Just before the 1972-73 season begins—agencies see few new hits; specials may make the year

Four black KPRC-TV news reporters comment on how it was, how it is, and how it's going to be, if you are black, in Houston. Where people keep an eye on us. KPRC-TV
Henry the VIII & That Girl are living together!

You wouldn't think they had anything in common but Henry and That Girl are part of the KTVU Family for Fall.

We have a whole houseful of great people to spring on the San Francisco-Oakland Market in the 1972-73 season. Elizabeth R and Elizabeth Taylor, Marlon Brando and Woody Allen, Giants Baseball and Warrior Basketball—and lots more. All under one roof: KTVU.

Northern California viewers will be looking at the greatest line-up of entertainment we've ever had. Everything from That Girl to Henry VIII.

We believe it's going to be a meaningful relationship.

Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U.S. AIR FORCE

KTVU
Channel 2 for all Northern California
Johnson's KTBC-TV sold to Times-Mirror.

A 'ho-hum' network season is what big buyers see ahead, according to Broadcasting canvass; hope for distinction may rest with specials. Agencies' consensus: Proved winners will stay on top; 'Bridget Loves Bernie' is best newcomer.

American Motors plans to step up its spot broadcast buying.

Spot TV enjoys strong second quarter in what shapes up as a banner year.

Wells, Rich, Greene agrees to acquire Gardner Advertising; Interpublic/Campbell-Ewald merger wins boards' approval.

Women's-rights groups challenge WRC-TV license.

Broadcasters puzzle over film trusts' $215-million lawsuits.

Nixon says a President should never debate his challenger, but he's not ruling out a possible Agnew-Shriver match.

Media committee finds fault with Ervin-Pearson news bill.

Jim McCaffrey: performing double duty for advertising.
"When I suggested to the staff that we try out other cartridges, they were unanimously against it."

Ernie McDaniel, Director, Technical and Broadcast Operations, WCBS Newsradio 88

"We're an all-news station. Cartridges are one of our basic tools. A substantial portion of our programing is on carts.

"We've got to be able to depend on them.

"We use Audiopaks exclusively. Our people prefer them.

"A few years ago, we had a problem with cartridges. We talked to the Audio engineers. We worked with them to come up with the present Audiopak. We're happy with it.

"With a weekly audience of 2,355,800 (according to the latest ARB), we'd better have dependable cartridges."

New Audiopak® A-2 Broadcast Cartridges
Point spread

Worth of one Nielsen network-TV rating point will go up to at least 633,000 homes in 1972-73 season, and may go up more. Based on preliminary Census Bureau data, A. C. Nielsen Co. has tentatively pegged U.S. TV homes at 63.3 million as of Sept. 1, up from 62.1 million or 621,000 per rating point in 1971-72, but is said to be reviewing further census data to see whether 1972-73 estimate shouldn't be revised upward, perhaps to 63.6 million. Some broadcast researchers think 64.6 million would be justified.

Employment bureau

FCC Commissioner Benjamin L. Hooks has completed draft of proposal designed to aid commission in dealing with equal-employment problems within industries it regulates. Plan was outlined in memo to Chairman Dean Burch last week. Major recommendation calls for establishment of five-man board with exclusive assignment of investigating citizen complaints, examining affirmative-action plans and making recommendations to commission. It would also act as liaison between FCC and other government agencies, notably Civil Rights Commission and Equal Employment Opportunities Commission.

Proposal, which was discussed in detail by Messrs. Burch and Hooks last week, will be circulated among other commissioners this week and could get consideration at meeting this Thursday (Sept. 7). Economics could come into play in ultimate disposition of proposal—which would involve hiring or prom-otion of several high-salaried employees (perhaps including super grade), for whom no funds are available in present FCC budget.

Statement

Soviet Union's bill to U.S. TV networks for their use of its television facilities during President Nixon's Moscow visit last May is believed to be about $700,000. That figure includes approximately $525,000 reportedly charged to NBC as pool producer, to be divided among three networks. Counting share of pool costs and Russian charges for unilateral service to networks individually, each network's Soviet bill is thought to be about—probably slightly over—$200,000.

New CPB faces

Chairmanship of embattled Corporation for Public Broadcasting being relinquished by Frank Pace Jr. will go to Thomas B. Curtis unless there's hitch. Administration sources last week were making usual check on former congressman from Missouri, who previously had been named by President Nixon as public member of CPB (Broadcasting, Aug. 14).

Among those now being considered for presidency of CPB to succeed John W. Macy Jr. is Henry Loomis, 53, deputy director, United States Information Agency, and former chief, Voice of America. While no question is raised as to Mr. Loomis's qualifications, since he has served in high policy posts in intelligence, research and education in between private business ventures for more than two decades, there is expressed concern he might be disposed to make CPB sort of domestic Voice of America.

Fortuitous Fallout

Though ABC-TV is considered sure to lose at least $1 million on its seemingly nonstop coverage of Olympic games (Broadcasting, Aug. 21), there are side benefits that could largely offset that loss. They stem chiefly from ratings, which to extent yet available—Nielsen overnight in New York and Los Angeles—are not only dwarfing CBS's and NBC's (story page 30) but also running much higher than projected 35%-36% share on which coverage reportedly was sold. For first four nights, Olympics averaged 53% of total TV audience in Los Angeles, 49% in New York.

ABC is, of course, concentrating its new-season promotion within Olympics coverage, which will include all prime-time hours on 17 nights. If ratings hold up, ABC will have had audience of unprecedented proportions for new-season promos, and, since Olympics end night before 1972-1973 season begins, that audience will go into new season with two-week-long "habit" of tuning to ABC stations.

New frontier

Individuals close to Country Music Association, Nashville, trade organization of record, artist, music-publishing and broadcasting interests, have been scouting around New York market for several months in search of radio station to buy as outlet for country music. At present, there is no country station in metropolitan area. Sources say group may settle for FM outlet, perhaps by end of year.

Making waves

With summer hiatus over, there's revival of jockeying for status in FCC's top engineering echelons. Project to consolidate Field Engineering Bureau and Safety and Special Services is being resisted by Curtis D. Plummer and James E. Barr, respective chiefs, who have tenure going with them. Candidate for directorship, if consolidation goes through, is Raymond E. Spence, chief engineer, who reportedly would want to carry with him major policy functions of his present office.

There's vacancy also in post of deputy chief engineer created by death of Saul M. (Whitey) Myers (Broadcasting, Aug. 21). Slated for retirement is veteran engineer Daniel Jacobson, assistant to Commissioner Richard Wiley. In parlay that would be touched off if Field Engineering and Safety Special are merged, half-dozen internal moves might be in offing. Among those regarded as likely prospects for promotion are C. Phyll Horne, chief of frequency allocation and treaty division; A. Prose Walker, chief of amateur branch, and Harry Fine, chief, research division.

Music man

Richard S. Stokes, vice president of Evening Star Broadcasting Co. and general manager of its WMAL-AM-FM-TV in Washington, will be newest director on Broadcast Music Inc.'s board. He has been designated to take seat formerly held by Frank Gaither, executive vice president of Cox Broadcasting Corp., who resigned BMI directorship because of pressure of other business.

Suitcase remote

Bomb scares might have induced revival of FCC interest in emergency remote-control of broadcast transmitters suggested by licensee year ago. FCC has asked Plough Inc., Memphis-based group owner, for more information on availability of "suitcase" unit that would activate transmitters using modified garage-door-opening equipment in citizens' band. L. S. Stevens, Plough vice president-engineering, proposed plan year ago after Plough stations in Boston had been threatened. While Plough's stations, all in major markets, are AM and FM, remote method is also regarded as adaptable for TV.

Plough's initial proposal (July 14, 1971) stressed safety of personnel as first priority to enable evacuation of personnel from threatened areas. Also plan would augur minimum change in regular format, and prevention of unauthorized use. Procedure was outlined in letter from Plough's Washington attorney, B. Dwight Perry, who is preparing additional data.
Johnson family sells Austin TV

Times-Mirror sells another station in Texas with KTBV-TV; deal was prompted by cable crossownership

KTBV-TV Austin, Tex., principally owned by wife and daughters of former President Lyndon B. Johnson, was sold Friday to Times Mirror Co., Los Angeles, for between $8 million and $9 million. Sale is subject to FCC approval. Johnson family will retain KTBV-AM-FM and other Texas Broadcasting Co. interests, which include 50% of Capital Cable Co., serving Austin.

Mrs. Claudia T. Johnson, former President Johnson's wife and herself 53% owner of Texas Broadcasting, said she and her family had elected to sell TV station because of FCC's mandate requiring divestiture of jointly held TV-station and cable properties in same market by August 1973.

Times Mirror moved into Texas three years ago with acquisition of KRLD-TV Dallas, along with Dallas Times Herald. Call letters were changed to KDIF. Times-Mirror, which runs Los Angeles Times, is diversified company.

KTBV-TV began operation in 1952. J. C. Kellam, president and general manager and minority stock holder, and Tom Johnson, former press secretary to President Johnson and executive vice president of station, are expected to stay with KTBV-TV.

Texas Broadcasting owns 50% of KBTX-TV Bryan, Tex.; 75% of KNAL(AM) Victoria, Tex., and 25% of KXII-TV Ardmore, Okla., and of KLXY-TV Lafayette, La.

MNA's make it CBS

It was CBS, ABC and NBC in that order—but by only one-tenth of rating point in each case—in Nielsen 70-market multitalker-area ratings on head-to-head TV coverage of Republican national convention last month (Broadcasting, Aug. 28). MNA figures, out Friday (Sept. 1) showed that in periods of three-network common coverage, totaling seven hours, CBS has 9.3 rating and 34 share, ABC 9.2 rating and 33 share, NBC 9.1 rating and also 33 share. ABC's abbreviated coverage help it into lead in averages reflecting each network's total coverage, however. Its 9.2 average rating for seven hours was followed by 7.0 for CBS's 19 hours of convention coverage and 6.7 for NBC's 18.25 hours.

Rescue mission

KFTY(TV) Santa Rosa, Calif., UHF which two weeks ago blamed FCC inaction for refusal of cable systems in its area to carry station's signal (Broadcasting, Aug. 28), got fast relief last week. Commission's Cable Television Bureau granted 10 cable systems in Santa Rosa area waiver of filing requirements for certificates of compliance. Bureau told systems, owned by Viacom Communications and Cablecom General Inc., that they could commence carriage of KFTY footwear service certificate later—30 days later, to be precise. Storer Cable TV Inc., which operates 10 more systems in KFTY service area, was given like authorization week earlier.

Getting on cables was described as life-or-death matter for KFTY. Most homes in its area are wired and without antennas that can get station off air. Station started operating Aug. 19.

Everybody's in the act as stations in D.C., surrounding states come up for license renewal

Friday (Sept. 1) was deadline for filing petitions to deny license-renewal renewal applications in District of Columbia, Maryland, Virginia and West Virginia, and challenging citizen groups responded in force. Hardest hit area was District of Columbia, where all four VHF stations and several UHF facilities were attacked. Stations in Baltimore and Richmond, Va., did not escape unscathed, however.

Challenge to four Washington VHF's was filed by group of influential suburbanites, representing Maryland counties of Montgomery and Prince Georges. They said station's attention to needs of those areas is so inadequate that commission should either take steps to correct situation or deny license renewals.

Group, calling itself Aligned Citizens United for Television Equality (ACUTE), said stations' obligation to serve entire metropolitan area cannot be met by focusing on city alone, because suburbs are no longer just "bedroom communities." Said ACUTE, "What were essentially rural communities have developed into a highly urbanized society whose people have different needs, problems and interests from the residents of the so-called central city of Washington, D.C.

"ACUTE monitored WRC-TV (ch. 4) and found only 3.2% of its local news devoted to Maryland events; it also said WTTG(TV) (ch. 5) averaged less than two minutes of Maryland coverage on its nightly hour-long news broadcast. Evaluation of WMAL-TV (ch. 7) and WTOP-TV (ch. 9) showed similar inadequacies, it said.

Organization is composed of area civic and political leaders; its chairman is Newton I. Steers Jr., state senator from Montgomery county.

Group of Washington petitioners, operating as "Communications Coalition" but also representing several existing organizations, took aim at no less than 14 area television and radio stations. They charged stations with discrimination and said commission should either take steps to correct it or deny renewals.

Cited in petition were WRC-AM-TV, WTTG(TV), WMAL-AM-FM-TV, WTOP-AM-TV, WJCA-TV, WETA-FM-TV, WWDC-AM-FM, WASH(FM), and WGGY(FM). Among opponents were representatives of Washington Urban Coalition and Urban League, and Black Efforts for Soul in Television. Petition was prepared by Albert H. Kramer of Citizens Communications Center.

Coalition said it would not ask that stations approach racial composition of Washington itself, which is 71% black, but it said stations ought to at least match market percentage of 25%. Not only do 14 stations fail to do so, coalition said, but they have failed to initiate strong affirmative action programs as required by law.

WRC-TV, NBC-owned facility, was hardest hit by last week's round of filings. In addition to challenges launched against it on Friday, station was object of petition filed day before by 10 women's groups (see page 22).

Stations in Baltimore, 50 miles to north, fared much better. Only one petition to deny was filed against station in that city, WMAR-TV (ch. 2). Petitioner, Citizens Concerned About Communications, accused station of "completely overlooking" particular needs of Baltimore blacks, who make up 48% of that city's population. WMAR-TV, petitioners contented, did not adequately ascertain needs of black community, failed to allocate "more than an insignificant portion" of its programing to "issues of particular significance" to blacks, and discriminated in employment against members of that race. In addition, they claimed, station did not "convey consistently authentic ideas about the particular heritage, tradition, beliefs, lifestyle and other elements of the black experience."

In another filing, 17 of 24 broadcast stations in Richmond, Va., were hit by petition aimed at halting alleged employment discrimination. Petition was similar in nature to brief filed against 14 Washington-area media. It was filed by six citizen groups, including Richmond chapter of National Association for the Advancement of Colored People. Petitioners asked commission to act immediately in establishing inquiry to determine cause and effect of alleged "marketwide discrimination" in Richmond, city which is 42% black. They claimed that only 11 of 17 challenged stations' 356 total employees are black, that four of those stations have no black employees at all, and
that 41% of those facilities have no blocks in "non-menial" positions.

Stations named in petition are WTVR-AM-FM-TV, WIVE-AM-FM, WRXL(AM)-WRLN(AM)-WRLS(AM), WEEZ-FM, WYLD(AM)-WIKI-FM, WROM(AM), WIXI(AM), WLER(AM), WRVA-AM-FM, WBBT-TV and WXEX-TV.

It was also reported that last-minute petition was filed against WHS(AM) Bluefield, W.Va. No details were available, however.

No grand plan, networks say, for exactly equal time for presidential candidates

Network-TV sources denied reports published Friday (Sept. 1) that there is "industry plan" to make "equivalent time periods available" to Republican and Democratic presidential nominees on organized basis. Existence of such plan was claimed in course of long story on Nixon/McGovern campaign strategies in The New York Times.

CBS and NBC sources said they were working in different ways to make time allocations as equitable as possible, CBS by doing "exactly what we did in 1968," NBC by refinining its 1968 plan somewhat. ABC officials directly involved in political-time policies were out of town and could not be reached, but other ABC sources said they were sufficiently aware of that network's approach to know it tries to insure fair allocation of time periods bought by parties.

Compared, starting last spring, "inventory" of time units that would be made available for sale to candidates. After that was completed, it asked both parties to send representatives to specified date. On that date, "one party sat on one side of a table, the other party sat on the other side, we gave both sides a copy of the inventory and then we flipped a coin," one key CBS executive said. Winner of coin-toss picked one unit on inventory list, then other side picked next, and choices continued to alternate. Same procedure was followed in 1968, CBS said, and, also as in 1968, when choices had been made, each party was given week to review its selections, see how they fit into over-all campaign strategy and get back with firm orders.

CBS sources declined to say which or how many units had been either offered or chosen. Although President Nixon's campaign committee also declined to provide them in its first show, Senator McGovern's committee said that CBS will sell the Democrats five-five prime-time blocks and four one-minute blocks from Sept. 12-29.

NBC sources said they, too, prepared over-all inventory of time that would be available and mailed duplicate copies to Democrats and Republicans, asking each party to specify its "preferences." From those, NBC will undertake to allocate time "equitably" but will not guarantee absolute balance to extent that spot for one party in one time period would always be balanced by spot for other party in same show following week. Biggest distinction between this approach and one in 1968, according to NBC sources, is that in 1968 inventory of availabilities was not distributed jointly to two parties.

Another McGovern effort at debating President falls on deaf ears

NBC last Friday (Sept. 1) turned down request by Senator George McGovern (D-S.D.) for one hour of time this week for debate with President Nixon on tax-reforrm issue.

Senator made request late last week in telegrams to ABC, CBS and NBC. He also sent copies of telegrams to President Nixon with notation: "I hope you can...

NBC President Julian Goodman, in reply telegram to Senator McGovern, pointed out that Mr. Nixon has not shown any inclination to engage in TV debates (see page 26), and that even if President wanted to debate, granting request for time would require providing equal time to all minor parties under Section 315 of Communications Act.

CBS President Arthur Taylor said essentially same thing in denying McGovern request. ABC has not yet responded.

Sports again get waivers from prime-time access

Affiliates of NBC and CBS will be able fully to present upcoming professional baseball and football games with some limitations—FCC has ruled.

Commission waived prime-time access rule, limiting affiliates to three hours of network prime-time fare per evening in connection with NBC's coverage of National and American League baseball playoffs, and NBC and CBS National Football League coverage. Waiver was necessitated by possibility that coverage of games, all of which start in afternoon, might extend into prime time due to unforeseen runovers.

Commission, however, placed three conditions on grant: (1) that post-game shows are not included in waiver; (2) that games are scheduled to start no later than 4 p.m. NYT, and (3) that coverage of playoffs, including pre-game show, begins at 4 p.m., and that game itself starts no later than 4:15 p.m.

ABC looks like the winner on miniconvention night

ABC News almost certainly scored biggest win it has ever had over CBS and NBC in national Nielsen ratings on coverage of Democrats' Aug. 8 miniconvention, but it couldn't prove it last Friday (Sept. 1), when ratings covering that period were released. Reason: Its coverage was sustaining, and Nielsen report, which covers only sponsored programs, therefore had no numbers for it.

CBS News, which covered miniconvention and vice-presidential nomination of Sargent Shriver from 9:30 to 10:40 p.m. NYT, had average rating of 8.8 (about 5,460,000 homes) and 18 share of audience. During that period NBC News, which covered from 7:30 to 10:35, had average 7.4 rating (4.6 million homes) and 17 share for that period. For analysis that continued to 11 p.m. NBC had 9.3 and 20 share.

ABC's miniconvention coverage lasted from 10:05 to 10:34, interrupting highly-rated Marcus Welby. Although Nielsen reported no figures for ABC convention coverage, it showed Welby at 10:05 with 18.0 rating (11,187,000 homes) and 43 share and at 10:30-11 with even higher 19.4 rating (12,047,000 homes) and same 43 share. Higher rating for period at end of, and after, convention coverage suggested little if any tune-out during convention. Nielsen's 70-market multinetwork-area report also lent support to speculation that ABC's convention coverage would have approximated Welby in national ratings: MNA's showed ABC-TV affiliates with combined 21.3 rating and 44 share for 10-10:45 period within which ABC miniconvention coverage fell.

Evidence to the contrary

Two University of California psychologists find no evidence that watching TV violence causes heightened aggression. Report is by Professors Sumner Feshback at Los Angeles and Robert Singer at Riverside. Their findings are based on study submitted to surgeon general whose advisory committee earlier this year reported that although it could find no hard-and-fast causal relationship between TV violence and more aggressive behavior in young people, there may be and urged further study (Broadcasting, Jan. 19 et seq.). Feshback-Singer report is based on study of 606 boys (8-to-18 years old). It concluded that young people watching fantasy aggression on TV do not tend to become more violent. In fact, said researchers, some boys were found to be less aggressive after watching steady flow of TV violence.

Feshback-Singer report comes two weeks after Dr. George A. Comstock, senior research coordinator for surgeon general's advisory committee who is now with Rand Corp., seriously questioned impolements of conclusions on general's study on violence frequency in programing (Broadcasting, Aug. 28).
**SOLID STATE AM MONITORS**
**ACCURATE @ 125%**

- Indicates new or revised listing.

This week

**Sept. 4-8**—International Broadcasting Convention. Grosvenor House, London.

**Sept. 5-8**—Conference on public relations for non-commercial broadcasting sponsored by Corporation for Public Broadcasting, Public Broadcasting Service and National Association of Educational Broadcasters. Playboy Towers, Chicago.


**Sept. 8—**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 510, New Senate Office Building, Washington.


Also in September

**Sept. 11—**Regional sales clinic, Radio Advertising Bureau. Executive meeting, Bulfinch, N.Y.

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


**Sept. 14—**Meeting, San Francisco chapter, National Association of Television Arts and Sciences. Day Whitman, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.

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

**Sept. 15—**Library-Pioneer Broadcasters. Sportmen’s Lodge, Los Angeles.


**Sept. 15-17—**American Women in Radio and Television Roundtable. Sheraton motor hotel, Nashville.

**Sept. 19—**American Society of Composers, Authors and Publishers awards dinner. Hildwood country club, Nashville.


**Sept. 19-21—**Video Expo III, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Sponsored by The Knowledge Industries Publications. Information: (914) 428-5400, New York City.


**Sept. 20-22—**Marketing Conference, Grocery Manufacturers of America Inc. Featured speakers include Arnold B. Ehrich, attorney and member, National Advertising Review Board; Buck Hill Inn and golf club, Buck Hill Falls, Pa.


**Sept. 21—**Regional sales clinic, Radio Advertising Bureau. Ponce de Leon, Detroit.

**Sept. 20-22—**Fall conference, Oregon Association of Broadcasters. Speakers will be Wallace E. Johnson, FCC, Senator Mark O. Hatfield (R-Ore.), and Senator Representative Stafford Hantrell. Kah-ne-ta hotel, Warm Springs.


**Sept. 21-23—**Annual convention, Minnesota Broadcasters Association, Hotel Banquet, Minneapolis.

**Sept. 22—**Regional sales clinic, Radio Advertising Bureau. Carrousel inn, Cincinnati.

**Sept. 22-24—**American Women in Radio and Television Northeast area conference. Mohonk Mountain House, Lake Mohonk, N.Y.

**Sept. 24-26—**Annual convention, Nebraska Broadcasters Association. Yancy hotel, Grand Island.


**Sept. 28-29—**Fall meeting, Massachusetts Association of Broadcasters. Representative Robert H. MacDonald (D-Mass.) will be speaker. Julliend Inn, Berkshire.

