits or water connection. Annex some of the suburbs to Atlanta. Start federal and state action to provide jobs and houses outside the metro area. And build more outlying clinics for better medical care for low income and impoverished people.

WSPD-Radio Toledo believes in spreading the wealth around.

WSPD-Radio spoke out for the principle of widely "scattered" public housing units as opposed to the clustering of subsidized dwellings in a relatively few blocks or neighborhoods. It helped. For as a result of the editorial, Toledo's housing authorities started to look for "scattered" lots in older sections of the city. In another series of programs the housing problems of greater Toledo were discussed. The YMCA Town Meeting also covered such subjects as the rehabilitating of neighborhoods and the capital investment program.

WJBK-TV Detroit puts it this way: Get the people involved who can do something about poverty.

Every year WJBK-TV invites the Michigan Legislature, the Mayor of Detroit, and the Common Council on a personal tour of Detroit. They get a first-hand look at what conditions are in the inner-city, what the problems are and what's being done to make things better. The annual tour helps spotlight the legislative and financial support the inner-city must have if it is to survive. Has the tour been successful? It has. This is the third year the station's done it.

The station has also aired live discussions with Detroit's Mayor Gribbs and City Controller Robert Roselle concerning financial problems threatening Detroit. And with area housing experts on problems cities face in providing adequate housing of all types, urban renewal and financing.

WITI-TV Milwaukee thinks editorials are important. But people have to do something about them.

During the last year over 50 editorials and programs have been carried by Channel 6 dealing with topics ranging from urban development to poverty and what can be done about them.

One was a progress report on the black-operated health care delivery program that aims to partially fulfill an urgent need in the inner-city. Another backed a 7-county plan for low income housing.

WJW-Radio Cleveland says you can't have a home unless you have a house first.

On a program called "City Club Forum" WJW interviewed Bob Fitzgerald of the Cleveland Metro Housing Authority. He discussed its aims, history of subsidized housing and government policy change toward home ownership. "Mission to Metropolis" invited figures from major religious organizations on the program. They discussed how they worked together to improve housing for low income groups. They also covered the housing situation of the poor, and the problems of racial and economic discrimination.

The program invited the Director of Interfaith Housing Corporation to talk about ways to improve housing for low income groups (the prime need: replacement of housing for persons already in the area).

Concerned stations—talking to concerned citizens.

All Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.
by-case basis and are recommended as advertising approaches...the use of hard-sell techniques is unacceptable.

*Graphic language and video portrayals concerning product/body functions and mechanics are disallowed...generalized statements relating to grooming, femininity, freshness, etc., are acceptable, depending on context.

Statements related to supplemental aspects of a product and general product descriptions may be acceptable...a disclaimer of specific copy and over-all content...copy must not in any way play on the possible fears or insecurities of individuals..."}

Despite code authority request that advertisers delay copy submissions until guidelines were issued, four scripts have already been received in New York code office, two for sanitary napkins and two for douches. Advertiser previously identified as having submitted copy was Scott's Confidets (which had advertised on non-code stations).

CCC to buy Louisville U; would be full house in TV
Group-station owner Combined Communications Corp. announced last week that it has agreed to purchase WLKY-TV (ch. 32) Louisville, Ky., from Sonderling Broadcasting Corp. Terms of transaction weren't disclosed but it was reported station will go for approximately $8.3 million.

Announcement came less than month after CCC contracted to buy Sarkes Tarzian's WPTA(TV) (ch. 21) Ft. Wayne, Ind., for $3.625 million (BROADCASTING, July 31). WPTA and WLKY-TV, sales of which are subject to FCC approval, will be firm's first two UHF stations and will bring it a TV roster to full complement of seven stations. CCC already owns KTAR-TV Phoenix and KBLU-TV Yuma, both Arizona; KOCO-Oklahoma City; KTAR-T(V) Denver, and KARK-TV Little Rock, Ark. It also owns radio stations KTAR-AM Phoenix and KBLU(AM) Yuma.

Karl E. Ehn, president of Phoenix-based firm CCC, said relatively high consideration for WLKY-TV was based on station's ABC-TV affiliation and profitable showing in recent years.

Sale is seen as another step in Sonderling's announced program to realign its broadcast interests "into areas which present more attractive growth potential." Policy was announced in June by company president Egmont Sonderling in connection with firm's acquisition of KKKK-AM-FM Houston-Pasadena, Tex., in exchange for Sonderling's Long Beach, Calif., radio properties, KFOX-AM-FM Dallas; cash and notes (BROADCASTING, June 12). Company has been increasingly active in motion-picture theater operation.

Rex Howell reassumes control at KREX; Miami transfer OK'd

FCC has authorized Rex. G. Howell, former owner of KREX-AM-FM-TV Grand Junction, Colo., to regain control of those stations through purchase of stock in licensee, XYZ Television Inc. Mr. Howell sold stations to Forestville Realty Corp. in 1966, but retained stock interest in XYZ. Forestville said it had experienced substantial losses in operating stations and had been unable to find buyer for them. Transfer of control to Mr. Howell will be effected through his purchase of XYZ stock owned by Forestville and others. Transaction includes assumption of control by Mr. Howell of KREX-TV satellites KREY-TV Montrose and KREZ-TV Durango, both Colorado.

Commission also approved transfer of control of Coral Television Corp., licensee of WCIX-TV Miami, from Frances D. Clune and others to General Cinema Corp. Transfer involves conversion of debentures purchased by GCC within past few days into Coral stock. Commission said it will determine grant fee later, since it was not known exactly how much transaction is worth.

Macdonald laments Macy resignation, vows to push public broadcasting support

"If John Macy has been sacrificed on the altar of a so-called telecommunications policy that is determined to keep public broadcasting weak and puny under the false banner of 'localism,' it's a damn shame," Representative Torbert H. Macdonald (D-Mass.) said Friday (Aug. 11).

Mr. Macdonald, chairman of House Communications Subcommittee and strong supporter of public broadcasting, made remark in statement lamenting resignation of Mr. Macy as president of Corporation for Public Broadcasting (see page 32).

Congressman expressed his conviction that resignation was triggered by President's veto of CPB authorization bill, which Mr. Macdonald had played leading role in shaping. He gave Mr. Macy large share of credit for bringing "order out of the chaos that was educational TV and radio," and vowed that CPB president's mission "will not be abandoned."

Almost in Arlington

County officials in Washington suburb of Arlington, Va., have granted conditional franchise to Arlington Telecommunicatiion Corp., local group whose principals include Frederick W. Ford, former FCC chairman and former president of National Cable Television Association. Franchise was conditioned on successful resolution of some remaining technical issues.

Under franchise, Artec would build countywide system, at estimated cost of $10 million, and would begin linking subscribers to it within two years after final approval of agreement. Final resolution is not expected until early next year.

Canada to build TV center

Canadian Broadcasting Corp. has signed contract for construction of $23-million production center in Vancouver, B.C., due to become operational early in 1975. New center will replace existing facilities and enable CBC to consolidate its English and French-language operations in one building. Cost includes both building and equipment.
### August

- Aug. 21-23—Republican national convention. Miami Convention Center, Miami Beach.
- Aug. 22—Annual meeting of shareholders of Ampex Corp. Offices of company, 401 Broadway, Redwood City, Calif., 3 p.m.

### September

- Sept. 14—Meeting, San Francisco chapter, National Academy of Television Arts and Sciences. City White- head, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.
- Sept. 14-15—Fall meeting, Florida Cable Television. Ramada Inn, Fort Walton.

### October

- Oct. 6-8—National meeting, Theta Sigma Phi (professional women in communications). Marriott hotel, Houston.
- Oct. 8-9—Fall convention, New Jersey Broadcasters Association. Playboy hotel, Great Gorge, N.J.
- Oct. 9-11—Fall convention, National Electronics Con- ference and Exhibition. Communications equipment will be among items featured. Regency Hyatt- O'Hare, Chicago.
- 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 financing of children's television. Yale University, New Haven, Conn.
- Oct. 19-20—All Japan Radio and Television Commer- cial Council (AAC) commercial festival. Top inter- national commercials in five categories will be hon- ored. Hibiya hall, Tokyo.
- Oct. 20-28—International Film, TV Film and Docu- mentary Market (MIFED). Advance bookings by $200 per day prior to Sept. 25, MIFED, Largo Domodose- sota 1 20415 Milan, Italy.
- Oct. 27-29—Fall convention, Texas Association of Broadcasters. Fairmont hotel, Dallas.
SOUL SEARCHING

There's a lot of talk about it. How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of M & H, and we search out the heart, soul, affection and deflection of audiences toward stations. The audience knows why your station and why it doesn't, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.
Guilt won't sell any better than innocence once did

In times gone by, few advertisers were willing to concede product or corporate deficiencies in public.

This simplistic notion encouraged the constant barrage of superlatives with which advertising is still associated. "Unsurpassed," "superior," "best-tasting" are even today favorite adjectives of an older generation of advertisers and advertising men.

It is true that David Ogilvy and William Bernbach introduced more sophisticated concepts for wooing the public. But by and large their followers have either misunderstood the lessons to be learned or have misapplied the techniques. Mr. Ogilvy's "image-building" and what he called a "touch of singularity" gave us a slew of monoponic imitators who saw only the eye-patch.

Doyle Dane Bernbach won particular fame for its underdog campaigns. VW's ugly Beetle and Avis's "We're only No. 2." were obvious examples. But there were other subtle variations: El Al and Levy's bread, Orrbach's and so on. Which is not to say that underdog positioning is necessarily the proper posture for a product leader.

Ogilvy's aristocratic heroes (such as Commander Schweppes) were developed with a rapier-like wit and skill for a generation raised on Errol Flynn romantic derring-do. William Bernbach's warm and funny Bronx characters were ideal for a generation that saw ethnic comics soar to heights of popularity on the tube. The touch in both cases was light and empathetic, and in most cases applied to product, not corporate communication.

But with the rise of ecological concerns and consumerism we are now beginning to see in corporate communications the development of a mea culpa school of advertising that lays on with a heavy brush what Messrs. Ogilvy and Bernbach in their heyday could execute in watercolors.

The result is neither good advertising nor good public service. We salute Ford for "listening better." But if General Motors wants to go Ford one better—"From the wonderful folks who brought you the Corvair recall" would not be exactly the ideal way to introduce a new Chevrolet.

The self-conscious creators of new-wave advertising are understandably self-conscious about the establishment's sins of the past. But their atonement puts one in mind of the repentant sinners lined up at an old-fashioned revival—each outdoing the other in confessions of past errors, presumably to the great plory of their conversion: "I have sinned, brother, oh, how I have sinned."

It is bad enough that the corporate community no less than the public has only so recently awakened to the fact that we are slowly but surely poisoning the one planet we can live on.

But we are all sinners—manufacturers, public officials and the public alike. The endless pursuit of "more, more" and "hang the cost" was not exactly invented by paper mills or public utilities. For advertisers to assume the entire burden of guilt is as foolish as it is naive. If tokenism and breast-beating over minor efforts in pollution control are bad, then this wholesale public confession of exaggerated responsibility for everything wrong in society is equally misleading.

An admission of past error on the part of a politician paves the way for present credibility. "He is human like us," we exclaim. That is fine, but it is hardly the basis for a complete campaign for reelection.

If you admit to no wrong, no error, no limitations you may still win viewers or readers, but if they are left unconvinced you may have done more harm than good.

However, if your emphasis appears to be error or deficiency, then you have posed a new problem. If I couldn't believe you or other advertisers yesterday, what claim do you have to my confidence today?

Humor and simplicity will help—some. But they are not the answer to the entire problem. There is nothing very funny about unsafe automobiles.

Wit is not a substitute for honesty. We laugh at clowns; we do not necessarily believe what they say. Silence in the face of criticism is taken as an admission of guilt; so are bluster and bragadocio. Advertising has had a bad habit of presenting the conservative corporate face in extremist terms.

Because protestations of innocence have failed, we see no mandate from the public that corporate advertising should shift to something akin to the Communist public confession of guilt.

The sharpening focus on governmental regulation agencies in Washington should tell the people in our industry something. They're aware of it. They're scared of it. But they haven't gotten the big message.

It didn't just happen, ironically, under a "Kennedy administration." It's been growing right along. The consumer movement, the FCC, the Federal Trade Commission and Food and Drug Administration aren't going to go away. We made them happen.

Television brought to you by cigarette companies made it possible to dramatize the surgeon general's reports and get cigarettes banned from TV. When a defective Detroit product or food product is recalled, word doesn't just gradually get around. Millions of Americans hear and see about that it that night. Information comes a lot faster than it used to. And it should.

We suggest that a little more straightforward reporting of what is being done (and what sometimes can't be done) to improve products and company performance vis-a-vis the environment and social problems will go much farther along the way to restoring public confidence in corporate behavior.

If the reader or viewer can be intrigued into another story with or headline that invites attention, fine. There is no mandate to be dull, even in The Wall Street Journal. But it's the facts, good and bad, that people are demanding. Damn it, I do want to know what my local utility is doing to clean up the environment. I do want to know what Detroit is doing about auto safety. And I don't want the only story to come from Ralph Nader. Bright as Mr. Nader is, he can't cover everything or always be right and neither can the journalists. I still want to hear the good news just as I want to hear it from the candidate—without it being fed through the prejudices of third parties. Then perhaps I can make up my mind.

A truly informed public is not unreasonable in its demands. But after thousands of years of environmental neglect it is understandably impatient. And given a decade of credibility gaps, the consumer is wary of people who talk ex cessively about guilt and innocence.
Joelie Pehanick thought she had something important to say.

So did KTVU.

Nearly everyone has an opinion, not necessarily the same as ours. Free Speech at KTVU means televising opinions on such things as draft evasion, pesticides, homosexual’s rights, the Socialist Labor Party, the war, women’s lib, abortion, sexual freedom and even taxi fares and animal birth control. KTVU provides the platform, the people of the San Francisco-Oakland market provide the opinions... up to nine times a week. KTVU is proud to be one of the originators of this form of public expression.
July 25, 1972

Mr. Donald P. Campbell  
Vice President and General Manager  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212

Dear Mr. Campbell:

Thank you for your very interesting letter describing the wonderful efforts WMAR-TV has made in researching the problem of Sickle Cell Anemia and in providing the general public with reliable information about this disease and the work being done to combat it.

I consider your suggestion that screening centers be set up for potential and actual victims of this disease to be a creative, original approach to the problem. Please do not hesitate to contact my office if I can be of any assistance in this matter.

Once again, I thank you for taking the time to share your accomplishments with me. I also wish to emphasize that I continue to admire the initiative which WMAR-TV has always demonstrated.

With best wishes.

Sincerely,

[Signature]

Charles Mathias, Jr.  
United States Senator
It all depends on whose ox is gored, broadcasters learn again

Tranquility time reigns, for the moment at least, between broadcasters and the GOP; how long the lull will last is conjectural.

The Democrats were coming to the end of their turn in the broadcasting barrel last week. Whether that party remained as euphoric as it was following its first nominating spree (see “High marks for TV journalism at Miami convention,” Broadcasting, July 17) was not evident on the surface. That the Republicans could not have been more pleased was growing increasingly clear.

ABC News reported last Thursday that the administration had called off an antimedia campaign one top aide had recommended. Vice President Agnew, as evidenced by his most recent media speech (in Portland, Ore., when he told the National Newspaper Association that it was time to put aside "bygone conflicts between state and press"), was becoming almost benign. White House speech writer, and media chronicler, Patrick Buchanan, told the New York Times "there is little disposition around here to make an issue of the media in the campaign." The broadcast media, left with little to do but their jobs, took the relative calm—calmly. The major news organizations were coming off a Democratic mini-convention in Washington last week and were preparing for another full-size version in Miami next week. (The Public Broadcasting Service, heeding hints from many quarters, was planning to experiment with a gavel-to-gavel, all-on-the-podium approach to that one.) About all that lingered for the lawyers to deal with was a GOP bid for equal time to answer George McGovern’s belated prime-time debut—his Aug. 5 announcement that he’d found a running mate—and a minor skirmish regarding a Democratic congressman in California.

While most broadcasters were willing to welcome the lull, no one really thought the battle was over. As if to keep them in shape, one of their own—Charles Crutchfield of Jefferson Standard Broadcasting—was suggesting an organization to watch out for network bias, and Accuracy in Media was finding fault with a yet-to-be-television PBS documentary. To media watchers, the only good news still seemed to be no news at all.

ABC says Colson’s plan for antimedia campaign is on the shelf for now

ABC News asserted last week that the Nixon administration had planned to step up its attacks on the news media, particularly the three networks, but "temporarily" scrapped the idea when White House aides argued against it.

Appearing on ABC-TV’s evening news last Thursday (Aug. 10), presidential correspondent Tom Jarriel reported that sources at the Nixon re-election committee said that White House aide Charles Colson "strongly advocated an aggressive antimedia campaign on the belief that the Democrats were going to get an easy ride off the press while the President would be treated unfairly."

Mr. Colson’s plan, said Mr. Jarriel, “was to work through the [re-election] committee, using a cadre of political pros across the nation to coordinate a flood of complaints designed to appear spontaneous, aimed primarily at network reporting considered disagreeable to the Republicans. To achieve a maximum intimidation value, the complaints were to be directed to local station managers criticizing the networks, plus sent to network executives criticizing individual newsman.”

The “proposed experimental target,” said Mr. Jarriel, was to be CBS White House correspondent Dan Rather.

But, Mr. Jarriel reported, a number of former newsmen now working for the administration argued against Mr. Colson’s proposal “on the basis that Senator McGovern was getting some hard, straight coverage and it appeared the national press was being more neutral than anti-Nixon. The President accepted the hands-off approach in a decision reflected directly in Vice President Agnew’s revised attitude.”

Following Mr. Jarriel’s report, there was an ABC-TV interview with Mr. Agnew in which he said: “I don’t find very much to scream about” in the recent past, and that the media “have been very fair

and objectively later." At the conclusion of the film, Mr. Jarriel wound up his report with: "As the Vice President implied, the battle plan is still available and may be reactivated.

The Vice President's "revised attitude" was interpreted by NBC-TV correspondent Ron Nessen, who has been covering Mr. Agnew's campaign trips. Mr. Nessen noted that the Vice President seems more open and informal and fails to sharply criticize the press "even when he has reason to do so."

But the Washington bureau chiefs of ABC News (John Lynch) and CBS News (Bill Small) were less sanguine. They said they have not yet noticed a major turn around in the administration's attitude toward, and dealings with, the media.

---

After Democrats, GOP looks easy for networks

Basically same crews and approach will be used in covering convention, but bigger, smoother—and shorter—proceedings

The commercial networks' coverage of next week's Republican national convention will be a rerun of their coverage of the Democrats last month, as far as reporting teams, technical equipment and general journalistic approaches are concerned. But though the faces and voices may be the same, they will be seen and heard a lot less.

While the Democratic convention lasted four days and had sessions starting early and running late—from 7:30 p.m. to as late as 6:20 a.m.—Republican leaders have carefully orchestrated their plans to produce a three-day meeting that they say will be "a prime-time convention" (BROADCASTING, Aug. 7). Evening sessions are now scheduled to start at 8 or 8:30 on Monday (Aug. 21) and Tuesday and 7:30 on Wednesday—and will end, officials say, no later than 10:30 p.m. Afternoon sessions are scheduled Monday and Tuesday at 1 p.m.

The commercial networks said last week they had no plans for major changes in personnel or treatment of their second convention in less than two months—their third, if last week's Democratic mini-convention is counted separately.

Among the TV networks, CBS and NBC planned to go gavel-to-gavel again for both afternoon and evening sessions, and ABC was getting set for 90-minute live, tape and film wrap-ups of highlights at 9:30 p.m. daily plus summaries of afternoon sessions at 4:45 p.m. and 5:30 p.m. and Tuesday.

None expected the Public Broadcasting Service's plan to present uninterrupted coverage to be adopted by the networks. The tons of equipment, too, will be the same as in the Democratic convention coverage, since the Miami Beach convention site is the same. The gear was left in storage there between times.

Key personnel will be the same: Howard K. Smith and Harry Reasoner as TV anchorsmen for an ABC News team of about 450; Walter Cronkite for a CBS News team of about 525, and John Chancellor and David Brinkley for an NBC News team of approximately 550.

Radio network coverage also will be extensive, with spot-news reports, wrap-ups and analyses presented in formats similar to those followed by the various radio network organizations in covering the Democratic convention. That includes ABC, CBS and NBC Radio, Mutual, Mutual Black Network, Mutual Spanish Network, UPJ Audio Network, Black Audio Network and Radio News International.

One thing that could change—though NBC hopes it will not—will be the TV ratings. For the Democratic convention coverage, NBC took first place in the national Nielsen ratings, followed by CBS and then ABC (BROADCASTING, Aug. 7).

The costs could change, too, though nobody was betting last week that they would. ABC, CBS and NBC sources project their probable costs for the two conventions as a unit, and though next week's seems sure to consume considerably less air time, network sources tended to stick to their original estimates that the two would cost ABC News about $5 million, CBS News about $7 million, and NBC between $6 million and $7 million.

Short-of-funds PBS will use maximum of camera, minimum of words in beginning-to-end coverage of Republicans

The Public Broadcasting Service is embarking on a journalistic venture that its friends and critics alike have periodically urged upon—gavel-to-gavel focus on the formal proceedings of major political conventions.

The first test of this "experimental" approach occurred last week, when PBS trained its cameras on the podium and floor action of the Democratic National Committee's special meeting in Washington. But the real trial will come next week in Miami Beach, when the same approach is applied to the proceedings of the Republican national convention.

The PBS experiment will provide a clear contrast to the commercial networks, which regularly shift away from the podium for reports and interviews. The network who wins any or all podium activities will now have a "network of record" where one camera will always be on the podium and accompanying commentary will be kept to a minimum. If there is important activity outside the hall, however, viewers would be advised to switch to one of the commercial networks.

Public television will also carry previously scheduled reports by the National Public Affairs Center for Television—a 30-minute convention special, introductions of each day's events, and wrap-up analysis after each convention session. But the over-all effort will be totally different from public television's coverage of the Democratic convention, where NPACT offered nightly half-hour special broadcasts, periodic reports and analyses during and after each day's events and a preconvention special.

Coverage of the Democratic convention was an attempt to accommodate a lot of high-quality work under $300,000—and the attempt brought some criticism from inside and outside noncommercial broadcasting. There was a feeling that efforts to provide extensive reporting on so limited a budget could hardly help but suffer in comparison to the commercial networks' offers.

In addition, public television has frequently been encouraged to provide this kind of alternative for viewers. So although this kind of journalism is not really what NPACT and its senior correspondents, Sander Vanocur and Robert MacNeil, had wanted to do, the organization agreed to try the idea to see "if this kind of public-service programing answers any of the public's needs," according to its president, Bill Moyers.

An uninterrupted look at the platform proceedings of the Democratic convention was available to delegates on closed-circuit television in their hotel rooms (BROADCASTING, July 17). However, it has never been tried before on broadcast television.

The Democrats finally wind it up

Second convention for new VP gets varied coverage by networks—as viewers watch anything else

The three commercial television networks went three separate ways in covering last Tuesday's (Aug. 8) Democratic party mini-convention to name a new vice-presidential running mate for Senator George McGovern.

NBC-TV covered the evening proceedings of the Washington sessions live, starting at 7:30 p.m. EDT and continuing to 11 p.m., 29 minutes after the completion of vice presidential nominee R. Sargent Shriver's acceptance speech at 10:31.

CBS-TV covered live from 9:30 to
The long and short of it.

First, the long story. That sleek beauty on the left, Eastman 16mm television projector, model CT-500, is the latest in videofilm projector design. Some of its features: channel threading (the first real breakthrough in film transport in many years), rapid forward and reverse, solid-state circuitry for sound reproduction, automatic shutdown at the end of a film, and a tungsten-halogen projection lamp.

Not that we mean to sell our newest Eastman 16mm videofilm projector short. Model TV-12M6 is ideal for a lower cost videofilm projection system. It offers both magnetic and optical sound playback and magnetic recording. It has a five-blade shutter, twenty-four frames per second, synchronous projection, and is wired for remote control. Of course it has the same extra gentle film-handling system our projectors are famous for. In short, it's long on performance and high on economy.

For full details on either projector, call or write your nearest Kodak Sales Engineering Representative.

EASTMAN KODAK COMPANY
ATLANTA: Bob Baker 404/351-6510
CHICAGO: Dick Potter 312/654-5300/DALLAS: Frank Reinking 214/351-3221
Please feed the zoo.

When the founder and benefactor of the Children's Zoo died, the Fetzer television station of Lincoln, Nebraska recognized the zoo's need for a permanent means of support. An extensive campaign of special programming on morning and evening shows was launched to provide fund-raising memberships in the new zoological society. Goals set by the society were generously exceeded. Now an aware and enthusiastic public makes the zoo a permanent source of enjoyment for young and old. Helping to promote activities that give enduring pleasure to people is all part of Fetzer total community involvement.
The Public Broadcasting back switchboard. protesting calls came who said Viewer reaction the switched to ried the simulation ship games being played a storm of telephone protests forced didn't

The game Mc Govern gets time; Republicans ask time

Senator Dole charges that Shriver announcement message was campaign speech, not exempt from fair time; Dellums broadcast on KQED poses another 315 issue

Senator George McGovern's first live appearance on prime-time television as the Democratic candidate for President led last week to a Republican demand for equal time—and a complaint to the FCC when it was not honored.

ABC, CBS, NBC and the Mutual Broadcasting system covered Senator McGovern live on their radio and television networks on Saturday night, Aug. 5, when he announced the selection of R. Sargent Shriver as his new vice-presidential running mate. The next day, Senator Bob Dole (R-Kan.), chairman of the Republican National Committee, wired the networks, demanding "comparable time to respond to the campaign speech." He said that Senator McGovern had used only one minute of his 16-minute address to announce his vice-presidential choice and that he had devoted the bulk of his time to attacking President Nixon's administration and to urging support for Democratic candidates in the current campaign.

Senator Dole asked that time be made available to a Republican party spokes- man under the "Zappile ruling." The ruling was called because it was first enunciated in a letter to Nicholas Zappile, the communications expert for the Senate Commerce Committee—deals with campaign presentations that do not involve a candidate's appearance. It is a corollary of the fairness doctrine, and requires broadcasters to accord equal treatment to supporters of contend ing candidates.

But although the broadcast at issue involved the Democratic presidential candidate, Senator Dole said that "such an application of the fairness doctrine is necessary since there have not yet nominated their presidential can didate and the "equal opportunity" provision of the Communications Act does not apply.

ABC, CBS and NBC rejected the request CBS and NBC based their action on the ground that the McGovern broadcast was exempt from the equal-time requirement because it was a bona fide news event incidental to the Democratic national convention. ABC did not disclose the basis for its decision, but observers speculated that it was the same as that cited by CBS and NBC.

MBS also contended that the equal-time law did not apply to the McGovern broadcast—but it offered to make 15 minutes available to a Republican party spokesman. C. Edward Mining pres ident wrote Senator Dole that the offer was made solely in the "interest of in forming the American public as fully as possible to all of the issues and ques tions involved in the important process of selecting the President."

After receiving the negative responses from CBS and NBC but before hearing from ABC or MBS, Senator Dole on Wednesday wrote FCC Chairman Dean Burch, asking that the commission direct the networks to provide free time to a Republican party spokesman.

In both his wires to the networks and his complaint to the commission, Senator Dole said Senator McGovern—whose acceptance speech at the Democratic convention last month occurred well past midnight—had told reporters he "exploited" for political purposes the opportu nity the networks had given him.

He also said the networks must have been aware of Senator McGovern's plans since, he said, they had advance copies of his remarks. "We believe that the commission's refusal to act is unwarranted. The Zappile ruling requires that comparable free time be afforded" to a Republican spokesman, he said in his letter to Chairman Burch.

In another equal-time controversy sur facing last week, noncommercial KQED (tv) San Francisco has granted a demand that resulted from the station's production and broadcast of a 30-minute documentary that featured Representative Ronald Dellums (D-Calif.). The program, which was shown Wednesday night on KQED and other Bay Area non commercial stations as well as on WETA tv Washington, is said to have taken a year and a half and $30,000 to produce. It focuses on a coalition of blacks, whites and chicanos who form Representative Dellums's constituency and on how he represents it in Congress.

