With business booming everywhere, how come your FM station can’t make money?

And how come a few FM stations make a lot of money? There’s only one answer. You’ve got to sell the national advertiser. And you’ve got to sell him consistently. Month after month. Year after year. The way Century Broadcasting does it.

Fact: Last year 60% of all FM stations lost a total of $10 million.

Fact: Last year, every Century station not only made money, but had the biggest year in its history.

We think we’ve proved that with the right people and the right methods the national advertiser can be sold. That’s why we created Century National Sales.

So we can do in other markets what we’ve done in our own.

But we’re not going to do it in the usual way of national sales organizations.

We’re going to sell a lot of time for a few stations. Not little bits of time for a long list of stations.

That means there’s a limit on the business we will handle. No more than twenty FM and five AM stations. But we’ll handle those 25 stations in a way that’s better for them and for us.

If you’re interested in the national advertiser, we’d like to hear from you. We’ll tell you frankly and quickly if we think we can help.

Call Allan Klamer at (212) 541-9688. Or, write Century National Sales, 65 West 54th Street, New York, New York 10019.
We'll give you 75 good reasons why WSB Radio is No.1.

And Atlanta's biggest radio audience will give you a million more.

Source: April/May 1971. ARB Radio Report. Audience estimates are subject to sampling and other errors. The original report may be reviewed for details on methodology.


WHIO AM FM TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WCIC-TV, Pittsburgh; KTVU, San Francisco-Oakland.
How does WDCA-TV deliver a super power UHF signal to Washington, D.C. viewers?

To bombard a 70-mile radius with total strength, Milton Grant, Vice President and General Manager, and Don Doughty, Director of Engineering, had to be innovators. And now WDCA-TV has the world's most powerful transmitter. A 220 kW Gates UHF television transmitter... super power with IF modulation... FCC type accepted. Today, WDCA-TV delivers a greater intensity of signal strength than any other TV station in the world, let alone in Washington, D.C.

With the most powerful TV transmitter in the world, that's how. The Gates 220kW.
The most complete and most authoritative source of facts about the business of radio and television ever published.

The 38th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 650 pages, index-tabbed for instant reference.

So wide is its range of information that the 1973 Broadcasting Yearbook will actually combine 160 different and distinct directories within a single volume . . . 160 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it. Your advertisement, strategically placed in the pages of the 1973 Broadcasting Yearbook keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in Broadcasting Yearbook thus gives you the impact of a full year's campaign . . . continuous performance, maximum exposure . . . at minimum cost.

Reserve the best position in the directory section of your choice.

160 Separate Directories In A Single Volume!

No wonder Broadcasting Yearbook is the most reached-for reference work in the whole business of television and radio. Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1973 Broadcasting Yearbook—the one-book library of television and radio information.

A—The Facilities of Television
   TV Station Directory
   Call Letters
   Canadian TV Stations
   Channels
   Canadian Channels
   Allocations
   Experimental TV Stations
   Transfers of Ownership
   Newspaper Ownership
   TV Applications Pending
   Group Ownership
   International Broadcasting

B—The Facilities of
   AM-FM Radio
   AM & FM Radio Directories
   Canadian AM & FM Stations
   AM Station Call Letters
   FM Commercial Call Letters
   FM Educational Call Letters
   AM Radio by Frequencies
   Canadian AM by Frequency
   FM, Frequencies, Channels
   Canadian FM by Frequency
   FM Assignments
   Caribbean, Mexican Stations
   College Stations

C—Equipment and Products
   Product Guide
   Equipment Manufacturers
   FCC Rules & Regulations

D—Radio and TV
   Program Producers and Distributors
   Radio Program Producers
   Television Program Producers
   Television Commercial Producers
   NAB Television Code
   NAB Radio Code
   Talent Agents and Managers
   Radio-TV News Services
   Radio Commercial Producers
   Business, Promotion
   Films
   Television Processing Labs
   Foreign Language
   Programs
   Negro Programming
   C&W Stations
   Major Awards & Citations

E—Agencies, Reps, Networks, Brokers, Schools, Misc.
   Radio & TV Representatives
   Network Executives
   Regional Radio Networks
   Government Agencies
   Associations, Societies
   Unions, Labor Groups
   Attorneys in Radio-TV
   Consulting Engineers
   Schools
   Farm Directors
   Advertising Agencies
   Major Trends, Events

The 1973 Yearbook includes new population, marketing and audience data: Hotels and Motels used by Communications Groups, ARB Areas of Dominant Influence giving TV stations and affilliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today. Call your nearest Broadcasting office:
FCC creates EEO operations.

How changing audience attitudes did in the man from Glad.

Minority issues are in dramatic evidence on two coasts as merger-bound Cox and ATC yield to pressures for access channels, NAB seminar on ownership prospects draws overflow crowd.

FTC's David Dennison tells ANA that pressures on ads will not relent.

ABC's Elton Rule toes in for a fight against the split 30.

Mazda's going national in a big (television) way.

CBS, IBEW, AFTRA still on high center; strike goes on, talks go nowhere.

NAB enlisting a Committee of 1,000 to press for license-renewal bill.

The OTP's Messrs. Whitehead and Goldberg, looking for 'voluntary' way out on reruns, think they have a helper in antitrust laws.

It's a heavy week for broadcast journalism as: RTNDA convention hears Mickelson, Van Deerlin warn of government intimidation; Rockefeller calls for 'shield' legislation; a professor profiles the career field; NBC's Today brings together the critics and the criticized.

Newsmen are again wondering whether they belong in AFTRA.

Time-Life, Sterling urge FCC for five-year hold on antisiphoning rules.

Willis Duff: in the vanguard of radio's second management generation.
In this burgeoning area - PROVIDENCE, NEW BEDFORD, FALL RIVER and other important cities and communities - be sure to use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver an unusually responsive audience.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area
Mixed bag

U.S. broadcasters returning from State Department-sponsored mission to Japan to work out beginnings of program exchange say they were impressed by new technologies they saw in research labs of Japanese broadcast complex, NHK. One was portable color camera hooked to video-tape recorder and power supply—all weighing total of 12 pounds. NHK spokesman said labs were at work on still smaller model. Picture quality in demonstration was said to be good, though some Americans wondered whether it would hold up in low light.

Another NHK demonstration sent some U.S. travelers home with chills: transmission of three color-television programs on one television channel. Implication in this, of course, is theoretical increase in number of TV stations, including those in U.S., by magnitude of three. American group, under chairmanship of J. Leonard Reinsch, Cox Broadcasting, signed with Japanese counterparts for start of TV program exchange, to begin during next annual convention of National Association of Broadcasters in Washington next March.

Independent agency

Question of whether cable-television systems should be regulated as common carriers may provide point of conflict between FCC and high-level administration committee drafting cable policy recommendations for President. Committee, under chairmanship of Clay T. Whitehead, is completing work on its report, which is said to include recommendation that cable be put under common-carrier regulation (Broadcasting, July 31).

If President Nixon accepts that recommendation and forwards legislation to Congress to implement it, FCC might well oppose it. Chairman Dean Burch is said to feel that imposing common-carrier status on cable now is surest way to block its growth, that entrepreneurs are unlikely to make required investment in cable systems if they are not to be allowed to exercise ingenuity in determining how they are used.

No shows

Though both sides have refused to detail demands exchanged in current TV commercial talent negotiations, it's known that advertiser-agency representatives regard "player responsibility" as major problem for resolution. That is question of how to avoid, minimize or provide some sort of recourse in situations in which, for instance, talent shows up late or not at all for filming or taping session or, worse yet, accepts commercial assignment without its being known—until perhaps thousands of dollars have been spent—that he is involved in conflict that makes his services unusable. Joint negotiating committee for Association of National Advertisers and American Association of Advertising Agencies would like talent unions to discipline their members on responsibility question.

Screen Actors Guild, which is negotiating jointly with American Federation of Television and Radio Artists, has told its members it is seeking selective rather than across-board wage increases (Broadcasting, Nov. 27). But among other demands, it's understood, SAG and AFTRA are seeking to have "wild spot" commercials (those placed station by station) satiated as "program" (network) commercials, which would tend to increase payments generally. Negotiations on those and numerous other demands and counter-demands—this is first time ANAAA group has gone into negotiations with set of demands of its own—resumed last week. Contracts expired Nov. 15 but are being extended day-to-day subject to cancellation on 10 days' notice by either side.

Delayed launch

FCC is taking more time than expected to resolve domestic communications-satellite issue. It seems little doubt that it will ultimately approve creation of Space Communications Corp., proposed joint venture of Communications Satellite Corp., Lockheed Aircraft Corp. and MCI Communications ("Closed Circuit," Nov. 27). In fact, after discussion of domestic satellite issue at special commission meeting on Monday (Nov. 27), 6-to-1 vote in favor of joint venture was seen as likely (Commissioner Nicholas Johnson as probably lone dissenter). Only reason commission did not act Monday appears to have been that staff had not completed final draft of order for commission to adopt. That should be done in time for meeting now scheduled for Dec. 19.

On the cheap

News directors at some broadcast stations are getting second-class treatment from station management. At Radio Television News Directors Association annual meeting last week dozen delegates who were regarded as qualified prospects to run for board of directors had to decline. Their reason: station management wouldn't stand for distraction of association work and costs of attending meetings.

Phone talk

Broadcasters who would be affected differently by, and therefore are reacting differently to, AT&T's proposed new tariffs for television program-transmission rates may have chance to express views in person to FCC. Sources indicate commission is considering holding oral argument in January on question of whether AT&T should be permitted to file new tariffs. Company requested permission in October, and filed back-up data three weeks ago (Broadcasting, Nov. 20). Interested parties will file written comments later this month, and official indicated that commission would then consider whether to hold oral argument early in new year.

Unusual requirement that AT&T ask permission before seeking to file new tariffs, which lower rates for networks and raise them for occasional users, was imposed by commission because it has yet to conclude hearing on whether program-transmission tariffs AT&T filed in 1969 are proper.

Joint venture

Three station groups are putting up financing for three motion pictures, budgeted at $11 million each, to be produced in next year by Bing Crosby Enterprises under supervision of Charles Pratt. Underwriters are Cox Broadcasting, of which Crosby is subsidiary, and Wometco Enterprises, Miami, diversified company in theaters, bottling and broadcasting, and Fuguea Industries, another diversified company headquartered in Atlanta. Cox's first two ventures in million-dollar movies were highly successful "Willard" and current release, "Ben."

Build-up

Code-evaluation committee of National Association of Broadcasters, which meets in Washington this week, anticipates report from special consultant Ralph H. Daniels, former CBS Television Stations Division president, that will stress two things among other demands: income bound to increase; income must be boosted. One method Mr. Daniels is said to be considering is change in TV code subscriber fees from present highest published one-hour rate to more practical multiple of published one-minute rate. Feeling is that this would bring in substantially more money.

New role, old medium

Group of southern California broadcasters are attempting to put together what they think would be first coast-to-coast radiothon. It's to be on behalf of Leukemia Society of America and is being planned as 24-hour program beginning at 5 p.m. Saturday, Feb. 10. Projected program would be produced at Burbank (Calif.) Film Studios, used by Columbia Pictures and Warner Bros., with studios of Los Angeles as originating station. Letters are to go out to radio stations all over country asking for participation. Dozen California stations already are committed to participate in some form. Also committed are Steve Allen, Robert Q. Lewis and Monty Hall, each to be host of three-hour segment of program.

Broadcasting Dec 4 1972 7
At Deadline

Internal, external EEO offices set up by FCC

Both will work closely with Hooks; one will watch over industries regulated by commission, one to be responsible for agency itself

FCC has established two equal-employment-opportunity offices within its table of organization—one to supervise commission's equal-employment rules for regulated industries, other to assure fair treatment of FCC's own employees. Commissioner Benjamin Hooks, who is EEO commissioner and who helped draft plans for two new offices, will play key role in relation to both.

EEO officer heading external program will be located in general counsel's office. He will be responsible for over-all review of commission's equal-employment programs and will coordinate with bureaus concerned with implementing programs—Broadcast, Common Carrier and Cable Television. Complete details remain to be worked out, but some officials say new office will take over EEO policing now done by renewal branch.

External EEO officer will also brief commission and EEO commissioner on status of agency's EEO programs, on policy issues as they arise, and provided liaison with Equal Employment Opportunity Commission, related federal, state and local agencies, and community groups and industry associations.

Internal EEO officer will be located in Office of Executive Director John Torbet and will report to Mr. Torbet as well as to Commissioner Hooks. New office will be responsible for reviewing and revising, as well as implementing, commission's affirmative action and equal-employment programs. Commission is expected to name Lee Hatcher, black attorney now in general counsel's office, to new post.

WDSU-TV sale is OK'd

FCC has approved $16-million sale of Royal Street Corp.'s WDSU-TV (ch. 6) New Orleans to Cosmos Broadcasting Corp., subsidiary of Liberty Corp., Columbus, S.C.

Acquisition of WDSU-TV brings to Cosmos its fourth VHF station. It also owns WIS-TV Columbia, WSFA-TV Montgomery, Ala., and WOLO-TV Toledo, Ohio. Firm also has one radio station, WLS(AM) Columbus. Charles A. Batson is president of Cosmos and Francis M. Hipp heads parent firm Liberty Corp., large real estate, insurance and investment corporation.

Royal Street is principally owned by Edgar Stern, its president, and his family. Company has announced intention to exit from broadcast industry and is selling its only other stations, WDSU-AM-FM New Orleans, to Covenant Broadcasting Corp. for $1.5 million. A. Louis Read, president of wdsu stations, will remain at WDSU-TV under new ownership.

Klein has kind words for broadcast newsmen in Nassau appearance, urges them to defend rights, confidentiality

Herbert Klein, director of communications at White House, heaps compliments on broadcast newsmen at his first major appearance since elections. Flying to closing session of Radio Television News Directors Association in Nassau, Bahamas, Mr. Klein told some 500 newsmen: "Yours is the fastest-growing news entity in the world." As such, he said, newsmen must defend their rights and keep "confidentiality" at the source. He would not venture unqualified rights to broadcasters, but thought they should weigh carefully what cases go to court—presumably alluding to ill-starred Red Lion case.

Saying broadcasters deserve same pro-
Blacks organize. Group of black broadcasters, representing both ownership and management, decided last week to form special association of black radio, TV and cable owners and managers. In addition, a 10-man steering committee, with John Bazelon as chairman and alluded to Senator Ernest F. Hollings (D-S.C.) as secretary of council, will work up organization for presentation at second meeting to be held next month in Washington. Mr. Bazelon, who noted that there are 21 black-owned stations in country, emphasized that new organization is not planned as alternative to NAB, but "to enhance our participation in NAB." Among purposes, he said, are not only to trade experiences in programming, sales, and service to communities, but also to share experiences and skills with others seeking to become owners in radio, TV and cable.

tection as press, he urged leaders to meet with press and bar to examine First Amendment and Fifth and Sixth Amendments which protect right to fair trial. He urged re-examination of fairness doctrine and alluded to Chief Judge David Bazelon's trine and alluded to Senator Edward M. Kennedy (D-Mass.) that fired them, however, to learn to readily correct mistakes made.

Mr. Klein ascribed Congressman Lionel Van Deerlin's charge that he was "menace" (see page 46) to "political campaigning." He predicted President will have more news conferences than in past — when he thinks them necessary — and said that there would be more two-way dialogues. He challenged charges that administration has sought to get anyone fired or to intimidate anyone.

Answering queries, he said he had no plans to leave job, but that "at some point" he would return to industry and that it could be broadcasting or back to newspaper. He formerly was editor of San Diego Union.

In windup sessions of Nassau meet RTNDA:

Presented Paul White Memorial Award to Senator Sam Ervin (D-N.C.) for his leadership in legislative efforts to protect broadcasters' sanctity among free media.

Honored ABC Sports for 1972 Olympic coverage, both of games and of Israeli kidnapping and assassination.


At closing business meeting Friday, RTNDA referred to new board for action next year constitutional amendment that would allow news executives other than news directors into full membership. Approved by 51-to-42 vote was so-called "Koop amendment" allowing "supporting memberships" by networks and group owners, in face of opposition that this would constitute "subsidy." (See earlier RTNDA news in "Broadcast Journalism," page 45.)

Independent group to oversee news accuracy is in offing

Report of independent task force of Twentieth Century Fund late last week urged establishment of national council to promote accurate and fair reporting by the national print and electronic media. Task force sought to implement its report by naming working committee to draw up plans for organizing and funding council. Committee is headed by Roscoe Traynor, former chief justice of California supreme court, who also was chosen chairman of council. Fourteen other members of council will be drawn from journalism and public.

It is expected that council will begin operations early in 1973 with funding of about $400,000 yearly coming from various foundations, including Twentieth Century Fund. Council's main function will be to investigate public complaints against national print and electronic media, including the national wire services, largest supplemental wire services, national newspaper chains, national weekly news magazines, broadcast networks and public TV and radio. Council also will report on complaints and initiate its own studies of infringement on right to report news.

Task force was headed by Lucy Wilson Benson, national president of the League of Women Voters, and C. Donald Peterson, associate justice of the Minnesota supreme court. Among its members were Richard Salant, president of CBS News; Hartford Gunn Jr., president of Public Broadcasting Service, and Stimson Bullitt of King Broadcasting, Seattle.

NBC issued statement last Friday (Dec. 1) opposing establishment of council. NBC said proposal would add another group to those already overseeing conduct of news organizations.