**OCTOBER**


**Oct. 2-3—**Fall convention, Western chapter, National Association of Broadcasters, Shermantown Hotel, Seattle.

**October**


Oct. 2-3—Fall convention, Western chapter, National Association of Broadcasters, Sheraton-Tropicana hotel, Las Vegas.

Oct. 2-4—Annual convention, National Association of Educational Broadcasters, Hilton Inn, Atlantic City.


Nov. 26-29—Annual meeting, National Association of Broadcasters, Oceanic Beach hotel, Coronado Beach, Puerto Rico.

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


Oct. 8—Regional sales clinic, Radio Advertising Bureau, Sheraton Baltimore Inn, Baltimore.


Oct. 9—Regional meeting, Theta Sigma Phi (professional women in communications), Marriott Hotel, Houston.

Oct. 9—Fall convention, New Jersey Broadcasters Association. Playboy hotel, Great Gorge, McAfee.

Oct. 10—Fall convention, Midwestern chapter, National Religious Broadcasters. Northwestern College, Roseville, Minn.

Oct. 11—28th annual National Electronics Conference and Exhibition. Communications equipment will be among items featured. Regency Hyatt O'Hare, Chicago.


Oct. 15—Fifth annual Kansas Association of Broadcasters seminar. Theme: current problems facing the broadcasting industry and what can be done about them. Student Union, Kansas University, Lawrence.


Oct. 15—Annual fall meeting, North Carolina Association of Broadcasters. Timmons Plaza Inn, Wilmington.

Oct. 15—Third National Symposium on Children and Television, organized by Action for Children's Television and Yale University Child Study Center and School of Art. Theme: will be programming and financing of children's television. Yale University, New Haven, Conn.

Oct. 15—Regional sales clinic, Radio Advertising Bureau, McKee Bros., Kansas City, Mo.

Oct. 16—Regional sales clinic, Radio Advertising Bureau, Muehlbich, Kansas City, Mo.

Oct. 16—Fall meeting, National Association of Broadcasters TV code review board. Sheraton Half Moon Inn, San Diego.

Open Mike

Freedom of press

Editor: The broadcasting media are involved in many basic policy questions and issues that must be given careful scrutiny and resolved if we are to continue to have the fullest possible freedom of the press and expression of views on all issues in our country. It has been a privilege for me to work on a number of broadcasting issues in the United States Senate, and I am honored by your article describing these efforts and my views on communications ("Profile," Aug. 21).

Richard S. Schweiker, member, U.S. Senate, Washington.

For the record

Editor: Your article on multipoint distribution service (MDS) in the Aug. 21 issue contained some inaccuracies. The Urban Communications Group is not a "black-oriented public-interest group." It is a telecommunications consulting company that specializes in management, economics and engineering.

Black Efforts for Soul in Television did not file a petition to stay the processing of applications. It filed comments on the proposed rules and in those comments supported the McKenna, Wilkinson & Kittner petition filed some three months earlier.—Theodore S. Ledbetter, Urban Communications Group, Washington.

Left out

Editor: Enjoyed very much your excellent report on the St. Louis meeting of the new independent broadcasters association—INTV. It has been my pleasure to work for some time with Roger Rice of KTVU(TV) Oakland-San Francisco to further the ideas and aims of this new organization. I noticed, however, that you omitted my name as one of the founding directors and since I am proud to be associated with the group, would appreciate it if you would add it to your background for INTV.—Max H. Bice, vice president and general manager, KTNT-TV Seattle-Tacoma, Wash.
Is Hollywood's disease better known as prime-time access?

Visitors at television and film production centers in Los Angeles during the past year could not help but notice the widespread inactivity at most lots. Many sound stages at the major film studios have been silent for several years. Some, of course, have fallen before the bulldozer.

These silent centers reflect massive unemployment levels. Many of the craft unions, for example, report that at any one time from 50 to 75 percent of their memberships are idle. Something must be done to reverse this situation, but some of the understandably frantic pleas that have emerged lately appear from our viewpoint to advocate solutions that have the potential of generating even greater disaster in the not too distant future.

The latest voice from the West advocates that the solution to stimulating more television production—which means increased employment—is simply to produce more episodes of all network shows. This new proposal would have it law that a network can only air in prime time repeat programming for 25% of its schedule. Basically, for a show such as Gunsmoke, it would mean the end of a 4-week schedule of 22 original episodes and a like number of repeats. The new order would more likely be a season of 33 original episodes and 11 repeats, with the remaining weeks of the year taken up by pre-empted episodes for specials or a summer replacement series.

But isn't this solution of making more episodes of existing series only going to propagate the age-old situation of "the rich getting richer?" This method of increasing production would provide a few more short-term jobs particularly for actors, but percentage-wise or people-wise, it would be a drop in the bucket relative to the thousands who make up the television and motion-picture film work force.

On top of further aiding a small minority of people, what happens to the economics of the television industry? Either we have the expense costs to cover the extra episodes or, if we intend to hold the line on costs, we must reduce the cost of each episode. If we increase cost, we will mean increased cost to the networks which, in turn, will be forced to up their advertising rates. The advertiser is going to balk as he never has before. During the past decade, he has seen the average cost-per-minute of network time increase 100 to 125 percent. Partly offsetting this staggering increase was the population increase plus stimulants to viewing such as the magic provided by color television and the multiplicity of relatively cheap sets, permitting the establishment of two- and even three-set households. More sets, of course, meant that more stations were sharing in the viewing of the family members.

Net growth like that is not likely in the near or distant future. In fact, a long-term decrease could develop via the eventual growth of CATV systems, offering 30 channels of programming, and home video recorders and players.

The end result of this situation is that costs will not be permitted to spiral as before. This leaves us with the second alternative of reducing the cost per episode; i.e., simpler productions with a minimum of people would be the rule not the exception. Who gains from this? Certainly not the viewer.

Part of the argument in favor of fewer repeat shows and more original production centers on the point that more new shows would be better for the viewer. But is the word "repeat" really as dirty as it sounds? The average first-run episode is viewed by only 18% of all households. Put it another way—82% of the population have yet to see it. Our research indicates that a repeat episode of a network series can be expected to achieve essentially the same share of audience as the original airing of the episode. The size of that audience, however, will fluctuate depending on the time of year the repeat is aired. A repeat in spring will have a larger audience than the same episode repeated in summer due to the change in total available viewers, not to share of that audience. Perhaps we should be taking a harder look at the scheduling of repeats to determine if we are positioning them for the greatest potential for new viewers.

From our vantage point, the most positive step that could be taken to help the sagging West Coast television production industry would be made by the repeal of the prime-time access rule. This rule eliminated one-half hour of prime-time programming per night from all three networks—a total of 10½ hours a week. Many may counter this statement by citing the large number of syndicated properties that have emerged since the rule took effect. However, an examination of the source, manpower and financial investments of these properties finds them making only a minimal contribution. In New York, for example, an examination of the prime access programming efforts of the three network O & O's shows that a full seven of the 12½ hours of programming are devoted to either product produced outside the U.S. (notably Canada and Great Britain) or low-budget game and quiz shows. In fact, out of the 22 programs filling the network void, only five shows (two and a half hours) are West Coast studio productions.

The situation elsewhere in the country is even worse. Viewers in too many markets will simply have their program choices limited to such shows as I've Got a Secret, To Tell the Truth, Let's Make a Deal, The Price is Right, The Parent Game, Hollywood Squares, What's My Line, Truth or Consequences, Beat the Clock—daytime, low-budget properties one and all.

In short, while we don't profess to know all the answers, we caution against acting too swiftly on the 25% limit. We don't believe it's the best answer to the Los Angeles employment problem. To us, the road to improvement looks brighter via the repeal of the access rule.
"We Threw Out Our Computer System"

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Big buyers say holdovers are best bets in new season

'Family,' 'Welby,' 'Wilson' predicted to be hits again; 'Bridget' called most promising among new shows, though 'Maude' and 'M*A*S*H' have supporters

What advertising-agency executives sometimes call "the biggest crap-shoot in show business" gets under way next week when the three commercial TV networks spring into action with their 1972-73 prime-time schedules. Top agency men, whose clients have multimillions riding on the outcome, regard this year's line-up of regularly scheduled shows as essentially business as usual, with big innovations and no major trends. In a canvas by Broadcasting, they indicated they thought the new situation comedies tend to be slightly more daring, maybe a shade truer-to-life, than those of the past, and they felt the emergence of the rotating-series-within-a-series (such as NBC's Wednesday Mystery Movie) should promote better production values. But the consensus went, creativity and originality will be in short supply.

Some of the other conclusions:

• All in the Family, Marcus Welby, M.D. and The Flip Wilson Show will maintain their popularity as the top three shows on the networks' schedules.

• Bridget Loves Bernie, an Irish-girl-meets-Jewish-boy situation comedy on CBS, is the only new show that looks like an almost sure bet for top-10 status.

• ABC will probably continue to gain on CBS and NBC in over-all ratings ("Patton" and "Goldfinger" and other big box-office hits are expected to sweeten the audience count on ABC), but the network will continue in third place because most of its new series look like "instant disasters," in the words of one agency man.

The consensus along Madison Avenue is that CBS's All in the Family will, if anything, strengthen its hold on the Saturday-night-at-8 time slot because NBC is bringing back the relatively weak action series, Emergency, and ABC is countering with a move-over from Tuesday night of its comedy western, Alias Smith and Jones (to be pre-empted every fourth week by a new offbeat western called Kung Fu), which, as Richard Pinkham, senior vice president for media and programing at Ted Bates & Co., puts it, "is a sacrificial lamb."

Marcus Welby, M.D. should have it easy again this fall, too, according to the agency people, NBC has in effect opted out of the ratings race Tuesdays at 10 by slotting a news hour, which will alternate, beginning in November, with a documentary series—co-produced by the British Broadcasting Corp. And Time-Life—entitled America. And CBS's new series of 90-minute made-for-TV movies, despite a half-hour's jump on Welby, will be middling at best, the agency men say, due to the competition of ABC's Movie of the Week and The Bold Ones on NBC (which this fall will jettison the alternate-week lawyers' segment to focus exclusively on "The Doctors").

ABC's Tuesday-night juggernaut will be slowed a bit, however, by its new 8-o'clock lead-in, Temperatures Rising, which, in the eyes of the agency people, could very well be the lowest-rated show on the network. But Movie of the Week should mount the poor lead-in because, as Peter Bardach, vice president and director of broadcasting at Foote Cone & Belding, puts it, "the show deals with the kind of contemporary themes that have tremendous appeal to a young adult audience." Richard Mumma, senior vice president and manager, radio-TV programing at Compton, adds, "The number of sets-in-use increases at 8:30—which means that a lot of people will be tuning in on Movie of the Week who wouldn't have watched Temperatures Rising anyway."

ABC, of course, couldn't convince the FCC to renew its waiver of the prime-time access rule on Tuesday nights for another year, so the network chose to move the popular Mod Squad from Tuesday at 7:30 to Thursday at 8, where it will now face off against The Flip Wilson Show on NBC. The reason agency men are not predicting a Flip Wilson slippage is that CBS is, in their opinion, all but
throwing in the towel on Thursdays at 8 with a family-drama series called The Waltons, which, in the words of Werner Michell, vice president and director of programming for SCSB, "is a nice show but it's no placid, too introspective." Agency feeling about The Waltons was probably best summed up by Richard Low, vice president and associate director of programing at Young & Rubicam, when he said, "It's a commendable effort on CBS's part, but it doesn't stand a chance in the ratings."

While Flip Wilson's vast audience looks all but impregnable, some agency people are talking in less-than-sanguine terms about the prospects for ABC's Mod Squad in its new time period. (Benton & Bowles is even predicting that its share will not get above the high 20's, according to George Simko, B&B's senior VP and director of media management.)

If ABC's Temperatures Rising and CBS's The Waltons look to be almost sure losers among the fall crop of new shows, CBS's Bridget Loves Bernie (Saturday at 8:30) is being touted by the agencies as an immediate runaway hit. "It's upbeat, bright, stylish and well written," says Lewis Wechsler, vice president and director of TV-network operations at Wells, Rich, Greene. Mr. Mumma adds: "The pilot was tremendous. The only question in my mind is whether they can sustain that high level for an entire season." The appeal of the pilot, of course, is only part of the story of Bridget's predicted success. With All in the Family as lead-in and the top-rated Mary Tyler Moore Show following, Bridget is assured a 30-plus share on the basis of audience flow alone. As one agency man put it, "I'd sell my grandmother to the Arabs for a time slot like that one."

ABC—while remaining in third place in the ratings—has been gaining on its competitors over the past couple of years. When the prime-time access rule made its debut last fall with the slicing away of three-and-a-half hours of programing a week from each of the networks' schedules, ABC benefitted the most because it had the most soft spots in its line-up. The consensus among the agencies is that ABC has been aggressively stockpiling on more attention-getting theatrical movies than either CBS or NBC. "Pictures like 'Patton' and 'Goldfinger' should totally demolish the competition, with shares in the low 50's," says Mr. Bardach. The ABC Sunday Night Movie will be the principal outlet for these films, and the network will indulge itself in a festival of front-loading with the likes of "Paint Your Wagon," "The Out-of-Towners," "Love Story," "Plaza Suite," True Grit and "Lawrence of Arabia." In competition, The Dick Van Dyke Show and Mommie on CBS and Noć's Sunday mystery Movie and the half-hour version of Night Gallery are likely to show some anemic numbers early-on as ABC trucks in the heavy artillery, but, as Mr. Michell says, "Movie audiences are notoriously fickle."

Once the blockbuster titles start thinning out, the public, as in the past, may start deserting the lesser known movies for the more familiar series shows. (The one complaint voiced by some agency men over the loitering movies has to do with the price tag, which, at $150,000 a minute in "Goldfinger" and $140,000 a minute in "Patton," is, according to one executive, "out of line.")

If ABC has chosen its theatrical movies well, it may have put its worst foot forward in the selection of a fall crop of new series, according to the agency people. Henry Siegel, vice president and associate media director at Grey Advertising, suggests that William Asher, the producer-director, has stuck ABC with a couple of comedy lemons in the aforementioned Temperatures Rising and The Paul Lynde Show, both of which evolved out of a long-term commitment from the network when Mr. Asher's Bewitched was in its salad days. (That show was retired from the network after a highly profitable eight-year run.)

"Paul Lynde always shows up well on the TVQ list of comedy personalities," says Louis Dorkin, senior vice president and director of network planning for Dancer-Fitzgerald-Sample, "but judging by the pilot he's not going to be able to carry a show on his own." Mr. Mumma adds: "Lynde is like Jonathan Winters—extremely talented, very funny, but the networks just can't find the right format to show them to their best advantage."

The weak lead-in of Paul Lynde is considered likely to prevent ABC's new Wednesday Movie of the Week from duplicating the success of its Tuesday counterpart. "The entire evening could end up in the boneyard if The Julie Andrews Show does as badly in the ratings as most agency men think it will. "ABC is not well known for its ability to produce successful variety shows," says Stephen M. Left, a vice president at McCann-Erickson. And Bates's Mr. Pinkham is even more emphatic. "Julie Andrews has passed her peak," he says. "Her last few movies were failures, and I'm afraid she's too square these days even for television. Besides, she's facing the traditional handicapp of a female lead in a series. Unless the woman is a top comedienne like Lucille Ball or Carol Burnett, she's not going to make it because women at home like to see men in the lead roles."

And no agency is predicting a vibrant future for ABC's new Monday lead-in, a cop series called The Rookies, which is up against two consistently popular shows, CBS's Mannix and NBC's Laugh-In. "The pilot had too much of a documentary, 'New Centurions' flavor to please me," says Mr. Michell, And Mr. Wechsler thinks The Rookies will encounter clearance problems because many local affiliates want to do their own pre-game lead-ins to the popular NFL Monday Night Football, at 9 p.m.

The agency experts see no trends of significance in the immediate offing, but they see signs of changing tastes in some shows. Mr. Michell is impressed by the quality of two new half-hour comedies on CBS, Maude (Tuesday at 8) and MASH (Sunday at 8). "These shows seem to be moving away from the old, stereotyped forms of situation comedy. They're much more permissive," he says. "And even a family-oriented comedy like Brian Keith's Little People came up with
"It's getting harder to sell the public on the old series formula of beautiful people in beautiful places doing interesting things," adds Mr. Pinkham. "The total falseness of shows like the Diannah Carroll Julia is being replaced by shows that feature characters who are popular precisely because they make no bones about their blue-collar background. Their validity comes from trying to portray America as it really is."

The agency observers also pointed to the emergence of the three-in-one or four-in-one rotating series. "An actor like Richard Widmark doesn't want to become tied down to doing a whole year's worth of 90-minute shows," says Mr. Wechsler. "But by limiting Mr. Widmark's work for the year to only eight segments of "Madigan," NBC was able to sign him up for the fall. "Madigan" will alternate with George Peppard in "Banacek" and James Farentino in "Cool Million"—all action dramas—on the Wednesday night (7:30-9:30), Last year's rotating 90-minute mysteries on NBC have been shifted to Sundays at 8:30, where Richard Boone's new western series, "Hec Ramsey," has been shifted to Sundays at 8:30, where Richard Boone's new western series, "Hec Ramsey," has been shifted to Sundays at 8:30, where Richard Boone's new western series, "Hec Ramsey," has been shifted to Sundays at 8:30, where Richard Boone's new western series, "Hec Ramsey," has been shifted to Sundays at 8:30...

ABC-TV:

Sunday, Sept. 10—Zenith Presents a Salute to Television's 25th Anniversary, sponsored by Zenith Radio Corp. (9:30-11 p.m.)
Friday, Sept. 15—Brady Kids (8-8:30 p.m.)
Wednesday, Nov. 15—Undersea World of Jacques Cousteau, sponsored by du Pont and Hartford Fire Insurance (8-9 p.m.); Burt Bacharach special, sponsored by Chevrolet (9-10 p.m.); Alan King special, tentatively titled The Wonderful World of Aggravation (10-11 p.m.)
Friday, Dec. 1—Repeat of Santa Claus Is Coming to Town (8-9 p.m.)
Friday, Dec. 15—Repeat of The Night the Animals Talked (8-8:30 p.m.); repeat of A Christmas Carol (8-9 p.m.)
Sunday, Dec. 17—Of Men and Women, a group of short plays with casts including Barbara Feldon, Jack Cassidy, George Maharis, Burgess Meredith and others (9-10 p.m.): Biography: The Woman I Love, starring Richard Chamberlain and Faye Dunaway (10-11 p.m.)

ABC's scheduling of specials in the first and second quarters of 1973 is all tentative and in many cases not even tentative dates have yet been assigned. But the resources include England's National Theater Company's production of Eugene O'Neill's "Long Day's Journey into Night," starring Lord Laurence Olivier and Constance Cummings; a production of "The Man Without a Country," featuring Robert Ryan and sponsored by Esmann Kodak; a Royal Gala Variety Performance with Dan Rowan and Dick Martin as hosts; Eleanor and Franklin, a mini-series based on the Joseph P. Lash...
books about the Roosevelts; Charlton Heston in Cecil B. DeMille's motion picture, "The 10 Commandments"; Marlo Thomas in How to Be a Woman; Jack Paar's interviews with Three Remarkable Women; an animated production of Cricket in Times Square; the Tony and Emmy awards and additional programs in the Alan King, Burt Bacharach, Jacques Cousteau, and Of Men and Women and Biography series.

CBS-TV:
Monday, Oct. 16—Country Music Awards, sponsored by Kraft (10-11 p.m.).
Tuesday, Oct. 24—Of Thee I Sing, musical, sponsored by AMP (9:30-11 p.m.).
Sunday, Oct. 29—You're Elected, Charlie Brown, one of five Charlie Brown shows, sponsored by Coca-Cola and Interstate Brands (7:30-8 p.m.); motion picture "Yellow Submarine," one-half sponsorship by Ideal Toy (8-9:30 p.m.).

Thursday, Nov. 23—motion picture "Chitty Chitty Bang Bang," one hour sold to Ideal Toy (8 p.m., to conclusion, approximately 11 p.m.).

Wednesday, Dec. 6—repeat of How the Grinch Stole Christmas, one of four Doctor Seuss shows (8:30-9 p.m.); repeat of Frosty the Snowman, half sponsorship by Ideal Toy (8:30-9 p.m.); Perry Como special, sponsored by Kraft (9:30-10 p.m.); "Cortez and Monteumza," one of two Appointment with Destiny specials (10:30-11 p.m.).

Friday, Dec. 8—repeat of Rudolph the Red-Nosed Reindeer, sponsored by Hasbro Toys (8-9 p.m.); repeat of The Homecoming (9-11 p.m.).

Tuesday, Dec. 12—repeat of A Charlie Brown Christmas, sponsored by Coca-Cola and Interstate Brands (8-9:30 p.m.); Once Upon a Mattress, musical (8:30-10 p.m.); Don Rickles special (10-11 p.m.).

Sunday, Dec. 31—Guy Lombardo New Year's Eve Special (11:30 p.m. to 1 a.m.).

Saturday, Jan. 13—Entertainer of the Year (8:30 to 10 p.m.); Marlene Dietrich special sponsored by Kraft (10-11 p.m.).

Sunday, Jan. 18—Strange Creatures of the Night, one of three National Geographic specials (8-9 p.m.).

Sunday, Feb. 11—a Charlie Brown repeat, sponsored by Coca-Cola and Interstate Brands (7:30-8 p.m.); Sandy Duncan special, sponsored by Kraft (8-9 p.m.); Salute to Duke Ellington (9-10:30 p.m.).

Thursday, Feb. 15—National Geographic special (8-9 p.m.).

Saturday, March 3—It's a Man's World, or Is It, starring Carroll O'Connor (8:30-10 p.m.); Grammy awards (10-11:30 p.m.).

Wednesday, March 28—repeat of a Doctor Seuss special (8-8:30 p.m.); "The Selfish Giant," animated version of an Oscar Wilde story (8:30-9 p.m.); "Admiral Peary's Dash to the North Pole," second appointment with Destiny program (10-11 p.m.).

Sunday, April 8—repeat of a Charlie Brown show, sponsored by Coca-Cola and Interstate (7:30-8 p.m.); Flinstones Ice Show (8-9 p.m.); one of four Ed Sullivan specials (9-10:30 p.m.).

Among the CBS specials not yet firmly slotted are at least three CBS Playhouse 90 productions, one of which the network announced last week, will be an original drama, "The Lie," written for TV by Ingmar Bergman, the Swedish film writer and director. The first of two New York Shakespeare Festival productions, Much Ado About Nothing, has been tentatively set for Jan. 4. Other dramatic offerings planned include Tom Sawyer (possibly March 23) and The Voyage of the Yes; a dramatization based on Gay Talsen's book "Honor Thy Father and repeats of The Death of Salesman and J.T., the latter tentatively set for Christmas night. Other CBS specials due include a three-hour film of the Woodstock rock festival, aimed for April 13.