One of Representative Dellums's two opponents in the November election— Republican Peter Hannaford, an ad vertising executive—asked for equal time after learning of the broadcast. KQED
How Crutchfield would combat network ‘bias’

He says broadcasters themselves, through NAB, should monitor news

A veteran broadcaster has suggested that a system of monitoring network news be established in the top 50 or 100 markets.

The suggestion was made by Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., owner of WBT-AM-FM and WTV(TV) Charlotte, N.C., and WTV(TV) Richmond, Va., in a speech scheduled to be delivered Friday (Aug. 11) to the Georgia Association of Broadcasters.

Mr. Crutchfield, who for some years has been publicly critical of network news “bias” as well as the growth of “advocacy” journalism at stations (and who expressed this attitude to President Nixon at the White House meeting with 30 broadcasters last June (“Closed Circuit,” June 26)), said that the monitors should report to a committee of the National Association of Broadcasters. Or, Mr. Crutchfield added, perhaps the NAB should establish a department to perform this function. But, he warned, before this can be done, guidelines would have to be established in conjunction with network news and the monitoring technique agreed upon to insure standardization and continuity.

Other suggestions: Stations should announce a commitment to objective reporting, stories that do not fall into the category of news should be labeled as editorial, opinion, or analysis, and the public should be invited to complain about bias in news items.

“The result...will be twofold,” Mr. Crutchfield said. It will increase our surveillance of our news product as far as these requests are concerned, and it will work wonders in closing the ‘credibility gap’ that exists between broadcast news and the viewer plus Congress.”

The bulk of Mr. Crutchfield’s speech was an allegation of three examples of what he called news slanting, bias and imbalance, including the recent Jack Anderson broadcast, later retracted, of a report that Senator Thomas J. Eagleton (D-Mo.), then the Democratic vice-presidential nominee, had been charged with drunk driving. Another was CBS’s Selling of the Pentagon. And a third was the lack of coverage by all media of a peaceful gathering of 6,000 black educators in Charlotte in the mid-1960’s.

ABA Gavels radio-TV in annual honors

Stations and two network news units receive top honors and certificates

Seven Gavel awards and 11 certificates of merit will be presented to broadcasters at the American Bar Association’s meeting Aug. 16 in San Francisco.

The annual ABA awards are made to broadcast and print media for outstanding contributions to public understanding of law and justice.

TV broadcasters to receive Gavel awards are: CBS News for the CBS Reports documentary, The Newsmen and the Public; ABC News for the documentary Nightline; NBC News for the documentary This Child is Rated X: An NBC News White Paper on Juvenile Justice; Midwestern Educational Television Inc. for The Baseball Glove, produced for MET by noncommercial KTCA-TV Minneapolis-St. Paul; noncommercial stations WGBH-TV Boston and KCET(TV) Los Angeles, jointly, for “Jail With No Bail” from The Advocates series.


In addition, Groverton Productions and Universal Television will receive a Gavel jointly for the motion picture for television that launched the ABC-TV series Owen Marshall, Court Law.

TV broadcasters to receive certificates of merit: Westinghouse Broadcasting Co. for the documentary The Crime of Our Courts; WNBC-TV New York for the documentary “Rights of the Accused” from The Blessings of Liberty series; WTVJ(TV) Miami for the documentary The Swift Justice of Europe; KRON-TV San Francisco for the documentary Jam Up in the Courtroom; noncommercial WNED(TV) New York for the documentary Hogan: Mr. D. A.

A sudden softness in spot radio—after a big year of solid gains

Tighter budgets, shorter flights blamed for spot setbacks now, but local, network move ahead

Radio executives now are fretting over spot sales. A few months ago, all facets of broadcast advertising appeared primed for an encouraging sales year. And in the dog days of this summer, the forecast is still holding firm—with one glaring exception. Spot radio, after a fruitful year in 1971 (estimated most recently by the Radio Advertising Bureau to have been up 3% to 4% over 1970) and a promising sales start in the first quarter of 1972, has been in a decline—gradual at first but precipitous by May.

Radio sales executives, moreover, are hard put to explain the declining spot figures. TV (network and spot) is continuing to show sharp improvements in sales, and network radio is up.

Industry sources estimate the fall-off in spot radio to have been 3% to 4% for the period January through April, some 18-20% in May and still floundering in the summer period. Network radio, meanwhile, is said to have had a gain of 8-10% in first-half 1972.

Most station reps report a combination of depressors in spot radio's marketplace. They include:

- The cancellation of Phisohex schedules. The product, manufactured by Sterling Drug's Winthrop Laboratories, is said to have lost its budget support, apparently in the aftermath of government questioning the safety of hexachlorophene which is used in Phisohex. Phisohex spent an estimated $1.8 million in spot radio last year.
- A trimming of budgets by some advertisers in new-product introduction. Menken, for example, which had used spot radio for several new products last year, isn't this year. The advertiser in 1971 spent over $4.3 million in total in spot radio.
- The loss of U.S. Army recruiting funds from spot radio's coffers this year. In 1971, the Army spent over $3.8 million in spot radio.
- A trimming of budgets by some of spot-radio's biggest customers, such as Colgate-Palmolive ($5.6 million last year) and Bristol-Myers (almost $3.5 million).
- Detroit automakers, spurred by President Nixon's price-control program and potential savings for car buyers through the reduction of excise taxes, had used spot radio in massive campaign flights last year as they sought to cut inventories and prepare for the new model year. But this year, say the reps, automotives have been drying up.
- Some reps report that contemporary radio outlets in the major markets are hurting most in terms of share of national business, while middle-of-the-road stations are "off slightly and not following a set pattern."

Industry authorities, however, caution that a slump in spot radio, which reflects spending by national and regional advertisers, hardly tells all the story in radio. They note, for example, that spot volume declined at station-rep offices coincidentally with the increases in regional buying by such agencies as J. Walter Thompson, Young & Rubicam and McCann-Erickson. "What shows as a loss at the reps' offices may not be lost at all insofar as stations—or the radio industry—are concerned," said one spokesman.

But for one rep, there's little solace in those words. His books show a drop of at least 10% from March up to the present (compared with the same period a year ago).

Reps also complain of other things in the intricacies of spot business: general activity is down, the number of weeks of campaign flights have been shortened and the budgets "pinched".

Now the record of a big 1971: RAB reports 7.3% gain over 1970, releases lists of 100 blue-chip sponsors in network and spot

General Motors was radio's number-one national customer last year, buying $22.1 million in spot and $5.1 million in network for a total of $27.2 million.

In releasing the top-100 radio adver-
Cinema 5, quality in motion pictures

- **Z**
  - Academy Award, Best Foreign Film

- **The Garden of the Finzi-Continis**
  - Academy Award, Best Foreign Film

- **On Any Sunday**

- **Long Ago, Tomorrow**

- **Accident**

- **Elvira Madigan**

- **Morgan!**

- **The Hours of Love**

- **"One Potato, Two Potato"**
tisers in 1971, separately for network and spot, the Radio Advertising Bureau also reported (Aug. 14) that:

- National spot in 1971 was believed to be up between 3% and 4%. Network radio's gain was 8%, based on figures supplied by Radio Expenditure Reports Inc., Larchmont, N.Y., which compiled the estimates for RAB. Local, said RAB, increased 9%, according to its own estimates.

- The combined growth of all radio billing was put at 7.5% in 1971 over the prior year. The bureau also said that the overall gain in radio was achieved despite "the recession in ad expenditures and the loss of tobacco billings," and represented a 46% faster growth rate than the 5% estimated by other advertising industry sources as the total growth of "other media."

- The top-100 national advertisers last year spent an estimated $266,441,000 in spot radio. The top 100 in network invested $58,259,000.

RAB said that because of changes in Radio Expenditures Reports' reporting system, it was not possible to compare spot figures in 1971 with those in 1970.

Top-100 spot advertisers

1. GENERAL MOTORS CORP. $22,156,000
- A.G. Division 784,000
- Buick factory 2,113,000
- Buick dealers 152,000
- Cadillac factory 550,000
- Cadillac dealers 10,000
- Chevrolet factory 10,943,000
- Chevrolet dealers 542,000
- Fordlandia 704,000
- GMAC 75,000
- GMC Trucks 51,000

2. CHRYSLER CORP. $12,952,000
- Department stores 13,000,000
- Chrysler Division 3,130,000
- Chrysler dealers 1,249,000
- Dodge factory 1,249,000
- Dodge dealers 2,931,000
- Dodge trucks 2,931,000
- Plymouth factory 850,000
- Plymouth dealers 1,813,000
- Institutional 1,813,000

3. FORD MOTOR CO. $10,454,000
- Auto lite Division 60,000
- Chrysler dealers 1,042,000
- Ford trucks 38,000
- Institutional 46,000
- L/M factory 563,000
- Service 31,000
- L/M dealers 226,000

4. ANHEUSER-BUSCH $9,417,000
- Budweiser 4,671,000
- Budweiser malt 1,005,000
- Budweiser 3,035,000
- Michelob 706,000

5. COCA-COLA CO. $7,486,000
- Afco Cola 2,000
- Alegra punch 34,000
- Buttermill coffee 15,000
- Coke 5,848,000
- Fanta 109,000
- Fresca 378,000
- Santita 21,000
- Simba 93,000
- Tab 203,000
- Youth campaign 49,000
- Sprite 718,000

6. PEPSICO $6,119,000
- Diet Pepsi 937,000
- Mountain Dew 153,000
- Pepsi 4,267,000
- Tea 55,000
- Golden Age 13,000
- Lay's chips 2,000
- Mrs. Cubbins' dressing 2,000

7. COLGATE PALMOLIVE $5,872,000
- Ajax dishwashing liquid 105,000
- Ajax powder 44,000
- Ajax window cleaner 6,000
- At once wips 3,000
- Axion 379,000
- Britol 41,000
- Britol Side 1,046,000
- Brute 21,000
- Burts 1,408,000
- Cold power 407,000
- Colgate 3,000
- Colgate dental cream 12,000
- Congesta 53,000
- Dedrill 1,000
- Dermoase 260,000
- Fan 200,000
- Frontal 4 200,000
- Galaxy 104,000
- Hala 209,000
- Irish spring 47,000
- Look twice 5,000

8. OXOTON $80,000
- p-900 27,000
- Palmolive liquid 3,000
- Peach 76,000
- Rapid Shave 43,000
- Tackie 785,000
- Ultra Brite 249,000

9. FALSTAFF BREWING $5,212,000
- Falstaff beer 4,832,000
- Narragansett 220,000
- Kruener beer 54,000
- Griesedick malt 106,000

10. AMERICAN OIL CO. $4,938,000
- Agricultural products 1,000
- Gas and oil 4,792,000
- Heating 24,000
- TBA 19,000

11. AMERICAN TEL. & TEL. $4,800,000
- Telephone services 4,800,000

12. STERLING DRUG CO. $4,468,000
- Bayer Aspirin 29,000
- Camplio Pheneplex 448,000
- Dr. Caldwell's laxative 45,000
- Flescher's Castoria 2,000
- Glusse 3,000
- Ironized Yeast 62,000
- Lycol 215,000
- Med-Quick 40,000
- Midol 84,000
- Philomix 1,445,000
- Stridex 225,000
- d-Con 1,462,000

13. MANNNO COR. $4,364,000
- Baby Magic Oil 180,000
- Contest promotion 13,000
- Proteins 21 3,009,000
- Proteins 21 spray 142,000
- Proteins 29 935,000
- Skin Brite 49,000

14. EASTERN AIRLINES $4,215,000
- Air travel 4,215,000

15. C.W. ARMY $3,854,000
- Recruiting 3,854,000

16. WARNER LAMBERT $3,544,000
- Certo 2,142,000
- Derhyne 1,192,000
- Listerine 2,000
- Rolaid 16,000
- Trident 192,000

17. BRISTOL-MYERS CO. $3,478,000
- Ban 1,000
- Bron Blone 249,000
- Bouteque bright 3,000
- Bufferin 5,000
- Great body 161,000
- 4-way nasal spray 19,000
- Hair so new 12,000
- Herbalexness 124,000
- Kindness 4,000
- Lemon go lightly 192,000
- Long & Silly 124,000
- Metrical 5,000
- Multi-scrubs 68,000
- nice 'n easy 11,000
- Nutrament 294,000
- Plunge 297,000
- Passer 364,000
- Silence 4,000
- Skin machine 155,000
- Soft blush 11,000
- Summer blonde 42,000
- Tan 445,000
- Vitals 670,000
- Vote 1,000

18. HUBE OIL AND REFINING $3,453,000
- Agricultural products 5,000
- Gas and oil 3,415,000
- Heating fuel 2,000
- TBA 18,000

19. MOBIL OIL CO. $3,417,000
- Agricultural products 97,000
- Gas and oil 3,249,000
- Hefly bags 74,000

20. W. WRIGHT CO. $3,400,000
- Cheewing gum 3,400,000

21. KRAFTO CORP. $3,186,000
- Breakstone yoghut 292,000
- Casino cheese 98,000
- Frozen foods 15,000
- Kraft mayonnaise 36,000
- Kraft oil 70,000
- Kraft salad dressing 15,000
- Light & Lively 43,000
- Parky margarine 2,615,000
<table>
<thead>
<tr>
<th>Code</th>
<th>Company Name</th>
<th>2022 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>23.</td>
<td>GENERAL FOODS CORP.</td>
<td>2,977,000</td>
</tr>
<tr>
<td>24.</td>
<td>MILLER BREWING CO.</td>
<td>2,217,000</td>
</tr>
<tr>
<td>25.</td>
<td>CARLING BREWING CO.</td>
<td>2,253,000</td>
</tr>
<tr>
<td>26.</td>
<td>DELTA AIRLINES</td>
<td>2,253,000</td>
</tr>
<tr>
<td>27.</td>
<td>JOS. SCHULTZ BREWING</td>
<td>2,253,000</td>
</tr>
<tr>
<td>28.</td>
<td>GILLETTE CO.</td>
<td>2,253,000</td>
</tr>
<tr>
<td>29.</td>
<td>UNION CARBIDE CORP.</td>
<td>2,253,000</td>
</tr>
<tr>
<td>30.</td>
<td>STANDARD OIL OF CALIFORNIA</td>
<td>2,253,000</td>
</tr>
<tr>
<td>31.</td>
<td>HEUBLEIN INC.</td>
<td>2,253,000</td>
</tr>
<tr>
<td>32.</td>
<td>TEXACO</td>
<td>2,253,000</td>
</tr>
<tr>
<td>33.</td>
<td>AMERICAN AIRLINES</td>
<td>2,253,000</td>
</tr>
<tr>
<td>34.</td>
<td>UNITED AIRLINES</td>
<td>2,253,000</td>
</tr>
<tr>
<td>35.</td>
<td>LEVER BROTHERS CO.</td>
<td>2,253,000</td>
</tr>
</tbody>
</table>

**Total Sales:** 26,253,000
<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>72. OLYMPIA BREWING CO.</td>
<td>1,083,000</td>
</tr>
<tr>
<td>74. GENERAL CIGAR CORP.</td>
<td>1,056,000</td>
</tr>
<tr>
<td>75. NORTHWEST ORIENT AIR</td>
<td>1,035,000</td>
</tr>
<tr>
<td>76. GENERAL ACCEPTANCE</td>
<td>1,032,000</td>
</tr>
<tr>
<td>77. BP GAS</td>
<td>1,022,000</td>
</tr>
<tr>
<td>78. UNITED VINTERS</td>
<td>1,018,000</td>
</tr>
<tr>
<td>82. MIDAS INC.</td>
<td>985,000</td>
</tr>
<tr>
<td>83. CARTER-WALLACE</td>
<td>973,000</td>
</tr>
<tr>
<td>84. SHELL OIL CORP.</td>
<td>960,000</td>
</tr>
<tr>
<td>85. BORDEN CO.</td>
<td>958,000</td>
</tr>
<tr>
<td>86. HERSHEY CORP.</td>
<td>952,000</td>
</tr>
<tr>
<td>87. BLUE CROSS/BLUE SHIELD</td>
<td>911,000</td>
</tr>
<tr>
<td>88. INTERNATIONAL MINERALS</td>
<td>908,000</td>
</tr>
<tr>
<td>89. COLUMBIA RECORDS</td>
<td>988,000</td>
</tr>
<tr>
<td>90. TOYOTA DEALERS</td>
<td>964,000</td>
</tr>
<tr>
<td>91. MONARCH WINE CO.</td>
<td>843,000</td>
</tr>
<tr>
<td>92. MCDONALD SYSTEMS</td>
<td>831,000</td>
</tr>
<tr>
<td>93. NORTHEAST AIRLINES</td>
<td>831,000</td>
</tr>
<tr>
<td>94. NOXELL CORP.</td>
<td>827,000</td>
</tr>
<tr>
<td>95. ELANCO PRODUCTS</td>
<td>825,000</td>
</tr>
<tr>
<td>96. F. W. WOOLWORTH</td>
<td>810,000</td>
</tr>
<tr>
<td>97. MORTON-NORWICH</td>
<td>801,000</td>
</tr>
<tr>
<td>98. PENNZOIL CO.</td>
<td>799,000</td>
</tr>
<tr>
<td>99. COTT CORP.</td>
<td>784,000</td>
</tr>
<tr>
<td>100. DIAL FINANCE</td>
<td>764,000</td>
</tr>
<tr>
<td>101. MOTOR OIL</td>
<td>764,000</td>
</tr>
<tr>
<td>102. TRACIOL</td>
<td>758,000</td>
</tr>
<tr>
<td>103. CADILLAC</td>
<td>757,000</td>
</tr>
<tr>
<td>104. CHEVROLET</td>
<td>723,000</td>
</tr>
<tr>
<td>105. GMAC</td>
<td>704,000</td>
</tr>
<tr>
<td>106. OLDSMOBILE</td>
<td>690,000</td>
</tr>
<tr>
<td>107. Pontiac</td>
<td>690,000</td>
</tr>
<tr>
<td>108. Institutional</td>
<td>687,000</td>
</tr>
<tr>
<td>109. Credit</td>
<td>684,000</td>
</tr>
<tr>
<td>110. Customer service</td>
<td>684,000</td>
</tr>
<tr>
<td>111. Axo</td>
<td>679,000</td>
</tr>
<tr>
<td>112. Brite side</td>
<td>677,000</td>
</tr>
<tr>
<td>113. Colgate dental cream</td>
<td>672,000</td>
</tr>
<tr>
<td>114. Medicated</td>
<td>669,000</td>
</tr>
<tr>
<td>115. Dermassage</td>
<td>659,000</td>
</tr>
<tr>
<td>116. Cold Power</td>
<td>659,000</td>
</tr>
<tr>
<td>117. Fab</td>
<td>653,000</td>
</tr>
<tr>
<td>118. Halo</td>
<td>648,000</td>
</tr>
<tr>
<td>119. Tackle</td>
<td>648,000</td>
</tr>
<tr>
<td>120. Ultra Brite</td>
<td>645,000</td>
</tr>
<tr>
<td>121. Bayer</td>
<td>642,000</td>
</tr>
<tr>
<td>122. Camp®®-phenique</td>
<td>639,000</td>
</tr>
<tr>
<td>123. Ironized Yeast</td>
<td>636,000</td>
</tr>
<tr>
<td>124. Lysol Spray</td>
<td>636,000</td>
</tr>
<tr>
<td>125. Mediquick</td>
<td>633,000</td>
</tr>
<tr>
<td>126. Midol</td>
<td>633,000</td>
</tr>
<tr>
<td>127. Phillips milk of Magnesia</td>
<td>633,000</td>
</tr>
<tr>
<td>128. Proshex</td>
<td>633,000</td>
</tr>
<tr>
<td>129. Stridex</td>
<td>633,000</td>
</tr>
<tr>
<td>130. Coleman®®</td>
<td>633,000</td>
</tr>
<tr>
<td>131. Coopers®®</td>
<td>633,000</td>
</tr>
<tr>
<td>132. Di-Gel®®</td>
<td>633,000</td>
</tr>
<tr>
<td>133. Mussels</td>
<td>633,000</td>
</tr>
<tr>
<td>134. Mustard®®</td>
<td>633,000</td>
</tr>
<tr>
<td>135. Solarcaine</td>
<td>633,000</td>
</tr>
<tr>
<td>136. St. Joseph Aspinin</td>
<td>633,000</td>
</tr>
<tr>
<td>137. Chrysler®®. Cars</td>
<td>633,000</td>
</tr>
<tr>
<td>138. Campbell®® soup</td>
<td>633,000</td>
</tr>
<tr>
<td>139. Pepperidge Farms</td>
<td>633,000</td>
</tr>
<tr>
<td>140. Gillette®® Shaving</td>
<td>633,000</td>
</tr>
<tr>
<td>141. Motor oil</td>
<td>633,000</td>
</tr>
<tr>
<td>142. Miles Labs</td>
<td>633,000</td>
</tr>
<tr>
<td>143. Alka Seltzer</td>
<td>633,000</td>
</tr>
<tr>
<td>144. One-A-Day</td>
<td>633,000</td>
</tr>
<tr>
<td>145. Armour® &amp; Co.</td>
<td>633,000</td>
</tr>
<tr>
<td>146. Frankfurters</td>
<td>633,000</td>
</tr>
<tr>
<td>147. Diastop®®</td>
<td>633,000</td>
</tr>
<tr>
<td>148. Campbell®® soup</td>
<td>633,000</td>
</tr>
<tr>
<td>149. Pepperidge Farms</td>
<td>633,000</td>
</tr>
<tr>
<td>150. Jello®®</td>
<td>633,000</td>
</tr>
<tr>
<td>151. Mix®®</td>
<td>633,000</td>
</tr>
<tr>
<td>152. Maxwell House</td>
<td>633,000</td>
</tr>
<tr>
<td>153. American Home Products</td>
<td>633,000</td>
</tr>
<tr>
<td>154. Anachi®®</td>
<td>633,000</td>
</tr>
<tr>
<td>155. Brach candy</td>
<td>633,000</td>
</tr>
<tr>
<td>156. Preparation H.</td>
<td>633,000</td>
</tr>
<tr>
<td>157. Lever Bros.</td>
<td>633,000</td>
</tr>
<tr>
<td>158. Lipton Tea</td>
<td>633,000</td>
</tr>
<tr>
<td>159. Main Dish</td>
<td>633,000</td>
</tr>
<tr>
<td>160. Tabby Cat Food</td>
<td>633,000</td>
</tr>
<tr>
<td>161. WM. Wrigley Co.</td>
<td>719,000</td>
</tr>
</tbody>
</table>

Top-100 network advertisers:

1. GENERAL MOTORS
   - Total: $5,117,000
2. Air travel
   - Total: $4,869,000
3. Wise
   - Total: $4,000,000
4. TBA
   - Total: $3,000,000
5. Arrid
   - Total: $3,000,000
6. Shell Oil Corp.
   - Total: $3,000,000
7. Gas and oil additives
   - Total: $3,000,000
   - Total: $3,000,000
9. Colgate-Palmolive
   - Total: $3,000,000
10. Euro-dishwashing
    - Total: $3,000,000

Additional notes:
- Various data were used to estimate actual expenditures for some products.
- Exact data for some products were not available.
- Amounts listed are based on network advertising alone.
- Actual station estimates were used in conjunction with actual station reports to RER.
### Rising costs push up price of TV advertising

**TV and print media are focal points in Ayer study, but radio gets mention for its economy**

Television is costing the national advertiser more this year. So are such other media as newspapers, regular magazines and trade/industrial magazines, according to a review of costs and media by N. W. Ayer & Son's media department.

Ayer's review seeking to answer in part, "how expensive is advertising?" studied these four media groupings for trends. Though radio was not included, the agency did mention the medium as one vehicle that is relatively inexpensive.

The advertising agency released several highlights of its statistical review. Among them:

- The average 30-second TV commercial in network prime time in 1972 costs $25,090, compared with $24,436 last year and $21,486 five years ago.
- Costs of doing business are up. "The major portion of the increased costs," said Ayer, represent "increased costs of doing business," citing, for example, bigger tabs for talent and programing and increases in selling expenses, costs of research and computer services.
- Though audiences delivered may be greater now than they were in years past, the gains have not kept pace with the increases in the cost of doing business.
- "As a result," said Ayer, "the relative cost efficiency of media—in terms of CPM (cost per thousand circulation) or readers/viewers per dollar, cost per rating point, or whatever the efficiency measure—is down.

"This means, of course, that it is costing more to advertise today than it did a few years ago.

Ayer also looked at the five-year trend of a few business and economic indicators and related them to the cost of delivering an advertising message. The results showed that while advertising costs may have gone up, they have not increased as much as other costs (such as commodities and labor, based on weekly earnings).

Said Ayer: "All things considered, advertising is an economical buy." Among the examples: "For the price of an eight-cent postage stamp, in prime-time network TV, you can take your product into 39 homes and for 30 seconds, have the opportunity to demonstrate its use and advantages to the entire family..."

"In radio," said Ayer, "during the morning traffic hour for the cost of one cigarette (2.5 cents) you can talk to one minute to 62 men or women.

The agency said that in 1965 advertisers paid $4.10 in cost per thousand for network TV but $4.53 in 1970, a 10.5% increase. The increase over the same period for newspapers was 12.7%, for regular magazines 4.9%, for trade/industrial magazines 14.8%. For the U.S. economy, however, weekly earnings (or labor costs) in that time went up 26.4%, all commodities 14.3% and industrial commodities 14.1%.

### American Home agrees to revamp its TV ads

**Consent order filed in wake of FTC charges that demonstrations were not telling the whole story**

American Home Products Inc. and its agency, Cunningham & Walsh, both New York, have signed a proposed consent order with the Federal Trade Commission agreeing to cease allegedly deceptive TV demonstrations for such products as Easy-On Speed Starch, Aerowax floor wax, Easy-Off window cleaner and Black Flag ant and roach killer with Baygon.

The FTC announced its intention to issue the complaint a year ago.

The consent order becomes effective if approved by the trade commission after 30 days. It does not constitute an admission of guilt by American Home.

In the original complaint, the FTC charged that American Home commercials for these products purported to prove the superiority of American Home products over those of competitors but did not because directions for the competing brands were not followed.

It cited these examples, among others: Half a window is sprayed with Easy-Off window cleaner; the other half with a "leading brand." When dry, the Easy-Off half is clear, while the other half has spots. But, said the FTC, if the other half was wiped as directed, no spots would have formed.

---

**The bottom line.** The treasurer of the Democratic National Committee said last week that the party's telephone last month on ABC-TV will net about $2 million when all the contributions are in. According to Donald Petrie, the funds will be applied against the party's $9-million debt. The 189-hour program July 8-9 raised about $4.5 million in phoned-in pledges and it was expected that the gross amount would go over $5 million (Broadcasting, July 17). Deductions from the gross amount will include $1.8 million for time costs and promotional expenses, some pledges that will not materialize and fees charged by credit-card companies handling some of the pledges.
are placed in two containers, one treated with Black Flag, the other with a "leading brand" insecticide. Roaches in the Black Flag container died; the others did not. But, said the FTC, the roaches in the other container were purposely selected because they had developed a resistance to the active ingredient of the other insecticide.

The consent order applies to all American Home Products used in laundering, ironing or treating fabrics; controlling pests, insects or weeds, or for fertilizing the earth; freshening or deodorizing air or for lighting fires; cleaning, windows, or cleaning, repairing or polishing the house and its furnishings, fixtures or objects; aerosol shaving cream; shoe care products, or to any product used to cool foods or beverages.

### Business Briefs

**New to TV.** Campbell Soup Co., Camden, N.J., will spend almost $1 million in television this fall to introduce new Swanson "Hungry Man" frozen dinners. Thirty-second commercials, to be prepared by Ogilvy & Mather, New York, will be used on all three networks in daytime schedules and will also receive spot support in early- and late-evening slots beginning Oct. 23, in 25 major markets.

**Nice kitty.** Vicki Hubert, 105-pounder wearing a "Timmetation" fake fur, snuggles up to 400-pound tiger, wearing real thing, in 30-second spot made by Levine, Huntley, Schmidt Advertising, New York, for E. F. Timme there. Commercial uses fashion and conservation themes. Campaign kicks off with one-half sponsorship of National Geographic program, "The Mystery of Animal Behavior" to be shown.

