Republicans contrive a three-night TV special
Biggest spot agency to buy by TV code: Start of a trend?

THE
ROQ
REVOLUTION
IS COMING
TO LOS ANGELES
WQXI-TV
Atlanta

a Pacific & Southern station, is represented nationally by Katz Television starting today.
Coverage of the Republicans at Miami Beach: Broadcast journalists call it a ‘nonstory,’ but they stick with it to the very end. National ratings match those of the Democrats, but audiences turn elsewhere if they can.

DFS, estimated to be top-billing agency in spot TV, says it will penalize stations that violate its commercial-practices ‘criteria’—which it derived largely from the NAB’s television code.

The November Group: an agency with one client—Richard Nixon.

Hooks, others sound calls for action at NATRA meeting.

Texas broadcasters think they face new kind of competition from universities—in facilities rentals—but schools deny it.

When is television’s 25th anniversary? Nobody’s quite sure, but Zenith special on ABC-TV will celebrate it anyway.

A key architect of that violence study has second thoughts about it.

Kaufman & Broad gets out of cable, sells subsidiary to TCI.

FCC’s Ray thinks some payola hearings should be open to public.

A public offering of 770,000 shares by BBDO stockholders.

RKO General’s Bruce Johnson, a radio man with a golden touch.
Gettysburg National Military Park. This solitary cannon is one of the hundreds of markers, statues and monuments which pinpoint dramatic events and heroic participants in this decisive battle of the Civil War. Every year thousands of visitors from all parts of the world tour this historic site near Gettysburg, Pa.

WGAL-TV, a pioneer in its market, is one of the nation's first television stations. Today, its highly-respected call letters are the best known in its coverage area. Such recognition is the result of 23 years of balanced programming and dedication to inform, entertain, and serve the diverse interests of its many viewers.

**WGAL-TV**

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Back to work

FCC will try to clean house of multitude of routine matters that have accumulated during August—while most commission- ers were vacationing—when it sits down to first agenda meeting in month tomorrow (Aug. 29). Although nothing spectacular is expected to come out, Chairman Dean Burch's game plan is to get "humdrum stuff" out of way in preparation for what looks to be busy September—and he has requested as many colleagues as possible to be on hand. There could be quorum problem though. Commissioners H. Rex Lee and Charlotte Reid will be absent, and wife's illness could keep Commissioner Robert E. Lee away from office as well (see page 6). Commissioner Benjamin L. Hooks has not been regularly participating in com- mission actions.

High C-P-M

With curious unanimity, ABC News, CBS News and NBC News took full-page ads in official program of Republican national convention last week, as they had in Democrats' program month ago. Neither party program contained paid advertising for any other news medium. Networks' ads cost $10,000 each.

Frontiersman

Former FCC Commissioner Robert Wells has broadened his communications base since leaving FCC Nov. 1, 1971. In addi- tion to his direction of five Harris En- terprises stations in Kansas, Colorado, Iowa and Illinois, he has been elected to board of directors of Microband Asso- ciates, New York-based company in microwave field, headed for ventures in new multipoint distribution service which is being seen as potential pay-TV system (Broadcasting, Aug. 21).

Sticks and carrots

While Dancer-Fitzgerald-Sample has an- nounced intention to penalize TV stations that don't abide by commercial limitations of National Association of Broadcasters code (see page 16), Foote, Cone & Belding, taking opposite tack, says it is continuing to grant "bonus audiences" to stations observing standards stricter than code's. And Group W—which has been earning FC&B bonus—has started campaign for individual recognition (and competitive advantage over other stations) from other major agencies. Donald H. McGannon, Group W chairman and president, has written agencies to report his stations are getting "10% advantage" in audience delivery from FC&B. For FC&B policy was adopted after Avco Broadcasting announced cutback in commercial time (Broadcasting, Feb. 28). Agency's policy goes on, though Avco gave up and returned to allowable limits of commercialism under code, with explanation it had been losing business (Broadcasting, July 3). Whole subject of penalties for commercial excess or re- wards for restraint is gaining wide atten- tion among agencies. It's to be among topics of serious discussion at internal meeting, J. Walter Thompson at New York headquarters tomorrow (Aug. 29).

Whose tab?

All three TV networks and seven station groups have been hit by unpul- lished lawsuits filed by plaintiffs, seeking more than $215 million in dam- ages on behalf of trusts that provide employment for out-of-work musicians through special concerts, etc. Suits were started by Samuel R. Rosenbaum as trustee for Hollywood Film Trust Agree- ment and Hollywood Television Trust Agreement, alleging violations of those agreements. Defendants, however, say it's puzzlement, because networks signed only TV trust agreement and station groups signed neither. Groups named are Scripps-Howard, Wned, Warner, Col- linthian, Metromedia, Capital Cities, Storer and Taft.

Suits, filed in New York state supreme court, contend producers and distributors signed film agreements in period 1954-59 specifying they would pay trust 5% of receipts from TV use of theatrical films, but that many of those companies are now out of business or have disposed of film rights, leaving big sums uncollectible. Plaintiff's view is that "obligation follows the film," meaning in such cases networks and stations are liable. As to TV trust, suits claim networks have not paid as much as they should—charge denied by network sources, although formal answers have not been filed by networks (or by station groups, for that matter).

Cultural exchange

Japanese-American cooperation in bro- adcasting through interchange of people and ideas recently got underway this No- vember with visit of possibly two dozen U.S. broadcast executives to Japan under arrangements coordinated through State Department with blessing of President Nixon. Invitations dispatched through John Richardson Jr., assistant secretary of state for international cultural affairs relate that project was initiated by broadcasters in both countries and that group of Japanese broadcasting executives will make reciprocal visit to U.S.

Project had its onset in 1960 under President John F. Kennedy on what was initiated as "sister station" program inter- change. Prime movers among U.S. broadcasters are J. Leonard Reinsch, president of Cox Broadcasting Co., At- lanta, and Ward L. Quaal, president of Ww Continental Broadcasting Co., Chi- cago.

Last reel

Future of Cinema Center Films, CBS Inc.'s theatrical-motion-picture produc- tion operation on West Coast, is uncer- tain if not nonexistent. Official word is that no decision has been reached whether or not production activities will cease. Unofficially, it's conceded that barring miracle, end of operation, for all practical purposes is just matter of time. CBS ven- ture into movie-making, started five years ago, produced more than 25 theatrical features, with biggest success being "Little Big Man." Cinema Center 100, Cinema Center Films TV subsidiary, was phased out last year.

Bit in the teeth?

When executive committee of National Association of Broadcasters meets Sept. 14 in New York, it will have usual com-plement of subjects to discuss (political action, radio re-regulation, consumer leg- islation, among others) plus one unique item: recommendation by Elbert Samp- son, NAB minorities coordinator, for NAB sponsorship of seminar this fall on black ownership of broadcast properties. Mr. Sampson is said to feel this is area that holds most significant potential for minorities in broadcasting.

Bounding main

When CBS Inc.'s new president, Arthur R. Taylor, journeyed to Miami last week to inspect network's GOP convention set- up, newsmen wondered whether corpora- tion would ever get able-bodied boss. Young Mr. Taylor hobbed into meeting on crutches. He had broken his left ankle in sailing accident. But otherwise, all attested, he seemed sound.

Hail Britannia

If U.S. philatelists, not to mention broad- casters, had justifiable complaint about refusal of Post Office Department in 1970 to issue stamp to commemorate radio's 50th anniversary, they have triple reason now to make American eagle scream. Britain reportedly plans not one but three stamps to commemorate beginning, in 1922, of regular daily radio broadcasting in Britain. In 1969, when National Association of Broadcasters sought commemorative radio stamp, authorities said it was out because in 1964 stamp honoring amateur radio had been issued.
Wiley, Staggers have some encouraging words

FCC Commissioner Richard Wiley last week gave gathering of broadcasters progress report on commission's radio "re-regulation" inquiry—study which he is supervising. And commissioner, who spoke before West Virginia Broadcasters Associations Friday (Aug. 25) gave ample indication that he is pleased with results thus far.

Evident area of exploration in inquiry, Mr. Wiley said, could include such questions as whether all outlets in markets served by numerous outlets should be required to meet programing obligations "in precisely the same manner." Also up for consideration, Mr. Wiley indicated, is proposal for different license period for radio and television stations. But initially at least, he said, primary emphasis will be devoted to technical regulations.

Of 400 comments from radio licensees thus far submitted to commission, Mr. Wiley said, most commonly referred to problems in technical area. Among suggestions broadcasters have made is revision in rules that now require log entries every half hour to require such entries as seldom as three times daily.

Other technical recommendations by Mr. Wiley include: (1) Requirement for inspections of transmitting equipment two or three times per week, rather than once daily; (2) three or four yearly field strength measurements rather than presently required 10; (3) elimination of requirement that stations identify previously recorded programs as such; (4) axing specific requirements for station identification; (5) alphabetical indexing of FCC rules; (6) repeal of rule requiring stations to post operator licenses; (7) creating separate bureau for radio; (8) combining operating and technical logs into single document.

Mr. Wiley also said "extensive analysis" of various FCC forms is being undertaken, premise being that documents are both too long and too many.

Inquiry is also examining present system of ascertaining community needs, commissioner said, noting that "it is perhaps a persuasive argument that formal surveys may be less effective than informal discussions identifying small-town problems" in case of small-market radio stations.

At same meeting House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) commended FCC's efforts in attempting to clarify fairness doctrine, adding that broadcasters need better statement of what is expected of them under law.

And he suggested "that we not simply sit back and wait for positive proof" that TV violence affects behavior. If it can be admitted that there may be a link, "then it becomes our duty to act on that possibility," he said. "Certainly no one is going to suffer if we have less violence on television—and I think we could do with a lot less."

One of problems, Mr. Staggers said, is that industry is being regulated by laws enacted when today's technology was undreamed of. "It may be time to start over from scratch," he said.

He urged broadcasters to put themselves in place of public, which is seeking improved television service, and said those in Congress should try sympathizing more with problems of broadcasters. "We could do with less confrontation and more consultation," he said.

AAMCO shifts gears

AAMCO, Bridgeport, Pa., franchiser of automatic transmission specialists, has named Albert J. Rosenthal, Chicago and New York, as national advertising agency. Rosenthal has been handling several regional AAMCO dealer groups. It succeeds Bearden Advertising, New York. Rosenthal's Bruce Ruttenberg will be account supervisor with Ben Rhodes as account executive.

ABC sees no wrong in showing GOP film

ABC late last week defended its showing of what Democratic National Committee had called "Republican propaganda" during network's coverage of Republican convention (see page 12). DNC Chairman Jean Westwood, in telegrams Aug. 23 to both NBC and CBS, contended that Aug. 22 showing of film, "which was not part of the convention proceedings on the day they were shown" amounted to "gift of network prime time" to Republicans. Pointing out broadcasters are exempt from equal-time requirements only in new-event situations, she asked for explanation of showing and "assurance that you will maintain proper balance of film time between the two parties."

Benjamin D. Raub, vice president and assistant general attorney for NBC, replied that convention schedule called for two films (Monday and Tuesday) that were shown in correct sequence on television. But "through a technical error," he said, presentation in convention hall was reversed.

He said both films "were on-the-spot news coverage" of convention "and activities incidental thereto. NBC will, of course, continue its long-standing policy of fairness to both major parties, including compliance with equal-time requirements."

CBS sources said Friday (Aug. 25) they had received Mrs. Westwood's telegram but have not yet responded.

Albuquerque CATV says local TV's put on squeeze

Cable company that holds franchise for Albuquerque, N.M., asked FCC late last week to revoke broadcast licenses of that city's three television stations and commonly owned radio outlets, because of what it called "ruthless" joint attempt to keep cable out of Albuquerque.

General Entertainment and Communications Co. (Gencoe), subsidiary of LVO Cable Inc., charged that "individual and concerted efforts" of three stations have prevented it from starting service even though it was awarded original permit four years ago. Gencoe said that opposition went beyond typical efforts by local TV stations and included dissemination of "false and misleading information," on and off air, about cable generally and Gencoe's plans in particular; fairness violations; using station facilities to "harass" city officials by encouraging floods of
phone calls; and combination to restrain trade in violation of antitrust law.

Named in Gencoe's complaint were Hubbard Broadcasting Inc., licensee of KOB-AM-FM-TV; New Mexico Broadcasting Co., licensee of KGGM-AM-TV; and KOAT TV Inc., licensee of KOAT-TV. Stations themselves were among backers of company that unsuccessfully applied for Albuquerque franchise four years ago, though KOAT redeemed its shares of stock before final decision on franchise, and KOAT-TV has since changed ownership.

Since Gencoe was awarded franchise, stations have taken numerous legal steps in court and FCC to block commencement of cable service. Original franchise was declared invalid by district court, but that decision was later reversed by state supreme court. Last month, as city prepared to issue new franchise to accord with FCC regulations, stations secured opinion from New Mexico's attorney general that franchise was invalid. When new franchise was issued to Gencoe anyway, stations began drive to have franchise overturned by public referendum.

RKO General revamps top echelon in D. C.

First sweeping change under new radio management at RKO General Broadcasting Co. came last week with firing of two principal executives at WOGS-AM-FM Washington, classical-music stations.

Victor A. Forker, general manager for two years, was replaced by Jerry Lyman, who had been stations' general sales manager. Harry Ward, programing director for seven years, was replaced by Art Mandelbaum, whose title is director of special programs.

Changes were made by Bruce Johnson, vice president of RKO General's Radio Division since July. Classical-music stations have been most economically vulnerable in RKO's radio chain, and some changes there had been expected (see page 51).

Mr. Lyman made clear last week, however, that those changes will not include dumping or diluting "pure" classical-music sound. WOGS(AM) had planned earlier this year to switch to rock format, but flood of protests stopped that idea. WOGS later won waiver of FCC rules to permit it to simulcast.

NCTA appoints seven to pay-cable committee

W. Randolph Tucker, Electra Communications, has been named chairman of National Cable Television Association's special committee on subscription programming.

The committee was established by NCTA chairman William Bresnan to look into subject of pay cable and recommend policy for NCTA (Broadcasting, July 31).

Also named to committee were Burt Harris, Cypress Communications; Bill Brazel, Telecommunications Inc.; D. Alec Purcell, Teletable Inc.; Barry Zorthian, Time-Life Broadcast; Alvin Cooperman, Athena Communications and Arthur Anderson, Teleprompter Corp.

WRG, Gardner talk about getting together

Wells, Rich, Greene, New York, confirmed Friday (Aug. 25) it is negotiating with Gardner Advertising, St. Louis, looking toward acquisition and operation of Gardner as wholly owned subsidiary. Frank Colnaru, vice president in charge of finance, explained WRG's thinking:

"We're a full-service agency but Gardner is modular in concept [and] various functions are sold separately. . . . We'd be feeding them more piecemeal bids that we'd ordinarily turn down."

WRG previously had been negative toward expansion through acquisition and toward expansion outside New York. In 1971, WRG billed $110 million, Gardner $59.6 million. Gardner is privately owned.

GOP production unit told output needs tag

Broadcasters who use film or tape supplied by candidate for public office in newscasts must notify their audiences as to source of material. That's gist of ruling last week by FCC Complaints and Compliance Division Chief Gary M. Sukow of National Republican Congressional Committee. Mr. Sukow sought clarification of commission's fairness doctrine policy implemented last June regarding appearances by political candidates in which controversial issues come into play (Broadcasting, June 26).

Mr. Sukow noted that his committee maintains camera crew and audio feed service for use by Republican congressmen wishing to tape programs for use by stations. Referring to paragraph of commission's fairness policy statement requiring broadcasters to inform public when tape or film is supplied by candidate as inducement for broadcast, Mr. Sukow asked whether this requirement is applicable in cases where stations arrange and exercise editorial control over interview with legislator but committee supplies technical equipment.

Mr. Ray stated that commission's policy is to require such disclosures whenever any "records, transcriptions, talent, scripts or other material or services" are furnished by candidate. Therefore, he ruled, disclosure requirement is applicable when Republican utilizes committee's services, since use of equipment falls under "other material or services" criterion.

NCTA makes another try

National Cable Television Association, which lost in court when it challenged FCC's imposition of annual fees on cable systems, has asked for rehearing. Basis of its request to U.S. Court of Appeals for Fifth Circuit was new decision by another appeals court, invalidating fees imposed on gas and power companies by Federal Power Commission. That reversal by Washington D.C. Court of Appeals for District of Columbia has direct applicability to cable systems' position before FCC, association said.

Another CFC cable loan

Cable Funding Corp., which went public earlier last week (see page 35) announced念头 loan commitment on Friday (Aug. 25). It is to Gateway Cablevision Corp., which holds franchise for Amsterdam, N.Y. Loan is for $650,000 at 11% interest plus 20% equity ownership. First loan promised is for $1.45 million to Coastal Cable TV Co. seeking CATV franchise in eastern Connecticut.
This week


September


Sept. 7—Senate Commerce Committee hearing on nomination of Thomas B. Curtis as member of Board of Directors of Corporation for Public Broadcasting, 10 a.m., room 5110 New Senate Office Building, Washington.


Sept. 11—Regional sales clinic, Radio Advertising Bureau, Executive offices of Al. Buffalo, to include microphone and color TV receivers, TV record and playback units, tape and cassette equipment. Convention Center, Los Angeles.

Sept. 11-12—Eighth annual convention, Nevada Broadcasters Association, Hotel Tropicana, Las Vegas.

Sept. 12—Regional sales clinic, Radio Advertising Bureau, Sheraton O'Hare motor hotel—Airport, Chicago.


Sept. 14-15—Fall meeting, Florida Cable Television Association, Ramada Inn, Fort Walton.

Sept. 15—Luncheon meeting, Pacific Pioneer Broadcasters, Sportmen's Lodge, Los Angeles.


Sept. 18—American Society of Composers, Authors and Publishers awards dinner. Hillwood country club, Nashville.

Sept. 18—Regional sales clinic, Radio Advertising Bureau, Hilton Inn (Sea-tac) airport, Seattle-Tacoma, Wash.


Sept. 21—Regional sales clinic, Radio Advertising Bureau, Postmaster, Detroit.


Sept. 21-23—Annual convention, Minnesota Broadcasters Association, Arrowood, Alexandria.

Sept. 22—Regional sales clinic, Radio Advertising Bureau, Carrolton Inn, Cincinnati.


Sept. 25—Regional sales clinic, Radio Advertising Bureau, Sheraton motor inn, Charlotte, N.C.


Sept. 27—Regional sales clinic, Radio Advertising Bureau, Sheraton-Orlando Jet Port Inn, Orlando, Fla.


Sept. 29-Oct. 1—Expo Electronex, home entertainment show sponsored by Western Electronic Manufacturers, Inc., to include microphone and color TV receivers, TV record and playback units, tape and cassette equipment. Convention Center, Los Angeles.

October


Oct. 3—Regional sales clinic, Radio Advertising Bureau, Colorado, Boston.


Oct. 5—Regional sales clinic, Radio Advertising Bureau, Sheraton Baltimore Inn, Baltimore.


Oct. 6—National meeting, Theta Sigma Phi (professional) women in communications. Marriott hotel, Houston.


Oct. 9-11—28th annual National Electronics Con-
INTERNATIONAL FILM, TV-FILM AND DOCUMENTARY MARKET

The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences.

Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars.

Advance bookings should be made to MIFED by letter or cable before 25 September.

For information and bookings write to: MIFED - Largo Domodossola 1 - 20145 Milano (Italy) - Telegrams: MIFED - Milano 495.495 - Telex 33660 Feremil
Delegation in Los Angeles: Dr. Vittorio Sanguineti - 1900 Avenue of the Stars - 90067 Los Angeles, Cal. - Telex 67-3394 Haltrude LSA
Delegation in London: Dr. Vittorio Schiazzano - 20 Savile Row - London W1X 2DQ
Delegation in Paris: 90 Champs Elysées - 75 Paris 8 - Telex 29642 Inonta

26th CINE-MEETING
MILAN
20-28 OCTOBER 1972

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November

Nov. 9 - Fall conference, National Association of Broadcasters, Sheraton Plaza hotel, Boston.
Nov. 10-12 - Meeting, board of directors, American Women in Radio and Television, Americas Bel Harbour, Miami Beach.
Nov. 12-18 Annual seminar, sponsored by Broadcasters' Promotion Association, Stalter Hilton hotel, Boston.
Nov. 15-18 Sigma Delta Chi national convention, Stalter Hilton, Dallas.
Nov. 16 Fall conference, National Association of Broadcasters, Chase Park Plaza hotel, St. Louis.
Nov. 17 - Radio Day, sponsored by Georgia Association of Broadcasters, Stouffer's inn, Atlanta.
Nov. 21 Fall conference, National Association of Broadcasters, Hyatt House, Los Angeles.
Nov. 26-29 - Meeting, Association of National Advertisers, Century Centre, Denver.
Nov. 27-30 - Conference, North American Broadcast Section of World Association for Christian Communication. Tides hotel, St. Petersburg, Fla.
Nov. 27 - Dec. 3 National Broadcast Editorial Conference, held this year in connection with Radio-Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAC-TV Chicago 60654, Paradise Island, Nassau, Bahamas.
Nov. 29-30 - Fall convention, Texas Association of Broadcasters, Fairmont hotel, Dallas.
Nov. 30 Nov. 1 Annual convention, National Association of Educational Broadcasters, Hilton International, Las Vegas.
Nov. 31 Fall conference, National Association of Broadcasters, The Brown Palace hotel, Denver.

December


INTERNATIONAL FILM, TV-FILM AND DOCUMENTARY MARKET

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Broadcasting Aug 20 1972

9
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 detection of audiences toward stations. The audience knows why it likes 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.

McHUGH and HOFFMAN, INC.
Television & Advertising Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703 790-5050

BROADCASTING PUBLICATIONS INC.
Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Harry Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.

If Your Radio Station
Broadcasts Basketball...
Sportscaster-of-the-Year
Ray Scott
Can Work For You!

In most markets, radio basketball games are sponsored by firms who consider it a type of community service. But when games are filled with repetitive, hard-sell commercials, it can often defeat the sponsor's purpose and alienate the listener.

50 Informative Spots
That's why Ray Scott's History of Basketball was produced! It's made up of 50 different serialized 60-second spots that trace the game of basketball from its unique beginnings to the present. The spots are filled with imaginative sound effects and music behind Ray Scott's dramatic narrative. Each provides for 10 seconds of closing sponsor copy.

Great Sales Aid
Ray Scott's History of Basketball would be a natural for a regular sponsor of your high school, college or pro basketball games, or can be used to add new sponsors. The cost for exclusive use in your market is surprisingly low.

Write or call today for a free sample tape.

Ray Scott's
History of Basketball
325 E. McDowell Rd.
Phoenix, Arizona 85004
Phone 602/252-7606
Beating the newspapers at their own game for a local retail merchant

Christopher Jackson, vice president for chain-store sales of the Bureau of Advertising, American Newspaper Publishers Association, told the national sales conference of the International Newspaper Advertising Executives in Chicago recently that the long-standing role of the newspaper as the basic local medium for the three major retail chains—Sears, Roebuck & Co., Montgomery Ward & Co., and J. C. Penney Co.—is not about to change even though "it is being challenged by our competition in broadcast and coolly questioned by the client."

Mr. Jackson asserted that frequent trade press articles on local broadcast activities by these three giants somehow always omit the fact that over-all, the ratio of local ad budgets going into newspapers is remaining quite constant, about 81 cents out of every dollar.

Mr. Jackson is right in his analysis. The Radio Advertising Bureau and the Television Bureau of Advertising have done a lot to encourage the use of broadcast by retailers, and with some success, but the old-line retailer still thinks of newspapers as the basic medium. He likes newspapers because he sees people bringing in a coupon or a copy of his ad, something tangible he can see resulting from his expenditure of advertising dollars. He doesn't get that reassurance from broadcast.

We're not a big agency, but $3 million of our more than $4 million billing, or 75%, is in broadcast, mostly television. Almost 100% of this is on behalf of retail clients. I believe in the use of broadcast by retailers, but only when they use it as they use newspapers—not institutionally, but with promotion that causes potential customers to react.

Television, as we use it, is highly flexible and can be employed as are newspapers to feature specials and price items. Changes can be made quickly. We do not accept being locked in until a particular flight is over.

We believe in commercials which are conceptual in that they provide an umbrella theme, with an opening in the middle or the end for immediate-response appeals that give a customer a reason to come in today. This format allows changes at a moment's notice.

Our philosophy is that it is possible to engage in long-range planning to build a desired image, but at the same time it is our goal to make every dollar spent pay off today. We sincerely believe we can have our cake and eat it too: we can build for the future and create immediate sales, just as newspapers do, for retailers.

Here's how we carry out that philosophy with one client: Barr Clothing, Los Angeles. This is a large, independent men's clothing with but one store, in a nontraffic location, and a limited budget in television, about $200,000.

Commercial carry price-promotion specials and are usually changed weekly. Appeals are to a lower-middle-class market where the purchase of a suit is usually for a special occasion. Frequently the wife of a customer initiates the sale and closes it in the store.