NBC-TV:
Tuesday, Sept. 5—Howdy Doody and Friends (7:30-8:30 p.m.).
Saturday, Sept. 9—Three Cheers for the Redskins, documentary on Washington Redskins pro football team (8-9 p.m.); Make Mine Red, White and Blue with Fred Astaire, sponsored by Timex (9:30-11 p.m.); "Miss America Pageant," sponsored by Toni, Kellogg and Campbell Soup (10 p.m. to midnight).

Sunday, Sept. 10—Singer Presents Liza with a "Z," starring Liza Minnelli and sponsored by Singer (9-10 p.m.).

Friday, Oct. 20—The Lion at World's End, with Bill Travers and Virginia McKenna, sponsored by AT&T (8-9 p.m.); How to Handle a Woman, with Dinah Shore, sponsored by Timex (9-10 p.m.); The American Experience, first of a series, sponsored by American Airlines (10-11 p.m.).

Sunday, Nov. 12—Snoopy's International Ice Follies, sponsored by American Gas Association (8-9 p.m.); The Trouble with People, Neil Simon comedies, with George C. Scott, Alan Arkin, James Coco and others, sponsored by AT&T (9-10 p.m.).

Tuesday, Nov. 15—America, first of a series, with Alain Couvoisier and sponsored by Xerox (10-11 p.m.).

Friday, Nov. 17—The Hands of Cormac Joyce," starring Stephen Boyd and Colleen Dewhurst, sponsored by Hallmark (8-9 p.m.); Bob Hope special (8-9 p.m.); "A Visit to Dinner," starring Orson Welles and sponsored by Hallmark (8:30-10 p.m.); Ann-Margret's Follies and Scandals, sponsored by Timex (10-11 p.m.).

Wednesday, Nov. 29—Winnie the Pooh and the Blustery Day, sponsored by Sears, Roebuck (8-8:30 p.m.); The Marvelous Land of Oz, sponsored by Timex (9-10 p.m.).

Other NBC specials, still to be assigned dates, include one reuniting the comedy team of Mike Nichols and Elaine May, another Bing Crosby special, a Jack Benny special, a repeat of the "Wizard of Oz" movie, a second installment in the American Experience bicentennial series, and five additional Bob Hope specials.

Durgin sees specials breaking old molds

Citing the increasing emphasis on specials in the new fall season on all three networks (story page 14), Don Durgin, president of NBC-TV, spoke last week of "a new turn in program thinking—away from regularly scheduled program series to more unstructured format, free of the rigidities we inherited from radio."

Addressing a luncheon meeting of the National Academy of TV Arts and Sciences' New York chapter last Thursday (Aug. 31), Mr. Durgin said that NBC would produce more specials in the 1972-73 season than either CBS or NBC.

"We have been preaching this for several years," he added, "preaching and practicing diversity in program style, format and subject matter.... More specials have appeared on NBC every season than on either of the other networks, often more than on the other two networks combined."

Other NBC specials, still to be assigned dates, include one reuniting the comedy team of Mike Nichols and Elaine May, another Bing Crosby special, a Jack Benny special, a repeat of the "Wizard of Oz" movie, a second installment in the American Experience bicentennial series, and five additional Bob Hope specials.
The packaging and pricing of network TV

In the new television season an accentuation of a trend: buys are made on demographics with C-P-M all but guaranteed.

The opening quarter of the 1972-73 network-television season was sold early and at firm prices. Cost-per-thousand, according to a leading advertising agency that is a major customer of prime network time, "is around $4.30 to $4.35, and in some cases up as high as $4.50."

Agencies and networks, from the start of the sales season this year, made commitments for positions in multiprogram packages, the details worked out in terms of characteristics such as audience demographics and gross share-points with the C-P-M the basic point of negotiation ("Closed Circuit," April 17).

Here is how a respected buyer for one of the biggest TV agencies, explained how network purchasing goes on now. First, the agency and client decide how much budget to allocate to network. In addition to dollars, the agency planners calculate what period of time the buy will encompass (13 weeks, year-round, etc.) and set the "buying objective" (sex, age, marital status, etc., of the audience the client seeks) and generally the area of programing (what evening of the week, general time period, sports, early-evening fare, etc.). At that point, the agency calculates the approximate C-P-M it expects to pay.

"It is necessary for the agency negotiator to know what the market is," noted one agency buyer. "And if he's professional, his estimate will be pretty close.

The agency asks the network to submit its offering tailored generally to meet the specifications. The agency then has its media analysts go over the package; the agency negotiator may suggest that a certain network or, another added, or perhaps the price be shaved a bit.

Agencies observed that the C-P-M is predicted on what a network expects to obtain in audience shares. If in delivery the package falls below expectations, adjustments may be made. As one agency man explained: "If it falls off appreciably, say 10%, below the audience the network initially anticipated, we may be able to obtain bonus spots." If the audience comes in well above the estimated C-P-M, on the other hand, the network is not expected to ask the agency for an adjustment upward. Packages can also adjust themselves. "In scatter buying," said one agency executive, "we may get the gristle with the meat. If a show really takes off in the ratings, it probably will wash the chance of participation in a show that isn't as hot as had been expected.

Buying now is "all supply and demand," said one buyer. "In smart buying on the networks, it is the timing that's all important, timing a buy so as not to make it too early or too late in the sales season. A miscalculation in timing can affect the C-P-M more than almost any other factor."

Are there positions still open in the new schedules? Both agency and network negotiators say there is always some time open. But, adds an agency buyer, "I would anticipate that for the remainder of the season there'll be fewer pieces to buy; scatter-plan offerings will be limited."

Broadcast Advertising

American Motors to step up spot in broadcast buying

With new agency at the controls, car maker aims at specific markets

As TV-radio spot salesmen and countless stations in top U.S. markets could verify last week, Cunningham & Walsh, New York, on behalf of its Detroit client, American Motors Corp., is on a concentrated buying binge.

The media tune-up is for AMC's introduction of 1973 passenger-car models. It is also tangible evidence of a switch American Motors is making—at the recommendation of its newly appointed agency—that puts more emphasis on local broadcast buying than on national network and print buying as contrasted to the use last year of mostly network and print ("Closed Circuit," Aug. 7). Broadcast advertising begins Sept. 14.

As explained by Cunningham & Walsh officials last week, American Motors will spend a greater share of its factory ad budget in those markets which have a proved high sales volume or hold that potential and which have strong dealership with good prospects of converting customers from other auto makes.

Assuming the ad budget for factory passenger-car advertising (C&W got the account last March 28 from Wells, Rich, Greene) will come in at about $15 million, this is the time when break-down will be in the 1972-73 sales year that is about to start:

Spot television—About 32% of the budget, or $4.8 million. Spot radio—About 13%, or nearly $2 million. Network TV—About $4.8 million. The remainder of the allocation will go to print and other media.

Last year, AMC passenger car advertising was almost 80% in national media, principally network television, network radio and magazines.

Network TV will also include, this year, a campaign on NBC's Tonight Show starring Johnny Carson, which, the agency said, is a vehicle rarely used by auto makers. Other purchases in network are participations, all in prime time. AMC will have a minimum of one minute weekly in the Carson show.

In the spot plans, AMC will concentrate in 34 major markets and 15 "secondary" auto markets. American Motors will have an exposure in 90% of the homes two and a half times weekly. All spot impressions will be in early prime time or in late periods, using sports wherever possible and local personality shows.

"We will go where the action is," said Charles (Chuck) Hawkins, vice president and management supervisor on AMC. Mr. Hawkins and three other C&W executives—Carl Nichols, board chairman and chief executive officer; Anthony (Tony) Chevins, president and director of creative services, and Howard Nass, vice president and manager of media planning—outlined strategy and plans in an interview last week.

Mr. Nichols said that since the end of March, "we've been on a fast track" noting that strategy, plans, commercial production, were completed by June 28. The advertising campaign, C&W's first for its new client, was unveiled at a San Diego dealer convention in mid-August.

Mr. Chevins explained that the agency approach was to treat each model—Gremlin, Javelin, Hornet Hatchback (new this year), Matador and the Ambassador—as a different personality. All of the advertising is tied together with the AMC name and logo, the name of the car line and the super, "We back them better because we build them better."

Several creative groups were assigned to work independently on individual car models. Different approaches were sought to point out differences in each of the five cars and each automobile was targeted to its own audience.

Commercials screened last week included a 60-second message for Matador, playing on the theme of its anonymity ("What's a Matador?"); another, 30-seconds, stressing the use of the Matador to get from one place to another; a 60-second and a 30-second commercial pointing up economy and performance of the Hornet Hatchback, and the background music of "The Flight of the Bumblebees"; a 30-second message concentrating on the maneuverability of the Gremlin; another 30 showing the Gremlin's interior upholstered in denim, youth-oriented decor, and a 60-second spot spotlighting the full line of AMC cars proceeding down a ramp of an unloading truck one at a time.

Mr. Nichols and Mr. Chevins stressed that C&W spent much time in researching the consumer thought of the client. Among the findings, with the exception perhaps of their knowledge of the Javelin and Gremlin, were not quite

Insomnia. NBC-TV has its Today and Tonight, catering to early-morning and late-evening audiences respectively. Now it is planning a late-late-night series, Tomorrow, to be scheduled each weekday at 1-2 a.m. This project is under the direction of Mort Warner, senior vice president, program planning. It is intended primarily as an adult-oriented, topical discussion series with a starting date some time this spring. Mr. Werner also hopes to experiment within the format to reach younger adults on Friday nights. No host has been selected.
The team. American Motors' fall advertising plans—which include heavy concentration on spot—were discussed by four of Cunningham & Walsh's top executives on the account. From l. to r.: Howard Naas, vice president and manager of media planning; Charles Hawkins, vice president and management supervisor on AMC; Anthony Chevins, president and director of creative services, and Carl Nichols, chairman and chief executive. C&W won the American Motors account this year.

certain what American Motors makes. The agency has attempted to rectify this in the new AMC ads.

With the new American Motors business C&W's total billings, $85-million to $90 million annually, will be up closer to $100 million in 1973. The new American Motors business will give a solid boost to C&W's billings. Previously a $77-million billiling agency, the agency is now billing at the rate of $85-million to $90-million, and that figure will probably be closer to $100 million in 1973.

In addition to the factory advertising, C&W, through its San Francisco office, is handling a dealer-image campaign, financed by dealer groups. The budget there falls into the range of $2 million to $3 million, all in network television.

Campbell-Ewald merger into Interpublic nearer

The Interpublic Group of Companies and Campbell-Ewald said last week that merger contracts have been signed following approval of terms by the companies' boards of directors.

Stockholders of both companies will meet in early November to act on the proposed merger.

Interpublic is a New York based agency conglomerate. An agreement in principle in which Interpublic would acquire Detroit-based Campbell-Ewald, an agency that bills $122-million, was announced several months ago (Broadcasting, June 5).

Under the proposal, Interpublic would add Campbell-Ewald as a fifth agency. The four agencies already owned by Interpublic, a publicly held company, are McCann-Erickson; Erwin Wasey; Marchalk, and Tinker, Dodge & Delano. Campbell-Ewald will be operated as a separate company and under its own present management.

Interpublic proposes to issue 495,355 shares of common stock in exchange for all the outstanding shares of Campbell-Ewald. The deal last May 31 had a market value of over $15 million.

Mickelberry's buys

Daniel & Charles agency

Daniel & Charles Associates, New York advertising agency, has been acquired by Mickelberry's Food Products, also New York, for $1.2 million plus "contingent payments based upon future earnings."

Richard Diamond, treasurer of Mickelberry's, said that "we've decided to deploy some of our efforts into marketing and distribution services."

Charles Goldschmidt, chairman of the agency, emphasized that Daniel & Charles will remain autonomous under the new ownership and that "we would not handle any accounts for them.

D&C billed an estimated $15 million in broadcast advertising in 1971. Mickelberry's produces Old Farm sausages, bacon and other meat specialties, and Mama's cookies.

It's now official:

Gardner to WRG

Wells, Rich, Greene, New York, last week announced an agreement in principle to acquire Gardner Advertising, St. Louis, in a stock transaction valued at about $1.7 million, based on WRG's closing price on New York Stock Exchange Aug. 30.

WRG, which currently bills at the yearly rate of $120 million, is publicly held; Gardner, billing some $55 million, is privately owned. Negotiations between the two were discussed two weeks ago (Broadcasting, Aug. 28).

The acquisition, WRG said, would place the agency among the top 15 U.S. agencies in total billing and, according to last year's estimates, also in the top-15 list of broadcast agencies (WRG billed an estimated $68.7 million in TV-radio, Gardner $23.5 million). WRG proposed also to purchase an undisclosed number of its shares from insiders to use as part of the exchange.

The acquisition terms—principally an exchange of two and a half shares of Gardner stock for one share of WRG's—are subject to negotiation of a definitive agreement and approval by Gardner shareholders. The agencies saw no conflict in interests and noted that they both serve one client,Ralston-Purina, "enthusiastically."

Spot TV running well ahead of '71 pace

$368.3 million billed in healthy second quarter; perennial leader P&G increases $5.8 million, Ford $3 million

On the comeback trail this year, spot TV business registered an estimated total $368.3 million in the second quarter.

According to the Television Bureau of Advertising, industry sources estimate that first-half 1972 spot business was up 12.15% above the same period of a year ago. TVB said that figures for this year are not directly comparable with last year's because of a change in Broadcast Advertisers Reports' method of compiling the data. The second-quarter spot estimate was based on BAR monitoring on 260 stations in the 75 leading markets. BAR data showed spot investments in the January-June period to be $672.8 million.

TVB's quarterly report, listing the top-100 spot advertisers by individual company and spot spending by product categories, is being released today (Sept. 4). Five advertisers were listed for the first time (Singer sewing machines, International Harvester trucks and mowers, Continental Airlines, Yamaha motorcycles and National Liberty health insurance).

Procter & Gamble was the top spot-TV spender in the second quarter of 1972 with an investment of $21.1 million (up $5.8 million from the comparable period in 1971), followed by General Foods, $13.2 million.

In addition to P&G, advertisers showing the biggest gains over the comparable period in 1971 were Ford, up $3 million, and Chrysler, up $1.6 million, among the automobile giants; Scott's Liquid Gold, up $1.8 million, and Nabisco, up $1.5 million in other product groups.

TVB said 1,784 companies invested in spot TV in the second quarter (1,401 for the first quarter), with expenditures in nighttime in the second quarter accounting for the largest share ($136.8 million.
### Spot television expenditures by product classification

#### 2nd quarter '72 vs. Jan.-June '72

<table>
<thead>
<tr>
<th>Category</th>
<th>2nd quarter '72</th>
<th>Jan.-June '72</th>
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<td><strong>Agriculture and Farming</strong></td>
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<td>Apparel, fabric and notions</td>
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<td>Footwear</td>
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<td>Underwear, foundations and bags</td>
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<td>Misc. apparel, accessories and notions</td>
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<td><strong>Automotive</strong></td>
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<td>Passenger cars</td>
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<td>Tires and tubes</td>
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<td>Trucks and mobile homes</td>
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<td>Misc. auto accessories and equipment</td>
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<td>Cold, cough and sinus remedies</td>
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<td>Headache remedies and sedatives</td>
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<td>Laxatives</td>
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<td>Medical equipment and supplies</td>
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<td>Skin products and liniments</td>
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<td>Vitamin supplements</td>
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<tr>
<td>Apples, pears and trucking fruit</td>
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<td>Bakery goods</td>
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<td>Cereals</td>
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<td>Coffee, tea and cocoa</td>
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<td>Desserts and dessert ingredients</td>
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<td>Flour and baking mix</td>
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<td>Fruit and vegetable juices</td>
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<td>Health and dietary foods</td>
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<td>Infants foods</td>
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<td>Meat, poultry and fish</td>
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<td>Pasta products and dinners</td>
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<td>Shortening and oil</td>
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<td>Soap</td>
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<td>Sugars, syrups and jellies</td>
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<tr>
<td><strong>Gasoline, Lubricants and other Fuels</strong></td>
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#### 2nd quarter '72 vs. Jan.-June '72

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<td>Disinfectants</td>
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<td>Food wraps and toiles</td>
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<td>Household paper products</td>
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<td>Insecticides</td>
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<td>Major appliances</td>
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<td>Small appliances and equipment</td>
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<td>Misc. accessories and supplies</td>
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<td>Furniture</td>
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<td>Household fabrics and finishes</td>
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<td>Misc. household furnishings</td>
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<td><strong>Insurance</strong></td>
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<td>Cameras and photographic supplies</td>
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<td>Jewelry, watches and optical goods</td>
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<td>Pets and Pet Supplies</td>
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<tr>
<td>Radios, Televisions Sets and Musical Instruments</td>
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<td>Musical Instruments</td>
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<td>Soaps and detergents</td>
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<td><strong>Sporting Goods and Toys</strong></td>
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<td>Games, toys and hobbycraft</td>
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<td>Sporting goods</td>
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<td>Cosmetics and beauty aids</td>
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<td>Dental supplies and mouthwashes</td>
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<td>Depilatories and deodorants</td>
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<td>Feminine hygiene products</td>
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<td>Men's shaving equipment</td>
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<td>Men's toiletries</td>
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<td><strong>Miscellaneous</strong></td>
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**SOURCE:** [As released by Television Bureau of Advertising](http://www.tvb.org)
You let go with it.

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

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[ ] 104. 1972 Broadcasting Yearbook, $14.50
[ ] 105. The Technique of Documentary Film Production, $10.00
[ ] 111. Color Television, $8.95
[ ] 112. The Technique of Television Production, $13.50
[ ] 114. Case Studies in Broadcast Management, $4.95
[ ] 115. Teach with Television, $5.95

Name _____________________________________
Address _____________________________________
City __________________. State ______ Zip____


Ideal keeps away from Saturday morning
Toy maker buys three-hour special for day after Thanksgiving as part of new look television placements

Ideal Toy Corp., New York, along with its sponsorship of five pre-Christmas network-TV programs in prime time, will underwrite a three-hour daytime network special and conduct a spot campaign in 101 markets this fall.

Ideal will sponsor through Helfgott & Partners, New York, Ideal Presents the Jerry Lucas Super Kids' Day Jamboree on ABC at 10 a.m. to 1 p.m. Friday, Nov. 24, the day after Thanksgiving. Ideal said it will place its spot drive almost entirely on late-afternoon and early-evening programs and that it plans also to be a continuing participating sponsor of Captain Kangaroo on CBS-TV, 8-9 a.m., starting Sept. 4. The specials in prime time include the Flip Wilson Special on NBC-TV, the movies Chitty-Chitty-Bang-Bang, "The Yellow Submarine" and "Frosty the Snowman," all on CBS-TV, and "The Night the Animals Talked," on ABC-TV.

Though Ideal declined to disclose its TV budget, the company last year spent $6.5 million in print and broadcast and, it estimated, the daytime special alone will cost the advertiser between $250,000 and $300,000. Last year Ideal withdrew from network weekend children's programs in favor of network prime-time family shows.

Nixon on commercials: his record is spotty
It's hard to know where President Nixon stands on TV commercials. Last week he reportedly told a group of movie stars at a reception in his San Clemente, Calif., home that he enjoys viewing movies in the projection room at the White House. And, he continued, "Pat and I both love motion pictures. They're not interrupted by commercials."

The first mention of commercials was last March, when the President entertained members of the Advertising Council at the White House. In brief remarks to his guests, who included Don McCannon, president of Westinghouse Broadcasting Co., the chairman of the council, and Vincent T. Wasielski, president of the National Assocation of Broadcasters, the President was reported as saying that he had little time to watch TV, although he tried to watch some sports programs, adding that sometimes the commercials were better than the programs (Broadcasting, April 3).

National's set with new flight of TV spots
The newest "Fly Me" campaign for National Airlines will be taking off Sept. 11 from TV stations in New York, Houston, New Orleans, San Francisco, Los Angeles, Miami and Tampa, Fla. Once again, pretty girls will invite the viewer to "Fly Me, Fly National."

This time, however, they'll also do a little singing, featuring the popular "Fly Me" song (which has just been recorded by Petula Clark in London for commercial distribution). Another addition to this fall's campaign is 8-year-old Eileen Salyer, who wrote the airline saying she'd like to grow up to be a National stewardess and do a commercial. National decided not to wait until Eileen grows up and filmed a spot with her paraphrasing her letter.

This year's TV commercials have been expanded from 10 seconds to 30 seconds. Armand G. Arei, National's general manager-advertising, explained that this was due to "political pressure" on the part of stations; spot TV is such a tight market this fall that 10-second spots would be too difficult to place. The 30-second radio spots are similar to the TV soundtrack.

The budget for the 1972-73 "Fly Me" campaign is $9.9 million. A spokesman for National said the broadcast portion of the budget is "decidedly up over last year" but refused to give details for either year.

F. William Free & Co., New York advertising agency, handles the National account. Asked if he were prepared for another protest by the National Organization for Women, Mr. Free replied: "We hear from them occasionally. The worst is imminent. It's a platform for them. We have lots of discussions... Incidentally, I'm not a chauvinist."

Environmentalists hit on sponsorship-ID plan
The FCC has been urged to disregard a set of stringent proposals it received on the subject of sponsor identification.

The call came from the National Association of Broadcasters, which responded in reply comments to proposals by Friends of the Earth, an environmental group. As its contribution to a commission inquiry on the subject, FOE had recommended the adoption of detailed sponsorship-identification reports, significantly widening the requirements for identification, and mandatory keeping of lists of sponsor representatives.

NAB said the group's proposals went so far beyond the commission's inquiry— and, indeed, beyond its jurisdiction—that they would raise serious legal questions if adopted. Moreover, NAB said, the proposals would pile "regulatory garbage" upon the heads of broadcast licensees, at the very time the commission is considering streamlining and lightening its regulation of the industry.

The commission's intention in launching the inquiry was to explore ways to streamline and clarify its existing identification rules.

New contract sought for TV commercials
SAG picks up option to cancel present contract on 60-day notice; talks on new terms start next month

Screen Actors Guild will begin negotiations in New York on Oct. 16 for a new contract covering television commercials to replace the current three-year pact, which expires on Nov. 15.

Representing employers in the contract

BAR reports: television-network sales as of Aug. 13

<table>
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<th>Day parts</th>
<th>Total minutes week ended Aug. 13</th>
<th>Total dollars week ended Aug. 13</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
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<td>Monday-Friday</td>
<td>60</td>
<td>$367,200</td>
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<td>194,424,200</td>
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<td>1,768,000</td>
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<td>Monday-Saturday</td>
<td>95</td>
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<td>53,787,700</td>
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<td>Sunday</td>
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<td>127,000</td>
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<td>8,949,800</td>
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<td>Monday-7:30 p.m.</td>
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<td>12,811,100</td>
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<td>555,766,200</td>
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<td>Monday-Sunday</td>
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<td>$28,360,700</td>
<td>63,612</td>
<td>$1,013,897,900</td>
<td>$934,758,100</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Broadcasting Sep 4 1972 21
Media

Women seek denial of WRC-TV renewal

In petition to FCC, NOW and other feminist groups charge NBC-owned outlet with discriminatory policies

Ten Washington-area women's rights organizations last week petitioned the license-renewal application of NBC's WRC-TV there.