McElroy dies

Neil Hosler McElroy, 68, retired chairman of Procter & Gamble and one-time secretary of defense in Eisenhower administration, died Nov. 30 of cancer at Holmes hospital, Cincinnati. Mr. McElroy joined Procter & Gamble in 1925 in advertising, later added promotion to his duties, assuming charge of both departments in 1940, eight years before he was elected P&G president. Though never officially closely identified with radio soapers, Mr. McElroy was generally credited with being one of those executives most responsible for form (with which P&G became biggest sponsor in daytime radio from early 1930's into 1950's). He is survived by his wife, Mary Camilla Fry, two daughters and one son.

William D. Shaw, president, broadcast division, Golden West Broadcasters, Los Angeles, in major realignment of group's executive management, named vice chairman of board, with base of operations moved to San Francisco. Bert S. West, VP and general manager, KSFO (AM) San Francisco, named president, GWB's radio division, with headquarters in Los Angeles. John T. Reynolds, VP and general manager, KTLA(TV) Los Angeles, named president, GWB's television division, while retaining his title and responsibilities with TV station. Herbert S. Brigin, general sales manager, KSFO, appointed VP and general manager, succeeding Mr. West. Bruce Blevins, sales manager, KVI(AM) Seattle, succeeds Mr. Brigin as general sales manager, KSFO. George E. Lindman, general sales manager, KMPC(AM) Los Angeles, appointed VP and assistant general manager of station, while retaining his salaries and responsibilities. All appointments effective Jan. 1, 1973. GWB owns and operates KMPC, KTLA, KSFO, KVI and KEX(AM) Portland, Ore.

Earl A. Caslen, VP in charge of corporate marketing for Pillsbury Co., and Edgar Lotspeich, advertising VP for Procter & Gamble, elected chairman and vice chairman, respectively, of Association of National Advertisers (see page 26).
Good question

EDITOR: It was my understanding that the limitations on broadcast expenditures in the new campaign-spending act were designed to lessen the amount of money that a candidate needed to raise for his election. Most of us in the industry felt that such a limitation would not solve the problem, that a candidate would raise as much money as he could and would spend as much as he raised. As a result, the money would merely be diverted from broadcasting to other media, principally direct mail, and to such activities as manning store fronts and door-to-door canvassing.

I think the most recent election proved our point. Candidates raised and spent more money than ever before, relatively little of which went into broadcast media. The only real solution to financing of campaigns is to limit the total amount a candidate can spend and let him decide how it should be spent. One wonders if Congress will now recognize the folly of its spending bill and substitute for it a bill that will truly get at the problem of limiting the amount that a candidate needs to raise.


In good time

EDITOR: The purpose of this letter is to correct a false impression that your [Nov. 27] editorial, "Sanctimonious Smear," created. The FCC did not delegate to the United Church of Christ or any other organization "the right to synthesize the TV stations' employment reports into a general report on industry practices.

The station reports are public information. We have no control over what any organization does with the figures.

The FCC is preparing its own statistical report on about 8,000 radio and TV stations, which it will release when completed.—Alexander Korn, chief, research branch, Broadcast Bureau, FCC, Washington.

(The editorial noted that the reports were public and hence accessible to the Office of Communications of the United Church of Christ. It also noted that it was the FCC's job "to do its own summary, without editorializing, and let that be the basic work for future reference.

To Mr. Korn's assurance now that such a job is under way, Broadcasting responds that the official summary—whenever it appears—will become available only after the church's distorted version has acquired acceptance as the first word on minority and female employment in television.)

Arm's length

EDITOR: There appears to be a misunderstanding regarding my relationship with Robert Choate. I refer to your Nov. 20 "Closed Circuit" saying that Mr. Choate is "attempting to recruit local activists—from list supplied by Dr. Everett Parker of Office of Communication of United Church of Christ. . . ." On Oct. 30 I
sent the following memorandum to broadcasting directors employed by various councils of churches:

"I want to let you know about my relationship to the Council on Children, Media and Merchandising. I have met Mr. Choate only once. At that time he mentioned his spots and asked me what ways might be available for distributing them. I have not seen the spots. However, I did tell Mr. Choate about the council broadcasters group and suggested that some of you after you have seen the spots might (or might not) want to help him in their distribution."

The list of names of council broadcasters is available to anyone who wants it from the Broadcasting and Film Commission of the National Council of Churches or from denomination communication agencies such as ours. Council broadcasters cannot by any stretch of definition be classified as activists.—Everett C. Parker, director, Office of Communication, United Church of Christ, New York.

Likes kids

EDITOR: Congratulations on the special section on children's television. It has a wealth of information on the subject [Broadcasting, Nov. 20] which is extremely useful to programmers, educators, parents, advertisers—in short, everyone.—Bert R. Brill, executive editor, Television Information Office, New York.

On giving and taking away

EDITOR: It struck me as a remarkable contrast in perspectives on reality to find these two subjects in the Nov. 13 issue of Broadcasting: (1) an editorial on [judge] David L. Bazelon's apparent willingness to extend First Amendment protection to radio and television; (2) the publication of President Nixon's de jure announcement of his opposition to the full freedom of the press in America [the President's statement that he opposed legislation protecting newsmen from divulging their sources]. We are told to eat cake, but denied the use of flour and water.—Randall Keys, Van Nuys, Calif.

Calling all historians

EDITOR: I would appreciate any information broadcasting readers could send me on the career of Quin Ryan, announcer for WGN(AM) Chicago, during the station's coverage of the so-called monkey trial of John T. Scopes in Dayton, Tenn. (July 1925).—Donald C. Matthews, S.J., assistant professor, Department of Communications, Fordham University, Bronx, N.Y. 10458.

The elderlies

EDITOR: After all the furor we caused with WSBT's claim to the first commercial broadcast over what was then WOAM ("Open Mike," June 5 et seq.), I am almost hesitant to enter the "first broadcast" sweepsstakes again. Almost, but not quite:

With reference to Topeka's First United Methodist Church and its almost 40-year old broadcasting ("Open Mike," Nov. 20), the Central Evangelical United Brethren Church of South Bend (now the Central United Methodist Church) had its inaugural broadcast on WSBT Sunday, Nov. 9, 1931. Its Sunday School of the Air has been broadcast live each week since then.

And while we're about it, does any station have a program that has been on the air continuously under the same title at least once a week since before June 7, 1929? Especially one that still has the original host? That's the record Francis K. (Froneck) Czywaski has amassed on WSBT with his Polish Hour.—Justin Meecham, promotion manager, WSBT AM-FM-TV South Bend, Ind.

When You Slip, It Hurts...

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally know it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

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

Datebook

Indicates new or revised listing.

This week

Dec. 7-8—Winter meeting, Arizona Broadcasters Association, Mountain Shadows, Scottsdale.

Also in December


January 1973

Jan. 8-12—Joint board meeting, National Association of Broadcasters, Canyon hotel, Palm Springs, Calif.
Jan. 12-14—Annual midwinter conference, Florida Association of Broadcasters, Daytona Beach hotel, Daytona.
Jan. 18-19—Annual winter meeting, California Broadcasters Association, El Mirador hotel, Palm Springs.
Jan. 28—Meeting, Oklahoma Broadcasters Association, Lincoln Plaza, Oklahoma City.
IN OUR CITIES, 1 PERSON IN 29 IS EITHER MURDERED, MUGGED, ROBBED OR RAPED.

Broadcasters are concerned and are doing something about it.
The most up-to-date crime reports, recently released by the FBI, give the shocking facts: major crimes up 11% in the nation last year, with the odds of being a victim of a serious crime almost 2½ times greater than a decade ago.

Estimates show that private individuals spend over $2 billion a year on efforts to deter crime—on burglar alarms, locks, karate lessons and the like—a figure that exceeds by over $1 billion the entire amount appropriated in the 1971 Federal Budget to reduce crime!

With crime so serious a fact of life for every man, woman, and child in the nation, the country's broadcasters—along with the other communications media—are making every effort to arouse the public and the authorities.

Storer-owned television and radio stations are in the forefront of this effort.

Detroit's WJBK-TV promotes better police-community relations.

WJBK-TV believes that mutual confidence between the public and the police is vital if crime is to be reduced. On Monday nights, from 9-10 PM, viewers are invited to "Buzz the Fuzz." On hand are officials of the Police Department—including the Commissioner—to answer questions viewers phone in. The show is aired simultaneously over radio—on a competing station—the first time in Detroit history that competitive stations have joined forces in a community effort.

In Cleveland, WJW-TV explores crime prevention on many fronts. TV8 airs a steady diet of hard-hitting specials and editorials on crime fighting. Outstanding recently were "The Cop"—a documentary that followed two officers through a normal day's work; "City Camera"—a panel show on violence in the schools, featuring the President of Cleveland's Public Schools; and "Cleveland Caucus"—a review of the pros and cons of gun control laws, and the organizations on each side of the issue.

Milwaukee's WITI-TV pushes unique volunteer counselling program for probationers.

How do you keep ex-convicts and first offenders on probation from "repeat-
The Politics of Broadcast Regulation. Erwin G. Krasnow and Lawrence D. Longley, St. Martin's Press, New York. $3.95, paperback; $8.50, clothbound. As the title indicates this relatively short (148-page) book helps fill a significant gap in the literature of broadcast regulation. And while it contains no surprises for those who spend their working hours following the developments of broadcast regulation, it should prove useful to the college students of communications for whom it is aimed. For it makes clear that the FCC is but one party in the development of broadcast regulations—that it is buffeted by pressures from not only the industry and Congress, but also the White House and, now, citizen groups and the courts. To make their point, the authors—Mr. Krasnow is a communications lawyer in Washington and Mr. Longley is assistant professor of government at Lawrence University—have analyzed four major commission actions in terms of those pressures: the shift of FM from the 44 mhz range to the 98 mhz range in 1945; the development of the all-channel receiver bill of 1962 as a means of abandoning the " abrasive" effort in 1963 to adopt the National Association of Broadcasters commercial limits as commission rules, and the establishment in 1970 of policy to aid license renewal applicants who are faced with challenging an applicant's policy subsequently overturned by the courts. There may be room for argument on some of the background detail—for instance, it could be argued that the commission did not lose its effort to curb commercialization; that it has achieved its aim not by rule but by letters of inquiry to stations proposing to exceed standards suggested by the NAB code. But as former FCC Chairman Newton N. Minow says in a preface, the authors deserve "for digging beneath the surface to give their readers an accurate understanding of how the regulation of broadcasting really works."

Frontiers of Advertising Theory and Research. Hugh W. Sargent, editor. Pacific Books, Palo Alto, Calif. $7.50. These papers on advertising were originally delivered at a symposium honoring Dr. C. H. Sandage, who recently retired as professor and chairman of the department of advertising, University of Illinois. Among the 13 contributors are John Crichton, president of the American Association of Advertising Agencies; the late Sherwood Dodge, who was president of the Advertiser Research Foundation; Dr. Peter Langhoff, former president of American Research Bureau, and William A. Marsteller, chief executive officer of Marsteller Inc., Marsteller Research and Burson-Marsteller Inc.

A Sunday morning show with prime-time ratings?

Our Laurel & Hardy Show (10-11 am, Sun) is big with people of all ages. 178,000 of them. (Including 44,000 men, 32,000 women.) Earning an ARB 10, with a 69% ADI and 74% Metro share.*

That means, that during this survey period, more people here watched Laurel & Hardy on Sunday—than watched the NBC Monday Night Movie!

Our sales staff can get you in on miracle-working programming like this. Or call Peters, Griffin, Woodward.

Our only problem is, our story sounds too good to be true. 4 WCCO TV

*May 72 ARB  Audience ratings are estimates only, and subject to the limitations thereof.
The man from Glad: an idea whose time had gone

Who killed the man from Glad? "I did," said the product manager. "I did," said the ad manager. "I did," said the agency.

No. The consumer killed the man from Glad. The white-haired problem solver with the detached manner expired in his rocket ship last spring, the victim of American women's neo-realism movement.

Determined to perceive themselves, at least in their role of homemaker, as responsible and practical contributors, women rejected the concept of a female creation with problems only a fantasy man could solve. The mythical man in white paled in the spotlight of personal recognition demanded by women in the seventies. Not all 70 million 18+ women in the U.S. felt this way, of course, but key segments of the total seemed to have outgrown the notion of a woman walking away from the man-from-Glad concept.

Television had been the primary medium for Glad since the brand's inception; until 1971 30-second Glad spots were piggy-backed with advertising for other Union Carbide products. Since then, Glad 30's have had their own network and spot schedules. Since TV had played a major part in the successful marketing of the Glad line of plastic wrapping materials and no media change was contemplated, the need to solve the man-from-Glad creative problem was an urgent one. Every show closes sooner or later and the man had been doing his thing for seven years.

Still, in the light of research, campaign wear-out appeared less significant than the dramatic changes taking place in the minds of women. From a number of sources came research that revealed some of these trends and changing life styles, making it possible to define the Glad target audience and segment it into subgroups. Studies on basic national attitudinal and behavioral trends, women's activities, interests, opinions and demographic characteristics were quite revealing.

For example, among younger women (18-34) is a large group that is sympathetic to the youth culture. Recently married, they are active, industrious homemakers but have plenty of time for a life outside the home. Many have part-time or full-time jobs. They are healthy, capable, energetic and they like to try new products. They feel it is both acceptable and desirable to be a little different and they see their own needs and desires as different from others. Self-fulfillment and the sense of discovery are key characteristics of these young marrieds.

Another Glad target group is quite similar but somewhat older. Most of them live in the suburbs in homes where they plan to stay awhile. They are more than reasonably satisfied with the life they lead, centered as it is on the home and family. Gardening, sewing, decorating, and cooking are popular activities among these women. They are open-minded and want to be thought of as contemporary. As a result, they too look forward to discovering something better in new ideas, new products.

Clubs, civic groups, volunteer work, golf and other sports are the hallmarks of a third segment. These over-50, urban-oriented women look to the Glad bag as a place to manage and entertain. And they like to be current and try new products.

These three groups are well aware of the idea of freedom for women. Not women's liberationists in all the various controversial ways this term has come to be understood, they see themselves as no less intelligent than men, performing actively and effectively but still being feminine.

Other groups important, but less so, to Glad are young mothers with few or no interests outside the home and an older group (over 50) whose lives are orbited around the kitchen. Both segments have little formal education, and a rather narrow approach to living. The escapist nature of the man from Glad's messages made a big hit with this group and probably still would, but these women are in the minority today.

In a 1971 24-hour recall test of a man-from-Glad sandwich-bag commercial, a woman reported: "I think it's the one where the Glad man goes to the school and the boy asks about his sandwich. The Glad man gives him a plastic bag. I don't know what the commercial said, and I didn't learn anything. I was thinking I don't like this commercial. I think the man is ridiculous. My interest was not increased. I do buy them because I like them, not because of the commercial."

In the face of so much general and specific research, obviously a change in advertising strategy was in order. The problem-solution format, tried and true, had worked well. But new attitudes made unacceptable any problem that depended on a woman's being incapable of successfully packing sandwiches, saving leftovers or disposing of trash screaming loud and clear through all of the various pieces of research was a keen interest on the part of target-audience women to make new product discoveries for themselves. This alone might seem rather bland, but if an adversary could be created the result should have an element of dramatic interest. The basic format evolved: consumer discovery of product, discoverer extolling product virtues to a doubting Thomas and finally persuading him that the product's performance justified the pleasure of discovery. Since Glad is a full line of plastic wrapping materials and not all products in the line are advertised all the time, an umbrella was needed to serve the same purpose as the man-from-Glad umbrella with full Glad line rub-off. Ultimately, "the Glad family" was created, complete with father, mother, son, daughter, grandmother and a couple next door. The father became the adversary, averse to any change, especially change that costs money. The discoverer's lines are single-mindedly on the product. Inevitably, Mr. Conservative is convinced that at least this specific change is for the better.

Most prospects for Glad purchases will identify with the self-reliant mother who has found a better way of doing things and expects an appreciative husband to share her satisfaction. But for doubting viewers, there is the adversary with whom to identify.

In a recall test recently of a new "Glad family" sandwich-bag commercial, one woman commented: "This was a different commercial for Glad. They used to have the man from Glad. This lady is fixing lunch for her husband and he complains that she's wasting time packing and locking everything. She explains that the Glad bag locks the sandwich tight and keeps it fresh. The sales point was that Glad bags keep food, especially sandwiches, fresher. I find many uses for them myself."

Right on target, and the proved recall score was as high as the man from Glad on his best day.
...the most respected call letters in broadcasting

WGN Continental Broadcasting Company

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- **Duluth-Superior**: KDAL Radio and KDAL Television
- **Denver**: KWGN Television
- **Michigan and California**: WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo**: WGN Continental Sales Company
Minorities pact clears way for merger of Cox, ATC

Promises of extensive assistance and employment opportunities elicit agreement from coalition not to challenge transfers—and mark a new means of access to other cables by other groups

For some time, minority-group spokesmen active in broadcasting have talked of cable television as their future area of operation. For them—and cable—the future is now.

A self-styled Third World Coalition of 16 groups in California has reached an agreement with American Television & Communications Corp. and Cox Cable Communications Inc. that does three things:

It removes a potential obstacle to the two companies' merger into the second largest cable-televison firm in the country.

It constitutes what the groups call "the first major step in the creation of a California network of Third World cable-TV channels.

And it sets a precedent, and provides inspiration for, community groups elsewhere in the country looking for ways of gaining access to the mass media.

Under the agreement filed with the FCC last week, the 16 minority groups pledged to refrain from filing any objections to the proposed merger with any state or federal court or agency, including the FCC. The merger involves the transfer of commission licenses for community-antenna-relay and business-radio-service microwave stations.