Bear in mind the infrequency of purchase by the target consumer, commercials are structured with the view that if the viewer doesn't need something now, he will later. There is some fashion appeal, but price is always included. Barr is not a fashion store per se.

The clothing sold by Barr is designed to zero in on the needs and tastes of the target market. The client decided early that rather than be all things to all people, it would concentrate on the audience described.

This gives us a psychographic goal; we seek an audience of a specific type, with numbers being secondary. The objective is programs that develop loyalty among viewers, either to the activity, the stars of that activity, or station personalities. Here the nature of the audience is important; ratings are only one reading and may mislead.

For this client, the best audiences are fans of the Roller Derby, wrestling, boxing and bowling (but not baseball). Spots in such programs are fitted to the audience and seek to evoke an identification with the specific program. The effect sought is sponsorship, rather than spot advertising. Endorsements are obtained from ringside announcers and celebrities in telecasts of these sports. Along with the endorsements go personal appearances at the store, autograph parties and other promotional activities. Usually three specials are tied to personal appearances. The personality is featured on store posters, banners and hang tags.

Having literally zero foot traffic and just one store location, Barr is truly a media store, depending entirely on advertising to bring people in. It has done well in the face of competition from traditional clothing retailers, as well as from at least four other major media promotional competitors.

Advertising dollars are divided 10% to newspapers, 10% to radio and 80% to television. In occasional month-long promotions, radio may account for as much as 25% of the budget. It is used with saturation schedules that last four or five days.

Radio can't do as good a job as television in reaching the target audience of Barr in that it lacks the strong personality identification obtainable on television. We use talk radio successfully, and seek endorsement of program hosts. When disk jockeys are used, they are furnished fact sheets rather than a commercial, so they can add their personality to the spot. We don't have faith ever in just buying a spot.

Yes, I believe in broadcast advertising by retailers when it is used in the same manner as in newspapers, to create immediate sales. I also believe that conceived and executed properly, such advertising can create a very favorable image for a retailer over the long haul.
Republicans orchestrate a three-night TV special

News chiefs call it a ‘nonstory’ but still stick with it to the end; national ratings match Democrats’ but audience drifts to independents where it has the choice; word now: all over again four years hence

Some 2,600 representatives of the nation’s radio and television networks, individual stations and broadcast groups struck their expensive tents in Miami Beach last week, and, along with the Republican convention delegates and anti-Nixon demonstrators, left the sweltering city to the senior citizens who live there and bargain hunters who vacation there at this time of year. It had been, in the words of one network executive, a “nonstory.”

But the convention demonstrated that the Republicans have learned the techniques of transforming a political convention into something approaching prime-time theater—assuming conditions are so congenial to party harmony that they can make use of those techniques. It was professionally mounted, swiftly paced, and carefully timed to assure prime-time exposure; present and former television producers saw to that.

What’s more, it demonstrated that the party and the networks, whose relations have frequently been strained, can work together in relative harmony in planning convention coverage. In 1968, there had been more a feeling of hostility than of cooperation.

At last week’s convention network representatives were not entirely charmed by the Republicans with whom they dealt; they said the Republicans were “sticky,” less easy to deal with than the Democrats had been. But there were no serious complaints about the arrangements. And observers noted that the administration was now following a deliberate policy of easing tensions with the media (BROADCASTING, Aug. 14).

There was a lesson, too, for the country in the coverage given the demonstraters and their demonstrations. Although figures were incomplete last week, it appeared that the networks generally had gone outside the convention hall to cover the demonstrators as much as they did during the Democratic convention in Chicago in 1968, when their coverage of confrontations between young antiwar demonstrators and police fired a national controversy.

CBS, the only network that could supply comparative figures, actually broadcast more nondelegate coverage in Miami Beach. In 1968, it had devoted 32 minutes and 20 seconds out of 38 hours and three minutes of convention coverage to the demonstrations. Last week, CBS spent 40 minutes and 30 seconds on the demonstrations, while devoting 20 hours and nine minutes to the convention generally.

Yet it seemed unlikely that much controversy would flow from coverage of last week’s demonstrations. For one thing, the disturbances were marked by much less violence than those of 1968—a tribute to careful planning of police officials and the discipline of their men, as well as efforts by most of the demonstrators themselves to avoid bloody confrontations.

The networks were ready for the coverage. They had film and live camera crews, both stationary and mobile, in strategic locations around the hall and at key points in the city. In addition, there was a pool camera in a helicopter that constantly circled the city.

CBS used the occasions of demonstrations Tuesday night to haul out for the first time its new electronic television camera capable of broadcasting live black-and-white pictures without artificial light. The camera, developed by Norelco to cover mass demonstrations at night without attracting the attention that television lights do, was used in an interview with policemen that was shown the next morning on CBS Morning News with John Hari. CBS also used a film camera equipped with a color light amplifier that is said to permit filming in almost total darkness (BROADCASTING, July 10).

In Chicago, four years ago, a telephone strike and restrictions imposed by Mayor Daley precluded any live pickups. Unlike Chicago, there were no newsmen arrested or clubbed last week. The worst they suffered were dousings of tear gas, along with the demonstrators they were covering. As more than one newsmen put it, “We’ve come a long way since Chicago.”

For all the work (the networks were represented by more than 1,400 newsmen, technicians, executives and back-up help and produced a total of some 46 hours and 16 minutes of programming over a three-day period) and all the money (the networks spent some $20 million on both the Democratic and Republican conventions), the returns in viewer interest seemed quite small.

Special national Arbitron ratings of prime-time television coverage of the convention, which indicate CBS took first place, showed the audience for periods of three-network common coverage to be almost the same as that attracted by the Democratic convention. But the overnight Nielsens for New York and Los Angeles...
indicate that where viewers had an alternative to convention watching, they often took it (see page 15).

Yet for all of that—the unimpressive ratings, the major effort, the prefabricated convention that was their story—as far as anyone last week could see through the smoke and tear gas, it looked as if it will be gavel-to-gavel coverage again, for CBS and NBC, in 1976.

"Barring unforeseen changes in the structure of conventions, we will cover in 1976 whatever there is available for coverage," said one highly placed NBC official, who declined to be identified. It is not that he admires the format. Like Richard Salant, president of CBS News, he feels it's the worst way to cover a convention—except for every other approach thus far suggested.

How, both wondered, does a network cover "important" events live at a convention without interrupting entertainment-program schedules and failing to give coherent coverage? Mr. Salant is reluctant to discuss 1976 while still involved in the coverage of a 1972 convention, but he said: "You can't move in for 15 minutes to summarize what happened hours earlier without possibly missing something going on at the moment. You lose the flavor of the thing."

Implicit in the problem, network executives readily concede, is the competitive factor. One network is not prepared to let the other do something it is not doing. Perhaps with that in mind, the NBC official, while insisting that it was not the networks' function to advise the parties on how to conduct their conventions, kept coming back to the thought that if procedural matters were dealt with in private, the networks could avoid gavel-to-gavel coverage and the frequent long dull stretches it involves.

One suggestion based on news-value judgment alone—tailor the coverage to the kind of convention a particular party is likely to have—was rejected by Mr. Salant, frankly on business-judgment grounds. If the networks covered one party's convention gavel to gavel, then dealt with the other in summary fashion because it lent itself to that kind of treatment—as the Republicans' frequently did—"the outcry" would be deafening.

ABC News executives feel they have the answer with capsulized reporting they introduced four years ago as the result, in part at least, of economic pressures. Last week, the network did half-hour wrap-ups, at 4 p.m., of the afternoon sessions and abbreviated sessions at night, which combined summaries of what occurred before the network went on the air with live coverage. Eimer Lower, president of ABC News, thought the kind of convention the Republicans produced was ideally suited to the ABC format. And Av Westin, who produces the network's evening news show and served as floor producer during the Democratic and Republican conventions, said that while ABC can "pick and select and boil down and edit, the opposition is enslaved."

And it was true last week that CBS and NBC spent more time covering the podium than at any other convention. But that was largely because of the nature of the beast. With President Nixon and Vice President Agnew being rechristened, virtually all surprise and news interest had been squeezed out of the convention in advance. There was almost nothing in the way of a story for floor reporters to seek out. Finding news to fill the time was even a problem for ABC and its truncated coverage, that network's executive producer, Wally Plifster, acknowledged. There was the floor fight on Tuesday afternoon over the rule to allocate delegates to the 1976 convention—and the networks chewed on that one like a hungry dog with a fresh soup bone.

CBS's Salant noted, however, that CBS had also spent more time than usual at the podium during the Democratic convention last month and indicated that CBS was developing a new policy on convention coverage. "We've all learned," he said. "And what we won't do again during interludes in a convention is go to the freaks on the floor. We'll probably stick more with the podium."

The floor fight on Tuesday was about as close as the Republicans got to generating the kind of news and controversy that filled endless hours—many after midnight—at the Democratic convention a month earlier. In Miami Beach last week floor reporters took second billing to party figures like Senator Barry Goldwater (R-Ariz.) and television and movie personalities like James Stewart and Ethel Merman. And then there were the visuals—the taped remarks of Mamie Eisenhower and the three Wolper-produced movies, all projected onto three-sided screens behind the podium. If it was not a "coronation," as some commentators termed it, the convention was a celebration of Richard Nixon and the Republican party.

There were, in addition, the little touches—the carefully rehearsed Boy Scout and Girl Scout march onto the floor with flags; the U.S. Naval Sea Cadet Corps presentation of the colors; the youthful pages in red, white and blue uniforms and the red-, white- and blue-painted strips around the floor instead of the traditional bunting that soils easily.

It all had the marks of a television production. And no wonder. Frederic Rheinstein, one-time NBC News producer who now operates Lirof Corp. Inc., a television and film production company, served as consultant, along with Alvin Cooperman, who several years ago produced specials for NBC-TV and now runs the Communications Corp., a cable television subsidiary of Gulf & Western. Both worked with William Carruthers, a former TV producer who serves as a con-
Coverage by satellite. Proceedings at the Republican national convention last week were transmitted via satellite by the European Broadcasting Union to television viewers in 23 foreign countries. EBU transmitted the U.S. pool coverage, provided by NBC, to stations in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Israel, Italy, the Netherlands, Norway, Spain, Sweden, Switzerland and England. And via intervision EBU provided coverage in Eastern Europe to the Soviet Union, Hungary, Poland, Czechoslovakia, Yugoslavia, Romania, Bulgaria and Albania. EBU transmitted the live, one-hour convention packages a day—at 6:30 a.m., 10 p.m. and 4 p.m. EST. In addition, EBU sent, either live or on film, unilateral pieces to EBU members requesting them. These feeds were anchored by foreign correspondents representing the countries for which the transmissions were designed. Each of the 23 countries receiving the TV feeds also had the opportunity to take radio transmissions, with foreign correspondents supplying voice-over commentary.

Consultant to the President on the use of television and film.

Their tradition of stop-watch precision led them into at least one embarrassing situation, however. On Monday the Wall Street Journal disclosed that the convention was being run according to a "secret" 50-page script. Later that day, CBS's Dan Rather obtained a copy and read from it on the floor. One passage, headed "Introduction of John Wayne," noted that Representative Gerald Ford (R-Mich.), convention chairman, was to speak one minute (8:53-8:54), and it included his remarks.

Mr. Rheinstein sought to downplay the importance of the script. He said it was "meaningless," intended mainly as a guide. "Most of it didn't hold up."

But the disclosure of the script should not have come as much of a surprise to the networks. Each was furnished a "1972 Republican National Convention Master Schedule" that indicated to the minute and second who would do what and when: It apparently was an abstract of the script. At 9:41 p.m. Monday evening, for instance, Secretary of Transportation Volpe, a delegate from Massachusetts, was to give a six-minute message a special resolution. A six-minute musical interlude was to follow immediately on its adoption.

ABC's Mr. Westin, asked if he had ever seen anything like the master schedule before, said, "Not since I did a space launch."

The Republicans, however, did not always follow the script. Mr. Rheinstein said the President's appearance at Marine Stadium, between Miami and Key Biscayne, where Sammy Davis Jr. was entertaining a group of the President's young supporters, on Monday night, was a last-minute decision, although it had been under consideration for some time. CBS and ABC had cameras on hand to cover the entertainment; but NBC, on about two hours' notice, had to hustle a mobile unit the 10 miles from convention hall.

The master schedule did enable the networks to plan their coverage to a far greater degree than they could during the Democratic convention. Indeed, the musical interludes occurring throughout the program were not simply dropped in. The designers saw it as moving so fast and as being so tight that the networks would need time now and then for a commercial or floor report or analytical piece. In addition, said Mr. Rheinstein, the music was to give the delegates a chance to catch his breaths. "We didn't want to jam the program down his throat."

Disclosure of the script wasn't the only embarrassment the producers suffered. For all their meticulous attention to detail, the Republicans managed the major gaffe of projecting in the hall on Monday night a movie that was scheduled for presentation the following night—while the networks were broadcasting copies of the right one that the RNC had promised them. The next night, things were even worse. What happened? "A screw-up in the tape room [where the film was transferred to tape]," Mr. Rheinstein said.

But Mr. Cooperman, at least, thought there might have been some profit in the situation. Considering the precision with which the convention had been run to that point, he said, "It makes us look human."

The Republican national convention, of course, was not the only show in Miami Beach last week. While the delegates were doing their highly polished thing inside, several thousand young protestors from around the country, united principally in their opposition to President Nixon and the Vietnam war, were outside engaging in guerrilla theater that on Tuesday and Wednesday erupted in street demonstrations that led to mass arrests.

The party and the protestors were in a sense competing for the eye of the television cameras. But it was really no contest.

Coverage of the protestors and their activities was provided on the evening news shows, and in cutaways from the convention for brief live pickups, particularly on Wednesday evening. Immediately after NBC and CBS had gone on the air at 7:30 p.m. in the convention session, the disturbance was reaching its peak, with demonstrators attempting to interfere with delegates entering the hall and the police moving in to make arrests—and the convention building slowly to the electric renomination of Vice President Agnew and his and the President's acceptance speeches.

But in a few minutes, the network reporters were back in the hall talking to delegates relating their experiences in getting past the demonstrators.

For some of the demonstrators who had hoped to express their opposition to the war through the cameras that had come to cover the convention, it was the climax of a week of frustration. Demonstrators wondered why the TV coverage had been so sparse. And one young woman expressed displeasure with the coverage that was being provided; she felt it concentrated on braless or topless women and acts of violence, "We're here for a serious purpose," she said.

The whole thing. The first experiment in "network-of-record" coverage at a political convention was offered last week by the Public Broadcasting Service. During 18 hours of afternoon and evening proceedings over three days of the Republican national convention, PBS offered gavel-to-gavel coverage of the formal activities. Only during lulls in the hall, at the podium did correspondent Bill Moyers appear on the screen with background and interviews. Initial press comment was favorable, but network officials last week were awaiting broader reaction before venturing comments about the future of their experiment.

Television's underground covers the conventions

Video-tapers record both parties on a small budget and half-inch gear

While the three television networks were spending some $20 million to cover the Republican national convention in Miami Beach last week and the Democratic counterpart a month ago, a group of blue-jeaned, long-haired video freaks were doing their thing at the two events on a scraped-together budget of $20,000.

Equipped with Sony video recorders, they prowled the hotel corridors and convention byways, recording as they went. They moved into television-network news rooms and anchor booths, chatted with the Nixon daughters, and rode down to Miami Beach from New York with a group of Vietnam Veterans Against the War, all in search of a convention story. "Top Value TV," as the group called itself on a purposely self-mocking, hand-lettered sign that was tacked to the curtain of their booth off the convention floor last week, is an ad hoc organization that was pulled together from groups...
around the country to do the convention. All told, there were 17 participants. They share passion for and faith in the future of half-inch tape as a medium for communication, particularly via cable TV. For economic, portability and operation they feel the little 25-pound Sony package that permits recording in available light gives them advantages unknown to the TV crew, with its camera, lighting and soundman requirements.

The 60-minute program on the Democratic convention and the one being put together on the Republican gathering were done with cable television in mind. Four operations—Sterling Manhattan Cablevision, Teleprompter Corp., Cypress Communications Inc. of Los Angeles, and Continental Cablevision of Ohio—were persuaded to provide about $7,000 in advance (and thus provide about one third of TVTV's budget) for the programs.

TVTV is one of those organizations that would not be caught dead with a structured table of organization. But Michael Shamberg of New York; Tom Weinberg of Chicago; Megan Williams of New York and Allen Rucker of San Francisco do admit to having done the preproduction organizing, including renting a house on nearby Pine Tree Drive for the 17 members, and raising the money. Besides the $7,000 from the cable systems, funds were obtained from several small foundations.

In focusing their attention on cable, the group is not saying it has anything against television. In fact, WSNV-TV (ch. 44) Chicago took the tape on the Democratic convention and converted it to two-inch tape for broadcast. Rather, the group feels more at home technically and emotionally with cable. Half-inch tape, they note, is compatible with CATV equipment. But more than that, cable, they feel, gives them an opportunity to help pioneer original programming. "We're trying to demonstrate the high quality work that can be done in this kind of cost basis and with this equipment," said Mr. Weinberg.

"We're excited," said Mr. Shamberg, "because cable allows us to reach a specialized market, where in a sophisticated place like New York you can use lan-

guage that could not be broadcast. We're excited," he added, "because it allows us to program on a full-time basis—and to define what CATV should be." Broadcasting, he feels, is already set in its ways.

GOP Arbitrons make CBS a repeat winner

As in July, it was NBC second, ABC third, but the latter's entertainment earlier in evening made inroads on convention viewing

Special national Arbitron ratings of prime-time TV coverage of last week's Republican national convention looked like returns of those for the Democratic convention last month (Broadcasting, July 17).

CBS-TV, first in the Democratic convention Arbitrons, was first again last week. NBC, which was second in the Democratic Arbitrons but then took first place in the national Nielsen's for the same event, was second again. And ABC was third again, but its selective coverage of the convention—starting at 9:30 p.m. N.Y.T. Monday and Tuesday and at 9 p.m. Wednesday—once more enabled its entertainment programing earlier in the evening to score heavily against the convention coverage on CBS and NBC.

Although the outcome of last week's convention itself was never in doubt, its average audience for periods of three-network common coverage was essentially the same as the Democratic convention's. The latter had a four-night common-coverage average Arbitron rating of 34.9; the comparable figure for the three-night GOP convention was 34.8.

The biggest ratings disparity between the two conventions occurred on Wednesday (Aug. 24), the night President Nixon and Vice President Agnew made their acceptance speeches. During the 9-11 p.m. period when all three networks were covering, the combined average rating was 35.4—more than two points below the 37.6 average for the common-coverage period of the comparable Wednesday of the Democratic convention. But Wednesday at the Democratic convention was

balloting night, not acceptance-speech night. The Democratic acceptances were scheduled Thursday night (July 13) but didn't actually start until around 3 o'clock the next morning, long after most of the prime-time audience presumably had gone to bed.

In last week's prime-time periods of three-network common coverage—9:30-11 p.m. Monday and Tuesday and 9-11 on Wednesday, 11 p.m. being the Arbitron cut-off point—CBS-TV had an average 13.8 rating and 40 share of the convention audience, NBC-TV a 12 rating and 34 share, ABC a 9 and 26. Earlier in the evenings, ABC-TV entertainment drew shares ranging as high as Marcus Welby's 44% of the three-network audience.

The overnight Nielsens for the New York area continued to show, as in the past, strong performance by independent stations while the network outlets were focusing on the convention. For the periods of common convention coverage over the three nights, independents averaged 69% of the total audience.

As among the networks, NBC claimed a win in both the Los Angeles and New York overnights during periods of common convention coverage. For seven such hours over the three nights, NBC said that in New York it averaged a 36 share as against 35 for ABC and 19 for CBS, while in Los Angeles it had a 45 share to CBS's 32 and ABC's 23.

ABC, however, figuring the New York Nielsens only and using a 11 p.m. cut-off for common coverage instead of the 11:45 and 11:30 p.m. cut-offs used by NBC, said it had scored its first win over both CBS and NBC in head-to-head coverage of a major event: by that calculation, ABC claimed its New York average for common coverage was a 5.8 rating and 36 share as compared with a 5.6 and 35 for NBC and a 4.7 and 29 for CBS.

The Nielsen 70-market multi-network-area report for the GOP convention period is due out Sept. 1, the national Nielsen on Sept. 15.

GOP platform bypasses broadcast problems

Generalized mentions of government agencies, consumer protection are in, but efforts to get plank against counterads and renewal attacks fail

Just two short passages in the 130-page GOP platform presented last week to the Republican national convention dealt even remotely with matters of interest to the broadcast and print media and to advertisers and associated pursuits.

Under the heading "The Individual and Government," this observation was made in ticking off accomplishments of the Nixon administration: "Proposed reorganization of the federal regulatory agencies and appointed distinguished people to those agencies."

Toward the very end, in the section devoted to "Consumers," the platform stated: "We pledge vigorous enforcement of all
consumer-protection laws and to foster more consumer education as a vital necessity in a marketplace ever increasing in variety and complexity."

An "in-house" proposal to include a plank deploring counteradvertising and inveighing against frivolous and uneasily attacks upon broadcast licensees on renewal fell by the wayside at the eleventh hour. Proposals that had been offered by network spokesmen and the National Association of Broadcasters were dropped, presumably as too self-serving, and when a more innocuous paragraph was inserted through the free-communications channels, it became emasched in a counterproposal from the Office of Telecommunications Policy. The whole idea was then jettisoned as too controversial, it was said.

"If we had started a week earlier," said one dependable source, "we would have made it." And he added: "We are not abandoning our opposition to the dangerous counteradvertising concept or to activities of the destructive forces seeking to undermine and destroy free-enterprise communications."

In the section dealing with arts and humanities a plank covering enlargement of teaching and scholarship projects concludes with the laconic observation: "We have also expanded the funding of public broadcasting."

How much of the Republicans

The commercial television networks devoted 46 hours 16 minutes of air time to coverage of last week's Republican national convention proceedings. NBC-TV, whose motto used to be "CBS plus 30 minutes," was CBS minus 1:48 on this one. By their own counts, CBS-TV put in 20 hours nine minutes, NBC-TV 18 hours 21 minutes, ABC-TV seven hours 46 minutes. Totals include coverage of afternoon sessions Monday and Tuesday—live by CBS and NBC and in daily half-hour wrap-ups by ABC—but not convention news coverage in regularly scheduled newscasts.

Minor parties get NBC time

NBC-TV last week set aside 15 minutes to be shared by Gus Hall and Louis Fisher, presidential nominees of the Communist and Socialist Labor parties respectively, in a program to be fed to affiliates last Sunday (Aug. 27) at 5-5:15 p.m. It was a response to demands for time to reply to the Aug. 5 appearance of Senator George McGovern, the Democratic presidential nominee, announcing his selection of Sargent Shriver as vice-presidential candidate.

All three television networks have been directed by the FCC to respond to another equal-time complaint lodged by the Republican National Committee as a sequel to the McGovern August broadcast. The RNC contended Senator McGovern used most of the 16-minute address to attack the Nixon administration and to urge support for the Democratic ticket. (BROADCASTING, Aug. 14, 21).

Question now is whether others will take it as cue for themselves as Dancer starts to grade stations by their commercial practices

A threat by Dancer-Fitzgerald-Sample, a leading spot-buying advertising agency, to penalize TV stations for alleged "over-commercialization" reverberated in spot-sales offices last week.

Station representatives appeared dubious as to its effectiveness. Reaction of other top agents included:<br/>

Among other things, Dancer-Fitzgerald-Sample, whose motto is now "We don't do evaluation, we do separation," received a "we've been there" to a prediction that Dancer would be unable to make its threatened penalties stick.

Some major agencies said, however, they had less formal versions of the Dancer plan in work in their own buying.

Dancer officials, however, emphasized that the agency would institute its program next January. The agency intends then to apply its findings of "station performance analysis" to its spot buying.

The crux of the DFS criteria on commercial practices is the National Association of Broadcasters television code. Dancer said that stations abiding by the code "will be treated favorably" in spot buys and that stations "deviating" from it would be penalized.

Individualized letters will be sent by Dancer to at least 40 TV stations, and possibly more, next month, notifying them that their past commercial performance has been wanting. Stations "will be given until the end of 1972 to improve upon their past records," the agency said last week, and effective in January, "the commercial environment will become a significant consideration with every DFS media buyer."

Dancer-Fitzgerald-Sample was estimated last year to be the number-one television spot-billing agency in the U.S. Spot accounted for some $75 million and network for another $55 million in its billings. Among its spot accounts are Procter & Gamble, Sterling Drug, General Mills, Best Foods, Hanes, Hooker, Beechnut, Boise Cascade and Schick.

Criteria as to what constituted the commercial environment were established by the agency's media research department under the supervision of Dick Weinstein, director. The four areas (or criteria) studied in the DFS analysis: number of commercials run in one hour, number of program interruptions, amount of "commercial stringing" and degree of product protection.

The agency collated the NAB TV-

code standards and its own "code" requirements to come up with the following limitations:

The number of commercials, regardless of length, that are shown in succession: Four commercials are the maximum in a program and three in a commercial break.