The petition, filed at the commission last Thursday (Aug. 31)—one day before the final day for challenging stations to stations in Maryland and the District of Columbia—made three specific charges: (1) that the station has fostered a consistent policy of employment discrimination against women; (2) that WRC-TV "ignores the needs" of women, who the petitioners claimed constitute the Washington area's largest population group, and (3) that the station has violated the fairness doctrine by failing to give a balanced picture of "the women's rights movement."

Among the organizations signing the petition were four local chapters of the National Organization for Women, which has spearheaded a successful campaign at the FCC to have women included in the list of "minorities" toward whom stations must affirmatively demonstrate a policy of non-discrimination in employment. The petition last week was the second such filing in which NOW has actively participated; the first was a challenge last May to the renewal of WABC-TV New York (Broadcasting, May 8).

Announcement of the filing was made at a Washington news conference last Thursday by Whitney Adams, head of NOW's national FCC task force. Miss Adams was joined by the two woman attorneys who prepared the document, Gladys Kessler of the Washington law firm of Bois, Kessler and Kessler, and Elaine Bloomfield of the Citizens Communications Center.

Miss Adams claimed that despite the recent passage of the equal-rights amendment to the Constitution, "the media continue to portray women striving for equal rights as crude, castrating, barking harpies." In addition, Miss Adams asserted, the broadcast industry presents all women as stereotypes, "If we are to believe what we see on television," Miss Adams said, "women are over-emotional, irrational, incompetent and simple-minded persons,childishly in need of masculine guidance."

And WRC-TV in particular, she continued, has proved itself to be the "worst" of Washington's broadcast media in terms of discrimination against women. The petitioners, she said, arrived at this conclusion after spending five months monitoring all television stations in the city.

The results of that investigation were detailed in the 175-page petition and some 500 pages of appendices. Among the contentions made in that document was a claim that only 1% of all WRC-TV public-affairs programming monitored by the group was directed to the problems of women.

This alleged exclusionary programming policy, it was contended, is heightened by the fact that WRC-TV has been guilty of "consistently presenting a biased point of view of women's role in society, and by ridiculing or withholding information on the women's-rights-movement"—a practice the petitioners claimed was a violation of the fairness doctrine.

Much of the information attempting to demonstrate the discrimination charge in the petition was based on preliminary findings against WRC and NBC that were handed down by the Washington regional office of the Equal Employment Opportunities Commission last November (Broadcasting, Nov. 15, 1971). Among those findings were claims that WRC-TV has "virtually excluded" women from top-level supervisory positions, that pay scales for women at the station are consistently below those of their male counterparts and that news of male promotion-level events has at times been withheld from female employees.

Ironically, the organization that was principally responsible for the matter being brought to EEOC's attention—the Women's Rights Committee of WRC-NBC, a group of 27 female station employees—did not participate in the preparation and filing of the petition last week. When questioned about the station group's absence, Miss Kessler said the committee was omitted from the challenge because it was feared that their participation would result in a "conflict of interests" that could potentially endanger their jobs at the station. Miss Kessler admitted that members of the station group were made aware of the petition only last week.

The WRC women have been engaged in a struggle with station management for nearly two years. In addition to the EEOC litigation, they have filed complaints with the FCC and the Department of Labor.

In response, WRC-TV General Manager Tom Paro last week stated that there is "no merit" to the women's accusations. NBC, Mr. Paro said, "conscientiously follows a policy of full and equal opportunity and promotion of women." He said the station is "ready to engage in discussions with the complaining group at any time."

Business Briefs

Kraft to CBS. Kraft Foods, through J. Walter Thompson Co., moves from NBC to CBS in next TV season by sponsoring six specials. They are Country Music Association Awards ceremonies on Oct. 16 (10-11 p.m. EDT), Perry Como on Dec. 6 (9-10) Marlene Dietrich on Jan. 13 (10-11), Sandy Duncan on Feb. 11 (8-9), The Flinstone Family on Ice on April 8 (8-9) and Warriors of the Danakil on April 25 (8-9).

Bates loses Schmidt. Schmidt & Sons, Philadelphia brewery, has terminated its 16-year association with Ted Bates & Co., New York, and appointed Rosenfeld, Siwortz & Lawson, New York, to handle its billing of more than $3.5 million. Schmidt's, a regional beer, is in 17 states. Six months ago it appointed the Rosenfeld agency to handle special projects. In 1971, Schmidt placed $2.5 million in spot TV and $281,200 in radio, and its spending level this year has been about the same.

Springs into broadcast. Richards department store, Miami, used day-two saturation TV-radio schedule last month to advertise sale on Sealy mattresses. Seven area TV stations and 10 radio outlets were used. TV spots featured Paul S. Walker, president of Richards, and Dade county Mayor Steve Clark.

Deeper trouble for Donrey

Its KORK-TV, already facing charges of FCC rule violations, must now confront a competing applicant

The Donrey Media Group's fight to retain its KORK-TV Las Vegas suffered a new complication last week when the FCC ruled that, in addition to defending itself against fraudulent-billing charges in hearing, the firm must also ward off another interest that has filed for the station's facilities.

The commission ruled that the applica-
tion of Las Vegas Valley Broadcasting Co. for a new station on channel 3—the channel presently occupied by KORK-TV—will be consolidated in hearing with the renewal application of Western Communications Inc., KORK-TV's licensee. The competing application, the commission ruled, will be judged in the same hearing that was ordered on the merits of KORKTV's renewal application last June (Broadcasting, June 12).

In the earlier hearing order, the commission specified allegations against the Donrey station that included charges that KORK-TV reported that it had broadcast certain commercials contained in NBC-TV programing when in fact it had deleted those commercials. The commission also included a misrepresentation issue in its order to determine whether KORK-TV was truthful in reporting its policies regarding "clipping"—an illegal practice in which a station joins its affiliated network after a particular show has begun, leaves before the program ends, or extends network commercial breaks to include its own local spots so that the content of network programing is altered.

Donrey Media had reached an agreement with Las Vegas Valley by which the KORK-TV licensee and the competing applicant would be merged into a new firm, each retaining a 50% interest in the station. In its initial hearing order, however, the commission said it would defer consideration of the settlement agreement in case Valley elects to terminate the merger. Valley notified the commission that it did not wish to proceed with the merger on June 22, adding that it intends to prosecute its competing application for channel 3 in hearing.

In its action last week, the commission noted that it had stated last June that it would issue a subsequent order designating the competing applications for comparative hearing if Valley decided to terminate its agreement with Donrey. Accordingly, it dismissed the Donrey-Valley settlement and ruled that the two applications must be judged comparatively before a hearing examiner.

Another NSN station sold
Starr Broadcast Group, New Orleans, has agreed to purchase the National Science Network's WNCN(FM) New York, it was announced last week. Terms of the transaction were not disclosed but it was learned that the deal has a cash value of approximately $2 million.

WNCN is the second NSN station to be sold this summer. The firm's WDPF(FM) Chicago was purchased last July by group broadcaster Metromedia Inc. for $2.75 million. Both of those transactions are subject to FCC approval.

NSN, whose operating principals include Stan Gurell, the WNCN general manager, also owns two FM facilities on the West Coast—KMPX(FM) San Francisco and KPPC(FM) Pasadena, Calif.

WNCN is also the second FM purchase Starr has been involved in within the past few months. It agreed last June to buy the McLendon Corp.'s WWWW(FM) De-
$215-million suits over film pacts vex broadcasters

Payments to two trusts, set up for music fees, are at issue; networks say they paid one and don't owe other; seven groups say they weren't signatories to either.

Seven station groups and the three television networks last week professed to be puzzled over suits seeking more than $215 million in damages from them ("Closed Circuit," Aug. 28).

The legal actions, alleging violations of trust agreements providing for payments when motion pictures and TV series containing music are telecast, have been filed over a period of three months by Samuel R. Rosenbaum, trustee for Hollywood Trust and Hollywood Television Trust Agreement (covering movies) and Hollywood Television Trust Agreement (covering TV series).

Named as defendants are ABC, CBS, NBC and the Scripps-Howard, Westinghouse, Corinthian, Metromedia, Capital Cities, Storer and Taft broadcasting groups.

The networks are being sued for alleged violations of both agreements—for $20 million each in connection with the film trust and $5 million each in the television trust matter. The seven station groups are being sued for $20 million each for alleged violations of the trust.

Network and station group officials say they are baffled by the suits. The networks contended they are signatories to the television agreement matter. The seven station groups said they are not signatories to either pact.

Representing Mr. Rosenbaum in the cases is attorney Marvin M. David of New York, who has filed the suits in New York state supreme court over a period of months, starting last February.

The film agreements were signed from the period from 1954 through 1959 by more than 50 motion-picture and TV production-distribution companies and the TV agreements by the three television networks. They specified that payments be made to the funds based either on 5% of the gross revenues received from sale of programming to TV, or an amount equal to 5% of the station's or network's time charges.

Mr. Rosenbaum reportedly decided to sue stations and networks because the funds were unable to collect large portions of the revenues from film companies that have either gone out of business or disposed of film rights. Tracing ownership has been difficult and complex.

Mr. Rosenbaum elected to sue the networks and stations on the theory that "the obligation follows the film," meaning that the networks and stations are liable since they are profiting through the exhibition of the programming on television.

In addition to damages, the suits are seeking an accounting of which films were carried on television from 1966 through 1971 (the period permitted by the statute of limitations).

None of the defendants has replied to the complaints. The position of the networks is that they are not party to the film agreement and have made the payments they owe to the television fund. The plaintiff contends the payments networks have made are insufficient and is seeking an accounting.

The funds were established to provide employment for out-of-work musicians as performers at schools and other nonprofit institutions.

Changing Hands

Announced

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

- WSCN (FM) New York: Sold by National Science Network to Starr Broadcast Group Inc. for about $2 million (see page 23).
- KFOI (AM-FM) Honolulu: Sold by Valjon Inc. to John O. Jones, J. A. Mermis III, James W. Grafton, Thomas L. Branch and Robert Magruder for $525,000. Walter Richey is president of Valjon, licensee of KDSM (AM) St. Paul. Mr. Jones is a Dallas attorney. Messrs. Mermis and Grafton are Texas businessmen. Mr. Branch is a Houston banker. Mr. Magruder heads Sovran Inc., a Dallas media brokerage firm. KFOI operates full time on 1380 kHz with 5 kW. KFOI-FM is on 97.5 MHz with 38 kW and an antenna height 185 feet below average terrain. Broker: LaRue Media Brokers, New York.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 40).

- WJGA (AM-FM) Jackson, Ga.: Sold by Richard P. Shapard Jr. and Herbert Shapard to B. L. Williamson for $130,000. Mr. Williamson has ownership interest in WCKM (AM) Winnsboro, S.C. and WLBW (AM) Royston and WLOV (AM-FM) Washington, all Georgia. WJGA operates daytime only on 1540 kHz with 1 kW. WJGA-FM is on 92.1 MHz with 6 kW and an antenna 275 feet above average terrain. Broker: Mike Magruder. Mr. Shapard Jr. is a Georgia attorney. Mr. Shapard is a Dallas attorney. Mr. Williamson is a Georgia druggist. Broker: Magruder.
- WSMR (AM) Elko, Md.: Sold by Wyoming Valley Broadcasting Corp. to Oscar Grann, D. Michael Brandewie and Dan-
iel Hamilton for $150,000. Buying principals are Washington federal-government employees. Mr. Grann was formerly with WAM (AM) Arlington, Va. WSER is a daytime on 1550 kHz with 1 kw.

**CPB funds now hinge on appropriations bill**

President Nixon last week signed into law the scaled-down funding bill he wanted for public broadcasting—a one-year, $45-million authorization policy against appropriations.

The bill, which insures a $10-million increase in money for the Corporation for Public Broadcasting, also provides $25 million in facilities grants to be distributed through the Department of Health, Education and Welfare. The $45-million figure is likely to withstand the appropriation process, but the facilities figure exceeds by $10 million the recommendation of Congress.

Still awaiting action, when Congress returns this week, is the appropriations bill that would make these figures a final reality. The President vetoed the HEW Labor bill passed by Congress, because it total was almost $2 billion over what he wanted; contained within that bill were the new appropriations for CPB and facilities grants.

The authorization bill signed last week was a replacement for another bill that the President vetoed. That one would have approved $155 million for CPB over two years.

**Black producer plans action against KTVI(TV)**

A black producer who formerly worked at KTVI(TV) St. Louis has threatened action against the station at the FCC after an ethnic program he presided over was canceled.

Kenneth Brantley, producer of the erstwhile KT VI black-variety program, *Soul*, has charged that the station carried on an exclusionary policy against blacks in its programing and employment.

A KT VI spokesman denied those allegations, claiming that *Soul* was terminated because it had "run its course" at the station. He noted that the program had been replaced by two 30-minute offerings, both hosted by blacks and aimed toward black audiences. The two replacements, one a discussion program and the other a musical offering, were scheduled for an initial run last weekend.

**NAB membership up**

That membership drive that the National Association of Broadcasters is engaged in is producing results. As of Aug. 23, the association had 4,353 members, up 170 since the beginning of the year. Membership has increased in all categories, except for TV stations which have declined by four since Jan. 1.

And in code membership, the total is up by 42, although TV code subscribers are down by two since the beginning of this year, according to the NAB.

Total membership is broken down this way: 2,204 AM radio stations, 1,334 FM radio stations, 562 TV stations, seven networks (three TV and four radio) and 282 associates. At the beginning of the year, NAB had 2,112 AM's, 1,259 FM's, 530 TV's seven network and 269 associates.

Code membership as of the August date was 2,442 radio and 400 TV, compared to the Jan. 1 figures of 2,398 radio and 402 TV.

Burns J. Nugent, NAB executive vice president for station relations, noted that ordinarily the association loses membership in the summer months; this year the membership rolls have increased.

**PTV publicists to huddle**

A national conference on public relations in public television will be held this week in Chicago. Promotion and PR representatives from noncommercial stations across the country will discuss local and national strategies for increasing public support of the medium. In addition, the Public Broadcasting Service will discuss its advertising plans for the coming season, and the Corporation for Public Broadcat will present awards for outstanding promotional campaigns by local stations. The Sept. 5-8 conference in the Playboy Towers is being sponsored jointly by CPB, PBS and the National Association of Educational Broadcasters.

**A $3-million chance in a radio raffle**

That’s the gamble of KROQ, a Burbank station that will try to make it in the L.A. market.

KROQ(AM) Burbank, Calif., a country-music station recently purchased for the tongue-wagging price of $2.2 million by a partnership of 14 southern California businessmen (BROADCASTING, Jan. 31 and July 24), has changed its call letters to KROQ (pronounced K-rock) and on Sept. 2 was to introduce a contemporary-music format. These are the latest in a series of swift and sweeping moves the station’s new management has made in an effort to make an immediate impact in the highly fractionalized and competitive southern California radio market.

“We have enlisted the best people to attract an immediate audience,” says Vice President and General Manager Gary Price. “Virtually the entire KROQ staff of 45 came to the station in talent raids. Most tellingly sacked were KJ-HAM-FM Los Angeles (the AM outlet, a leader in programing contemporary music, figures to be KROQ’s most immediate target). The KHJ stations provided KROQ with Mr. Price (he was general manager of the FM station), the general sales manager, Lee Larsen, the morning disk jockey, Charlie Tuna (although he most recently was with KCBQ(AM).
San Diego), an on-air newsmen, J. Paul Huddleston, and the news editor, Cam Currier. From KRLA(AM) Pasadena, another strong contemporary-music station, KRLA took its program director, Johnny Dario, disk jockey, Jimmy Rabbit, former morning drive man, Paul Oscar Anderson (also most recently with KCQB) and field reporters Joe Duckett and Richard Halmy. Progressive-music station KDAY(AM) Santa Monica lost a prominent disk jockey, Sam Riddle, to KROQ, while talk station KABC(AM) Los Angeles gave up its news director, Leo McElroy, and country-music KLAC(AM) Los Angeles had its news director, Ed Zief, wood away.

Gary Bookasta, spokesman for Bur-bank Broadcasting, the partnership that acquired KCQB from the estate of George E. Cameron Jr., says $1 million has been budgeted for development and promotion of the station under its new call letters and program format. Some $25,000 has been invested in studio and transmitter equipment to get the most out of a signal that has not been among the strongest in the area (1500 kHZ, 10 kw day, 1 kw night).

"What we didn't rebuild, we bought," says Mr. Price. "This is like putting a new station on the air. We figure we're starting from zero."

MBS now totals 560

Ten more stations have joined Mutual Broadcasting System, it was announced last Thursday (Aug. 30). The new affiliates, bringing the radio network to 560 stations, are KBQO(AM) and KXTZ(FM), both Los Angeles; KCTR-AM-FM Minneapolis; WSNY(AM) Schenectady, N.Y.; WNNR(AM) New Orleans; KLCI(AM) Monroe, La.; WJFM(FM) Harrisonville, Tenn.; WDLP(FM) Deland, Fla., and WQAP(AM) Valdosta, Ga.

NABET strikes at KTTV

About 60 members of the National Association of Broadcast Employees and Technicians struck Metromedia's KTTV Los Angeles last week. The station left the air for 91 minutes Tuesday (Aug. 29) after the NABET engineers walked off the job, until management personnel could begin operating the equipment. There had been no negotiations on labor and management as of late last week. It was undecided at that time whether the striking workers would return to handle the broadcast of a Jerry Lewis telephone to raise funds for muscular dystrophy research. The workers offered to do the broadcast and donate their wages to muscular dystrophy. Station officials privately characterized the offer as a grandstand play, arguing that the workers could as easily have held up their strike until this week.

Dump-Nash move fails again

A motion by KAYE(AM) Puyallup, Wash., that FCC Hearing Examiner Ernest Nash be removed as presiding examiner in the license-renewal proceeding involving that station was dismissed by the commission last week. KAYE attorney Benedict Cottone had sought reconsideration of a commission ruling last June, in which an initial move to have Mr. Nash disqualified from the case on grounds that he has shown "bias and prejudice" against KAYE and its counsel was denied (BROADCASTING, June 26). A spokesman for Mr. Cottone indicated last week that the KAYE attorney might again move for Mr. Nash's disqualification in light of the examiner's conduct in the hearing now in progress. He alleged that Mr. Nash's actions have remained prejudiced against KAYE.

Bureaucratic nomenclature. The FCC's 14 hearing examiners are scheduled to receive new titles; as of Sept. 6, they'll be referred to as "administrative law judges." The change was made by the commission last week in accordance with a Civil Service Commission ruling on Aug. 19, designating all hearing examiners within the federal government as administrative law judges, all chief hearing examiners as chief administrative law judges, and all assistant chief hearing examiners as—you guessed it—assistant chief administrative law judges.

Five weeks on a perch. From high atop a smokestack in downtown Provo, Utah, KOVO(AM) established what it claims is the world's only record for smokestack sitting. The promotion campaign lasted from July 10 to August 25. During which time KOVO personality Richard Mathis lived in the studio, did his 8 p.m.-to-midnight rock program, and broadcast reports from time to time over KOVO and its sister outlet, KFMQ(FM). Events inside the hexagonal studio (equipped with color TV, microwave oven and refrigerator) included a wedding, a fondue party, a W. C. Fields film festival and a party at which Mr. Mathis celebrated his 27th birthday. After he decided the campaign had reached its peak ("and I started going buggy"). Mr. Mathis came back down to earth.

Why Nixon won't debate on TV

President doesn't want to create instant national policy, but isn't ruling out an Agnew-Shriver match

The President of the United States should never debate with his challenger in an election year, President Nixon said last week. It was the first public statement that the President has made of his position on TV debates during this election campaign.

The reason for his feeling, Mr. Nixon said, is that whenever the President speaks—whether as Chief Executive or as a political candidate—he is enunciating national policy. And, he declared, to say something in the heat of partisan debate that would be considered national policy would not be in the national interest.

The President's comments were made in response to a New York Times conference at the West Coast White House in San Clemente, Calif. At that same conference Mr. Nixon, again in response to a question, said he would have no objection to a TV debate between Vice President Spiro Agnew and Democratic contender Sargent Shriver but he did not think it would be useful.

Mr. Nixon, whose TV debates with the late John F. Kennedy in the 1960 election campaign were considered by some to have cost him the election, acknowledged that he was wrong in 1964 when he urged a debate between then President Lyndon B. Johnson and the Republican candidate, Senator Barry Goldwater (R-Ariz.).

"Frankly," the President said, "I think I was wrong in that President Johnson was right, Senator Mansfield was right and even Senator Pastore, who supported Amendment 315 but who said that even in supporting the 315 amendment... he had serious doubt about whether a President of the United States could debate." Senator Mike Mansfield (D-Mont.) is the majority leader of the Senate. Senator John O. Pastore (D-R.I.) is the chairman of the Senate Communications Subcommittee and over the years has favored modification of Section 315 of the Communications Act. This provision requires that whenever a broadcaster permits one candidate to use his facilities, he must provide equal time to all other candidates for the same office. Because of the usual large number of spoilers, in candidates, this presents broadcasters with an awkward problem when they seek means to present the major-party candidates.

The President noted that both Clark MacGregor, his campaign manager, and John Mitchell, his former campaign manager, had said that it is not in the national interest for the President to debate. These sentiments were expressed by the two Republican chairmen in response to challenges by Senator George McGovern (D-S.D.). Senator McGovern challenged Mr. Nixon to debate on television shortly
after he was nominated as the Democratic candidate, and again last month.

The first and thus far only TV debates between presidential candidates were those of 1960 when the Kennedy-Nixon confrontations took place under a temporary suspension of Section 315. In the 1964 campaign, Senator Goldwater repeatedly challenged President Johnson to debate, but Mr. Johnson declined. In the 1968 election, with no incumbent in the race, Mr. Nixon refused to meet his opponent, Senator Hubert H. Humphrey (D-Minn.).

In talking about an Agnew-Shriver appearance on TV, Mr. Nixon commented:

"I would be very confident as to the results on that, because I think Vice President Agnew's four years of experience, his coolness, his lawyer's background, would serve him in good stead in a debate. I do not believe, however, that a debate at the vice presidential level would serve any useful purpose, but I don't rule it out."

At one point, repeal of Section 315 as it applies to presidential and vice-presidential candidates was an integral part of the federal political-spending bill. But President Nixon vetoed this bill in 1970 for this and other reasons.