In return, the company resulting from the merger—Cox American Communications Inc.—is committed to make channel space available to minority groups in California for $1 a year per channel, "on an experimental basis"; to provide without cost the video equipment needed to operate the leased channels, and to help finance—provided other cable systems cooperate—a statewide production and training center, in San Francisco or Los Angeles, for the use of minority groups wishing to produce programming for cablecasting throughout California.

The new company is also committed to meet specific minority-employment goals in their national and California offices, and to create new job positions for minorities and in communities with large minority populations.

J. Anthony Kline, one of the public-interest lawyers who represented the coalition, said the agreement with Cox and ATC is only the beginning. "The long-term objective is to establish a network of leased access channels throughout the state," he said. "We're going to the biggest MSOs [multiple-system operators] in the state—Teleprompter, Viacom, Western Communications Inc., among them—and ask them for the same kind of agreement we got from Cox and ATC." That agreement, he said, "has become the yardstick.'

What's more, the agreement is certain to catch the eye of citizen groups around the country whose major target of operations has been broadcasting and that have filed well over 100 petitions seeking denial of renewal of radio and television stations they feel have not provided adequate service. Often, they have complained of a lack of access—the problem the agreement reached with Cox-American is designed to deal with. Minority-group spokesmen, such as William Wright, of Black Efforts for Soul in Television, have long urged blacks to become involved in and knowledgeable about cable television.

The coalition, in a pleading filed with the commission earlier last month, indicated a petition to challenge the merger was being contemplated. It did not specify the grounds that would be cited, asserting only that a hearing might be necessary to determine whether the "over-all implications" of the merger would serve the public interest (Broadcasting, Nov. 13).

But Mr. Kline expressed the view that agreements like that reached with Cox and ATC are in the self interest of the cable system, particularly at a time, such as the present, when competition for CATV franchises is intense. "Cable systems cannot expand into new communities—minority groups oppose their franchise applications," he said.

Furthermore, he said, a leased channel programed by a particular minority group can attract as subscribers members of that group who might otherwise have no reason for becoming customers. One example he cited was the Chinese in San Francisco's Chinatown, many of whom do not speak English and maintain a distinct culture. Thus, he said, the kind of agreement reached with Cox and ATC provides a means of self-expression for minority groups and a way of producing revenues for the cable system.

And Henry M. Harris, president of Cox Cable, indicated he shared that view. "If the groups use the channels in a responsible manner, it can help them and us," he said. "A Spanish-language program prepared for that particular group will help sales among that minority." He also said that in making leased channels available to the coalition, Cox-American would be acting in accord with FCC rules. The rules require systems to make one public-access channel available, at no cost, on a first-come, first-served basis and, in addition, offer some channels for use on a lease basis—though not at a nominal price. Indeed, one commission staffer said the $1 per year charge might cause some "raised eyebrows" on the part of commission officials concerned about whether other customers of a Cox-American system would be, in effect, subsidizing the coalition's operation of Cox-American channels.

The new company, which will be 30% owned by Cox Broadcasting (it now owns 56% of Cox Cable), will operate systems throughout the country serving more than 525,000 subscribers. The agreement affects nine systems that are located in California, but is drawn in a way that limits its impact principally to four major cities—San Diego (the largest in the country), Bakersfield, Santa Barbara and Porterville.

The agreement was negotiated over a three-week period. The principal negotiators were the presidents of the merging companies—Francisco L. Rítkin, of ATC, and Mr. Harris, of Cox Cable, and the coalition's bargaining representatives—Leonard Carter, executive director of the National Association for the Advance ment of Colored People (western division); Huey P. Newton, of the Black Panther Party, and Jack Ybarra, of the Confederacion de la Raza Unida.

Besides Mr. Kline, the coalition was represented by a number of experienced public-interest lawyers—Albert Moreno, like Mr. Kline a member of Public Advocates Inc., of San Francisco; Albert Kramer, of the Citizens Communications Center, of Washington, and Geoffrey Cowan, formerly of Washington and now associated with the Communications Law Program of the University of California at Los Angeles law school. Mr. Kramer and Mr. Cowan have been active in communications matters for several years.

The organizations represented in the coalition are, besides the Black Panther Party, the NAACP and the Confederation de la Raza Unida, the League of United Latin American Citizens, the Mexican-American Political Association, the Native American Affirmative Image Committee, the Union of Blacks in the Media, the United Filipino Association, Chicano
Federation (San Diego), the Chinese Media Committee of Chinese for Affirmative Action (San Francisco), the Community Service Organization (Bakersfield), the Euclid Foundation (Los Angeles), La Causa Publications Inc. (Santa Barbara), La Raza Unida Party (Southern Alameda chapter), the Sacramento Area Cable Television Organization, and Santa Cruz Community Service Television Project.

Under the agreement, all California cable systems owned by Cox-American that have channel capacity available will lease up to three channels—depending on demand—to minority groups active in the systems--for $1 per year. The agreement describes the leasing as an experiment that will run for an initial period of five years.

The $1-per-year provision applies to new Cox-American systems, since none of those now owned by Cox Cable and ATC in the state has excess channel capacity. But a special provision is written for the systems in San Diego, Bakersfield, Santa Barbara and Porterville. Cox-American will lease up to six hours of closed-circuit channel time on those systems to minority groups in prime time, during those periods when a channel normally used for television signal relay is blacked out to comply with the commission’s nonduplication rule. The charge would be 27 cents per year—a figure said to have been worked out of the air.

To enable minority groups in those four communities to make use of the channels, Cox-American will make available in each of them “an equipment pool,” including three Porta Paks (half-inch) video-tape camera and recorder units, two half-inch video-editing decks, six monitors, and one special-effects generator. The company will also establish “experimental pilot projects to train individuals and/or organizations” in those four communities in developing programs and using the equipment.

The provision under which Cox-American will assist in establishing and funding a statewide, nonprofit minority production and training center in Los Angeles or San Francisco does not become effective unless the coalition is able to persuade other multiple system owners in the state to cooperate in the venture—specifically, enough other systems so that the total number of subscribers involved is at least 55% of all cable-television subscribers in California. There are now more than 900,000 CATV subscribers in the state; Cox-American will have about 120,000 of them.

The training center would be for the exclusive use of nonprofit minority groups or unaffiliated minority individuals, and would provide the necessary facilities and technical staff assistance “to produce high-quality programming on matters of interest to minorities in the state . . . for cablecasting on any CATV system or systems” in the state.

The training center is regarded by Mr. Kline as crucial to the development of the statewide “network” the coalition envisages. “We’re under no illusions” about the problems involved in producing programming for the leased channels, he said. The groups, he said, are likely to be “intimidated” by the technology, and unable to produce 25 hours of programming per week—the minimum they would be expected to provide for the leased channels after the experiment has been under way for two years. The groups “need a center to train people and produce programing for use on a network of leased access channels.”

The minority-employment provisions are designed to assure a steady increase in the number of minority employees by the new company. Fifteen percent of the new employees added to the staffs of the home offices in Denver (ATC’s present headquarters) and Atlanta (Cox’s) over the next four years are to be minority-group members. The reason for applying the goals to that portion of the home-office personnel employed as a result of expansion is to avoid forced firings and forced replacement of skilled workers who leave with workers who are less skilled or unskilled.

The agreement also states that the minority-employment goal for the systems in San Diego, Santa Barbara, Bakersfield and Porterville will be 15%, expressed as a percentage of total employment at each of the systems, in three years. The same goal will apply in systems Cox-American acquires in the future in California communities where the minority population exceeds 15%.

Another provision obligates Cox-American to aid minority groups in the use of the channels on which its systems originate programing. It may choose either to hire a minority community-affairs coordinator on a system-by-system or statewide basis. In either case, the worker would be drawn from a minority group.

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**Sparks fly at seminar on minority ownership**

NAB-backed renewal bills are attacked as discriminatory; there was, however, plenty of dialogue on the possibilities and difficulties of being a broadcast licensee

A black broadcaster sounded the first discordant note at the all-day seminar on minority ownership sponsored by the National Association of Broadcasters last Thursday (Nov. 30). H. Carl McCall of WLIR(AM) New York, termed as “racist” NAB-sponsored license-renewal legislation proposals.

“If this move is successful,” he said, “it will close the door to minorities . . . Petitions to deny and competing applications must be available to minorities.”

The opposition to the license-renewal
proposals stirred vigorous and sometimes heated dialogue in the afternoon, with John Summers, general counsel of the NAB, as the target. The proposed legislation, many of the participants emphasized, would close the door to minorities. "It would stop us from making them nervous," Donna Merritt of the Washington Business Development Center charged. It is the only way to get stations "turned around," she said.

Mr. Summers emphasized that the proposed legislation would deal only with competing applicants by "fat cats who are willing to risk a few hundred thousand dollars on the chance to acquire a multimillion facility." And, he stressed, it would not prevent a hearing; it would only give a licensee a plus if he lived up to his promises. It would not stop petitions to deny, he emphasized.

But his protestations were received with skepticism.

During the course of the day, participants evidenced an interest in station ownership, but from time to time the question was raised of black participation in brokerage, the communications bar, the consulting engineering fraternity, research firms, even the NAB.

The meeting, initiated by Elbert Sampson, NAB's coordinator for public affairs, originally aimed at having 35-50 minority representatives in attendance. Last week's meeting, however, drew over 150, mostly blacks but including a half-dozen chicanos as well. Also present were a number of observers from various public-interest organizations.

At one point there were warnings from some of the participants that ownership was not the answer and might well be a mistake. It was noted that more and more radio and TV stations were becoming "salt-and-pepper" stations, serving all elements of the community and including on their staffs all elements of the service area.

Others, however, contested this idea; broadcasting, they insisted, must reflect the diverse composition of a community and must be owned by the various components, as must newspapers and other media. This was espoused most vigorously by Carleton Goodlett Jr., San Francisco publisher (weekly San Francisco Sun-Reporter plus seven suburban weeklies) and national vice president of the National Newspaper Publishers Association.

The problems faced by a black-owned station were outlined by Phillip Watson, general manager of Washington's WUTR, a commercial station owned by Howard University. Mr. Watson said that there are 24 radio stations in the greater Washington metropolitan area, yet the FCC still requires each station to serve all the elements of its market.

The group also heard FCC Commissioner Benjamin Hooks renew his pledge to try to open the doors for minority ownership and to work toward better and more balanced programming for blacks. He warned that the only way blacks are going to enter broadcast ownership is to become willing to finance their own moves into the field. How this can be done, he said, he does not know, but he noted banks and financial institutions are beginning to express willingness to take investments in black-owned radio. Perhaps, he said, blacks should consider jointly owning stations with whites.

The meeting, hailed as a "breakthrough" by many who attended, evidenced a strong intermingling of the pragmatic problems of ownership with the idealism of social issues. Many speakers reiterated again and again that the two cannot be separated in broadcasting. During the day-long session, the audience quizzed John Dimling, NAB research vice president, on the rating services and their alleged lack of input from blacks; asked why the NAB and other broadcasting institutions could not help in generating financial help for black ownership; heard Neal Smith, Washington consulting engineer, express the possibility that the technical standards for AM and FM radio could be changed and very likely might be some time in the future, resulting in additional frequencies and channels becoming available.

And one of the criteria for a grant, it was noted by several in the audience, might be a plus for blacks in competitive applications before the FCC.

**BEST's Wright predicts opposition on renewals**

It'll come from public-interest groups around the country, he warns D.C. chapter of AWRRT

Broadcasters' thin hope that their quest for license-renewal legislation might get through Congress without strenuous opposition was shattered last week by William Wright of Black Efforts for Soul in Television (BEST).

Speaking at a seminar in Washington sponsored by the District of Columbia chapter of American Women in Radio and Television, Mr. Wright commented that the broadcasters' drive for legislation is not going to get by without strong opposition. There are public-interest groups in many states and, he said, "they are going to want to know how their senators and congressmen voted." All the groups have been alerted, he warned.

Mr. Wright pointedly directed his remarks to Mark Evans, Metromedia public affairs vice president who is chairman of the National Association of Broadcasters' task force on license renewal, and who was in the audience.

The AWRRT seminar also heard Gladys Kessler of the National Organization for Women accuse broadcasters of "sophisti-
cated" manipulation of the equal opportunity laws. "They are hiring black women for on-camera news work," she said, and in that way "killing two birds with one stone."
You get up and go with it.

Whether you’re going around the world to shoot your next commercial or around the block, travel light. With film, the basic equipment you’ll need probably weighs less than the luggage you’d take on a vacation for two.

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TV revealed as prime target of ad regulation

Trade commissioner tells advertisers TV is government’s pressure point; other FTC concerns, advertising regulation. prospect

Members of the Association of National Advertisers went to Puerto Rico for their annual meeting last week, but the problems they faced there were the same they left at home—the doubts and complaints of consumerists, the attacks of critics, the prospect of ever-tightening governmental regulation.

If anyone doubted that television advertising was central to their problems the doubt was put to rest by Commissioner David Dennison Jr. of the Federal Trade Commission early in the sessions. Among other FTC concerns, he said, one that “will certainly receive the attention of regulators in the future” is “the overwhelming use and effect of television in advertising and the legal remedies which may result from the sheer power of this medium.”

What Commissioner Dennison said, in effect, was that television may be too powerful and its effects too complex for use in advertising in some situations. It was not a new thought. As far back as 1965, Mr. Dennison noted, the Supreme Court ruled in the Colgate-Palmolive “sandpaper mock-up” case that “[if] it becomes impossible or impractical to show simulated demonstrations on television in a truthful manner, this indicates that television is not a medium that lends itself to this type of commercial, not that the commercial must survive at all costs.”

Veteran FTC watchers noted that the commission had invoked this ruling, at least by implication, in several recent cases involving product demonstrations in TV commercials. But some also thought that merely by mentioning it—even in a speech limited to a review of existing policies—Commissioner Dennison had gone farther than most FTC speakers of late in marking the policy as one to watch in the future.

The two and one-half days of meetings, held Monday through Wednesday noon at the Cerromar Beach hotel at Puerto Rico’s Dorado Beach with some 600 ANA members and guests attending, were not all dispiriting.

There were encouraging words for what the advertising business had done to police itself and for what television and radio broadcasters, individually and through the National Association of Broadcasters’ Code Authority, had done to police themselves as well as their customers. There were reports of substantial progress—and plans for providing extensive additional assistance to consumers on the part of business—from the Council of Better Business Bureaus. There were other reports to show that, in fact, the

SUPERMAN / BATMAN / AQUAMAN IN ANIMATION

On the CBS Television Network, over a period of four seasons, 69 episodes of super-hero animation dominated their time periods with impressive ratings. These exciting episodes include THE NEW ADVENTURES OF SUPERMAN (34 half-hours), AQUAMAN (18 half-hours) and THE NEW ADVENTURES OF BATMAN (17 half-hours). All 69 episodes were produced in color, and openings, closings and bridges are supplied for maximum flexibility.

SUPERMAN IN LIVE-ACTION

SUPERMAN—the greatest super-hero of them all—is available as a live-action series, consisting of 104 half-hours (52 in color). The “man of steel” is not only a very popular character, he’s good for children. Since his first appearance in a comic strip in 1938, SUPERMAN has been impressing children with his unceasing battle against crime and intolerance, for truth and justice. George Reeves plays the mild-mannered newspaper reporter, Clark Kent, who quick-changes to SUPERMAN for his daring rescues.

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Warner Bros. Television

a Warner Communications company
For the moment. Regulator and regulated, consumer activist and the advertising establishment were brought together at the Association of National Advertisers' annual meeting last week at Dorado Beach, Puerto Rico. In coffee-break scene at left, Commissioner David Dennison Jr. of the Federal Trade Commission, one of the featured speakers, is flanked by William Helimich (I), ANA Washington vice president, and William Colihan Jr. of Criterion Advertising, New York, formerly Washington vice president of the American Association of Advertising Agencies. In picture at right, consumer activist James S. Turner (I), another featured speaker, generates more amusement with ANA President Peter Alport than consumers often do in speaking to or of advertisers.

consumer "dominates" advertising, instead of the other way around, as is usually alleged by critics of advertising.

But it was all laced with warnings—from advertisers themselves as well as from others—that advertisers must do more to get their story, and the story of business generally and of the free-enterprise economy—across to the public. As the Rev. Arthur G. Gibson, chairman of the department of religious studies at St. Michael's College in Toronto, told them after reviewing a study he and three fellow theologians had made of truth in advertising, "advertise yourselves more effectively."

Edward P. Reavey Jr., vice president and general manager of the consumer products division of Motorola, put it more bluntly: "I truly believe we have been doing a deplorable job of explaining who, what and why we are." Mr. Reavey invited other advertisers to join Motorola in a project to "appropriately and effectively" inform and communicate with the public one segment at a time, starting with the nation's eight million college students. Among other approaches, he said, "we are also considering radio and television programs on consumerism and films to communicate business's role in consumerism."

Under Secretary of Commerce James T. Lynn, whose keynote speech was generally conciliatory, put it this way: "The challenge before you is great. The stakes are very high. I draw encouragement from the fact that you have the capacity to do the job. I look forward to your bringing your imagination and energies to bear to meet that challenge in service to yourselves and the whole country."

Mr. Lynn suggested that advertising will be increasingly judged—and "sentenced" and "regulated"—on how well it fulfills the two basic responsibilities of letting people know the availability of goods and services and of spurring competition.

At best, he added, "voluntary action and government regulation are not mutually exclusive alternatives. Most obviously, government will continue to have the obligation to set important minimum standards and will continue to exercise the responsibility of enforcing them."

Mr. Lynn and several other speakers were encouraged, they said, by the creation of the advertising business's self-regulatory National Advertising Review Board, the stepped-up activities of the Council of Better Business Bureaus and the work of the advertising and promotion sub-council of the National Business Council for Consumer Affairs, a presidential advisory group.