### BAR reports: television-network sales as of July 23

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes bank ended July 23</th>
<th>Total dollars bank ended July 23</th>
<th>1972 total</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday Sign-on-10 p.m.</td>
<td>75 $ 412,100</td>
<td>2,151 $ 12,870 700</td>
<td>12,548,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>998 6,263,400</td>
<td>27,781 195,207,000</td>
<td>178,490,300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday Sign-on-6 p.m.</td>
<td>256 2,161,400</td>
<td>8,950 102,452,300 30,861,100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>92 1,305,500</td>
<td>2,714 49,545,800 40,604,300</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>10 126,600</td>
<td>389 8,277,700 12,538,800</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday 7:30 p.m.-11 p.m.</td>
<td>399 14,001,100</td>
<td>11,404 514,346,900 501,001,100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>152,1,579,100</td>
<td>4,343 53,240,400 36,855,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,982</strong></td>
<td><strong>$25,849,200</strong></td>
<td><strong>57,732</strong></td>
<td><strong>$935,940,800</strong></td>
<td><strong>$865,099,400</strong></td>
</tr>
</tbody>
</table>

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

--

### A better year for CBS tennis

**With biggest stars back in, Forest Hills matches draw.**

**Philip Morris to pick up nut.**

CBS-TV will again telecast the Forest Hills (N.Y.) tennis matches in September, and Philip Morris will again be the major sponsor. CBS purchased the rights to the tournament (the U.S. open championship) from the U.S. Lawn Tennis Association. It has two years to go in a five-year contract, under which it pays $100,000 a year.

Joseph F. Cullman III, Philip Morris's board chairman, said last year that his company pays CBS $250,000 a year for sponsorship. Of that amount, he said, CBS retains $150,000 and pays the $100,000 for rights. (A PM spokesman said last week these were approximately the cost breakouts this year, with "possibly some little revision upward.""

Philip Morris sponsors about half of CBS's coverage. Most of its commercial time is allocated to a subsidiary, Miller Brewing Co. (through McCann-Erickson), and some to American Safety Razor Co. (Persona), also a subsidiary and handled by Leo Burnett. The other half of the coverage is sold to participating advertisers.

CBS last year got caught in a dispute that kept a number of professional tennis players out of the Open (BROADCASTING, Sept. 13, 1971). The disagreement, between the USLTA and World Champions Tennis, has been resolved.

At this year's matches (which offer $160,000 in prize money, CBS plans live coverage on Sept. 2 at 4-6 p.m. NYT; Sept. 9 at 4-6 p.m. and Sept. 10 at 3:30-6 p.m. Stars listed (most of whom did not play at Forest Hills last September): Stan Smith, Rod Laver, Ken Rosewall, John Newcombe, Arthur Ashe, Cliff Drysdale, Tony Roche, Billie Jean King, Chris Evert, Rosemary Casals and Evonne Goolagong, among others.

*BROADCASTING Aug 14 1972*
Independents' new voice sets its goals

Rice first president of association that will get into problems of rates, ratings, slow-pay, attacks on children's TV and cable

INTV. That is the name of a new organization of television broadcasters—inde- pending, nonnetwork-affiliated TV stations—formed last week in St. Louis.

Arranged after three months of effort by Roger D. Rice, KTVU(TV) San Francisco-Oakland, and others, the organizational meeting drew 60 broadcasters repre- senting 66 TV stations. Mr. Rice was chosen first president of the association, whose board of seven is to meet Sept. 21 in Los Angeles.

Members of the INTV board, in addition to Mr. Rice: Richard C. Block, Kaiser Broadcasting; Jim Terrell, KTNN- (TV) Fort Worth; R. E. Turner, WTGH- (TV) Atlanta; John T. Reynolds, KTLA- (TV) Los Angeles; Albert P. Krivin, Metromedia TV; Henry V. Greene Jr., RKO General; and James R. Herb, KPLR-TV St. Louis. Mr. Herb was elected secretary- treasurer of the association.

Named executive director, with an office in New York scheduled to open Sept. 1, was Herman Land, former Westing- house Broadcasting executive and more recently a broadcast consultant.

Invited to be present at next month's board meeting as small-market TV ad- viser is Gene Adellstein, KZAZ(TV) Tuc- son-Nogales, Ariz.

Budget for the first year was set at $100,000, to be raised by assessing members twice their top published hourly rate on an annual basis. Promises of membership were voiced by virtually all attending last week's meeting.

The goal of the new organization, which specifically disclaims duplicating existing associations and their work, was set out as follows: to change the image of independent TV stations with media buyers and decision makers, the FCC and the viewing public.

Among the details that INTV expects to address itself to are AT&T line-rate in- creases, the attacks on children's TV pro- grams and advertising, slow-paying ad- vertising agencies, the alleged short- changing of independent TV stations by rating services, and cable TV.

The last was one of the major subjects discussed at the one-day meeting.

David Foster, president of the Na- tional Cable TV Association, told the audience that there is a commonality of interest between cable-TV operators and independent TV station owners.

CATV at present "and for a long time to come" is absolutely dependent on the independent TV station, Foster stressed. It is the independent that cable systems are importing, not the network-affiliated stations, he noted.

Both, he said, should oppose stringent exclusivity provisions in the new CATV rules promulgated by the FCC; both should oppose the imposition of sports blackouts fostered by other broadcasters and sports clubs; both should push for federal regulation of CATV, rather than state jurisdiction.

Mr. Foster told the broadcasters that pay TV certainly will be part of CATV, and that perhaps two or three of the 20 channels required by FCC rules will be on a fee basis. But, he emphasized, this is at least 10 years in the future.

And, he said, although cable owners and copyright holders are 95% in agreement on virtually all elements of copy- right legislation, they are "a long way apart" on the question of license payments.

Touching on one of the principal goals of the new organization—the revision of ratings to include CATV viewing as part of the audience totals of independents, Mr. Foster contended that the technology for rating cable viewing is ready and available.

This subject was much discussed at the meeting, principally by James A. Lan- don, Cox Broadcasting Corp., who was critical of proposed American Research Bureau audience-measurement changes.

Mr. Landon stressed that independent TV stations show up better on coinci- dental surveys than in diary reports. He called on the independents to support meters in audience research.

Mr. Landon also declared that the FCC's prime-time access ruling, by which 30 minutes of daily prime time has been denied for network programing, has proved beneficial to independent stations. Mr. Landon displayed an analysis of ARB's February-March metro reports for the top 25 markets for the 7:30-8 p.m. time period that showed, he said, that independent stations have improved their ratings and share of audience at the ex- pense of network affiliates (for details see page 41). This is due, he added, to the independents' "programming know-how."

The group also heard George J. Simko, Benton & Bowles, state that many of the issues "and much of the innovation that has come about in television revolve around or have been fostered by inde- pendent stations."

Mr. Simko recalled that some time ago he tried to get major station representa- tives and TV station groups to justify qualitative judgments on the use of sta- tions, rather than going by the cost-per- thousand; yardstick.

"The result," he said, "was a lot of in- teresting conversation but absolutely no..."
new or particularly useful data or evidence."

The same thing was true, he added, when he raised the question of the advertising of competing products in close proximity to each other (Broadcasting, June 26). Perhaps the most intriguing question of the meeting. He based his assumption that the voice of the television broadcaster, he commented, "has been strangely silent."

He also termed "rash and senseless" the move by TV stations to revise advertising contracts to make the advertiser as well as the agency or buyer service liable for payment.

This, he said, "contributes nothing to the long-term solution of this problem—if it is a problem."

Mr. Simko called on TV station management to "get back in touch" with agency media management.

Clutter, image and advertiser-agency rating cut-off policies are three major problems for independent TV stations, said Frank Tuoti, director of sales-development for Kaiser Broadcasting Corp., told the meeting. He based his report on interviews with top media executives at more than a dozen agencies that he said, account for approximately half of all spot TV spending.

Mr. Tuoti said he found commercial clutter to be an almost universal concern—and found too that independents are assumed to be most guilty of cluttering even though, he asserted, "the heaviest clutter areas of television" are in local news programs of network affiliates, "where in many instances as many as nine or 10 minutes of commercials are scheduled within a half-hour news program."

He recommended that independents set policies and procedures to alleviate extreme clutter conditions, and that the new association consider underwriting special research on the issue. When Kaiser stations offered to play Star Trek with only half the code-allowable number of commercials, he recalled, agencies refused to pay premium prices because Kaiser had no research to prove that commercials in island positions are more effective.

Mr. Tuoti said he also found that national advertisers are rarely visited by independent-station executives, know little about independents and often tend to think negatively about them.

Rating cut-offs—policies under which buyers are instructed not to order a spot below a certain rating level, usually a 5.0—present "one of the most serious obstacles to increased revenues for independent stations," Mr. Tuoti declared. To help offset this he recommended studies to determine realistic values of (1) commercials scheduled in lower-rated programs and (2) commercials in programs that are higher rated but that may be in their fifth or sixth reruns. He estimated that some form of rating cutoff "directly affects the expenditure of perhaps as much as one-third" of the spot TV outlays of the top-100 spot advertisers.

INTV, he said, can quicken the day when independents are evaluated on a par with affiliated stations.

5.0-

Mr. Macy stated that Kaiser had no research on the issue. He based his assumption to "get back in touch" with agency media management. He recommended that independents set policies and procedures to alleviate extreme clutter conditions, and that the new association consider underwriting special research on the issue. When Kaiser stations offered to play Star Trek with only half the code-allowable number of commercials, he recalled, agencies refused to pay premium prices because Kaiser had no research to prove that commercials in island positions are more effective.

Mr. Tuoti said he also found that national advertisers are rarely visited by independent-station executives, know little about independents and often tend to think negatively about them.

Rating cut-offs—policies under which buyers are instructed not to order a spot below a certain rating level, usually a 5.0—present "one of the most serious obstacles to increased revenues for independent stations," Mr. Tuoti declared. To help offset this he recommended studies to determine realistic values of (1) commercials scheduled in lower-rated programs and (2) commercials in programs that are higher rated but that may be in their fifth or sixth reruns. He estimated that some form of rating cutoff "directly affects the expenditure of perhaps as much as one-third" of the spot TV outlays of the top-100 spot advertisers.

INTV, he said, can quicken the day when independents are evaluated on a par with affiliated stations.

First generation comes to an end at public TV's main organization

Macy quits as president of CPB after Pace quits as chairman; no word yet on successor, but Shakespeare, Marks, Cooney are among names in circulation

John W. Macy Jr., president of the Corporation for Public Broadcasting, submitted his resignation last week, effective no later than Oct. 15.

In a letter to Frank Pace, chairman of the CPB board, Mr. Macy cited "current trends in the development of the industry" as signals of a need for new leadership. Public broadcasting's political troubles are known to be at the top of that list of trends, particularly the President's veto of a generous CPB authorization bill.

Another major factor was Mr. Macy's health. He underwent emergency surgery several weeks ago for a twisted colon and will require a second operation within a few weeks. The additional surgery is said to be standard procedure for this ailment, but it adds more time to an already extended recuperative period. Mr. Macy has been back at work in recent days, but has looked pale and thin. The Macy resignation adds to a growing list of changes at CPB. Mr. Pace told the board last month that he would not seek re-election as chairman. He is known to feel that closer contact between the administration and the CPB chairman would be advisable. The CPB board has also acquired a Republican majority for the first time in the organization's five-year history.

Mr. Macy's decision may be another step toward the Republicanization of an enterprise that was begun during a Democratic administration and has until recently been dominated by Democrats. The new president will be chosen by the board, perhaps at its next month.

There was no reliable information available last week on a successor, but initial speculation included names like Frank Shakespeare, director of the United States Information Agency, and Washington attorney Leonard Marks, treasurer of Democrats for Nixon and a former USIA chief. Also mentioned were such industry names as Joan Ganz Cooney, president of Children's Television Workshop.

Mr. Macy was named CPB president in February of 1969, over a year after the Public Broadcasting Act was signed into law by President Johnson. He came to the corporation after a 30-year career in government service, interrupted only by three years as executive vice president of his alma mater, Wesleyan College of Middletown, Conn. During the eight years of the Kennedy and Johnson administrations he was chairman of the Civil Service Commission, where he had previously been executive director in 1953-57.

It was during Mr. Macy's three-and-a-half years as president of CPB that public broadcasting began to make its mark in communications. CPB established the two national interconnection services, the Public Broadcasting Service and National Public Radio, as well as the several national production centers that now exist. Public television's audience grew from 24 million to 50 million viewers as new programs like Sesame Street and The Great American Dream Machine began to make their mark. And federal funds for public broadcasting grew from $5 million to an expected $45 million this year, although the corporation's hope of permanent financing remained just a dream.

Perhaps Mr. Macy's most difficult task was welding a wildly disparate group of local stations and other organizations into what he liked to call a "system." The instrumentality he was given to work with was a corporation without precedent in communications: federally chartered, but outside the government; charged with procuring and arranging distribution of programs, but not itself a programmer; charged with great national responsibilities, but forbidden from exercising undue "influence" on the industry. It was an organization caught in the middle of politics, both internal and external.

At various intervals CPB has inevitably come in for heavy criticism from one or another faction for its handling of these mandates. Through it all, Mr. Macy has maintained an almost chronic optimism and has continued to insist that CPB is following the path prescribed by the Cartesian Commission on Television—which produced the original draft of a CPB—and by the binding provisions of the Public Broadcasting Act.

"Contrary to views expressed in some quarters," he said last week in the letter to Mr. Pace, "it is my conviction that
we have adhered to the intent of Congress in a faithful but creative fashion and that the groundwork which has been laid will form the foundation from which the evolutionary progress of this industry can be achieved."

With the industry Mr. Macy has been known as the very embodiment of the Puritan ethic, a crewdust, bespectacled man with a managerial intellect and a penchant for arriving at work at 7:30 each morning. He has been respected for his handling of what many consider an almost impossible job, but few of the managers themselves really knew him very well. One, who liked and respected him, nevertheless commented once that Mr. Macy tended to sound, even in private, as if he were delivering a speech.

Little of the criticism directed at CPB has extended to include John Macy as a man. The first reactions last week to his resignation were from Hartford N. G. Johnson, Jr., president of the Public Broadcasting Service, who expressed his "deep regret" and Williston G. Harley, president of the National Association of Educational Broadcasters, who said Mr. Macy "did a great job in the face of great odds."

Mr. Macy's future plans are undecided. For health reasons, he is departing the organization immediately although his resignation may not become official for weeks. CPB will initially operate under the acting presidency of Ralph W. Nicholson, its vice president-finance, but Mr. Nicholson is also leaving after Labor Day to work for the U.S. Postal Service. Between that time and the selection of a new president, the acting chief will be John Golden, CPB's director of planning, research and evaluation.

Within the next few weeks, Mr. Macy plans to issue a detailed look at his years at CPB and the circumstances of his departure.

Any real progress in border dispute with Tijuana FM's?

American government negotiators assert Mexican cooperation, but San Diego broadcasters wonder

A dozen San Diego broadcasters and their attorneys who assembled in the meeting room of the FCC in Washington on Thursday heard that two governments— their own and the Mexican— were working to end the confusion that faced from American-operated FM stations across the border in Tijuana. The broadcasters appeared pleased, if not entirely convinced the problem is on its way to being solved.

The Mexican government will investigate the Americans' complaint about what "appears to be a violation" of Mexican law, Richard Black of the State Department told the broadcasters.

Furthermore, he said, representatives of the two governments have drafted an agreement that would make clear that each country retains its FM stations to be "assigned and operated for the basic purpose" of serving its nationals.

Mr. Black and FCC Broadcast Bureau Chief Wallace Johnson reached those understandings with Mexican officials in two days of talks in Mexico City last month. Their mission was to remove the San Diegans' objections to the conclusion of a technical agreement with Mexico concerning FM broadcasting (BROADCASTING, July 10).

The broadcasters contend that the proposals approved by Mexico concern the use of FM channels within 200 miles of each side of the border, should not be signed until steps are taken to end what they consider the unfair competition from XHTS and XHERS, both Tijuana. They say those stations, owned by Mexicans but operated by Paul Schafer, former owner of Schafer Electronics Corp., broadcast American-style progressive-rock programming into San Diego, free of the FCC regulations to which American broadcasters are subject, and attract American advertisers. The Schafer operation is seeking a third FM in Tijuana on which to establish xours (see story below).

Mr. Black, who with Mr. Johnson briefed the San Diegans in Mexico City talks, said officials of the Mexican Department of Communications with whom they talked were "surprised" when informed of the Schafer operations, and promised an investigation.

He said the Mexicans felt that the Tijuana station be operating contrary to Mexican law which requires that broadcast outlets in that country be not only licensed to Mexican nationals but operated by them as well. The law also says that 80% of the programming on Mexican stations be in Spanish and that any foreign language be followed by a recapitulation or summary in Spanish.

The separate agreement, which would take the form of a note exchanged between the two governments, would make clear that the type of operation that concerns the San Diegans is not the kind that the Mexican government intends to be established within that country and "will not form part of a pattern," Mr. Black said.

The agreement does not cover AM or TV, although, as one attorney present noted, the Mexican-owned-and-operated XTRA(AM) and XETY(TV), both Tijuana, beam their programming at San Diego, as do the Schafer-operated FM's.

Mr. Black indicated the negotiators were trying to avoid complicating the problem at hand. Besides, he said, the agreement establishes what is called "technical" that broadcast stations are to serve their nationals. He also said that broadcasters have recourse under various international radio agreements to present complaints to the Mexican government.

The plan settled on in Mexico City is to conclude the agreement and have it "in hand" at the time the agreement concerning FM allocations is signed. Mr. Black said the aim is to submit the basic document to the Mexican Senate in September, so that the ratification process might be completed before it adjourns in December. The U.S. is treating the understanding as an executive agreement which does not require Senate ratification.

George Whitney, KPSE(FM), chairman of a group of 15 San Diego radio and television licensees who have organized an association to give voice and muscle to their concern, said he was "pleased with the progress," Messrs. Black and Johnson reported.

But he and others in the group indicated they still had some reservations. One broadcaster wanted to know what assurance there was that the Mexican government will move against XHTS and XHERS. Mark Fowler, counsel for the San Diego group, said the Schafer organization indicated it had sufficient political support— "they said they are wired in at the top"—to block any move to affect their operation.

Besides Mexican law and the short agreement, there may be a remedy for the San Diegans in the U.S. Communications Act. Section 325(b) states that FCC approval is needed by anyone wishing to engage in the "mechanical or physical reproduction of sound waves" that are delivered to a foreign radio station for broadcast into the U.S. The Schafer operation tapes its programs in California and delivers them to the Tijuana stations.

Mr. Johnson said the commission is looking into the question of whether this constitutes a violation. The question, he said, is: "What is tape?"

And in Tijuana, Mexican owners and American operators of rocking FM's are confident of undisturbed future

The two Mexican stations that have caused all the dispute are owned by Mexicans but programed by Americans.

Víctor M. Díaz, director general of Radio Comercial (S.A., Guadalajara, Mexico, is the licensee of XHTS(FM)). Joaquín Vargas Gómez is the license holder of XHERS(FM). The Diaz family has owned stations in Mexico since 1936. The Diaz organization now owns and operates 11 radio stations in the country, nine of them in Guadalajara (five AM, four FM; one of the English-language station taking CBS programing and broadcasting to the city's 50,000 English-speaking inhabitants). Mr. Vargas owns and operates nine stations, one in Mexico City broadcasting in English with NBC programs.

Paul C. Schafer, founder and former president of Schafer Electronics Corp., designer and manufacturer of broadcast automation systems, is the major stockholder in Time Sales Inc., San Diego, the U.S. organization that represents XHTS and XHERS in programing and in north-of-the-border sales. Larry Shushan, who owned KPRF(FM) San Diego for 12 years and helped put KCS(TV) San Diego on the air, is general manager of Time Sales and minority stockholder in the year-old company.

"We're not interlopers," insists Mr. Shushan.

"From our point of view we're healthy competitors selling at a good rate," contends Mr. Schafer.

Time Sales Inc. splits the sales it generates 50-50 with the Diaz and Vargas

---

*BROADCASTING* Aug 14 1972 33
organizations. Time Sales produces totally automated programing for the stations. Programs are taped daily on cassettes and are transported each afternoon, together with the day's logs, across the border to the transmitter site in Tijuana.

There is a staff of seven, including a manager and chief engineer, in Tijuana. The U.S. staff in San Diego, based at the Royal Inn at the Wharf, amounts to 15, including the Messrs. Schafer and Shushan, a programming director and full-time staff people on both sides of the border, work in combination for both stations.

The stations are sold in combination. The listed spot rate is $14. Accounts include General Motors, STP, Columbia Records, RCA Records and Warner Bros. Records. Mostly the account list is made up of such local advertisers as the Tijuana bull ring and the California Auto Swap Meet. Advertising is mostly U.S. Reportedly less than 10% of the stations' revenue originates in Mexico.

XHSX, which is on 90.1 mhz, XHERS is on 100 mhz. Both operate 24 hours with 200,000 watts of power—100,000 vertical, 100,000 horizontal—from an antenna height of 1,000 feet. The stations blanket the San Diego market and large parts of Southern California as well.

XHIS, which is on 90.3 mhz, operates under pro-rated programing under Time Sales' direction in September 1971, features hard contemporary music without disk jockeys. XHERS, on the air since December 1971, offers a softer version, with some oldies mixed in. Promotion material for the stations emphasizes that programing is "100% entertainment."

No news is carried.

"For the most part we conform to the rules and regulations of both nations," claims Larry Shushan. As evidence he notes that a cigarette account was recently rejected in deference to the U.S. ban on such advertising, even though there's no restriction against cigarette advertising on radio in Mexico.

Time Sales and Victor Díaz hope the proposed agreement between the U.S. and Mexico will allow them to operate 15 channels within 200 miles of each side of the border is quickly signed. This treaty would provide for 11 FM assignments in Tijuana. If the treaty is signed, XHSX would be unaffected. But XHERS, now on 100.1 mhz, would move down to 91.1 mhz, a highly desirable switch for Time Sales purposes. Also 92.5 mhz, a class B assignment (XHSX and XHERS are class C assignments) would become available.

Time Sales, which is being challenged for the allocation reportedly by interests that would be represented by American broadcaster Gordon McLendon (who already represents XTRA[AM] Tijuana in the U.S.) would like to operate on 92.5 as XOURS, "What we'd aim to do with the combination of three stations," explains Mr. Schafer, "is wrap up the entire audience.

Mr. Díaz looks at it this way: "The San Diego broadcasters are complaining about a little Mexican competition," he says, "yet Americans dominate every field of Mexican free enterprise."

---

**Broadcasters' action group shifts into second**

**Manship's trustees to select advisory council; two- ply program set up; Chapin briefs Arkansans**

The executive trustees of the new National Committee for the Support of Free Broadcasting (Broadcasting, July 31) are to meet this week to get political action activities under way.

At their first meeting, an advisory trustees council of from 15 to 20 broadcasters, will be formed. Together with the executive trustees, it will raise and disburse money for political candidates and also initiate a political education campaign.

Five executive trustees have been chosen, with Douglas L. Manship, of WJBO-AM-FM and WBRZ(TV) Baton Rouge, La., and KCRG-AM-TV Wescalo, Tex., as chairman. Mr. Manship also is publisher and editor of the Baton Rouge Advocate and Times. Other avocative trustees, with two more possibly to be announced, are Vincent T. Wasielewski, president of the National Association of Broadcasters; Thomas Chauncey, Kool-AM-TV Phoenix; Jack Rosenthal, KXTO-TV Casper, Wyo.; and James M. Caldwell, WAVE(AM) Louisville, Ky.

The executive trustees will choose members of the advisory trustees, with no more than one-third from the NAB board. It will also, it is speculated, establish a formal office, and choose a secretary-treasurer from among its membership.

The organization will operate on two levels. At one, it will collect monies and contribute to the campaign funds of friendly congressional candidates, or at least those who are presumed to be open-minded about legislation affecting broadcasting.

At the second level, the group will promote broadcasting's positions via booklets, speeches, research, and other "educational" activities.

The funds for each activity will be kept in separate accounts. Under federal law, corporations are prohibited from making political campaign contributions but not from contributing funds to political educational projects.

Upon the formal establishment of NCSFB, registration forms will be filed with the comptroller general of the U.S., and with the secretary of the Senate and the clerk of the House, as required by law. Names of contributors and those to whom contributions have been made must be filed quarterly with these offices.

The committee is being organized outside the NAB, although the idea germinated at the NAB board meeting in Florida last January. It was haled then by NAB board members as an excellent idea, but none that should be developed outside the association.

At the top of the list of concerns for broadcasters are such subjects as license renewal procedures and counteradvertising proposals.

Some of the facts of political activism were presented to broadcasters last week by Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the NAB.

In a speech to the Arkansas Broadcasters Association, Mr. Chapin called attention to the formation of the political action committee and assured that "such a donation is perfectly legal." Mr. Chapin said that donations of $100 or less need not be reported; those over $100 must be reported.

After stressing that the finances will be administered by broadcasters "from all portions of the political spectrum from conservative to liberal," he added:

"Donations will be made to members of Congress whom we believe to be friends or whose friendship we seek. We will ask only for a friendly ear and an understanding attitude from the member [of Congress] with respect to the various legislative problems which we may encounter in the future."

---

**Unpredictable FCC calls for hearing on KFSD-FM sale; format change the key issue**

Atlanta precedent cited, Sylvia parallel ignored in San Diego case; odds are that sale will be aborted

The FCC may be reluctant to interfere with the plans of an applicant that wants to change the format of a station it is buying (Broadcasting, Aug. 7) — but it will not in all cases refuse. As a result, the proposed sale of Time-Life Broad- cast Inc.'s KFSD-FM (formerly KGOO-FM) in San Diego to Kelly Broadcasting Inc. is in jeopardy. The commission has notified the parties that it cannot resolve "the serious public questions" without a hearing — and has asked whether they are willing to postpone the transfer application through the hearing process.

Time-Life and Kelly (which owns KCRX-AM-TV and KCTC-FM) Sacramento, Calif.) have until this week to respond. Last week Time-Life was said to be undecided. Kelly, however, was reported to be unwilling to pursue the matter beyond the sept. 22 contract-termination date of the $250,000 sale, Aug. 31.

Principally at issue is Kelly's proposal to abandon the station's all-classical-music format for one featuring contemporary music, and thereby eliminate the city's only full-time classical-music station. Another issue is presumed to reduce the station's public-service programing by about 50%.

It was because of those proposed changes that the San Diego chapter of the National Business League — which describes itself as being concerned with and
involved in upgrading minority representation in all aspects of San Diego community life—petitioned the commission to deny the assignment application. The proposed programming also was cited in informal objections filed by some 600 listeners in the station's service area.

KPSD-FM is the last station in its formerly bulging portfolio of broadcast properties that Time-Life has left to sell; it is continuing to operate WOYV-TV, Grand Rapids, Mich. Time-Life reportedly operated the San Diego FM and its former AM affiliate at a loss, and Kelly is understood to feel he could not operate the FM as a classical-music station and break even. (KOGO-FM was sold to Redlaw Enterprises Inc. for $2.9 million in December [BROADCASTING, Dec. 6, 1971].)

The NBL, like a number of other petitioners opposing a station sale because of a proposed format change, cited the case in which the U.S. Court of Appeals overruled the commission and directed it to hold a hearing on a sale involving WKAAM-FM Atlanta. The issue there was that the sale would result in the loss of that city's only classical-music format and the addition of providing service already available on a number of others.

In other format-change cases, the commission has found that the facts differed from those in the Atlanta proceeding. But the commission cited that case in notifying the parties to the KPST-FM sale that a hearing would be required to resolve the questions the petitioners had raised.

And it acted in what appeared to be routine fashion. The letter, which did not come to light until last week, was adopted on July 27 by a vote of 5-to-0; Chairman Dean Burch was absent and Commissioner Benjamin Hooks did not participate.

Meanwhile, the commission last week acted in another of the proceedings in which it is being opposed because of format changes. And, coming when it did, the action pointed up the problem broadcasters and their attorneys—and citizen groups—have in anticipating commission attitudes toward format changes.

The commission denied a motion to stay the effectiveness of an order affirming an earlier decision to approve the sale of WXEZ(FM) (formerly WGLN(FM)) Sylvania, Ohio, to The Midwestern Broadcasting Co. A citizen committee seeking to restore the station's previous progressive-rock format—the station now broadcasts middle-of-the-road music—had asked for the stay pending judicial review.