A revised political-spending bill, without the Section 315 amendment, was passed late in 1971 and signed into law by the President early this year.

A separate bill repealing Section 315 for presidential and vice-presidential candidates in general elections was passed by the Senate but is stalled in the House.

Personal-attack charge made against WKBD-TV

The FCC has been asked to revoke the license of Kaiser Broadcasting Co.'s WKBD-TV (ch. 50) Detroit on grounds that the station violated the commission's personal-attack rule.

A complaint was filed against WKBD-TV at the commission by Phillip A. Gillis, a Detroit attorney, and his brother, Joseph A. Gillis, a judge in Detroit's recorder's court. The allegations stem from an Aug. 6 broadcast of the Lou Gordon Show, a weekly news-interview program on WKBD-TV. The complainants said that when Judge Gillis failed to make a scheduled appearance on the program, Mr. Gordon made comments regarding the judge's absence which were an attack upon his honesty and character.

Mr. Gordon's statement, a Kaiser spokesman said, referred to questions concerning past actions by both Gillis brothers. He is reported to have stated that Judge Gillis had granted probations to a convicted abortionist whom his brother represented in another proceeding, and that the same individual had earlier been cited for contempt of court.

Mr. Gillis also alleged that WKBD-TV has "on many occasions" made personal attacks on them and their family.

The Kaiser spokesman said WKBD-TV has offered Messrs. Gillis an opportunity to appear on the station again.

Three prime-time concessions made

FCC continues newscast waiver, partially grants ABC football request, solves DST problem of WRTV Indianapolis

Network affiliates in the top-50 markets that start their prime-time schedules with a network newscast may continue this practice through the coming season, as long as they precede the network newscast with a full hour of their own news or public-affairs programing, the FCC ruled last week.

The commission voted to continue the waiver of the prime-time-access rule granted to CBS a year ago—which enables affiliates to broadcast the network's evening newscasts in prime time without having that time counted against the three hours of network material permitted top-50 market affiliates under the rule.

CBS requested that the waiver be reinstated through Sept. 30, 1973, in a pleading filed last July (BROADCASTING, July 24). The waiver will be applicable to affiliates of all three networks.

The commission said that affiliates choosing to take advantage of the waiver must broadcast the network newscast immediately following their own evening news programing. Under those conditions, stations that begin their news coverage at 6 p.m. (NYT) would be required to plug into the network at 7 p.m., or at the designated commencement of prime time in their specific time zone (prime time begins at 7 p.m. in the Eastern and Pacific time zones and at 6 p.m. in the central and mountain zones).

Stations wishing to operate in this manner must inform the chief of the FCC's Broadcast Bureau no later than Sept. 15.

In another action, the commission waived the prime-time rule for ABC's coverage of NCAA football games on Sept. 16 and 30. The network had stated that, while it does not anticipate that the afternoon telecasts will run into prime time, unforeseen run-overs might cause some scheduling problems in certain areas. It was requested that any prime time that might be used in covering the games not be counted its affiliates' three-hour network prime-time complement.

ABC told the commission that it has changed its scheduling practices so that games that might result in a run-over would start at 3:30 p.m. It had requested a blanket waiver for all NCAA telecasts during the latter part of 1972.

The commission said that while it believes there has been nothing wrong in scheduling its sports programing to conform with the prime-time rule in the past, it would reserve judgment on the blanket waiver request. It provided a waiver for the two September games to test how the arrangement works out, noting that the general waiver might prove desirable if the two initial tests are successful.

The commission also granted a waiver of the same time period to WKBD-TV in Indianapolis, to permit the station to designate the hours of 6-10 p.m. as prime time.

The station claimed that such a designation is necessary because Indianapolis is not on daylight saving time and network programing that is broadcast elsewhere at 8 p.m. is fed to that city at 7 p.m. If a waiver is not granted, WKBD said, it would be violating the off-network provisions of the prime-time rule (which bans stations from carrying a newscast program previously seen on the networks) by programing the Wild Wild West, formerly seen on CBS-TV, from 10:30-11:30. If its prime-time hours remained 7-11 p.m., the station said, the first hour of this program would not be shown. The waiver is effective only until Oct. 29, when daylight saving time ends around the country.

AFL-CIO supports ceiling on reruns

An attempt by Hollywood film workers to obtain an FCC-enforced limitation on network reruns has garnered the influential support of the AFL-CIO executive council.

Meeting in Chicago last Monday (Aug. 28), the council adopted a resolution calling on the FCC to "take corrective action" against "inferior programing practices and policies pursued by the nation's television networks." The council said it "fully supports" the petition filed last June at the FCC by film editor Bernard Balmuth and a group called Save Television Original Programing (STOP), which requested an amendment to the commission's rules to require the networks to devote no more than 25% of their total programing to reruns (BROADCASTING, June 19). The petition has subsequently been supported in filings at the commission by several Hollywood unions and guilds and has been opposed by the networks and a number of individual stations.

The AFL-CIO resolution last week claimed that the allegedly superfluous number of reruns present in network television has contributed to the wide-scale unemployment that is plaguing the film industry. But "besides reducing job opportunities catastrophically," the resolution stated, "this network policy is grossly unfair to the 63 million Ameri-
Now, we're into broadcasting.
Up to here with the Beatles? Can't take another word about the Stones? Long for those good old songs about loving and losing, hard work and lean times, mean men and soft women? You may be ready for country music. Broadcasting is. That's the story we'll be telling in full in the next of our special reports on music and radio. It may be the most exciting yet. It treats what is assuredly the most exciting growth area in radio entertainment today: the phenomenal success of stations that have taken the Nashville sound and made it All-American. From coast-to-coast, in large markets and small, country music has taken the nation by storm. Whether Johnny Cash country, or Kris Kristofferson country or, from Canada, Anne Murray country, American audiences have been wooed and won. A new, and most profitable, brand of radio has been created in the process.

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

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

You belong in Broadcasting Sep 18
can families who rely on television as a major source of entertainment.

An AFL-CIO spokesman said last week it has not yet been determined whether the organization will submit a formal pleading in support of the Balmuth proposal to the commission. He added the most probable course of action will be for the AFL-CIO to send a letter to the commission expressing its position, rather than filing a formal legal brief.

The AFL-CIO vote of confidence is an unusual action for the national organization, which seldom participates in FCC proceedings. It is viewed as a major endorsement for the Balmuth proposal, which some observers previously had given little chance for success at the FCC.

Only Archie kept ABC from complete sweep with Olympic ratings

Early Nielsens dominated by pickups from international games, except for one quarter hour Saturday night

ABC-TV's coverage of the Olympics got off to a strong start in the Nielsen overnight ratings in New York and Los Angeles last week, with initial prime-time audiences approaching and on occasion exceeding 50% of all homes using TV.

The first full evening of Olympic coverage, on Monday (Aug. 28), had an 8-11 p.m. (NYT) average Nielsen rating of 27.8 and 49 share of total audience in New York and a 30.7 rating and 48 share in Los Angeles. Up against baseball on NBC and regular Monday-night programing on CBS, these figures translated to 59% of the three-network audience in New York, 63% in Los Angeles, NBC's baseball was the main victim, getting only 10%-11% of the network viewers in the two markets.

On Tuesday night, with Olympics from 7:30 to 11 p.m. NY under ABC's soon-to-expire FCC waiver of the prime-access rule, coverage of the games from Munich attained an average 25.3 rating and 47 share of total audience in New York, a 31.9 and 52 in Los Angeles. With CBS and NBC programing 7:30-10:30, leaving 10:30-11 to be programed locally, the Olympics attained a 58 share of the audience tuned to network outlets in New York during the 7:30-11 period and a 62 share in Los Angeles.

The 8-11 p.m. Olympics coverage on Wednesday night brought ABC a 26.2 rating and 47 share of total audience in New York and 57 share in Los Angeles. Among viewers watching network programs, ABC has 55% in New York, 64% in Los Angeles.

The Olympics opening ceremonies on Aug. 26, 10 a.m. to 12:15 p.m. NY, were up against regular Saturday-morning children's programing on CBS and NBC but came in virtually tied for first in New York with an 86 share of the network audience as against CBS's 47 and NBC's 7. An 8-9 hour of Olympics coverage that night coincided with a break-
down in Nielsen's New York machines except for the first quarter-hour, but in that quarter-hour CBS's All in the Family remained very much on top with a 68 share as opposed to the Olympics' 18 and NBC's 14.

On Sunday afternoon (Aug. 27) ABC carried the Olympics from 3:30 to 6 p.m. and obtained a 54 share in New York as against a 28 share for local movies on WNBC-TV and an 18 for CBS pro football and Animal World on WCAU-TV. Another Olympics hour (8-9) that evening came up with a 46 share of the network audience in New York while Disney and the Jimmy Stewart show on NBC were getting a 28 share and the CBS movie a 26.

ABC-TV is devoting its entire weekday prime-time schedule to the Olympics for 17 days and with additional weekend and Labor Day coverage will devote a total of 61 1/2 hours to the events by the time the final wrap-up is completed Sept. 10 (Broadcasting, Aug. 21).

'French Chef' may find the burners turned off

A big TV spender, Polaroid Corp., has underwritten The French Chef, which features Julia Child on non-commercial television for the past three years.

But Polaroid has dropped its support, and WGBH-TV (Boston), which produces the weekly series, and Public Broadcasting Service, which distributes the program nationally, put up a help-wanted sign last week.

"Only $85,000 is needed to assure 13 weeks of Julia Child and The French Chef for the PBS fall season," said David O. Ives, WGBH president, who added that current funds allow for production of only four new programs for the fall season, starting Oct. 1. Mr. Ives said that 45 or 50 major companies were asked to underwrite the series, but without success. The companies replied that their 1972-73 budgets have already been committed, according to Mr. Ives.

As of last week, officials planned to keep the series in the PBS Sunday-night line-up through January, following four new shows with repeats of programs from previous years. If no underwriter appears this year, the series will be dropped after Jan. 1, 1973.

'Nile' flows to 40

Time-Life reports that Search for the Nile, a series of six one-hour programs has been sold in 40 markets within one week of its release for syndication. Program was co-produced by Time-Life Films and BBC, were carried on NBC-TV earlier this year and won two Emmy awards. Available for January 1973 start, the series was been bought by stations that include WCBS-TV Boston; WFLD-TV Chicago; KTVU-TV Denver; KJRH-TV Honolulu; WTVJ-TV Miami; WNEW-TV New York; WPHL-TV Philadelphia and KTUU-TV San Francisco-Oakland.

CTW extends a hand to cable television

Franz Allina heads new unit to advise on local origination; CTW in cable franchise applicants

The Children's Television Workshop, continuing to spread its activities beyond the younger set, announced last week it has created a subsidiary to advise cable-TV systems on designing program material for local origination.

Joan Ganz Cooney, president of CTW, said the new subsidiary, CTW Communications Inc., will consult on local programming needs but will not actually program. She said the subsidiary, through its program advisory service (PAS), will provide consultants experienced in community broadcasting problems who will assist CATV systems in basic planning and in creating suitable programing.

Mrs. Cooney said the new subsidiary grew out of a two-year study made by CTW on the potential of cable TV. Franz Allina, who has headed CTW's investigation of cable TV, has been named president of CTW Communications Inc. Mr. Allina was formerly vice-president of NBC and served in executive capacities with Strauss Broadcasting Group and its New York station, WMCA (AM).

CTW recently formed a division to develop a medical-health series that would appeal to adults as well as teenagers. The workshop has created two series for children, Sesame Street and The Electric Company.

CTW Communications said its first client in the program consultation area is Grand Valley TV Inc., in which CTW Communications has acquired a minority interest. Grand Valley, a subsidiary of Century Cable Communications Inc., Tucson, is an applicant for CATV rights in Grand Rapids and Wyoming, Mich.

Antiabortionists fail in WCBS-TV challenge

A contention by two antiabortion groups that WCBS-TV New York violated the fairness doctrine in two programs earlier this year has been rejected by FCC.

Eugene J. McMahon and John Nappi, attorneys for the Unborn and Celebrate Life Committee at Long Island, respectively, have been advised that they have failed to show that the station did not give balanced treatment to conflicting abortion arguments in its over-all programing. In letters to Messrs. McMahon and Nappi, however, FCC Complaints and Compliance Division Chief William B. Ray said that further consideration would be given to the groups' complaints if more precise allegations are presented.

The complaints stem from two episodes of WCBS-TV's Woman program, broadcast Jan. 11 and Feb. 7. The first show included a participant from an abortion group discussing abortion groups discussing ramifications of the New York court ruling temporarily ban-
nning abortions in city-owned facilities. In the second program, representatives of pro-and-con groups, including two compliants, were given time to discuss their positions. Messrs. McMahon and Nappi claimed the station did not give the anti-abortion side enough time to balance out the issue.

Noting that the fairness doctrine does not require stations to give "equal time" to both sides of a controversial issue, Mr. Ray said that, based on evidence on hand, we provided "reasonable opportunity" for the anti-abortion camp to express its position.

**Pepper criticizes VOA**

Representative Claude Pepper (D-Fla.) charged last week that the Voice of America, an arm of the U.S. Information Agency, is not providing enough pro-graaming for Soviet Jews. In a letter last Monday (Aug. 28) to USIA Director Frank Shakespeare, Mr. Pepper said "it is ridiculous and insulting to everyone who is concerned about the plight of Soviet Jewry" for the VOA to broadcast only one 10-minute program twice a week for Soviet Jews. And, the congressman pointed out, none of this programaing is in Yiddish.

**AFM agrees to phase out network staff musicians**

The American Federation of Musicians announced last week that its members have ratified a 21-month contract with the three television networks, calling for a 5.5% increase in wages and fees and for the elimination of staff musicians by the end of the pact.

The agreement, which is retroactive to Aug. 1 and expires April 30, 1974, also stipulates a doubling of health and welfare contributions; an increase in pension fund contributions to 6% (from 5%), effective Aug. 1, 1973, and a rise in the hourly rehearsal rate from $15 to $17.28, effective Aug. 1, 1973.

A key item in the contract is the phasing-out of all staff musicians at the networks on a staggered basis over the next 21 months. CBS now has 35 staff musicians, NBC has 30 and ABC has 25.

An AFM spokesman said that in addition to staffers, the new contract covers all musicians employed on a "casual" basis for programs carried on networks, including variety and daytime series, specials, and for background music.

**Open doors at WEWS(TV)**

**Traveleagues.** Australian Travel Commission has 22 16mm films available on free-loan basis. Subjects of films, which range from nine to 57 minutes in length, include traveling in South Pacific, Australasia as a whole and different regions of country. For catalogue write commission's offices in New York (1270 Avenue of the Americas, 10020), Chicago (111 East Wacker Drive, 60601) or Los Angeles (3550 Wilshire Boulevard, 90010).

**Increased distribution.** National Television Associates Inc., Los Angeles, has agreed in principle to acquire International Film Distributors Ltd., Toronto. Terms of acquisition were not disclosed. IFD handles film distribution in Canada and operates Toronto International Film Studios. NTA plans to add its film library to that of IFD for distribution to Canadian TV stations, cable systems and theaters.

**Vancouver video.** Nimco has been formed in Vancouver, B.C., as a videocassette production firm. Firm is subsidiary of New International-Cassette Media Corp., New York. Plans call for Nimco to provide wide range of video materials for home viewing market, including feature films, sports features and self-help materials.

**Second guess.** New series, *Coaches Corner*, will be half-time feature of college football games on ABC-TV this fall. In each, prominent current or former coach will edit highlights of first-half play and discuss possible strategies for second half. First occupant of *Coaches Corner* will be Joe Paterno of Penn State, at Sept. 9 ABC-TV opener between Tennessee and Georgia Tech. Others set for future games include Darrell Royal of Texas, Bob Devaney of Nebraska and Duffy Daughtery of Michigan State.

**Talent firm.** Barbara Claman has announced opening of her own talent agency, Barbara Claman Inc., specializing in talent consulting, casting and payments for radio, television and films. 200 West 57th Street, New York.

**Added interest.** Columbia Pictures Industries Inc., New York, has acquired minority interest in K'Son Corp., Placentia, Calif., that could be increased up to 50% under certain conditions. K'Son, electronics research, sales and manufacturing firm, has been in development for the last 10 years. It was established in 1970 in developing equipment used by CPI's closed-circuit television division, Trans-World Communications.

**AWA offering.** New video-taped program on aviation is being offered for $15 to TV stations by Aviation/Space Writers Association. Half-hour color program has interviewed format and explores flying as a career or hobby with emphasis on aviation journalism careers. Show, project of AWA assisted by Airline Owners and Pilots Association, was produced at non-commercial KPTS(TV) Hutchinson, Kan. Randy McClaren, executive secretary, AWA, 101 Greenwood Avenue, Jenkintown, Pa. 19046.

**Old firm, new venture.** TV-R Inc., New York, which has been engaged in the recording and duplicating programs on video tape and transferring to 16mm film for 15 years, has entered video-cassette duplication field. It will open its first duplicating center for video cassettes in New York, with full production set for this month.

**Live development.** TV producer Walt Framer, quiz-show specialist, has been signed by MGM to develop live, audience-participation programs. Plans call for development of projects for both network placement and first-run syndication.

**Transocean Trans-World.** Trans-World Communications, New York, closed-circuit division of Columbia Pictures Industries Inc., announced last week it has signed agreement with Rank Organisation and with Rediffusion Ltd., both England, to bring Trans-World services to London hotels within next few months. Company has been set up called Hotelvision.
which will have initial operating capital of about $1 million, with Trans-World providing 40% and Rank and Rediffusion each supplying 30%.

Wagnerian pay TV. Theatrevision Inc., New York, and the St. Louis Municipal Theatre Association announced last week they are exploring possibility of starting municipal opera productions for pay-TV systems associated with Theatrevision. President of St. Louis Municipal Theatre Association is Robert Hyland of CBS-owned KMOX in St. Louis. Spokesman said CBS is not involved in project.

Spooky stuff. Gottlieb/Taffner Programs Inc., New York, is distributing six 90-minute TV programs based on classic horror stories. Mini-series, produced by Thames Television and carried on commercial TV in Britain this past year, consists of new productions of "Frankenstein," "Dracula," "The Curse of the Mummy," "The Suicide Club," "Sweeney Todd" and "Uncle Silas."

Kleindienst links TV violence and crime

Attorney General Richard G. Kleindienst thinks the rise in violent crimes—up 11% last year—is due in part to television.

There are too many violent programs, he said last week. "The television industry should think twice about the fact that programs depicting or emphasizing violent acts may tend to encourage certain persons to emulate such acts," said Mr. Kleindienst.

"For this reason, I tend to believe that too much violence on TV which is presented to show emphasis on action or adventure programs has a detrimental effect upon the crime rate."

Mr. Kleindienst made his remarks in response to a Broadcasting request for clarification of a statement attributed to him earlier in the week in a Washington Post interview. The interview dealt almost entirely with the investigation of the bugging of Democratic headquarters in the Watergate hotel. In the last paragraph of the Post story the attorney general was asked on FBI statistics on crime released the day before, and he blamed television as a causative factor.

Irving's story on TV

WTTG-TV Washington has become one of the few television operations, and the first independent station, to obtain an interview with Clifford Irving, the man who perpetrated the colossal Howard Hughes "biography" hoax.

Mr. Irving, who last week began serving a prison term of two and one-half years for his involvement in the Hughes case, was interviewed late last month by Mauri Povich of Metropolitan Life's wire for broadcast next week. The program will be shown at 8 p.m. on Sept. 12.

During the interview, conducted in St. Petersburg, Fla., Mr. Irving talks about the genesis of his book, the effect on his personal and professional life, and his treatment at the hands of the news media.

Broadcast Journalism

Misgivings about Ervin-Pearson privilege bill

Media committee's Kleeman says newsmen and their sources would still be too vulnerable

The Joint Media Committee last week said there were three basic flaws in the newsmen's-privilege bill introduced by Senators Sam J. Ervin (D-N.C.) and James B. Pearson (R-Kan.) last month (Broadcasting, Aug. 21).

Richard P. Kleeman of the Association of American Publishers, who is a member of the JMC (a group of five news organizations including the Radio Television News Directors Association), pointed out that the Ervin-Pearson measure (S. 3925) would not protect newsmen from subpoenas by Congress, would place the burden on newsmen to attempt to quash subpoenas and would not protect sources of information.

S. 3925 was introduced in response to a Supreme Court decision holding that the First Amendment does not grant newsmen immunity from disclosing confidential sources and information to grant juries (Broadcasting, July 5).

The bill states that a broadcast or print newsmen "shall be competent and capable to testify as a witness in a criminal proceeding before a federal grand jury or a criminal action in a federal court" if the information sought from him is based on his personal knowledge, if it would "tend to prove or disprove commission of a crime and if the information is not readily obtainable from another source."

Newsmen "may move before the judge . . . to quash the subpoena on the ground that the testimony sought to be elicited from him under it does not satisfy the three conditions . . . ."

A bill (S. 3932) based on the legislative recommendation made last month by the JMC (Broadcasting, Aug. 7) and introduced before Senator Walter Mondale (D-Minn.) takes a different approach.

S. 3932 provides that newsmen cannot be compelled "by any court, grand jury, agency, department, or commission of the United States or by either House of or committee of Congress" to disclose sources or information. But the protection would not apply "to the source of any allegedly defamatory information in any case where the defendant . . . asserts a defense based on the source of such information."

Anyone seeking a newsmen's confidence must find his information or source willing to apply to the U.S. district court for an order divesting the protection. And, the court could issue that order only if it determines that the newsmen probably has relevant information, "that the information sought cannot be obtained by alternative means less destructive of First Amendment rights," and that there is a "compelling and overriding national interest in the information."

Now Socialists want time on CBS, Mutual networks

Having won slots on ABC, NBC to answer McGovern, they seek more

The Socialist Labor party has filed a complaint at the FCC against CBS and the Mutual Broadcasting System in an attempt to get time on the two networks to apply to the U.S. district court for an order divesting the protection. The court could issue that order only if it determines that the newsmen probably has relevant information, "that the information sought cannot be obtained by alternative means less destructive of First Amendment rights," and that there is a "compelling and overriding national interest in the information."

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McGovern himself has acknowledged that he utilized the time for campaigning purposes. The Socialist complaint also contained a copy of a response from RKO General’s war (AM) New York, which carried the Aug. 5 broadcast, claiming that its coverage was exempt from Section 315. The party erroneously associated war with Mutual; RKO formerly held an ownership interest in the network but it was terminated and war is no longer a Mutual affiliate. No response from Mutual was included.

Meanwhile, ABC-TV announced last week that it has invited representatives of the Socialist Labor Party, the Socialist Workers Party and the Communist Party to appear on a future episode of its Issues and Answers program in response to requests by those parties for time to reply to the McGovern broadcast. ABC contended that the broadcast was exempt from Section 315 but said it issued the invitation as a matter of fairness. It was reported that the three parties accepted the offer. Time allotment and date of broadcast, however, have not yet been determined.