One speaker, Donald S. Perkins, chairman of Jewel Companies Inc. and co-chairman of the NBCBA, suggested that some of the sub-council's recommendations—that each company publicize the policies on which its advertising is based and also endorse the sub-council's September 1972 guidelines on advertising substantiation—be made conditions of membership in ANA.

Unless companies adopt and publicize explicit advertising standards voluntarily, Mr. Perkins said, "it will only be a matter of time before we will end up with a governmental standard that will apply equally to all and be perfect for none."

He also called upon advertisers to observe with equal vigilance the sub-council's August 1972 report on "violence and the media," which called upon advertisers and agencies "to establish individual policies designed to reduce further the use of violence as an attention-getting device in any and all contexts, whether it be an attempt to win attention for an advertisement or to win audience for a program."

Some of the most reassuring words that advertisers heard during the meeting came from Edgar H. Lotspeich, advertising vice president of Procter & Gamble, whose talk was based on a report prepared for the NBCCA. It undertook to show that "the service advertising performs for consumers is at least comparable in value to the service it performs for advertisers."

To those who contend the consumer is exposed to too many advertising messages, Mr. Lotspeich's reply was that the consumer "notices what she wants to notice, and ignores, overlooks or forgets the rest." Many of those that she notices are screened out as being irrelevant to her immediate needs or inconsistent with her personal knowledge or attitudes, he said, and even those that lead her to buy an advertised product cannot lead her to re-buy if the product itself does not come up to her expectations.

In spite of being dominated by advertising, Mr. Lotspeich said, the consumer dominates the advertising:

"The consumer does what no advertiser can do for her: she limits the amount of information she receives and extracts what is potentially useful for her."

"The consumer does what no government agency can do for her: she checks the products against her wants, her purchasing power and her family needs and preferences."

"The consumer does what no retailer or manufacturer can do: in a very real sense, she governs the marketplace by her action of buying or not buying what she feels to be relevant to her family life. . . ."

"The real role of advertising in the consumer's life thus emerges: Advertising tells the consumer what's available; offers a parade of suggestions on how she may spend her money, and gives her the freedom to accept or reject these options as she wishes."

Elton H. Rule, president of ABC Inc., called upon advertisers to block the splintering of TV commercial units into 15-second lengths (story page 26), and also urged advertisers and broadcasters together to "be ready to adapt when change is called for in the hope of achieving something better."

He said much change has already occurred for the better—in children's programming, in the specialization of radio programming, in the expansion of television theme programming and in the work of the National Advertising Review Board and of NAB codes.

Mr. Rule cited ABC's coverage of the
Eight major new products for radio broadcasters in 1972.

MW-50, 50 kW AM transmitter: We threw away the modulation transformer and reactor.

BC-1H, 1 kW AM transmitter: Solid-state oscillator and audio driver. 125% positive peak modulation capability.

FM-2.5H3, 2.5 kW FM transmitter: Only two tubes for great reliability. An outstanding solid-state TE-3 exciter.

Studioette 80 audio console: 11 inputs into 4 mixing channels. Isolation transformers on all inputs and outputs.

Digital AM frequency monitor: Accurately measures carrier frequency of standard AM broadcast transmitters.

Touch control program automation: Advanced digital design. "Live" sound 24 hours a day.

Leadership means more new broadcast products to serve radio broadcasting.

HARRIS
GATES DIVISION
Quincy, Illinois 62301, U.S.A.
ABC president says further fragmentizing will be self-defeating; in ANA talk he implies it's time to get code cracking on problem

A call for advertisers and broadcasters to unite against further reduction of TV commercial lengths was sounded last week by Elton H. Rule, president of ABC Inc., at the annual meeting of the Association of National Advertisers.

He saw the prospect of 15-second commercials, emerging now as multiproduct messages within the 30-second unit, as threatening television advertising effectiveness and to viewer acceptance.

"Under the guise of integrated commercials," he said, "we face a situation where 15-second messages could become a fact of life, two within the 30-second unit, every minute."

"We feel that this should be allowed to happen, should further splintering of network time be permitted, the result would be to diminish impact to the point of diminishing return, and create a backlash of protest. We are strongly against this self-defeating concept. And we believe that the advertiser should join with us in our position."

Mr. Rule said ABC-TV had opposed the 30-second unit of sale, an outgrowth of piggybacked 30's within the once-standard 60-second length, on grounds that it "would lead to clutter and inevitable viewer resistance" and had accepted it only for competitive reasons "after it became an industry practice." He urged advertisers not to push the splintering process further.

"Television has given commerce its most powerful sales tool," he said. "Do not blight that resistance. We do not sacrifice quality for quantity, especially at a time when the quality of commercials, and their credibility, has never been more in evidence."

He thought it "ironic" that current steps toward shorter commercial lengths came at a time when advertisers are becoming aware of a need to project "the total company image as an alert, socially aware organization," which can best be done, he said, through "association with programs of pride and purpose."

"Integration of the right program with the right advertiser should be the order of the day," he said, "further removing the advertiser from viewer association with the program he presents."

Mr. Rule named no names, but Alberto-Culver has been the most publicized user of integrated 30's—after their clearance as "nonintegrated" by the Association of Broadcasters Code Authority. Alberto-Culver is not an ANA member and thus was not at last week's ANA convention.

A number of broadcasters have called for tightening of code restrictions to bar multiproduct 30's now cleared as integrated. Associates of Mr. Rule at the ANA session in Dorado Beach, Puerto Rico, did so by implication, at least. They said they did not know whether ABC-TV is currently carrying any of the controversial Alberto-Culver commercials but noted that, in any event, the messages have been cleared by the Code Authority and that any meaningful barrier to future use, so far as broadcaster action is concerned, would have to be erected through the code.

In that context Mr. Rule's call for advertisers to avoid the shorter lengths was construed also as a call for time to get the NAB's code machinery into operation.

Meanwhile, at a luncheon meeting of the American Women in Radio and Television in New York last week, Robert Buchanan, senior vice president in charge of media at J. Walter Thompson Co., voiced his opposition to 15-second commercial messages—or what he called "piggybacking within the framework of 30 seconds."

He said that sponsors were resorting to 15-second messages because "the proportion of advertising at the expense of programming has reached the limit, and there won't be any further increase in this proportion."

1972 Summer Olympics as an example of network and advertiser teamwork at its best. Huge audiences followed the coverage, he noted, and yet when tragedy occurred—the Arab guerrilla attack on Israeli athletes—"advertisers held back their commercials." And the commercials during the "happy hours" of the Olympic games put the emphasis on "conveying an image of involved, responsible businessmen."

FTC Commissioner Dennison's speech reviewed existing FTC policy and broke no new ground except to the extent that he outlined the FTC's proposed new guidelines on the use of endorsements and testimonials in advertising, which he said were being announced the same day in Washington (story page 27).

The guidelines evoked little immediate response from ANA members. The consensus seemed to be that, at first reading, they sounded "livable" and might be acceptable, but most experts did not want to be told more until "further study" because, as one put it, "these things sometimes have traps that you don't find the first time you go through them."

H. Bruce Palmer, president of the CBBB, made a bow to television and radio, in a panel presentation on the council's activities pending further study. He said that an unprecedented total of 3,500 radio stations—and some TV stations, whose number he expected to grow—were currently carrying CBBB's "tips to consumers."

He also hoped the CBBB would "use the electronic media more" in future activities, although he said specific plans had not been developed.

Some plans that had been developed—promotion of CBBB objectives through Advertising Council campaigns in all media—were outlined by Roland P. Campbell of General Foods, a co-ordinator of the Ad Council's support of the bureaus. These included TV, radio and print messages, scheduled to break about the first of 1973, urging consumers to call their local Better Business Bureaus in advance for information on planned purchases and afterward if their purchases turned sour.

In Wednesday's final session the advertisers heard directly from a consumer activist, James S. Turner, head of a watchdog group known as Consumer Action for Approved Food and Drugs. The NARB, Better Business Bureau and other projects described at the meeting, he said, were not "consumer-protection programs" at all, but were really "business advancement programs," though he also found them "realistically sensible" and "a great step forward." He also noted he was not advocating additional government regulation.

Gilbert H. Weil, New York attorney and ANA general counsel, closed the meeting with a review of the regulatory situation for advertisers after Victor F. Buell, associate professor of marketing at the University of Massachusetts, reported on a management study he had conducted for ANA among 20 large companies.

Mr. Buell said he found that most executives "do not feel that current regulations and public pressures have resulted in less creative advertising," though some do think it is harder now to develop effective advertising. He also said some companies have adopted standards stricter than those prescribed by government or advocated by some of advertising's more vocal critics and that, over-all, he was "impressed by the largely positive response [to public criticism and government regulation] by company and agency management alike."

Clasen, Lotspeich take ANA top posts

Earl A. Clasen, vice president in charge of corporate marketing for Pillsbury Co., was elected chairman of the Association of National Advertisers last Monday (Nov. 27) during the ANA annual meeting at Cerramar Beach hotel, Dorado Beach, Puerto Rico. He succeeds Marvin H. Kosew, vice president, marketing services, Bristol-Myers, who remains on the ANA board.

Edgar H. Lotspeich, advertising vice president of Procter & Gamble, was elected ANA vice chairman. The following were elected directors: William M. Claggott, Ralston Purina Co.; Joseph W. Curran, RCA; Peter A. Dow, Chrysler Motors; Robert L. Ficks Jr., Ethan Allen Inc.; Malcolm A. McNiven, Coca-Cola Co.; James H. Pearce, Dow Chemical
Co., and George F. Tyrrell, Johnson & Johnson. They succeed seven board members who expired. Eight others, in addition to retiring chairman Koslow, continue on the board.

Peter W. Allport was re-elected ANA president.

Public-interest group says TV-set commercials usually mislead

In report printed by Senator Moss, it praises RCA, Sony claims but argues that most others have little informational value

Most advertising of TV sets "promises, misleads and tempts, but does not do much in the way of informing the public." That is the comment made in a report issued today (Dec. 4) by the Institute for Public Interest Representation, a public-interest law group at Georgetown University Law Center, Washington.

The institute, at the suggestion of the Federal Trade Commission, hired a Cornell University electronics specialist to review the documentation requested by and furnished to the Federal Trade Commission a year ago by TV manufacturers on specified advertising claims. This was done, the institute said, because the substantiation documents consisted of technical reports that were obviously over the heads of the average consumer and even of FTC staffers. Its findings were printed as a congressional document by Senator Frank E. Moss (D-Utah) chairman of the Senate Consumer Subcommittee.

The report covered 59 advertising claims for TV sets. Thirty-two were not adequately substantiated, the report said. More than half the manufacturers, it added, either omitted significant data or submitted irrelevant information on at least one of the claims. Some of the claims were substantiated, the institute said, and four of these 18 (three by RCA and one by Sony) dealt with features that were unique to the set being advertised. Most of the other substantiated claims, the report stated, dealt with features that were not unique or were available on most comparable models.

And, it continued, most of the claims were misleading because they used marketing jargon or technical terms to imply uniqueness where none existed. Among the examples noted by the institute were claims for color fine tuning devices. These were most heavily emphasized but most exaggerated.

"Anyone who has yo-yoed from set to set adjusting away purple skin and green sky knows how frustrating color fine tuning can be," it said.

The institute praised RCA for instituting an advertising substantiation program of its own to insure that claims are clear. Victor H. Kramer, director of the institute, said that it is his impression that there have been some changes for the better in post-1971 advertising.

The institute made two recommendations: It suggested that the FTC develop rules or guidelines for TV-set advertising and that it hire expert consultants before requesting future documentation from advertisers. Such experts could decide what specific information is needed to substantiate a claim and the FTC could then request the exact data required, it said.

The report was prepared by James M. Graham, a graduate fellow at the institute, and Edward P. Carroll, a senior law student at Georgetown. The electronics consultant for the project was George Peter, on the staff of Cornell's Center for Radio Physics and Space Research.

Major agency mergers officially completed

Stockholders of Gardner Advertising, New York, last week approved an agreement for Wells, Rich, Greene to acquire it in an exchange of stock valued at $1.7 million (Broadcasting, Sept. 4). That merger will create an agency billing at about a $175-million rate annually, placing it about 15th in the U.S. among all agencies.

Earlier, almost six months after an agreement in principle was reached, the acquisition of Campbell-Ewald, Detroit, by the Interpublic Group of Companies, New York, was approved by stockholders of both companies.

Campbell-Ewald, which bills about $122 million, is the fifth advertising agency in the Interpublic line-up and is second in size to McCann-Erickson, Interpublic's largest. Other agencies in the group are MacManusch; Erwin Wasey, and Tinker, Dodge & Delano.

The acquisition was based on a proposal of Interpublic 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 (Broadcasting, June 5).

The boards of the two agencies approved the transaction in late August and the contracts were signed (Broadcasting, Sept. 4). According to the initial announcements, Campbell-Ewald is to be operated as a separate company and under its own present management.

Guidelines proposed for testimonial ads

FTC suggests expertise in field as requisite for endorsements; little over-all change expected

Have you noticed more and more celebrities endorsing products on the air and in magazines recently? Sonny Jurgenson, Lee Trevino, Patricia O'Neal, Betty Grable? So has the Federal Trade Commission. Last week it proposed to do something about them, not radical, just guidelines with the asserted aim of avoiding misconceptions.

It issued a set of proposed guidelines for endorsement and testimonial advertising that would apply to all media. The proposals would require advertisers, among other things, to disclose financial payments for endorsements and to require a relationship between the expertise of the celebrity and a product he is extolling. But, it was explained, when the subject is just "I like the taste of . . ." or something like that, there would be no problem.

Comments on the series of six guidelines are asked by March 1, 1973. If advertising spokesmen are not ready last week to comment specifically on the proposals but in general tabbed them as avowing principles already in existence in various advertising codes. There seemed to be a consensus that if the guidelines are made permanent, there will be no radical change in current advertising practices.

The proposed guidelines will not constitute rules, it was emphasized by Gerald J. Thain, assistant director of the FTC's Bureau of Consumer Protection. Mr. Thain said that violations would be litigated on a case-by-case basis.

Advertising using celebrities who endorse a product because they like its shape, or color or taste would not be considered violative, Mr. Thain said, since the public is aware that they are being paid.

The six guides relate that an endorser represented to have expertise in a field must, in truth, have such expertise; research or studies used to illustrate the benefits of a product must conform with what consumers are led to expect; any connection between the endorser and the seller of a product must be divulged and typical consumer endorsements based on experience with the product or service are valid if they are within the average and ordinary experience of consumers generally.

More stringent standards are suggested for endorsements by organizations or associations. The FTC said that such testimonials generally are taken more seriously by consumers as judgment of a broader group than that of an individual, and that such endorsements are believed sometimes to imply that definite standards have been established and met.

The FTC also proposed that greater care be taken in using testimonial or endorsements in advertisements addressed to children. Practices that would not

What next? A progressive rock station in Sacramento, Calif., is broadcasting an advertising campaign for a brand of condoms. KZAP(FM) advertises "Zap" prophylactics (the station was chosen for the coincidence) on Fridays, Saturdays and Sundays. Theme of the campaign is "Zap the clap." A flight of 12 60-second spots airs during the product's peak selling season and is represented by Namous Co., Berkeley, Calif. John Williams, KZAP's general manager, reports no adverse reaction. He says, in fact, that he gets requests to play the spots instead of music and receives phone calls from pharmacists asking how they can retail Zaps.
ordinarily be questioned in advertisements addressed to adults might be questioned in messages addressed to children, it said.

**Carson blip denounced**

Complaint to FCC charges NBC acted only to keep off P&G’s toes

An audio deletion from Johnny Carson’s monologue on the July 4 *Tonight* show has evoked a complaint that NBC-TV intentionally blipped the soundtrack to avoid offending one of its sponsors.

In a pleading filed with the FCC, NBC was accused of violating the First Amendment and the Communications Act by willfully censoring part of a Carson anecdote about medical studies of potentially harmful lead in Procter & Gamble’s Crest toothpaste. NBC is said to have deleted the word “Crest” from the July 4 monologue on two occasions because, in the network’s opinion, use of the word could have had “very possibly defamatory” implications.

The complaint was filed by the National Citizens Committee for Broadcasting and two individuals, Daniel Edelman and Elizabeth Westen. Mr. Edelman is a researcher with the Stern Community Law Firm, Washington, which submitted the complaint, and Ms. Westen is the wife of Tracy A. Westen, Stern director. They asked that the commission rule that NBC’s action was in violation of the congressional statutes, that NBC be forced to “devote a reasonable amount of compensatory air time” to the issue of potentially hazardous lead content in toothpaste, and that broadcast licensees in general may not blip out portions of programs in order to protect a sponsor’s product from criticism without knowing that the material in question is recklessly and libelously false.

The blipping followed findings last June by Chicago’s Cook County hospital that both the toothpaste tube and the Crest product itself contain a level of lead that could potentially endanger the health of persons. In response to an inquiry by Ms. Westen, Raymond F. Dewey, NBC’s West Coast administrator for broadcast standards, Ms. Westen stated that the deletion had been made on advice of counsel. However, the complainants subsequently said there is “no conceivable way” that NBC could have been held liable for Mr. Carson’s remarks in light of the “hard facts” contained in the Cook county findings. They noted that Procter & Gamble is the largest single advertiser on television, last year spending nearly $121 million in network time alone, and with more allocations going to Crest than any other product. Crest “is probably the single product account that television licensees and networks would be least anxious to offend,” the complainants said.

**Mazda goes national with pre-Christmas television flurry**

$2 million more than planned—for $10 million will be spent this year introducing rotary engine import

Mazda, the Japanese auto import with the rotary engine, is well on its way to becoming one of the hottest television advertisers.