In denying the request, the commission said the petition of the Citizen Committee to Keep Progressive Rock, like the committee's earlier pleadings, reflects an apparent belief that WXEZ's "entertainment programming must be totally directed towards the listening tastes of a specific segment of Toledo area residents." The committee had noted that Midwestern had eliminated the area's only full-time progressive rock station.

The commission—as it did in its previous order—said that it would not question the choice of entertainment formats "unless it is shown . . . that the format choice is not reasonably attuned to the tastes and general interest of the community of license."

However, it also said that WXEZ is licensed to serve the varied interests of the suburban community of Sylvania, rather than those of the larger nearby city of Toledo. It also noted that WXEZ is Sylvania's only broadcast outlet, while Toledo is served by 11 local AM and FM stations.

The action was taken by two commission members—Robert E. Lee and H. Rex Lee—who acted as a board. The other commissioners are traveling or are on vacation.

**Pennsylvania-Delaware minority inquiry gets Johnson's praise—but he'd go farther**

Commissioner sets down his own criteria for ascertaining questionable hiring practices

FCC Commissioner Nicholas Johnson has applauded his colleagues' decision to seek further information on the employment policies of 30 Pennsylvania and Delaware stations whose license renewals are now pending. But in the same breath, the commissioner, who was the instrumental force behind that action, indicated that if the decision had been his alone, many more stations in those states would have heard from the FCC.

Mr. Johnson made his remarks in a 49-page statement regarding an action late last month, in which the commission elected to send letters to the stations in Pennsylvania and Delaware whose employment of blacks and women declined within the past year, and those with no blacks or women at all (BROADCASTING, July 31).

Mr. Johnson also had kind words for his newest associate, Commissioner Benjamin L. Hooks, who he said has done "an excellent job in pushing the commission about as far as it could be pushed—clearly more than I could have achieved—and that has been a real accomplishment." He said that the commission's action in the Pennsylvania-Delaware cases is an indication that "the industry is now again on notice that the commission intends to monitor performance, to expect improvement, and to act when the evidence indicates a need."

However, the commissioner emphasized his feeling that the decreased or nonexistent minority employment criteria employed by the commission in weeding out 30 stations from the 165 facilities on which data was available (the decision was based on information contained in the equal employment forms filed with each station's renewal application) was "far too restrictive."

In the alternative, Mr. Johnson said he would have sent letters to stations with 10 or more employees falling within the following categories: 1) those with 10 or more employes falling within the following categories: 1) those with 10 or more.
more employees whose black employment is less than the percentage of blacks in the community; 2) those with a lower proportion of blacks in high-paying jobs than the proportion of all employees in such positions (in other words, if a station's staff is 10% black, 10% of these occupying high-paying positions should be black); 3) those with no blacks on the staff; 4) those where the proportion of women in high-paying jobs are less than half the percentage of all employees in those job categories; 5) those with no women employees, and 6) those in which the percentage of women employees has declined below the percentage of women in the work force of the city of license.

KTTV fights disclosure of financial reports

It resists Torbet ruling that challengers' lawyer may see 'confidential' forms

A ruling that counsel for four citizen groups challenging the license renewal of KTTV(TV) Los Angeles may inspect that station's confidential financial reports was disputed at the FCC last week by Metromedia Inc., the KTTV licensee.

Metromedia asserted that a July 24 action under delegated authority by FCC Executive Director John Torbet should be reversed by the full commission because it is in conflict with commission policy. Mr. Torbet granted a request by Albert H. Kramer, attorney for the KTTV petitioners, for access to the station's 1969, 1970 and 1971 financial reports. Mr. Torbet ruled that Mr. Kramer made a "persuasive showing" that information contained in the forms is pertinent to the KTTV renewal proceeding.

The petitioners, who challenged KTTV's renewal application in November 1971 (Broadcasting, Nov. 22, 1971), allege that Metromedia siphoned off the station's revenues without an equitable redistribution of profits to focal programing. In requesting access to the KTTV financial reports (form 324) on file at the commission, Mr. Kramer argued that Metromedia itself had put the station's financial position at issue in a brief it filed in opposition to the petition to deny (Broadcasting, June 12). Metromedia stated that KTTV's share of total revenues in the Los Angeles market was minimal in comparison with the three network owned and operated stations there.

Mr. Torbet agreed. "Even though the degree of profit reinvestment in community oriented programing is not ordinarily in issue in evaluating a renewal applicant's past performance," Mr. Torbet ruled, "the licensee's assertions have made the form 324 information relevant and material to the review of the renewal application."

In its opposition last week, Metromedia asserted that a "conflict of standards" exists between Mr. Torbet's ruling and commission policy in the area of financial disclosures. It noted that Mr. Torbet relied on a standard of "persuasive showing" in permitting disclosure while the commission's rules specify that a "compelling showing" must be made.

Unless the commission overrules Mr. Torbet's ruling, the firm argued, it will be inviting "the adoption of a new standard, without the comprehensive examination of a rulemaking proceeding."

Eastminster stations to be put to FCC test

WOTW-AM-FM renewal applications ordered into commission hearing

The FCC has ordered that the license renewal applications of Eastminster Broadcasting Corp.'s WOTW-AM-FM Nashau, N.H., be designated for hearing on nine issues, including allegations of fraudulent billing and logging practices and a question of whether licensee officials used the stations for personal gain.

The commission said that its investigations into the stations' operation have produced information raising "serious questions as to whether the applicant possesses the qualifications to be or to remain licensee of the stations."

Among the issues to be resolved in the proceeding, the commission said, is a question whether the WOTW management used the stations' facilities to achieve a competitive advantage in any matter other than the operation of the stations. Eastminster is also accused of filing inaccurate financial and ownership reports and network affiliation contracts, and of possibly promoting an unauthorized transfer of control of WOTW-AM-FM.

The commission delegated authority to the hearing examiner to be assigned to the case to issue a fine of up to $10,000 if it is determined that license denial would not be an appropriate sanction.

Changing Hands

Announced

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

- KRB(AM) Mason City, Iowa: Sold by Mason City Broadcasting Corp. to C. Kenneth Kjelseth, Merle D. Oakes and Cy B. Chesterman for $300,000. The station is being sold following the July 4 death of Bryce Elkberg, Mason City Broadcasting's principal stockholder. Messrs. Kjelseth and Oakes are employees of KTV(Y) Sioux City, Iowa. Mr. Chesterman is head of Chesterman Bottling Co., Sioux City, holder of regional franchises for Coca-Cola and Seven-Up. KRB operates on 1490 kHz with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55):

- WXIX-TV Cincinnati: Sold by U.S. Communications Corp. to Metromedia Inc. for $3 million (see page 37).
Metromedia gets its Cincinnati U

FCC says purchaser promises best hope of breathing life into faltering independent

The FCC last week authorized the $3.5 million purchase by Metromedia Inc. of WXXI-TV Cincinnati (Newport, Ky.). The channel-19 facility, which will be purchased from U.S. Communications Corp., a subsidiary of the AVC Corp., will be Metromedia’s first UHF station.

Commission approval of the WXIX-TV sale, which has been pending since October 1971, came less than two months after the agency cleared Metromedia’s purchase of WTCN-TV Minneapolis-St. Paul from Chris-Craft Industries for $18 million (Broadcasting, June 26).

As it did in the WTCN-TV case, the commission applied its top-50 market policy, which states that interests already owning three television stations (or two VHF’s) in the 50 largest markets must make a “compelling showing” that their acquisition of another TV property in those markets would be in the public interest.

The FCC regarded the WXIX-TV sale as a salvage. The station had sustained substantial losses. U.S. Communications had stated it could not continue to operate WXIX-TV in a market dominated by three network-affiliated VHF stations, WBNS-TV (ch. 5, ABC), WJW-TV (ch. 8, CBS) and WXYZ-TV (ch. 3, NBC), and containing two other independent U’s. Another independent UHF is under construction.

“Metromedia, with its long experience in successful independent television operation,” the commission said, “would appear to offer the best, if not the only, present means of establishing this UHF station as a viable independent programming source in the Cincinnati market.”

In addition to WTXI-TV, Metromedia owns WNEW-TV New York, KTVI-TV St. Louis, and several small-market stations in the West.

WIP(AM) Philadelphia, and WNEW(AM) New York, as well as FM’s KMET Los Angeles, KSAN San Francisco, WASH Washington, WMMR Philadelphia and WMMS Cleveland. It is selling the Cleveland radio properties to Mailrite Broadcasting of Ohio for $1.5 million.

John H. Kluge is chief executive officer and largest stockholder of Metromedia, a publicly owned corporation.

What’s left of WHDH settles with Clancy

Executive who led losing fight to retain Boston’s channel 5 now loses his job with company

Harold E. Clancy, who as president of the Boston Herald Traveler Corp. fought but finally lost a years-long battle to keep the company’s WHDH-TV from losing its channel-5 license to a competing applicant, has resigned and left the company.

George E. (Ted) Akerson, chairman and former president (1963-68), who was the nominee advanced by a dissident group of stockholders to replace Mr. Clancy in a proxy fight last spring (Broadcasting, June 5, 12), added the duties of president and chief executive officer on Aug. 2. Mr. Clancy’s resignation was effective Aug. 1.

Stockholders of the company, now WHDH Corp., were notified of the changes by Mr. Akerson in a communication that also said Mr. Clancy’s colleagues on the board greeted his resignation with a resolution thanking him for his years of service. As part of a settlement, Mr. Akerson said, the company exchanged a $100,000 demand note of Mr. Clancy for a $100,000 principal amount note calling for payment in 10 annual installments without interest; agreed to pay him that amount—$100,000 in 10 annual installments—in settlement of his $90,000-a-year employment contract; agreed to pay him accrued vacation pay of $7,500, a $1,500 a month for 22 months, with a final monthly payment of $3,147, in settlement of claims for $180,000 in severance pay under his contract.

Mr. Akerson, the notification said, will serve as full-time chairman, president and chief executive officer at his current salary of $90,000 a year until Aug. 1, 1973, when he will switch to a part-time basis at $45,000 a year until Oct. 16, 1974.

WHDH-TV’s license for channel 5 went to WCVB-TV Boston last March at FCC order. Subsequently the Boston Herald-Traveler newspapers, which had been surviving on WHDH-TV’s profits, were sold to the Hearst Corp. for $8,640,000 cash, and the company name was changed to WHDH Corp., reflecting its continued ownership and operation of WHDH-AM-FM.

Mr. Akerson’s report said $4 million had been paid in severance obligations and less than $1 million more in such payments would be needed. He said the fair value of stock of WHDH Inc., the radio subsidiary, had been estimated, for
purposes of the Investment Company Act of 1940, at “not less than $12 million.” Current working capital was estimated more than $10 million.

The board is continuing to explore what steps should be taken with respect to the remaining assets and business of the corporation, consisting primarily of the operation of [WHHD-AM-FM] and the investment of cash generated from the sale of its newspapers and TV-related assets. He said the corporation “will shortly operate at a modest profit which it is hoped will improve in the future as termination payments are completed and overhead expenses are reduced.”

**Jack Anderson strikes again**

**This time he uses agencyman’s memo that says Nixon wants to ax regulators who do not think the White House way**

Columnist Jack Anderson came up with another “confidential” memorandum in his column last week, this one of more than passing interest to those in the communications business. But those mentioned sought immediately to knock down the story.

The thrust of the memorandum, according to the column, was that President Nixon was looking for federal regulators who would take a kinder approach to the industries they regulate than some in his administration.

And FCC Chairman Dean Burch, Commissioner Nicholas Johnson and Federal Trade Commission Chairman Miles Kirkpatrick, were specifically referred to in the column as regulators the President wanted to replace with individuals “more on the White House wavelength.”

The memorandum had been written by Alan Katzenstein, of the Needham, Harper & Steers advertising agency, and was said to have been based on a number of conversations in Washington. But the only name mentioned in the memorandum or the column as the source of Mr. Katzenstein’s information was Brian Lamb, public information officer of the White House Office of Telecommunications Policy.

And, after the column appeared on Wednesday, Mr. Lamb said it distorted a memorandum that itself was seriously misleading. Mr. Katzenstein, he said, was “instructed” not to offer any defense of the memorandum’s accuracy.

Mr. Lamb said that Mr. Katzenstein dropped in on him in his office, on July 27, and that they chatted for about 30 minutes about regulators and regulatory agencies. But he said Mr. Katzenstein “got nothing from me in the way of inside information because I don’t have any.”

Mr. Lamb also said there was no basis for the column’s assertion that the President wants to replace specific individuals. He said that “flat statement” is not in the memorandum. He obtained a copy from Mr. Katzenstein after he learned Mr. Anderson was doing a column on it.

The column said that Commissioner Richard E. Wiley was the originator of the memorandum as “clearly a favorite of the administration” and that he is being “considered for the next opening of the chairmanship.”

Mr. Lamb said it is well known that Mr. Wiley has been regarded at the White House since his appointment as FCC general counsel two years ago. But he said, “Nobody in the administration has expressed any dissatisfaction with Burch, or raised the idea he should be replaced. He is a good chairman.” The chairman’s term has four years to run.

Mr. Katzenstein said the memorandum was based on conversations he had with government officials, academics, lawyers (including at least one public-interest lawyer, Tracy Westen of Stern Community Law fir.) and network and broadcast-company officials. The purpose, he said, was to “get the feel of what’s going on in Washington, in terms of business and advertising, so that we can plan for ourselves and our clients.”

The memorandum was written for his “personal use.” But he said Mr. Anderson told him that someone in his—Mr. Katzenstein’s—office thought Mr. Anderson might be interested in it also, and it sent it to him.

As Mr. Katzenstein described it, the memorandum would be of questionable value to anyone, including its author. He said he wrote it a day after his talk with Mr. Lamb, during which he took no notes.

**Crossownership inaction disturbs H. Rex Lee**

**FCC commissioner makes his point in dissent to waiver given Stauffer**

FCC Commissioner H. Rex Lee has called for immediate commission action on the crossownership issue. He is the source of Mr. Katzenstein’s information.

Referring to a number of pending petitions for reconsideration of the FCC’s rule barring same-market television-CATV crossownership, Mr. Lee claimed that commission inaction on crossownership questions has left broadcasters and cable operators in “a state of limbo—a problem that is compounded by a provision of the crossownership rule requiring broadcasters and cable operators to in- terface with the FCC in the event they are considering conflicting interests by Aug. 10, 1973.

Mr. Lee made his statement in a dissenting opinion to the commission action on a request by Stauffer Publications Inc., (KONC-TV Amarillo, Tex.) for waiver of the crossownership rule. Stauffer was granted a waiver to enable it to exercise its option to purchase an additional interest in Total TV of Amarillo, operator of a cable system in that city. The system is equally owned by Stauffer, Cablecom-General Inc. (which manages the operation) and Amarillo’s two other TV stations, KFDA-TV and KVII-TV. Stauffer asked for the waiver when the other two stations expressed an intention to sell their interests in Total TV, arguing that its investment in the station would be jeopardized if it is prohibited from exercising its option to purchase 50% of the other stations’ interest (under the joint-venture agreement, Stauffer and Cablecom have first refusal to purchase a half interest in the other stations’ stock in the joint venture). Commissioner Johnson agreed that a waiver would be appropriate, noting that Stauffer would merely be increasing its ownership in the system from 25% to 50%, and that it would have to divest this interest (or its holding in KONC-TV) by the August 1973 deadline.

Commissioner Lee, in his dissent, contended that the waiver grant is “further aggravation of a situation which runs counter to the thrust of our diversification policies.” He said the case “vividly illustrates the need for action on the crossownership question.

Commissioner Lee is known to favor exempting noncommercial TV stations from the crossownership rules. The commission is expected to give attention to the question when it resumes full strength operations next month (“Closed Circuit,” July 31).

**Soviets want UN as satellite forum**

**Gromyko proposes agreement regulating international TV and authorizing jamming**

A move by the Soviet Union to get an agreement on international satellite TV broadcasting at the next session of the United Nations General Assembly was reported at the UN last week.

Officials said the 16-page proposal, submitted by Soviet Foreign Minister Andrei Gromyko to UN Secretary-General Kurt Waldheim on Tuesday (Aug. 8), had not been fully and officially translated late last week.

But unofficial reports circulating at the UN said Mr. Gromyko proposed an international agreement that would regulate international satellite TV broadcasting and specifically would, among other things, permit direct broadcasts to foreign countries only for peaceful and similar purposes and then only with the express consent of the countries involved, and would authorize any country to jam unwanted broadcasts. Countries would be authorized to “use any means against unlawful direct broadcasts, not only within the territories, but also in space and other places beyond the bounds of national jurisdiction,” according to reports of the Soviet proposal.

Mr. Gromyko asked the secretary general to put the subject on the proposed agenda for the General Assembly session in 1974. The White House said it would work with the Soviet Union in the UN on the issue, but the State Department said it had not received a copy of the proposal. Diplomatic sources said discussions were complicated by the Russian move, especially since, they noted, a separate set of principles on satellite broadcasting is scheduled for consideration at the general meeting of UNESCO in Paris in September, 1974.
RKO sources would confirm that broadcaster George McGovern (D-S.D.) will speak at a luncheon on Saturday sponsored by Columbia Records. And a reception at 5 p.m. sponsored by Motown Records will feature the Temptations and the Supremes. Entertainment for the awards dinner Saturday night will be provided by Aretha Franklin, plus an appearance by Isaac Hayes.

WNBC-TV New York newsmen Carl Stokes will speak at a luncheon on Sunday honoring NATRA President Curtis Shaw.

Harold J. Gibbons, a vice president of the Teamsters Union, will speak at a closed meeting of the membership of NATRA on Saturday afternoon.

Heftel talks with RKO about its Boston FM

Negotiations reportedly are in progress between RKO General Inc. and Hawaii broadcaster Cecil Heftel for the latter's purchase of RKO's WROR (FM) Boston. Mr. Heftel is expected to pay about $2 million for the RKO facility, although RKO sources would not confirm this figure.

Mr. Heftel, who is president and part owner of KGMB-AM-FM-TV Honolulu and KPUN-AM-TV Hilo, both Hawaii, has also contracted to buy NBC's Pittsburgh radio properties, WJAS-AM-FM, for $1.8 million. That sale is subject to FCC approval, as would be the WROR transaction.

The WROR sale would conform to RKO's announced intention to break up its AM-FM-TV combinations. In Boston, the firm also owns WRKO (AM) as well as WNAC-TV.

RKO has already agreed to purchase WCAR-FM Detroit from H. Y. Levinson for $625,000, and WXYC (FM) Fort Lauderdale, Fla., from County Broadcasting Co. for $500,000. Other transactions reportedly in various stages of negotiation are the proposed purchase of WKF-M (FM) Chicago from Frank Kovas Jr. and the sale of RKO's WHQ-FM Memphis to Southern Broadcasting Co. ("Closed Circuit," June 19). The firm's KFMS-FM San Francisco is also seen as likely candidate for divestiture.

Congress okay funding for RFE, Radio Liberty

$38.5 million authorization called stop-gap bill pending further study


The measure (S. 3645), approved 375 to 7 by the House last Monday (Aug. 7), is the same bill that the Senate passed in June (BROADCASTING, June 26). Appropriations for the outlets have cleared both houses subject to passage of the authorization legislation, which now goes to President Nixon.

House Foreign Affairs Committee Chairman Thomas E. Morgan (D-Pa.) pointed out in remarks on the floor that the RFE-Radio Liberty authorization bill is a stop-gap measure requested by the executive branch because it would allow the stations to operate "while certain studies relating to their future funding are completed and analyzed by the Congress. These studies include one by a special presidential study commission and others by the General Accounting Office and the Library of Congress."

The yiddisher curtain. A new broadcast cold war has broken out between the Israeli-Soviet Union, the Associated Press reported last week. Responding to Soviet jamming by "hundreds of transmitters," the Israeli ministry of communications has approved $500,000 for transmitting installations capable of penetrating the electronic barrier.

Blacks' resolution tabled

A resolution calling for the National Urban League to support challenges brought by blacks against public-TV stations around the country was tabled at the league's convention in St. Louis, a New York official of the national organization reported last week.

The resolution had been submitted by the St. Louis chapter of Friends of Black Journal, a public-affairs program on the Public Broadcasting Service. In addition to a broad attack on "racism" on public TV, the resolution charged specifically that KFRC-AM St. Louis, a public station, "has blatantly committed racist affronts repeatedly against the black community."

Census documents pervasiveness of TV

1970 head count shows penetration now approaches saturation

More homes in the United States in 1970 had TV sets than had telephones or bathrooms.

This is the conclusion drawn from a Census Bureau report last week that showed that 95.5% of the 67.7 million housing units in existence two years ago when the decennial census was taken had a TV set, with 66.8% having one set and 28.7% having two or more sets. No question was asked about color-TV set ownership. The Census Bureau report also showed that 51.7% of the TV sets were equipped to receive UHF broadcasts.

And, the Census Bureau reported, 56.1% of these homes had battery-operated radio sets.

The report shows that 87.0% of all occupied homes had a telephone, and that 90.0% of all-year homes had plumbing facilities.

The figures were based on questions asked of every twentieth housing unit during the 1970 census. TV set ownership in 1960 was 87.4% and in 1950, 12.0%, according to the Census Bureau. Radio ownership for those two census years was 91.5% and 95.7%, respectively.

There were no questions then on the other details of TV or radio set ownership.

Media Briefs

Instant analysis. Applied Urbanetics Inc., Washington, is offering to broadcasters a computer-graphics system designed to provide accurate analyses of the equal-employment affirmative action plans now required by the FCC. Comparing each client's equal-employment proposal with national census statistics, the firm's computer turns out a graphic critique, showing, among other things, whether the proposal calls for the hiring of a sufficient number of people in a particular social group and, if not, what should be done to improve the plan. Applied Urbanetics Inc., 1101 17th Street N.W., Washington, 20036. (202) 223-3284.

Nominees for Service. Entry forms for fourth national Abe Lincoln Awards, given to distinguished broadcasters by Southern Baptist Radio and Television Commission are available. Deadline for entries is Oct. 1. P.O. Box 12157 Fort Worth 76116, (817) 737-4011.
Chuck Barris and Winters-Rosen for game shows and other low-cost programming to fill the 7:30-8 p.m. spot. Another source is companies like Associated Television and London Weekend in Great Britain, which are said to recover the costs of their productions from television exhibition at home, enabling them to sell in this country at relatively inexpensive rates.

This experience is said to have disappointed some members of the commission who had hoped the rule would lead to the production of quality programming that would rival national network quality.

It's not yet clear, however, that Chairman Burch would have the votes to scrap the rule—at least in time for the networks to plan on three and a half or four hours of prime-time programming in the 1973-74 season, as he would like. Commissioners Charlotte Reid and Richard E. Wiley, who were not on the commission when the rule was adopted, would probably support the chairman.

But Commissioners Nicholas Johnson as Aug. 19, 1972, Chairman Burch, who has been an original supporter of the measure—at least for the full 1972-73 season. Robert Lee says the rule should be tested, for if off-network programming cannot be used to fill the half-hour slot denied the networks. Stations were permitted to use such programming last year.

Thus, the swing vote on repeal apparently would be held by Commissioner Benjamin L. Hooks, the newest member of the commission.

Another factor to be considered in weighing the chances of repeal is the position of individual stations. Owners of independents, meeting in St. Louis last week to organize a new association of nonaffiliated stations—INTV—expressed support for the rule (see story, page 31). They feel it has helped them to boost their ratings in the time periods when affiliates are denied network programming—and a study concluded by Dr. Pearce late last year would confirm that feeling: if affiliates lose a half-hour from affiliates to independents at 7:30-8 p.m.

There is even some question as to what affiliates would consider to be in their best interest. Dr. Pearce has a "good feeling" that, even if affiliates are losing audience to independents, they are re-rating gains from affiliates to independents.

Whatever the ultimate vote in the rule itself, Chairman Burch is assured of sufficient votes to initiate an inquiry rulemaking proceeding. Commissioner Robert E. Lee would like the commission to invite comments on his so-called 21-hour proposal which would permit stations to take as much network programming as they wish each night, as long as their weekly total of prime-time network programming did not exceed 21 hours.

The commission staff will include such an alternative in the draft of the inquiry or rulemaking. The draft would also seek comment on two matters that have proven especially troublesome to the commission in passing on requests for waiver of the rule.

One is MCA's proposal that stations be permitted to broadcast any off-network series that contains a substantial number of new episodes. FCC officials say that the commission is considering a waiver request from MCA's Ktvr(Vtv) Phoe- hix, to broadcast to completion an ABC-broadcast football game on Aug. 27.) It is understood that the document the FCC staff is drafting to initiate the rule is the one to the chairman. Burch will be asked to consider whether, in accepting it, the agency intended to divert viewers from affiliates to independents or to "hurt" Hollywood.

How affiliates lost access audiences

Independent stations have gained audience at the expense of network affiliates in the periods vacated by network programming under the FCC's prime-time-access rule. That was the finding presented last week to the new association of independent television stations, INTV (see page 31), by James A. Landon of Cox Broadcasting Corp. Mr. Landon based his conclusions on American Research Bureau's February-March reports in the top-25 markets.

In the Monday-Friday, 7:30-8 p.m., period independents with one exception showed audience gains in 1972 over 1971 and affiliates, again with one exception, showed losses, Mr. Landon said. The week does not include Tuesdays; networks still provide service in that half hour on that day.

Examples: In New York in 1971 the independents collectively had a 15 rating and a 28 share of audience. In 1972 the figures rose to 25 and 46. Affiliates declined in both ratings and shares from 39 and 73 in 1971 to 28 and 52 this year.

In St. Louis the independent ratings and shares rose from 7 and 12 in 1971 to 16 and 27 in 1972. Affiliate figures de-

Access rule hurts majors in Hollywood, FCC analyst tells Burch

Loss of $50 million in production is cost of cutback of network time, according to staff report that may cause new look at rule

FCC Chairman Dean Burch is in possession of a report that tends to confirm both the predictions that were made by major Hollywood producers in their opposition to the prime-time access rule and the testimony of the television tube in early prime time.

The report indicates that the rule is hurting the producers—as they had said it would—costing them some $50 million annually in lost network program production.

But the rule is also said to be aiding small producers here and British companies that are able to supply relatively low-cost programs for the 7:30-8 p.m. void that the rule has left in station programming.

The report, which deals with the rule's impact on the Hollywood production centers, is the work of Dr. Alan Pearce, a consultant to the commission, and is one in a series that he is doing and that will figure in the commission's future consideration of the rule. The report, delivered to Chairman Burch last week, is expected to be distributed to the other commissioners soon.

Chairman Burch, who was in the minority when the rule was adopted in May 1970 and who has been critical of it ever since, last month told Representative Barry Goldwater Jr. (R-Calif.) that the commission will issue an inquiry this fall into whether the rule should be modified, repealed or left intact (Broadcasting, July 31). Mr. Goldwater, whose constituency includes the major film producers, has urged abolition of the rule.

The rule prohibits stations in the top-50 markets from taking more than three hours of network programming in prime time each night. It was designed to stimulate the program-syndication industry and to promote diversity of programming. But Chairman Burch does not think it has achieved that purpose; he says it has been "counterproductive."

Dr. Pearce's report, based in part on two weeks of talks with Hollywood producers in June, is said to picture an industry in distress. With part of the network market closed off as a result of the rule, major producers whose field is big-budget programming, find stations turning to companies like Goodson-Todman,
Any rhyme or reason in prime-time waivers?

Three station groups say FCC acts erratically on requests for exceptions to access rule

The FCC last week was accused of inconsistency and arbitrariness in acting on various requests for waivers of the prime-time-access rule.

In three separate pleadings, Westinghouse Broadcasting Co., Storer Broadcasting Co., and Scripps-Howard Broadcasting Co., claimed that in several recent cases in which the access rule was at issue the commission either granted or denied waivers without regard for precedent set in other rulings, or for the principles of the prime-time rule itself.

The prime-time rule bars network affiliates in the top-50 markets from showing more than three hours of network fare in prime time per evening. It also prohibits stations from showing off-network programs or feature films previously seen on a network in the same time periods cleared for nonnetwork shows.

Several commission rulings were mentioned in the pleadings last week, including the grant of a waiver to Time-Life Films Inc. for its Six Wives of Henry VIII, a six-episode series; the denial of a similar request by Storer regarding its proposed prime-time showing of 25 National Geographic Specials; the grant to the Mutual Insurance Co. of Omaha of a waiver for the prime-time distribution of its own network Wild Kingdom; the denial of Campbell Soup Co.'s waiver request for its off-network Lastie series; and a denial of a waiver sought by ABC to broadcast three-and-a-half hours of summer Olympics coverage each evening for a two-week period.