Commercial spots must be separated from competing products by a minimum of 15 minutes.

The number of commercials that may run in the period of one hour: nine minutes, 30 seconds and 30 seconds in prime time on network-affiliated stations; 12 minutes in prime time on independent stations, and 16 minutes in all other time periods on all stations.

Program interruptions must be limited to two in a half-hour and four in an hour in prime time, and four in a half-hour in all other time periods.

Dancer officials described how the penalty may work in spot buying. The total audience of a station, "adjusted according to these criteria, and then penalized. The 15-minute separation is being sought in view of a Gallup & Robinson study that showed "commercial schedules within 30 minutes of one another achieved 18% lower recall than the norm."

(A report of the Gallup & Robinson study was published exclusively in BROADCASTING's June 26 issue in a "Monday Memo" submitted by George J. Simko, senior vice president-media, Benton & Bowles, New York.)

DFS analyzed the Broadcast Advertisers Reports (BAR) "checking services," which stations subscribed to by major agencies, for January through June of this year. BAR monitors the top-75 television markets in the U.S.

DFS said that some 40 stations out of 265 top-75 markets "will be penalized" unless they shape up by January. All study results, the agency said, were based on "actual DFS spots."

In general, the Dancer analysis found the highest average violations per station to exist at independent outlets as opposed to network affiliates and among noncode stations as opposed to code subscribers, particularly in the top-30 markets.

Dancer reported the following results of its study:

"(1) Stations ranged from zero to 87 violations during the six-month period. The average was 7.4.

"(2) Independent stations were considerably poorer in [their performance] than network affiliates—22.6 vs. 4.9 violations.

"(3) Stations are most likely to abide by NAB code standards with regard to commercials per hour. Of the nearly 2,000 violations, 34.1% are product protection, 31% are program interruptions, 26.7% are commercial stringing viola-
tions, and 82% are overcommercialization.

“4) Noncode stations, generally the independents, average 14.5 violations versus 5.7 for stations belonging to the networks.

“5) Commercial environment in the larger markets (numbers 1-30) is poorer than in the smaller ones (31 and below)—the figures being 10.0 vs. 5.0.”

The agency said that the commercials tracked in the analysis were those of clients only, and said “the actual number of violations is undoubtedly far greater for the advertising community as a whole.”

Dancer concluded, after noting the benefits it hoped would accrue to its advertisers, the stations and to the public, that “now we’re beyond the cost-per-thousand.”

Among the comments solicited from other agencies, J. Walter Thompson Co. ($65 million in spot TV) indicated that its studies had not shown such a high degree of violations. Thorton Wierum, vice president, director of media services and administration, said JWT’s discrepancy was about 2% and “we winnow out what seems to be a discrepancy.” He said that for years Thompson had considered “a 10% penalty or a 10% bonus,” depending on station performance, but that “so many factors enter that it often depends on the market situation as to whether or not a buy will be made.”

Mr. Simko of Benton & Bowles ($37.5 million in spot TV last year) said the DFS plan was an interesting approach. He cited Gallup & Robinson on product protection, noting that it highlighted “a serious problem.” But, he said, Benton & Bowles was “jeary of any formula-type” approach to the problems in commercial environment.

Joseph Ostrow, senior vice president, communications planning, Young & Rubi- cam ($46 million in spot TV in 1971), said Y&R “always has a stake on this and we put stations on formal notice but without fanfare.”

BBDO ($52 million in spot TV), Edward Papazian, vice president and director of media, said the agency is continually concerned with stations “that are sloppy.” He said BBDO places a fix on those stations and “controls make-goods.”

He also said, however, that ordinarily the top-50 markets get the biggest share of national business, and extending a formula to all stations would appear a futile exercise. Some markets, he said, obtain such a small share of a national advertiser’s budget—“does it pay to scream?”

Peter Bardach, vice president and director of broadcast, Foote, Cone & Belding ($15.5 million in spot TV) said: “We’ve been there.” He said that two years ago Foote, Cone & Belding prepared quarterly lists of stations that had overcommercialized. These lists, he said, were based on BAR monitoring reports. The agency drew up a “penalty list” and meetings were held with “offending stations.”

After a year of the procedure, Mr. Bardach said, the agency “concluded regretfully” that the situation was not being solved—“the abuses were so great but very general.” He said the agency had difficulty in establishing distinctions between degrees of nonconformity (“Some,” he said, “were more guilty than others”). The most critical agency appraisal of the DFS move came from an official with an agency that bills between $20 million and $25 million in spot. The spokesman, who asked that he be identified by name or agency, said he “had never considered winnowing out what many of these stations do.”

“Say all three stations in a three-station market fall below the cut-off point. What do you do in place of spot television in that market? Use print? Radio?”

November Group, silent sellers of the President
Nobody wants to talk at agency created to do Nixon advertising

The November Group is headquartered in one of those brutally modern buildings relatively new to New York’s Third Avenue. The lobby has a ceiling so high there appears to be none at all. Dance Muzak is playing in the elevators. Down the hall from the November Group is another ad agency but it need not worry about competing for accounts. The November Group is an in-house agency. Its only client is the President of the United States. The small waiting room has large, color photographs of the client—warm, appealing, human images. Mike Lesser appears from a side door. On leave from Marshalk, New York, where he’s a senior VP, he is the general manager of the group. His silvered hair gives him an air of distinction not usually found around a 29-year-old. He is determined to run a leak-proof ship: Information is a precious commodity and he is hording it: “I could give you platitudes, lies or nothing. I don’t want the Demo-
crats reading Broadcasting to find out our next move. Let them do it themselves. If it takes them a week or two extra, so much the better.” He has, however, also been quoted as saying that there will be no commercials that feature Vice President Agnew, that the objective is to run President Nixon for re-election.

George Karalekas, director of media operations, joined the November Group on loan from Canada Dry, where he is director of advertising services. A vice president at Grey Advertising, who has worked with him for five years described him as “smart, buttoned-up, dedicated to detail. He will agonize over ‘have we thought of everything?’” He added, “I have the highest regard for George’s professionalism.”

Mr. Karalekas is also young, in his thirties, a bachelor, and movie-star material in the tradition of George Hamilton. In planning the broadcast campaign, he places strong emphasis on demographics and past voting data: “Consideration has to be given not only to the standard age, sex, income, education and marital status, but also to the specific national and regional issues that are important to various demographic segments.” The predomin-
Green theme will be “now, more than ever” and the tone of the commercials will be dramatic, but reserved: “We are not pro-
mot- ing a candidate for office. We are working to re-elect a President of the United States.”

Messrs. Karalekas and Lesser are the gatekeepers of information for the group. The standard response of others is, “Check with George,” or “George should be here.”

Ellen Fitzpatrick worked with George at Grey. She is planning supervisor for the group. A tall and striking brunette, she says a reporter taking notes makes her nervous because she is sure, almost, that she is divulging no information worth taking notes on and besides George isn’t in on it either.

She does confide that one of the group’s problems is getting commercial time on stations. It’s a seller’s market and, since they must sell political time at their

<table>
<thead>
<tr>
<th>BAR reports: television-network sales as of Aug. 6</th>
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<tbody>
<tr>
<td>CBS $364,448,000 (36.8%); NBC $321,974,300 (32.6%); ABC $303,059,900 (30.6%)</td>
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<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 6</th>
<th>Total dollars week ended Aug. 6</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
</tr>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>Sign-off-10 a.m.</td>
<td>61</td>
<td>$354,900</td>
<td>2,276</td>
<td>$13,610,600</td>
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<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>997</td>
<td>6,379,900</td>
<td>29,776</td>
<td>207,847,600</td>
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<tr>
<td>Saturday-Sunday</td>
<td>Sign-off-6 p.m.</td>
<td>234</td>
<td>2,045,500</td>
<td>9,437</td>
<td>106,657,200</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>96</td>
<td>1,542,400</td>
<td>2,906</td>
<td>52,437,800</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>18</td>
<td>418,300</td>
<td>417</td>
<td>8,222,800</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>395</td>
<td>13,442,100</td>
<td>12,198</td>
<td>542,955,100</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>153</td>
<td>1,569,600</td>
<td>4,658</td>
<td>57,151,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,954</strong></td>
<td><strong>$25,752,700</strong></td>
<td><strong>61,688</strong></td>
<td><strong>$989,482,200</strong></td>
<td><strong>$911,757,300</strong></td>
</tr>
</tbody>
</table>

*Source: Broadcast Advertisers Reports/Network TV dollar revenues estimates.*
lowest rate, some stations are reluctant to fill up those precious avail with political spots. “My station friends are asking me to please forget I know them,” she laughs.

Peter Levins also joined the group from Grey. He is broadcast supervisor. He is also nervous—"the more I think about it, the more I think we ought to wait for George.” Mr. Levins worked on a "ton of accounts" at Grey. "I think at one time or another I hit all of them." He railed against General Foods, Gillette, Revlon. He has never worked professionally on a political account before. The transition from working with products to working with the President of the U.S., he says, requires "a different approach. A man is not a razor blade. It’s the human aspects—it's hard to say." The November group is expected to unveil its commercials in mid-September. Most spots will run 60 seconds, some five minutes, none less than a minute.

Buyer found. SFM Media Service Corp., New York, was named last week to purchase the television and radio time and print space for the advertising of the Committee for the Re-Election of the President, SFM, a media-planning-and-buying organization, was given the assignment by the November Group, the Nixon house agency (see accompanying story). Total budget of the committee is said to be about $14 million, of which $8 million will be allocated to media. Though no breakdown was available, about $2 million is expected to be spent in network TV, $5 million in spot TV and the rest in radio and print.

Hartke gets same answer as Allstate

ABC says airbag ad was rejected because of fairness problem; NBC expected to answer same way

ABC has reasserted that the fairness issue raised by Allstate Insurance Co.'s commercials for automobile airbags prohibits the network from carrying them.

In a letter to the president of the three networks—Elton Rule of ABC, Julian Goodman of NBC and Arthur Taylor of CBS—Senator Vance Hartke (D-Ind.) asked for an explanation of "how the public-interest stands Congress promulgated to guide your activities" would be served by the networks' refusals to air the commercials.

"Because of my involvement as chairman of the Surface Transportation Subcommittee," Senator Hartke wrote, "I am deeply concerned at circumstances which appear to have prevented Allstate from airing, at its own cost, commercial messages honestly and openly designed to promote the cause of automobile safety."

ABC replied that it believes in promoting auto safety, but that the copy in the airbag commercial discussed a controversial issue of public importance and ABC policy prohibits acceptance of such material. ABC noted that Allstate was invited to change the commercial and resubmit it.

CBS and NBC have not yet answered Senator Hartke's letter, but NBC's reply is expected to be similar to ABC's.

The networks' refusals to air the three one-minute spots came to light last month at a Senate Commerce Committee hearing over which Senator Hartke presided (BROADCASTING, July 31). The committee, which had been holding hearings on auto safety devices, invited Donald L. Schaffer, Allstate's vice president and general counsel, to testify. Mr. Schaffer said ABC and NBC had turned down the commercials on fairbar grounds and CBS refused them because it believed the ads would mislead viewers into believing that airbags have been shown to be as effective for drivers as for passengers.

CBS-TV President Robert D. Wood subsequently explained that "the thrust of the commercial submitted was that the airbag provides the best possible 'passive restraint' system. However, no airbag was demonstrated on the driver's side," and Leo Burnett, Allstate's agency, "told us that as yet a foolproof airbag has not been developed for the driver."

But in his letter to CBS, Senator Hartke said Mr. Schaffer testified that the commercials were rejected "because airbags were not an Allstate product."

Meanwhile, Allstate is buying nonnetwork television and newspaper advertising to make its point that airbags are a useful and reliable auto safety feature.

WDCA-TV, the channel-20 independent in Washington, began running the airbag commercials on Aug. 14.

The Aug. 22 edition of The New York Times carried a half-page Allstate ad showing 12 stills from one of the commercials. The stills attempt to show that the sensing devices activating the airbags cannot be accidentally triggered and that, upon the impact of a collision, the airbags will inflate and protect the driver. The headline read: "This TV commercial shows how too keep your head from bouncing off a windshield."

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earlier than normal. The fast weekly evening report gives basic information on nighttime program viewing by households, and the persons report provides data on audience composition. These reports are issued weekly from premiere week through the end of January.

Nielsen said it moved up the dates of the reports because the new network television season opens the week of Sept. 11.

The company also said that extensive format changes are included in the latest NTI "pocketpiece" for July. The changes, Nielsen said, reflect "cost control considerations" and responsiveness to client needs.

The new pocketpiece contains two tables, one listing programs in alphabetical order and the other listing them by time period sequence, replacing the audience data that formerly was listed in five tables. Nielsen said the new format also contains more adult-persons age/sex categories and adds "season to date counters through current report" for viewers per 100 viewing households.

The counterad cure could kill—Wiley

Commissioner reminds West Coast meeting that advertising supports broadcasting and that it is not within mandate of FCC to change system

FCC Commissioner Richard E. Wiley last week pointed out to a West Coast audience of business and community leaders that the fairness doctrine is the "most elusive, elastic and ephemeral" FCC doctrine; that counteradvertising is "irretrievably linked" to this doctrine; and that of all the applications evolving out of fairness doctrine interpretations counteradvertising "is, undoubtedly, the most important and most difficult to resolve."

In what amounted to a general defense of advertising, Commissioner Wiley, addressing a luncheon meeting of the Town Hall educational organization in Los Angeles, stressed that whatever the advantages or disadvantages of counteradvertising, the broadcasting industry's "ingenuity, creativity and professionalism "would surely wither and fade away" if rebuttals to commercials were to chase away the financial support provided by advertisers. More pointedly, Commissioner Wiley cautioned that the very existence of desirable public-interest programming could be threatened if the broadcaster's financial base became unstable.

"It seems reasonable to conclude," he said, "that broadcasting will continue to receive extensive advertising revenues only so long as advertisers continue to believe that it is an effective medium in which to present sales-oriented messages."

Switching his defense of advertising into a questioning of the intent and techniques of counteradvertising, Commissioner Wiley acknowledged that false and misleading advertising cannot be tolerated but he suggested that much of the thrust of counteradvertising demands are direct-
The on-the-spot spots.

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

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

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

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

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This helpful...solutions to such problems as...the radio audience: where is it and how to enlarge it...station revenue and economy...programming...sales and promotion policy in new UHF stations...late evening news-weather-sports programming...how to be independent in a four-station market. A must for all who aspire to—and hold—management positions.
95 pages, illustrated $4.95

Radio Broadcasting, an introduction to the Sound Medium
by Robert L. Hillard
An up-to-date, basic text on the principles and techniques of modern radio broadcasting. Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programming...2) Operating and studio facilities...3) Producing and directing...4) Writing...5) Performing.
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Teach with Television
A Guide to Instructional TV
2nd Edition
by Lawrence F. Costello and George N. Gordon
This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when, and where to use it.
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The Technique of Documentary Film Production
Revised Edition
by W. Hugh Baddeley
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by Gerald Millerson
Now revised and updated throughout, and with a new section on color television, this encyclopedia textbook on the basics of TV production consolidates its position as the standard in its field.
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ed at the very use of products advertised, not the veracity and probity of their commercial message. He suggested that the issue of whether or not a product deserves a place in the marketplace could be better explored in consumer-oriented programing form instead of by counter-commercials, but stressed clear of recommending the necessity of such programing by government fiat.

Countercommercials, he further contended, would also add to the undesired interruptions of programing. Questioning whether 30-second or 60-second spots are the most effective and appropriate way to inform consumers, Commissioner Wiley argued that such techniques "initably lead to appeals which are brief, impulsive, often whimsical and sometimes even emotional—as advertising itself has shown us."

He reminded his audience that broadcast advertising "supports the American broadcasting system" and that until Congress decides to the contrary, "it seems clear that a detrimental restructuring of that system within the mandate of the FCC nor, at least in the opinion of this commissioner, in the public interest."

Commissioner Wiley emphasized that there is nothing "inherently evil about an advertising message." He said that, as is everything else in the world, advertising is imperfect and has to be watched, but that when used properly its objectives and results are completely consistent with economic basics upon which the country was founded.

**Media**

**NATRA turns up volume in demands for black rights**

**Calls for positive action sounded by Hooks, other convention speakers; Shriver is there, but association charges White House would not offer speaker of sufficient stature**

On each registrant's identification badge, right under the photograph, it said in small italic lettering: "In your hands, we place the dream." That message in many different forms was hammered home to the members of the predominantly black National Association of Television and Radio Announcers at its 17th annual convention in Philadelphia Aug. 16-20.

"We have power," said George Woods, chairman of the board of NATRA. "With this power, they will put the decisions we make here on TV, radio and in heavy newspapers."

"We're in this together," said FCC Commissioner Ben Hooks to end his speech on Thursday evening (Broadcasting, Aug. 21), providing the leitmotif of the four-day conference.

C. Delores Tucker, secretary of state of Pennsylvania—the first black woman to hold the post—emphasized the "seriousness" of the gathering and, when she wasn't railing against the policies of the Nixon administration ("Nixon's favorite call-letters are WASP. He runs a low-fidelity, closed-circuit system of the privileged, and its format does not allow for audience participation.").

She urged the black disk jockeys and programmers to de-emphasize "mind-blowing sweet soul music" and concentrate on helping the young in black communities.

"Turn the bass and treble down so they can get a 'mind-blowing' degree," she said at one point. Later in the conference, Mrs. Tucker received the NATRA Woman of the Year Award.

The Friday night dinner featured a speech by Democratic vice presidential nominee R. Sargent Shriver, Mr. Woods, the NATRA chairman, said during his introduction of Mr. Shriver that he had invited both major-party presidential contenders. Senator McGovern could not make it himself, Mr. Woods explained, and sent Mr. Shriver in his place.

In response to his invitation to the Republicans, Mr. Woods said, the White House offered to send "someone that nobody in this room ever heard of," and the invitation was withdrawn.

In his speech Mr. Shriver made no mention of broadcasting.

The Saturday-evening dinner featured the NATRA awards ceremony and entertainment by Atlantic recording artist Aretha Franklin. Winners of the major NATRA awards for 1972 were: album of the year, Shaft; Isaac Hayes; single of the year, "Have You Seen Her," The Chi-Lites; female group, Honey Cone; male group, Jackson Five; female vocalist, Roberta Flack; male vocalist, Al Green; combination group, The Staple Singers; duo of the year, Roberta Flack and Donny Hathaway; producers of the year, Willie Mitchell and Thom Bell; woman of the year, C. Delores Tucker; man of the year, Noble Blackwell, WCAT-TV Philadelphia; air personality of the year, E. Rodney Jones, WNOW(AM) Chicago; radio executive of the year, Lucky Cordell, WNOW(AM) Chicago; FM station of the year, WDAS-FM Philadelphia; AM station of the year, WNOW Chicago.

Perhaps the tone of the convention was best exemplified in the remark of one delegate after Mr. Hooks, the FCC's new black member, had roused the audience to its feet with an appeal for the assertion of black rights: "You've got a responsibility to go back and tell your station..."
Academics urged to get into FCC's policy processes

Communications educators are told to make their presence known, particularly in community surveys

Educators who specialize in teaching journalism, TV, film, radio and other aspects of the communications arts were invited last week to participate in movements aimed at forcing broadcasters to make changes in their programming. The challenge was delivered at a general session on research held at the Aug. 20-23 convention of the Association for Education in Journalism in Carbondale, Ill.

It was made most directly by Garry G. Gerlach, now with the Arnold and Porter Washington law firm and one-time legal aide to FCC Commissioner Nicholas Johnson. He called on communications professionals to participate in public policy on communications and to become involved with the FCC. Those who specialize in communications, he said, have failed to inform themselves on how government works. Over the years, he said, the FCC has had to rely on industry lawyers and engineers to provide the research necessary to make policy decisions. Now, he said, the academicians should provide this material for the FCC.

He recommended that AEJ petition the FCC to establish a liaison office to work with academic specialists. And, he called on the association to underwrite a study of the community-ascertainment process and, after this is concluded, to ask the FCC to make new rules, if warranted.

The ascertainment rules were the target of strong criticism by Peter Clarke, professor of journalism at the University of Michigan. Mr. Clarke suggested that instead of broadcasters being responsible for ascertaining the needs of their communities, as now required by the FCC, citizen groups should undertake this responsibility. Their aim, he said, should be through professional research to determine what members of the community want from their broadcast services.

This type of open-ended research, he said, would result in more meaningful information, not only for the FCC but more importantly for the broadcaster. It would provide him with ideas for programs that elements of his community seem to feel are needed and desired.

And, he said, this type of research should be dissociated entirely from the renewal process. Community ascertainment, he said, should be an ongoing practice, not a rush project six months before renewal time.

The experience of a group of Madison, Wis., viewers who attacked WISC-TV there at renewal time two years ago was related by Lawry Lichty, professor of communication arts, University of Wisconsin.

The petition to deny renewal, filed by a group under the name of Better Television for Madison (BTM), was aimed principally, Mr. Lichty said, at opening the channel to a new licensee, presumably more sensitive to the objections raised.

BTM also propounded in its filing, Mr. Lichty noted, a theory that the amount a station spends on news and public affairs should be related to profits.

Noting that the station has upgraded its news and public affairs performance since the filing of the BTM objections, Mr. Lichty, however, said that the BTM group is "candidly pessimistic." He explained why in this way: "The political and legal powers of a licensee are obvious. The FCC is tolerant to fault and almost never looks at promises versus performance in programming. It is understaffed, overworked and burdened with problems much more profound than our own."

Texas broadcasters hit school competition

Charge is that noncommercial KUHT and Trinity College seek rentals for their TV equipment

Uneasy Texas broadcasters have raised a question about competition from public TV stations—not for audience but in the renting of station facilities for commercial use. But in the only two instances where the finger was pointed, one a public TV station and the other a school with a TV training sequence but not a TV station, the allegations were denied.

The charges were made in one paragraph of a regulatory and legislative position paper issued by the Texas Association of Broadcasters last month.

That paragraph read: "Competition from publicly funded broadcasting is a growing menace. The competition is partially for audience, but more important these facilities are now being used to compete directly with commercial stations for video-taping, remote and other sources of income. Obviously they can bid lower since they have direct funding to cover their costs. This is not fair, and it does penalize the local broadcasters' ability to serve their markets."

Broadcasters, contacted by Broadcasting last week, would not name names. But there was no doubt that two schools are considered culprits—if not in practice, at least potentially. One is the University of Houston, which owns and operates noncommercial KUHT-TV (ch. 8) there. The other, which neither owns nor operates on the-air station but

Promotion man. The Rev. Donald Connolly proved conscious of his worldly environment last Wednesday when saying grace at a luncheon given for local dignitaries by WPLG-TV Miami, ABC-TV's channel-10 affiliate, in honor of Howard K. Smith, Harry Reasoner and other radio-TV stars covering the Republican convention. Here is Father Connolly's text: "Our heavenly Father: When you communicated your commandments to mankind, you used 10 as your channel. We now ask that channel 10 use you as its guide in helping to make it as easy as ABC for any Smith on the street to become a Reasoner by watching this station."

What is BTM compared with AT&T, NAB and OTCP? The station's lawyer and general manager have admitted in private that BTM's allegations are "generally correct," Mr. Lichty stated. But, he added, they quickly add that WISC-TV is little different from most others and they will do better in the future, he said, that if BTM is successful it will "destroy the system."

Mr. Lichty commented: "We are in effect asking that the system be made to work. We ask the FCC to do no more than enforce its own rules."

This is our idea of a TV Talk Producer:

He or she is extraordinarily aware;

a team leader who sparks creative curiosity; an aggressive, audience-oriented, production-minded broadcaster who is part explorer, part crusader, an administrator, part peddler, and a diplomatic politician to boot. This kind of producer, who has a track record to prove it, is unique.

If that's you, we'd like to know who and where you are.

Please write:
Squire D. Rushnell, Director of Programming WLS-TV, American Broadcasting Co.
190 N. State St., Chicago, Illinois 60601

Broadcasting Aug 28 1972 22
which has a growing communications center, is Trinity University in San Antonio.

One Houston commercial broadcaster charged that Trinity had underbid him for TV coverage of the Houston Rockets basketball games in San Antonio. It could have meant $25,000 to him.

Both schools denied competing with commercial broadcasters. James L. Bauer, manager of KUHT, disagreed that his station was bidding on commercial jobs. He acknowledged that KUHT has a price schedule for its color-TV cruiser, and has received requests, but he claimed it has not been principally for Public Broadcasting Service coverage. Once, he said, it was used by ABC to cover a Wallace rally in Houston. It has also been used, he said, by the British Broadcasting Corp., for the Apollo moon shots. On two other occasions, he said, it was used to pick up church services for local stations whose own facilities were unavailable.

KUHT has had its $200,000 mobile unit for nine months; the unit contains two color cameras and one video-tape recorder. The charge is $1,200 a day.