Only last spring, Mazda disclosed plans to increase the company’s advertising in 1973 to about $10 million, mostly in TV (BROADCASTING, April 3). Last week, C. R. (Dick) Brown, Mazda Motors of America general manager, who was in New York to launch Mazda’s introduction in the East and Midwest, revised that figure: “It is now more than $12 million that we will spend in the year.”

Mazda’s TV campaign started last Wednesday night (Nov. 29) in the East (New York, Washington, Philadelphia and Baltimore), out of Foote, Cone & Belding, New York, and in the Midwest out of FCB, Chicago. Basically the same campaign will be used out of Chicago as in the East but the market list there comes to about 18. The East had about 40 dealers stocking the car for the Dec. 1 kick-off sale, the Midwest about 35 dealers. Mazda’s big break came in California where the import has been handled by FCB, Los Angeles.


According to estimates from FCB, New York, Mazda will invest more than $2.5 million to introduce the car in the new markets. Over $1.5 million alone will be in television. For the eight-week introduction, Mazda, said FCB authorities, is exceeding goals of 500 rating points in the first five days, though as the TV campaign wears on, particularly close to Christmas, points will be lowered to the range in between 200 and 300.

**Hikes reported in TV usage by chain stores**

TVB-BAR figures show Belk is leading department-store user; K-Mart heads discounter category

A substantial increase in television activity of major department and discount stores has been reported by the Television Bureau of Advertising.

TVB said that on the basis of the number of commercials used weekly in the first half of the year, according to figures reported by Broadcast Advertisers Reports (BAR), department stores increased activity 24% and discounters 56%, compared with the like period last year.

Leader in the department-store category was Belk, which is in nine markets. Belk averaged 251 commercials weekly, up 25% over 1971. Jordan Marsh (six markets) with 155 commercials increased 36%. Other multimarket department stores’ TV activity: Bloomingdale’s (six markets), 114 commercials, up 50%; Gimbel’s (six markets), 98, down 1%; and May Co. (four markets), 35, a 75% increase.

Among single-market users, Rikes in Dayton, Ohio, one of the bigger advertisers among the groups, held to 73 announcements weekly; Block (Indianapolis), however, increased from eight to 74 messages weekly, a gain of 825%. Other big gainers below three markets: Shillito (Cincinnati/Louisville) to 60, a 185.7% gain; the Crescent (Cincinnati/Westlake) to 47, up 571.4%; C. R. Anthony (Oklahoma City/Tulsa), a 104.5% increase.

Highlights of the discounters’ record: K-Mart (30 markets), 479 commercials, up 70%; Woolco (40 markets), 361 announcements, a 124% gain; Topps (11 markets), 203 messages, up 290%; Two Guys (three markets: New York, Philadelphia, Los Angeles), 47 commercials, a 135% increase, and Korvettes (seven markets), 32 messages for a gain of 68%.

**BAR reports: television-network sales as of Nov. 12**

CBS $555,668,700 (36.4%); NBC $500,485,100 (32.7%); ABC $472,198,100 (30.9%)*

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<th>Day parts</th>
<th>Total minutes ended Nov. 12</th>
<th>Total dollars ended Nov. 12</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
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<th>1971 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>111</td>
<td>$652,100</td>
<td>3,422</td>
<td>$20,427,400</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1019</td>
<td>9,009,100</td>
<td>43,787</td>
<td>315,618,700</td>
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<td>Saturday-Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>101</td>
<td>6,245,900</td>
<td>13,962</td>
<td>184,138,800</td>
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<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>12</td>
<td>364,300</td>
<td>598</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
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<td>826,520,600</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>172</td>
<td>3,438,700</td>
<td>6,809</td>
<td>89,262,200</td>
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<td><strong>$45,326,100</strong></td>
<td><strong>90,665</strong></td>
<td><strong>$1,528,349,900</strong></td>
<td><strong>$1,383,994,000</strong></td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.*
They’re the smartest on the West Coast. The best informed and the best equipped to evaluate your radio campaigns.

Market-Buy-Market, a service of Golden West Broadcasters, can measure the reach and frequency of your spot schedules, swiftly and reliably.

And we can do more than that.

If your target audience is women in $10-thousand-plus households or men in $15-thousand-plus families—or whatever—Market-Buy-Market can give you meaningful estimates of your campaign’s ability to find the listeners most likely to respond to your message: the medium and heavy users in your product classification.

We can do this better than anyone else.

Only Market-Buy-Market has millions of units of computerized information covering Los Angeles, San Francisco, Portland and Seattle consumers exclusively. Other services use a national sample. But the Coast is different, younger and richer. A national base can be misleading.

What makes us so smart?

We use the best heads in our business. Our information on products and services is gathered by W. R. Simmons, specifically for Golden West Broadcasters. Our qualitative measurements of audiences are developed by Pulse, Inc. Quantitative estimates are determined by ARB and Pulse.

Two heads are better than one. To interpret the complexities of Coast radio, four are even better. Call the one that talks for us at 213-469-5341 or Major Market Radio, Inc.
An innovative new 3-Plumbicon color camera that eliminates

- Camera mismatch
- Cable mismatch
- Color mismatch
The innovators at Norelco introduce today’s most advanced color camera in its price range. Not an updated model. A new generation. It kills many stubborn problems that have tormented video production men for years. And its CLUE feature helps you get better performance from other cameras you already have.

With the latest solid state circuit technique and modular design, the PC-72 achieves new standards of stability, reliability, and ease of maintenance. Plus three major new standard features you can’t find in other cameras.

CLUE for quick, precise set-up and camera matching. CLUE allows you to set up accurately and more easily without a waveform monitor. Using a black and white monitor, CLUE compares alternate scan lines from the red, green and blue signals. Peak white, black levels and gamma tracking in the color channels are quickly and accurately adjusted for optimum color balance. CLUE allows the same reference to be used to match between cameras.

Presto, your cameras are set up and matched in a fraction of the usual time!

Precise compensation for standard cable, mini cable or any combination of both. Now ringing and smearing from cable mismatch disappear. It’s as easy as dialing a phone. The PC-72 operates with up to 3,000 feet of standard cable or 2,000 feet of mini. Mix ‘em up in the line if you like. Just dial the footage of each into the camera. Presto, perfect camera/cable compensation!

Pre-set pushbutton varichrome variable matrixing holds the color the sponsor wants on every shot. Varichrome gives independent remote control of hue and saturation settings for all primary and secondary colors. Without affecting grey scale. Once you’ve decided the settings you want to compensate for lighting from each camera angle, your final take is routine. Just push a button for each angle. Presto, the color you want in every shot!

Bias light—no lag at low light levels. Bias lighting, adjustable individually in Red, Green and Blue, virtually eliminates lag at low light levels.

And—scene contrast compression. A flick of a switch and scene contrast compression brings out detail lost in shadowed areas... without loss of highlights. Take your last look at color gremlins... write now for complete information on the new-generation PC-72.

Reg. TM N. V. Philips of Holland
Pet-food ads questioned

FTC asks 12 firms to substantiate claims made in copy

That gal who tells that guy that Alpo dog food constitutes "a complete and balanced diet ... and is composed of meat and meat by-products only" has been asked to prove it.

Well not the gal in the TV ad exactly: Liggett & Myers Inc., New York, maker of Alpo, is one of 12 pet food firms that have been asked by the Federal Trade Commission to substantiate some of their advertising claims.

The order, issued Nov. 24, applies also to Allied Mills Inc., Chicago (Wayne dog food); Campbell Soup Co., Camden, N.J. (Champion Valley Farms Recipe dog food); Carnation Co., Los Angeles (Friskies); General Foods Corp., White Plains, N.Y. (Gainesburgers, Gravy Train, Top Choice); Hartz Mountain Products, New York (Hartz Once-a-Month Wormer); H. J. Heinz Co., Pittsburgh (Nine Lives); Thomas J. Lipton Inc., Englewood Cliffs, N.J. (Tabby Canned); Mars Inc., McLean, Va. (Kal Kan); Nabisco Inc., New York (Milk-Bone); Quaker Oats Co., Chicago (Ken-L Ration); Ralston Purina Co., St. Louis (Chuck Wagon, Purina, Tender Vittles, Variety Menu).

Pet food advertising in broadcasting amounted to almost $71.75 million in 1971—with $37.8 million in network TV; $32.45 million in spot TV, and $1.4 million in spot radio. For the first nine months of this year, TV billings were $48.7 million (with $29.1 million network, and $19.6 million spot).

The pet food documentation order is the 10th in the trade agency's substantiation program that began in mid-1971.

KPLR-TV rejection backed

FCC Complaints and Compliance Division Chief William B. Ray has dismissed a complaint against KPLR-TV St. Louis by a group attempting to place "silent majority" spots on the station.

The Citizens Council of America had complained that KPLR-TV had rejected its request to buy time for a message advocating such things as private schools, local law enforcement, states rights and "racial integrity." KPLR-TV said it has a standing policy against selling time to private interests for public-issue spots.

Mr. Ray told the group that the commission's policy on paid access differs from the equal-time provisions of Section 315 and personal-attack rules under the fairness doctrine—both of which require licensees to make time available to proponents of views contrary to those already aired, if those views had not already been covered by the station. Time allocations in situations such as this one, Mr. Ray said, are matters of licensee discretion.

Business Briefs

Chevrolet back at NBC. Chevrolet division of General Motors, Detroit, is returning to NBC-TV in January. Chevrolet had moved its sponsorship from Bonanza and The Wednesday Mystery Movie on NBC to major participations this season in The Men (Thursday, 9-10 p.m. NYT) on ABC-TV. Advertiser moves back to NBC in January, budgeting approximately $6 million for nine-month sponsorship of Sunday Mystery Movie (8:30-10 p.m.) on basis of half-hour weekly. Campbell-Ewald, Detroit, is Chevrolet's agency.

Orange burst. Sunkist Growers Inc., Los Angeles, through Los Angeles office of Foote, Cone & Belding, plans heavy campaign in 1973 on network TV for fresh oranges product. Key to campaign will be 13-week CBS-TV network prime-time package beginning Jan. 1. Prime-time buy will be complemented with ABC-TV daytime and ABC-TV and CBS-TV Saturday-morning buys. There also will be spot TV on daytime, early and late fringe programming in southern California for six months beginning in January; spot TV in Cincinnati, Dallas and Philadelphia from January through May, and further spot TV buys in 21 Canadian markets for 26 weeks beginning Jan. 15.

Rep appointment. WWVE(AM) Cleveland (formerly WWVC) is CBS Radio Spot Sales, New York.
Remote broadcasts, simplified.

The Bell System's new Voice Connecting Arrangement, known as a Voice Coupler, may not be the only way to send a remote broadcast back to the studio, but it is by far the simplest.

Take that high school game everyone's interested in:
When your announcer arrives, the broadcast equipment is plugged into a Voice Coupler provided by the local Bell Company.

Then all that is necessary is to establish the call to the studio and begin the play-by-play.
It's all very quick and easy, and it's remarkably inexpensive.

Your local Bell System Communications Consultant can give you the details. So why not call before your next remote broadcast? AT&T and your local Bell Company.
How Tele-Poll helped George Allen pick a quarterback
There were arguments in Washington, D.C. Some stated adamantly that Redskins coach George Allen should stick with Billy Kilmer as his starting quarterback. Others argued, just as vociferously, that he should go back to the old master, Sonny Jurgensen. But which quarterback did most of the Redskins fans want to see playing?

Channel 5 (WTTG-TV) went after the answer. Using the Tele-Poll survey, they went into the Washington, D.C. area with the question. The answer came back the following day.

Jurgensen. The Redskins won their next ball game with him. And the one after that. (And if he hadn’t popped an Achilles tendon against the Giants, he’d probably still be in there.)

Of course George Allen is a mighty shrewd coach, and he just might have gone with Sonny anyway. But it certainly was a comfort to him in his hour of decision to know he had all of those fans on his side.

Channel 5 got something out of it too—a great publicity-generating story for its 10 o’clock news show. Your community, like Washington, D.C., probably has a hot, recurring or lingering issue that hasn’t been resolved.

Tele-Poll can guarantee you answers on issues overnight, in time for specific telecasts or radio programs. Your station can program a segment of a show around Tele-Poll, as WTTG-TV did.

Tele-Poll surveys provide a fast, economical method for gauging public attitudes and for attracting attention to your station.

So, if you’d like to find out what your marketplace is thinking, on any subject from quarterbacks to backlash, get in touch with Marie Larman, Tele-Poll, 4320 Ammendale Road, Beltsville, Md. 20705, (301) 937-8000 or toll free (800) 638-0859.

Other offices: New York (212) 586-7733; Chicago (312) 467-5750; Atlanta (404) 892-7866; Los Angeles (213) 937-6420; San Francisco (415) 391-1702; Dallas (214) 748-5595.

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A Division of American Research Bureau
New York Chicago Atlanta Los Angeles San Francisco Dallas
Networks had another good month in October

$206.5 million billings almost matches record September

Advertiser investments in network television totaled $206.6 million in October, a 15.4% increase over the comparable 1971 period. The October billings maintain the year’s high level—investments in September scored an 18.1% gain, the largest recorded for any single month since August 1969 (Broadcasting, Oct. 30).

Weekday daytime billing, according to Television Bureau of Information which issued the report based on data compiled by Broadcast Advertisers Reports, was up 15.9%, nighttime 15.8% and weekend daytime 11.3%. For the 10 months, investments were 11.2% over the same period a year ago.

Network television time and program billing estimates by day parts and by network (add $1000)

<table>
<thead>
<tr>
<th></th>
<th>1971</th>
<th>1972</th>
<th>% change</th>
<th>1971</th>
<th>1972</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$ 65,896.7</td>
<td>$ 75,311.1</td>
<td>+14.8</td>
<td>$ 422,847.9</td>
<td>$ 482,243.0</td>
<td>+14.6</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>36,390.1</td>
<td>42,764.0</td>
<td>+15.3</td>
<td>288,846.4</td>
<td>320,492.6</td>
<td>+11.7</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>29,506.6</td>
<td>32,847.1</td>
<td>+11.3</td>
<td>136,099.5</td>
<td>171,850.4</td>
<td>+26.3</td>
</tr>
<tr>
<td>Nighttime</td>
<td>113,093.4</td>
<td>130,946.0</td>
<td>+15.8</td>
<td>861,663.1</td>
<td>958,844.0</td>
<td>+10.8</td>
</tr>
<tr>
<td>Total</td>
<td>$176,960.1</td>
<td>$206,577.1</td>
<td>+15.4</td>
<td>$1,304,611.0</td>
<td>$1,451,187.0</td>
<td>+11.2</td>
</tr>
</tbody>
</table>

*Revised.

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

The CBS strike: AFTRA stymied by court; IBEW talks stalled

State appeals body to rule on injunction barring performer's union from honoring technicians' picket lines; meanwhile all networks are again negotiating a new AFTRA contract

The appellate division of the New York State Supreme Court continued at least until today (Dec. 4) an injunction forbidding the American Federation of Television and Radio Artists from directing its members at CBS, including newsmen, to honor the picket lines of the striking International Brotherhood of Electrical Workers.

AFTRA had appealed the preliminary injunction issued by the state supreme court, and last Tuesday (Nov. 28) the appellate division ruled at a hearing that the order be continued. It directed CBS to file a brief by last Friday (Dec. 1) and AFTRA to submit a rebuttal by today. The five-man court will consider the case today.

CBS obtained the injunction after AFTRA had ordered its members not to cross the IBEW picket lines on Nov. 21. AFTRA filed its appeal the next day.

The strike by IBEW completed its fourth week last Friday (Dec. 1), with no apparent settlement in sight. A spokesman for the federal mediation and conciliation service said he has been in touch with both sides and added he would suggest a meeting "when the time is opportune." No sessions were held as of late last week.

The principal issue in the dispute, according to both management and the union, is the question of jurisdiction over new technological devices emerging in television (Broadcasting, Nov. 6 et seq.) CBS has maintained on-air operations without interruption, using management personnel to substitute for the striking technicians.

In a related development, all networks resumed negotiations with AFTRA for a new contract to replace one that expired last Nov. 15. AFTRA interrupted its negotiations earlier last month when the IBEW walkout at CBS began. An AFTRA spokesman said that the union is seeking an increase in wages and fringe benefits, including portability of pension rights for members who move from one broadcast company to another, and a boost in contributions to pension and welfare funds.

Negotiations resumed last Tuesday (Nov. 28) after recess for Thanksgiving holiday between advertisers and agencies and AFTRA and the Screen Actors Guild on a new pact covering television and radio commercials. SAG and AFTRA

The 1972 price...

$1,895...

for LPB’s S-15, 8-Channel, Dual-Output Mono Signature Line Audio Console with 19 inputs. In addition to moderate price and excellent performance, the S-15 features:

- Step attenuator mixers.
- Plug-in fiberglass printed circuits.
- Telephone type switches.
- Individual plug-in program, 12-watt monitor, cue and headphone amplifiers.
- Remote line talkback.
- Input transformers.

There are many other plus features you’d expect to find in only higher priced units. LPB also offers the S-14, 5-Channel, Dual-Output Console, with 15 inputs, at only $1195. Other LPB consoles from $325.

LPB offers a complete line of broadcast audio equipment. Call or write us for all your audio needs, from tape recorders to frequency and modulation monitors.

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Broadcasting Dec 4 1972

36
have been negotiating jointly in the commercial area since 1960.

The negotiations with AFTRA assumed heightened interest at all networks because of a burgeoning movement at CBS where on-the-air newsmen are considering possible alternatives to membership in AFTRA (see page 47).