The principal argument advanced in each of last week's pleadings was that the commission has arbitrarily provided waivers in some of these cases while it has denied the same relief for others in the same group, although the programs concerned were relatively the same in nature.

For example, it was argued, the commission granted the Wild Kingdom waiver essentially because Mutual had promised to provide new episodes at least 20% of the time next season. However, it denied the same relief for Lastie despite the fact that Campbell had made an identical promise. And, the pleadings noted, the commission's principal justification for granting a waiver for Wild Kingdom but denying one for Lastie was that the former program was "factual presentation" while the latter was merely "fictionalized entertainment." While the pleadings questioned the wisdom of this distinction, it was emphasized that if a "factual" criterion was employed in the Wild Kingdom case, the same principle should have been used in the National Geographic ruling, since that program also involved the nonfictional depiction of natural events.

What's more, it was contended, if the commission saw fit to grant a waiver for Six Wives purely on the ground that that six-part series would not cause a substantial incursion by off-network programing into prime time, it should have done the same for ABC's Olympic coverage. The ABC proposal, it was noted, would have involved prime-time presentations over a period of only two weeks.

Although Group W utilized essentially the same argument in its pleading as Storer and Scripps-Howard had used in theirs, its intent was the opposite of the others. Group W sought a reconsideration of the Henry VIII waiver grant, claiming that decision was in conflict with other cases, which in turn were in conflict with the objective of the prime-time rule—to open up prime time to nonnetwork programing. Out of all the cases cited in its pleading, Group W said it could see justification in granting only the ABC Olympic request—which the commission denied.

On the other hand, Storer and Scripps-Howard sought a reversal of the National Geographic waiver denial.

Storer claimed that the commission's ruling in this case was arbitrary in light of its position on Wild Kingdom. Scripps-Howard, arguing on behalf of its WCPO-TV Cincinnati (which has contracted to broadcast 24 of the National Geographic programs), added that there is only a "negligible difference" between the amount of prime time that would be taken up by Henry VIII and that needed for National Geographic. Time-Life, it noted, was given a blanket waiver for Henry VIII (allowing presentation of the series on all stations that have obtained clearance) while the National Geographic proposal would have involved only the Storer stations. WCPO-TV has requested a waiver for its own presentation of National Geographic, a request not yet acted on by the commission.

Summer stock at the networks: ever in search of tomorrow's hit

There's some question about the economics (NBC says they're negative, CBS says they're positive), but no doubt that this season's busier than most

The theory at the ABC, CBS and NBC television networks is that the summer months are a good shakedown period to gauge audience enthusiasm for a promising personality—and that when it comes time to select a January replacement for a foundering fall series, a bright summer performer should head the list of shows under consideration.

The theory seldom works out in practice. NBC, for example, has never chosen a summer-tryout show as a January replacement, and the only recent ABC example of a performer who translated summer acceptance into a berth on the second-season prime-time schedule is...
Johnny Cash. And at CBS, for every Glen Campbell and Hee-Haw and Sonny and Cher (shows that squeezed their way into the second-season line-up on the strength of successful summer runs) there are just as many summer experiments that missed the mark (like last year's The Newcomers, which, to quote CBS-TV President Robert D. Wood in a recent public appearance, "stunk"). Nonetheless, this year's eight new summer shows are again being touted as distinct January possibilities.

CBS has replaced Glen Campbell reruns on Tuesday night with five editions of a Jerry Reed variety hour (which began June 20 and ended July 25) and five John Byner hours (the first of which aired Aug. 1). And Carol Burnett reruns on CBS's Wednesday night schedule have given way to five weeks of a Melba Moore - Clifton Davis musical - comedy hour (which ran from June 7 through July 5) and five David Steinberg hours (which kicked off on July 19).

One of the possibilities Fred Silverman, CBS's programing vice president, is mulling over is the debut next January (or maybe the following fall) of a variety series that would rotate three or four personalities as hosts on alternate weeks, and he considers all of this summer's new performers on CBS as prime candidates for the projected series. "We're looking at the quality of the show as well as the rating numbers," says Mr. Silverman. "Even with reduced summer budgets you can get a pretty good idea of a performer's potential in handling a possible major-budgeted show. And if you went strictly by the ratings you could have made a good case for not bringing back Sonny and Cher in January because after a strong summer debut their first week, they showed quite a bit of slippage in the ratings. But it was a good show, and we had faith in it."

In the past, when the networks talked about giving summer exposure to promising new talent, they were referring almost exclusively to the loose, frothy musical-comedy format, which is much cheaper than going out and filming situation comedies or dramas or adventure series. But this summer ABC is trying out two new half-hour situation comedies — The Super and The Corner Bar — back-to-back on Wednesday nights. "We're treating these shows as though they were kicking off our September season — which means no summer-time shoestring but full winter budgets," says Edwin T. Vane, vice president and national program director of ABC Entertainment. The most recent Nielsen nationals give Super a 28 share and Corner Bar a 26. "We're reasonably pleased by these numbers," says Mr. Vane, choosing his words carefully, "and the two shows are part of our active inventory of possible second-season replacement shows.

The reason for ABC's departure from the variety format, according to Mr. Vane, is that both shows employ characters and situations that need more than a one-shot pilot to give viewers a fair idea of what they're up to. "Particularly The Corner Bar," says Mr. Vane, "which
has six or seven cast members interacting with one another in very subtle comic ways. You can't get the full impact of this show with one episode—you need to give it a chance to flower and develop."

ABC also is giving Ken Berry five Saturday nights (debut was July 15) to show his stuff. His ratings to date, according to Mr. Vane, are "mid-range, satisfactory." The reviews, he adds, "are among the best I've ever seen for a variety show of this kind—they all comment on the verve and the pace and show's variety show potential." According to Mr. Vane the show will be held at a studio in the neighborhood of Hartford and the comedy teams of Harrison and Tyler and Patchett and Tarses.

The special was offered to NBC-TV as a package by Burt Sugarman Inc., Los Angeles, with Mr. Sugarman as executive producer and Stu Hart as producer-director. Sponsors for the 90-minute production are Seven-Up, Eastman Kodak, Clairol, Noxell and Westab division of Mead Corp.

The program will be taped in the NBC-TV studios in Burbank, Calif., before an audience. Production is set for Aug. 14 and 15. An NBC spokesman expressed confidence that most of the stations on the network would clear time for the special program, with the total reaching "in the vicinity of 200."
(3) work's training program; (4) motivating minorities to go into business for themselves; (5) bringing a cohesive understanding between blacks and whites.

Of his colleague in New York, Billy Taylor, and his station, Ben Tucker says: "WLW is a good station in terms of the size of audience it can control. If only they can dedicate themselves to community involvement, if they commit themselves to humanity, they can wipe up in New York. Forget black, black, black; talk humanity, humanity, humanity..."

Billy Taylor, in New York, points to WLW's evening show, New York 1190 hosted by Hall Jackson, as the kind of music mix he is hoping to see on the air, as he "reshuffles the elements" (Mr. Taylor's words) of the format. Hal Jackson's mixing of black pop and jazz with WLW's regular fare of R&B is the key, Mr. Taylor says.

"You can expose an audience to the jazz elements in R&B very easily," Mr. Taylor points out. "From there it's a less difficult step to expose them to purer jazz." It is this new eclecticism in black music that gave rise to the black progressive formats now flourishing on FM's in Philadelphia, WDAIS-FM, and New York, WBLS-FM (formerly WLFW-FM).

As for WLW's information commitment, he says: "The concerns of the community we represent are really the same as they are in Savannah. But they have to be handled differently. There is an articulate black community here, and as many Spanish people as there are in Puerto Rico. We hope to present all the information we can on the issues that are important to this community."

Sneak preview

United Artists Television announced last week that "UA Showcase 7," a new package of 30 major motion pictures, had been acquired by five stations in advance of being officially put into distribution today (August 14) for local TV use.

Titles in the package include "The Apartment," starring Jack Lemmon and Shirley MacLaine; "The Best Man," with Henry Fonda and Cliff Robertson; "Elmer Gantry" with Burt Lancaster, Jean Simmons and Shirley Jones; "Lilies of the Field" with Sidney Poitier and Lilia Skala; "A Shot in the Dark" with Peter Sellers and Elke Sommer; "Topkapi" with Melina Mercouri and Peter Ustinov, and "Two for the Seeaw" with Robert Mitchum and Shirley MacLaine.

Prerelease sales of the package, UA-TV said, were made to WABC-TV New York, WGN-TV Chicago, KTLA-TV Los Angeles, WENS-TV Cleveland and WCKT-TV Miami.

Viacom acquires rights to package of features

TV and cable use planned; distributor to advance some funds for those still in production stage

Acquisition of television and cable-TV distribution rights to more than 80 feature films by Viacom Enterprises was announced last week by Vice President Elliott Abrams, who joined the program division of Viacom International last fall to develop acquisition and marketing plans.

He said both theatrical and made-for-TV films are included, some of them not yet seen on television and some, in fact, are still at the script level. He said Viacom was advancing funds for use in production of some of the latter in return for ultimate TV rights, but emphasized that Viacom has no plans either to become a feature-film producer or to enter theatrical distribution.

Films for which cable-TV rights are acquired will be played on Viacom's own CATV systems and, as the market develops, syndicated to other cable operators.

He said Viacom's TV and CATV rights to the 80-plus films were worldwide in most cases. An initial package of about 20 of the titles will be prepared shortly for domestic syndication, he reported.

Among the titles to which rights were acquired—some of which he said will be in the initial package—were two of Otto Preminger's best-known movies, "The Man With the Golden Arm" with Frank Sinatra and Kim Novak, and "The Moon is Blue," starring William Holden. The latter was the center of controversy when first issued because it did not carry a Motion Picture Association of America code seal and was attacked by some groups for its inclusion of words such as "virgin."

"Golden Arm," also released without a code seal, was the first major motion-picture production to deal with the drug problem.

Viacom said it had acquired domestic TV rights from World Film Services Ltd. to two movies being produced for ABC-TV, "Divorce His" and "Divorce Hers," both starring Elizabeth Taylor and Richard Burton.

Hal Wallis productions in the group were said to include "Last Train from Gun Hill" with Kirk Douglas and Anthony Quinn; "Roustabout," with Elvis Presley and Barbara Stanwyck; "All in a Night's Work," with Dean Martin, and "Don't Give Up The Ship," with Jerry Lewis.

Other acquisitions were said to include "Crawlspace" (with Arthur Kennedy and Teresa Wright) from Titus Productions for CBS-TV. Acquisitions may, under a separate agreement, extend to other made-for-TV features.

Additional titles among the 80 include "Evel Knievel," "Lions are Free," "I, Monster" and "Embassy," the last due for theatrical release shortly. Made-for-TV movies include Four Star International's "Deadly Hunt," made for CBS, and Hanna-Barbera's "Hard Case" and Palomar Pictures' "Getting Away From It All," both produced for ABC.

Goldwater Jr. hits federal media efforts as unfair, antiunion

California congressman issues report claiming that government does not often use professionals or pay professional wages in its TV, radio and motion-picture productions

A report prepared under the direction of Representative Barry Goldwater Jr. (R-Calif.) and sent to the White House claims that the federal government is spending over $124 million a year to produce television, radio, motion-picture and other audio-visual material and is using "unfair labor practices" that violate the rules of every major union.

The report, which came to light two weeks ago ("Closed Circuit," July 31), also alleges that duplication of facilities and product, and a lack of standardized equipment are associated with the government's production activities.

If President Nixon does not take the report to heart and correct these deficiencies by executive order, Mr. Goldwater promised last week, he plans to introduce legislation that would.

In outlining the report's findings and recommendations at a news conference in Washington last Wednesday (Aug. 9), the congressman said the problem was brought to his attention in March 1971 by the American Federation of Television and Radio Artists, which was
Congressional Record

later joined by the Screen Actors Guild in expressing its concern. Mr. Goldwater said he decided to conduct his own inquiry last November after he found that neither the Library of Congress nor the Office of Management and Budget had any data on the extent of government involvement in production. The Library of Congress indicated that $34 million was budgeted by 45 agencies last year, he said, but his own survey of 13 agencies revealed that about $124 million was spent. And, he added, an in-depth investigation revealed that the Department of Defense alone spent over $214 million on production last year.

The most important segment of the 66-page report, he said, is the finding that the government does not ordinarily use professional personnel or pay professional wages. The Departments of Transportation, Labor, Agriculture, Interior and Defense pay about one-sixth the union wage, he said. "This practice is inexcusable. The 50%-80% unemployment rate in the performing unions particularly underscores this fact," he said.

One of the union representatives accompanying Mr. Goldwater at the news conference was SAG President John Gavin, who estimated that "professional actors from our union could realize $25 million in earnings" if the government contracted with private concerns for more of its production work. Not only does the government fail to help the ailing motion-picture industry, he charged, it competes with it, using "scab labor" and paying "scab wages."

Also present were Jack Dales, executive secretary of SAG, and AFTRA officials Bill Baldwin (national president), Bud Wolff (national executive secretary) and Evelyn Freyman (executive secretary, Washington chapter).

Mr. Goldwater emphasized that the situation is a "bureaucratic problem," and the blame cannot rest with any one administration.

As outlined in the report, the recommendations call for the government to (1) use more private producers in the production of audio-visual material, (2) establish a more fair labor practice policy, (3) reappraise government audio-visual programs, (4) more thoroughly investigate the problem and (5) establish a Federal Audio Visual Board to insure that the government establishes and abides by the other recommendations.

According to the report, figures from a number of agencies indicate that the government is producing an average of 54% of its own material. The breakdown given was: Agriculture, 47%; Justice, 76%; Atomic Energy Commission, 63%; Treasury, 54%; Interior, 19%; Housing and Urban Development, 62%; Health, Education and Welfare, 57%; Air Force, 97%; Army, 49%; Navy, 20%, and Marine Corps, 62%.

Also covered in the report—although not in the in-house production data—were the U.S. Information Agency, Environmental Protection Agency, Post Office Department, Department of Transportation and National Aeronautics and Space Administration.

In regard to labor practices, the report stated that 80% of 12 agencies questioned said they obtain production personnel from within the agency, and 20% said they negotiate with professional talent but usually paid lower-than-union wages.

There was also a list of the number of key personnel in the audio-visual departments of the 45 federal agencies. The figure ranged from one at the Federal Trade Commission, and two at the FCC to 231 at the Department of the Navy and 289 at the Department of the Army.

Columbia sued over name

Trans World Communications Inc., New York, a broadcasting news organization, has filed an $8.5-million lawsuit in New York County Court charging Columbia Pictures Industries with illegal use of the name Trans World Communications for its closed-circuit motion-picture and tele-

vision division, which services hotels and motels.

A spokesman for Columbia said the company would fight the suit, which, he said, is "totally without merit. We have no doubt the court will find in our favor." The New York State Supreme Court has denied a motion by Trans World Inc. for a temporary injunction barring Columbia's use of the name pending outcome of the suit.

Hollywood unions back fight to limit reruns

Employment loss, deterioration of programming cited in FCC filing

A coalition of Hollywood collective-bargaining agents is supporting a proposal before the FCC calling for a 75% reduction in prime-time television reruns.

The Film and Television Coordinating Committee, an umbrella organization of 17 unions, asked the commission last week to grant the petition of Hollywood film editor Bernard A. Balmuth for a rulemaking proceeding that would result in the three national networks being prohibited from broadcasting reruns during more than 25% of their evening programming. The committee also asked that networks be required to provide a voice-over at the beginning of each repeat telecast stating: "This program is a rerun." FTCC agreed with Mr. Balmuth that...
reruns have now become "epidemic" in the television industry, resulting both in inferior programing and widespread unemployment in the film industry.

Claiming that at certain times reruns make up as much as two-thirds of the prime-time schedules, the committee stated that this situation threatens to "jeopardize the vitality and future growth of the film industry." It contended that excessive reruns are the product of a profiteering attitude on the part of the networks without regard to the public interest.

The pleading also contained an analysis of the present programing prepared by the Screen Actors Guild, comparing the volume of reruns and original programing in various regions of the country. The study showed that in April of this year CBS, NBC and ABC carried 227, 291 and 184 original programs, respectively, in prime time. During the same month the study contends the three networks ran 657, 591 and 697 reruns.

The unions joining in the FTC filing were the Hollywood AFL Film Council (a coalition of 14 collective-bargaining agents), the Screen Actors Guild, the Writers Guild of America West and the Composer and Lyricists Guild.

A racial nudge on Grambling games
Syndicator of TV series, seeking more station clearances, warns of need for 'relevance'

In a forceful effort to obtain more station clearances for Grambling College Football Highlights, Black Associated Sports Enterprises, the Beverly Hills, Calif.-based producer and distributor of the weekly hour program of game highlights, has sent a letter to stations in some 50 markets where the program has not cleared implying racial discrimination.

The letter, signed by James C. Hunter, president of BASE, says in part: "If you read the enclosed comments, evaluate the history and contributions of Grambling College, there is no place on my station for this program and that the minority constituency of my community has no interest in Grambling, then you have misread all the rhetoric concerning the broadcast industry as it relates to 'relevant programing' and its efforts on behalf of the disenfranchised. It then tends to make me believe that indeed and in fact the 'airwaves do not belong to the people.'" Mr. Hunter concludes his two-page letter with the hope "that I and the black masses of your community are wrong in assuming the above statement."

Beyond going to an estimated 200 stations in about 50 markets, Mr. Hunter's letter also was sent to President Nixon, the FCC, Office of Economic Opportunity, Department of Defense, Black Efforts for the Survival of Television, National Association of Broadcasters, National Association of Television and Radio Announcers, National Urban League, National Association for the Advancement of Colored People, Association of Black Producers, Black Communicators, Ebony Magazine, Jet Magazine, Wall Street Journal, United Church of Christ and Broadcasting Magazine.

BASE, in the third year of a five-year contract with Grambling College, syndicates a package of 13 weekly programs with Oldsmobile Division of General Motors, Anheuser-Busch on behalf of Budweiser beer and Consolidated Cigar Co. as advertisers. It's expected that the program will clear some 100 markets this season, beginning Sept. 10, only a slightly larger station line-up than last season.

Justice Department casts a no vote on exclusivity
Those long-term program buys aren't essential, it feels, and may bar UHF, cable entry

Two months ago, the FCC heard from some 30 broadcasters and program suppliers on the question of whether non-network program-exclusivity contracts were of "undue length" and led to "warehousing" of program materials, and whether rules were required to deal with the situation. The verdict was virtually unanimous: Leave well enough alone (Broadcasting, June 26).

Last week, the Department of Justice, after reviewing the comments, weighed in with its views, and they constitute a sharp dissent.

"The comments . . . make no persuasive showing that long-term contracts are reasonably necessary to the buyer's obtaining the value of any particular showing of program material," the department said.

Nor, it added, do they negate the possibility that the kind of exclusivity contracts now in use create "additional barriers to entry for both UHF stations and cablecasting."

Accordingly, the department urged the commission to adopt "firm rules" that would define the "outer bounds of exclusivity." And it offered for the commission's considerations rules that would limit exclusivity contracts to one year, provided there were no barter arrangements. The department noted that new licenses for movies now run up to eight or 10 years, while serials can be licensed for more than five years.

The commission inquiry is an outgrowth of one begun in 1968, when the question was whether good program exclusivity should be limited to the broadcaster's city of license. In January 1971, the commission expanded the proceeding to consider the question of time length of exclusivity contracts, and last April it issued a further notice of rulemaking in the area. The subpoena without the commission's concern has been directed to the development of UHF programing and CATV program origination, particularly in the top-50 markets.

Broadcasters, including UHF licensees, and program suppliers contended that they would be adversely affected by rules limiting the length of exclusivity contracts—that there are high costs for sales and distribution, that long-term exclusivity is needed to assure a full return to copyright owners, that network and cable operators need such agreements to achieve a full return on their investment and to build audience.

But Justice found none of these arguments substantiated. Instead, it found that the present system which it said appears to have developed because suppliers have no interest in protecting the long-run potential of new entry—benefits existing broadcasters by retarding entry of cable and UHF.

To deal with the situation, it suggested rules along the following lines:

- Stations should not be permitted to obtain an initial exclusive right for more than three years for the first nonnetwork showing of a new network serial or motion picture (perhaps only two years in the case of motion pictures). Subsequently, the supplier shall be limited to no more than single-season exclusivity restrictions.
- An existing contract for a current or recent program—that is, one in production or still in initial syndication—would remain in force, but no new exclusive contract should be allowed if the exclusivity runs for more than five years.
- Exclusivity should be limited to one year in the case of an "existing older program"—that is, one that is beyond its first off-network run.
- Stations in markets below the top 50 should not be allowed to obtain or retain any exclusive rights beyond the periods that programming is protected against CATV importation in those markets. This varies from one to two years.

One type of programming for which Justice feels rules might not be needed is new material made especially for syndication. Justice said that, under current industry practices, such material is licensed only for a single season.

In any case, it said the commission should review the rules six to eight years after they are adopted to determine whether the time periods are reasonable "in view of the legitimate interests of the parties and the public interest."

Nonprofit actor group in Winters/Rosen project
Top stars to appear in two series of specials aimed for network TV

Winters/Rosen and Loose Actors Revolving Company (LARC) will co-produce for television. Under the arrangement, actor members of LARC (30 now and to be increased) will appear in the productions which will also have some ownership and voice.

LARC was formed 18 months ago in New York, initially for Broadway.
Together on within the membership group, which Cronyn, based on under threat lawsuited aimed at brings to an end attempt to collect back Final curtain ent- record billing system said motion - picture suppliers. A spokesman provide, new motels, hospitals by closed- entertainment Film Corp. and ters Winters and tion action. They for classical combine San Francisco AM-FM permitted to duplicate their programing

San Francisco's two full-time classical-music radio outlets have been given permission to duplicate their programing by the FCC.

The commission last week granted KKHI-AM-FM a waiver of the rules bar- ring simulcasting in excess of 50% by AM-FM stations in communities with populations greater than 100,000.

In so doing, the commission adhered to what is apparently a new policy of granting AM-FM outlets (or at least those with classical formats) a waiver of the nonduplication rules in cases where it is shown that the format cannot be economically supported on one station alone.

The commission noted that the situation presented in the KKHI case was vir- tually identical to the conditions under which waivers were granted two other combined operations, WQMS-AM -FM Washington and WQXR-AM-FM New York.

Program Briefs

It's Alive. Great River Communications, Quincy, Ill., has announced creation of new division called Alive Automation. New division will make available to all radio markets on exclusive basis, one sta- tion programming, station consulting, system design and engineering, for- matting and programing, training of auto- mation staff and on-air promotional con- sultation. In addition it will furnish com- puter control of station logging, billing and formatting expertise tied to IBM systems in Quincy. Syndicated pro- gram service is segmented, and contem- porary personality formats are individu- ally recorded. Mark Mathew or Mel Elzea (217) 223-3332.

100 take 'Explorers'. Hughes Sports Network reports that more than 100 tele- vision stations will carry The Explorers, half-hour series, starting Sept. 10. Series produced by Wolper Productions in vari- ous parts of world, will depict real-life explorers facing mental and physical hardships. Hughes said it is arranging for national sponsorship by group of adver- tisers.

130 market deal. ABC Films reports that second-year syndicated release of prime-time weekly series, Let's Make a Deal, has been sold in 130 markets for 1972-73 and projects game program will be in 160 markets by fall. ABC Films said Deal is placed as num- ber-one prime-access property.

White House wives. Screen Gems will produce series of eight to 10 one-hour and 90-minute daytime specials, drama- tizing lives of wives of American Presi- dents. Two specials per year are contem- plated with air dates coinciding with impor- tant anniversaries in U.S. history. First telecast set for early 1973, with programs running through 1976, Bicentennial Year.

John's former wife. Joanne Carson, ex-wife of late night talk host Johnny Carson, will conduct her own half-hour TV talk show, Joanne Carson's V.I.P.'s. Show is to be produced by triumvirate of Los Angeles companies — Wolper-It Produc- tions in association with Jay M. Khlos Advertising Inc. and Universal Entertain- ment Corp. Plans call for 130 half-hour shows, to be programed Monday through Friday for 26 weeks, beginning Sept. 4, via syndication.

Music

MOR still on top in FM programing

It's on 21.4% of stations, according to NAFMB survey; next in line are 'beautiful music' and country-western

Middle-of-the-road music continues to dominate FM radio programing, with "beautiful music" second, and country and western third.

Reported by the National Association of FM Broadcasters, based on a sample of over 1,000 stations (out of 2,257 ques- tioned), the MOR format was said to be the major format by 21.4%. Beau- tiful music was a close second, with 19.3%, and C&W third with 10.6%.

This is the second program survey by NAFMB: the first was done in August 1970. At that time, MOR also predominated, with 23.9% of the reporting sta- tions programing this format. In the major programing category, Beautiful music format had 13.7% followers in 1970, and C&W, 10.5%.

Other indicators of the latest survey showed that MOR combined with other formats (beautiful music or contempo- rary) ranked fourth, with 10.3%; mod- ified contemporary dropped from 13.7% in 1970 to only 9.7% this year.

Top 40-hard rock moved up; 5.7% reported that this was their prime pro- gram format; in 1970, only 3.3% repor- ted this.

Other categories reported: progressive rock, 4.1%; religious, 3.7%; classical-semi-classical, 2.8%; diversifed, 2.6% and jazz, ethnic or rhythm and blues, 1.7%.

NAFMB noted that much confusion surrounds the definition of formats. What was known as MOR several years ago, it commented, may, and probably is, different now. The same is true for contemporary music which to some means any music of living composers, while to others it includes only current hit songs.

Two years ago, NAFMB used the term "underground" for a type of rock; this year it changed the term to "progressive."

Ironically, it is the classical-semi-classical music stations, once virtually the sole format for FM stations, that reported the highest percentage operating in stereo (96.4%). Only 68.7% of the MOR sta- tions broadcast stereo, the survey showed. Overall, 70.2% of the reporting stations said they operate with stereo.

Breaking In

Never a Dull Moment—Rod Stewart (Mercury) * Rod Stewart has two musical personne—one as the lead singer of The Faces, another as a soloist. But his im- print is heavy on both. The last Stewart solo album produced "Maggie May," a number-one hit for many weeks. It was so powerful that most programers went to the album, Every Picture Tells a Story,
and took cuts from it. There is little reason not to believe the same thing will happen with Never-a-Dull-Moment.

The album has been out for several weeks, but Mercury did not decide on a single until last Friday (Aug. 11). It will be "You Wear It Well." Stations reported programming from the new Stewart album last week leaned toward that cut as the favorite. "True Blue" is the B side.

Tracks playlisted most frequently last week were: "You Wear It Well" (similar to "Maggie May," and written by the same team of Rod Stewart and Martin Quittenton), on KHJ (AM) Los Angeles, WMEX (AM) Boston and WIBO (AM) Memphis; "True Blue" on WOR-FM New York, KDAY (AM) Santa Monica and KLIF (AM) Dallas; "Twistin' the Night Away" (a Sam Cooke classic re-made into an R&B song), that backed across Fla., and WOR-FM New York; "Lost Paraguayos" (acoustic guitar number that builds to brass cacophony; one reviewer said the Rod Stewart laugh in the middle was "worth the price of the album"), on KDAY.

**Back-Stubbers—O'Jays (Philadelphia International-Epic)** At one time, Philadelphia was one of the more important record production centers in the country. Cameo-Parkway, Swan, Ace—all were cutting rock and roll in Philadelphia for consumption all over the country. Today, there is little left. Except—and it's a big "except"—for the team of Gamble and Huff. Kenny Gamble and Lern Huff have been a force in black popular music as a song-writing and production team. The Gamble and Huff credits begin with "Expressway to Your Heart" and extend through "Only the Strong Survive," "I'm Gonna Make You Love Me" and "Brand New Me" to their newest offering, "Back-Stubbers" by the O'Jays. A slide, groove tune with almost a Latin beat, the song warns of dangers that even best friends can offer. One programer called the song "Smiling Faces" grown up.


In the last several months, rhythm and blues songs, and "Back-Stubbers" is definitely in that category, that have crossed over to make pop hits—Luther Ingram's "If Loving You Is Wrong," Joe Simon's "Drowning In a Sea of Love" and Al Green's "I'm Still In Love with You"—have been in abundance. This single could follow that precedent.