Trinity University, a small, Presbyterian-oriented school, acquired its $350,000 color cruiser last March, according to Richard H. Simpson, director of the school’s communications center. It rented the mobile unit to National Education Television for the Texas Democratic convention, Mr. Simpson said, and has covered three Houston Rockets games. It has a rate card for the unit, he acknowledged, with the commercial rate, $500 per day, for the unit which contains three color cameras and one video recorder. This is with student workers. The communications center, Mr. Simpson said, has about 70 students who specialize in TV and film, and refer them to the appropriate agencies, and would be authorized to conduct consumer-interest research and provide grants to state and local consumer-protection agencies and nonprofit organizations.

Administrator of the CPA would be manager of a three-man governing board appointed by the President with Senate confirmation.

The Senate bill would also establish a three-member Council of Consumer Advisers in the executive branch (to replace the White House Office of Consumer Affairs).

The CPA established by the House measure could intervene only in proceedings of federal agencies and courts and would be prohibited from intervening in adjudicatory proceedings that seek primarily to impose fines or other penalties. The administrator and top-level staff would be appointed by the President.

The House bill provides a statutory base for the White House Office of Consumer Affairs and sets up a 15-member Consumer Advisory Council to advise the CPA and the OCA.

NAB switches two dates
A National Association of Broadcasters’ mini-conference of Minnesota TV and radio broadcasters scheduled for Sept. 22 in Minneapolis (Broadcasting, Aug.

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*by RAYMAR*

Instant Data Retrieval Systems for Traffic Sales-Programming-Accounting

**Sales Department**

1. **SALESMAN ACTIVITY CARD.** To organize salesman time and records, and to assess prospect potential.
2. **SALES PROJECTION CARD.** To project booked orders 12 months ahead, and to obtain statistics on demand.
3. **RATE CARD ANALYSIS.** To get instant access to ARB data, quickly retrieve CPM’s, prime rating cards and assist in re-structuring rate card. (TV)
4. **AVAILABILITY SYSTEM.** A display grid for booking spots vertically and horizontally, and to provide product separation and pinpoint preemptible levels. (*)
5. **BROADCAST ORDER.** A standard combination order, schedule, contract, change order, etc.

**Traffic & Programming**

6. **LOG CARD.** To produce logs without typing, and to detail-schedule spots, providing proofs against system booking errors. (*)
7. **COM’L. MATERIAL CONTROL CARD.** To record agency instructions, enforce film rotation, and follow-up for late copy. (TV)
8. **MUSIC SCHEDULING CARD.** To provide automatic printout of playlists, organize the music library and improve station’s “sound” by analyzing variables. (R)
9. **FEATURE FILM TITLE CARD.** For booking feature films controlling and dates and classifying film library.

**Business Office**

10. **TvB PROOF JOURNAL.** Received as a carbon copy of TvB invoice posting, to provide revenue distribution, program profit, and proof of posting. (TV)
11. **AFFIDAVIT OF PERFORMANCE.** For radio and Local TV billing. Provides 100% time recordings and comparison with schedule. All client names visible at time of posting.
12. **BILLING SUMMARY CARD.** Provides aged accounts receivable and all sales statistics.

**EXPLANATION OF CODES...** (TV) Televison only; (R) Radio only; (*) Raymar training recommended.

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ADDRESS____________________________ZIP_________________

Broadcasting Aug 28 1972
Pittsburghers to acquire Dynamic radio string

Black group to make $2-million buy; four stations to keep present format

A group of black Pennsylvania businessmen plans to purchase the four radio stations of Dynamic Broadcasting Inc., it was announced last week.

The sale, which is subject to FCC approval, involves WAMO-AM/FM Pittsburgh, WILD(AM) Boston and WUPO(AM) Buffalo-Amherst, N.Y. The facilities are to be bought by Sheridan Broadcasting Co., a new firm based in Pittsburgh. Price is $2 million.

Announcement of the purchase was made by Harold R. Davenport, president of Sheridan and dean of the law school at Duquesne University, Pittsburgh. Other Sheridan principals include Regan P. Henry, a Philadelphia attorney; Milton A. Washington, executive vice president of AHRCO, a Pittsburgh housing rehabilitation corporation; Arthur J. Edmunds, executive director of the Pittsburgh Urban League; Paul W. Yates, currently executive vice president of Dynamic Broadcasting, and WAMO General Manager Walter L. Jones, Messrs. Yates and Jones will be responsible for the day-to-day operation of the four stations, it was announced. Mr. Jones is also a national sales manager of Dynamic Broadcasting.

Financing of the transaction was primarily arranged through the Mellon National Bank of Pittsburgh with "substantial involvement" by the Equitable Life Assurance Society.

Dynamic President Leonard Walk, who will act as a consultant to Sheridan after the sale is consummated, said no substantial changes in format or personnel are planned for the four stations. All four presently have black-oriented formats.

Mr. Davenport said the new company is "anxious to help the communities served by the stations by making the outlets even more relevant to the communities' needs and desires."

Mr. Walk said it is "a little too early" to determine what future ventures, if any, Dynamic will make in the broadcast industry. The company was organized in 1956 with the purchase of WAMO. Other Dynamic principals are James Rich, the company's vice president, and Bernard Friedman, secretary.

Dynamic's only other station, WLTQ(AM) Miami, has been sold to Herbert S. Dolgoff, former general manager of WJFK(AM) Miami, for $450,000 (Broadcasting, May 29). That transaction is awaiting FCC approval.

WAMO(AM) operates daytime on 860 kHz with 1 kw. WAMO-FM is on 105.9 mhz with 72 kw and antenna 430 feet above average terrain. WILD(AM) is a daytimer on 1090 kHz with 1 kw. WUPO is also a daytimer-only operation, on 1080 kHz with 1 kw.

Changing Hands

Announced

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

- **WAMO-AM/FM** Pittsburgh, WILD(AM) Boston and WUPO(AM) Buffalo-Amherst, N.Y.: Sold by Dynamic Broadcasting Inc. to Sheridan Broadcasting Co. for $2 million (see this page).

- **KCMD(AM)** Fairfield, Iowa: Sold by RF Inc., subsidiary of the Harris Newspaper Group, to Ray Sherwood and Gordon Snyder for $170,000. The Harris group, which is controlled by the family of late John Harris, also operates KIUL(AM) Garden City and KTQP-AM Topeka, both Kansas; KBRM-AM-FM Burlington, Iowa: XFKA(AM) Greeley, Colo., and WJOL-AM-FM Joliet, Ill. Peter McDonald is chief executive officer of the Hutchinson, Kan., firm, the broadcast division of which is operated by former FCC Commissioner Robert Wells and Bill Hansen. Mr. Sherwood is manager and part owner of WABR(AM) Aurora, Ill. Mr. Snyder is a businessman in Plano, Ill. KCMD is a daytimer on 1570 kHz with 250 w. Broker: Hamilton-Landis.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 41).

- **WSPB-AM-FM** Sarasota, Fla.: Sold by Worth Kramer to Robert M. Weeks, James W. Walter, Richard Y. Clark and Robert Hoffer for $600,000. Mr. Kramer has majority interest in WMRN-AM Marion, Ohio. Buyers own WMQJ-AM-FM Daytona Beach and WGIN(AM) West Palm Beach, both Florida. Mr. Walter owns less than half of 1% of Liberty Corp., which owns the Cosmos Broadcasting station group (WBS-AM-FM Columbia, S.C.; WSFA-AM-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio). WSPB is full time on 1450 kHz with 1 kw day and 250 w night. WSPB-FM is on 106.3 mhz with an antenna 260 feet above average terrain.

- **WTPM(AM)** Tampa, Fla.: Sold by Joe Speidel to R. A. McLeod for $336,000. Mr. Speidel owns WPAL(AM) Charleston and has 83.3% interest in WOIC(AM) Columbia, both South Carolina. Mr. McLeod owns a management consultancy and business promotion firm in New Orleans and has interests in real estate and construction firms. WTPM is daytimer on 1150 kHz with 5 kw.

- **KBOF(AM)** Great Falls, Mont.: Sold
by W. L. Holter to Marietta M. Ekberg and William A. Ekberg for $362,500. Buyers own KEVR-AM-FM-TV Bismarck, Kмот-FM-TV Minot and KUMV-TV Williston, all North Dakota, and KYON-AM-FM Billings, Mont. They also own a CATV system serving Bismarck and 80% of a cable system serving Mandan, N.D. KGOF is full time on 1310 kHz with 5 kw. * WDEN-AM-FM Macon, Ga.: 79% sold by Marshall and Carol Rowland to Elliott Broadcasting Co. for $325,000. Sellers are principals in WQKR-AM-FM Jackson- ville, WQYK-AM-FM St. Petersburg, all Florida. They are also applicants for a new FM at West Palm Beach, Fla. Principals of Elliott Broad- casting are J. Marvin Elliott and Charles R. Witt. Mr. Elliott owns finance company in Macon, Ga., and has real estate and insurance interests there. Mr. Witt is vice president, general manager and 21% owner of WDEN-AM-FM. WDEN is a day- timer on 1500 kHz with 1 kw. WDEN-FM is on 105.3 mhz with 50 kw and an antenna 145 feet above average terrain.

Justice loses protest against Festus, Mo., sale

FCC doesn't agree that competition will be stifled by Wright purchase

The FCC has refused to reconsider its authorization of the sale of KJCF(AM) Festus, Mo., despite a Justice Department contention that the transaction would lessen competition among that city's news media.

On a three-to-one vote (Commissioner Nicholas Johnson dissented), the commission last week affirmed its April 24 approval of the $325,000 sale of KJCF by United Broadcasting Inc. to James W. Higgities and Harold L. Wright and simultaneously denied the petition for reconsideration filed by Justice last May (Broadcasting, May 29).

Justice had contended that if the commission allowed Mr. Wright to acquire an interest in the station (he and Mr. Higgins are 50% partners) it would be conferring "monopoly power" on him, since Mr. Wright is also majority owner and publisher of Festus's only newspaper, the News-Democrat. KJCF, the department had noted, is the only broadcast facility licensed to the city (KXEN[AM]) is licensed to Festus and St. Louis on a hyphenated basis).

Parties to the sale had responded that Justice's pleading was too late to be valid, since the transaction had been consum- mated two weeks prior to the date the department filed its opposition at the FCC.

In affirming the sale, the commission stated that while Justice was correct in claiming that KJCF and the News-Demo-ocrat were the only two sources of news operating directly out of Festus, the city is served by a wide variety of other news media. It said 12 other AM stations and eight FM's can be received there, and residents rely heavily on media originating from St. Louis, which is 27 miles from Festus. In addition, the commission said, Festus is substantially served by the Jefferson County Press-Times, a newspaper published in Crystal City, Mo.--which is separated from Festus by only a street.

Uniform deadlines set for public comments

BEST prompts FCC to make 60 days standard for renewal comments as well as petitions to deny

The FCC has corrected an admitted in- consistency in its procedures requiring broadcast renewal applicants to invite public comment on station performance.

Under an amendment to the commis- sion's rules adopted last week, the public can now file such comments up to 60 days after the renewal application is filed. The previous deadline was 30 days.

The revised requirement becomes part of the rules requiring licensees to broad- cast and to publish in the local press an announcement concerning their intentions to file renewal applications.

The commission said the change was necessary to bring the public-comment deadline into conformity with the dead- line for filing petitions to deny renewal applications. The deadline for the latter is 60 days after the renewal application is received at the commission.

The lack of uniformity was brought to the commission's attention by Black Efforts for Soul in Television, a Washing- ton organization that has participated often in renewal and other FCC proceed- ings. BEST claimed that when the com- mission extended the deadline for filing petitions to deny from 30 to 60 days in 1969, it should have written the same provision into the rules governing public comments. The FCC agreed.

However, the commission last week de- nied a BEST request that licensees with applications pending at the commission be required to again notify the public that they are currently involved in re- newal proceedings taking note of the amended rule. The commission said such an action would seriously disrupt the processing of the pending renewal applica- tions.

Chicanos now after CPB

Mexican-American organization complains of lack of representation

The chairman of the National Chicano Media Council has charged that the Corpor- ation for Public Broadcasting ignores chicanos and other minorities in employ- ment and programming.

In a letter Aug. 18 to House Communica- tions Subcommittee Chairman Torbert H. Macdonald (D-Mass.), Tony Calde- ron said public broadcasting has been "extremely derelict in involving minoritys" and that "not one chico has been given an opportunity to produce or di-

Exclusive:

TEXAS

Fulltime non-directional with excellent coverage. 7½ acres of land plus combination studio-transmitter building included. Billings for 1972 well ahead of last year. Good opportunity for owner-manager. Price of $62,000 includes automation equipment. $18,000 down—balance negotiable.

Contact George W. Moore in our Dallas Office.
rect one production series of any major consequence.”

He said that if the vetoed CPB funding bill contains no provision for minority participation (which it does not), it should:

“Before a replacement [for retiring CPB President John Macy] is selected, why not hear the views of each [proposed successor] under consideration regarding the hiring, training and promotion practices of public broadcasting, not to mention its programming?” Mr. Calderon wrote.

He claimed CPB has no minorities on its board.

CPB released no immediate comment, but a spokesman pointed out that the 15-member CPB board does have a minority member—Gloria L. Anderson, a black, who is associate professor and chairman of the chemistry department at Morris Brown College, Atlanta. “We get it from all sides,” he said, noting that Accuracy in Media had complained about a chicanery program the Public Broadcasting Service had carried (BROADCASTING, Aug. 14).

AFM works out new contract with networks
The American Federation of Musicians has reached agreement with ABC, CBS and NBC on a new 21-month contract, retroactive to Aug. 1 and subject to ratification by the union membership.

An AFM spokesman said that results of the balloting among members will be known this week, but declined to give details of the proposed pact, pending ratification.

It was learned that one key item in the agreement was a provision under which all staff musicians at the networks would be phased out of employment on a staggered basis over the duration of the pact. CBS now employs 35 staff musicians; NBC, 30, and ABC, 25. The agreement also calls for staff and “casual” musicians to receive an increase in compensation, said to be within the federal wage-control guidelines.

Media Briefs
ABC adds. KPLS(AM) Santa Rosa, Calif., has joined ABC’s American Contemporary network.

Ounce of prevention. KPIX(TV). San Francisco has held the first of a projected four meetings with community leaders on access to KPIX. During the Aug. 19 sessions, members of KPIX management discussed how the station operates in news, editorials, public affairs and public service, and how these formats can be used by the public to gain access to the station.

Joiner. WHL(M) Bloomsburg, Pa., has affiliated with NBC Radio.

ABC in Charlotte. WIST(AM) Charlotte, N.C., has joined ABC as affiliate of American Contemporary network.

A TV anniversary to be celebrated in ABC-TV special—but which one?
It's called the 25th of networking, but nobody can trace a date when the beginning actually began.

In what amounts to one of the company's deepest involvements in television advertising, Zenith Radio Corp. looking for a distinctive program to introduce its merchandising line for 1973, has assumed full sponsorship of a 90-minute special on ABC-TV honoring 25 years of commercial-television networking. The Zenith Presents a Salute to Television's 25th Anniversary on Sunday, Sept. 10, at 9:30 p.m., will not only keynote Zenith's merchandising activity for the next year and pay respect to television nostalgia, but also will kick off ABC-TV's new season.

The special is an entertainment program. No attempt is made to be historically precise. "We do not necessarily take a scholarly approach," notes a Zenith spokesman. Indeed the identification with 25 years of television history is itself tenuous if not contrived.

The principal justifications for celebrating network television's 25th birthday in 1972 (and it is only the commercial-network field that is being honored) are that the Academy of Television Arts and Sciences was said to be created in 1946 (26 years ago by simple arithmetic), followed on Jan. 25, 1949 (23 years ago), by the first Emmy awards for achievements during the 1947-48 season. TV networking developed in rudimentary form during 1947, when programs were shown simultaneously in New York and Philadelphia. Zenith, among the oldest consumer-electronics firms, pre-dated the 1947 anniversary date by establishing an experimental TV station (wxyz) in Chicago in 1939 (33 years ago), but did not introduce its first TV receivers in the consumer market until the late fall of 1948 (24 years ago). A Zenith spokesman explains the special's choice of anniversary date by saying that the first consumer excitement about television began in 1947.

Nearly two-thirds of the 90-minute anniversary special will be live-on-tape devoted primarily to entertainment. Some 35 minutes will consist of snippets from an estimated 800 separate bits of film, kinescope and tape that are designed to underscore memorable moments from the last 25 years of network programming.

The format for the program chooses a somewhat arbitrary group of performers and programs as those who have had the most impact on television. The choices were made by board members of the Academy of Television Arts and Sciences, which was brought into the production to lend an air of authenticity.

No standards or guidelines for selection were made, but the Television Information Office first assembled a committee of industry people who had personally lived through much of the history of network television. This committee voted preferentially to honor some 250 people and programs and submitted its recommendations to the academy president, Robert Lewine, who, in turn, circulated the list among some 30 members of the academy's board of trustees. The final honor roll was pared down to 135 individuals and programs, and they will be recognized on the Zenith program in a credit crawl. Everyone honored, including producers, writers and executives as well as stars (names will not be released until air time), will receive a silver medallion....
Today's transmitter systems.

Which one is right for you?

At one time, selecting a TV transmitter was relatively simple.

It was a matter of choosing one transmitter with a specified output that delivered a signal to one antenna.

Today, however, there are any number of transmitter system options available. Making the right selection can save your station money—and also make life a lot easier for you and your engineering staff. The best system for you will depend on whether or not you plan to operate your transmitter by remote control, how easy it is to reach the transmitter site, and other factors. The trend is toward various types of “backup” facilities that protect against lost air time.

Four different transmitter systems are illustrated here to indicate the range of options now being offered.

Four TV Transmitter Systems

System #1
Low-Power Standby Transmitter
The primary transmitter in this system delivers full licensed power output with a lower-power transmitter serving as “backup”. If the primary transmitter fails, the operator brings the backup unit into service and transfers the aural and visual output connections—either manually or by remote control. The advantage of this system is the availability of emergency standby protection with minimum investment in the standby transmitter. (In many cases the standby can be an earlier model transmitter capable of remote control.) The disadvantage is the reduction of signal strength while operating in the emergency standby mode. To meet FCC requirements for once-a-week inspection, the standby transmitter must be capable of delivering at least 20 percent of the station’s licensed power.

System #2
Alternate Main Transmitter
This configuration employs two identical transmitters, capable of operating at the full licensed power output of the station. Only one transmitter is operated at a time, but either can be operated on the “main” unit with the other available for 100% backup. One transmitter may be serviced while the other is on the air. Maintenance can be scheduled at your convenience.

If desired, automatic circuits can be employed to detect failure of either the aural or visual output of the “on-air” transmitter and to switch the other transmitter on automatically. Exciter switching permits either of the two exciters to drive both transmitters, with automatic switchover to the spare exciter. “Alternate-main” transmitter operation provides a high degree of protection against loss of air time, with only a momentary interruption to activate the alternate transmitter in the event of failure of the “on-air” unit. Also, the availability of two identical transmitters simplifies servicing by providing a cross-reference for testing and evaluation of performance.

System #3
Parallel Transmitter
This system also employs two identical transmitters. The difference is that both transmitters are operated simultaneously into a combining system, each contributing half of the visual power and half of the aural power. If either transmitter fails, there is no interruption of program transmission, since the other trans-

Continued on page 3
How well informed are you about the Cart?

You probably already know about some of the advantages of the RCA TCR-100 Cartridge Tape Recorder. But maybe there are important capabilities you've overlooked.

Try this quick quiz and find out for sure.

2. How many passes is a cartridge message good for before it starts to deteriorate? □ A. 25 □ B. 50 □ C. 100 □ D. 200 or more.
3. How many cartridges can be loaded into the TCR-100 at one time? □ A. 12 □ B. 22 □ C. 100
4. If you schedule 4 tape commercials during a break, how many Cart machines would be needed to play them back? □ A. 4 □ B. 2 □ C. 1
5. What's the typical life expectancy of the Cart's Alphicon II headwheels? □ A. Less than 200 hours □ B. About 300 hours □ C. More than 500 hours
6. What about tape costs, compared to a reel-to-reel VTR. □ A. about as much □ B. about half as much □ C. about the same
7. From what source can the TCR-100 record cartridges? □ A. The line □ B. Other cartridges in the machine □ C. Both
8. The Cart can free up your reel VTR's for which of the following tasks? □ A. Teleproduction □ B. Promos □ C. Previews
9. What can the Cart do about tape rebates? □ A. Virtually eliminate them □ B. Cut down on them drastically □ C. Nothing much
10. How much more storage space do reels take as compared to cartridges? □ A. About 75% more □ B. About 100% more □ C. About 200% more.

When you check for the right answers (upside down, below), you'll probably realize more than ever how much the Cart offers in cost-performance advantages.

If you got more than five answers wrong, the chances are you need a TCR-100 right now. If you got them all right, you probably just ordered one.

And if you haven't already ordered one, ask yourself why not.

TCR-100 Box Score

<table>
<thead>
<tr>
<th>Number delivered</th>
<th>34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of commercials broadcast</td>
<td>648,000*</td>
</tr>
<tr>
<td>Present rate (commercials/day)</td>
<td>3,500*</td>
</tr>
<tr>
<td>Man hours saved</td>
<td>26,800*</td>
</tr>
</tbody>
</table>

*Estimate

TCR-100’s Delivered

<table>
<thead>
<tr>
<th>KHQ-TV, Spokane, Wash.</th>
<th>WECT-TV, Wilmington, N. C.</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIRO-TV, Seattle, Wash.</td>
<td>WMNY-TV, Greensboro, N. C.</td>
</tr>
<tr>
<td>KNTV, San Jose, Calif.</td>
<td>WGR-TV, Buffalo, N. Y.</td>
</tr>
<tr>
<td>KPLR-TV, St. Louis, Mo.</td>
<td>WISN-TV, Milwaukee, Wisc.</td>
</tr>
<tr>
<td>KSLA-TV, Shreveport, La.</td>
<td>WJAR-TV, Providence, R. I.</td>
</tr>
<tr>
<td>KTSM-TV, El Paso, Texas</td>
<td>WKBW-TV, Buffalo, N. Y.</td>
</tr>
<tr>
<td>NBC, Network, N.Y.C. (4)</td>
<td>WMAQ-TV, Chicago, Ill.</td>
</tr>
<tr>
<td>WAFB-TV, Baton Rouge, La.</td>
<td>WPTV, West Palm Beach, Fla.</td>
</tr>
<tr>
<td>WAPA-TV, San Juan, P. R.</td>
<td>WSB-TV, Atlanta, Ga.</td>
</tr>
<tr>
<td>WBAL-TV, Baltimore, Md.</td>
<td>WTAE-TV, Pittsburgh, Pa.</td>
</tr>
<tr>
<td>WBNS-TV, Columbus, O. (2)</td>
<td>WTCV, Chattanooga, Tenn.</td>
</tr>
<tr>
<td>WBRE-TV, Wilkes Barre, Pa.</td>
<td>WUTV, Buffalo, N. Y.</td>
</tr>
</tbody>
</table>

London Weekend TV, London, United Kingdom
Venevision, Caracas, Venezuela
AustaraTV, Melbourne, Australia

World’s first “T-bar” TV antenna going up in Pittsburgh.

A self-supporting tower and antenna system with a unique “T-bar” structure is now under construction for Pittsburgh's two educational TV stations—WQED and WQEX.

Both stations will have their antennas mounted atop a 518-foot tower at either end of a 40-foot crossbar. Each antenna is 78 feet in height.

WQED, a VHF station on Channel 13, will use RCA's Traveling Wave antenna. WQEX, operating on UHF Channel 16, will use an RCA Pylon.

Innovations like the “T-bar” keep our antenna experts where they want to be. On top.
transmitter continues to operate independently. An inherent advantage of parallel transmitters is the natural ability of the combiner to absorb reflections from the transmission line and antenna system, resulting in better picture performance from the combined transmitters than from either transmitter alone. Also, since on the particular configuration.

With remote control of the main and standby transmitter, only once-a-week inspection and calibration is required by the FCC. The result is considerable savings in manpower—especially when the transmitter and the studio are some distance apart.

The backup transmitter protects against outages. And lost air time 24-hour-a-day transmission is practical and economical because maintenance can be performed during normal program transmission.

Operation of parallel systems at one-half power provides full reserve power for emergencies and tends to extend tube operating life.

Which RCA TV transmitter system is right for you?

The versatile RCA TV transmitter line offers features and options to handle the needs of a variety of systems—future needs as well as present ones. The circuitry is the most completely solid state of any TV transmitter ever made. So you can expect long-term stability with few operating adjustments and simpler maintenance. Plus more reliability, cleaner color signals, and lower operating costs.

They’re capable of remote control, remote logging and unattended operation. And their design includes built-in automation for such functions as exciter switchover, turn-on sequencing, power output control, pedestal level control and status logging.

Which means you can benefit today from transmitters that are right for tomorrow.

Why not talk to your RCA representative? He’ll help you explore the many options now available in VHF transmitters and help you decide which system is best for your station . . . both now and for many years ahead. And he’ll help save money, too.