NAEB's five-year plan for public broadcasting

Funding proposal advanced by Holms would put local stations in control of most money, authority

The television division of the National Association of Educational Broadcasters has come up with a five-year funding plan that would vest most money and authority in the hands of local stations.

Presley D. Holmes, director of NAEB's educational television stations division, has proposed to public television's task force on long-range planning as a result of a recent public television broadcast he saw in Los Angeles, to put the maximum of funds necessary for the system in the hands of local stations.

The entire proposal for Public Broadcasting, according to Holmes, would put local stations in control of most money, authority. The station would have its own cooperative, which would be a program bank. The program bank would have the funds necessary for the system. There would also be a station operational support fund, based on federal matching of the non-federal funds in the system.

The station would have its own cooperative, which would be a program bank. The program bank would have the funds necessary for the system. There would also be a station operational support fund, based on federal matching of the non-federal funds in the system.

The entire proposal is similar to one advanced by Hartford N. Gunn Jr., president of the Public Broadcasting Service (Broadcasting, Oct. 9). Both call for increased funding, with the primary power and responsibility vested in local stations. There are important differences, however: The ETS plan does not envision a "station cooperative" as the Gunn plan did, and does not categorize program bank funds as part of a local station's budget. Moreover, the ETS plan would guarantee the continuation of some national services at minimum levels, to assure long-term planning.

The proposal would grant only limited specific programing power to CPB. It would stipulate that the corporation could "question (and cite imbalances)" but "could not require any subtractions" from the schedule, though it "certainly could and should make additions."

Donrey competitor says it didn't apply squeeze

Attorney denies abuse of process, sees no wrong in private talks

An allegation that Las Vegas Valley Broadcasting Co., which seeks the facilities held by the Donrey Media Group's KORK-TV (ch. 3) Las Vegas, willfully abused administrative processes by petitioning against the sale of Donrey's KFSA-TV Fort Smith, Ark. (Broadcasting, Nov. 13), has been denied by Valley attorney Gerald S. Rourke.

Mr. Rourke stated that he was "appalled" by the tactics of KORK-TV attorney Edgar F. Czarra Jr. in asking the FCC to add an abuse-of-process issue against Valley in the channel-3 proceeding because of a "confidential conversation" between the two lawyers. He referred to Mr. Czarra's statement—in an affidavit attached to the Donrey brief requesting the added issue—that Valley would oppose applications by Don W. Reynolds, owner of KORK-TV, for disposition of other broadcast properties as long as Donrey continues to litigate for channel 3.

"I have not considered these conversations [with Mr. Czarra] to be part of the public 'combat' between the parties," but rather as "confidential and off-the-
record discussions between counsel aimed at resolving the case on terms satisfactory to both parties, "Mr. Rourke contended, "was that Valley intended to oppose the sale of KFSA-TV and Mr. Reynolds pressed because of the character issues pending against him in the Las Vegas case, and because my understanding of the governing law in the area was that a licensee could not sell his broadcast properties for a profit while such serious issues were outstanding against him." The "serious issues" referred to by Mr. Rourke were questions added against Donrey in the channel-3 hearing as to whether the firm is qualified to be a licensee in light of findings that KORK-TV and other Donrey stations had illegally "clipped" portions of network programs and substituted local advertising—while representing to the network that the shows had run in full. FCC investigations uncovered such practices at KORK-TV, KFSA-TV (which was fined $10,000 for the incident) and KOLQ-TV Reno.

**File searchers at FCC may remain anonymous**

NAB told that such disclosures might hobble citizen-group activity

A request by the National Association of Broadcasters that the FCC divulge information about the identities of persons examining their stations' records at the commission's Washington offices has been denied.

In a letter to John Summers, NAB's general counsel, FCC Executive Director John A. Torbet said the request must be turned down because in some instances such disclosure "could lead to an unwarranted invasion of personal privacy." Mr. Torbet noted that a provision of the Freedom of Information Act exempts from the public-disclosure requirements material "which would constitute a clearly unwarranted invasion of privacy."

In making the request two months ago (Broadcasting, Oct. 9), Mr. Summers claimed that disclosure would foster dialogue between the station and citizen groups contemplating a license-renewal battle. The NAB request was objected to by the Rev. Dr. Everett C. Park, president of the Board of Communication of the United Church of Christ, who said that disclosure could enable the licensee to thwart an anticipated challenge (Broadcasting, Oct. 23).

Responding to both contentions, Mr. Torbet stated that while stations would normally use this privilege to foster dialogue, there remains a possibility that the information "could be used to intimidate persons inspecting station files thus placing a restraint on this form of citizen participation." Mr. Torbet emphasized that he was not suggesting that broadcasters would take such actions, but he felt "the possibility for abuse" warrants a denial of the NAB request.

**NAB presses drive for renewal relief**

Broadcasters recruited to orient legislators on radio-TV's plight; Evans revitalizes liaison committee

The National Association of Broadcasters and broadcasters are getting ready for what many believe is the most important battle of their lives: the fight for license-renewal legislation that hopefully will lessen in some measure the heat of petitions to deny and competing applications.

The NAB leaders are mobilizing 1,000 broadcasters to proselytize their congressmen and senators on the need for a license-renewal law that will alleviate the hectoring of which many broadcasters have been the target in recent years.

They are also seeking to persuade Democratic leaders in the House and Senate to sponsor license-renewal bills.

During the last Congress, license-renewal bills were introduced mostly by Republicans. The two most often cited by broadcasters as what they wished were H.R. 12018 by Representative James T. Broyhill (R-N.C.), and S. 3300, by Senator Robert P. Griffin (R-Mich.).

All the bills must be reintroduced in the new 93d Congress or new ones submitted. Broadcast sources hope that among the new bills may be some from leading Democratic members.

NAB leaders say they have assurances from senior House Commerce Committee members that there will be hearings on license-renewal bills early in the new Congress. This is taken to mean about March.

These and other matters relating to the license-renewal campaign were the subject of a one-day meeting in Washington last week of the NAB's task force on license renewal. The group discussed plans for timing and strategy.

It also revitalized the NAB's legislative liaison committee that was established more than two years ago. The new liaison committee will consist of "captains" in each of the 50 states, with each congressperson assigned to one or two broadcasters who live in his district and who have good relations with him.

Also planned at last week's meeting were participation in the license-renewal battle by state broadcaster associations, a national public-relations campaign, and a program to enlist support of community leaders for broadcasters' viewpoint.

One move already under way is liaison enlistment of broadcasters in districts where new congressmen have been elected. These broadcasters have been asked to supply NAB government-relations executives with all the information they have about political candidates and attitudes of the new congressmen.

Even as this information is being relayed to NAB leaders, action to present broadcasting's views on license-renewal legislation is going forward. One such proposal was adopted Friday (Dec. 1) in Dixon, Tenn., when 20 state broadcasters met with newly elected Representative Robert Beard (R-Tenn.).

This month, as another example of this activity, Iowa broadcasters have scheduled three meetings in as many sections of the state to express their views to both new and incumbent congressmen and senators.

Mark Evans, Metromedia public affairs vice president in Washington, is chairman of the NAB's license renewal force.

Other members who were present at the meeting last week were Richard Barron, WJSJ-AM-FM-TV Winston-Salem, N.C.; Cliff M. Kirtland Jr., Cox Broadcasting, Atlanta; Donald E. McClintock, KBFB-TV Great Falls, Mont.; Ancil H. Payne, King Broadcasting, Seattle; Ted Scribner, Doubleday Broadcasting, Dallas, and Robert E. Thomas, WJAG-AM-FM Norfolk, Neb.

**NBC defends policies in female rights**

It files massive argument against women's-group attacks on its Washington TV license

Three months ago 10 Washington feminist groups utilized 675 pages of legal pleadings to argue against the sale of a television outlet in that city that should have license-renewal application denied by the FCC.

NBC was little more verbose last week in explaining why it shouldn't.

In opposing the petition to deny the renewal of WRC-TV, filed Aug. 31 by four local congressmen of the House organization for Women and six affiliated groups (Broadcasting, Sept. 4), NBC claimed (in a legal brief 156 pages in length with twice that many pages of appendices) that the station's ascertainment efforts have been "outstanding," its programming concerning the women's rights movement has complied fully with the fairness doctrine, and its record of employing women is "among the best in the broadcasting industry."

In community-needs ascertainment, NBC claimed, it surveyed more women than men. Over a six-month period, the network said, it personally interviewed 406 individuals and participated in a pool of Washington broadcasters that quizzed an additional 173 leaders. Those efforts, it said, surpassed those of any other station in the city and, of even greater importance, were "far more extensive" than called for in the FCC's own primer on the subject.

But NOW sees to be of the opinion that no problems facing the Washington area are of greater magnitude than those espoused by the feminist movement, NBC said, no more than 2% of those interviewed by any Washington station mentioned women's rights as a significant concern on the problem—putting that category in the same classification as "discrimination against youth because of long hair," "government not helping the farmer" and "mothers of small children should not work."

In response to NOW's allegations of employment discrimination, NBC noted that its affirmative-action program has been approved by the District of Colum-
Some things we all rely on. The journalist on his typewriter. The public on their journalists.

In recognition of outstanding medical journalism bringing the public a better understanding of health and medicine.

The American Medical Association announces 
The 1972 Medical Journalism Awards Competition

Awards of $1,000 in each of five categories will be presented to the entries selected by the Medical Journalism Awards Committee. The categories of competition are:

- Magazines
- Radio
- Television
- Newspapers
- Editorial

The deadline for all entries is February 1, 1973.

For complete information on rules and submission of entries please write to:

Medical Journalism Awards Committee
American Medical Association
535 North Dearborn, Chicago 60610
bia's Office of Human Rights and further asserted that, based on the statistics included in the NOW petition, the percentage of women employed in supervisory capacities at WBC-TV ranks above that of a "large majority" of the other stations in the top-25 markets. Nevertheless, it continued, the statistical approach through which NOW attempted to prove discrimination is invalid since such a method has already been rejected by the FCC and the U.S. Court of Appeals. That finding was made in connection with the renewal case of another Washington station, WMAL-TV, NBC noted.

WEFM sale opponents assume classical stance
FCC asked to reserve Zenith FM's channel for present format only

Opponents of the $1.1 million sale of Zenith Radio Corp's WEFM(FM) Chicago last week asked the FCC to order that the station's frequency be indefinitely reserved for a broadcast service programming classical music, the present WEFM format. In addition, the group asked the commission to force Zenith to give it access on WEFM for "reasonable" periods of time to state its position on the format dispute.

The request came in "complaint" submitted to the commission by the Citizens Committee to Save WEFM Inc., a nonprofit group of WEFM listeners that five months ago petitioned the FCC to deny the station's sale to GCC Communications, an Atlanta-based group broadcaster ( Broadcasting, July 3). The group's concern is over GCC's proposal to replace WEFM's classical-music format with "contemporary popular" music. It contended that Zenith, GCC and Alexander Tanger, president of the buying firm, are "acting in concert" to abandon the present WEFM format prior to Dec. 1, 1973, when the station's license expires. This alleged conspiracy, it claimed, is in violation of the Communications Act in that Zenith, when it applied for license renewal in 1970, represented that the station would be operated for the full three years with classical programming. Zenith has operated the station since 1940.

Hearing set for WLBB and new AM applicant

The FCC has set for comparative hearing the renewal application of WLBB-(AM) Carrollton, Ga., and an application of Radio Carrollton for a new AM there. WLBB operates on 1100 kHz with 1 kw daytime and Radio Carrollton proposes operation on 1330 kHz with 500 w daytime.

Although the facilities are not the same, the commission said a hearing is necessary "to permit an orderly resolution of questions presented" because a petition to deny Radio Carrollton's application by WLBB had raised factual disputes which "inextricably connect the two applications."

Changing Hands
Announced

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

* KPPC-AM-FM Pasadena, Calif., and KMFX(FM) San Francisco: Sold by The National Science Network Inc., New York, to Burbank Broadcasting Co., Burbank, Calif., for $2.2 million, on the condition that Burbank divest itself of KPPC before completion of deal. Burbank Broadcasting, partnership of 14 southern California businessmen, earlier in the year acquired KBBO(AM) Burbank ( subsequently changing call letters to KBOO) for $2.2 million ( Broadcasting, July 24). KPPC-AM is on 106.7 mhz with 25.5 kw and an antenna height of 660 ft. KMFX(FM) is on 106.9 mhz with 80 kw and antenna height of 1,250 ft. KPPC is on 1240 kHz with 100 w during specified hours. Broker: Hogan-Feldmann, Burbank.

* KMPL-AM-FM Sikeston, Mo.: Sold by William S. Sikes to John C. David for $270,000. Mr. David is a businessman in Winona, Minn. KMPL(AM) is on 1520 kHz with 3 kw day and 500 w night. KMPL-FM operates on 97.7 mhz with 3 kw and an antenna height of 205 feet. Broker: Hamilton-Landes.

* KJFJ(AM) Webster City, Iowa: Sold by Nachusa Corp, to Govich Broadcasting Co. for $170,000. Glen Olson is president of the buying firm. He has an interest in KBBR(AM) Indianola, Iowa, but is reportedly severing his relationship with that station. KJFJ operates on 1570 kHz with 250 w daytime. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved by the FCC last week
(for other FCC activities see "For the Record," page 60):

- **KBRA(AM)** Mission, Kan., and **KKBR-FM** Kansas City, Mo.: Sold by Intermedia Inc., a division of ISC Industries, to Robert P. Ingram (for KBRA) and Mark Wodlinger (for KKBR-FM) for a total purchase price of $950,000. Intermedia, which is reducing its interests in its broadcast interests, is also the licensee of KQTV-TV St. Joseph, Mo., KQKY(FM) St. Louis and KLXX(FM) Clear Lake City (Houston), Tex. Sales of those stations are pending at the FCC. Mr. Wodlinger is former president of Intermedia, which will be liquidated following divestiture of the three remaining stations. Mr. Ingram is a Kansas City businessman with no other broadcast interests. KBRA operates on 1480 kHz with 1 kw day and 500 w night. KKBR-FM operates on 104.3 mhz with 100 kw and an antenna 450 feet above average terrain.

Cable
- **Port Huron**, Mich., and surrounding communities: System sold by Port Huron TV Cable Co. to Covenant Cable Inc., wholly owned subsidiary of Broad Street Communications, New Haven, Conn., for in excess of $3 million (see page 33).

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**Pappas keeps KMPH**

A citizens group challenge against a Tulare, Calif., UHF—based on the station's refusal to give the group a substantial voice in hiring and programming decisions—has been turned down by the FCC.

The commission granted a license to Pappas Television Inc. to cover a construction permit for KMPH (ch. 26). The Organization for Utilizing and Reforming Television (OUR-TV) had filed a challenge at the commission in November 1971 (Broadcasting, Nov. 29, 1971) after Pappas would not sign an agreement with OUR-TV to give the group the exclusive right to hire and fire minority employees, and that would require the station to present an OUR-TV-controlled, but KMPH-financed, program for minorities.

The commission ruled that OUR-TV had not raised an issue that KMPH had disavowed minorities. The FCC said that the dispute "resolves around OUR-TV's concept of a station's obligation to the community and how that obligation is to be met."

---

**Kings Garden loses again**

The FCC last week reaffirmed an earlier decision that Kings Garden Inc., a religious-oriented licensee, had violated the commission's equal-employment rules by denying a position to an announcer who refused to testify to his Christian faith.

Kings Garden, operator of KGDN(AM)-KKBG(FM) Edmonds, Wash., had responded to the FCC's decision last May (Broadcasting, May 8) that it is entitled under the Civil Rights Act of 1972 to discriminate on religious grounds. The Civil Rights Act exempts religious organizations from religious-discrimination prohibitions for clerical and secular employment positions.

But in its ruling last week, the commission held that the act is "not part of our enabling statutes" and that its equal-employment rules are more stringent than those of the congressional act. In setting its own nondiscrimination standards, the FCC said, "we have considered factors other than the Civil Rights Act."

The commission noted that Kings Garden has filed a rulemaking petition seeking to align FCC employment policies with those of the Civil Rights Act. That filing, the FCC said, would be dealt with at a later date.

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**UNESCO adopts satellite restriction**

U.S. restates opposition on grounds proviso could invite censorship

A draft declaration on guidelines for international satellite broadcasting, including the U.S.-opposed recommendation that prior agreement between transmitting and receiving countries be required, has been approved by the general conference of UNESCO at Paris headquarters.

The approval had been expected in view of prior passage by the UNESCO Commission on Communications (Broadcasting, Nov. 6, et seq.). The general conference vote was 55 to 7, with 22 abstentions. William Jones, chief U.S. delegate to UNESCO, reiterated that prior-agreement provision "could be invoked to support a doctrine of prior censorship which we cannot accept."

The 11-article declaration is similar to, but stronger than, a United Nations draft in which the UN General Assembly authorized the UN Committee on Peaceful Uses of Outer Space, which meets next June, to draft principles governing international satellite broadcasting (Broadcasting, Nov. 13). The UNESCO declaration specifically calls for prior agreements between sender and receiver countries, while the UN resolution calls for "mutual respect for sovereignty, noninterference in domestic affairs, equality, cooperation and mutual benefit."

The UNESCO declaration is not binding on governments, whereas a UN convention would be.

The importance attached to the inclusion of Article 9 (prior agreements) by less-developed countries fearful of cultural domination by large powers was expressed by the UNESCO delegates from Brazil, Peru and France, France, in urging adoption of the declaration, called upon the organization to defend the interests of those affected by "the technology gap."