**Jackie Wilson Said—Van Morrison (Warner Bros.)** From a new album called Dominic's Review, Van Morrison makes a bid for his first hit single in more than a year. "Jackie Wilson Said" is a simplistic love song (the words are almost unrecognizable, and there is no lyric sheet with the record) with up-beat scat singing. The a cappella introduction is well suited for talking over and does a fine job of getting the boogey beat moving.

The single and album were released simultaneously two weeks ago (July 31) and most programers surveyed were taking a "wait and see" posture, although early movement on the record has begun. A spokesman for Warner Bros. said the company had received much feedback from programers urging it to release "Redwood Trees," another cut from St. Dominic's," in the near future.

The single, expectedly, broke first in San Francisco, due to Van Morrison's hard-core following there (he's from the Bay Area and began his solo career there). Station reported on "Jackie Wilson" included: KCBS-FM San Francisco, KYRC (AM) San Francisco, WOR-FM New York and KHJ (AM) Los Angeles.

---

**WETA-TV makes drop-in request official at FCC**

**UHF PTV seeks short-spaced ch. 12; filing indicates some Hill support, says money for 'experiment' will come from CPB unless hearing is ordered**

A document that has been awaited for months finally turned up at the FCC last week, several hundred pages long and already a source of heated disagreement. It was the application of non-commercial WETA-TV Washington for experimental authority to operate on channel 12.

The appearance of WETA-TV's application signals the beginning of a structured debate in place of what had been two sets of opposing gut reactions. The debate will be conducted on several fronts. There is a broad social issue: the desirability of having readily available alternative programming in a major market. There is a broad technical issue: the viability of UHF. There is also what will presumably be the decisive issue, a narrow technical one: Will WETA-TV's unprecedented proposal degrade the signals of four stations in other markets, or will it work?

The last question is of crucial interest to four affected television stations. WETA-TV's proposal would require short spacing of 67 miles to WWBT (TV) Richmond, Va., and 55 miles to noncommercial WHTV-Wilmington, Del., both on channel 12. In addition, it would mean short spacing of about 25 miles to adjacent-channel stations in Baltimore, WBAL-TV (ch. 11) and WJZT-TV (ch. 13).

The three commercial stations involved are preparing to oppose the proposal, although they were not ready to indicate the details of their arguments last week. The Association of Maximum Service Telecasters will also oppose it. Non-commercial WHTV-TV, on the other hand, will definitely not object and could even file a statement in support, "if it seems appropriate," according to Warren Kaetnig, the station's executive vice president.

The WETA-TV proposal calls for establishment of a one-year experimental operation on channel 12. During that time measurements would be taken to determine the impact of that operation on potentially affected stations. If the experiment worked, we would ask for permanent occupancy of channel 12 and would use its present home, channel 26, for specialized instructional purposes.

A major thrust of the station's argument is that Washington stands beside Los Angeles and Detroit as one of the few major cities without a VHF public television station. It further notes in its filing that the "allocation discrimination" is even more marked if the nearby Baltimore market is taken into consideration. The two cities have seven VHF assignments, none of which is occupied by a non-commercial station.

WETA-TV's proposed remedy, a VHF drop-in, was considered a lost cause as an unapproved proposal to the FCC. However the station explicitly stated weeks ago that it viewed would file for "experimental" authorization, so that any degradation it causes would not necessarily be permanent (Broadcasting, July 3).

The application contained three separate engineering statements, cost estimates, list of funding sources, a set of particulars about program service and philosophy, some "public-interest considerations," a survey of reception quality in Washington, and the results of a pitch for community support of the application.

Except for specific technical arguments, much of this material had been made known previously. However, there were a few additions to the picture. For example, WETA-TV reported that its on-air requests for support, coupled with letters to about a third of its subscribers, has elicited 1,040 responses, 1,005 favorable, nine opposed and 26 "inconclusive."

Copies of some letters were enclosed, including communications from Senator Edward M. Kennedy (D-Mass.), who had particular praise for public TV's children's programing and found it "sad
that other children are denied these very special programs simply because of poor reception"; Representative Lionel Van Deerlin (D-Calif.), who said he could "see no sense in withholding an available VHF channel from a noncommercial station which has so amply demonstrated its ability to program for a discerning public;" and Representative John D. Dingell (D-Mich.), who pronounced himself "delighted" by the station's proposal and offered "any assistance which I might be able to provide."

Also enclosed was a letter from John W. Macy Jr., president of the Corporation for Public Broadcasting, which has granted $315,000 to WETA-TV for the pursuit of this plan. In relaying word of that grant to the station's president, Donald V. Taverner, Mr. Macy added a "caveat:" He said CPB might reconsider its support if the issue were forced into hearing at the FCC.

So if the controversial proposal requires a hearing, and it may, WETA-TV could have to go elsewhere to pay the huge legal fees that are often involved. (The remainder of the grant is not in question; the use of CPB money for hearing costs is.) Station officials say they are prepared to raise that money elsewhere if it becomes necessary. CPB officials insist that the letter did not imply any predisposition one way or the other on their part. They say the extent of their support during an FCC hearing is an open question.

The filing comes down hard on UHF as a service. It cites a study, previously made known by WETA-TV, showing that 80-90% of all Washington viewers receive a good-to-excellent picture on the city's four VHF channels, but only 41% receive such a picture on channel 26. The station says it has made extensive efforts to improve its UHF signal but has never been able to overcome the handicap of being on that band in the first place.

WETA-TV also noted that most of Washington's population is black, with unique programming needs and unique problems. "All of the limitations of UHF television are magnified in the context of such a disadvantaged audience," it said. "The cost of antenna installations, the cost of maintenance of receiver equipment, the literacy required to follow specialized receiver instructions, all hit hardest at this audience. As a result, WETA's programming is stopped at the very threshold in trying to reach this audience because of the limitations of UHF television."

The station said it must have a VHF assignment "to make public broadcasting a reality in the nation's capital."

**Race to be first in U.S. satellites**

**For Western Union system Hughes gets order for three birds to be flying within two years**

Western Union Telegraph Co. announced last week it had placed a firm order with Hughes Aircraft Co. for spacecraft for a domestic communications-satellite system that it said would be flying before mid-1974.

"We were first to apply [for a domestic satellite system] and we're going to be the first to fly," Russell W. McFall, board chairman, told a news conference in New York.

Western Union said it had contracted to buy three 12-transponder birds from Hughes for $20,706,500, plus additional incentive payments to be made when the satellites are in orbit. They will be part of a system whose projected cost, including ground stations, was put at $69 million.

The Hughes agreement was signed under an FCC waiver permitting Western Union to make such contracts, at its own risk, before getting a construction permit from the commission. WU officials said that by signing now they were able to "achieve significant price and schedule benefits" because Hughes is building "near-identical" spacecraft for the Canadian domestic-satellite system and much saving could be made in research, development and testing time and costs.

The contract calls for delivery of three spacecraft plus launch-support services and includes options for additional satellites and launchers. The first satellite is to be delivered in 18 months, with the others to follow at three-month intervals.

Earl D. Hilburn, WU president, emphasized that the company had not abandoned efforts to get the TV-network program-distribution business for its satellite system. "We will continue to aggressively seek this added traffic," he said, but he noted later that "it appears there is going to be some delay on the part of the networks in deciding what they are going to do." Television business would be "the frosting on the cake," he said, and WU would fly an extra satellite, if necessary, to handle it.

WU officials also said they definitely had considered offering satellite interconnection for cable-TV systems but had no specific plan for it at this point.

WU has applied for permits to build seven earth stations, in New York, Los Angeles, Chicago, Dallas, Atlanta, Portland, Ore., and Honolulu. Officials said the National Aeronautics and Space Administration had estimated satellite launch costs at $6.6 million to $7 million.

**KILO told to stay on discrete system**

**FCC wants more study of quadrasonics techniques**

Broadcasters planning discrete four-channel quadrasonic transmissions must first obtain an authorization from the FCC. The commission made that ruling last week, in which it differentiated between the discrete method of quadracasting and the currently more widely used matrix method. The commission stipulated that no prior authorization is required for the latter.

The ruling was in response to a request by Pacific FM Inc., licensee of KIOI(FM) San Francisco, which has been experimenting with the Dorren quadracplex discrete system for the past year under a special temporary authorization. Pacific FM claimed that the Dorren system was compatible with the commission's present
The summer of '72 brings good news on fiscal front

It's first-half-of-the-year reporting time for many publicly owned companies, and last week's mail was bringing still more good news to corporate shareholders. Broadcast-related issues were not left out, as indicated by the sampling below.

The gains in sales, and often even more spectacularly in earnings, seemed to be across the board, from such an entertainment-oriented company as MCA to as hardware-oriented a company as Admiral. Cable TV issues (Teleprompter earnings were up 59.3% and advertising agencies (Foote, Cone & Belding was up 120%) also shared in the fiscal wealth. Many of the reports were able to claim "record" levels.

There were, of course, some losers in the lot, and others whose gains were less spectacular than the market as a whole. But as a rule, the first six months of 1972 were giving stockholders their first solid evidence of a turn-around from the vicissitudes of 1970-71.

MCA Inc., N. Hollywood, Calif., parent of MCA TV and Universal TV, reported highest six-month earnings in company's history, including 16% increase in per share earnings and 23.4% jump in revenues. Company, largest cable-TV operator in U.S., now serves more than 675,000 subscribers in 133 systems.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.43</td>
<td>$0.27</td>
</tr>
<tr>
<td>Revenues</td>
<td>29,445,589</td>
<td>23,864,677</td>
</tr>
<tr>
<td>Net income</td>
<td>6,011,023</td>
<td>3,670,209</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>6,186,027</td>
<td>8,173,832</td>
</tr>
</tbody>
</table>

Teleprompter Corp., New York, reported 63.8% gain in net income for first half of 1972, along with 59.3% increase in per share earnings and 23.4% jump in revenues.

Liberty Corp., Greenville, S.C., reported increased earnings and revenues for first half of 1972. Its subsidiary, Cosmos Broadcasting Corp., increased its operating income 40% during first half.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.975</td>
<td>$0.50</td>
</tr>
<tr>
<td>Revenues</td>
<td>54,154,000</td>
<td>59,793,000</td>
</tr>
<tr>
<td>Net income</td>
<td>5,264,000</td>
<td>3,498,000</td>
</tr>
</tbody>
</table>

LVO Cable Inc., Tulsa, Okla., reported revenues and earnings reached "record" levels for fiscal year 1972, compared to last fiscal year. LVO operates 23 cable-TV systems in 12 states, with total of 106,136 subscribers.

For fiscal year ended May 31:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.32</td>
<td>$0.16</td>
</tr>
<tr>
<td>Revenues</td>
<td>6,209,000</td>
<td>5,400,000</td>
</tr>
<tr>
<td>Net income</td>
<td>465,000</td>
<td>189,000</td>
</tr>
</tbody>
</table>


For year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.21</td>
<td>$1.03</td>
</tr>
<tr>
<td>Revenues</td>
<td>10,887,100</td>
<td>10,047,300</td>
</tr>
<tr>
<td>Net income</td>
<td>1,039,000</td>
<td>916,400</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>8,109,000</td>
<td>888,000</td>
</tr>
</tbody>
</table>

Foote, Cone & Belding Communications Inc., New York, reported increases of 18% in gross billings and 120% in net income for first half of this year as compared with first half of 1971.

Report showed net operating loss of $435,000 from cable-TV operations, up from $154,000 loss in first half of 1971, and said current rate of loss is not likely to decline this year but should start going down in 1973 with increased revenues from anticipated subscriber build-up. Report reiterated earlier FC&B assertions that "various alternatives" for agency's cable operations—five systems serving approximately 37,000 subscribers—are "under continuing study." Alternatives mentioned in past have ranged from disposition of some or all systems to acquisition of others, with possibility of merger also included.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.49</td>
<td>$0.21</td>
</tr>
<tr>
<td>Gross billings</td>
<td>133,360,000</td>
<td>113,009,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,052,000</td>
<td>477,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,162,000</td>
<td>2,192,000</td>
</tr>
</tbody>
</table>

Needham, Harper & Steers, New York, reported second-quarter increases of 24.1% in net income and 50.1% in gross billings. NHS stock was traded publicly for the first time on April 13, on the over-the-counter market.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.13</td>
<td>$0.01</td>
</tr>
<tr>
<td>Net income</td>
<td>5,249,000</td>
<td>5,195,000</td>
</tr>
<tr>
<td>Billings</td>
<td>45,200,000</td>
<td>320,800,000</td>
</tr>
</tbody>
</table>

Admiral Corp., Chicago, reported increased sales and vanity increased earnings for first half of 1972, compared to same period last year.

For six months ended July 1:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.04</td>
<td>$0.01</td>
</tr>
<tr>
<td>Revenues</td>
<td>225,420,000</td>
<td>190,856,000</td>
</tr>
<tr>
<td>Net income</td>
<td>5,377,000</td>
<td>39,000</td>
</tr>
</tbody>
</table>

Adams-Russell Co., Waltham, Mass., whose subsidiaries are in equipment man-
manufacturing as well as broadcast and CATV ownership, reported continued upward trend in both sales and income for three quarters of 1972.

For three quarters ended July 2:

### Three quarters ended July 2:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>26,000,000</td>
<td>58,295,000</td>
<td>$0.15</td>
</tr>
<tr>
<td>1971</td>
<td>16,200,000</td>
<td>31,500,000</td>
<td>$0.03</td>
</tr>
</tbody>
</table>

Outlet Co., Providence, R.I., reported increase in revenues but loss in earnings for first three months of 1972, compared with same period last year.

For three months ended April 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>67,426</td>
<td>15,142,000</td>
<td>$0.00</td>
</tr>
<tr>
<td>1971</td>
<td>175,200</td>
<td>31,500,000</td>
<td>$0.00</td>
</tr>
</tbody>
</table>


For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>60,000,000</td>
<td>128,000,000</td>
<td>$0.70</td>
</tr>
<tr>
<td>1971</td>
<td>86,000,000</td>
<td>168,000,000</td>
<td>$0.54</td>
</tr>
</tbody>
</table>

Schering-Plough Corp., Bloomfield, N.J., reported record sales and earnings for second quarter and first half of 1972, compared to same periods last year. For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>59,000,000</td>
<td>108,000,000</td>
<td>$0.53</td>
</tr>
<tr>
<td>1971</td>
<td>57,000,000</td>
<td>112,000,000</td>
<td>$0.45</td>
</tr>
</tbody>
</table>

Zenith Radio Corp., Chicago, reported increased earnings and sales for both first half and second quarter of 1972.

For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>255,000,000</td>
<td>524,000,000</td>
<td>$0.73</td>
</tr>
<tr>
<td>1971</td>
<td>158,000,000</td>
<td>331,000,000</td>
<td>$0.50</td>
</tr>
</tbody>
</table>

Magnavox Co., Fort Wayne, Ind., reported boost in sales but decline in net income for first half of 1972, compared to same period last year.

### For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>100,000,000</td>
<td>200,000,000</td>
<td>$0.11</td>
</tr>
<tr>
<td>1971</td>
<td>75,000,000</td>
<td>150,000,000</td>
<td>$0.07</td>
</tr>
</tbody>
</table>

Creative Management Associates, Los Angeles, major talent agency, reported increase in unaudited net income for first six months of 1972, but slightly decreased unaudited gross revenues.

For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>4,257,000</td>
<td>11,035,000</td>
<td>$0.00</td>
</tr>
<tr>
<td>1971</td>
<td>3,275,000</td>
<td>8,640,000</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Weather Corp., Beverly Hills, Calif., producer and syndicator of Lassie series, reported slight profit for first half of 1972 based on special gains from land sales.

For six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>Revenues</th>
<th>Earnings per share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>8,577,045</td>
<td>11,035,000</td>
<td>$0.00</td>
</tr>
<tr>
<td>1971</td>
<td>1,944,885</td>
<td>8,640,000</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Note: 1972 net earnings after special item of $55,257 (two cents a share) from land sales. 1971 net loss, as a result of pending litigation, has been increased from that previously reported by $72,000, or three cents a share.
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ench.</th>
<th>Closing Aug. 8</th>
<th>Closing Aug. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOMETCO</td>
<td>WMC</td>
<td>22 1/8</td>
<td>22 5/8</td>
<td>-1 2/2</td>
<td>-2.20</td>
<td>25 7/8</td>
<td>18 1/2</td>
<td>5,789</td>
<td>128,001</td>
</tr>
<tr>
<td>WARNER</td>
<td>WARN</td>
<td>23</td>
<td>18 1/2</td>
<td>+ 4 1/2</td>
<td>+24.30</td>
<td>32 3/4</td>
<td>11 7/8</td>
<td>589</td>
<td>13,547</td>
</tr>
<tr>
<td>WHOM CORP.</td>
<td>WHOM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cable

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ench.</th>
<th>Closing Aug. 8</th>
<th>Closing Aug. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable</td>
<td>TOTAL</td>
<td>222,281</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8,143,227</td>
<td></td>
</tr>
</tbody>
</table>

Programing

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ench.</th>
<th>Closing Aug. 8</th>
<th>Closing Aug. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia</td>
<td>TOTAL</td>
<td>71,112</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,039,381</td>
<td></td>
</tr>
</tbody>
</table>

Service

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ench.</th>
<th>Closing Aug. 8</th>
<th>Closing Aug. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>TOTAL</td>
<td>150,994</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5,899,957</td>
<td></td>
</tr>
</tbody>
</table>

Manufacturing

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Ench.</th>
<th>Closing Aug. 8</th>
<th>Closing Aug. 2</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>TOTAL</td>
<td>39,576</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3,676,655</td>
<td></td>
</tr>
</tbody>
</table>
Broadcast Advertising

Al Lerman, creative director, Leo Burnett, Chicago, named senior VP, McCann-Erickson International, New York.

Norman E. Kappler, account supervisor, Young & Rubicam, New York, named VP.

Robert C. Werts, VP, BBDO, New York, joins McCaffrey & McCall there as VP-account supervisor.

Robert B. Osborn, president, personal care division, Gillette, Boston, named senior VP-account supervisor and member of management committee, McCaffrey & McCall, New York.

Howard J. Leland, associate media director, N. W. Ayer & Son, New York, elected VP.


Willard J. Hadlock, associate media director, William J. Lunn, account supervisor, and John J. Powers, account supervisor, Leo Burnett, Chicago, named VP's.

Dolores F. Carbone, VP, manager, spot buying unit, Ted Bates, New York, named VP and associate media director, Media Partners Inc. there, buying service.

Harry Durando, VP, New York sales manager, Metro Radio Sales, named executive VP and national sales manager.


Kathryn Lenard, director of research, Metro Radio Sales and Metromedia Radio, New York, named VP, research, RKO Radio and RKO Radio Representatives, New York.

Clifford C. R. Hood, president, C. C. R. Hood, Philadelphia agency, joins Doremus & Co. there as VP.

William F. Gordon, VP and account supervisor, Foote, Cone & Belding, New York, joins Dancer-Fitzgerald-Sample there as VP and account group supervisor heading newly acquired R. J. Reynolds Foods account. Lee J. Dmitzak, assistant account executive, appointed account executive and will be on General Mills account.


Roy R. Stewart, director, Midwest operations, Chilton Research Services, Chicago, joins Green & Rush Inc., Memphis agency, as vice president-research.

Robert Connors, marketing manager, Coca-Cola Bottling Co., New York, joins Dr. Pepper Co., Dallas, as national advertising manager.

William Sharp, director of communications, Office of Economic Opportunity, Washington, joins Allied Products of Coca-Cola Co., Atlanta, as advertising manager.

Mark B. Bollman Jr., executive VP, national sales, Bureau of Advertising, American Newspaper Publishers Association, joins the Magnavox Co., New York, as manager, national advertising and public relations.

Jim McQuade, manager, Radio Advertising Representatives Inc., Detroit, joins WTAF-AM-FM Pittsburgh as general sales manager.

Robyn B. Ewing, general manager and chief engineer, WBCA(AM) and WWSM-(FM) Bay Minette, Ala., joins WSPA-AM-FM Spartanburg, S.C., as sales manager.

Mickey Luckoff, sales manager, KGO(AM) San Francisco, appointed general sales manager.

James F. Smith, director, administrative operations, ABC-owned FM stations, New York, joins WD1I(FM) Chicago as general sales manager.

Howard (Skip) Vose, account executive, RKO General Radio Sales, San Francisco, joins KFOO(FM) San Francisco, RKO-owned station, as general sales manager.

Cliff Feldman, sales director, KOME(FM) San Jose, Calif., appointed general sales manager.

Dick Atchison, with KABC-TV Los Angeles, appointed local sales manager, KPFA(FM) there.

Lella Larson, with sales department, KMPH-TV Minneapolis-St. Paul, appointed sales service manager.

Gordon Pell, promotion manager, WXYM(AM), WVFH(FM) and WRGB(TV), Schenectady, N.Y., all General Electric stations, joins WMAL-AM-FM Washington, as advertising and sales promotion manager.

Lynda Dartnell, audience promotion director KYW-TV Philadelphia, appointed advertising and sales-promotion manager, KYW(AM) there.


John A. Adams, senior VP and general manager, Grey Advertising, Detroit and Minneapolis, joins McCann-Erickson, Houston, as director of marketing and account supervisor.

Fred Chermin, manager, research department, and Jerry Mitty, manager, media department, appointed directors, respective departments, Carl Alby Inc., New York.

M. Lawrence Light, senior associate research director, BBDO, New York, appointed manager, research department.


John R. Nelson, with Van Brunt & Co. Advertising, Chicago, joins Clinton E. Frank there as account executive.

William A. Cashman Jr., senior account executive, BBDO, New York, joins Tinker, Dodge & Delano, New York, as account executive.

Aleta M. Meskin, time buyer, Leo Burnett, Detroit, joins Ross Roy Inc., Detroit agency, as broadcast buyer.

Bob Petrocelli, associate creative director,
Media

George E. Akerson, chairman of board, WSDH Corp., Boston, named president and chief executive officer (see page 37).

James Flynn, business manager, WNED-TV New York, named VP.

George T. Rodman, director of advertising and press information, ABC-owned TV stations, New York, appointed to same post with CBS TV stations division, New York.

William M. Dunaway, account supervisor, Tracy Locke Advertising Co., San Antonio, Tex., named VP and general manager, WDEF-TV Chattanooga.


John Tenaglia, general manager, WGRX-(AM)-WZGC-FM Atlanta, named VP.

Allan Eisenberg, VP and general sales manager, KATZ-(AM) St. Louis, joins KULD-AM-FM Kansas City, Kan., as VP and general manager.

Edward E. DeLong, promotion and merchandising manager of WHBF-AM-FM-TV Rock Island, Ill., named executive VP of stations, effective Sept. 1 when Maurice Corliss retired as VP and general manager of Rock Island Broadcasting Co. outlets. Robert J. Sineff, VP, engineering, will become VP and general manager of WHBF-AM and Ted Arnold, VP, sales, will become VP and general manager of WHBF-AM-FM.

Joseph M. Kelly, general sales manager, WOKY(AM) Milwaukee, joins KRCH(AM) St. Louis, as general manager.


Herren Reavis, general sales manager, WLS(AM) Roanoke, Va., appointed general manager. John Willett, with station, appointed operations manager.

Richard D. Winiecki, news director, KPSJ(AM) San Jose, Calif., appointed operations manager.

Barbara Kretetz, public-relations director, KKY-TV Philadelphia, appointed audience-promotion director.

Michael T. Purcell, VP, public and press relations, Smoke Watchers International, New York, joins WCBS-FM New York, as director of advertising and promotion.

Linda Burriesci, with KOME(AM) San Jose, Calif., appointed business manager.

Don Forney, with WQHP-TV High Point, N.C., appointed community-affairs director.

Howard S. Kester, VP and general manager, KVA-(AM)-KORT(FM) San Francisco, named president, Northern California Broadcasters Association. He succeeds Edward McLaughlin, VP and general manager, KGO(AM) and KSF(KF) there, appointed president of ABC Radio Networks (BROADCASTING, July 24).

Programing

Lin Bolen, programming administrator, NBC-TV network programs, West Coast, appointed director of daytime programs, NBC-TV, New York. She succeeds Clare L. Simpson, named VP, programs, East Coast, New York (BROADCASTING, June 5).

Joyce Stoff, supervisor, syndicated services, Teletape Productions, New York, joins Goodson-Todman Productions there as manager, syndication operations.

Michael Filerman, director, late-night and summer programming, CBS-TV, joins Paramount Television, Hollywood, as program executive, development.

Tom Bigby, program director, KBUY-AM Fort Worth, joins KTLO-AM Denver, in same capacity.

William E. Jackson, sports director, WPFF-AM-FM Raleigh, N.C., appointed assistant manager and program manager.


At its Nov. 27-Dec. 3 meeting in Nassau, RTNDA will elect three directors-at-large and a new vice president. At that time Charles F. Harrison, WGN(AM) Chicago, current vice president, becomes president.

Dan Clayton, a writer with W2LW(AM) Cincinnati, appointed program director.

Martin Kamerman, program director, WAMS(AM) Wilmington, Del., joins WSRS(AM) Toledo, Ohio, as program manager.

Mort Zimmerman, national account executive, Viacom, New York, joins CPM Programs, New York, as director of client sales.

James Lydon, one-time feature star of Henry Aldrich motion pictures, appointed associate producer of 20th Century-Fox TV's Anna and the King series for CBS-TV.

Dan Heimann, production assistant, WANE-TV Fort Wayne, Ind., appointed continuity director.

Broadcast Journalism

Charles Eldridge, news manager, WMAQ-AM-FM Chicago, joins NBC News, radio, as manager of network-news operations. He is succeeded by Frank Barnako, anchorman with station.

Lou Conrad, news editor, WBYW-TV Boston, appointed executive news editor.

Dick Waters, with AP, Charlotte, N.C., appointed broadcast news supervisor for Carolinas.


Peter Jacobs, executive producer, news, KGO-TV San Francisco, appointed assistant news director. He is succeeded by Harry Fuller, news writer-producer with station.


Bob Bray, reporter KTVN(AM) Little Rock, Ark., appointed day-wire and assignments editor.


Walt Brown, sports director, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, joins KOB-AM-FM-TV Albuquerque, N. Mex., in same capacity.

Cable

James B. Crouse, manager, Teleprompter's Elmira, N.Y., system, transfers to Rock Island, III., as manager of Teleprompter system soon to be constructed.
there. He is succeeded by Frank G. Staley, manager, Teleprompter's Rochester, Minn., system.

Sprague Vonier, manager, WTMJ-TV Milwaukee, appointed commercial and marketing manager, Midwestern Relay, common-carrier microwave system there. Both are owned by The Journal Co., Milwaukee.

Mr. Flaherty, VP, information and communications, Western Pennsylvania National Bank, Pittsburgh, joins Teleprompter, New York, in newly created position of VP, community development. John M. Raines Jr., manager, Teleprompter system in Portsmouth, Ohio, is appointed Northeast regional operations director for Teleprompter systems. He will be based in Hartford, N.Y. He is succeeded by Joseph W. Taylor, regional manager, Tele-Media Corp., Columbus, Ohio. Michael E. Arnold, general manager, Television Communications Corp. Inc., Allband Cablevision, Olean, N.Y., and president of New York State Cable TV Association, joins Teleprompter as manager of its Islip, N.Y., cable system.

Mr. Flaherty

Music

Mark Sherry, music director, KFPG(FM) Fresno, Calif., joins KOME(FM) San Jose, in same capacity.

Equipment & Engineering

Marion L. Stage, electronics engineer, RCA Corp., Lancaster, Pa., joins Rol- lins Inc., group station owner, Atlanta, as director of engineering:

Howard B. (Scotty) Flink, VP, Qui-Pak Inc., plastic packaging firm, Philadelphia, joins Jerrold Electronics Corp. as sales engineer.

James W. Tierney, chief engineer, WCAI TV Burlington, Vt., retires after 35 years. He is succeeded by Charles A. Liese, transmitter supervisor.

Alied Fields

Norman L. Fagan, formerly program executive with CBS, joins National En- dowment for the Arts, Washington, as director of performing arts and public media. He will supervise grants and programming for TV and films.

George Arnold, director of broadcast license surveys and market research di- rector, Media Statistics, Silver Spring, Md., named VP. Marion B. Schon, cor- porate secretary, named VP.