Standby transmitter systems provide a variety of advantages, depending can cause expensive make goods.

With parallel or alternate main systems, maintenance is simpler, too. Direct comparisons—meter readings, tests and the like—can be performed while servicing. Direct module substitution can be made and spare parts inventories can be simplified.

With alternate main transmitters,
The surprising new TK-630--it's alone in the middle.

The cost-effective TK-630 color studio camera is in a class by itself. Right in the middle, between the deluxe, premium quality cameras and the marginal performance economy models.

What's really surprising about the TK-630 is the superb quality pictures it delivers--quality that you'd expect only from cameras in the higher price bracket.

Which means the TK-630 is an ideal primary camera for the studio or on remotes. For studios already equipped with color, it's a welcome addition for handling special assignments like news and weather.

Feature for feature, the TK-630 offers outstanding performance/cost value. It uses a sealed prism optical system like the highest quality broadcast cameras. And for stability, the entire optical system is mounted on a sturdy bedplate for extra rigid support of lead oxide pickup tubes, lens and the prism.

The totally solid state design includes extensive use of integrated circuits for compactness and extended reliability.

The list goes on and on. But, to give you a better picture of what the TK-630 is and what it can do, we put it on video tape. Ask your RCA Representative to bring along this demonstration tape on his next visit. It's a real eye-opener.

Products in the news.

The RT-21D is a fourth generation model of long-popular RCA reel type recorders. It meets rigid broadcast standards for monaural or stereo operation. Variable cue speed permits one hand cueing. Other key features include solid state design; push-button operation; rack, console or portable mounting; and choice of tape speeds: 7½ and 15 or 3¼ and 7½ IPS. A new playback-only version, RT-20, is now available.

The Type RT-22B automatic tape recorder is a reel-to-reel machine with the electronics and cueing versatility of cartridge equipment. Playback only, or record/playback models are offered for both monaural and stereo operation. The RT-22B has a four-head transport and the same quality features as the RT-21D. It utilizes the same head configuration and cue tones as standard NAB cartridge tape equipment.

The RT-16 and RT-26 mult cartridge playback systems permit sequential or random accessing up to 12 size 1200 cartridge decks (30 min.). Monaural and stereo versions more than meet NAB specifications. Both systems include heavy duty synchronous motors and solid state circuitry for added reliability of operation.

Future-compatible broadcast equipment...Tomorrow Systems Today

RCA PRIME TIME
especially created for this occasion.

From the 135 nominees for the medalion on the honor roll, the production staff for the program selected 12 top-name personalities to accept their awards on the program. Among them were Judith Anderson (accepting for The Hallmark Hall of Fame), Jim Arness for Gunsmoke, Lucille Ball, Milton Berle, Sid Caesar, Nat (King) Cole (posthumous award accepted by his widow, Aria), Lorne Green for Bonanza, Bob Hope, Edward R. Murrow (posthumous award accepted by his brother, Dewey), Dinah Shore, Ed Sullivan and Jack Webb.

The presenters for the program, who are billed as hosts, include Jimmy Durante, Danny Kaye, Harry Reasoner, George C. Scott, Rod Serling, John Wayne, Efrem Zimbalist and Robert Young. The nearest of these to an overall program host is Mr. Young (not altogether coincidentally star of host network, ABC and former Marcus Welby, M.D. series), who will open the program, speak for the TV academy, introduce Milton Berle and close the program.

The idea for the show came from Jackie Cooper and Bob Finkel, partners in the Hollywood production-packaging firm of Cooper-Finkel Productions. As co-executive producers of the special, Mr. Finkel, who also has been executive producer of both the motion picture academy awards and Emmy awards shows, and Mr. Cooper, has been allotted and bring together the films, kinesis, tapes and live personalities who make up the show. In what is billed as a highlight of the program, a recreation will be made of the first year's Your Hit Parade program, with the original cast, minus only Dorothy Collins, who declined to appear. Mr. Cooper, charged with creating and designing filmed sequences for the program, will, in one sequence, show such personal favorites as Edward R. Murrow, Paul Whiteman, Fidel Castro, Jack Kennedy, and Marilyn Monroe saying goodbye during television appearances. Altogether there will be about 90 minutes of good nights made up of more than 90 separate pieces of material. According to Mr. Cooper, he had to obtain some 2,000 performer releases to use the visual material to be shown.

In some instances releases were not obtained. All of the music on the show is live because the producers couldn't clear recordings with the musician's union. Such performers as Pinky Lee, Red Skelton and Elvis Presley would not allow their material to be presented. MCA Inc., according to the producers, refused to release this material. It controlled meaning that Jack Benny had to submit a clip from a special he did outside the MCA sphere. One network, NBC-TV, was reportedly given first crack at the program and rejected it.

The Zenith special will abound in optical effects. This is the specialty of Marty Pasetta, producer-director. He taped the five segments of the program, including the awarding of medallions of merit, in seven sessions covering five weeks.

Zenith will be using nine commercial minutes, eight promotional minutes and throughout the 90 minutes. All of the commercials, produced through Foote, Cone & Belding, will be new. They all stress the idea of "confidence in Zenith." Most are pegged primarily to color TV receivers.

The commercials shown on the special will be followed by product "promotions" throughout Zenith's full selling season. Immediately after the special, Zenith will run commercials on the season premieres of 18 network shows on all three networks, and further will have a schedule of commercials on sitcoms and series that will continue throughout the season. Over-all, Zenith is expected to increase its fall advertising budget by 20%.

Mountain-zone station loses FCC appeal for prime-time start at 7

A claim of fallen ranking for ARB markets is rejected

The FCC has turned down a request by KSL-TV, the ABC affiliate in Salt Lake City, for waiver of a new provision of the prime-time access rule that forces affiliates in the mountain-time zone to redesignate their prime time as 6-10 p.m.

The commission's action came two months after the agency adopted a ruling, making proposal calling for a shifting of prime time in the mountain zone (BROADCASTING, July 10). The move was an attempt to eliminate the numerous requests by stations in that time zone for waivers of the prime-time rule requiring them to use network schedules for prime time in the mountain zone.

The action was necessitated by a conflict of schedules experienced by these stations due to an option process previously implemented by the commission which permitted those facilities to use either 6-10 p.m. or 7-11 p.m. as their prime-time hours.

In requesting the waiver, KSL-TV argued that a recent survey by the American Research Bureau ranked Salt Lake City as the 52d market, which would exempt stations in that city from the prime-time rule. It asked to be permitted to continue designating 7-11 p.m. as its prime-time hours, claiming that a readjustment of its scheduling at this date would cause an undue burden for itself, its viewers and CBS.

The commission, however, rejected the station's argument that Salt Lake City is not within the top-50 markets, noting that the ARB study KSL-TV referred to was the firm's February-March market survey, and not a market "ranking." The commission's own market ranking, which came out last March, the agency pointed out, showed Salt Lake City within the top 50.

Further, the commission claimed, to grant KSL-TV a waiver on the basis of its argument that it would have to purchase nonnetwork programming to fill certain time slots if it is forced to operate with prime time at 6-10 p.m. would be acting "in a fashion flagrantly and patently inconsistent with the [prime-time] rule."

Dr. Comstock has second thoughts on violence study

Senior staffer for surgeon general in that huge search for connections between aggression depicted on TV and aggression in the real world now says more research is necessary

One of the architects of the surgeon general's controversial report on TV and violence says it's not certain that television is the provocative influence that, in his view, the report makes it out to be. "The central question of the role of televised violence in aggressiveness among the young cannot be taken as fully resolved," according to George A. Comstock. "The most justifiable interpretation of the evidence presently available is that televised violence increases aggressiveness. The case, however, is not beyond reversal." Dr. Comstock was senior research coordinator and science adviser to the surgeon general's Scientific Advisory Committee on Television and Social Behavior, which delivered its five-volume report early this year (Broadcasting, Jan. 17, et seq.). He is now on the staff of the Washington office of the Rand Corp., with which he was also associated before he joined the violence committee staff, and his views are contained in a paper he has written and circulated to many of those associated with the violence study.

The paper is entitled "Television Violence: Where the Surgeon General's Study Leads," and its skepticism about the certainty of the report's conclusions has struck some of his former associates as markedly different from his approach while the study was in progress. Dr. Comstock feels that "the totality of findings" over the years, from research done prior to as well as in conjunction with the surgeon general's study, deserves to be considered as marking a "strong case" for TV violence as a causative influence in aggressive behavior. But while the over-all pattern of the studies is consistent in this respect, he says, "the components taken separately are less convincing."

Thus he finds that "the laboratory experiments at present depend in part for their relevance on the supportive findings from the studies measuring everyday behavior, while the latter, in turn, are not really convincing."

He feels, therefore, that there should be further research, and that it "must (a) undertake to deal with the objections to the laboratory experiments thereby establishing the link between the laboratory and ordinary life, and (b) undertake to further verify studies using measures of everyday behavior the apparent causal role of televised violence in aggressiveness."

Dr. Comstock also proposes extensive research looking toward adoption of public policy regarding TV violence. This research should proceed even though
More studies proposed on televised violence

NIMH, which already has nine research projects under way, may add another $170,000 worth

The National Institute of Mental Health has under consideration six applications for research grants that involve TV and violence studies, it was learned last week. The grants seek $170,000, and bear out the comment made by Elliot L. Richardson, secretary of health, education and welfare, that there is a high level of interest in the subject in the academic community.

Mr. Richardson made this observation in his letter to Senator John O. Pastore (D-R.I.) two weeks ago in which he stated that the formulation of a TV-violence profile would take from two to four years (BROADCASTING, Aug. 21).

NIMH sources declined to reveal the proposers and subjects, since the applications are still under consideration. They acknowledged, however, that these are in addition to more than $450,000 in nine grants that are outstanding for research in this field.

Senator Pastore, who is chairman of the State Communications Subcommittee, conceived the idea of a violence index after he received the report of the surgeon general on TV violence and children earlier this year. That study found inconclusive an outright correlation between TV violence and aggressiveness in children (BROADCASTING, March 27). Early this month, Mr. Richardson told Senator Pastore that there was no way to establish a simple TV violence index, but that a "profile" taking into account a number of factors might be attainable (BROADCASTING, Aug. 7).

The nine TV-violence studies already being funded by NIMH are the following:

Albert Bandura, Stanford University, experimental analysis of vicarious psychological processes, $37,922; Leonard Berkowitz, University of Wisconsin, determinants of aggressive behavior, $41,567, and research on repeated exposure to film violence, $57,591; Walter J. Raine, California State College at Long Beach, study of the spread of civil disorder, $129,403; Roger E. Ulrich, Western Michigan University, effects of observing violence on human aggression, $32,415; W. David Poulis, University of Wyoming, psychological and physiological dream studies, $34,577; George Gerbner, University of Pennsylvania, cultural indicators, $64,519; David L. Rosenthal, studies in altruistic behavior, $40,354; Mark P. Zanna, Princeton University, causes and consequences of credibility in TV news, $19,977.

Finger points at networks for high program costs

Screen Gems' Mitchell says they're first to give in to unions

John Mitchell, the president of Screen Gems, last week laid blame for "spiraling" costs of TV-series production to "the fact that in every union negotiation—with actors, writers, producers, directors, and so on—the first guy to cave in was the networks. They were afraid to go dark. The networks sold out every time because they just weren't willing to face even the possibility of a strike."

In remarks at a luncheon meeting of the National Academy of Television Arts and Sciences' New York chapter last Thursday (Aug. 24), Mr. Mitchell also blasted the networks for "trying to hold the price line on shows when they should be "plowing the money and the talent back into programing.” He said the networks had the resources because the coming season would be a "banner year. The network are in the best shape they've ever been in."

Mr. Mitchell suggested also that one of the reasons critics find TV series "boring" is "the rigid half-hour and 60-minute structure," which he said was "a tired vestige of the old radio formats." He predicted that within four years the networks would begin imitating the British broadcasting system, in which the length of the shows is determined by the need of the writers. "If a writer can tell a story in 18 minutes, that's how long the program should run," he said. "Or if he needs 111 minutes, he should be given 111 minutes."

Program Briefs

Only the best. Independent Television Corp. has released a package of 12 one-hour musical-variety specials titled The Best of Tom Jones. Initial sales have been made to KCOP(TV) Los Angeles, CKLW-TV Windsor-Detroit, WTAF-TV Philadelphia, KPLR-TV St. Louis and KPTV(TV) Portland, Ore.

Household hints. Beckwith Presentations Inc., New York, has received the radio syndication rights from King Features for Hints From Heloise, based on daily newspaper column. Program consists of five five-minute segments each week and focuses on information of interest to the homemaker.
New UHF Cable

FCC inaction for keeping it from cable access

Independent in cable country says nobody's left with antenna that can pick it off the air

The first television facility licensed to operate in the northern California community of Santa Rosa has run into trouble because the cable systems in the area refuse to pick up the station's signal without first getting a certificate of compliance from the FCC. Kit Spier, general manager of KFTY(TV), channel 50, which went on the air Aug. 19, pins the blame squarely on the commission.

"I think we're the first UHF independent to go on the air in this country since the new cable rules went into effect," he says. "We have found that cable companies in this area refused to carry us--although we are the number-four priority station on every one of these systems--without first getting a certificate of compliance from the FCC." (Under current cable rules, a cablecaster making any change, adding or deleting a station from its line-up, for instance--must file with the commission for a certificate of compliance.)

According to Mr. Spier, Storer Cable TV has asked for a certificate of compliance to carry the station in early May and is still awaiting a reply. Other major cable systems in the KFTY area are owned by Cablecom-General Inc. and Viacom Communications.

"The commission has some 900 certificates that have been filed since April--and has acted on about 20 of them," Mr. Spier charges. "The end result is that the type of station such as ours that the commission intended to aid by its rules is simply ignored. The new cable rules have done exactly what the commission didn't want to happen."

Mr. Spier says the current situation for the station is disastrous ("I mean disastrous). Santa Rosa, north of San Francisco and west of Sacramento, has not previously had a television station and as a result is heavily cabled. "Of the some 200,000 television homes in our immediate broadcast area," he explains, "over 120,000 of them are served by cable. This means that the cable subscriber has taken down any antenna he may have had. If we don't get on the cable we have no access to these homes--none."

Hoping for relief, KFTY last week filed a petition with the commission asking for a waiver of the certificate-of-compliance requirement. KFTY asked the commission to order the cable companies to carry the station's signal.

KFTY is owned and operated by the Redwood Empire Broadcasting Co., which has three major partners and a number of limited partners (including Norman H. Strouse, former chairman of the board of J. Walter Thompson, who is retired in nearby Helena). The principal partners, all alumni of NBC on the West Coast, manage the station on a daily basis. General Manager Spier was in charge of all live, tape and film production other than news as executive producer for KNBC(TV) Los Angeles. Hank Lightfoot, director of operations, was lighting director for NBC Burbank. Stan Atkinson, director of news and public affairs, was on the news staff of NBC-TV West Coast.

The station has been in development for five years. Yet its future, after only a week of operation, is not promising. "The commission has really done it to us," explains Kit Spier.

Kaufman and Broad dropping cable unit

Tele-Communications to give stock worth $23.5 million for 50 systems

Kaufman and Broad Inc., Los Angeles-based home building company, has agreed to sell its wholly owned cable-TV subsidiary, Nation Wide Cablevision Inc., to Tele-Communications Inc., Denver-based multiple cable-TV owner and major common-carrier microwave communications operator. According to the agreement, expected to be completed sometime in September, Kaufman and Broad will receive 700,000 shares of Tele-Communications common stock. Based on current quotations of TCI shares, the transaction has the indicated market value of $23.5 million. Nation Wide has franchises in more than 50 communities on the West Coast encompassing some 435,000 dwelling units of which about 50,000 are presently subscribers. The acquisition is expected to bring TCI's total cable TV subscribers to more than 300,000 in 24 states.

A diversified communication company, TCI owns 78% of National Telefilm Associates Inc., Los Angeles-based program assembly/TCI Hogan Inc., a wholly owned subsidiary, George C. Hatch, principal in the A. L. Glassmann group-station operation, is senior vice president of TCI and chairman of the board of NTA.

ATC wraps up deal

American Television & Communications Corp., Denver, which last month announced plans to merge with Cox Cable Communications Inc. (Broadcasting, July 24), has completed acquisition of Jefferson Carolina Corp. from its joint owners, United Telecommunications Inc., Kansas City, and Jefferson Standard Broadcasting, Charlotte, N.C., subsidiary of Jefferson Pilot Corp. Corporation, first announced in December 1971, was for undisclosed amount of cash and ATC common stock. Jefferson Carolina operates cable-TV systems in North Carolina, South Carolina and Georgia with an estimated total of more than 50,000 subscribers.

Maryland county eyes its own cable system

$11.5 million in revenues seen from total wiring of all homes

The ranking administrative officer of Montgomery county, Md., considered one of the richest counties in the country, has proposed a government-owned cable TV system.

That recommendation was made last week by James P. Gleason, who holds the office of county executive. Mr. Gleason held out the promise of a new source of revenues for the county adjacent to Washington, plus special channels for governmental units.

In urging that government ownership be studied, Mr. Gleason noted that if the county's 160,000 homes were wired up it would result in revenues of $11.5 million yearly—or $6 million if only half the households were connected. Construction would cost about $20 million, he said.

Mr. Gleason suggested that the system be operated by an outside firm in order to avoid any semblance of programming bias or censorship.

Mr. Gleason said that he hoped to hire an outside consultant to advise the county on the feasibility of government ownership, appoint an advisory committee and hold public hearings.

He noted that 16 municipally owned cable systems are operating throughout the country. (Most are in small towns such as Jackson, Minn., Crystal Falls, Mich., and Opp, Ala.) He also stated that six prospective applicants had advised his office they intend to apply for a CATV franchise when an ordinance is enacted.

At the same time that Mr. Gleason was making his announcement, a Maryland legislator announced that he would introduce a bill to place CATV under state utilities jurisdiction. State Senator Harry McGuirk said he will ask the next general assembly to approve state regulation of cable TV.

Columbia Cable gets basketball and hockey

Columbia Cable Systems Inc., Westport, Conn., announced last week it has signed a two-year agreement with Teleprompter Corp., New York, under which Columbia obtains the right to distribute the home games of the New York Nets (basketball) and New York Islanders (hockey) to CATV systems in New Jersey, Pennsylvania and New York state, including portions of Long Island.

The agreement provides for a minimum of 80 live games each season, starting this fall. These events will be produced by Teleprompter broadcast by its Manhattan CATV systems and carried by microwave to Columbia's CATV system in Wayne, N.J., and to other installations in New Jersey and Pennsylvania. Columbia will serve as a sales agent to the systems it does not own.
Is payola coming back to haunt?

Top FCC sleuth Ray talks all around the subject while mentioning possibility of public hearings

The FCC's chief investigator feels that at least some future hearings the commission holds on payola—a topic the agency has traditionally dealt with behind closed doors—should be open to the public.

"I think that when we have substantial preliminary evidence of payola or plugola," said William B. Ray, chief of the FCC's Complaints and Compliance Division, "the commission might very well find the public interest to be served by making at least some of these future proceedings public."

Mr. Ray, who says he came on this notion only recently, made his feeling public in a speech at a Billboard radio programming seminar in Los Angeles on Aug. 18. In that address, he claimed that open hearings on payola inquiries could give Congress, the public, the news media and the broadcast and recording industries the opportunity to "learn what we [the commission] learn and get a better idea of how much payola really exists and who is responsible for it." The commission would not "go on any mere fishing expeditions, or conduct witch hunts, or try to smear the reputation of innocent people," Mr. Ray said. But "when our preliminary investigation has indicated that a person or company is involved in illegal practices or has knowledge of violations on the part of others," he said, open hearings might well be in order.

Mr. Ray also noted that, since the commission authorized a formal inquiry in 1964 into payola (Broadcasting, Nov. 30, 1964), it has held four non-public evidentiary hearings in four major cities on charges that various stations or their employees engaged in payola or "plugola"—cases in which individuals at stations received undisclosed payment in exchange for the on-air promotion. Mr. Ray last week further said that two of these inquiries are now well known to the public, referring to investigations during the mid-sixties which resulted in hearings involving stations in Southern California and New York. The West Coast proceeding resulted from charges that representatives of several record companies made payments to disk jockeys at stations in the Los Angeles market in return for preferential airplay. In the second case, announcers at WBXY(AM) and WHOM(AM), both New York Spanish-language facilities, were implicated in similar charges.

Mr. Ray last week would not comment, however, on specifics of the two other proceedings he mentioned in his Los Angeles speech. He noted that the commission terminated its involvement in one of those cases several years ago when it learned that another federal agency was investigating the activities of an individual implicated in the proceeding. But the commission is still very much involved in the other case, Mr. Ray said. A commission attorney assigned to the case is said to be currently preparing a detailed report on the proceeding.

This case, according to Mr. Ray, is in no way connected with reports by columnist Jack Anderson of continued payola (Broadcasting, April 3, et seq.). Mr. Ray pointed out that the FCC has conferred with officials of the Bureau of Narcotics and Dangerous Drugs on Mr. Anderson's charges that disk jockeys have accepted drugs as payola.

Mr. Ray said the commission has refrained from opening payola hearings in the past because of an initial policy determined eight years ago that such proceedings should be kept in confidence. But, he continued, there seems to be a "natural tendency" at the commission "to hold public hearings on as many things as possible . . . Why should we make payola the one exception to this just because we started out that way?"

I Take It on Home—Charlie Rich (Epic) * Charlie Rich has had no hit in a very long time—since the early '60's as a matter of fact. He has been able to pack night clubs for years, but he has not been able to sell records.

"I Take It on Home" is his newest offering and it shows signs of breaking Mr. Rich's drought. It is produced by Billy Sherrill, Tammy Wynette's producer, and perhaps its greatest power lies in its sense of underproduction. It is simple—the first half of the song is Charlie Rich's pure voice and piano alone and it doesn't break into full orchestration until almost the end. The song is about a man who resists the temptations of other women for the sake of his woman at home: "When I'm not workin', I don't hang around. I take it on home."

Although Mr. Rich has enjoyed his most recent acceptance among country fans (he was, during the '50's, part of the Sun Records stable which included Jerry Lee Lewis, Elvis Presley and Roy Orbison) he is not an artist whose sound can be readily classified as country. This record can be considered for pop play.

Key country outlets went on the record almost immediately after its release two weeks ago. They include: WRAP(AM) Fort Worth, KERN(AM) Houston and WIRE(AM) Indianapolis.

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Jefferson Airplane

Long John Silver—Jefferson Airplane (RCA) * Since Marty Balin, one of the founders of this group that popularized the San Francisco sound, left the Jefferson Airplane last year, the sound of the band has not been quite the same. Lead-
ership of the group has been left to Grace Slick and Paul Kantner who, on the Airplane's last album, seemed a bit uncomfortable in their new roles. Long John Silver comes one Airplane album and two Slick-Kantner solo albums after Marty Balin's departure, and all now seems well with the new JA.

Long John is the Airplane popping the balloons of health-food nuts, religious fanatics, and "mindless" patriots. That's their style. Plenty of Jorma Kaukonen wah-wah guitar, plenty of half-screaming, half-talking cynical Gracie Slick and plenty of Paul Kantner didacticism. Two new additions: Papa John Creach on electric violin (he was on their last album), and John Barbata replacing Joey Covington on drums.

FM rock stations playing the Jefferson Airplane last week: WPX(FM) Boston, CHUM-FM Toronto, WMMS-FM Cleveland and WRLW New Orleans.

Rick Nelson

Garden Party—Rick Nelson (Decca) 

Ricky Nelson is now 31. It has been a long way since the days of Ozzie, Harriet, Dave and "Hello Mary Lou."

Rick Nelson began his comeback a couple years ago in the beginnings of the country-rock movement. He had a popular record—it wasn't quite a hit—with Bob Dylan's "You Belong to Me." Today, Rick Nelson is his own man with the self-written, self-produced "Garden Party." It has taken a very long time to break this record. It was released in the middle of June. It is now beginning to turn up on playlists in both secondary and major markets.

"Garden Party" is autobiographical and bitter at that. It's the story of an artist's disillusionment with his audience: "When I got to the garden party, they all knew my name. But no one recognized me, I don't look the same." The chorus: "It's all right now, I learned my lesson well. See, you can please everybody, so you got to please yourself."

The flip side of the single may be considered for airplay if "Garden Party" is well received. It's called "So Long Mama," and it's the tale of a man rejecting his girl friend for her coldness. "You walk around with your nose up in the air...I bet you've never seen the ground. You'd better learn to breathe through your ears, 'cause if it rained right now, you'd drown." Rick Nelson bares his fangs.


BBDO all set to go public

Officers of one of largest U.S. agencies hope to sell 770,000 shares at $25 each

BBDO International Inc., parent of BBDO and other domestic and international subsidiaries, filed a registration statement with the Securities and Exchange Commission in Washington last week, proposing the sale of 770,000 shares at a maximum of $25 a share. If sold at that price, this would total $19,250,000. The shares are being sold by 200 officers, directors and employees, including Tom Dillon, president of BBDO International and the BBDO agency. Mr. Dillon is selling 75,000 shares out of the 250,000 he owns.