NBC enters AIPC
NBC issued a 12-page analysis last Tuesday (Aug. 31) challenging the methodology and the conclusion of a report by the American Institute for Political Communications that claimed to have found instances of “bias” in the evening news programs of the three TV networks (Broadcasting, June 10, et seq.). NBC reviewed each of 13 instances of bias ascribed to its newscasts and concluded that AIPC’s monitors had equated reporting of news favorable or unfavorable to one side or another as being “bias” for or against that side. To avoid a charge of bias, NBC maintained, it would have had to avoid reporting on “favorable” or “unfavorable” developments. Actually, NBC maintained, 12 of the 13 instances constituted accurate, factual reporting and the 13th was “accurate analysis.” In addition, NBC noted, the 33 instances of bias alleged by AIPC—13 each charged to NBC and CBS, seven to ABC—were out of an estimated 400 to 450 news items carried on the monitored newscasts during the monitoring period, so that, as AIPC also concluded, “the great bulk of the reporting” was “straight-forward and objective.”

Group W newsmen to hit trail
Group W commentators and correspondents will participate in panel discussions before civic, business and educational groups in early October in six cities where Group W owns stations, zeroing in on recent news events and possible future developments. Under the umbrella title “Forecast 1973: Perspective News,” the discussions will be moderated by Sid Davis, chief of the Group W Washington news bureau. Commentators and correspondents who will be active in at least one engagement include Rod MacLeish, Simeon Booker, Erwin Canham, Peter Lisagor, Gene Pell, Jim Anderson, Jerry Udwin and Doug Edelson.


Minorities enter media
Columbia University has graduated 23 minority-group summer-broadcast trainees and all of them have found jobs with TV or radio stations. Twelve additional minority graduates will go to work for various newspapers, bringing the total number of graduates to 159 in the five years of the program’s operation.

This year’s graduates comprise 26 blacks, four Chinese-Americans, two Mexican-Americans and three Puerto Ricans. Eighteen of them are women, 17 men.

The program’s broadcast unit was sponsored by NBC, the CBS Foundation and the Ford Foundation. Al Goldstein, on leave from NBC News, New York, directed the broadcast unit. The coordinator of the broadcast faculty was Lou Potter, former executive editor of public television’s Black Journal.

The 23 broadcast graduates and the stations employing them are: Jacqueline Adams, wnac-TV Boston; Nicolas Ayala Jr., W TIC-TV Hartford, Conn.; Duke Bradley, ktew-TV Tulsa, Okla.; E. Rochelle Brown, kera-TV Dallas; Francine Cheeks, wcau-TV Philadelphia; Phillip Chin, wcbx-AM New York; Walter Elder, wsb-TV Chicago; Annette Gilliam, wtvv-TV (TV) Tampa, Fla.; Hilda Gourdin, ksli-TV Salt Lake City; Felicia Jeter, waga-TV Atlanta; Patricia Knight, kwtv (TV) Oklahoma City; Genevieve Lim, CBS News; Felicia Lowe, knbc-TV Los Angeles; Wendell Mew, wmms-TV Chicago; Willie Monroe, wbat (TV) Fort Worth; William Perez, wmbc-TV New York; Michael Potter, wjar-TV Providence, R.I.; Ginger Rutland, kcra-TV Sacramento, Calif.; Jack Smith, knxt-TV Los Angeles; Sharon Stevens, wbbm-AM Chicago; Aisha Turner, wtvh-TV Atlanta, and John Welley, wlbt-TV Jackson, Miss.

Satellites are busy with Olympic games
Over three times the amount of coverage used in ’68 set aside for worldwide transmission

Communications satellites are transmitting worldwide more than 400 hours of TV coverage of the Olympic games. Coverage of the games, which began Aug. 26, is being sent by satellite from Munich, site of the contests, to the earth station at Raisting, West Germany, then via the Intelsat 4 Atlantic satellite to the earth station 4 Andover, Me., where it is being relayed to New York for distribution over ABC-TV.

In addition, three other Intelsat 4’s—a second over the Atlantic, one over the Pacific and one over the Indian Ocean—are carrying the events to at least 25 additional countries around the world. In three instances, a double hop is being utilized—from West Germany via the Indian Ocean satellite to Japan, and from Japan, via the Pacific satellite to the Philippines, Taiwan and Korea.

Four years ago when the Olympic games were held in Mexico City, 120 hours of TV coverage were transmitted worldwide by satellite.

NASA emphasizing laser
Vertical reception tests planned at Huntsville; IT&T gets contract for experimental system in California

Two communications experiments with laser beams—those pencil-thin light rays that theoretically are supposed to be capable of carrying millions of telephone conversations or hundreds of TV channels—will be undertaken soon.

One is by the National Aeronautics and Space Administration’s Marshall Space Flight Center in Huntsville, Ala. At intervals during the next two months, the center will test laser communications from an airplane flying at 60,000 feet. The beam will be aimed at a ground station at the Huntsville Redstone Arsenal. Its purpose is to determine the effects of the
Atmosphere on vertical transmissions of laser beams.

The other was the announcement last week that NASA had awarded a $5-million contract for an experimental laser communications system to IT&T's Gillen division at Van Nuys, Calif. The project is to design and build an experimental laser communications system to be used in 1975 on an applied technology satellite.

NASA has had three laser experiments, but not using information: the first, on the Apollo 11 mission in 1969; the second on the Apollo 14 flight in mid-1971; and the third, the Apollo 15 mission in late 1971. They all included the placing of laser reflectors on the surface of the moon.

Going public

MCA Inc., North Hollywood, Calif., has scheduled the first public demonstrations of its new color-video disk for Dec. 12. Demonstrations will be conducted in morning and afternoon sessions before an invited audience at Universal Studios, the film-production lot that includes the company headquarters in North Hollywood. The video-disk equipment, described by MCA as the "audio-visual equivalent of a long-playing record," was given a laboratory demonstration for the company's key executives earlier in the year (Broadcasting, June 19). At the time it was indicated that some technical problems in the disk duplication process remain to be solved.

NAB gets into fight to save channels 70-83

The National Association of Broadcasters has voiced its support of the Association of Maximum Service Telecasters' opposition to a rulemaking proposal calling for the elimination of channels 70-83 from TV receivers beginning in July 1974.

The proposal was advanced by the Consumer Electronics Group of the Electronic Industries Association, which pointed out that after those channels are re-allocated to land-mobile radio services in 1975 the only broadcast occupants remaining will be translators that have not yet been displaced by land mobile. Under the present rules, it said, manufacturers would still be required to provide tuning space for those translators (Broadcasting, July 31).

AMST's argument against the proposal was that it would force some 800 translators off channels 70-83, even though there would be no land-mobile interest in them in some areas (Broadcasting, Aug. 21).

In its petition to the FCC, NAB said it agreed with AMST's position. "While there may be marginal technical advantages" to EIA's plan, NAB said, they "must be viewed against the added costs and inconveniences which would be worked upon the 800 translators presently occupying those channels. The commission has repeatedly recognized the valuable service provided by translators; the non-profit nature of virtually all translators, and the financial hardships which are their everyday lot."

ABTO gets its first commercial-TV customer

WNEW-TV New York to start using new filming system on Sept. 18

Metromedia Inc.'s WNEW-TV New York is the first commercial television station to contract for use of ABTO Inc.'s system that permits news events to be photographed on black-and-white film and projected over the air in color.

ABTO has announced that beginning on or about Sept. 18, WNEW-TV will use the system for approximately one-third of its local news stories daily. The station has been field-testing ABTO-equipped cameras and projectors since last May, and portions of the film have been carried on WNEW-TV's 10 O'Clock News.

Under the ABTO system, cameras encode color information onto the black-and-white film and the ABTO-equipped projectors optically translate the coded information into full-color images. The encoded film is processed with "rapid and simple standard black-and-white film development," according to a spokesman.

Frank L. Marx, president of ABTO, said the system offers "huge savings in film raw stock and processing costs, usually in excess of $500.

ABTO is owned 40% by ABC Inc.; 40% by Technical Operations Inc., Boston, and 20% by the public (over-the-counter).

The system has been in use at non-commercial WNJT-TV Trenton, N.J., for evaluation and also has been tested over a CATV system, a company official said.

New Cable Television Franchises Require New Money

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- expanding
- modernization

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CTI previews unit to be sold next May

Cartridge Television Inc. next spring will market a new video-tape playback unit that can hook into just about any TV set now in existence, the company reported last week.

Cartrivision unveiled the new hardware at a demonstration in New York. Frank Stanton, president, said the new player, which the company calls "The Stand-Alone Video Cartridge Playback Unit," should hit the market around May 1973 and cost about $700. Over 2,000 "Red Cartridge" feature films are now available for rental at $3 to $6 each (with titles ranging from "The Bridge on the River Kwai" and "The Caine Mutiny" to "The Three Stooges Meet Hercules" and "Adultery for Fun and Profit"), and another 2,000 or so specially made prerecorded programs can be purchased at prices ranging from $12.98 to $39.98, officials said. These movies are being put to use, the company reported, by owners of the single-unit Cartrivision TV consoles that went on sale three months ago.

Also available are blank tapes (price, depending on length, $11.98 to $36.98) for recording programs direct off the
The world of 12 ghz

A new experimental communications satellite, planned for launch in 1975, will be used to test the 11.7-12.2 ghz band for satellite broadcasting by the National Aeronautics and Space Administration in conjunction with the Canadian Department of Communications. The Canadian experiment includes TV service to small villages through community TV and audio broadcasts, relay of signals from TV cameras in remote locations, two-way voice communications, facsimile, and data linking and distribution. NASA has invited proposals from interested groups for additional experiments, especially those involving equipment and propagation tests for this band. The Communications Technology Satellite (CTS) will be the first satellite using the 12 ghz band for communication purposes. Other applied technology satellites use the more common 4 ghz band. Antennas on the CTS will be capable of being aimed at various parts of North America for specific tests.

Financial Briefs

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<th>reported gains in billings and earnings in the third-quarter and also for the first nine months of fiscal 1972. For the nine months ended July 31:</th>
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<td><strong>1972</strong></td>
<td><strong>1971</strong></td>
</tr>
<tr>
<td>Earned per share</td>
<td>$1.17</td>
</tr>
<tr>
<td>Gross billings</td>
<td>$86,550,171</td>
</tr>
<tr>
<td>Net income</td>
<td>$2,115,929</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,035,043</td>
</tr>
<tr>
<td></td>
<td>1,020,714</td>
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</table>

<table>
<thead>
<tr>
<th>Harris-Intertype Corp., Cleveland, manufacturer of communications and handling equipment, reported gain in revenues but dip in earnings for fiscal year 1972. Commercial and government-systems electronics showed increase in sales and profits, according to company. For fiscal year ended June 30:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1972</strong></td>
<td><strong>1971</strong></td>
</tr>
<tr>
<td>Earned per share</td>
<td>$1.17</td>
</tr>
<tr>
<td>Gross billings</td>
<td>$370,868,000</td>
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<tr>
<td>Net income</td>
<td>$13,788,000</td>
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<tr>
<td>Shares outstanding</td>
<td>31,565,043</td>
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<td></td>
<td>31,465,383</td>
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</table>

Meredith Corp., Des Moines, Iowa, reported 43% increase in net earnings for fiscal 1972. Company said all operating divisions—magazines, printing, consumer books, educational and broadcasting—were profitable and all produced gains over the previous year’s results. In addition to program packaging, Meredith owns five TV, four AM and two FM stations. For fiscal year ended June 30: 1972 1971

- **Earned per share**: $1.60 $1.13
- **Revenues**: $157,964,163 $138,355,996
- **Net income**: $4,477,452 $3,119,146

Walt Disney Productions, Burbank, Calif., has set up dividend reinvestment plan whereby stockholders may use returns for new stock purchase.

Media General folds newspaper

Media General Inc., Richmond, Va., owner of WFLA-AM-FM Tampa, Fla., and newspapers in four states, announced last week the closing of its newspaper in New-ark, N.J., as of Aug. 31. Alan S. Donahue, president of Media General, said the paper “was simply unable to recover” from the economic setbacks suffered during a 10-month strike last year. The Newark News is the third major-market newspaper owned by a company with broadcast holdings to go under this year. The Boston Herald Traveler of additional common stock. Plan, effective Oct. 1, also permits option of paying into plan up to $1,000 per month for purchase of more shares.

**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, part administrator, part peddler, and a diplomat 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 Sep 4 1972
**Weekly market summary of 124 stocks allied with broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting with other major interests**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Cable**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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**Programming**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
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**Service**

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<th>Music</th>
<th>Tele</th>
<th>Trans</th>
<th>20th C</th>
<th>Walter</th>
<th>Warner</th>
<th>Wreathe</th>
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<td>1 1/4</td>
<td>1 3/8</td>
<td>1 5/8</td>
<td>1 5/8</td>
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<td>1 3/4</td>
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<td>4 5/8</td>
<td>1 2/8</td>
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</table>

**John B.**

<table>
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<tr>
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<td>3/4</td>
<td>2 1/2</td>
<td>1 1/4</td>
<td>1 1/4</td>
<td></td>
</tr>
</tbody>
</table>

**John B.**

<table>
<thead>
<tr>
<th>ADMIRAL</th>
<th>AMPLEX</th>
<th>CARTRIDGE 1</th>
<th>CCA ELECTRO</th>
<th>COLINS RAD</th>
<th>COMPUTER EQ</th>
<th>CONRAC</th>
<th>GENERAL ELEC</th>
<th>HARRIS-INTER</th>
<th>MAGNAVOX</th>
<th>3M</th>
<th>MOTOROLA</th>
<th>OAK INDUSTRI</th>
<th>RCA</th>
<th>RSRC INDUSTRI</th>
<th>TEKTRONIK</th>
<th>TELEATION</th>
<th>WESTINGHOUSE</th>
<th>ZENITH</th>
</tr>
</thead>
</table>

**Broadcast A**

Robert James, c; Co., New York, executive post of gen.-cy's New York of

William M. Back and Donald M. St. Cann-Erickson, executive VP's.

David L. Hunter, with Foote, Cone & Belding, Chicago, on Kimberly Clark account, appointed PC&B VP and associate creative director, Los Angeles.

Peter M. Hustig and Gale H. Terry, VP's, Leo Burnett, Chicago, named management directors. Robert Baroecil and Michael Zaremba, Burnett account executives, appointed account supervisors.


Chet Wilke, with H-R Stone, Los Angeles, joins KBAY-FM San Diego as general sales director.

Diana M. Dawes, with WHW(AM) Princeton, N.J., appointed sales supervisor.

Dorothy E. Levy, with WWDJ(AM-FM Washington, named marketing director.

Joe Heimann, with WAK(AM)-Valparaiso, Ind., joins WJUC(AM) Winchester, Ind., as assistant sales manager.

Harry Spitzer, head of own Los Angeles advertising agency, appointed executive director, retail-sales development, Southern California Broadcasters Association, Hollywood.


Francis Friedman, account executive,

Bert Kemp, VP and senior art director, Norman, Craig & Kimmel, New York, joins Ted Bates there as art director and copywriter. John Ruggiero, VP and executive art director, BBDO, New York, joins Bates as creative supervisor.

W. Wayne Childers, senior art director, Campbell-Ewald, Detroit, joins Grey Advertising there as art director, Ford corporate account.

Dale Thomsen, art director, Larson-Bateman Advertising, Santa Barbara, Calif., joins Clinton E. Frank, San Francisco, as art director.

Barbara Chayer, with Grey-North Advertising, Chicago, joins Clinton E. Frank there as media buyer.

Sid Gross, associate research director, BBDO, New York, joins Kenyon & Eckhardt Advertising there as research account manager on Lincoln-Mercury account.


Dan Friel, account executive, Radio Advertising Representatives, Detroit, appointed office manager.

John W. Hubbell Jr., with CBS-TV sales, New York, joins Blair Television there as account executive.

John J. Duffy, manager of sales development, H-R Stone, New York, joins RKO Radio Representatives there as account executive.

Richard Blake, senior producer, advertising and sales promotion, General Electric, Schenectady, N.Y., joins Beckman Associates Advertising, Albany, N.Y., PR and advertising firm, as director, sales promotion.

Robert W. Kutsche, associate media director, Gaynor & Ducas, New York, agency, named VP and media director.

Robert P. Geary, VP and media director, McCann-Erickson, Milwaukee, joins Klu-Van Pietersen-Dunlap Inc., agency there, in same capacity. Edward R. Ritz, director, media department, KVDP, appointed assistant to president.

Ron Gaffe, president of own advertising and PR firm in Orlando, Fla., named VP and manager of branch office in that city being opened by Colle & McVoy, Minneapolis. Address: 341 North Mills Avenue.

Joel R. Feldstein, with Aaron D. Cushman and Associates, Chicago, named VP of PR and marketing firm.

Edward W. (Bill) Spaeht, manager, Mace Advertising’s Atlanta office, elected VP.

Larry D. Werber, formerly advertising manager, RCA Distributing, Atlanta, joins Mace as account executive. William Berdahl, formerly with Wells, Rich, Greene New York, appointed media buyer.

David B. Bramson, account executive, Cooper/Strock/Scannell, Milwaukee agency, named VP.

C. R. (Ranny) Daly, manager, WAAA-AM-FM Winston-Salem, N.C., joins United Advertising Inc. there as special-markets and promotion consultant for broadcasting.

Roy F. Butler Jr., operations manager, KHF1-TV Austin, Tex., joins Dan Love & Associates there as media director.

Sharon Brauch, assistant media buyer, Frye-Sills Inc., Denver agency; Noreen Taylor, with Leo Burnett, Chicago, and Sally Kelly, with J. Walter Thompson, Chicago, all appointed media buyers, Frye-Sills.

Phillip Altamore, marketing director, Shaller-Rubin, New York, joins Sudler & Hennessey, New York, as marketing analyst.

Glenn Card, VP and associate group head, Lennen & Newell, New York, joins Stan Merritt Inc., agency there, as creative supervisor.

Bernie Cammarata, VP, account supervisor, Ralph Shockey & Associates, New York, joins Rothenberg, Feldman & Moore, Chicago agency, as account executive.

Gary Brandt, with WJW-TV Cleveland, joins Sharp Advertising Inc. there as account executive.

Media


Russ Coughlan, moderator on several public affairs series on KGO-AM-TV San Francisco for past three years and formerly general sales manager, KGO-TV, is appointed general manager, KGO-TV. He succeeds Don Curran, named VP and general manager, KABC-TV Los Angeles, which like KGO-TV, is ABC-owned (Broadcasting, Aug. 28). Mr. Coughlan will be proposed to ABC board for election as VP.


Ed Herbert, formerly executive news editor, WCBS-TV New York, joins WOR-TV Buffalo, N.Y., in newly created post of operations manager.

Roy Schwartz, formerly station manager, WHN-AM New York, joins Milt Werner Associates, New York, media and sales promotion firm, as executive VP and partner.

David Perelay, general manager, WBRI-FM Providence, R.I., named VP.

Robert H. Bieracki, sales manager, WABC-AM, New York, named general manager, WWDJ-AM Hackensack, N.J.

William L. Bolster, with KWLW-TV Waterloo, Iowa, appointed general manager of KLLL Cedar Rapids, Iowa. Both are Black Hawk stations.

Robert Dolph, formerly VP and general sales manager, H-R Reps, Los Angeles, appointed general manager, KEWT-FM Sacramento, Calif.

Ken Tashof, advertising, promotion and creative director, WWAM-AM-WWTV-FM, WTVI-TV Cadillac, Mich., appointed director of advertising, promotion and publicity, WMJ-TV Milwaukee.


Mary Turner, producer-director, KSFX-FM San Francisco, joins KMET-FM Los Angeles as director, promotion and advertising.


Programing

John N. Helm Jr., VP and Midwest sales manager, National Telefilm Associates, Chicago, named to head firm’s domestic sales. He will be based in company’s Los Angeles headquarters.

Harry Miller, VP, Won Continental Productions, Chicago, appointed to additional duties as manager of company’s film division.

Joseph Goldfarb, Southwestern division sales manager, Group W Productions Inc., named Western division sales manager, with headquarters in Los Angeles. David F. Sifford, Southeastern division sales manager, appointed Southern division sales manager, based in Charlotte, N.C.

Gary S. Greene, account executive, Tomorrow Syndication, New York, appointed regional manager, Western division.

Joseph D. Coons, owner-manager, Stations Systems Analysis, East Liverpool, Ohio, joins International Good Music
Inc., Bellingham, Wash., automated programming firm, as sales director, major markets. He will remain based in East Liverpool.


Brooke E. Spector sky, with WKYC-TV Cleveland, joins WKKG-TV Boston as production manager.

Frank Hathaway, music director, KARK-AM-FM Little Rock, Ark., appointed program manager.

Dave Hamilton, assistant music director, WCOL(AM) Columbus, Ohio, joins WCRT-(AM) Lima, Ohio, as program director.

John Alexander, with WNCI(AM) Columbus, joins WCIT as production director.

Lee Edwards, with WNCI joins WCIT(AM) as music director.

Roger Jay, theatrical audio producer and engineer, appointed production manager, WRVR-FM New York.

Marc S. Goldstein, manager of research, Screen Gems, New York, named associate director of research.

Edwin M. Eakins, with WBNS-TV Columbus, Ohio, joins Ohio Educational Television Network Commission there as program coordinator.

Thomas E. Rogenberg, director of operations, Public Television Library, Bloomington, Ind., joins Central Educational Network, Chicago, as program manager.

Broadcast Journalism

Ron Hunter, with WWL-TV New Orleans, appointed news director, WGR-TV Buffalo, N.Y.

Mark Ahmann, advertising director, Jem Enterprises, Lincoln, Neb., and freelance play-by-play sports announcer, joins KOLN-TV Lincoln and KGIN-TV Grand Island, Neb., both Fetter stations, as sports director.

Lee Allen, interchange news editor, KUAT-(AM) Tucson, Ariz., joins KTKT(AM) there as news and public-affairs director.


Lary Crews, assistant news director, WVPO-AM-FM Stroudsburg, Pa., joins WJIM-AM-FM-TV Lansing, Mich., as news announcer.

Allan McClure, with KATV(AM) Little Rock, Ark., joins KSFQ-TV Fort Smith, Ark., as Fayetteville, Ark., news bureau chief.

Jim Hattendorf, formerly with WCLA(AM) Champaign, Ill., appointed reporter-producer, WOAI-TV San Antonio, Tex.