---

**Midwest**

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Brokers of Newspaper, Radio, CATV & TV Properties

Broadcasting Dec 4 1972 41
Good show. The ABC-TV affiliates association honored their network last week in Puerto Rico with presentation of a plaque and sculpture for coverage of the Munich Olympic games. Robert K. King (I) of Capital Cities Broadcasting, chairman of the affiliates board, presented the awards to Leonard Goldenson (C), chairman, and Eton Rule (seated), president, of the parent ABC Inc.

British broadcasting at half-century mark

Gala anniversary celebration to end with rites in Abbey

A month-long celebration of the 50th anniversary of the British Broadcasting Corp. ended Nov. 29 with the unveiling of a plaque in Westminster Abbey in memory of BBC's first director-general, Sir John Reith.

The first regular radio broadcast was heard by Britons on Nov. 14, 1922. It was a news program from 2LO in the Strand, London, and it was the initial entry of the newly formed British Broadcasting Co., which, five years later, became the British Broadcasting Corp.

Since that first radio broadcast, BBC has expanded into four radio and two TV services (both in color) that cover the United States with national as well as regional and local transmissions. All are financed from a TV-set license of $14 for black-and-white and $29 for color.

BBC's overseas radio broadcasting during World War II won plaudits from listeners throughout the free world and in occupied Europe. It was BBC's London Calling, with its telegraphic "victory" signature that kept up the spirits of conquered Europeans.

The BBC golden anniversary actually began Sept. 13 with the issuance of a package of special postage stamps. Celebrations picked up during October and hit a high spot Nov. 3 with an anniversary banquet in Guildhall, London. This was followed Nov. 14 by an anniversary concert by the BBC Symphony from Royal Albert Hall in London, simulcast live on both radio and TV. Four "BBC-50" exhibitions opened early in November; the first one, in London on Nov. 1, was opened by Queen Elizabeth and Prince Philip.

Universal has heavy schedule for ABC-TV

Video-tape production package will include five 90-minute dramas

Universal Television, in what amounts to an unprecedented investment in videotape production for network television's major supplier of film product, will produce a minimum of five 90-minute videotaped original dramas and adapted plays for ABC-TV.

Plans call for the taped productions to be presented some time after Jan. 1. In the 1972-73 season on ABC Wide World of Entertainment, the network's new late-night television series scheduled to start Jan. 8 and to include shows starring Jack Paar and Dick Cavett along with blocks of comedy, drama and variety in the 11:30 p.m.-1 a.m. nightime slots.

The five Universal TV productions are to be presented on consecutive evenings and are segmentally being called the "Late Night Theater" segments of ABC Wide World of Entertainment. Creative people involved in the Universal TV productions include Roger O. Hirshon, who is writing an original mystery; Ted Mosel, adapting the play "Rope"; Robert Crean, writing an original story; Phil Reisman Jr., reworking the Robert Louis Stevenson short story, "The Suicide Club"; and George Bellak, also writing an original story.

Barbara Schultz, best known for her work on the CBS Playhouse, is executive producer for Universal TV, with Frank Price, the production company's senior vice president, supervising the project.

While Mr. Goldberg feels antitrust action may be necessary, the president directed efforts of OTP to bring about a reduction in the number of reruns continues to center on the hope the networks will agree to a voluntary solution.

OTP Director Clay T. Whitehead, along with Mr. Goldberg and Bruce Owens, the OTP's chief economist, were reported to have met with the presidents of the television networks—James Duffy, of ABC; Robert Wood, of CBS, and Don Durgin, of NBC, in New York, on Nov. 22, to discuss the possibility of such a resolution.

A spokesman for OTP said the government officials received a "mixed reception, with different viewpoints being expressed by different people." The spokesman did not elaborate. But he said that Mr. Whitehead expects to see the network heads again, though he did not know when. OTP hopes to complete its work on the project and make a recommendation to the President in the next couple of weeks," the spokesman added.

A preliminary meeting in New York, Mr. Goldberg and Mr. Owens have had numerous sessions with television craft unions (who were among the first to press for a reduction in the number of reruns in prime time), lower-level network office representatives. In addition, OTP has contracted for a number of independent economic studies of the rerun question.

He laments networks' lock on prime time, but says FCC's access rules are solution

He and Whitehead confer with ABC, CBS, NBC heads

Henry Goldberg, the acting general counsel for the Office of Telecommunications Policy, said last week that "government antitrust action may be a route" to the "curtailment of the significant increase in reruns" on all three TV networks.

"Reruns are symptomatic of the networks' control over the prime-time schedules," he continued, speaking extemporaneously. "On the second day of a panel discussion, held last Monday and Tuesday (Nov. 27-28), sponsored by the New York chapter of the National Academy of Television Arts and Sciences.

In his address to the Executive Panel," he went on, "has resulted in a bottleneck in the supply of programming available for broadcast. We've seen a cutback on original programming and an increase in the number of movie nights, plus more and more overseas productions.

On the subject of the prime-time access rule, Mr. Goldberg said: "The FCC should take a very close look at the rule. I have my doubts about whether independent production has flourished as a result of the rule. But the worst feature of it has been these waivers, where you have a network or a station or a supplier getting a government agency involved in the business of making subjective judgments on the merits of a show and the content of a given program. The FCC shouldn't be asked to determine on a station-by-station basis which shows should be telecast at what hours. To me this process raises substantial First Amendment questions.

Mr. Goldberg said the employment situation in television "looks bleak in the short run. But on a long-range basis, the unions can look to the new technologies —to video cassettes, to TV, to the large numbers of new channels that will be opened by cable TV. Creative people must be put to work to fill the demands of these new sources."

Other participants on the panel were Giraud Chester, an executive vice president of Goodson-Todman; John Hall, an international representative of the International Alliance of Theatrical Stage Employees; John H. Mitchell, president of Screen Gems; Sanford I. Wolff, national executive secretary of the American Federation of Television and Radio Artists, and Alan R. Morris, vice president of legal, financial and production administration, for ABC Entertainment. Louis Nizer, the attorney and author, moderated the discussion.
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CPM Programs spreads its wings

Former NC&K subsidiary has now expanded from barter shows only to wider variety of programming

CPM Programs, New York, has eight new shows either in development or about to break. And, say its principals, the new activity is something of a breakthrough for a company formed originally to develop a limited number of advertiser-created shows.

Among the programs in development is CPM Western, offering to stations— an atypical move for a company whose programming is virtually all for advertisers who barter the shows.

The direct-sale show is Jerry Visits.... Though not a new series (KNXT-TV) Los Angeles produced the show as a prime-time access vehicle for several other CBS-owned stations), Jerry Visits, with Jerry Dunphy, will now be offered for sale to stations by CPM Programs as a half hour once-a-week entry.

Other programs planned or about to break:

- Black Omnibus, a weekly one-hour entertainment show and co-venture with Qualis Productions. CPM will syndicate the show and expects to have 75 stations by Jan. 14. James Earl Jones, motion picture, stage and TV star, is the series host. Four advertisers reportedly have been contracted. Each will have one-minute commercial time in the show, the station has the other four minutes.

Kid Talk, available for use in January. It was on CBS-TV but CPM is now handling the show which is on a reciprocal trade basis (Block Drug, through SSC&B).

Other new projects:

Bill Russell Show, half-hour weekly for advertiser sale, which may go on by April 1973, is basically a sports show for prime-time access slot.

Treasure, a half-hour weekly, is set for September 1973, and is also for advertiser sale as a co-venture with Heathertel Productions; Virginia Graham Show, talk series as weekday half-hour strip and based on Miss Graham's Girl Talk format, is tentatively set for April 1973.

Mystery City is a half-hour weekly children's show and would be advertiser-syndicated (by Bell & Howell) and is set tentatively for September 1973.

Phantasmagoria, is a half-hour weekly advertiser-syndicated children's series, also by Heathertel, and another children's show, Doors, which is a half-hour weekly via Science House and also is tentatively set for September.

CPM was initially formed by Norman, Craig & Kimmel, New York agency, in 1970 to handle its activity in advertiser shows, principally Colgate-Palmolive and its The All-American College Show, starring Arthur Godfrey. Later CPM spun-off an agency according to one of its principals, Mitchell (Mickey) Johnson, "we set our sights on a number of prospects. Now, two years later, our business

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Over the fence. In a segment of the Black Omnibus show, James Earl Jones (l), program's host, confers with actress-dancer Paula Kelly.

is 90% non-NCK." CPM's clients include Dupoint, Philip Morris, General Motors, Anheuser Busch, Consolidated Cigar, Mercury Marine and Champion Spark Plugs, and a number of top agencies, including D'Arcy-MacManus, Leo Burnett, Gardner, SSC&B, J. Walter Thompson Co.

All-American College Show ran in late afternoon and early-fringe periods, a half-hour weekly in about 65 markets over a three-year period, and Movie Game, a daytime strip, was in some 100 markets. Both were Colgate-Palmolive shows. Movie Game is in 35 markets now. A third colage show, Dinah's Place with Dinah Shore, is on weekday mornings for a half hour (now sold to the network and produced by Henry Jaffe for NBC), now in its third year and a rare example of a barter show on network TV.

Do-it-yourself programming, research the tack at KRLA

KRLA (AM), a rock music station in the Los Angeles bedroom community of Pasadena that long has challenged the rating services for not accurately reflecting listening habits and demographics, is attempting to determine this information on its own. The station, programmed over the years for young adults but charged by competitors with appealing primarily to "bubble-gum" listeners, has switched to a virtually all-request format via the installation of a metered code-a-phone system. Each disk jockey on the station is supplied with his own number, which is promoted on air twice each hour.

"In theory, each jock asks his particular audience to tell him what they want to hear," explains Harold F. Mathews, station vice president and manager. "He asks what specific thing they want to hear—not merely that they want to hear more Rolling Stones, but which cut of the Rolling Stones they want to hear." Listeners also are asked to identify themselves by name, age and community of residence. The taped responses are played on the air between every two records programmed. "It's as old as 'I want to do something for Rosie down in Alabama and Harry is having a birthday in Texas,'" acknowledges Mr. Mathews.

The station does vary from the all-request format somewhat in that new records are still screened by the music director and management and selections are programmed in three-week cycles interspersed on a daily basis with the request music. "If there are no responses on the code-a-phone we take those new records off the air," says Mr. Mathews. But, he adds, "the most important reason we're doing this is to find out who is out there and who is listening and how old they are. The rating services skim through this bit so much and I couldn't rely on them."

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Patton, NBC in Nielsen's. Though ABC-TV's Sunday movie, "Patton," was tops in the ratings for the week ended Nov. 19, the 10th week of the 1972-73 season, NBC-TV edged past the other networks as its competitive ratings for the season date. The national Nielsen averages for the seven nights gave NBC 21.2 and CBS 20.1—and by NBC and CBS figuring, ABC had 19.5, but by ABC's accounting it had 19.7. In the cumulative ratings for the 10-week period ABC and NBC agreed that NBC led with 20.0—CBS calculated the average at 19.9—CBS had a 19.5 or a 19.4, depending on which network averaged its figures, and ABC an 18.4 or 18.6.

NBC took three nights (Monday, Thursday and Saturday), CBS and ABC two each (Wednesday and Friday for CBS and Tuesday and Sunday for ABC) in the Nov. 19 period. Following are the national rankings for the week ended Nov. 19, with ratings for the top-15 shows:

1. ABC Sunday Movie (ABC) 38.5; (2) All in Family (CBS) 31.5; (3) NBC Saturday Movie (NBC) 28.9; (4) Walt Disney (NBC) and Tuesday Movie (ABC) both 27.5; (5) Bewitched (CBS) 27.1; (7) Marcus Welby (ABC) 26.8; (8) NBC Monday Night Movie (NBC) 25.9; (9) Sanford & Son (NBC) 25.7; (10) Hawaii Five-O (CBS) 25.1; (11) Adam-12 (NBC) 25.0; (12) FBI (ABC) 24.9; (13) Gunsmoke (CBS) 24.2; (14) Fico Wilson (NBC) 23.7; (15) NBC Wednesday Mystery Movie (NBC) 23.5.

(16) Itrade (NBC) and Bridget Loves Bernie (CBS); (17) Cannon (CBS) and CBS Thursday Movie (CBS); (20) CBS Friday Night Movie (CBS); (21) Here's Lucy (CBS); (22) Medical Center (ABC); (23) Mary Tyler Moore (CBS); (24) Carol Burnett (CBS); (25) Partridge Family (ABC); (26) NBC Sunday Mystery Movie (NBC); (27) Waltors (CBS) and (28) Bob Newhart (CBS); (29) Doris Day (CBS); (30) Rowan & Martin (NBC).

(31) Temperatures Rising (ABC); (32) NBC NFL Football (ABC); (33) Odd Couple (ABC); (34) All Room 222 (ABC); (35) Origins (ABC); (36) Sandy Duncan (CBS); (37) Mod Squad (ABC); (38) M*A*S*H (CBS); (39) CBS Tuesday Night Movie (CBS); (40) Love American Style (ABC); (41) Bonanza (ABC); (42) Brady Bunch (ABC); (43) Char Comedy Hour (CBS); (44) Search (NBC) (45) Gunsmoke (CBS).

(46) Mission: Impossible (CBS); (47) Hallmark Hall of Fame (NBC); (48) Alan King Special (ABC); (49) Butt Bacharach Special (ABC); (50) Bond Ones (NBC); (51) Undersea World of Jacques Cousteau (ABC); (52) NCAA Football (ABC); (53) Alice (CBS) and The King (ABC); (54) Mannix (CBS); (55) Man (ABC); (56) Dick Van Dyke (CBS); (56) Glynis Johns (CBS) and Night Gallery (NBC); (60) Owen Marshall (ABC).

Broadcasting Dec 4 1972
Changing Formats

- WHBL-FM Sheboygan, Wis., which simulcasts WHBL(AM)'s MOR format daily from 7 a.m. to 2:30 p.m., will begin separate programming today (Dec. 4), extending its "beautiful music" format from 8 a.m. to 11 p.m. Under the revised format, the stations will simulcast only on Sunday mornings.
- WMPA(AM) Aberdeen, Miss., initiated a "contemporary MOR" format Nov. 1 to replace its popular-country programming.
- WMAQ-FM Chicago has adopted a stereo rock format aimed at the 18-34 age group to replace its popular-country programming. According to Program Director Lee Davis, the revised format features a "low-key" presentation of nonmusic elements, longer segments of uninterrupted music, and an increase in programming hours from 127 to 164 hours a week. The change was effective Oct. 27.

Alice Cooper outrates Cavett in late night

Rock show may get permanent berth; viewers protest WKRC-TV cutoff

ABC-TV's In Concert rock show starring Alice Cooper and Curtis Mayfield, which replaced The Dick Cavett Show on ABC-TV on Friday, Nov. 24, from 11:30 to 1 a.m. NYT, "looks promising" for a regular run as one of the network's late-night variety spots in 1973, an ABC-TV spokesman said last week. This optimism was based on the New York and Los Angeles overnight Nielsen ratings for that date, which showed a 40% or so improvement in ratings over what Mr. Cavett's show normally gets.

News directors seek larger role in the company of journalists

Mickelson, keynoter, sees threat to independence of broadcast news; board votes to enlarge membership

With a record registration of 400 delegates and an over-all attendance of some 800, the Radio Television News Directors Association convened in Nassau, Bahamas, last week, bent upon befooling up its activities for the advancement of broadcast journalism and to assume new leadership in the all-media struggle against government incursions.

Opening of membership to larger broadcast entities on a "supporting" basis but without voting privileges was approved by the RTNDA board at an all-day meeting last Tuesday (Nov. 28) and was slated for ratification by the full membership Thursday. Ted Koop, director of RTNDA's Washington office, who proposed the new category, predicted it would raise at least $20,000 in new revenue—more than enough to underwrite Washington operations. A healthy finan-
Tentative conclusion. Charles Harrison, manager of news for WGN Continental Broadcasting, Chicago, will succeed Chet Casselman, KSFV (AM) San Francisco, as RTNDA president. Travis Linn, executive new director of WPAM-AM Dallas, was elected vice president and president-elect at RTNDA's business meeting Thursday (Nov. 30). He defeated Bob Johnson, WSAT-TV Huntington-Charleston, by a vote of 77 to 70. It is expected that Mr. Johnson, the incumbent treasurer, will be executive "escalator." As elected as directors, to two-year terms, were Dick Gottschald of WJXO-AM Duluth, Minn., and Curtis Beckman of WCCO (AM) Minneapolis. Elected to one-year terms were Dave Kelly of WMAR-TV, Baltimore, and Larry Maisel of WOJO-TV Roanoke, Va.

Talk about happy talk. Does "humanizing" the news help or hinder professional journalism? That subject, one of general industry debate, was addressed specifically in Nassau last week at an RTNDA debate between Philip McHugh, TV advertising consultant from McLean, Va. (McHugh & Hoffman), and Dr. David LaRoy, director of the Communications Research Center, Florida State University. Mr. McHugh took the affirmative, saying the "happy talk" label commonly applied to this new presentation technique was a "bad name," and that humanizing the news means simply to present it as human beings talking to other human beings. "It involves empathy and understanding the emotions of your audience," he said, adding that Walter Cronkite (of CBS), who disparages the concept, displayed humanizing when he wept on camera at news of President Kennedy's death. Dr. LaRoy labeled happy-talk news as "Charles Curtis Chucks Yucks," and said the trend led to "emphasizing ratings, chasing sexy demographics" and the establishment of "one cliché after another."

The new command. The ranking majority member of the House Communications Subcommittee predicted last week that government attempts to interfere with freedom of the press will increase during the second Nixon administration until one side yields. "Make no mistake about it; something's got to give," said Representative Lionel Van Deerlin (D-Calif.) in addressing a joint meeting of the Radio Television News Directors Association and the National Broadcast Editorial Conference in Nassau, Bahamas, last Thursday.