BBDO International announced last June that it would be going public. The firm reported that its revenues from commissions and fees in 1971 totaled $42,658,000, and net income $3,189,000 ($1.42 a share) after extraordinary income. For the first six months of 1972, the company reported revenues of $20,815,000 and net income of $1,809,000 (79 cents a share) after extraordinary credits. Its billings in 1971 totaled $322,863,000, it said.

It noted also that it is the fourth largest U.S. advertising agency, and sixth largest in the world. It reported that its international billings have moved up from 3.8% of its $304,663,000 total billings in 1967, to 10.7% of last year's total.

Television continues to be the most important medium for BBDO, the registration specified, accounting for 51.7% of all domestic billings in the first six months of this year; in 1967 TV was only 38.9%.

In a list of officers' remuneration, the report showed that this year Mr. Dillon is receiving $160,000 annually in salary, and $22,460 in bonus; James J. Gordon, executive vice president, and Bruce E. Crawford and R. E. Norris, both senior vice presidents, each $82,000 and $22,460; Clayton Huff, treasurer, $85,000

Purposeful smile. Tom Dillon, BBDO president, stands to collect $1,875,000 if the stock offering submitted for SEC clearance goes through and sells at the predicted price of $25 a share.

and $17,250; Raymond E. McGovern, vice president, $43,000 and $6,290.

Among the other selling stockholders are Mr. Gordon, 45,000 shares, leaving him with 105,000; Messrs. Crawford and Norris, each 37,500, leaving 87,500; Mr. Huff, 22,500 leaving 52,500, and Mr. McGovern, 7,500, leaving 17,500.

As of June 30, BBDO International showed total assets of $41,109,404, with current assets $34,124,095. Current liabilities were $21,536,345; long-term liabilities, $680,214, and retained earnings, $18,892,845.

There are 4.5 million shares of BBDO International common stock authorized, with 2,500,800 outstanding.

Cable financing firm strengthens its hand

$15-million proceeds from CFC offering to be available along with $30 million from six banks

An initial public offering of one million common shares of Cable Funding Corp.'s stock at $15 per share was oversubscribed last week.

The proceeds of $15 million (less un-
underwriters' commissions), plus $30 million for which the firm has commitments from six banks, will be used to provide loans to CATV companies building new systems or enlarging existing ones, and for operating expenses. CFC also expects to obtain equity positions in some of the cable firms it lends money to.

The underwriting group was led by White, Weld & Co., New York.

After the sale, there were 1,233,326 shares outstanding.

CFC was founded late in 1971 and was publicized for the first time this year at the convention of the National Cable Television Association in Chicago (Broadcasting, May 22).

Its principal officers and directors, who together own 11.8% of the outstanding common stock, include Milton A. Gordon, New York stockbroker; Morton L. Janklow, New York lawyer; Martin F. Malarkey, veteran CATV system owner-operator and now a cable consultant in Washington, whose firm, Malarkey, Taylor & Associates, will act as consultants to CFC in evaluating applications for loans plus other services.

Others well known in the communications field who are directors are Dr. Joseph V. Charyk, president of the Communications Satellite Corp.; Walter Cronkite, CBS News correspondent; Harrison Salisbury, associate editor of the New York Times, and David J. Mahoney, president-chairman and chief executive officer of Norton Simon Inc.

President of CFC is Harold D. Ewen, formerly CATV division vice president of Economy Finance Corp. Martin R. Smith, of the Malarkey firm, is vice president and treasurer, and Stephen M. Gordon, senior research associate with the New York brokerage firm of Halle & Steiglitz, is vice president and secretary.

At the time of its public offering last week, CFC had one loan commitment outstanding. This is to Coastal Cable TV Co., one of the applicants under consideration by the Connecticut Public Utilities Commission for a franchise to serve Grotton, Ledyard, Stonington, North Stonington and Voluntown. The loan is for $1.45 million at prime plus 4% interest and calls for 15% ownership.

### Financial Briefs

**American Television & Communications Corp.,** New York, reported record revenues and earnings for fiscal year 1972, with net income up 98% over last year's.

For year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.38</td>
<td>$1.90</td>
</tr>
<tr>
<td>Revenues</td>
<td>14,798,173</td>
<td>13,311,400</td>
</tr>
<tr>
<td>Net income</td>
<td>1,452,239</td>
<td>732,387</td>
</tr>
</tbody>
</table>

**Tele-Communications Inc., Denver,** reported "significant gains" in revenues and earnings for first half of 1972. For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.19</td>
<td>$0.08</td>
</tr>
<tr>
<td>Revenues</td>
<td>6,446,310</td>
<td>5,955,140</td>
</tr>
<tr>
<td>Net income</td>
<td>637,910</td>
<td>803,457</td>
</tr>
</tbody>
</table>

**San Juan Racing Association Inc., San Juan, P.R.,** which owns radio stations in Philadelphia, Washington, Cleveland, Atlanta and Miami, reported increases in revenues and income for fiscal-year 1972. For year ended April 30, 1972:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.79</td>
<td>$1.19</td>
</tr>
<tr>
<td>Revenues</td>
<td>20,087,248</td>
<td>17,855,170</td>
</tr>
<tr>
<td>Net income</td>
<td>2,495,359</td>
<td>2,321,033</td>
</tr>
</tbody>
</table>

**Ampex Corp.,** Redwood City, Calif., reported to shareholders at annual meeting that on top of previously announced net loss for last fiscal year ended April 29, 1972 of $89.7 million (Broadcasting, July 17), firm lost $3.2 million in first period of the new fiscal year. It was indicated at meeting that first-quarter loss was less than had been expected. Shareholders also were told that key to company's continued existence was hammering out of new agreement extending Amper's credit for two years (Broadcasting, July 24). Arthur E. Hausman, president and chief executive officer, said Ampex currently has backlog of more than $100 million in orders. For quarter ended July 29:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.29</td>
<td>.....</td>
</tr>
<tr>
<td>Revenues</td>
<td>86,809,000</td>
<td>.....</td>
</tr>
<tr>
<td>Net income</td>
<td>(0.155,000)</td>
<td>.....</td>
</tr>
</tbody>
</table>

Note: Actual company comparisons to year-earlier figures would not be meaningful because of accounting changes in fiscal 1971 and 1972.

**National Telefilm Associates Inc.,** Los Angeles, distributor of films to TV and theaters, reported a slight profit based on an extraordinary gain for the nine months of the current fiscal year, still a significant turnaround from losses during the previous comparable period. For the nine months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.00</td>
<td>($0.07)</td>
</tr>
<tr>
<td>Revenues</td>
<td>3,212,195</td>
<td>2,433,242</td>
</tr>
<tr>
<td>Net income</td>
<td>237,540</td>
<td>(477,135)</td>
</tr>
</tbody>
</table>

Notes: Net earnings includes total extraordinary income of $95,704. Effective Oct. 1, 1971, company changed accounting rules resulting in reduction of net income for the six months ended Dec. 30, 1971 by $365,911 or three cents per share below what it otherwise would have been.

**Wrather Corp.,** Beverly Hills, Calif., TV film producer and syndicator, has sold to public 227,000 common shares of its one million shares holdings in Teleprompter Corp., New York. Indications are that Wrather may sell 23,000 more shares of its Teleprompter interest in near future. Shares already sold—part of the stock resulting from merger Dec. 30, 1971 of Muzak Inc., wholly owned subsidiary of Wrather, into a wholly owned subsidiary of Teleprompter—amounted to some $9.3 million. Wrather realized an extraordinary gain of $4.7 million, or $2.09 a share.

### FM's also feel high cost of living

NAB study of average station shows '71 gains in net revenues and sales were again offset by rising expenses

The typical FM station in 1971 had increases of 23.2% in net revenues and 21% in time sales, but its deficit margin was less than in 1970—minus 6.3% vs. minus 9.5%.

In a report issued last week by the
Media expenses and losses of the typical FM radio station nationwide 1971

Percent Change

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1970</th>
<th>20.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL BROADCAST REVENUE</td>
<td>$82,800</td>
<td>$67,200</td>
<td>23.2%</td>
</tr>
<tr>
<td>AL TIME SALES</td>
<td>$85,300</td>
<td>$70,500</td>
<td></td>
</tr>
</tbody>
</table>

**om:**

- **Networks:** 0
- **National and regional advertisers:** 4,800
- **Local advertisers:** 80,500
- **AL BROADCAST EXPENSE:** $88,000

**om:**

- **Technical:** 9,300
- **Program:** 26,800
- **Selling:** 16,400
- **General and administrative:** 34,200

**EXPENSES ITEMS**

| AL SALARIES | $45,400 | $48,100 |

**om:**

- **Technical:** 4,400
- **Program:** 16,800
- **Selling:** 11,800
- **General and administrative:** 10,400

**RECEIPTION AND AMORTIZATION**

| $7,400 | $7,900 |

**IC LICENSE FEES**

| $1,800 | $1,600 |

**FIT (before federal income tax)**

| ($5,200) | ($6,400) |

**FT MARGIN**

(6.29%) (8.45%)

33.4% sales plus others.

Other expenses include agency and rep. commissions. Includes salaries, wages, and bonuses of officers and employees.

**Daily market summary of 124 stocks allied with broadcasting**

<table>
<thead>
<tr>
<th>Closing Aug. 23</th>
<th>Closing Aug. 24</th>
<th>Net change</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 78 1/4</td>
<td>.00</td>
<td>81 1/2</td>
<td>51 1/4</td>
<td>8,418</td>
<td>6,587,708</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/8 1 7/8</td>
<td>26.66</td>
<td>5 1/8</td>
<td>1,815</td>
<td>4,910</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/4 57 1/8</td>
<td>2.62</td>
<td>1/4</td>
<td>64 1/4</td>
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Broadcasting Aug 28 1972

37
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**Broadcasting Aug 28 1972**

38
Broadcast Advertising

Babette Jackson, VP, research director, Dancer-Fitzgerald-Sample, New York, named senior VP.


Ruth Levine, casting director, Benton & Bowles, New York, named VP.

John B. Marafi Jr., supervisor, Iberia Airlines account, Compton Advertising, New York, elected VP.


Dave Devries, director, television and radio production, DKG, New York, named VP.

Charles S. Kleber, VP, management supervisor and member of board, W. B. Doner & Co., Detroit, joins Grey Advertising there as senior VP, general manager.

Walton Mansfield, European-area supervisor, Opel account, McCann-Erickson, Frankfurt, Germany, named senior VP, director of account services, M-E's Detroit office.

Fred R. Petrosino, local sales manager, WTOP-TV Washington, appointed national sales manager. He is succeeded by Michael T. Dorsey, with station.

Tom Neville, with Western States Media, Los Angeles, media representative, joins PSA Broadcasting, San Diego, in newly created position of regional sales manager. PSA is licensee of KPSA(FM) Los Angeles, KPSE(FM) San Diego, KPSC(FM) Sacramento and KPJS(FM) San Jose, all California.

Frederick L. Guity, manager, headquarters store, J. W. Mays department stores, New York, joins WRVR-FM there in newly created position of retail sales manager.


John Stolzenburg, with Kemen(AM) San Bernadino, Calif., appointed sales manager.

Di Visik, VP and media director, Lloyd Advertising, Omaha, joins KFPM(AM) there as head of sales department.


Stella Porter, general manager and media director, Media Partners Inc., broadcast buying service, New York, named VP.

Michael Leder, research director, Television Advertising Representatives, New York, joins Cunningham & Walsh there as media supervisor.

Stuart Silver, senior research supervisor, BBDO, New York, joins Kenyon & Eckhardt there as senior project director, Macleans, Brykeroom, and Brown and Williamson accounts.


John E. McGowan, sales manager, Chicago East region, Peters, Griffin, Woodward, Chicago, appointed area manager, PGW, New York. He succeeds Al Jarrett, who resigns to go into own business.

Robert F. Buselli, with sales staff in Chicago, succeeds Mr. McGowan.

Media


Clifford H. Braun, program manager, WFLD-TV Chicago, assumes additional duties as VP, administration, Field Communications Corp., licensee of station.

Mark Hurd, general manager, KFRC(AM)-KFMS(FM) San Francisco, named VP.


Charles H. Warner, formerly VP and general manager, RKO Radio Representatives, New York, joins WWSW-AM-FM Pittsburgh as executive VP and general manager.

Frank Deaner, corporate advertising and promotion writer, Aveno Broadcasting Corp., Cincinnati, appointed publicity manager. He is succeeded by Bernard Barth Jr., with Aveno-owned WLWD(AM) Dayton, Ohio.

NAFM directorships filled. Ten new directors-at-large were elected to the board of the National Association of FM Broadcasters. Chosen to serve until April 1975 were Phil Sheridan, WNCI Columbus, Ohio; James Gabbert, KIOI San Francisco; Roy Elsner, KQIP Odesta, Tex.; George Kravis, KRAV Tulsa; Thomas Holter, WLVE Poynette, Wis.; Jeff LaCaze, WJBO-FM Baton Rouge; Thurman Worthington, WTR-FM Norfolk, Va.; Raymond Fritsch, KSL-FM Salt Lake City; Alex Smalians, American FM Radio Network, New York, and Jack Baker, CBS-FM Spot Sales, New York. They join existing five directors: Robert Cole, CBS-Owned FM Stations, New York; Elmo Ellis, WSB-FM Atlanta; Harold Neal, ABC Radio, New York; Robert Arndt, WIOF Waterbury, Conn., and Jack Severson, WKUB Manitowoc, Wis.

Tim McDonald, assistant director, advertising and promotion, WNEW-TV New York, joins WCBS-TV Boston in same capacity. Gretchen Wortham, with WCVB-TV, appointed director of community affairs.

Gene Waters, program director, WSAL-AM-FM Logansport, Ind., appointed general manager.

Floyd E. Beaston, sales director, WLTD(AM) Evanston, Ill., appointed station manager.

William C. Chadwick III, general manager, KBDS(AM) Phoenix, joins WNR(AM) Woonsocket, R.I., as station manager.

Jack Caron, on staff of WHIM(AM) Providence, R.I., joins WNR as operations manager.

David Tolbert, with WACO-AM-FM Waco, Tex., joins KEFC(FM) there as station manager.

Michael W. Wiesnieski, with WACO-AM-FM, joins KEFC as operations manager.

Shirley Palmer, public-relations director, KFi(AM) Los Angeles, joins KHJ(AM) there as promotion director.

Hank Lightfoot, with NBC, Burbank, Calif., joins KFTY(FM) Santa Rosa, Calif., as director of operations.

Harvey Mednick, director, advertising, merchandising and promotion, KHJ(AM) Los Angeles, joins KABC(AM) there as director, creative service.

Programing

Thomas H. Smith, assistant program manager, WNEW-TV New York, joins WCBS-TV there as program manager.

Donald W. Joannes, formerly sales executive with Paramount Television, Hollywood, joins 20th Century-Fox Television there as Western division sales manager.

Martin Itzkman, director, business af-
fairs, John H. Secondari/Productions, New York-based documentary film producer, joins Winters-Rosen Productions, Los Angeles, as VP, business affairs.


Fred Gray, with WLDM (AM) Laurel, Md., appointed program director. Jim Herron, with station, appointed assistant program director.

Ray Smithers, with WIND (AM) Chicago, joins WVFN (FM) Des Plaines, Ill., as program director.

John Russell, with WASP (AM) Brownsville, Pa., appointed program director.

Bob Gallemore, with WACO AM-FM Waco, Tex., joins KEFC (FM) there as program director.

Broadcast Journalism

John R. Corporon, head of Newsweek Broadcasting Service, New York, named director, news operation of WPIT (TV) there. He formerly was VP, general manager of Post-Newsweek's WTOP-TV Washington and before that VP, news and public affairs, Metromedia TV.

H. Calvin Thornton, manager, UPI central division, Chicago, elected to new post of VP-marketing New York. He will direct UPI's sales and marketing operations in both broadcast and newspaper fields.

Richard C. Graf, director, news program services, NBC, New York, joins non-commercial WNED (TV) there as managing editor, The 51st State, nightly news program.

Stan Atkinson, reporter, NBC News, Burbank, Calif., joins KFTY (TV) Santa Rosa, Calif., as director of news and public affairs.

Dick Dale, with WNBJ (AM) Woonsocket, R.I., appointed news and public-affairs director.


Roger Heydt, with KFOD (AM) Anchorage, joins WLMD (AM) Laurel, Md., as news director.

Jon Matthews, with KXOL (AM) Fort Worth, joins KITE (AM) Terrell Hills, Tex., as news editor-reporter.


Wea Sargison, with KYW-TV Philadelphia, joins WMAL-TV Washington as co-anchorman.

Music

Charles W. Godwin, who resigned two months ago as Mutual's VP, station relations ("Closed Circuit," June 26), joins Broadcast Music Inc. as field representative in mid-Atlantic region. He will be based in Washington.


Kaiser-Field top echelon. Board of representatives to operate five Kaiser Broadcasting Corp. and one Field Communications television stations under new partnership (BROADCASTING, Aug. 21) will include six members from Kaiser (22.5% owner and three from Field Communications (22.5% owner). They are: Edgar F. Kaiser, chairman and chief executive officer, Richard C. Block, vice president and general manager, E. E. Trefethen Jr., Donald E. Browne, James F. McCrory, and James K. Parker of Kaiser. Representing Field are Marshall Field, James E. Fletcher and Alexander Hennymeyer. Name will be Kaiser Broadcasting Co.

Cable

Robert H. Symons, VP and general manager, Teleprompter CATV division New York, joins Television Communications Corp., New York, as VP of newly created metropolitan systems division, responsible for company's CATV operations in urban markets.

Robert L. Gault, marketing manager, Rollins Broadcasting's CATV system, Wilmington, Del., joins FCB Cablevision, Irvine, Calif., as national marketing manager.

Ed E. Bookout Jr., systems manager, National Transvideo Inc., Bristol, Tenn., joins Teleprompter Cable TV of Galveston, Tex., as manager.

Perry G. Nash, manager, Teleprompter's cable-TV system, Rawlings, Wyo. appointed manager, Teleprompter's Richland, Wash., system.


Werner Koester, VP-operations, Oak Industries, Crystal Lake, Ill., CATV division, appointed director, European operations.

Charles L. Covey, formerly with KDKA-TV Pittsburgh, joins Mt. Lebanon Cable TV Corp., Pittsburgh, as general manager.

Equipment & Engineering

Hank Maynard, senior engineer, RCA, Burbank, Calif., joins Teletainment, Salt Lake City, as chief engineer, research and development.

Dr. Lowell L. Milten, with RCA, Moores- town, N.J., joins Laser Link Corp., Woodbury, N.Y., as VP, engineering.

Robert L. Malcolm, with Allis-Chalmers, West Allis, Wis., joins Collins Radio Co., Dallas, as VP, corporate industrial relations.

L. R. Dongelevicz, Northern and Eastern European area sales representative, broadcast and commercial communications products, RCA, Geneva, appointed manager, field sales, Europe, Africa and Middle East.

Robert R. Stone, coordinator, technical facilities, National Public Affairs Center for Television, Washington, joins non-commercial stations Los Angeles as engineering manager, studio and remote operations.

Lynn Willoughby, chief engineer, WACO-AM-FM Waco, Tex., joins KEFC (FM) there in same capacity.

Allied Fields

Marvin J. Strausser, with Adam Young Inc., New York, joins American Research Bureau there as regional manager, broadcaster services.


Deaths

William A. Fay, 72, pioneer broadcaster of Rochester, N.Y., died Aug. 18 of heart failure in Genesee hospital there. He went to Rochester in 1928, was manager of WHAM (AM) there until early fifties and general manager of affiliated WHAM-TV (now WROC-TV) from 1949 to 1957. After licensee Stromberg-Carlson Co. merged with General Dynamics Corp., Mr. Paye was elected president of successor Stromberg-Carlson Broadcasting Co. He retired in 1968. His wife, Mildred, son, William K., and daughter, Julie, survive.


John Wayne Kirkpatrick, 70, formal general manager, WDAM-AM-FM, both Spartanburg, N.C., died Aug. 13 there after brief illness. At time of death he was account executive with WSPA-AM-FM. He is survived by his wife, Eloise, son, daughter and stepdaughter.

Edwin R. Perry, 55, director of account services, ABC Inc., New York, died Aug. 20 at his home in Rockville Center, N.Y. He joined ABC in 1963 as manager of guest relations, and assumed account services post in 1968. He is survived by his wife, Charlotte, and two sons.

Dr. Calvin Miles Thompson, 76, who had conducted religious program on WMYR (AM) Syracuse since 1936, died there Aug. 17 after brief illness. He was also advisor, religious programing, for WSYR-AM-FM-TV. He is survived by his wife, Helen Ruth, and one daughter.
As compiled by Broadcasting Aug. 16 through Aug. 22, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, az.—azimuth, ch.—channel, cm.—centimeter, com.—community antenna television, cr.—critical hours, CP.—construction permit, D.—day, DA.—Directional antenna, eff.—effective radiated power, kHz—kilohertz, kW—kilowatts, LS—local station, mhz.—megahertz, n.—night, P.S.—program service authority, SCA.—subsecondary communications association, spt.—special, sta.—station, temp.—temporary, VHF—very high frequency, wh.—watts, yrs.—years.


Existing TV stations

Final actions

KOOT-TV Phoenix—FCC granted request by KOOT-TV Phoenix for waiver of prime-time access rule in connection with CBS pro football telecast and other CBS programming on Aug. 25 when network will preempt regular programming after 9 p.m. to present game. Action Aug. 16.

KEET(TV) Eureka, Calif.—Broadcast Bureau granted permission to change studio location to 3100 Edgewood Road, Eureka. Action Aug. 16.

KBSA(TV) Guest, Calif.—Broadcast Bureau granted license covering new commercial TV ERP 219 kw vs., 22.4 kw on Aug. 16.

WTOF(TV) Houston—Broadcast Bureau granted license for ultra high frequency, unlimited hours, VHF very high frequency, vis.,—visual, w.—watts, — educ. educational station.

Rearing Examiner James F. Tierney in New York (WPPIX(TV) and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications Inc. for leave to amend application to reflect opinion obtained by Inner City Broadcasting Corp. for purchase of WLIR-FM New York (Docs. 19871-2). Action Aug. 14.

New AM stations

Actions on motions

Acting Chief, Office of Opinions and Review, granted motions and on request Aug. 17. For review by Broadcasting Bureau,Granted petition by Furniture City Television Inc., for application to file a separate proceeding, granted Aug. 16.

Liberty Television Inc. (KEZI-TV Eugene, KOTI(TV) Oakland, KGO(TV) Watson, KLOC(College Hill), Friendly Street, east and southeast of Eugene, South Wilmette and Fox Hollow, KZHA North Roseburg, Winchester, Roseburg, Deer Creek, South Roseburg, Oak and Glencoe area, West-Northwest Roseburg and Garden Valley area all Oregon—Broadcast Bureau granted mod. of commercial TV and TV translator licenses covering change in name to Liberty Communications Inc. Action Aug. 16.

KVRL(TV) Houston—Broadcast Bureau granted authority to operate trans. by remote control from 3935 Westheimer Road, Houston, Action Aug. 16.

KSL(TV) Salt Lake City—FCC denied request by KSL(TV) for waiver of prime-time access rule for 1972-73. KSL(TV) contend that recent June-March study showed TV being in 32d market rather than in top 50 to which rule applies. Commission finds KSL(TV)'s ARB material is summary and analysis of ARB's Feb.-March survey and not ARB ranking. It pointed out that each spring commission issues notice showing stations in top 30 markets and said that list for this year dated March 16 included Salt Lake City. Action Aug. 21.

WYAH-TV Porum, Okla.—Broadcast Bureau granted request to include pine tree as a landmark. Action Aug. 16.


KNDU(TV) Richland, Wash.—Broadcast Bureau granted license covering which authorized changes in existing station. Action Aug. 9.

Actions on motions

Acting Chief, Broadcast Bureau, on request of Friends of the Earth, extended through Aug. 15, time to file reply comments in matter of amendment of ownership concentration identification rules (Doc. 19513). Action Aug. 15.

Acting Chief, Broadcast Bureau, on request of Representatives Alphonso Bell (B-Calif.), extended through Aug. 15 time for filing statements and accepted May 17, and requested that request to file reply comments in matter of amendment of ownership concentration identification rules (Doc. 19513). Action Aug. 15.

Authorized program operation extended to Aug. 15 by time to file reply comments in matter of amendment of ownership concentration identification rules (Doc. 19513). Action Aug. 15.

Other actions

Review board in matter of ch. 7, Boston, TV proceeding, denied petition by Community Broadcasting of Boston Inc., one of applicants in competitive proceeding for ch. 7, to add ex parte and abuse-of-process issues against RKO General Inc. (WNAC-TV), RKO's application for renewal of license was designated for consolidated hearing on Dec. 18, 1969, with applications of Community and The Dudley Station Corp. (Docs. 19787-91). Action Aug. 16.