Jim McIntyre, announcer on Cincinnati Reds baseball, returns to WFRM(AM)

Ground breaker. Nancy Shipley, AP broadcast editor for Tennessee, has been named regional management executive, first woman in AP history to attain that post, to serve as news service's representative for AP broadcasters in Tennessee and Virginia. Miss Shipley (with Robert Eunson, VP in charge of AP's broadcast department, in picture above) is 23, has been with AP in Nashville—which will remain her head-quarters—as editor of state broadcast wire since 1966. She also wrote AP's "Country Music Corner," weekly column about Nashville music, now distributed nationally. In new post she succeeds George F. Oottle, who moves to Philadelphia as membership executive for Pennsylvania, Maryland and Delaware.

Indianapolis as sports director.

Michael A. Cozza, reporter, WAYS(AM) Charlotte, N.C., joins WBTV-TV there in same capacity.

B. R. Bradbury, with KFRC(AM) San Francisco, joins news staff, KJLH(AM) Los Angeles. Both are RKO General stations.


Brock Harris, WBAP-AM-FM Fort Worth, elected president, Texas Associated Press Broadcasters Association.

Cable

George W. Bohn, director of marketing, Southwest region, Teleprompter Corp., Los Angeles, appointed assistant to president of company, headquarters in New York. Alvin L. Holland Jr., program director, WCAU-TV Philadelphia, appointed network production manager for Teleprompter's group communications division, New York.

Nate Levine, formerly chief engineer, Jerrold Electronics system operations division, Philadelphia, Pa., appointed VP, engineering. Sammons Communications, Dallas, multiple-CATV system operator.

Leonard A. Mecca, assistant to operations manager, Jerrold Electronics, appointed assistant to president of Sammons. Richard L. Bumgarner, formerly assistant chief engineer, Jerrold community operations division, appointed Eastern district field engineer, Sammons.

Herbert R. Timberlake, formerly with Purdue University Airborn TV System, Lafayette, Ind., appointed Western district field engineer for Sammons. Sammons' last year purchased Jerrold's 10 CATV systems (BROADCASTING, Nov. 8, 1971).

Lawrence P. Herbst, assistant business manager, Time-Life Books, New York, named assistant director, CATV operations, Time-Life division.

David H. McCormick, with Economy Finance Corp., Indianapolis, appointed assistant VP, communications finance division of firm, which has been providing financial backing for CATV systems.

Harold E. Horn, in city management and urban planning for 23 years, joins Cable Television Information Center, Washington, as field representative. Center is part of Urban Institute there.

James W. Emmick, manager of CATV systems and operations of company, engineering and manufacturing firm, Koenick Electronics, returns to Ameco Inc., Phoenix, as director of system and field engineering.

Henry E. Gustman, manager, Evening Telegram CATV, Fremont, Calif., joins Liberty Communications, Eugene, Ore., multiple CATV-systems operator, as Western regional manager.

Equipment & Engineering

Frank Sirabella, manager, audio-video services, broadcast engineering, ABC, New York, appointed to newly created position of director of administrative services, broadcast operations and engineering.

Charles B. Radloff, managing director, Oak Holland N.V., Emmen, Holland, appointed VP, operations, CATV equipment division, Oak Industries, Crystal Lake, Ill. He succeeds Werner Koester, appointed director of Oak's European operations and managing director, Oak Holland N.V.

W. Wallace Warren, formerly marketing manager, broadcast products, American Electronic Labs, Lansdale, Pa., appointed audio marketing analyst, RCA Broadcast Systems, Camden, N.J.

Benjamin Dufo, formerly marketing manager, with Black Watch (ballistic missile defense) program of Aerojet General Corp., El Monte, Calif., named marketing manager, electronic systems department, CBS Laboratories, Stamford, Conn.

Allied Fields

Penelope S. Farthing, FCC staff attorney, appointed consumer-affairs counsel to American Retail Federation, Washington, with consumer legislation as primary responsibility.

Nancy L. Buc, assistant director (consumer education), Bureau of Consumer Protection, Federal Trade Commission, is resigning next month to join New York law firm of Weil, Gotshal & Manges, where she will specialize in antitrust and federal trade matters. Last fall, Miss Buc was in charge of arranging full-commission hearings on advertising practices.

Harold F. Mott, former partner in communications law firm of Welch, Mott & Morgan, Washington, and more recently general counsel for Navajo tribe of Indians, has opened new law offices in Phoenix. (111 West Clarendon Avenue 85013).

Henry J. Cauthen, general manager, South Carolina ETV Network, appointed to advisory board, National Endowment for the Arts, Washington, by President Nixon.

Broadcasting Sep 4 1972
As compiled by Broadcasting Aug. 22 through Aug. 29, and based on filings, authorizations and other FFC actions.

Abbreviations: Alt.—alternate; ann.—announced; ant.—antenna; aur.—austral; aux.—auxiliary; CATV—community antenna television; CH—critical hours; CP—construction permit; D.—day; DA—directional antenna; ERP—effective radiated power; kHz—kilohertz; kw—kilowatts; Ls—local station; mhz—megahertz; mod.—modification; N—night; PSA—presumably service authority; SCA—subcarrier communications authorization; SSA—special service authorization; STA—special temporary authorization; trans.—transmitter; UHF—ultra high frequency; U—unlimited hours; VHF—very high frequency; w.watts; *education. HAA—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations
Action on motion
- Acting Chief, Broadcast Bureau, on request of Woodland Broadcasting Co., extended through Sept. 21, 1968, time for filing comments and through Oct. 2 time for filing reply comments in matter of amendment of TV table of assignments (Grand Junction, Colo.) (Dox. 19539). Action Aug. 22.

Call letter actions
- Bethel Broadcasting Inc., Bethel, Alaska—Grant *KXUY-TV.
- Idaho Television Corp., Nampa, Idaho—Grant KITC-TV.
- Eastern Idaho Television Corp., Pocatello, Idaho—Grant KPTO-TV.

Existing TV stations
Final actions
- KJTV(TV) Bakersfield, Calif.—Broadcast Bureau permitted remote control of trans. from 2831 Eye Street, Bakersfield. Action Aug. 23.
- WHAE-TV Atlanta—Broadcast Bureau permitted remote control of trans. from 1733 Clifton Road, Atlanta. Action Aug. 23.
- KDNL-TV St. Louis—Broadcast Bureau permitted remote control of trans. from 1213 Cole Street, St. Louis. Action Aug. 23.
- WVIT-TV Miami—Broadcast Bureau permitted remote control from 4041 North 33rd Street, Milwaukee. Action Aug. 23.

Actions on motions
- Hearing Examiner Forest L. McClenning in Fort Smith and Jonesboro, both Arkansas (KFWP-KFW) and George T. Herrn- reich (KAIT-TV). TV proceeding, denied motion by George T. Herrnreich for production of documents and copying other than to extent that Arkansas Broadcasting has voluntarily offered to make available material mentioned, and further ordered that hearing shall resume on Sept. 26 (Dox. 19291). Actions Aug. 22.

Abbreviations:
- Action Chief, Broadcast Bureau, on request of Woodland Broadcasting Co., extended through Sept. 21, 1968, time for filing comments and through Oct. 2 time for filing reply comments in matter of amendment of TV table of assignments (Grand Junction, Colo.) (Dox. 19539). Action Aug. 22.
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Summary of broadcasting

Complied by FCC July 31, 1972

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<th>Licensed</th>
<th>On air</th>
<th>CP's</th>
<th>Total</th>
<th>Not on air</th>
<th>CP's</th>
<th>Total authorized</th>
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<td>Commercial TV-UHF</td>
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<tr>
<td>Total educational TV</td>
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<td>10</td>
<td>213</td>
<td>14</td>
<td>227</td>
</tr>
</tbody>
</table>

- Special Temporarly Authorization.
- Includes 25 educational AMs on nonreserved channels.
- Includes 15 educational stations.
- Indicates four educational stations on nonreserved channels.

Existing AM stations

<table>
<thead>
<tr>
<th>Applications</th>
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</thead>
<tbody>
<tr>
<td>KEST San Francisco—Seeks CP to change antenna site, e.g., China Basin and 3d Street, building 468, San Francisco, Ann. Aug. 22.</td>
</tr>
<tr>
<td>WSJR Madame, Mo.—Seeks CP change to downtown, site is 20-mile south of Missouri River, Wa. Miss., Ann. Aug. 22.</td>
</tr>
<tr>
<td>WCIIW Warwick, N.Y.—Seeks mod. of CP to reduce height of east tower to 150 ft. and specify MEOVs, Ann. Aug. 22.</td>
</tr>
<tr>
<td>WIBO Trenchtown, Ohio—Seeks CP to add 50 ft. to present AM tower to support FM ant. Ann. Aug. 22.</td>
</tr>
<tr>
<td>KICF Tuscaloosa, Mo.—FCC affirmed grant of application for transfer of control of United Broadcasting Corp. to James W. B. Tunis, and Harold L. Wright and denied petition by U.S. Department of Justice for reconsideration of grant. Justice department contended that transfer would eliminate competition in dissemination of local news, in the interest of locally marketed goods and on providing balance of editorial comment because of Mr. W. B. Tunis is affiliated with KMFM, and fact that he is editor and publisher of one of two local newspapers. Commission said it has no present rule which prevents common ownership of such media, and pointed out that Ficus receives full primary service from 12 other AMs and five FMs. Action Aug. 22.</td>
</tr>
<tr>
<td>KPRR Redmond, Ore.—Broadcast Bureau granted mod. of license covering change from SH to U. Action Aug. 18.</td>
</tr>
<tr>
<td>WADE N. Fort, R.I.—Broadcast Bureau granted mod. of license covering change in main studio location from 1367 Aqueduct Avenue, Middletown, R.I. Action Aug. 18.</td>
</tr>
<tr>
<td>WINS Milwaukee—Broadcast Bureau granted mod. of license to operate, by remote control from 207 E. Wisconsin Ave., Milwaukee, conditions. Action Aug. 18.</td>
</tr>
</tbody>
</table>

New FM stations

<table>
<thead>
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<th>Applications</th>
</tr>
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</table>

Action on motion

<table>
<thead>
<tr>
<th>Action</th>
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Fines

<table>
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<tr>
<th>Fines</th>
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</thead>
<tbody>
<tr>
<td>WALK Patchogue, N.Y.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, failing to file renewal application within time specified. Licensee has 30 days to pay or contest fine. Action Aug. 22.</td>
</tr>
<tr>
<td>WRIV Riverhead, N.Y.—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, failing to file renewal application within time specified. Licensee has 30 days to pay or contest fee. Action Aug. 22.</td>
</tr>
</tbody>
</table>

Call letter applications

<table>
<thead>
<tr>
<th>Call letter applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>KHAT Phoenix—Seeks KPHX.</td>
</tr>
<tr>
<td>WQHM Skowhegan, Me.—Seeks WSWK.</td>
</tr>
<tr>
<td>KBAT San Antonio, Tex.—Seeks KKKY.</td>
</tr>
<tr>
<td>WARD Johnstown, Pa.—Granted WJNL.</td>
</tr>
</tbody>
</table>

by Corvalis Broadcasting Corp. (Docs. 19439- 19444), Action Aug. 22.

Other actions

- Review board in Pike Castle-Sky Lake, Fla., AM proceeding, granted petition by Hymen Lake for extension of time through Aug. 25 to file responsive pleadings to petition for issuance of new license (Doc. 19432). On Feb. 9, application of Hymen Lake for AM on 1540 kHz at Pike Castle-Sky Lake was designated for hearing with mutually ex- clusive applications byEdge Broadcasting Co., Inc., at Sanford, and of S & S Broadcasting Co, at Titusville, both of which, upon request, have since been dismissed by hearing examiner. Action Aug. 21.

Call letter application

- North American Broadcasting Co., Boynton Beach, Fla.—Seeks WKAG.

Rulemaking petitions


Call letter applications

- Eastern Montana College, Billings, Mont.—Seeks KMCE(FM).
- Auburn Community College, Auburn, N.Y.—Seeks WDWN(FM).
- Paul Smith's College, Paul Smith's, N.Y.—Seeks WVVM(AM).
- Tri-County Broadcasting Inc., Delphos, Ohio—Seeks WDOH(FM).
- California State College, California, Pa.—Seeks WVCS(FM).

Broadcasting Sept 1972

41
Modification of CPs, all stations

- KFLA-FM Spott City, Kan.--Broadcast Bureau granted mod. of CP to change ant.; change transmission lines. Action Aug. 17.
- WBUU(FM) Providence, R.I.--Broadcast Bureau granted mod. of CP to change transmission lines. Action Aug. 22.
- W2FC(FM) Greenville, S.C.--Broadcast Bureau granted mod. of CP to change frequency from ch. 34, 614-620 mhz, to ch. 16, 482-488 mhz; change perm. to one kw; type ant.; and change height 970 ft. Action Aug. 23.

Translator actions

- KJ3ES Yampa Valley, Garff and Phippsburg, both Colorado--Broadcast Bureau granted CP to change to translator. Action Aug. 17.
- WMNY-FM Albany, N.Y.--Broadcast Bureau granted CP to install new translator; change frequency of translator. Action Aug. 22.
- KJ3ES Yampa Valley, Garff and Phippsburg, both Colorado--Broadcast Bureau granted CP to change to translator. Action Aug. 22.
- K216AL, East Liberty and Glacier counties, all Montanas--Broadcast Bureau granted mod. of license covering change in primary TF of UHF translator to 97.3 mhz. Action Aug. 17.
- W2E7D/AM St. Louis and Troy, Missouri--Broadcast Bureau granted CP to service Topeka by translator. Action Aug. 18.
- K216AL, East Liberty and Glacier counties, all Montanas--Broadcast Bureau granted mod. of license covering change in primary TF of UHF translator to 97.3 mhz. Action Aug. 17.
- W2E7D/AM St. Louis and Troy, Missouri--Broadcast Bureau granted CP to service Topeka by translator. Action Aug. 18.
- W2E7D/AM St. Louis and Troy, Missouri--Broadcast Bureau granted CP to service Topeka by translator. Action Aug. 18.
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Free 16mm 27-minute color documentary on military strength of the United States vs. the Soviet Union. Hula action shots taken by Soviet camera crews of their weapon systems. Features Secretary of Defense, Melvin Laird, General Holloway, Commander-in-Chief, Strategic Air Command, Dr. Edward Teller, nuclear physicists, and other experts.

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Cable Final actions

- Cable TV Bureau granted following operators of cable television systems certificates of compliance: All Channel TV Inc., Cranston, R.I.; Dynamite Cable of Florida Inc., Hialeah, Fla.; Nevada TV Cable Co., Inc., Las Vegas; Telesonic Communications Corp., Champaign, Ind.; Parsons Communications, Kansas City, Mo.; Grant Cable, New South Bend, Ind.; La Cen- ter Cable Inc., West Lebanon, N.H.; Clarion Cable Inc., Clarion, Pa.; and Boulder Cable TV Co., Boulder, Colo..

- Q. May franchising authority require franchisee to make available more access channels than those authorized by the Commission? Yes. See Section 76.251(a)(11)(iv) of commission regulations, which states that "franchisee is capable of using more access capacity than that provided for in the franchise agreement, but not in excess of what is available on the system." See also Section 76.251(a)(11)(v).

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## Professional Cards

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

Sales manager–Aggressive sales manager who will sell personal, sincere, dedicated, and sales slide. Excellent opportunity. Box J-12, BROADCASTING.

(Your dream a reality.) Ownership without any cash investment. Business oriented, good administrator, thorough knowledge of FCC rules. Send resume to Box H-217, BROADCASTING.

General manager, AM & FM in small Midwestern market at Carmi, Illinois. Must be strong on sales, self starter, community minded, and take full charge of profitable operation in this southern Illinois community. New studios and offices in downtown location. $75,000 salary, plus bonus based on performance, car and expenses furnished. Position based on Carmi, Illinois. Reply to Box H-99, BROADCASTING.

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Successful South Dakota radio station is looking for aggressive, self-starting salesman or sales manager with small market experience. Must have successful track record and ideas. Send resume, picture and reference to: Box J-11, BROADCASTING.

Announcers Continued

Sales Continued

Sales manager opening for eager, experienced radio salesman with drive and good track record and who can grow with the market–Send resume, references and picture. Box J-36, BROADCASTING.

Opening to be chief salesman and head up department for 50 KW FM Stereo Class C for reaching, rural radio market. Experience working at disc jockeyball but about 1 year old. Experience valuable, but should be young and energetic. Liberal opportunities for top executive future with competitive bonuses for doing good job, including equity in company. For details write "Voice of the Practitioners," KCIQ, Sheboygan, Wisconsin.

Expanding AM/FM "Good Music" operation in beautiful and dynamic Phoenix, Arizona needs to add experienced and successful accounts executive with minimum three years experience. Excellent opportunity to grow with communications group. Send resume, sample of work, and reference to Box J-36, BROADCASTING.

Central Florida Trade area. Immediate opening for a midday personality. Send resume and tape. Box J-106, BROADCASTING.

Looking for an experienced department manager. Must be able to sell. Small, competitive market, update New York. Tape, photo. Equal opportunity employer. Box J-21, BROADCASTING.

Outstanding MOR/personality manager in large Midwestern markets needed. Capable telephone-music host for early evening show. Must be conversationalist, like good taste with no style, and have natural voice talent. Great money, excellent fringe, professional staff. Write in confidence to Box J-44, BROADCASTING.

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Mid So. Full time AM station seeks announcer. Top 40 format. College town of 13,000. Box J-53, BROADCASTING.

Enjoy pleasant work, fun, Florida's Suncoast. Award winning. Experienced, involved MOR, looking for ambitious, industrious, imaginative and talented male with commercial background. Send resume, salary requirements to Box J-55, BROADCASTING.

AM Drive drive for major market hard rock and soul music. Send resume, picture and current photo to: Box J-67, BROADCASTING.

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Advertisements

Looking for experienced, creative, mild-mannered personality with good voice to reach adult contemporary audience and salary for the right man. Send tape, resume, picture to Frank Hathaway, KARN, 1001 Spring, Little Rock, Ark. 72202.

Immediate opening for experienced top 40 jock. If you’re a quick thinker, matured, can deliver the audience and are looking for an opportunity, RUSH air check, resume, and photo to: Program Director, WDAB, Columbus, Georgia 31902.

Uptown country announcer for well established personality gig. Must be able to communicate with audience. WMM, Philadelphia, Md. 21701, Tel. 301-662-2148.

WOBM has a full time opening for a presently employed personality who is looking for an opportunity. Send resume, references and photo to: Box J-3, BROADCASTING.

Chief engineer/manager to supervise and aid management. Box J-20, BROADCASTING.

Junior and senior staff positions open for broadcast engineers. Prefer experience in consulting field, but will train qualified candidates. Salary commensurate with ability. Excellent benefits. Resume and salary requirements to Gueney & Jones, 2922 Teafcer Court, Falls Church, Va. 22042.

Leading New England medium market contemporary must add 3 individuals next several months. Must have both new and old mind. Each opening will have different mix. Third class a must: 140-150 per week, 5 days a week, tapes and samples to: Box H-226, BROADCASTING.

Controversial talk show host. Strong on news, current events. Chicago suburban station. Tape and salary minimum. Box J-20, BROADCASTING.

Metro medium market contemporary news operation seeks second personality with personality and identity to tell it like it is. Must be experienced, versatile, and able to take directions for dynamic afternoon drive time slot. Voice important, but delivery and style is what you'll sell. Salesman–$150 per week. Also increases for good job. Must have experience in competitive market. Send resume, samples, picture to: Box J-30, BROADCASTING.

News/production combination for Maine's fastest growing broadcast group. Tape and resume to WGME, Skowhegan, Me. 04976.

Experienced newscaster. Picture, resume, tape, writing samples with first rate promotion. Equal opportunity employer. Box J-30, BROADCASTING.

Commercial copy writer for radio station in southern Wisconsin. Experience preferred. Excellent writing and interviewing skills essential. Send resume to Box J-49, BROADCASTING.

Program director, MOR station in Florida. Experience necessary. Send resume and tape to Box H-229, BROADCASTING.

Experienced program-production director for MOR formatted station in one of largest Florida markets. Send resume, reference to: Box H-99, BROADCASTING. Immediate opening and opportunities for qualified P.D. Write Box H-221, BROADCASTING.

Commercial copy writer for radio station in southern Wisconsin. Experience preferred. Excellent writing and interviewing skills essential. Send resume to Box J-49, BROADCASTING.

For rebuilding fast moving rock-soul giant. Right person can make it to operations manager and station management. Major league job is now available. Send tape, references, resume and now picture. Box J-48, BROADCASTING.

WANTED: Position as Program Director. Box J-48, BROADCASTING.

Situations Wanted, Management

Aggressive general manager. Experienced take charge management. Current position at WMZ, Will Invers, 35M. Excellent references. Box H-340, BROADCASTING.

Sales, management, engineering & programming. Woman team seeks Western states station to manage. References. Box J-26, BROADCASTING.

I'm ready for more responsibility in broadcasting or newspaper advertising as copywriter, writer, or producer. Male, 37. Strong in accounting and office management, plus data processing. BS degree in business. Working experience in radio, cable, and basketball and football for 10 years. Advertising agency 4 years. Box J-45, BROADCASTING.

General Manager available now. Box 3312, Green Bay, Wis. 54304.

Experienced sales manager. Retail salesman, direct sales—plus first phone—announcer. Management material. Middle-fifties. Box H-256, BROADCASTING.

Sales announcing, 1st ticket, veteran, BBA Marketing, eye on management, will relocate, prefer pro-grock. Box J-25, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box G-722, 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.

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

Rob a cradle. 1 year. AM/FM/music/news, I've been taught by #1 market pros and myself. I can speak to any audience if we both believe in numbers. H-223, BROADCASTING.

First phone, young, experienced, strong production. Box H-165, BROADCASTING.

Black DJ. Soul format. Preferable, experienced, proven marketing results, 3rd sales, family. Relocate immediately. Dynamic, competitive, hard worker will settle. Box H-917, BROADCASTING.

Experienced N.Y.C. metro area top 40 jack, music director, willing to relocate. Available immediately. Expert on music and people, Box J-8, BROADCASTING.

For a limited time, and a limited time only, you can get your own truly great star. Options include: Sports play-by-play and color. News and feature writing and telephone-talk. Don't delay, send today. Five-and-a-half years of testing and refining assure quality. The perfect director for small or medium market. Send adult rock stations only. This offer will not be repeated. Box H-221, BROADCASTING.

First phone personality presently working medium market top-40 with 5 years experience. Prefer at least medium market. Box J-19, BROADCASTING.

First experienced phone. Prefer Maryland or Virginia MOR. Box J-311, BROADCASTING.

Program director seeks similar position or staff announcer in small-medium market, preferably Mid-Atlantic states. Service, college, and broadcast grad. Dedication and mature voice for your product. Box J-41, BROADCASTING.

Three years experience, college, third endorsed, good voice. Box J-46, BROADCASTING.