Broadcast Bureau granted VHF ch. 4 (66-72 mhz); ERP 4.68 kw vis. 933 vis. HAAT 205-65 ft. antenna height above ground 253 ft. P.O. address: Box 37, Bethel, 99559. Estimated construction cost $99,440; first-year operating cost $139,500; revenue none; Geographic coordinates 40°36'47" north lat.; 116°33'2" west long. Type trans. Gates Radio Co. BT 467504 L. Type ant. JAMPRO JAT-4/4. Legal counsel McKenna, Wilkinson & Kittner, Washington; con- sulting engineer Franklin W. Butler, Bethel. Principals: Christopher R. Cooke, president, board of directors, George Holman, secretary-treasurer et al. Mr. Cooke is lawyer, Mr. Yohman is member of Alaska House of Representatives. Action July 21.


Existing TV stations

Final actions

* WMPB(TV) Baltimore—Broadcast Bureau granted license covering frequency control unit. Action Aug. 1.
* KGNC-TV Amarillo, Tex.—FCC waived rules to permit Stauffer Publications Inc., license to increase ownership interest in Total TV of Amarillo, operator of cable TV system at Amarillo, from 25% to 50%. Action Aug. 3.

Action on motion:

* Chief Hearing Examiner Author A. Gladstone in

For the Record

As compiled by Broadcasting Aug. 2 through Aug. 8, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aural.—auxiliary. CATV—community antenna TV. ch.—channel. CP—construction permit. D.—day. DA—direction antenna. ERP—effective radiated power. kHz—kilo- herz. kw—kilowatts. LS—local sunset. mhz—mega- hertz. N—night. PBA—pension- rise service authority. RCA—subsidary communi- cations. SH—specified hours. SAA—special service authorization. STA—special tempo- rary authorization. trans.—transmitter. UHF— ultra high frequency. VHF—very high frequency. vis.—visual. watts.—watts. edu- cational. HAAT—height of antenna above average terrain. CAR—community antenna relay station.

New TV stations

Application

Naples, Fla.—Gulfshore Television Corp. seeks VHF ch. 26 (542,554 mhz); ERP 534 kw vis. 33,4 kw aur. HAAT 710 ft; antenna height above ground 732 ft. P.O. address: c/o Vernon Lundquist, Gulfshore Square, Suite 226, 1400 Gulfsho Boulevard, Naples 33404. Estimated construction cost $992,000; first-year operating cost $293,194; revenue $235,000; Geographic coordinates 25°44'09" north lat.; 81°4/4'9 west long. Type trans. RCA TTU-30B. Type ant. RCT TPH-35 L. Counsel Smith & Pepper; consulting engineer Jules Cohen & Associates; both Washington. Principals: G. Ver- non Lundquist, Jr., president (56.5%). Oscar F. Fannin, vice president (3.5%), et al. Mr. Lundquist is vice president of Port Myers Broadcasting Co., licensee of WINK-AM-FM-TV Port Myers, Fla. He is also sole proprietor of Custom Film Service, Port Myers. Mr. Fannin is president (25.5%), Powell & Yannson Inc., real estate brokers. Naples. He is also secretary-treasurer (50%), Yannson Chev- rollet Co. in Chicago Heights, Ill. Ann. July 19.

Final action

* Bethel Broadcasting Corp., Bethel, Alaska—

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisals • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242
West Coast—P.O. Box 218, Carmel Valley, California 93923
408-375-3164

Broadcasting Aug 14 1972
Now, we're into Broadcasting
Up to here with the Beatles? Can't take another word about the Stones? Long for those good old songs about loving and losing, hard work and lean times, mean men and soft women? You may be ready for country music.

Broadcasting is. That's the story we'll be telling in full in the next of our special reports on music and radio. It may be the most exciting yet. It treats what is assuredly the most exciting growth area in radio entertainment today: the phenomenal success of stations that have taken the Nashville sound and made it All-American. From coast-to-coast, in large markets and small, country music has taken the nation by storm. Whether Johnny Cash country, or Kris Kristofferson country or, from Canada, Anne Murray country, American audiences have been wooed and won. A new, and most profitable, brand of radio has been created in the process.

What country hasn't had, but can no longer be denied, is recognition. That's what Broadcasting will provide in its September 18 issue. We'll tell the what of that story—the artists responsible for this new renaissance of an old American art form, the program genius that seized upon it to create the industry's fastest-growing programming segment, the stations that have made such impressive capital out of country. We'll also try to tell the why.

If you care about country music or radio, you'll want to read the September 18 issue. If you are country music or radio, you'll want our readers to read about you. Deadline for advertising: September 11.

You belong in Broadcasting
Sep 18
Summary of broadcasting

Compiled by FCC July 31, 1972

Commercial AM

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA</th>
<th>CP’s</th>
<th>Total on</th>
<th>Not on</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM &amp; TV-HNF</td>
<td>4352</td>
<td>4</td>
<td>18</td>
<td>4374</td>
<td>49</td>
<td>4423</td>
</tr>
</tbody>
</table>

Commercial FM

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA</th>
<th>CP’s</th>
<th>Total on</th>
<th>Not on</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial FM</td>
<td>2311</td>
<td>1</td>
<td>51</td>
<td>2363</td>
<td>11</td>
<td>2479</td>
</tr>
</tbody>
</table>

Commercial TV-HHF

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA</th>
<th>CP’s</th>
<th>Total on</th>
<th>Not on</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial TV-HHF</td>
<td>504</td>
<td>1</td>
<td>6</td>
<td>513</td>
<td>13</td>
<td>524</td>
</tr>
</tbody>
</table>

Educational TV-HHF

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA</th>
<th>CP’s</th>
<th>Total on</th>
<th>Not on</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational TV-HHF</td>
<td>687</td>
<td>2</td>
<td>12</td>
<td>701</td>
<td>73</td>
<td>774</td>
</tr>
</tbody>
</table>

Educational FM

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA</th>
<th>CP’s</th>
<th>Total on</th>
<th>Not on</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational FM</td>
<td>509</td>
<td>0</td>
<td>17</td>
<td>526</td>
<td>79</td>
<td>605</td>
</tr>
</tbody>
</table>

Broadcasting Aug 14 1972

New AM stations

Action

Review board in Sumiton, Ala., AM proceeding, granted request by Sumiton Broadcasting Co., for an extension of time through Aug. 15 to file opposition to the decision released July 8. At time of decision released May 26, examiner recommended denying Sumiton’s application for an extension of time through Aug. 15 on the basis of the examiner. Action Aug. 2.

New FM stations

New FM stations

Applications

| Application | Costa Mesa, Calif. | Associated Student Body of Orange Coast College | Seats 93.9 kHz, 10 w, HAAT 76 ft. P.O. address 2701 Fairview Road, Costa Mesa 92626. Estimated construction cost $4,720; first-year operating cost $1,000; revenue none. Principals: Helen Parker, president, board of trustees, et al., Ann. July 21. |

CBS

| Formula | Same as ABC. |

| WKRG-TV Birmingham (Kaiser Broadcasting Corp.) | Agreed to Drop, Feb. 14, Network rate $428; compensation paid at 30% prime time. |

| KIRO-TV Seattle | Agreed May 7, effective April 31 through March 31, 1974, First-year rate $1,029; compensation paid at 32%. |

CBS

| Formula | Same as ABC. |

| WKRG-TV Birmingham (Kaiser Broadcasting Corp.) | Agreed to Drop, Feb. 14, Network rate $428; compensation paid at 30% prime time. |

| KIRO-TV Seattle | Agreed May 7, effective April 31 through March 31, 1974, First-year rate $1,029; compensation paid at 32%. |

New AM stations

Action

Review board in Sumiton, Ala., AM proceeding, granted request by Sumiton Broadcasting Co., for an extension of time through Aug. 15 to file opposition to the decision released July 8. At time of decision released May 26, examiner recommended denying Sumiton’s application for an extension of time through Aug. 15 on the basis of the examiner. Action Aug. 2.

Existing AM stations

Application


Final actions

KVOY, Yuma, Ariz.—Broadcast Bureau granted CP to increase daytime power to 1 kW and install new transmitter. Final action July 20.

KBDR Denver—FCC temporarily stayed assignment of license to Mission Denver Co. to permit Colorado Public Broadcasting and other community organizations to apply for judicial stay of assignment. Action Aug. 2.

WNYM Myrtle Beach, S.C.—Broadcast Bureau granted request that trans., and main studio location be relocated to 2801 Oak Street; remote control permitted from main studio location. Action July 20.

Other actions

Review Board in WYNN, Smyrna, Ga., transferred proceeding denied application for transfer of control of Josquill Broadcasting Co., license, from Lawrence N. Fisk, Jr. to Times-Journal Inc., and W. Kinney, Jr. (Doc. 18784). Application was designated for hearing on issues including determination whether grant of application would cause undue concentration of control of local mass media in Smyrna and surrounding area. Board said that it had found Examiner McClenning’s findings to be “substantially accurate and his conclusions persuasive.”

Review Board in Springfield and Joplin, both Missouri, AM proceeding, granted A-W Broadcasting Co. and Queen City Broadcasting Co., license to extend time through Aug. 3 to file joint reply to Broadcast Bureau’s motion to strike. Proceeding involving OCP’s by City of Springfield at 150 kHz at Springfield, and by William B. Neal for channel 70 at 150 to 180 kHz at Joplin (Docs. 19480-2). Action Aug. 1.

Existing FM stations

Final actions

KFAC-FM Los Angeles—Broadcast Bureau granted CP to change location to 103.5 MHz; new trans. and new ant.; make changes in ant. system; channel 31. Adjust to 104.1 kW; remote control permitted. Action Aug. 4.

WCCU-FM Vacaville, Calif.—Broadcast Bureau granted CP to change frequency to 90.9 MHz, channel 214; install new trans. and new ant.; make changes in ant. system; channel 214. Adjust to 104.1 kW; remote control permitted. Action Aug. 4.

WBOA-FM Gulfport, Miss.—Broadcast Bureau granted CP to change location to nine miles north of downtown on Klein Road at intersection at Connie Drive, Gulfport; make changes in ant. system; channel 31. Adjust to 104.1 kW; remote control permitted. Action Aug. 4.

WKEE-FM Mobile, Mass.—Broadcast Bureau granted CP to change location to nine miles north of downtown, 104.1 kHz, 10 kW; make changes in ant. system; channel 31. Adjust to 104.1 kW; remote control permitted. Action Aug. 4.

WRTI-FM Philadelphia—Broadcast Bureau granted CP to change location to ten miles north of downtown on Klein Road at intersection at Connie Drive, Gulfport; make changes in ant. system; channel 31. Adjust to 104.1 kW; remote control permitted. Action Aug. 4.

KMOJ-FM, Sinton, Tex.—Broadcast Bureau granted CP to change location to nine miles north of downtown on Klein Road at intersection at Connie Drive, Gulfport; make changes in ant. system; channel 31. Adjust to 104.1 kW; remote control permitted. Action Aug. 4.

Initial decision

Hearing Examiner Isadore A. Honig proposed in
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy, at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

EDWARD F. LORENZ
& ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1304 Q St., N.W., Suite 300
347-1319 Washington, D. C. 20005
Member AFCCE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
227 Munsey Bldg.
(202) 783-0111
Washington, D. C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member APOOB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telesat Ct. (703) 560-6800
Falls Church, Va. 22042
Member APOOB

LOHNES & CULVER
Consulting Engineers
124 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member APOOB

ROBERT E. L. KENNEDY
1302 18th St., N.W. 785-2200
WASHINGTON, D. C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET
& KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member APOOB

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 837-8275
Member APOOB

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-3208
Member APOOB

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member APOOB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Rd.
Cleveland, Ohio 44141
Phone: 216-526-4386
Member APOOB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd., 80206
(303) 333-8542
DENVER, COLORADO
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733

ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hotkins Street
Lufkin, Texas 75901
634-9558 622-2821

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-2777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To be seen by 120,000+ Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
ners and technicians—applicants for
am fm tv and facsimile facilities.
* (29) Readership Survey showing 32
readers per copy.

Contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Designated for hearing

WOTW-AM-FM, Nashua, N.H.— FCC set for hearing license-renewal applications of Easternstar Broadcasting Corp., licensee, designating nine issues for possible然后再编写一段自然语言的文本。
CATV Bureau dismissed, licensee president

Allison grant, Angeles - Stations 5 - All - Situations

Rates, expressly repudiates

Replies should be by letter

Deadline is Monday, the following Monday the box numbers will be closed

Address should be to Box Number, c/o BROADCASTING, 1730 DeSoto St., N.W., Washington, D.C. 20036.

Applicants must be offices, please send 

$1.00 for each package to cover handling charges. Forward remittance separately. All transcriptions and replies are addressed to box numbers are sent at owner's risk. BROADCASTING EXPRESS ASSUMES NO RESPONSIBILITY or liability for their custody or return.

Rates, classified listings:

- Help Wanted $1.00 per word.
- Situations Wanted $1.00 per word.
- All other classifications $1.00 per word.

Add $1.00 for Box Number per issue.

Rates, classified display:

- Situations Wanted (personal ads) $25.00 per inch.
- All others $40.00 per inch.
- 8x or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Ads, and Opportunity advertising require display space.

Agency Commission only on display space.

**Cable**

**Help Wanted Management**

Major Southeastern AM station is seeking an experienced manager. This is an excellent opportunity with a major station owner. Programming and sales background essential. Please submit resume to Box H-21, BROADCASTING.

**Opportunity for sales oriented general manager. Must be an excellent administrator with thorough knowledge of FCC rules. Ohio station, Equal Opportunity employer. Box H-87, BROADCASTING.**
Sales

GM AM/FM major Southeastern market, top administrator with proven heavy sales background. New expansion plans, good operation, salary incentive. Box H-69, BROADCASTING.

Top rated station in a major Western market with a great climate looking for a go-getter. Should have about five years sales and drive experience, and a burning desire to make $15,000 or more annually. No desk jockeying here. Contact Jerry Norman, WITL, Box 1010, Lansing, Michigan.

Salesman-trainee for sales manager opening in radio, TV, CATV chain. Can lead to station management. Send resume, references and picture. Box H-97, BROADCASTING.

Aggressive sales manager. Knowledge of Spanish. Salary incentive. Fine opportunity. Send resume and salary requirements to Box H-132, BROADCASTING.

Opening to be chief salesman and head up department to manage Stereo Class C for reaching, rural radio station (400 ft. to 500 miles) hill area. Experience valuable, but should be young and energetic liberal opportunities for top executive future with company; bonuses for doing good job, including equity in company. For details write "Voice of the Pianists," KCCG, Scoby, Mont. 59263.

Good opportunity—established station. Salary, commission, Need resume, sales record. KFRO, Longview, Texas 75601.

Immediate opening—experienced salesman with the areas manager for the radio station. WCCC AM/FM, Hartford. 203-549-3456.

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman. Experience needed; contact Jerry Norman, WITL, Box 1010, Orlando, Florida. 305-425-8631.

Sales manager: We want a dynamic street salesman to head up sales management; he must be the top producer of his sales force. Five figure salary plus override, plus benefits. Contact Mr. Mike Blumberg, General Manager, Station WEST at 203-531-1550, Hartford, Conn.

Top rated adult appeal station has generous guarantee plus commission and complete benefits for experienced, successful salesman who wants a chance to move into management and ownership. Apply to WITI, Box 1010, Lansing, Mich., a Mid-West Family station.

New England Broadcasting Company has opening for a sales executive at WAMC, WGD, WTV, WVS, and WPD, all suburban market, quality operation. Contact Tom McAuliffe, (617) 485-1470.

Immediate opening for versatile, experienced announcer for Mod/MOR format. TV work available. Salary incentive, retirement requirements and audition tape to Box H-68, BROADCASTING. An equal opportunity employer.

Want to be a winner? We do! Top station operation in the last frontier state. People that aren’t afraid of a challenge. Immediate need for someone with a strong enthusiasm for personality and mid-day newsmen. If you have at least S years experience, you must be able to reach an adult contemporary audience, send air check, resume and salary requirements to Box H-98, BROADCASTING. An equal opportunity employer.

Wanted—Announcer, experienced or very good beginner to fit into professional sound of MOR and make his mark. Send resume, picture and contacts to June Lieberman, WROV, New Bedford, Mass. 02740.

Need jack from tristate area who is wizard in production room. Capable of putting some color on air. Excellent money. Send resume, tape, letter first time to: WANT, P.O. Box 15, Lebanon, Penna.

Immediate opening for top 40 announcer capable of doing top notch show. Many former announcers completed college and are looking for bigger professional career. Forward resume and tape to James E. Ballard, WMMK, Middleboro, Kentucky 40965.

Looking for a qualified person who can run a new Progressive Rock Show. You will help get the music across. You must have love your shows and must believe in what you are doing. Send resume and samples of your show. We will pay you for your time and an opportunity to go national. You will get $10,000 per week plus a great benefit plan. You should be into WBCN, Jethro Tull, KSAN, New Riders of the Purple Sage, FM, John Mayall, KLOS, the Moody Blues and WRIF. A tape & resume which shows you as you are on the air by August 21, 1972, puts you in contention. Send to: Donn Barsh, Station A, Hollywood, Fla.

Immediate opening for a progressive background, music knowledge, and production experience! Send resume, tape, and salary requirements in first letter. Jerry Murray, Operations Director, WSAC-AM/FM, Box 70, Fort Knox, Kentucky 40121.

Good opportunity for 1st ticket announcer to become music director. P.D. with morning shift, 314-586-8577 for manager. Modern C&W.

Personality morning man for Top 50 market. Also need authoritative journalist. Send air check, resume and salary needs to: Tom McCoy, Box 12231, Oklahoma City, Okla. 73112.

Top SE AM/FM Stereo station needs skilled maintenance technician. You must have a state and/or federal and/or FCC license to work on our equipment. Excellent salary and benefits. Excellent opportunity. Send resume, references, and pay requirements to Box H-118, BROADCASTING.

Maintenance engineer. First phone required. Large AM station. An equal opportunity employer. Box H-92, BROADCASTING.

Young engineer with sound technical knowledge to act as chief of Class 4 station. Fine opportunity for advancement. You must be a graduate in electrical or comparable field. Send resume and requirements to Box H-133, BROADCASTING.

Engineer to control directional array for large metropolitan city. Send resume and salary requirements to Box H-134, BROADCASTING.

Man with first ticket to take transmitter readings. WAMD, Aberdeen, Md. 21001.

Had enough? A small, growing medical electronic company, D.C. has a permanent opening for a young, stable responsible family man with good technical background, No experience necessary. Send full resume and salary requirements to Biocustics, Inc., 13216 Wilkins Ave., Rockville, Md. 20852.

Immediate opening—assistant to chief—10 KW AM station. Good opportunity for growth. Excellent benefits. Send resume, references and solid state circuits necessary, Contact Lee Young, 503-581-1580. P.O. Box 28067, Portland, Oregon.

Programing Production, Others

PD, up tempa rock. Top 25 markets. Must be experienced with proven track record. Be able to motivate and supervise air staff. $20,000-$25,000 range. Send resume, references and picture. Box H-34, BROADCASTING.

Creative promotion-minded CD needs immediate new station for major market. Must be sharp, dedicated to quality sound, and willing to start at $600 a month. Programs your own future by a lot of hard work. Attitude and ambition are the keys to the doors. Send tape and resume, Box H-102, BROADCASTING.

Central Florida medium market top 40 looking for experienced program-production manager, knowledgeable in all phases of the biz to make a winner. Will handle air shift. Send air tape, resume, salary to Box H-126, BROADCASTING.

Traffic manager wanted immediately for growing suburban New York City AM station, some experience necessary. Send resume and references to WGCH Broadcasting Co., 2509 2nd Ave., New York City, N.Y. 10012, or call (212) 869-1490 for appointment.

Experienced traffic director, male or female. Send all details to Martin Levine, WKO, Roanoke, Va. 24014.

Film editor—leading independent station has openings for experienced film editor. No news, Ultra-modern plant and excellent working conditions. Send resume and qualifications to: Mr. Jim Hegel, WUBA-TV, United Artists, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Situations Wanted, Management

Broadcast pre. Last ten years key management with large suburban stations. Seek major NY, Philadelphia or Washington position. Full suburban management position if ownership or option involved. Decision maker. Excellent sales savvy. Fine references. Box H-29, BROADCASTING.

General manager. Top sales producer. Self generating. Will lead and motivate staff. 18 years broadcasting. Age 35. Excellent references. Currently employed as GM. Box H-44, BROADCASTING.

Housecleaning? Combination GM/CE makes sense. Box H-66, BROADCASTING.


Experience count 4 years radio experience in all phases from jack of all trades. GM College grad with 83 Management, 3rd endorsed. I know the meaning of work. Gene Leth, 4023 Tecumseh Place, Fairlawn, New Jersey 07410. 201-796-3896.

General manager, available now. Box 3312, Green Bay, Wis. 54304.

Sales

Sales ability for sale: inquiry gets complete details. AM-FM, Large, medium, small. Box H-122, BROADCASTING.

Announcers

Announcers Continued

News

News director needed, must be very gung-ho, DJ sports and 1st ticket helpful, not necessary, KCMN, Rockford, Ill., or call Mr. Willoughby, B16-657-2701.

24 hr. news op—mdn.—market. Needs fifth on-air station reporter, experience preferred . . . growing company where individuality and initiative are valued. Tapes to WIMA Radio, Lima, Ohio 45802.

One of America’s most unique personalities available in the fall currently top-rated latest A.R.B. Drive time top 10. Box G-212, BROADCASTING.

BROADCASTING.
Progressive? Have broadcasting B.S. backed by experience, love for radio backed by ideas. Boardwork, production, but most into interviewing: who, Pink Floyd, Pauly Shore, Dave Free, Rundgren, Blue Oyster, others. Box H-17, BROADCASTING.

Help: I need a change. I'm 28, 1st phone, nearly 5 years experience, dependable and creative. Currently production manager and announcer. Excel at jock, newscaster, disc jock. Prefer West Coast. Box H-89, BROADCASTING.

First phone: looking for MOR station with pleasant music, and news. Box H-78, BROADCASTING.


Soul Jack, newscaster, salesman, 3rd endorsed, no tape, request personal interview, South preferred. Box H-90, BROADCASTING.

Disc-jockey, newscaster, young, creative, versatile, tight board, experience. Audition tape available. Box H-72B, VAR., EASTING505.

First phone—announcing position, 6 months MOR and C&W experience. Prefer Maryland or Pennsylvania. Box H-99, BROADCASTING.

Black announcer-engineer, 31/2 years experience, MOR or solo. Steady family man seeking permanent situation in mature atmosphere. Available immediately. Box H-100, BROADCASTING.

Soul stations: white on air. Have programed 2 successful Black Stations in Ohio-Florida. Great credentials 12 years experience. 313-274-1003. Box H-101, BROADCASTING.

Top voice by mail. Experienced pro with nearly ten years at major stations in major markets will tape up to 10 minutes of copy (any number of pieces) for $15. $1.25 each additional minute. Any style for any format. Box H-106, BROADCASTING.

Florida—warm climate—shoreline, 13 year pro will take pay cut. 513-274-1003. Box H-111, BROADCASTING.

Experienced mature announcer. Basso profundo. West or Southwest. No box. H-115, BROADCASTING.

Three years experience, third, college, good voice, dependable. Box H-130, BROADCASTING.

Personalities! Now available. Any format except country, 31/2 years experience including telephone-talk. BS in Radio-TV, first phone, pipes, finest references. Vietnam experience. Box H-141, BROADCASTING.

DJ third phone looking for first break into broadcast, tight board, good news and commercials. Ready now, Larry Frest. 1-507-298-6450.

10 year pro presently pulling top-40 drive major market. PD experience. First ticket. Major or upper medium, prefer Midwest. References. 317-297-6950.

On air pro, mid, personality, 13 years experience top 40, Contemporary, MOR. Extensive knowledge of hit music since 1956. Will bring top 1500 45's since 1956. Can do solid gold. Super on remotes 3:5 pm-7 midnight, all-time. 513-274-1003. Nick Powers, 806 St. Agnes, Dayton, Ohio 45407. No market too large or small.

Experienced professional “First Phone” desires position at independent market Top 40 station. Will relocate. Write: dedicated, married, Henry Kastel, Post Office Box 337, Cumberland, Maryland 21502, 301-689-9312.

DJ tight board, creative personality plus voice, charm, wit, desire, 317-372-2235. 24th St., Asterly, N.Y. 11103.


Veteran radio man needs immediate job. Good pd or staff man for small moderate operation. Older, but versatile, dependable worker. First phone, assist maintenance, willing to relocate but not permanent basis. Modest salary. Smith, Route 22, Box 355 C, Terre Haute, Indiana 47802.

Impressively... individualistic pro... Top market... Tape no... 1800 Bluebird, Muncie, Ind. 219-838-8783.

Jazz is my specialty, but can do well with MOR, beautiful format. 7 years experience, currently a teacher and faculty member educational FM. I'd make a good dj, pd. Good production, news. Looking Chicago area, but will relocate if price is right. I’ll work with anyone. Box 51672, 5623 Old Willow Rd., Northbrook, Ill. 60062.


Good dj, tight board, prefer MOR format. 3rd en- darsee leads me on ambition and talent. $150 minimum. Call 213-846-1978.

Seeking top 40 competitive, contemporary market. Seven years experience. Sunny Dodd, 204 14th Street, N.W., Fort Payne, Alabama 35967. (205) 845-4158.

Experienced first phone desires technical position or chief, any radio or television station, West Coast preferred. Box H-82, BROADCASTING.


12 years experience. Now performing chief's duties. Experience in all departments. Now employed in Iowa. Box H-116, BROADCASTING.

Want technician job, 1st phone, 5 years electronic experience. Box H-125, BROADCASTING.

Blackman—45 years experience, Indiana University broadcasting major, experienced as news director, news reporter, announcer and production, Radio or TV. Married, presently employed. Box G-243, BROAD- CASTING.

Young family man, vet, 2 years experience desires work in MOR or news. Box G-339, BROADCASTING.

Morning drive newsmen in small market wants gathering experience. Good delivery, writing, eager. Box H-45, BROADCASTING.

Sports director—sportscaster 5 years experience. Expanding play-by-play basketball, baseball and commentary, seeks medium-major market position with sports minded station. 2 years cable TV news and sports college grid. Box H-56, BROADCASTING.

Play-by-play football-basketball-baseball, 1st class, 5 years experience MOR, some sales, 30-year-old family man looking for complete with progressive sports minded station. Box H-71, BROADCASTING.

News director . . . seeking non-musical chair opera- tion, in major or medium market. Seasoned news pro with over 15 years experience. In major market last 6 years, but would like to relocate. Have 1st phone and production experience. Box H-73, BROADCASTING.

Radio-TV Newscaster. Possess a friendly, articulate voice, a college education and 5 years work experience. Want to progress. Box H-83, BROADCASTING.

Sportscaster guarantees more sponsors and fans for writing and announcing in college league in any sport. College grad, 3 years experience sports director, in any station. With no charge in Aug. to Midwest or South. Box H-88, BROADCASTING.

Available: hard working, experienced, dedicated newsmans with degree. Box H-95, BROADCASTING.

morning radio newsman state capital. College grad. One year experience. Tape and resume upon request. Box H-105, BROADCASTING.

News Continued

Employed 1st phone newsmen seeks change. Experienced “Inside/Outside.” Box H-107, BROADCASTING.

Young reporter with experience as news director, state capital correspondent, city bureau chief. Will relocate anywhere. 10 years experience, news and sports, college graduate, strong play-by-play. Box H-119, BROADCASTING.

Medium market radio-TV newsmen. Personable, au- thoritative delivery. Writes only in broadcast style. Box H-123, BROADCASTING.

J-Grad: 3 years radio experience; stable worker wants responsibility soon. Paul West, 2550 College Avenue 28E, Berkeley, California.

Allen Tumey is 30, single, draft-exempt, experienced. Will relocate if job is right. Phone 502-852-1041, exw 3173.

Farm director. Agricultural background. Degrees in broadcast from University of Illinois. Experienced in broadcast news, television production, and farm- ing and has been involved in agriculture influencing the future of the world, let me interpret it for you. Stud Ellis, R.R.1, Tayl湖州, Illinois 62558.

Versatile, hard working, professional, first phone. Exports news, loves production and live copy, knows music. Presently employed out West. Looking for medium 40 or program director to move to Minnesota. Phone: 505-397-1067 or 612-771-2350.