Review board in matter of ch. 7, Boston, TV proceeding, denied petition by Community Broadcasting of Boston Inc., one of applicants in competitive proceeding for ch. 7, to add ex parte and abuse-of-process issues against RKO General Inc. (WNAC-TV), RKO's application for renewal of license was designated for consolidated hearing on Dec. 18, 1969, with applications of Community and The Dudley Station Corp. (Docs. 19787-91). Action Aug. 16.

Broadcasting Aug 28 1972

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212-685-3142

408-375-3164

For the Record.
granted license covering new AM, Action Aug. 18.

* KBLM Canon City, Colo.—Broadcast Bureau granted mod. of license covering change of hours of operation from specified to unlimited. Action Aug. 18.

* WDOB Orlando, Fla.—Broadcast Bureau granted renewal of construction permit for new AM, Orlando, during nondirectional operation only. Action Aug. 15.

* KBBY Soda Springs, Idaho—Broadcast Bureau granted main studio location changed to 126 East 2nd Street, Soda Springs; remote control transmitted from new studio location. Action July 21.


* WESL East St. Louis, Ill.—Broadcast Bureau granted renewal of construction permit for new AM, Action Aug. 11.

* KOKX Keokuk, lowa—Broadcast Bureau granted CP to change the MEO's on nighttime direction.

* WLOX Biloxi, Miss.—Broadcast Bureau granted CP to increase tower height to 140 ft. Action Aug. 16.


Fine

* WXWW Hattiesburg, Miss.—FCC notified Triple X Broadcasting Co. that it has incurred apparent liability of $2,500 for operating during presuntice on every day in August and September 1971, with two authorized power and for operating with excessive daytime power on most days from Aug. 27 to Sept. 30, 1971, in violation of rules. Action Aug. 16.

New FM stations

Final actions

* Arca, Calif.—Arca Union High School Dis- trict, Broadcast Bureau granted 91.5 mhz. 10 w. FAAZ, 190 ft. p.o. address 7100 N. Madera Ave., Arca 95521. Estimated construction cost, $6,875; first- year operating cost, $6,875. Action Aug. 14.

* Gardiner, Me.—Auburn Broadcasting Co. Broadcast Bureau granted 104.3 mhz, 29 kw. HAAT 180 ft. P.O. address 442 Gardiner 04345. Estimated construction cost $37,214; first-year operating cost $8,500; estimated cost of 67 kw. ERP, 100 ft. P.O. address 209 Gardiner 04345. Miss. and Luns (75%) and Roger V. Snow Jr. (25%). Mr. Lunt is member of Maine House of Delegates and practices law in Augusta, Me. Mr. Snow is president (54%) of Durbin Snow Publishing Co., Westbrook, Me., newspaper publisher. He also is coordinator of Bureau of Labor Education, University of Maine. Action Aug. 4.

* Gardiner, Mich.—Alpine Broadcasting Co, Broadcast Bureau granted 106.4 mhz, 29 kw. HAAT 180 ft. P.O. address 442 Gardiner 04345. Estimated construction cost $37,214; first-year operating cost $8,500; estimated cost of 67 kw. ERP, 100 ft. P.O. address 209 Gardiner 04345. Miss. and Luns (75%) and Roger V. Snow Jr. (25%). Mr. Lunt is member of Maine House of Delegates and practices law in Augusta, Me. Mr. Snow is president (54%) of Durbin Snow Publishing Co., Westbrook, Me., newspaper publisher. He also is coordinator of Bureau of Labor Education, University of Maine. Action Aug. 4.

* Cloquet, Minn.—Cloquet Broadcasting Co. Broad- cast Bureau granted 106.7 mhz, 29 kw. HAAT 180 ft. P.O. address 442 Gardiner 04345. Estimated construction cost $37,214; first-year operating cost $8,500; estimated cost of 67 kw. ERP, 100 ft. P.O. address 209 Gardiner 04345. Miss. and Luns (75%) and Roger V. Snow Jr. (25%). Mr. Lunt is member of Maine House of Delegates and practices law in Augusta, Me. Mr. Snow is president (54%) of Durbin Snow Publishing Co., Westbrook, Me., newspaper publisher. He also is coordinator of Bureau of Labor Education, University of Maine. Action Aug. 4.

* Cloquet, Minn.—Cloquet Broadcasting Co. Broadcast Bureau granted 106.7 mhz, 29 kw. HAAT 180 ft. P.O. address 442 Gardiner 04345. Estimated construction cost $37,214; first-year operating cost $8,500; estimated cost of 67 kw. ERP, 100 ft. P.O. address 209 Gardiner 04345. Miss. and Luns (75%) and Roger V. Snow Jr. (25%). Mr. Lunt is member of Maine House of Delegates and practices law in Augusta, Me. Mr. Snow is president (54%) of Durbin Snow Publishing Co., Westbrook, Me., newspaper publisher. He also is coordinator of Bureau of Labor Education, University of Maine. Action Aug. 4.
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BROADCASTING MAGAZINE
1755 DeSales St. N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 638-1022
granted CP to change trans., location to 1500 North Flagler Drive, West Palm Beach; install new trans.; install new ant.; make changes in ant. system (inc. height); ERP 100 kw; ant. height 340 ft. Action Aug. 18.

* WBTB(FM) Tallahassee, Fla.—Broadcast Bureau granted request for SCA. Action Aug. 11.

* WMTM-FM Moultrie, Ga.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw; ant. height 165 ft. Action Aug. 10.

* WMDH(FM) New Castle, Ind.—Broadcast Bureau granted CP to install new trans.; ERP 20 kw; ant. height 225 ft. Action Aug. 11.

* WHAV-FM Haverhill, Mass.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; ERP 90 kw; ant. height 150 ft. Action Aug. 11.

* WBZA(FM) Bakersfield, Calif.—Broadcast Bureau granted extension of license for one year. Action Aug. 16.

* KSYS(TV) Medford, Ore.—Broadcast Bureau granted mod. of CP to change name to Liberty Television Communications Inc. and Siskiyou Broadcasters Inc. Action Aug. 16.

* W47TA Altoona, Pa.—Broadcast Bureau granted CP to change trans., location to 2032 Centre St., Altoona; to add antenna; ERP 10 kw; CP to be extended from Aug. 16, 1973, to Jan. 1, 1974. Action Aug. 16.

* KBMS(FM) Billings, Mont.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; ERP 50 kw; ant. height 120 ft. Action Aug. 11.

* WTJS-FM Jackson, Tenn.—Broadcast Bureau granted request for SCA. Action Aug. 11.

**Actions on motions**

* Acting Chief, Broadcast Bureau, on request of LaCross Radio Inc., licensee of WLCX LaCrosse, Wis., for permission to file comments, and through Sept. 7 to file reply comments in matter of amendment of FM table of assignments, LaCross (Doc. 19533). Action Aug. 15.


**Renewal of licenses, all stations**


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


* KEWE(FM) Camarillo, Calif.—Broadcast Bureau granted mod. of CP for new station to extend commuter service to California and has amendments in ant. system; ERP 250 w; ant. height 340 ft; remote control (192.9) allowed. Action Aug. 11.

* KNXT(FM) Los Angeles—Broadcast Bureau granted mod. of CP for new station to extend commuter service to California and has amendments in ant. system; ERP 250 w; ant. height 340 ft; remote control (192.9) allowed. Action Aug. 11.

* KKSF San Ardo and Bradley, California—Broadcast Bureau granted mod. of CP for new station to extend commuter service to California and has amendments in ant. system; ERP 250 w; ant. height 340 ft; remote control (192.9) allowed. Action Aug. 11.

* KQFM-FM Malibu, Calif.—Broadcast Bureau granted mod. of CP for new station to extend commuter service to California and has amendments in ant. system; ERP 250 w; ant. height 340 ft; remote control (192.9) allowed. Action Aug. 11.

* KNQW(FM) Great Falls, Mont.—Broadcast Bu- reau granted mod. of CP to change trans., location to west of Highway 87 interchange north of Miles City; install new trans.; install new ant.; make changes in ant. system (inc. height); ERP 100 kw; ant. height 165 ft. Action Aug. 10.

* WMTM-FM Moultrie, Ga.—Broadcast Bureau granted CP to install new trans.; ERP 100 kw; ant. height 165 ft. Action Aug. 10.

* WMDH(FM) New Castle, Ind.—Broadcast Bureau granted CP to change frequency of VHF TV station from channel 8 (11.1-11.2) to channel 12 (112.0-112.1) and to make changes in ant. system (inc. height); ERP 10 kw; ant. height 150 ft. Action Aug. 10.

* WHAV-FM Haverhill, Mass.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; ERP 90 kw; ant. height 150 ft. Action Aug. 10.

* WBZA(FM) Bakersfield, Calif.—Broadcast Bureau granted extension of license for one year. Action Aug. 16.

* KSYS(TV) Medford, Ore.—Broadcast Bureau granted mod. of CP to change name to Liberty Television Communications Inc. and Siskiyou Broadcasters Inc. Action Aug. 16.

* W47TA Altoona, Pa.—Broadcast Bureau granted mod. of CP to extend completion date for UHF trans. from Aug. 8 to Aug. 16. Action Aug. 16.


**Translator actions**

* K11CC rural area of Checkboard, Mont.—Broadcast Bureau granted CP to Liberty Broadcasting for one year. Action Aug. 16.

* KOIDE Alma, Pleasanton, Glennwood and Mule Creek area, all New Mexico—Broadcast Bureau granted mod. of CP to license covering change in primary type of VHF TV channel to KOAT-TVF Albuquerque, N.M. Action Aug. 16.

**Other actions, all services**

* Chief of Complaints and Compliance Division of Broadcast Bureau informed Glenn J. Sedom Jr. general counsel of the President, that under political-scheduling law election day is included in 60 days preceding date of general election during which lowest-unit-rate change in is effect for candidates. Ann. Aug. 17.

**Ownership changes**

* Applications

  1. KRI(BAM) Mason City, Iowa.—Seeks assign- ment of license from Mason City Broadcasting Corp. to Radio Communications Inc. for $250,000. Sellers: Verna & Lamb, vice president, et al. Buyers: Carl Kenneth Kjeldseth, president (30%); Mert H. Oakes, vice president (19%); and Chesterman Co. (51%). Seller of controlling interest in KPAX-TV Missoula, KKLX-TV Butte, KOXK and KGW TV, all Montana. Buyers: Russell H. Matthias, president (75%) and William M. Matthias (25%). Russell Matthias is also owner of Meyers & Matthias, law firm, Chicago. Also is director and officer of numerous condominiums in Chicago area, including Makeyen Westside, Super- vised Investors Summit Fund Inc. Additional Income Fund (Chicago). Matthias is director and officer of International Computation Inc. (Washington, D.C.). This is also has various real estate interests in Chicago. Action Aug. 16.


* Announcements

  1. KVIL Radio Corp. and George C. Shuker (45.9%) vs. John H. Gifford (54.1%) for $365,000. Seller: Mr. Gifford is president of General Television Inc., CATV and microwave systems operator. Buyer: Mr. Papamichalis is general manager of KVIAM-FM. Action Aug. 15.

  2. KOOK(FM) Billings, Mont.—Broadcast Bureau granted assignment of license from Montana Network Television Inc. to Garr- owen Broadcasting System Inc. (99.96%), and Gar- owen Broadcasting System is owned by J. S. Sample (99.96%), and Garowen Broadcasting System is owned by J. S. Sample (99.96%), and Garowen Broadcasting System is owned by J. S. Sample (99.96%), and Garowen Broadcasting System is owned by J. S. Sample (99.96%). Seller: Mr. Sample is president, Mr. Sample is the controlling stockholder of Hungry Tiger Corp., equipment manufacturer, and controlling stockholder of Universal International Corp., equipment manufacturer, and controlling stockholder of Hungry Tiger Inc., restaurant chain, all in Los Angeles. Action Aug. 15.
Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 22. Reports include applications for permission to install and operate CATV's; changes in fee schedules and franchise grants. Franchise grants are shown in italics.

- Unincorporated areas of Highlands county, Fla. has had its permanent franchise agreement adopted by the county. Mr. Joe E. Ward proposes installation fee of $15 and monthly rate of $0.75 for service accounts 18 inches or over other classifications.

- Columbia, Md.—Radio Corporation of America has applied for franchise. Proposed system would provide for one-way and two-way transmission that could be used for burglar alarms, preference polling, bank depositing, and other devices. Initial fee of $70 and monthly rate of $5.00 to $7.00 have been proposed.

- LaPlace, Md.—CATV General Corp. has been granted a franchise in town council.

- West Brookfield, Mass.—Jack Pearl has applied for franchise.

- Springfield, Ohio—Continental Cablevision of Ohio Inc. has been awarded franchise. Monthly charge will be $6.

- Charleston, S.C.—Charleston Cable TV Co., Teleprompter Corp., of New York, and General Electric Cablevision Corp. of Summerville, S.C. have applied for franchises. All three firms propose monthly rate of $5.95.

Cable Television Inc. — a cable television company located at 14214, Box 14214, Box 14214, Mt. Vernon, Illinois. Ill. 62091.

Unusual opportunity for sales-oriented, pragmatic, ambitious young man to manage one of Ohio’s finest FM radio stations in one of the state’s richest markets. Present manager leaving to establish own agency. We have several applications, but want to make careful selection. If you are frustrated in your present position, have strong desire and talent and want to live and rear your family in one of America’s finest university communities, send complete resume (no phone calls, please) to: Mr. David L. Tabor, President, Portage State College, Box 163, Bowling Green, Ohio 43402. Do it now. This ad will not be repeated.

Radiotelecasting Inc.— a radio ad sales, experienced or well trained, to sell and service accounts for good, small market radio station located in South. Good working conditions and fringe benefits. Salary plus commission and car allowance. Send complete details. Box H-147, BROADCASTING.

Payable in advance. Check or money order only.

CopiesDeadline is Monday, for the following Monday’s issue: submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 530 E. 57th St., N.W., Washington, D.C. 20004.

Applicants for the positions are submitted, please send $1.00 for each package to cover handling charges. For help wanted, send $1.00 for each position.

Advertisements are accepted only from Cable Television Inc. — a cable television company located at 14214, Box 14214, Mt. Vernon, Illinois. Ill. 62091.

**RADIO**

In the west with multiple group. Excellent opportunity for sales manager experienced or capability to move. Excellent fringe benefits. See BROADCASTING for details.

**Help Wanted Management**

General manager for AM/FM New Jersey based operation. Must be sales oriented, good administrator, through knowledge of FCC rules. Send resume to Box H-217, BROADCASTING.

**SUCCESSFUL**

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**SALES**

Sales

Radio ad sales, experienced or well trained, to sell and service accounts for good, small market radio station located in South. Good working conditions and fringe benefits. Salary plus commission and car allowance. Send complete details. Box H-147, BROADCASTING.
Sales Continued

Salesman to train for sales manager opening in southeastern radio, TV, CATV chain. Excellent chance to qualify for future manager opening. Send resume, references and current photo. Box H-202, BROADCASTING.

Local sales manager. Aggressive salesman with 4 to 7 years experience to take charge of fully staffed territory. Must show willingness to take charge of full sales territory and build sales, preferably in the south. Excellent opportunity. Box H-205, BROADCASTING.

Sales manager, for $1 contemporary, 5000 watt full-time AM. Must have strong sales background and an understanding of cash profit sharing. Excellent growing, progressive eastern seaboard city. Box H-227, BROADCASTING.

Box 405, WIRA, General Manager, Sales manager. We're looking for a topnotch production man and one super jock. If you're good at all the above, write to Box H-405, WIRA, Radio Station. Box 638, Potts-Mansion, Chestertown, Md. 21620.

Top-notch production person and one super jock. Good pay, great station. Production guy to be good with voiceover and spot work. Send resume and rates of pay at box number. We'll rate you and give a call. Box H-184, BROADCASTING.

WIRA 50C in Stearns County, Minnesota. Full-service station. Excellent opportunity. Good pay with good benefits. Box H-225, BROADCASTING.

New RATES

Effective with the September 4 issue, Regular Classified Advertising Rates will be adjusted as follows:

**Situations Wanted**

- $300 per word*

**Help Wanted**

- $400 per word*

**All Others**

- $500 per word*

* $5 Minimum

With more than 1200 readers each week, BROADCASTING is by far your most effective classified buy. That's why you belong in BROADCASTING.

Technical Continued

Chief engineer, New York City. Directional full-time AM and FM. Send resume to Box H-224, BROADCASTING.

Coastal South Carolina. Chief engineer, experienced all phases studio and transmitter maintenance, proofs and construction. Non-directional AM and FM. Small market, excellent opportunity. Box H-225, BROADCASTING.

News

Immediate opening. "Take charge" news director. Small market hourly salary $5,000 and fringe benefits possi-
ble if you can do sales or sports. Write Box H-190, BROADCASTING.

Program director. MQR station in Florida. Experience necessary. Send resume and tape to Box H-224, BROADCASTING.

Program-production director for MQR formatted station in one of four largest Florida markets. Good facilities and market position. Immediate opening and opportunities for qualified P.D. Write Box H-271, BROADCASTING.


Production director needed for active university radio-TV department. Primary responsibilities with FM good music station and some work in TV production. Supervise student lab work. Must have BA or BS. Chance to work on MA in broadcast journalism. Equal opportunity employer. $480 monthly, 10 mos. con-

Situations Wanted, Management

Sickly sales? Listless listeners? 20 year veteran super-
sales GM with New York City experience will write you a fully-staffed Rx guaranteed to cure your coastal market ills. Double your traffic and audience and currently employed top-rated production oriented staff will give your market the exposure it needs. Excellent MOR & it's heard. Package: GM, PD, MD, firsts, news, production, class. Box H-222, BROADCASTING.

Aggressive general manager. Experienced take charge for far western market. Currently employed with 35M. Excellent, refer. Write Box H-540, BROADCASTING.

General manager. Experience in top 10 markets. Ac-
ccent on sales. If you're looking for teens and 18-24 pop music market, give us a try. We'll invest in you and give your market a chance. Excellent MOR it's heard. Package: GM, PD, MD, firsts, news, production, class. Box H-222, BROADCASTING.

New Morning man on top rated Florida station with con-
temporary-MOR format. Excellent market. Large. Must be a top station personality with a great natural sense of humor. Send audition tape, background, refer-
ces, picture, etc., in complete package for im-
mediate consideration to Box H-222, BROADCASTING.

Florida South Gulf Coast metro market need experi-
cenced morning man for contemporary format. 5,000 watt fulltime. Start $225 week plus talent remotes. Air mail tape and resume to Box H-269, BROADCASTING.

MOR personality who can entertain adults and young adults. Some TV possible if qualified. If your future concerns you, discuss the benefits of this top upper mid-
west leader. Box H-270, BROADCASTING.

If you're not worth $130 per week or more don't apply. Morning man. Must be the top producer of his format. Five figure salary plus override, plus benefits. Contact Mr. Mike Blumberg, General Manager, Radio Station WKEI, 203-521-1550, Hartford, Conn.

Sales manager: We want a dynamic street salesman to handle full sales. As sales manager, you must be the top producer of his sales force. Five figure salary plus override, plus benefits. Contact Mr. Mike Blumberg, General Manager, Radio Station WKEI, 203-521-1550, Hartford, Conn.

Sales manager for contemporary progranned FM in pleasant southern city. Salary plus comprehensive Excellent facilities, young staff. Good opportunity for experienced, successful salesman. Opening is immedi-
ate. WJHL wants you. Send resume, photo and letter of introduction to: Dave Stout, Operations Manager, Any time at this number only (317) 292-5618.

WKSS salaries exceeding, profitable opportunity for professional. Call Bill Hinds, The Mansion, Hartford, Conn.

Young, experienced announcer to learn sales and work into management. Immediate opening in one station market. Apply in writing to Great Scott Sta-
tions, WKSS, Broadcast Lodge, Box 638, Port-
town, Penna. 19664.

Announcers

We have: A large chain of radio stations; new con-
trol and production rooms, fully equipped; a great climate (central Florida); super working conditions; all things included, plus health insurance. We offer a 40 hour week and a progressive MOR format. The job is located in one of the most beautiful cities in the U.S. and the chance to live in a town of the South, and be able to talk to people, not at them. You have to be a good man to work hard at it. No prima donnas, please. Big voice not necessary. But a human voice must be. Let's talk. Let’s communicate. Write Box H-51, BROADCAST-

CASTING.

Top 15 market: Major MOR personality station look-

ing for a real communicator with something to say. We’re an equal opportunity employer with a great facility in a great market. Super stable situation, we need you if you’re great. Send resume and salary requirement to Box H-67, BROADCASTING.

Morning man top 40 chain station in eastern N.C. new station equipment. Experienced in air work and production a necessity. Send tape and resume. Also need experienced in new equipment. Box B-136, BROADCASTING.

Immediate opening for afternoon personality in mid-
west market. Starting salary $650 with addi-
tional earnings possible if you can sell or do sports. Usbath MOR format. Write Box H-191, BROAD-
CASTING.

Morning drive DJ to double as music director for fast moving rocker, East. $325 s week. Need tape, resume, references and latest pictures. Box H-203, BROADCASTING.

Morning man—for small-medium market northern Ohio AM/FM. Experience preferred. Tape-

ese to Box H-184, BROADCASTING.

One top-notch production person and one super jock. Good pay, great station. Production guy to be good with voiceover and spot work. Send resume and rates of pay at box number. We’ll rate you and give a call. Box H-184, BROADCASTING.

Morning man for medium market New Jersey AM/FM. Experience preferred. Tape-

ese to Box H-184, BROADCASTING.

Box 130, M.O.R. pop standard format. This is an important opportunity for the right person. Send tape and resume. Box 225, Kansas City, Mo.

Air personality who understands one-to-one communi-

cations for middle to older group. Send resume on a highly success-

ful MOR station. Send check, resume and salary to Bill Taylor, Program Director, WBOB, Box 1839, Orlando, Florida 32802.

Exceptional personality announcer wanted for number one station in fast growing Florida coastal area. We're looking for a man who wants to combine above aver-

age pay with one of the best stations in the country. Send resume and letter of introduction to: Bob Mitchell, Manager, WGVA, Box 584, Panama City, Florida 32401.

Upcountry town announcer for well established, popular station. Excellent readers each night. Good audition tape. Send resume to: WHMI, Fredrick, Md. 21701. Tel. 301-

602-2148.

Number One rated Beautiful Music Station wants beautiful voice for Midwest market station. Tape, picture, references. Send resume, photo, tape, resume, references and latest picture to Box H-226, BROADCASTING.

Local announcer wanted for leading station in leading market. Strong sales background and good qual-

ities needed. Send resume and tape to: WKBX, 585, St. Petersburg, Florida 33704.
Announcers

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.


DJ, tight board, 7 years closed circuit owner/operator, will plus voice, dedicated-enthusiastic-cooperative/creative. Ready now. Tape, resume. Box H-149, BROADCASTING.

Polished performer with solid academic and broadcast education announcer-DJ-newscaster-newswriter, 26 y.old former school teacher. Box H-190, BROADCASTING.

First phone, authoritative news, top salesman, 11/2 years broadcasting school including TV news, college. Young, smiling light rock or MOR. Box H-166, BROADCASTING.

 Oriented radio news anchorman midwest seeks change. Other major preferred, but would consider news sports or rock in smaller market. Box H-197, BROADCASTING.

Announcer, first phone, experienced, news, sports, will relocate. Box H-213, BROADCASTING.

Disc jockey-newscaster. Dependable, experienced light board man who can make music or news show. Prefer to do rock show. I'm creative, versatile, and authoritative. I'm aggressive salesman who can sell all advertisements. Box 150, BROADCASTING.

BC 4 years in major market FM, medium market AM, as personality, music director, traffic reporter, newsman. B-3, broadcast experience, third thing learned. Call 212-996-6551. Box H-215, BROADCASTING.

Washington-Baltimore-relocate 30-mile radius. Currently top 20 artist, Fine tunes, years experience. Contemporary, MOR, top 40, News (AP aware), flexible, capable, consider all. Box H-220, BROADCASTING.

Rob a cradle. 1 year. AM/FM/music/news, but I've been taught by #1 market pro and my fresh approach will hold your youthful audience if we both believe in numbers. H-223, BROADCASTING.

First phone, young, experienced, strong production. Box H-226, BROADCASTING.

Top 40 jack in early 30's with 1st. Looking for major market. Currently all night jack in top 100 market. Prefer daytime but will consider all replies. For tape and information write Box H-232, BROADCASTING.

Southwestern Michigan, college grad, 6 months experience, third endorsed, part time or fulltime, top 40 or MOR, (616) 349-64 color Box H-239, BROADCASTING.

$10,000 a year can get your station a dynamite contemporary top 40 jack. First phone, experienced. Send details to Box H-247, BROADCASTING.

Experienced all phases sports announcing radio/TV, young (27), college grad, seek heavy sports, top 50 markets, can lead or follow. Box H-251, BROADCASTING.

Country jack, first phone. Experience. Interested, let's talk. Box H-265, BROADCASTING.