Five years experience, 3 years at present job. Married, veterans, average voice. Desire announcer-id job of above average quality. Both MOR and MOR—very chart music—no Knows music. Any market for living wage. 3rd endorsed. Box J-69, BROADCASTING.

Strong Midwest contemporary morning man. PD experience with mediums. 29 with college and family. (317) 297-4690.

1st phone, bright, exciting sound, 18 mo. experience. 24, single. Sonny Stevens, 1-513-82-5240.

DJ third phone looking for first break into broad- casting. Tight board, good news, commercials, Ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, NJ 07748.

#1 rocker (Pulse Survey)/four years experience/no floater/first news/first spot/first play. Call Box J-171, BROADCASTING 10.


Have first class license, will travel. Will bring four years experience to your station. Have you a permanent spot for me? If so, call 713-422-3490. Harry Jenkins, 600 S. Congress Ave., Austin, TX 78701.

I want that break . . . tired of messin' around. 1st, 2nd . . . simple . . . a professional announcer. Prefer large market or major market . . . 1800 Bluebird . . . Munster, Ind. 46321.


Announcers Continued


Hope to have first class license, will travel. Will bring four years experience to your station. Have you a permanent spot for me? If so, call 713-422-3490. Harry Jenkins, 600 S. Congress Ave., Austin, TX 78701.

Have first class license, will travel. Will bring four years experience to your station. Have you a permanent spot for me? If so, call 713-422-3490. Harry Jenkins, 600 S. Congress Ave., Austin, TX 78701.

Prove your voice to the public. If you can, not if you can't. Look now to the future. Don't wait. Call Box H-422, BROADCASTING.

Five years experience, college, third endorsed, good voice. Box J-46, BROADCASTING.

Three years experience, college, third endorsed, good voice. Box J-46, BROADCASTING.

Five years experience, 3 years at present job. Married, veterans, average voice. Desire announcer-id job of above average quality. Both MOR and MOR—very chart music—no Knows music. Any market for living wage. 3rd endorsed. Box J-69, BROADCASTING.

Strong Midwest contemporary morning man. PD experience with mediums. 29 with college and family. (317) 297-4690.

1st phone, bright, exciting sound, 18 mo. experience. 24, single. Sonny Stevens, 1-513-82-5240.

DJ third phone looking for first break into broad- casting. Tight board, good news, commercials, Ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, NJ 07748.

#1 rocker (Pulse Survey)/four years experience/no floater/first news/first spot/first play. Call Box J-171, BROADCASTING 10.

Technical Continued

Openings for TV color engineers at Midwest production center. Maintenance and operation of studio and remote equipment. B.S. degree required. Box J-56, BROADCASTING.

Major market VHF in one of nation’s fastest growing areas needs Studio Technician. Requirements include—First-class radio telephone license. Minimum 3 years experience; Maintenance and operation ability, technical school graduate or equivalent technical education. Send 5-week references; Address Box J-192, BROADCASTING.

Seasoned production engineer. Tennessee or Box J-9, BROOKLYN, N.Y., 11217. Send resume. 

Want technician job, first phone, five years electronic experience. Box J-63, BROADCASTING.

Central New York—Have first exp. looking for technical TV position. Box H-124, BROADCASTING.

News

Television weatherman—personable, good appearance, medium market experience—BA degree—newswriting and directing. Send 5-week references; Address Box H-114, BROADCASTING.

Excellent Black newscaster, presently working television market half-division. Send resume or Box H-173, BROADCASTING.

Casting

Major experienced young pro? Want serious opportunity, immediate openings. Send 5-week references; Address Box H-255, BROADCASTING.

Top Executive or Hutchinson, Executive producer in need of major market, company. Send resume, 5-week references; Address Box H-226, BROADCASTING.

Equal and sets. Manager. Send resume, 5-week references; Address Box H-226, BROADCASTING.

TV, Box 1128, Green Bay, Wisc. 54305.

Production, Promotion, Others

Immediate opening for an advertising and promotion manager at a television station in a large midwestern market. B.S. degree, at least two years experience, design abilities, and sets. Excellent benefits and working conditions. Equal opportunity employer. Send resume and salary requirements to Box H-243, BROADCASTING. An equal opportunity employer.

Creative artist to join expanding professional team at mid-south public TV station. Demonstrated experience required. Skills include writing, design for all print media, and sets. Excellent benefits and working conditions. Equal opportunity employer. Send resume and salary requirements to Box J-46, BROADCASTING. An equal opportunity employer.

Promotion manager for community and politically minded station. Must have administrative abilities in all phases of promotion. Call collect, 512-684-2730 or write Gen. Mgr., KTHX-TV, Box 6669, Corpus Christi, Tex. 77907.

Executive producer for cultural affairs at TV station. Equal opportunity employer. Send resume to John Hutchinson, WNED-TV, One Lafayette, Buffalo, N.Y. 14203. Please state salary requirements in letter.

Top pro seeks position as general or sales manager of a television station on the west coast. Under 40 with 16 years of radio and television experience. Currently employed as sales manager with a terrific track record. Looking for a position: Send all references. Producer/director . . . excellent background currently in top fifteen market desires position as production manager. Box H-235, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant income, even when national averages down 19% Average increase up 45%. Retained Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Announcer

Major experienced young (27) sportscaster TV and/or radio looking for position. Will head department or join large one. Box J-5, BROADCASTING.

WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1311 Hurricke St., Laredo, Texas 78040.


We need (2) 10-ft. dishes 2-thousand MC with radials; also 1-3/8 inch transmission line. Contact phone 618-253-7922 Chief Engineer.

New 400 foot tower. KLOV, Loveland, Colo. 80537.


New tax-deductible Los Angeles public TV station needs self-supporting tower immediately. Approximately 300' high, able to take 30-lb. wind load and 2° rack. Large opportunities. Send resume to Michael Colvin, 1623 Westwood Blvd., Los Angeles, 90024. 213-478-5389.

FOR SALE EQUIPMENT

New, 300 foot, guyed, welded, TV cable or FM tower. Brooklyn, N.Y. 11217.


RCA BTA-BF2 KA transmitters, excellent condition. Hy-Power Electric, Dallas, Texas (214) 272-5657.

IVC 800's (color) and RCA 73" color monitor/ receivers available for lease or sale. Reasonable terms. Richard Rubinstein, The Ultimate Mirror, Ltd., 127 West 79th St., N.Y.C. 10024. Telephone 212-362-7502.


Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearing. $22.50 net. VHF International, Box 1535, Min. View, Calif. 94045. (404) 730-9740.


Liquidation sale—Dynar TV transmitter (modulator), 75T-18. Excellent condition—Never used. $3200.00.

3—Quick-Set Hercules pedestals, $4500, including "CamLink" heads, #5520, Mini Condition $1000.00, each. Quick-Set Hercules Tripod, #5300, including "CamLink" head, #5320, and Dolly, #5092, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each. Quick Set Hercules Tripod, #5092, "CamLink" head, #5230, Dolly, #5200, Mini Condition $1000.00, each.

Brand new RCA 5762/724, c2rion never opened. Purchased new $2700 payable KNDE, Box 1268, Chickasha, Okla. 73018.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne, Box 1004, Rockville, Maryland 20850. (301) 762-7559.

One step for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer, Box 8057, Pensacola, Florida 32505.

INSTRUCTION

Earn Electronics Degree mainly by correspondence. F.F.C. license preparation included (optional). Accredited member of National Association of Trade and Technical Schools. Write on your own in six weeks. Be prepared... let the masters in the nation’s largest network of 1st class FCC licensing schools train you. Approved for veterans & accredited member National Association of Trade and Technical Schools. * Write or phone the location most convenient to you. Elkins Institute in Dallas** 3609 Inwood Rd. 937-4007.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Trauls.

Elkins in San Antonio****, 530 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami*****, 1920 Purdy Ave.

Elkins in Atlantic*****, 51 Tenth St. at Spring, N.W.

Elkins in Chicago******, 3440 N. Central.

Elkins in New Orleans*******, 2940 Canal.

Elkins in Minneapolis********, 4103 E. Lake St.

Elkins in St. Louis, 5841 Chipewa.
RADIO Help Wanted

WANTED: Professional Talent For Nationwide Employment
PLEASE SUBMIT: Aircheck or Video tape • Resume & References • Current Photo • Desired Salary • Desired Format • Location Preferred

BROADCAST SERVICES DIVISION
Media Management Corporation
710 Tower Bldg., Seattle, Wash. 98101
Employer inquiries welcome

Help Wanted

NEW ORLEANS IS A GOOD PLACE TO LIVE
Applicants wanted (DJ’s, sales, news, engt., etc.) for occasional openings in small to medium markets, especially from nearby states. Don’t call, send typied resume, tape and requirements.
New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106

Midwest News and Talk
has excellent opportunity for experienced broadcaster with “open phone” capability or potential.
Should have a good news background and must desire to opinionate strongly, preferably as a conservative. Male or Female, Black or White, send resume, picture and tape. Strictly confidential.
Box J-38, Broadcasting

MOR AIR PERSONALITIES
If you’re experienced, professional, solid, humorous or topical with mature voice, we may have an opening for you in a newly-rated and growing Golden format. Send air check and resume to:
James A. Nee, Jr.
President
WNOW Radio
528 Bienville Street
New Orleans, La. 70130

Midwest News and Talk

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President
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New Orleans, La. 70130

Midwest News and Talk
Announcers Continued

YOUNG PRO
ARB says I pulled a 36 in my 10 station market. I am a good, smooth, warm, polished professional midday or mornings—top 40 or MUR. I am very employed—but will move for the right major opportunity.

Box J-22, BROADCASTING.

News

NEW YORK CITY NEWS DIRECTOR
14 years experience handling major national news—space shots, political conventions, etc.—as reporter, anchorman, executive. Station economic crisis forces separation. Ready to move anywhere for exceptional opportunity. National award-winner. Family man. M.A. in Mass Communications.

Box J-23, BROADCASTING.

Programming, Production, Others

SPICE OF SPONSORS
Is variety, network quality voice will voice your spots with class, TCU, and a smile. Fall line-up special: 60’s, $15. 30’s, $10. 10’s, $5. 24-hour automated formats (10’s promo, etc.), $25. Volume and cash discounts. Send copy, instructions to RICK O'SHEA PRODUCTIONS, 1111 Las Vegas Biv., Ste. 317, Las Vegas, Nevada 89104. Free Las Vegas show info.

PRODUCTION DIRECTOR
In Top 10 Market rocker, available now. Have first ticket, can do maintenance...and combo...7 years experience. Looking for position with future and stability. Prefer Midwest but will consider other areas.

Box J-2, BROADCASTING.

TELEVISION

Help Wanted Management

General Manager
CATV Systems
Experienced cable system managers for top 100 market (principal community) CATV systems. Initial headquarters assignment, then total major market system management responsibility. Desirable metropolitan locations. Attractive compensation program with options and company paid benefits plans. Submit resume and salary requirement in confidence to: Personnel Manager.

LVO Cable, Inc.
P.O. Box 2848
Tulsa, OK 74101

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Our TV and Radio station clients, including several major groups, are constantly looking for exceptional young management talent in the $18,000 to $40,000 salary range. If you are currently a General Manager, Sales Manager, or 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, 3755 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. RESUMES WILL NOT BE SUBMITTED TO CLIENTS WITHOUT YOUR APPROVAL. NO FEE.

Technical

IMMEDIATE OPENINGS
FOR TV TECHNICIANS
Video operators—Norelico and Fernseh
VT Maintenance: VR 1500 VR 3000 VR 15000
Maintenance Engineer Audio Mivers
We are a West Coast TV facility company involved in sports, commercials and show throughout the world. The technical people we are seeking must be self starters able to communicate with management and clients.

Only the highly-qualified need apply. Top wages for top people. Send resume to: Box J-34, Broadcasting.

Situations Wanted

News

Large market anchorman-reporter wishes to join excellent major market TV news operation as part-time or weekend anchorman-reporter. All the credentials, $12 to $15 thousand minimum. Reply:

Box J-31, BROADCASTING.

FOR SALE EQUIPMENT


Don Kern, W-SHO Radio, 2820 Canal St., New Orleans, LA 70119. 504-822-2271.

WANTED TO BUY—Stations

WANTED
Small market AM in Minnesota, Wisconsin or Iowa. Experienced broadcaster wants owner/operator situation. Up to $300,000 on terms. All replies confidential.

Box J-13, BROADCASTING.

FOR SALE STATIONS

1. ARIZONA. Priced at one and one-quarter gross. Profitable. $100,000. $25,000 down.
3. SOUTHEAST. Exclusive AM-FM. Illness forces sale. $150,000. Terms.

Jack L. Stoll
and Associates
6400 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213—484-1278

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
(212) 265-3430

LARSON/WALKER & COMPANY
Brokers, Consultants, Appraisers
Los Angeles, Calif. 90057
1001 Ave. of the Stars
Century City, Suite 591
123/777/1787
Suite 714
(213) 777-5953
(213) 572-5953

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rates. Fast closings. Outline needs, market size, etc. in detail.

Box J-30, BROADCASTING.

National Radio Research
P.O. Box 1071 Casa Grande, Arizona 85222

E 1 Small FM $160M Nego
E Small Daytime 90M 29% Nego
E Medium Fulltime 240M Cash
W Gulf CATV 1350 POT 140M Terms
W Major Daytime 300M Nego

E Small Fulltime $259M Terms
E Medium AM/FM 365M Terms
W Metro Daytime 550M Cash
W Major Daytime 300M Nego

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Broadcasting Sep 4, 1972

50
Performing double duty for the advertising business: James John McCaffrey

"Jim McCaffrey is ideally placed to head up the American Association of Advertising Agencies at this time of transition. He has no stake in preserving the old guard, nor does he identify with the 'new.' He is not a revolutionary in advertising."

The speaker is a McCaffrey colleague and head of a New York advertising agency. He is speaking of James John McCaffrey, chairman of McCaffrey & McCall, and since last March, chairman of the AAAA. He has worked with Mr. McCaffrey on AAAA affairs and found him a "talker who is entertaining and interesting. He has tremendous ideas and enthusiasm. But his work tempo is incredible. He has more energy than most people I've known. He's a bundle of energy and ferment."

He will need the energy. Mr. McCaffrey says he knew from the beginning that he was "biting off a load of work" by assuming the chairman's post at the AAAA, "but this business has been good to me. I owe it something in return. I feel I should put something back in to it."

He got into "this business" by accident. His first job—which was supposed to be a temporary one—was with Young & Rubicam under the tutelage of pollster George Gallup, then Y&R director of research, and later under Tony Geoghegan in media. He started out in 1944 as an assistant space buyer at $32.50 a week.

His accomplishments in media are remembered. An advertising man who worked with Mr. McCaffrey at Ogilvy & Mather recalls "the first plan we did for Lever Bros., which was a new account in the late fifties. Rather than a media plan, Jim had us compose a 400-page document, an encyclopedia, for an account that was budgeted for $400,000 or $500,000!" But, says this same friend, "Jim has been successful and his rise spectacular because he has never forgotten his media heritage. He never forgot that there are problems in media."

He is "putting something back" now by serving as chief executive of an agency whose billings bounded from $10 million in the early sixties, when he arrived on the scene, to the rate of more than $55 million at the present. He still concerns himself directly with clients, traveling a great deal to meet with them.

On top of that, he has superimposed the duties as chairman of AAAA, which demand time in conferences, discussions, speeches, and consultations, including more travel to Washington.

Mr. McCaffrey got off to a typically energetic start with AAAA: "You guys aren't down there to make such mistakes," he said in a public address, referring to attorneys who staff federal regulatory agencies, "particularly when they are so obviously avoidable."

In that same speech (he writes his own) he took on the chairman of the Federal Trade Commission, Miles Kirkpatrick, noting that Mr. Kirkpatrick had publicly indicated the commission had issued complaints against advertisers, later retracting them as "not well founded."

Mr. McCaffrey said of Mr. Kirkpatrick, "not enough, old boy." He meant it was not enough to admit the mistakes that agency had made; the damage was done when the complaints were publicized by the FTC.

Those who have sat in his spacious office note that Jim McCaffrey's temperature easily rises when the discussion gets around to the relationship to advertising of Washington and consumerism. He says he deplores the ad practitioners who fail to withstand the heat in Washington's kitchen—"those old gray birds who fade into the background, who fall back on the crutch that advertising is a service business, who use this as a convenient dodge from taking a stand on an issue. There are a lot of ostriches in this business who will bury their heads in the sand," says Mr. McCaffrey. "But it isn't going to go away."

Mr. McCaffrey has that particular feeling about advertising because he believes in it. Long ago, he says, he tired of "taking an unending string of abuse from doctors, dentists and postmen at cocktail parties who see advertising people as mind-twisters, prevaricators and leeches, who are plying the consumer away from his money."

When he took office last March at the helm of AAAA, Mr. McCaffrey vowed that the organization would face advertising problems "squarely," that it would participate in industry affairs with its head up and would "face facts."

Mr. McCaffrey notes that advertising is the "visible part" of business. "It has a high silhouette. Advertising is a big fat target for attack by those who would attack business." And, he adds, his "first incursions" by government in this area will be to "overregulate broadcasting" because of its vulnerability.

Mr. McCaffrey himself is a vigorous man with a love for the outdoors. He takes several fishing trips each year—fly-fishing in Labrador for trout, in Northern Quebec for Atlantic salmon and "three good weeks" of fly-fishing in September in Maine and bone-fishing in the Bahamas in early spring, if he can afford the time. His wife, who he says enjoys fishing, accompanies him.

Mr. McCaffrey, Ivy prep (Philips Andover) and Ivy League (Princeton), had been active in soccer, hockey, baseball and golf, but at the beginning of his sophomore year at Princeton he was stricken by polio. Today, he walks with a cane. Often, when mulling over a situation, Mr. McCaffrey will get up from his desk, cane in hand and walk about in cadence with his thoughts.

If there is a message Mr. McCaffrey has for the advertising business, it's this: "Let's stop the constant hand wringing and acceptance of second-class citizenship. I am proud of this business, and I sometimes wonder about others. This is the age of candor. Let's, as the kids say, 'tell it like it is.'"
Brief encounter
If the Zenith salute to memorable television programming lays an egg next Sunday, Sept. 10, when it opens ABC-TV's new season, it will not be for want of material. Indeed the profusion and diversity of programming over the past 25 years defy condensation. At best, the Zenith sampler can pluck a random image here and there from the torrent that has poured from the American television system.

If it does no more than evoke a few memories, the Zenith program will perform a useful service. The American audience needs to be reminded that its world has been enormously enlarged in the short course of television history. Twenty-five years ago it was a television event when stations in New York and Philadelphia were connected—never mind the crudity of the program that was transmitted. How many viewers, watching the current coverage of the Olympics, transmitted live by satellite from Munich, have stopped to think that it was less than 21 years ago that a television audience first saw the West and East Coasts linked on a live broadcast?

The advance of television technology and content has been nothing short of dazzling. The preview of the 1972-73 season that appears elsewhere in this issue would have been regarded as the wildest science fiction if it had appeared in the same publication 20 years ago.

Who can complain of sterility in a television season that will offer Liza Minnelli and Marlene Dietrich, Laurence Olivier and Sal Mineo, Burt Bacharach musicals and Ingmar Bergman dramas, election coverage and football games, movies made for theaters and movies made for television, series for habitual viewers and events for everyone?

Perhaps retrospectives like Zenith's should be done at shorter intervals, say once a year, to keep the audience reminded of the true extent of television's contribution.

First principle
In politics and personalities Harley O. Staggers and Richard G. Kleindienst could hardly be less alike. A West Virginia Democrat upon whom longevity alone has conferred the chairmanship of the House Commerce Committee is not the synonym that comes instantly to mind at the mention of a Republican from Arizona whose fingertips still bleed from sudden ascent to the attorney generalship. Yet these two incompatibles find themselves on common ground when searching—as everyone in Washington does constantly—for an easy target.

Mr. Staggers, casting about for timely subjects to discuss in a speech to the indigenous West Virginia Broadcasters Association, discovered television violence. Without credit to his Senate counterpart, John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who staked a claim to exclusivity years ago, Mr. Staggers advocated action now to reduce the incidence of aggression on the tube if only because there is a possibility, however unproved, of a relationship between television and real-life violence.

Mr. Kleindienst, submitting to an interview with a Washington Post reporter on the Watergate-bugging case, was asked an unrelated question at the end. How did he, as the official in charge of Mr. Nixon's law-and-order campaign, explain the 11% rise in serious crime that the FBI had reported a day earlier? As the Post reported it, Mr. Kleindienst blamed it "in part" on television's impact on society. "There are too many violent programs," the Post quoted Mr. Kleindienst as saying. On request for clarification afterward, Mr. Kleindienst modified but did not disavow the quotation as published in the Post.

There is, in all such indictments of television as a source of social ills, the ultimate in cop-outs. Here are officials who refuse to face or finance the intricate solutions to the intricate problems that increase the incidence of crime. It is easier and politically safer to put the blame on a medium that is just as unable to supply proof that it is not guilty as the government and its million-dollar studies are to prove that it is. Whatever happened to that old principle of innocence assumed until disproved, Mr. Kleindienst?

September to November
It's post-mortem time.

Pundits have tried hard but have failed to lay a glove on broadcast coverage of the two totally dissimilar political conventions. The Democratic performance was haphazard, with bungled prime-time opportunities; the GOP as smooth as silk with an unscheduled extra prime-time shot by Candidate Nixon.

No fault was to be found because the networks kept control throughout. If there were efforts to "manipulate," they failed to corrupt editorial judgments.

Although it might be a breach of custom, print-media correspondents unintentionally paid high compliments to their broadcast colleagues. They witnessed every move and mood, allowing network reporters to be their "legs" on the floor and around the town, covering interviews and happenings. At practically all times the press galleries seemed to be half to two-thirds empty.

The needling now has begun for a round of great debates. The McGovern forces will taunt and prod, and Candidate Nixon in effect has said he will ignore the thrusts. If there is lesson he learned in 1960, it was not to provide a platform for the opposition.

From here in, broadcasters must play it cool if they hope to redress the legislative wrongs in the next Congress.

A discriminatory and probably unworkable political-spending bill gets its first workout in this campaign. The omnibus Section 315 with its manifestly unfair fairness doctrine bedevils broadcasters but not their competitors with an additional heavy burden in this general election year.
HOGAN'S HEROES are equipped with the greatest weapon of all in the audience race—humor! Col. Robert Hogan and his fumbling foils Sergeant Schultz and Kommandant Klink continue to delight audiences Monday thru Friday, 8:00 PM.

GOMER PYLE-USMC is stationed at KDTV this fall. Jim Nabors stars as GOMER PYLE, the Marine Corps' most bumbling, gullible leatherneck. He may be inept, but he continues to pull rank in the ratings Monday thru Friday, 7:30 PM.

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