Sports director, three years experience, all-play-by- play news, disc jockey. Call (516) 621-3583.

Programing, Production, Others

Black music director, salesmen seeks station with future. Box G-279, BROADCASTING.

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

I am a rock programming specialist, with a proven record of growth. Will work as program director or as a consultant in any market. Box G-61, Shawnee Mission, Kansas 66201.

Low budget high quality program available for presti- tge advertiser. Ballard will provide a competitive package to suit the need. Toren and organ. Audition and details from Warren Barfield, 1940 Fairfield Dr., Raleigh, N.C. 27608, 919-833-8478.

Music programmer, announce contemporary music, clear voice, extensive musical knowledge, best suited for FM or program production company. 914-929-2665.

TELEVISION

Help Wanted Management

Financial Officer. Large multi-station TV/Radio home office needs experienced broadcast financial executive capable of providing top management with the information and tools to increase profitability. Must be thoroughly versed in accounting procedures, budgeting, forecasting, control. Salary commensurate with experience and ability to contribute. Box H-23, BROADCASTING.

Large Dixie System is still growing and needs experi- enced manager who wants a challenge. Must be self starter with management experience that can interpret ex- perience helpful. Excellent opportunity in a fast grow- ing community. Excellent working conditions and growth opportunity with a medium size MSO. Write stating salary requirements, experience, etc. Box 30, BFWH-63, H-114, BROADCASTING.

Sales

Sales promotion manager needed for leading station group. Must have TV production and advertising experience. Must have excellent computer skills, and be very detail oriented. Send resume to Local Sales Manager, Fetzer Broadcasting Co., Box 627, Cadillac, Mich. An equal opportunity employer.

Announcers

Weatherman-Announcer—opening for professional to perform nightly weather and general announcement. Send tape, resume. WSAX, Savannah, Ga.
Chief Engineer, Southeaster PTV station. "Take charge" man to head capable nine man staff. Requires experience in B&W, color, VTR, and remotes, plus proven leadership and management skills. Excellent opportunity to build and develop broadcast station. Send resume and salary requirements to Box G-250, BROADCASTING.

Broadcast engineers, studio and transmitter. Experience preferred but not required. Excellent opportunity to build and develop broadcast station. Send resume and salary requirements to Box G-326, BROADCASTING.

Median size MSO is seeking a "take charge" engineer large established southern system. Must have min. of 5 years experience in programming, layout, head and customer service and management of personnel. Excellent opportunity to produce exciting newscasts, develop educational programming, and maintain listener loyalty. Send resume and salary requirements to Box H-32, BROADCASTING.

Video Engineers. International positions. One of the world's leading producers of educational TV/Video is offering excellent overseas positions. Must be completely bilingual in English and another language, and have a working knowledge of location management. Send resume and salary req. to Box H-65, BROADCASTING.

New educational station requires 2 experienced technicians. Strong in maintenance. Send resume with three references and three personal references. Box H-124, BROADCASTING.

Assistant chief engineer—strong maintenance. Contact or write Bill Taylor, WGNU-TV, ITM Blvd., New Orleans, LA 70122-4711.


News

Television news TV reporter-anchorman for Midwest top-50 TV market. Must have 2 years experience in TV news reporting. Excellent opportunity to build and develop broadcast station. Send resume and salary requirements to Box H-23, BROADCASTING.

Programing, Production, Others

Production pro wanted at a major network affiliate in Mountain West. Must have strong technical background and first-phone license are. Lend established California network station. Send resume and salary requirements. Box G-236, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales assignments. Will accept orders on either 2 years old or both. Good electronics background and first-phone license are. Lend established California network station. Send resume and salary requirements. Box G-236, BROADCASTING.

Broadcasting engineers, studio and transmitter. Experience preferred but not required. Excellent opportunity to build and develop broadcast station with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

Technical

Seven years television final control operations, South- east. Box H-37, BROADCASTING.

Eager—Black—29 BA in Telecommunications. Minor in film, currently seeking a broadcast engineer with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

New educational station requires 2 experienced technicians. Strong in maintenance. Send resume with three references and three personal references. Box H-124, BROADCASTING.

Assistant chief engineer—strong maintenance. Contact or write Bill Taylor, WGNU-TV, ITM Blvd., New Orleans, LA 70122-4711.


News

Television news TV reporter-anchorman for Midwest top-50 TV market. Must have 2 years experience in TV news reporting. Excellent opportunity to build and develop broadcast station. Send resume and salary requirements to Box H-23, BROADCASTING.

Programing, Production, Others

Production pro wanted at a major network affiliate in Mountain West. Must have strong technical background and first-phone license are. Lend established California network station. Send resume and salary requirements to Box H-23, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales assignments. Will accept orders on either 2 years old or both. Good electronics background and first-phone license are. Lend established California network station. Send resume and salary requirements. Box G-236, BROADCASTING.

Broadcasting engineers, studio and transmitter. Experience preferred but not required. Excellent opportunity to build and develop broadcast station with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

Technical

Seven years television final control operations, South- east. Box H-37, BROADCASTING.

Eager—Black—29 BA in Telecommunications. Minor in film, currently seeking a broadcast engineer with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

New educational station requires 2 experienced technicians. Strong in maintenance. Send resume with three references and three personal references. Box H-124, BROADCASTING.

Assistant chief engineer—strong maintenance. Contact or write Bill Taylor, WGNU-TV, ITM Blvd., New Orleans, LA 70122-4711.


News

Television news TV reporter-anchorman for Midwest top-50 TV market. Must have 2 years experience in TV news reporting. Excellent opportunity to build and develop broadcast station. Send resume and salary requirements to Box H-23, BROADCASTING.

Programing, Production, Others

Production pro wanted at a major network affiliate in Mountain West. Must have strong technical background and first-phone license are. Lend established California network station. Send resume and salary requirements to Box H-23, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales assignments. Will accept orders on either 2 years old or both. Good electronics background and first-phone license are. Lend established California network station. Send resume and salary requirements. Box G-236, BROADCASTING.

Broadcasting engineers, studio and transmitter. Experience preferred but not required. Excellent opportunity to build and develop broadcast station with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

Technical

Seven years television final control operations, South- east. Box H-37, BROADCASTING.

Eager—Black—29 BA in Telecommunications. Minor in film, currently seeking a broadcast engineer with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

New educational station requires 2 experienced technicians. Strong in maintenance. Send resume with three references and three personal references. Box H-124, BROADCASTING.

Assistant chief engineer—strong maintenance. Contact or write Bill Taylor, WGNU-TV, ITM Blvd., New Orleans, LA 70122-4711.


News

Television news TV reporter-anchorman for Midwest top-50 TV market. Must have 2 years experience in TV news reporting. Excellent opportunity to build and develop broadcast station. Send resume and salary requirements to Box H-23, BROADCASTING.

Programing, Production, Others

Production pro wanted at a major network affiliate in Mountain West. Must have strong technical background and first-phone license are. Lend established California network station. Send resume and salary requirements to Box H-23, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales assignments. Will accept orders on either 2 years old or both. Good electronics background and first-phone license are. Lend established California network station. Send resume and salary requirements. Box G-236, BROADCASTING.

Broadcasting engineers, studio and transmitter. Experience preferred but not required. Excellent opportunity to build and develop broadcast station with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

Technical

Seven years television final control operations, South- east. Box H-37, BROADCASTING.

Eager—Black—29 BA in Telecommunications. Minor in film, currently seeking a broadcast engineer with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone, Graduate RCA Studio School, N.Y.C.-2 years. Position requires development and involvement in management. Send resume and salary requirements to Box H-32, BROADCASTING.

New educational station requires 2 experienced technicians. Strong in maintenance. Send resume with three references and three personal references. Box H-124, BROADCASTING.

Assistant chief engineer—strong maintenance. Contact or write Bill Taylor, WGNU-TV, ITM Blvd., New Orleans, LA 70122-4711.


WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No Junk. Guarantee Radio Supply Corp., 1314 turibde St., Laredo, Texas 78040.

FOR SALE EQUIPMENT


INSTRUCTION Continued


Elkins in Ft. Worth, 1705 W. 7th St.
Elkins in Houston**, 3518 Travis.
Elkins in San Antonio**, 503 S. Main.
Elkins in Hartford, 800 Silver Lane.
Elkins in Denver**, 420 S. Broadway.
Elkins in Miami**, 1920 Purdy Ave.
Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.
Elkins in Chicago**, 3543 N. Central.
Elkins in Minneapolis**, 4103 E. Lake St.
Elkins in St. Louis, 6455 Hampton Ave.
Elkins in Cincinnati, 11750 Chesterdale.
Elkins in Oklahoma City, 501 N.E. 27th.
Elkins in Memphis**, 1362 Union Ave.
Elkins in Nashville**, 2106-A 8th Ave. S.
Elkins in El Paso*, 6801 Viscount.
Elkins in Seattle**, 4011 Aurora Ave., N.
Elkins in Colorado Springs*, 323 South Nevada Ave.


On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/T.V. career. R.E.I.'s engineering course features intensive training for the F.C.C. First Phone complete! Either course in just five (5) weeks! Call 1-800-237-2251 toll free for R.E.I. R.E.I., 1355 Main Street, Sarasota, Florida 33577.

R.E.I., 3121 Gillham Road, Kansas City, Missouri 64106, (816) 561-4444 or Toll Free: 1-800-237-2251.
R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for F.C.C. 1st class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 14 West 43rd, N.Y.C. (212) 956-0964.


Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks, $355. It's the best way. State approved. Omega School, 333 East Ontario, Chicago, Illinois 60611-0492.

INSTRUCTION

Need 1st phone fast, then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for veterans) (Bank financing available). Learn from the finest instructional staff in the country. Don Martin's approach in addition to oral and written aids you are assured of obtaining your 1st phone as soon as possible. Good background in communications electronics. Our proven record of success is unsurpassed by any one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin September 11, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, H. 2-2581.

MISCELLANEOUS

Deadline 11,000 classified gag lines. $1.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 93538.

Prize Prizes! Prize! National brands for promotions, contests, programming. No barter, no trade... better for fantastic deals, write or phone TeleVision & Radio Features, Inc., 165 E. Superior St., Chicago, Illinois 60611. Call collect 312-944-3700.

"Free" Catalog... everything for the disposable Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

RADIO
Help Wanted Management

GENERAL MANAGER
for one of our four Eastern stations due to expansion.
John Tenaglia
Exec. Vice Pres.
Broadcast Operations
G.C.C. Comm., Inc.
230 Peachtree St., NE
Atlanta, Ga. 30303
404-521-1190

WIFI
WGCL
WGKA
KRB

Applications pending in Miami and Chicago

General Manager
Major new L.A. FM facility is seeking a General Manager with strong sales and programming experience. Strong incentive compensation.
Mr. Wayne Van Dyck
Cuspid Broadcasting
2579 Bank of America Center
San Francisco, Calif. 94114

MANAGEMENT
Our TV and Radio station clients, including several major groups, are constantly looking for exceptional young management talent in the $18,000 to $40,000 salary range. If you are currently a General Manager, Sales Manager, or salesperson and feel you would be a good fit to in, we urge you to contact us. Opportunities exist for openings in all major market radio, as well as national radio.
RON CURTIS & COMPANY, D'NARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60613, RESUMES WILL NOT BE SUBMITTED TO CLIENTS WITHOUT YOUR APPROVAL. NO FEE.

Help Wanted Annunciators

TALK SHOW HOST/HOSTESS
Major New York City station seeks socially aware talk/phone show host or hostess with 15-35 appeal. Send tape and resume.
Box H-50, BROADCASTING

P.D./AIR PERSONALITY
Broadcasting professional seeks association with organization offering opportunity in exchange for results. Top credentials, background, and experience. Currently in Southwest metro. Box G-395, BROADCASTING

STATION OWNERS/MANAGERS:
Ready to become the dominant power in your market? Take control broadcasting management and programming professional seeks challenge. Fulfillers often lead to increase audience, revenue, and growth opportunity. Now is the time to make your move.
Box H-41, BROADCASTING

Situation Wanted News

MAJOR MARKET NEWSMAN
Experience pro with nine years on-air experience at major stations in top ten markets. Four years on network and reporter at all-news, 50000+ watt. Would consider news directorship at less-than-major station.
Box H-165, BROADCASTING

NEW YORK CITY NEWS DIRECTOR
Now available.
Ready to relocate anywhere for the right opportunity in news management or anchor work. TV or radio. 14 years experience in covering national news, including conventions, sports, fashion, politics. Family man. Experience and worthy.
Box H-135, BROADCASTING

Situations Wanted
Programing, Production, Others

SPORTS

A new concept in sports programming is now available to you at minimum cost.

Exciting 90 second shows featuring all the top big league stars.

Contact:
Good Sports Productions
850 7th Avenue, Suite 705
New York City, New York 10019
212-LT-16470
Situations Wanted
Programming, Production, Others
Continued

SPICE OF SPONSORS

In variety, Network quality voice will voice your spots with spice, TLC, and a smile. Fall line-up specials (15’s, 30’s, 60’s, 90’s, 120’s, 15-minute automated formats 10’s promos, etc). $25. Volume and cash discounts. Send copy, instructions to RICK G’SEA PRODUCTIONS, 1111 Las Vegas Blvd. S. St. 317, Las Vegas, Nevada 89104. Free Las Vegas show info.

TELEVISION

Situations Wanted, Management

EXPERIENCED BROADCASTER
AVAILABLE NOW

Credentials include full P.A. responsibility in general and sales management of VHF-AHF TV stations; AM-FM radio stations; ad agency. Personal experience in Sales, Marketing, Finance, Syndication, Promotion, Human Relations, Programming, Engineering. Seem to maximize profits and achieve your growth goals. Willing to relocate from West Coast. I’m good.

Box H-129, BROADCASTING

Situations Wanted, Announcers

EMCEE—AVAILABLE

Four years experience with the internationally famous UP WITH PEOPLE Show.

Please write

Box H-77, BROADCASTING

Situations Wanted
Programming, Production, Others

A NETWORK VOICE FOR YOUR CLIENTS

A new, believable face and voice for your market... experienced from grass roots to all major networks, e.g. film, tape, voice over...

NETWORK QUALITY AT LOCAL RATES. A call to 214-526-4548 can bring you what you're looking for, wherever you may be. or you may write for details.

Tom Paxton
8011 Melody Lane, Suite 223
Dallas, Texas 75221

Miscellaneous

TV/Radio Broadcasters

Want to improve your rating points? We provide animated television commercials for your station on a barter basis.

BATCH SYNDICATIONS, INC.
Box 98810 Seattle, Wa, 98118
Call collect (206) 878-6900

GOLDEN DAYS OF RADIO

30-minute, weekly program of nostalgia at its best, featuring hundreds of great stars from radio’s golden past. Comedy and music recorded between 1920 & 1945’s. Rate $3 per program—no term contract. For audition tape write Hayden Buddenoe Productions, 995 Shanemoah Bldg., Ramsey, Va. 24311 or phone 703-342-3170.

Miscellaneous Continued

Fun Music RADIO
IS AUTOMATED ROCK

SEND FOR DEMO TAPE
8408 E. INDIANOLA AVENUE
SCOTTSDALE, ARIZONA 85251
(AREx 602) 946-2093

Business Opportunity

CATV EXPANSION

Three station major market system expandable to 250,000 homes. Certificate of compliance will double number of stations offered on cable. Seeking expansion via joint venture, merger or capital infusion on any reasonable basis. Reply to President.

Box G-238, BROADCASTING

Employment Service

327 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Shearer Barth, Director

WANTED TO BUY

Stations

Sell Your Station

We are looking for an AM or combination AM/FM station in the East or Southeast for immediate purchase.

Box H-63, BROADCASTING

New York City Area

Wanted to buy, radio station within 60 miles of New York City. Would consider partnership arrangement. All replies confidential.

Box H-84, BROADCASTING

For Sale Stations

I WANT TO BUY A RADIO STATION

My background is heavy on news and programing but light on sales and administration, so would prefer teaming with another buyer, or investing and working with existing management. My funds $500/75,000. Not interested in unprofitable properties, or disagreeable locations.

Box H-78, BROADCASTING

FOR SALE

AM STATION: 500 W, daytime, real estate and equipment, terms, contact:

Hawkins Realty
Woodbury, Tenn.
615-563-4122

STATIONS FOR SALE

1. ARIZONA, Priced at and one-quarter gross. Profitable. $100,000. $25,000 down.

2. ROCKY MOUNTAIN, Exclusive. Fall time. Profitable. $250,000. Terms.

3. SOUTHEAST. Exclusive AM-FM. Illness forces sale. $135,000. Terms.

Jack L. Stoll
and Associates
8430 Sunset Blvd., Suite 1113
P.O. Box 559
Los Angeles, California 90028
Area Code 213-464-7279

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
(212) 255-3430

Sovran
INCORPORATED
BROKERS & CONSULTANTS
2110 MERCANTILE BANK BLDG.
DALLAS, TEXAS 75201 (214) 851-8088

Larson/Walker & Company
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90087
1700 Ave. of the Stars
Century City, Suite 801
213/777-1507

WASHINGTON, D.C. 20068
1725 Eye St., N.W.
202/223-1533

Chapman Associates

- ATLANTA - CHICAGO - DETROIT - ELMIRA, NEW YORK -
Please write: 5 Dunwood Park, Atlanta, Ga. 30341

Broadcasting Aug 14 1972
Growing up with O&M and television: Jules Fine

On a late night in the mid-fifties David Ogilvy prowled the darkened offices of his then modest-billing advertising agency in New York, searching for someone with television know-how with whom he could watch a commercial for Dove soap. He happened across Jules Fine.

Ogilvy & Mather had purchased a spot to run in New York in Cinderella. It was a TV event. Mr. Fine, who was media supervisor ("I was the media department"), was proud of the buy, and a memorandum had been sent around the agency, announcing the purchase and suggesting people watch the show and the commercial.

The two men walked to a set near Mr. Ogilvy's office, turned it on and waited expectantly. The tube lit up but nothing appeared on the screen. Mr. Fine noticed the set had been tuned to an unused channel. He turned the dial a notch and "the picture—and the Dove commercial—came up beautiful." From then on, says Mr. Fine, "my media expertise was established with David Ogilvy."

The incident perhaps best illustrates how far television and the Ogilvy agency—and Mr. Fine—have come.

Mr. Fine is in the top tier of the agency, is a senior vice president, is on the board of publicly held O&M and since April 1970 has been director of marketing services. In this post, four groups report to him through the department heads—media, broadcast, computer services and research. For the past six months, Mr. Fine has also been acting as director of research.

Mr. Fine acknowledges his career has been tied with the agency's expansion. He notes that when he joined Ogilvy the agency was small (some $12 million in billing, less than half of that in broadcast, and 70 people in all working there). Today, the agency ranks among the giants, bills $200 million, of which almost 70% is in broadcast.

"It was a terrific opportunity," Mr. Fine says of his early years at Ogilvy & Mather. "Television was a whole new medium. People operated in television with radio principles. A lack of years in the business was not a handicap but an advantage. Veterans had to make the transition or they didn't make it in media. It was a period for learning, for developing new things. The timing was extraordinary."

A bachelor, Jules Fine was born in a little town in Pennsylvania and for years lived in the Bronx borough of New York, where he attended high school, where he actually a whole life in the Bronx. Then I discovered that I was about the only one left in advertising who admitted to living there." Two years ago he moved to Manhattan.

A colleague at Young and Rubicam says that "Jules Fine is a sports nut. He is so rabid a fan that I often say of him that I expect he'll have season tickets to events which haven't even been planned." Mr. Fine himself says he does have season tickets to the home games of the New York Football Giants and the Jets. But as a devoted follower of the Giants, he takes to watching Giant games on a portable TV set while he is in the stands at Shea stadium, where the Jets play. "That habit," he notes dryly, "annoys a lot of Jet fans."

A media executive at SSC&B, an intimate colleague of Mr. Fine, says, "Jules Fine is very bright. And he is a warm person. People respond to him because he has an interest in them. He has a calming influence on those who work with him. When things go terrible all around, Jules is apt to say, 'Let's look at the problem and work it out.'"

He tells this story at his own expense: In Chicago about five years ago, he delivered a presentation on television to a number of Sears, Roebuck senior executives gathered at a huge merchandise showroom. The room was dark, the lights on at the podium. "A short way into the presentation I had an uncomfortable feeling that somebody was looking over my shoulder. It annoyed me and I looked part way round and sensed a figure standing there. I pointed to an empty seat in the audience and said, 'Why don't you take a seat out there? You will be more comfortable than standing up here on the stage.'"

"Everybody laughed at that. I took a good look. The 'man' behind me was a mannequin, dressed in a sports jacket and left over from a show held there before."

An avid reader of science fiction— he completes an average of three novels a week—Mr. Fine is a realist in the media world. His influence on policies, both within the agency and in the industry, has been pronounced.

He has been associated with many projects, some rewarding, others perhaps frustrating. One of the most complex, he recalls, was a study, results of which were reported only to clients and to their other agencies, that took a full year to prepare. It dealt with television, more precisely its advertising effectiveness in relationship to dayparts.

One of the more "disappointing" experiences, he says, was the project in which he cooperated with General Foods a few years ago in a short-lived attempt to spur an industrywide study of TV clutter. "It's still with us; the problem is even more so now with the pressure exerted by consumerism."

Mr. Fine may now be out of the daily routine of broadcast planning and placement, but his grasp of television and radio as marketing tools is firm and his concern over their relationship to the client-agency function is real.

He believes broadcasters, for example, ought to rechannel their efforts away from proposing dual liability, of agency and advertiser, in business contracts. "They are looking at the problem backwards," he says, because broadcasters can only benefit from the current practice that in effect has agencies checking the credit of "advertiser entities who number in the thousands."

Another is the question of who will do the broadcast media function for an advertiser. This subject, he believes, demands constant attention and study, as one that bears directly on how agencies "structure ourselves and how we will equip ourselves."

Still further ahead, Mr. Fine anticipates that the selling and buying function will change with more direct contact between agency and client. And within the larger agencies, he notes, would appear to be an early sign of that development.
A general embarrassment

All of the congressmen who voted again this year to retain Section 315, the equal-time law, must share the profound humiliation suffered by broadcast stations that were forced by that law to carry commercials for J. B. Stoner, candidate for the Senate from Georgia. As reported here a week ago, Mr. Stoner, an avowed white supremacist, campaigned on a platform of unabashed bias against blacks. The language in his radio and television advertising was an affront to any sensitive white and an unforgivable offense to any Negro.

Yet there it was on the air, in all its Neanderthal indecency. 

"... The main reason why niggers want integration is because the niggers want our white women. I am for law and order with the knowledge that you cannot have law and order and niggers too..."

Now there's a quotation that fits right into the claim that Section 315 advances political enlightenment.

Rare chance

Republicans, if they are so minded, have a made-to-order opportunity to capitalize on an error of their opposition.

The Democrats, at their nominating convention last month, had been importuned to include in their platform a plank favoring full freedom for the broadcast press and opposition to the indefensible counteradvertising crusade. But the platform committee chose to ignore all of the suggestions advanced by the networks and the National Association of Broadcasters.

The same pleas now are before the platform committee of the Republican National Committee. These are in presentations from Julian Goodman, president of NBC, and Frank Stanton, vice chairman of CBS. The latter also favored election reform and greater support for noncommercial broadcasting (BROADCASTING, Aug. 7).

Since President Nixon, the nominee-apparent of his party, is already on record as in full and sympathetic agreement that there is urgent need for relief from the onerous problems of broadcasters, as enunciated at his meeting with 30 broadcast executives last June 22 (BROADCASTING, June 26), the GOP platform committee should have no trouble whatever in fashioning a plank in keeping with the President's expressed views and in recommending its adoption at the Miami Beach convention beginning Aug. 21.

Political platforms do not constitute legal commitments and may be honored more in the post-election breach than in the observance. But as long as platforms are written as part of the quadrennial political extravaganza, the candidates in some measure will be judged by what their resolutions say.

All together

In an unusual suspension of intermedia rivalries, five organizations of working journalists have agreed on a draft of legislation to restore confidentiality of news sources. The legislation is needed to overcome the effects of a Supreme Court decision denying newsmen the right to withhold information in government investigations (BROADCASTING, July 3).

In a 5-to-4 decision the court held that journalists must respond to subpoenas and answer questions under conditions applying to any witness. Among journalists, the judgment has been viewed as a severe deterrent to investigative work.

The proposed legislation that has now been offered by the five news groups—the Radio Television News Directors Association, Sigma Delta Chi, the American Society of Newspaper Editors, the Associated Press Managing Editors Association and National Press Photographers Association—would put things back in perspective. Newsmen could promise reasonable protection to sources without becoming the agents of illegal acts.

Under the chairmanship of William J. Small, CBS News vice president, Washington, the Joint Media Committee of the five groups has delivered a sound proposal that deserves the backing of broadcast ownership and management.

Give up, senator?

Three years ago Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, undertook a personal crusade against violence in television programming. He bulldozed the surgeon general into spending a million dollars to determine whether violence on the tube leads to violence in life.

The surgeon general appointed committees, assigned specialists, distributed academic grants and eventually submitted a report that was, to say the most for it, inconclusive. About the only concrete proposal that it made was for a further exploration of the subject—at more government expense, of course. Senator Pastore's reaction was to order the secretary of health, education and welfare, who is the surgeon general's boss, to invent a "violence index" that could be used to measure television deporation.

Now, after consultation with still more scientists and academicians, the secretary of health, education and welfare has made the only reply a responsible man could make to the senator's request. He has said there is no easy way to arrive at a meaningful index of television violence that is likely to exert an effect in real life. It can be done, he said, but only at additional expense.

The fruitless search for Senator Pastore's magic formula is turning into a welfare program for professors and bureaucrats. If there were a point to it, the project might be excused, but there is none. Television violence is no issue in the contemporary world.

If the senator wants to measure violence, he can do so easily at his neighborhood cinema. The blood in such current hits as "The Godfather" can be measured by the quart.

Editors, the Associated Press Managing Editors Association and National Press Photographers Association—would put things back in perspective. Newsmen could promise reasonable protection to sources without becoming the agents of illegal acts.

Under the chairmanship of William J. Small, CBS News vice president, Washington, the Joint Media Committee of the five groups has delivered a sound proposal that deserves the backing of broadcast ownership and management.

Give up, senator?

Three years ago Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, undertook a personal crusade against violence in television programming. He bulldozed the surgeon general into spending a million dollars to determine whether violence on the tube leads to violence in life.

The surgeon general appointed committees, assigned specialists, distributed academic grants and eventually submitted a report that was, to say the most for it, inconclusive. About the only concrete proposal that it made was for a further exploration of the subject—at more government expense, of course. Senator Pastore's reaction was to order the secretary of health, education and welfare, who is the surgeon general's boss, to invent a "violence index" that could be used to measure tele-

Now, after consultation with still more scientists and academicians, the secretary of health, education and welfare has made the only reply a responsible man could make to the senator's request. He has said there is no easy way to arrive at a meaningful index of television violence that is likely to exert an effect in real life. It can be done, he said, but only at additional expense.

The fruitless search for Senator Pastore's magic formula is turning into a welfare program for professors and bureaucrats. If there were a point to it, the project might be excused, but there is none. Television violence is no issue in the contemporary world.

If the senator wants to measure violence, he can do so easily at his neighborhood cinema. The blood in such current hits as "The Godfather" can be measured by the quart.

Editors, the Associated Press Managing Editors Association and National Press Photographers Association—would put things back in perspective. Newsmen could promise reasonable protection to sources without becoming the agents of illegal acts.
Area Five Texas News
...a major information source for an ever expanding region.

Area 5 is North Central Texas... one of the nation’s fastest growing areas.
  • One-fifth of the total population of the State of Texas lives there.
  • It is the nation’s tenth largest market in retail sales.
  • It is the third largest producer, nationally, in the commercial film industry.
The statistics are many and varied. The important thing is... Area 5 is a news maker, and the people are news conscious.
Area 5 Texas News brings to the booming North Central Texas area the news—local, regional, national and international—and weather, and sports... still in only 30 minutes at 6 and 10 p.m.

WBAP TV
Area Five Texas News
Still all the news in half the time.
If you lived in San Francisco...

you'd be sold on KRON-TV

Maxwell AFB, Ala. 36111

NBC — Channel 4 — Represented by Peters, Griffin, Woodward