Technical

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directional, proofs, construction. Age 27, married, BS-C, employed NE at 1st salary. Box H-153, BROADCASTING.

Chief engineer (announcer) experienced AM directiona l, FM Stereo/SCA. Wants challenge. Will relocate. Box H-107, BROADCASTING.

Chief engineer-announcer. Experienced, proofs, directionals, etc. Will relocate. Consider any location. Box H-249, BROADCASTING.

News

Young reporter with experience as news director, state capital correspondent, city bureau chief. Will move anywhere. Box H-114, BROADCASTING.

The time is now, 4 years experience in all facets of radio news-including national wire service. Presently at city one's number one station. Seeking an opportunity at facility where news is paramount. BA and first phone. Box H-166, BROADCASTING.

Young newsman wants to work and learn under real professional. College graduate with journalistic and political science background. Commercial and non-commercial experience. Third ticket. Box H-257, BROADCASTING.

Hardworking, young newsman seeks position in medium to major market. Good voice. 5 years experience. 914-783-6643 or Box H-262, BROADCASTING.

Five year pro: reports, writes, edits, files, compiles and authoritatively. Box H-266, BROADCASTING.

Need good newsman? Are you medium market? At small market now—ready to move up. Tape and personal interview will convince you. For live telephone audition 402-376-3446 before 8:15 A.M, or after 6:15 P.M. CDT. Also 11:40 A.M. CDT to 12:45 P.M. CDT or write Chuck Marsted, KHSV, Valentine, Nebraska.

Program director, three years experience, all play-by-play news, disc jockey. Call (516) 621-3583.

Program, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Rock program director with major market experience worked small or medium markets. Will relocate and raise a family. Good show, production, copy, knowledge of programming. First phone. Box H-170, BROADCASTING.

Program-operating director available, Medium market experience. Major market lock experience. Box H-199, BROADCASTING.

Ready for programming. Currently VJ-million market, MOR, oldie, top 40 formats. Super music knowledge, organization, promotion, knowledge of music. Box 349, BROADCASTING.

Box 312-1971, BROADCASTING.

Modern country programs. Heavyweight professional with successful major-market rating history. Top credentials. Seeking take-change opportunity with large market fulltimer. Write Box H-233, BROADCASTING.

Program director/announcer or promotion/announcer. Young, successful, aggressive, promotion-minded, 5 years AM/FM. Programming from progressive to easy listening with extensive production abilities. Knowledge of all types music. Newscasting/sporcasting and audio engineering skills. Ability to work and communicate with people. Fluor for position in any market. Box H-237, BROADCASTING.

Solid gold! Love to program it fulltime. Experienced 1 year with PD and all major market stations. Will claim at (317) 297-6900. Box H-245, BROADCASTING.

Program director of small market station and seven year broadcast veteran of larger markets seeks permanent position of music programming for either chains, public radio; independent stations with no air working required. Box H-246, BROADCASTING.

Copy-production pro. 20 years experience in small, medium and large markets. Mature voice. Winner of 3 national awards and many tape and production duties in studio; I'll give you original, creative spots that sell. Good under pressure... and fast. Prefer medium markets but town size second. Seeking job satisfaction. Married, 3 grown children. Wife and I free to relocate. Box H-251, BROADCASTING.

Country programer desires association with progressive market station. All markets considered. Box H-267, BROADCASTING.

ChicagO area, experienced 1 phone announcer for weekends and/or partime. 312-631-8811.

Low budget high quality program available for prestige advertiser. Ballads standards-regulars. Exclusive each market, Tenor and organ. Audition and details Box G-230, BROADCASTING.

Banner ad

40th FAIRFIELD Dr., Raleigh, N.C. 27606. 919-833-8478.
**Help Wanted Technical**

Medium size MSO is seeking a "take charge" engineer large established southern system. Must have min. 2 years technical experience in maintenance, layout, head and customer service and management of personnel. First class ticket preferred. Excellent working conditions and salary requirements to Box H-32, BROADCASTING.

Two FCC licensed, qualified engineers for rapidly developing MSO, The Midwest. Send resume to Box H-72, BROADCASTING.

Major West Coast independent cable TV engineering firm needs ambitious engineer who can handle people as well as hardware. Engineering degree highly desirable. Motivation essential. Send resume to Box H-81, BROADCASTING.

TV Engineer: Major midwest university needs engi-

nuer with 2 years tech training and 4 years mainte-
nance experience, to work with TR-705, TK-16E, as well as helical VTRs and CCTV equipment. Salary range $11,500-$16,500, 28 days vacation and good hours. Challenging opportunity exists for a chief engineer at Dallas-based UHF TV station. This position offers a wide latitude in programming assignments which can be handled by an aggressive and experienced individual. KBFI-TV, P.O. Box 7270, Dallas, Texas 75269.

Major market VHF in one of nation's fastest growing area is seeking Studio Technician. Requirements include: First 3 years experience, 6 month experience in television. Maintenance of all equipment, repair TV and radio, design and build new systems. Send resume and salary requirements in letter. Box C-75, BROADCASTING.

Caribbean Calling: West Indies Television Network is now accepting applications for the position of chief engineer. Please be prepared to install and maintain all VHF transmitters, STL and studio equipment. This call is for a "working engineer", with little requirement for theoretical or administrative skills. The island resort of St. Maarten offers a combination of magnificent beaches and an unspoiled year-round climate. Submit full resume and salary requirements to Donald H. Walden, Manager, Radio-Television Broadcasting, Sander's-Cul de Sac, St. Maarten, Netherlands Antilles.

Chief television engineer, UCLA has an immediate opening in our television division. Maintenance and operation of three studios must have knowledge of film and remote control. We are currently undergoing color conversion. Supervision, scheduling, planning. Salary range $12,000-$14,000. Reply to Box C-76, BROADCASTING.

Broadcast equipment sales. Gravco Sales, Inc., a sub-

**News**

Sports Anchor for large Southeastern market; must have sold sports background and several years experience as TV sports anchor. Absolute top salary possible to the qualified individual. Please send resume and photographs with application; you will be contacted if we desire video tapes or other information. Box C-138, BROADCASTING.

TV general assignment reporter-relief anchorman. Major market, group-owned, southwest station needs experienced general assignment anchor and relief anchor. Salary open. Box H-165, BROADCASTING.

News anchorwoman-21 news station, Upper Midwest, top market. Send resume and photographs. Both permanent and part-time. Box B-188, BROADCASTING.

Southeastern experienced TV weatherman wanted schedule will require working with a progressive news team filming and reporting other local news stories. Must have excellent personal appearance, conditions and benefits... send resume and salary requirement to Box H-37, BROADCASTING.

**Situation Wanted, Management**

Top pre seeks position as general or sales manager of a television station, coast to coast. Under 40 with 16 years of radio and television experience. Currently employing with a terrific track record. Box H-176, BROADCASTING.

Account Executive/Radio & TV Director—now buying, producing, filming, copywriting (including all work on 5 state department store account) at $75,000 plus agency, seeks management position with larger agency or station in the Southwest. Experienced 6 years TV production, 2½ sales, age 33. Present income high teens. VT samples of award-winning work and high sales (plus award winning hard sell) commercials on request. Box H-231, BROADCASTING.

Producer/director... excellent background currently in top 6 position. Excellent experience as production manager. Box H-233, BROADCASTING.

Rep/anchorwoman seeks position in medium or large market. Experienced both in radio and TV news as reporter, anchorman and editor on local and national networks. Young but mature. Excellent personal appearance. Personable, authoritative style. Degree in Broadcast Administration. Excellent paper clips. Box 512-0435 or 512-0433 after 6:00 P.M. Box H-260, B-8, BROADCASTING.

**Sales**

New York based research company needs syndicated sales representative. Excellent commission plan and conditions and benefits... send resume and salary requirements in confidence to Box H-218, BROADCASTING.

Sales manager available immediately. 160000 years, excellent track record AM and TV, National regional sales manager for 4 TV stations. No phone calls, even when national averages down 19%. Age increase up to 45%. Relocate. Box in Box 682, Tyler, Texas 75701. 214-592-0280.

Announcing

Announcer/news 1st phone: 26 years old; married; dependable, prefer Western states but all replies well- come. Jim Orate, 822 S. Harbor, Anaheim, Calif. 92805.

**Technical**

Seven years television final control operations, Southwestern station. Excellent resume and photograph. Box H-192, BROADCASTING.

Broadcast engineer seeks administrative opportunity with educational or commercial facility. B.S. degree, seven years experience, former director and photographer. Box H-192, BROADCASTING.

**News**

Television weatherman—personable, good appearance, medium market experience—BA degree—writing and directing experience. Potential anchorman and creative talent show host. References. Box H-104, BROADCASTING.

Experienced Black newscaster... presently working half million, seek TV position or Box H-172, BROADCASTING.

Experienced, dedicated professional offers solid, informative newscast. Have knowledge and the ability to share it. Eastern, or west preferred. Box H-253, BROADCASTING.

Thoughtful pre with something to say seeks major market editorial position. Has political experience. Award winning news background. Box H-234, BROADCASTING.

**Programing, Production, Others**

Young woman—B.F.A. and M.A. in film and television production. Experience on air, producing, directing, and writing. Excellent references. Box H-282, BROADCASTING.

Operations Manager—31 years old, over 11 years ex-

perience, to relocate. Vince Blixton, 21472 South- wick Road, Pittsburgh, Pennsylvania 15236.

Art director for TV specials, full range of top quality award class graphics by experienced pro. Reply P.O. Box 9814, Chevy Chase, Maryland 20015.

Cameraman, production assistant, 24, experienced. Any phase production in TV (or cable). BA in mass communication or related field. Send resume to Box 120, Philadelphia, Pa. 19122.

Experienced in most phases of TV production. Wish to relocate northern California or Colorado. John Zoller, 2084 Jersey Ave., Westwood, Calif. 90700.

WANTED TO BUY EQUIPMENT


Use cans, turntables, cartridge playback machines, and accessories to equip small studio. Send details and prices. Chief Engineer, WPFR, Baltimore, Mary-

land 21218.

We need (2) 10'- dishes 2500 watt MC with radiators: also 1-5/8' inch transmission line. Contact phone 618-233-792 Chief Engineer.

FOR SALE EQUIPMENT

Helix-x-ray reflex. Large stock—bargain prices—tested

and certified. Write Cur, WPFR, Laredo, Texas 78040.


Complete broadcast mobile unit with 2 RCA 1X-3 camera, zoom lens, 2 syn. gen., audio, etc. Ready to roll. (312) 738-1022.

**FOR SALE EQUIPMENT CONTINUED**

RCA BTA-5F KW AM transmitter, excellent condition. Hy-Power Electronics, Dallas, Texas. (214) 272-5567.


For Sale: RCA 250 X transmitter, 250 watt, A pair of B-10’s driven by a B28, plate modulated by 828’s. Dimensions: 27” x 17” x 14” deep. Each unit complete with 20 position panel, Has its own VU meter, 1 Time clock for automatic insertion of commercials, weather or special music. Above easily adapted for stereo, comes in standard 14 inch racks. Complete manuals and schematics. GE console in excellent condition. Color coded switches ... twin VU meters ... 2 complete power units. 1 console table with builtin remote switches for turntables audition circuits and microphones, complete with cable and plug-in modules 150 hours blocked program music, including dinner, big band, Variety, light classical. This is a complete automation system for either a radio station or SCA or cable operation. Can save thousands of dollars. F.O.B. Orlinda, Calif. Come see it. KGIP Radio, 506 American Bank Building, Odesa, Texas. (915) 337-6262.


Ampex Mark Ten video heads—excellent condition, completely refurbished. $2000.00 each. Call (404) 635-4353.

Ampex Velocity Compensator—for 1200 series, excellent condition. $6500.00. Call (404) 636-4363.


Sparta 600CP & 600CP-RK stereo cartridge playback and recorder both with 1500h. & 8 khz. You can use. One year old. Excellent. KZET (FM) Box 2755, Santa Rosa, California 95405. (707) 528-4343.

VR-1100 used video signal system complete including Mark X head, $1,955. 409-739-4626.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Min. Vlwl, Calif. 94404. 408-739-9740.

**INSTRUCTION**

Earn Electronics Degree mainly by correspondence. F.C.C. license preparation included (optional). Accredited, California College of Broadcasting, 2450 E. 88th St., Los Angeles, Calif. (213) 894-3201.

First Class FCC license theory and laboratory training in six weeks. Be prepared ... let the masters in the nation's largest network give you 100 plus lessons. Approved for veterans and accredited. Grantham School of Broadcasting, 100 New Hampshire Ave., N.W., Washington, District of Columbia 20037.

Instruction Continued

Elkins in Nashville***, 2106-A 8th Ave. S.


Elkins in Seattle**, 4011 Aurora Ave., N.

Elkins in Colorado Springs*, 223 South Nevada Ave.

Elkins in Los Angeles**, 11750 School Mead.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis**, 1363 Union Ave.

**MODERN COUNTRY MORNING DRIVE**

One of the top chains in the country is expanding again. We are looking for a high caliber, stable personality to work in one of the top 20 markets. Send tape and resume to:

Boyd Dayton ... KROX Radio ... 9500 McBride Rd., Dallas, Texas 75238.

**HOCKEY**

Play-by-play announce for Cincinnati Swords over 50,000 watt giant. Can you cut it?

H.G.S. Sports

2504 Queen City

Cincinnati, Ohio 45238

**NEWS**

Announcer

Radio Drive Newsman

A leading station in a top 20 market (located in the Southwest) is expanding its news staff. If you are energetic, articulate, write well, can evaluate news and deliver it well, send tape and resume to:

Box H-264, BROADCASTING

**SITUATIONS WANTED**

Programmer/Consultant

One of the heavies since 1957—now national P.D. small & medium-market, multi-station group—wants return to major-market position or G.M. slot. Small or medium market. Good track record. References. Reply in confidence to:

Box H-261, BROADCASTING

**ANNOUNCERS**

Major Market/MOR Personality

Super daytime enterntainer ready, for connection with outfit that wants ratings now capable professional with top background.

Box H-256, BROADCASTING

**NEWSTATION ADV.**

Available now for stations in the Midwest to men and women with thorugh and professional training in the fundamentals of radio. For auditions and resume, write to:

ANNOUNCERS, 1726 SOUTH SENECA, WICHITA, KANSAS 67213

49
Situations Wanted

Announcers Continued

50,000 Watt free-fance announcer seeking staff position in a similar situation. Adult rock, contemporary or classical formats. M.A. in music, impeccable references. Steve Sullivan, 18-A Allen Dr., Saratoga Springs, N.Y. 12866. 518-584-5623.

Programming, Production, Others

SOLID AIR PERSONALITY Currently five years in metro southwest MOR seeking new challenge and opportunity. Have worked all formats over 18 year career. Background includes PD, news director, regional network sports and play-by-play, remote TV weather and staff, newspaper, journalism sales, and the works. College Grad. Family. I'll DO THE JOB. Box H-241, BROADCASTING

Help Wanted Management

MANAGEMENT Our TV and Radio station clients, including several major groups, are constantly looking for exceptional young management talent in the $10,000 to $40,000 salary range. If you are currently a General Manager, Sales Manager, or salesman and would like to be contacted when openings occur that fit your qualifications and career goals, send resume to: RON CURTIS & COMPANY, O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. RESUMES WILL NOT BE SUBMITTED TO CLIENTS WITHOUT YOUR APPROVAL. NO FEE.

Situations Wanted Management

GENERAL MANAGER Available for UHF station in top 25 markets. Experienced—sales pro—profit oriented. Competent—excellent references. 40 year old enthusiastic take-charge individual looking for big challenge with $5 to match. Box H-242, BROADCASTING

Business Opportunity

NATIONALLY SYNDICATED TV SERIES for sale. 130 color Hi Band videotaped programs. Masters plus one set of dubs. Daily women's series featuring nationally known star. Very reasonable price. Address inquiries to: Box H-248, BROADCASTING

FOR SALE Stations

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1. ARIZONA, Priced at one and one-quarter gross. Profitable $100,000. $25,000 down.
3. SOUTHEAST, Exclusive AM-FM. Illness forces sale. $135,000. Terms.

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SITUATIONS

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CASA GRANDE, ARIZONA 85222
602-436-2792 COLLECT

Broadcasting Aug 28 1972
One of the hardest working whiz kids in radio: RKO's Bruce Forrester Johnson

Bruce Johnson is the current boy wonder of Los Angeles radio. Well, at 37, maybe no longer a boy—but more surely the reigning local phenomenon. In the last two years he has turned two stations, with drastically different programming formats, from losers into money-makers.

Isn't that the name of the game in station management? RKO General apparently thought so. Last month, Mr. Johnson, only several years removed from relative obscurity as a radio time salesman, was named vice president of the RKO General Radio Division with responsibility for the division's 12 radio stations, as well as the six nationwide offices of RKO Radio Representatives.

"I'm happy to be here," is Bruce Johnson's not surprising reaction to his latest move. "It's where I always wanted to be—a job similar to this. Believe me, it was no accident, I've spent 20 years preparing."

His big break came in 1970, when ASI Communications Inc., having acquired KFAC-AM-FM Los Angeles, searched for a manager to turn the failing classical-music properties around. Bruce Johnson was plucked from the sales ranks of Metro Radio Sales and given command of his first stations. In a year's time he claims to have reversed a 1969 operating loss of some $80,000 into a $300,000 operating profit.

The KFAC success took him back to the Metromedia fold as vice president and general manager of the group's long-suffering Los Angeles AM outlet, KLAC. According to Mr. Johnson, KLAC, by the time he took over (then newly switched to a country-music format), was losing $80,000 to $100,000 a year. He was with the station only through four quarters, yet claims to have almost immediately doubled its billings and more than doubled billings through his last six months with the station. By the time he left in July, his projections indicated that the station, which lost $700,000 last year, would make more than $500,000 this year.

What turns floss into gold? "Audience involvement" is Bruce Johnson's principal explanation. "I've always been a stickler for getting involved with the audience," he says. "And I don't mean just through the mail or by phone—I mean get out among them much in the same way the old time politicians did. I insist that our station personnel and especially the air personalities get involved on a one-to-one basis. I don't think we can program effectively unless we really know what is going on in the community."

At KFAC he put this philosophy to work by forming a listeners' organization to promote live concerts, established a theater and club operation that featured live classical-music talent, promoted travel programs for listeners, set up an art gallery on station premises, started a classical-music magazine. There is more, of course, to Mr. Johnson's seeming success with station management. At KLAC he trimmed and reorganized staff, made changes in sales and program management, introduced a goal-oriented philosophy.

On a programing level, he believes in basics, of not trying to be all things to all people. At KFAC he eliminated semi-classics from the playlist, making listeners to be assured they were listening to a pure classical station. At KLAC, where evidently there was some belief that country music had to be slick and smooth to appeal to Los Angeles audiences, he opted for a straight country sound and country personalities.

People—"an elite corps of professionals"—are at the root of Bruce Johnson's operating philosophy. "I look for the achievers," he says, "the hard-working, disciplined people with drive who not only want to better themselves but also the people around them. I believe that people are the only asset a company has."

Those descriptions, above all, fit Bruce Johnson himself. At the University of Southern California, as an undergraduate, he was, among other activities, chief announcer for the student radio station, columnist for the university newspaper, president of the telecommunications fraternity and a member of the varsity baseball team. At the KFOL stations in Phoenix, his first job after graduating from USC, he signed on as a booth announcer at 6 a.m. (as he tells it), rode the board until 9 in the morning—writing on-air promotion spots between breaks—did a combo shift on radio between 9 and noon, sold time until 3 in the afternoon, was back on radio until 6, did live TV spots at night and on weekends. While in the Army, stationed in Washington, he found time to work at night for WTOP-TV, first as a switchboard operator, later as a TV director, and on weekends as an announcer for WFXA(AM) Falls Church, Va.

Now that he's climbed well up on his mountain, what is Bruce Johnson going to do? The RKO General radio properties, for the most part, are winners, not losers in the list of a month ago. KFOL(AM) New York, KJH(AM) Los Angeles, KFRC(AM) San Francisco, WRKO(AM) Boston, WHBO(AM) Memphis, all contemporary music stations, all are at the top or near the top of their market competition.

The FM stations—now in the same markets as the AM stations—are in for a shakeup. Diversification and change are to be the keynotes. WHBO-AM Memphis and WRKO Boston will be sold. WCAP-AM Detroit, WKFM Chicago and WXY Fort Lauderdale will be acquired. Individual identities will be established, through separate call letters, for WOR-FM New York and KHJ-FM Los Angeles. The program formats of KHJ-FM and KFRC-FM will be changed.

All of this leaves out WQMS-AM-FM, the classical-music stations in the Washington, D.C. area, which Mr. Johnson says have been having troubles. But Mr. Johnson's presence has already been felt there as the station underwent personnel changes late last week (see page 7).
Editorials

Who's on first?

It's getting harder all the time to figure out what kind of format-change proposal will get by the FCC in a station transfer, as the proposed buyers of KFSD-FM (formerly KOGO-FM) San Diego have discovered to their disappointment.

As reported here a week ago, the Kelly brothers of Sacramento, Calif., decided against buying their way into a hearing. They let the contract run out on their proposed acquisition.

In that case the FCC, responding to a protest by local citizens, said a hearing would be necessary to determine whether the change that the Kellys proposed from classical music to contemporary would serve the public interest. The protesters had asserted that the change would eliminate the city's only classical format. By implication, the FCC was saying that San Diego is entitled to at least one.

Only a few weeks earlier the FCC had approved a transfer of KBTR(AM) Denver to Jack Roth, a group owner based in San Antonio, Tex., and the change of that station's format from all-news to country-and-western music. Mr. Roth had shown that other stations were providing Denver with comprehensive programs of news. Here the FCC was implying that an all-news commitment may be abandoned if news in reasonable supply is available piecemeal on other stations.

The inconsistencies in those two cases raise obvious questions about FCC judgments, but of even larger consequence is the question of whether the FCC ought to be dealing in formats at all. We think it ought not to be.

It would be nice to believe that the FCC might be ordered out of that business by the courts, to which the Denver approval has been appealed by the citizen groups and the rival station that originally protested Mr. Roth's change from news to music. Chances are, however, that no matter how that case is ultimately decided, the commission's authority to consider formats will itself be left undisturbed. As with so many other inequitable developments now confronting broadcasters, this situation needs correction by changes in the basic law.

Feeders at the trough

One of the key figures in the surgeon general's million-dollar study of television and violence has had some second thoughts about the massive report he helped produce. He feels the report was misinterpreted by most media initially, and by this magazine throughout, as unduly minimizing TV's role in aggressive behavior. But he also feels, now, that the case against TV is far from clear.

The man is George A. Comstock, who left the Rand think-tank to become senior research coordinator and science adviser to the surgeon general's scientific committee during its two-year study. Now back with Rand in its Washington office and presumably free of some of the pressures that attended production of the five-volume report (Broadcasting, Jan. 17), Dr. Comstock has produced a paper of his own, "Television Violence: Where the Surgeon General's Study Leads." Coming from a man considered a hardliner by some of his committee associates, the paper contains some remarkable assessments:

"The central question of the role of televised violence in aggressiveness among the young cannot be taken as fully resolved. The most justifiable interpretation of the evidence presently available is that televised violence increases aggressiveness. The case, however, is not beyond reversal."

"At present, understanding of the phenomenon now given the stamp of scientific verisimilitude is remarkably slight."

"Acceptance of the causal hypothesis rests on the consistency of the findings of these varied studies [considered by the committee]. The components taken separately are less convincing."

Despite all these caveats, Dr. Comstock keeps saying that the evidence "at present" indicates "clearly" that "televised violence contributes to aggressiveness among the young," and what he suggests is still more research. That hardly comes as a surprise from a professional researcher who is in the employ of a research firm.

Now that Dr. Comstock's own re-evaluation of the original report has been circularized, it is more evident than ever that the government has no business spending any more money to follow up a study that, despite its huge scope and expense, is still subject to changing interpretations.

Hebert by the tail

Representative F. Edward Hebert (pronounced ay-bear) (D-La.), a former city editor of the New Orleans States, has torpedoed legislation to redress the wrong perpetrated by Congress a year ago in preventing the purchase of broadcast advertising for armed-forces recruiting. He has done this out of pique over the CBS-TV documentary, The Selling of the Pentagon. Mr. Hebert, militantly military, has never forgiven the network for suggesting that the Department of Defense contained human frailties.

In the past year, since the broadcast media were frozen out of the department's advertising budget, recruitments have lagged. Those big-space ads in magazines and newspapers just haven't delivered. The lost revenue, along with the banned cigarette business and the hard-liquor advertising that broadcasters voluntarily reject, have bloated national lineages in newspapers and consumer magazines.

Congressman Hebert's avowed purpose is to hit the networks, which are undeserving of such reprisal. Actually he is striking at thousands of radio and television stations which, in the smaller markets at least, hunger for such business.

Broadcasters would be justified in rejecting military-recruitment PSA's as long as the military services are buying advertising in competitive media. This is the time to hold the line.

"Your summer replacement turned out far better than we expected. Next summer, however, we hope to have you replace him."
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