Mr. Van Deerlin, a former radio and TV newsmen, said that broadcast news stations are particularly vulnerable to government interference because stations are licensed by the government. "No newsmen should be complacent," he said. "Once government gets its nose in the television newsroom, all other news media will be in danger too."

The congressman said he would like to pin the blame for harassment of journalists on the Republican administration. But "unfortunately, the temptation to meddle with the media seems just as strong in Congress as in the White House. And Democrats are prominent among the culprits."

He urged support for newsmen's-
privilege legislation to prevent federal officials from forcing reporters to disclose confidential information and sources.

Without legislative or other relief, he said, the press "faces four more rough years in Congress.

Mr. Van Deerrl ticked off a sequence of events in the last two years to demonstrate his concerns, among them the "wellorchestrated building branch assault on broadcast news and editorializing followed by the 'instant analysis' of Herb Klein [director of communications for the administration], Patrick Buchanen [the presidential assistant charged with monitoring telecommunications]."

Mr. Van Deerrl also noted "eagerness" in the Justice Department to subpoena reporters' notes and by the courts to require revelation of newsmen's sources, as well as the flap over "Selling of the Pentagon" and the effort to cite CBS's Frank Stanton for contempt. (In that connection, mentioning an assertion by House Commerce Committee Chairman Harley Staggers that First Amendment rights do not apply to broadcasting, Mr. Van Deerrl said he did not want to criticize his chairman but "if they do not apply, we might all as well pack up and go home.""

Commenting on the Minshall bill, which would "unblinkingly ask us to legislate 'truth' on the air," Mr. Van Deerrl said a majority of the Commerce Committee might now support such legislation.

Mr. Van Deerrl also noted that "the attack on public broadcasting comes from both ends of Pennsylvania Avenue," and cautioned the commercial sector that "this is your fight, too. The enemies of broadcasting were taking it out against one entity they had a crack at."

The editorialists' own
National Broadcast Editorial Assn organized; Rahs first president

The National Broadcast Editorial Association came into being at Nassau, Bahamas, last week, formalizing the previously organized National Broadcast Editorial Conference, which has met in conjunction with RTNDA. Bryson Rahs, editorial director of WABC-TV Washington, becomes the first president of the association, whose membership includes "persons actively involved in the formulation and presentation of broadcast editorial."

Peter Kohler of WCAU-TV New York was elected, and Howard Dressler of KSBV-TV (TV) Denver secretary-treasurer. Named to the board for two-year terms were: Wes Bowen, KSL-TV Salt Lake City; Charles Murdock, WLW (AM) Cincinnati; R. Peter Strauss, WMCA (AM) New York; Gene Webster, WABC (AM) New York; Frank Vanges, and Bob Schuman, WHAS(AM) Louisville. Elected for one-year terms were Peggy Cooper, WLS(AM) Chicago; Richard Hughes, WPX(TV) New York; James Johnson, KHL-TV Kearney, Neb.; Ted Powers, WDBJ-TV Roanoke, Va., and Lee Rashall, KGO(AM) San Francisco.

Profile of a news director
RTNDA hears about its typical member: He's young, college-educated and worried about the usual administrative problems

The average TV or radio news director is a college-educated male in his 20's or 30's who has been in his present job for about three years and who is concerned about stretching his news budget and maintaining a qualified staff.

That is part of a profile that emerged from a research report presented last week at the annual convention of the Radio Television News Directors Association by Vernon A. Stone, associate professor at the University of Wisconsin's school of journalism and mass communication.

The report, "Radio and Television News Directors and Operations: An RTNDA Survey" was commissioned and financed in part by RTNDA and written by Mr. Stone. It was based on 752 responses to a questionnaire sent to TV, radio and combined TV-radio news organizations.

Following are some of the report's highlights:

- On age: 51% of radio, 26% of TV and 32% of radio-TV news directors are 30 and under; 29% of radio, 41% of TV and 35% of radio-TV are 31-40.
- On length in their present jobs: 29% of radio, 22% of TV and 15% of radio-TV news directors reported one year or less; 46% of radio, 53% of TV and 48% of radio-TV news directors said two to five years. For each type of operation the average news director has been in management about two years longer than on his present job.
- On whence they came: 40% of radio, 42% of TV and 34% of radio-TV news directors came to their present jobs from a station in another city; 23%, 27% and 39%, respectively, were promoted from station; 25%, 18% and 18%, respectively, came from outside the broadcast media.
- On education: 38% of radio, 59% of TV and 52% of radio-TV news chiefs are college graduates; 44%, 36% and 39%, respectively, have had some college. Journalism was the college major for 18% of the radio, 22% of TV and 32% of the radio-TV news directors. Majoring in radio-TV or communications were 22% of the radio, 18% of the TV and 12% of the radio-TV news directors.
- The radio news director is three times as likely as the one in TV to be doing staff announcing or other station jobs outside the newsroom.
- The median weekly salary for radio news directors was $253 compared to $253 for TV and $256 for radio-TV operations.
- Three-fourths of the radio news staffs consisted of three or fewer full-time employees; TV and radio-TV news organizations tended to have 10 or more employees.

- Almost four-fifths (79%) of the radio, 37% of the TV and 48% of the radio-TV news operations had no minorities on their staffs.
- Only 4% of the radio news directors were women; none of the TV news directors were female; less than 2% of the radio-TV news directors were women. But half of the TV and joint TV-radio newsrooms employ women fulltime. For radio the figure is 15%.

- Budgetary matters are a major problem. For 38% of the radio, 48% of the TV and 46% of the radio-TV news directors. Maintaining a qualified staff came in second with 30%, 32% and 27%, respectively.

Mr. Stone said several analyses of the survey data will be included in a more comprehensive report—probably in the form of a publication. He is also working on two other studies for RTNDA. One will focus on radio news-gathering practices and problems; the other will more thoroughly examine the problems of newsroom management.

Out of step with AFTRA, newsmen talk of going own way

Journalists say their needs and those of others in entertainment union are basically income. They would prefer either separate or lone hand in dealing with broadcast management

The stayed-but-not-forgotten order by the American Federation of Television and Radio Artists requiring its members to honor IBEW picket lines at CBS has had a backlash effect among the newsmen who are an important minority in AFTRA's ranks. It has rekindled among some of them an interest to strike out on their own, unionized or not.

AFTRA's credentials for representing on-air newsmen, led by Walter Cronkite, have held caucuses in New York in which correspondents agreed that AFTRA's main concern is with the predominant segment of its membership, including actors, singers, announcers and other entertainers, and that the union does not satisfactorily represent the professional and economic interests of the on-air reporter. Many of them told Broadcasting that AFTRA has evinced scant concern with journalism as a profession and with the responsibilities of newsmen in providing a free flow of information to the public. They stressed, too, that the overwhelming number of on-air newsmen are covered by individual contracts with the networks, and AFTRA codes apply only to a minimal group.

AFTRA's credentials for representing on-air newsmen were questioned sharply more than five years ago when a contingent of NBC correspondents, led by Chet Huntley, remained on the job despite an AFTRA strike at the networks (Broadcasting, April 3, 1967). Mr. Huntley and Frank McGee remained on the air
from the outset of the strike on March 29 of that year. They were soon joined by correspondents Morgan Beatty and Ray Scherer.

Mr. Cronkite said that discussion of leaving AFTRA is "nothing new," but that there "seems to be more intent at this point to pursue possibilities." He noted that areas under exploration are the formation of a separate unit within AFTRA; a separate union or, simply, disaffiliation.

Another proposal made at a CBS News meeting in New York was for a questionnaire that would obtain the opinion of CBS on-air newsmen in other cities. Mr. Cronkite said that the New York group is "too small to consider doing anything" by itself, and that he has had "informal talks" with correspondents at other networks. "There seems to be more interest now in trying to get something done," he said.

Mr. Cronkite was asked if he would respect a picket line if directed by AFTRA and replied that "my position is the same as it was two weeks ago—I would respect the picket line." CBS News correspondents Mitchell Krauss, Douglas Edwards and Mort Dean were in agreement that AFTRA did not represent their interests. They voted continuing discussion to arrive at a suitable alternative. Both Mr. Dean and Mr. Krauss mentioned there may be some problem in handling the transfer of AFTRA health, welfare and pension benefits in the event of a disaffiliation or the establishment of a separate union or other bargaining unit. Mr. Douglas, a 30-year veteran of CBS News, remarked that many long-time employees of the network are beset by a problem of "split allegiance." They feel they should have loyalty to their union and at the same time they appreciate the rewards accruing from an association with CBS, which, he said, pays well and has "excellent" benefits, including pension and medical-hospitalization prerequisites. "In a sense," he observed, "we might be called 'company men.'"

Interest in the issue among newsmen at other networks—although less urgent in nature—was evident. Howard K. Smith, co-anchorman of the ABC Evening News, said that "newsmen should have their own union," independent of AFTRA. "If I like the people in AFTRA," he said, "but I'm afraid our interests as newsmen are not the same as those of, say, chorus boys or engineers." Mr. Smith added that he had been enrolled as a member of AFTRA "without my say-so—I wasn't even consulted" when he signed his contract with ABC. "There are no advantages for me to being a member of AFTRA, and no network correspondent that I know of gets substantial benefits from belonging to the union."

But Greg Jackson, an ABC News correspondent, disagreed. "ABC doesn't provide any pension plan, and nothing in the way of health, accident or insurance benefits," he said. "If it weren't for AFTRA, we'd be out of luck in all these areas. I'm not in favor of forming a separate union because there are only about 130 news correspondents on all three networks—we'd have hardly any bargaining muscle. I think newsmen should begin working within AFTRA on matters like substantial severance pay if we're fired."

Pat Collins, a newswoman at WNBC-TV New York, is convinced, however, that "no union of newsmen will ever be strong because you're dealing with a bunch of separate egos. Each newsmen bargains for his own separate contract with a network or station, and when you're pulling in 25 grand a year and you've got that summer house and the cabin cruiser you're not going to stick your neck out for a fellow union member, no matter how serious his grievance may be."

Bacon, eggs and freedom of the press

'Today' has two days of panel talks on the news media

The balance of opinions in last week's Today shows on Monday and Tuesday was obvious: Herb Klein, White House director of communications, and Roger Cramton, an assistant U.S. attorney general, on one side; Peter Bridge, a reporter jailed for refusing to divulge unpublished information to a grand jury, and George Reedy, former news secretary to President Johnson and now dean of the College of Journalism at Marquette University on the other. The subject of the two special programs was freedom of the press. Frank McGee of Today was the moderator.

Coming under review by the panelists were such ongoing issues as fairness, outcomes, newsmen's privilege, attacks on news media by the government, and resistance to such attacks.

Mr. Reedy said he thought the networks changed as a result of Vice President Agnew's frontal attack three years ago on the news media. He said: "I do have a kind of an uneasy feeling that some of the networks did cave in a little bit to that particular type of bullying... That's one of the reasons why I said that resistance seems to me to be decreasing." At the same time, Mr. Klein said the administration had no intention of filing an antitrust suit against broadcasters because of news bias. Mr. Klein was responding to a question posed by Mr. McGee as to the intent of an expression by a presidential assistant Patrick Buchanan, that such an action be filed. Mr. Klein said this would be policy of the administration and that he, not only thought it impossible, but said, "I'd be opposed to it."

In stressing the declining "resistance" by broadcasters, Mr. Reedy said that the "instinct commentary objection," initially mentioned by Mr. Agnew, while "rather trivial," was still "better than piano music,
and you've got two or three minutes at the end of the speech to make a 'break' but that two of the networks have since dropped the form. He said that while these commentaries added little to the program, the decision to drop them by the networks indicated to Mr. Reedy that 'there should have been a little more spine' on the part of the networks.

Mr. Klein said proposals made for counteracts constitute a potential economic threat to the broadcast industry. He said the thought "these [proposals] get at the economic heart of the thing, which is really a serious threat, because a healthy broadcast industry and healthy publications in this field are essential to a free press."

At one point, Mr. Klein also said: "Now no one has threatened a station license in the administration. I think there are some threats to licenses, which the President himself recognizes. He's in favor of more license stability, for example." The comment came in connection with a discussion over intimidation of newsmen, publishers or broadcasters.

Of outtakes, Mr. Reedy said that turning material over to police eventually would mean for the reporter that if he "shows up with a camera at any kind of a demonstration or meeting, he's going to get knocked in the head right on the spot."

Mr. Klein said he believed that news media might be in more trouble when an outtake issue gets before Congress because of possible action—"more regulation instead of less." He said that he thought the media's greatest protection was public opinion.

In one key segment of the panel discussion, coming late in the show's second morning, Mr. McGee brought up the issue of fairness, suggesting the Constitution requires a free press, not a fair press, and that broadcast media were subject to attempts to legislate fairness.

Mr. Crampton said he did not believe fairness could be legislated and was "very worried" about FCC's attempts in this area. He said: "The First Amendment and a free press mean that the media must be free to express a view even though it occasionally may be a partisan one. We ought to rely on the responsibility of the newsmen and of the judgment of an informed public and not upon some bland or pre-imposed rules that you have devote 10 minutes to a spokesman on one side and 10 minutes to a spokesman on the other. That just won't work or will lead to a blandness in what the media actually say rather than something that's hard-hitting and makes a point effectively."

In speaking of his own case in which he was subpoenaed before the grand jury, Mr. Bridge said the prosecutor "sought to harness whatever knowledge or expertise I had in Newark city hall for the purposes of dignifying an investigation that never actually took place. In effect ... using me as their investigative arm."

**TV talk host joins newsmen in hot water**

Chattanoogan refuses to tell name of grand jury member who phoned in comment on 'whitewash' of ex-judge

The co-host of a morning talk show on WDEF-TV Chattanooga, has become the latest newsmen to face the threat of jail for refusal to divulge a news source.

And the case of Harry Thornton is peculiarly a broadcast case. The "source" he is protecting is not someone who provided him information for a story—but the owner of the voice that was heard on the call-in portion of Mr. Thornton's The Morning Show, on Nov. 22.

The caller identified himself only a member of the grand jury, and said the jury had "whitewashed" a case involving a former city judge.

Mr. Thornton, who says he knew the caller's name from previous conversations, was taken before the grand jury on Tuesday (Nov. 28), and directed to reveal the caller's identity. Mr. Thornton refused, and was immediately taken before Judge Tillman Grant, of the Hannibal county criminal court. Again, Mr.
Thornton refused to name the grand juror. "I did not relay anything," Mr. Thornton said, in response to a request for the name of the jury member whose voice was relayed to the audience. "He called me and spoke directly to the audience on the air. He made the statement that investigation of former Judge Dennie Harris was whitewashed."

Judge Grant then directed Mr. Thornton to appear before him again, on Dec. 5, to explain why he should not be held in contempt for failing to disclose the juror's name.

"There's no way I'll talk," Mr. Thornton told BROADCASTING last week. "I'll go to jail first." Divulging the juror's name "would be a breach of the concept of freedom of speech and press," he said. "I'd be letting the man down, and I won't do that."

The case is beginning to attract national attention, as did those involving Peter Bridge, the New Jersey reporter who spent time in jail to protect a source, and Los Angeles newsmen William Farr, who is in jail now for the same reason. CBS-TV, with which wder-TV is affiliated, has indicated an interest in being on hand when Mr. Thornton appears for his showcause hearing.

Locally, the competing wrch-TV editorialized in support of Mr. Thornton's position. And the wder-TV vice president and general manager issued a statement supporting Mr. Thornton's "right to stand by his convictions as a professional broadcaster in refusing to surrender the name of his news source to the grand jury."

While Mr. Thornton was having his confrontation with the grand jury and Judge Grant, the board of directors of the American Society of Newspaper Editors, meeting in Albany, N.Y., was going on record as favoring a federal law to protect newsmen who want to protect the confidentiality of their sources.

"The First Amendment right of the public to be kept informed has been eroded by recent court decisions," the ASNE board said. Accordingly, it urged Congress "to restore this right by enacting legislation to grant qualified protection to the gathering and processing of news for public dissemination."

The board's statement also called on editors and publishers "to support their reporters and take the brunt of the attack on themselves in every way possible as this fight for the public's constitutional rights is continued."

**Rockefeller supports newsmen's privilege**

He says other states should adopt protection like New York's serious scandals, corruption and injustices in our nation's history would simply disappear," he said. Governor Rockefeller, speaking Wednesday night (Nov. 29) in Syracuse, N.Y., at a dinner honoring Stephen Rockefeller, partner in Syrac us Herald-Journal and Post-Standard (wsyr-am-fm-tv), said that "I would favor finding a society where a free press occasionally upset a public official to a society where public officials could ever upset freedom of the press."

He recalled that "in 1970 I supported and signed a strict freedom of information bill for New York," which "protects journalists and newsmen from charges of contempt for refusing to disclose information or their news sources in the course of their work." He said 17 other states have similar laws, though "none stronger than New York's," and added: "All 50 states should have similar guaranties."

**Quantifying network news**

MIT group has raw data on election coverage and seeks funds to feed facts to computer

For all the disputes over network television news—who said what, who twisted what, who did how much of what—it is often maddeningly difficult to make sound judgments about so ephemeral a medium. But with the aid of researchers at the Massachusetts Institute of Technology are planning to enlist the aid of computers.

The Network News Study Group, composed of two faculty members and a group of 15 students, has already conducted video-tape monitoring of the network news broadcasts during the seven weeks before election day. The next phase is to implement a computer-aided system that can answer some basic questions about the broadcasts: how much time each candidate and his supporters received, which issues were covered, which appearances were covered and how.

The possible variations are almost endless. "Sponsors are to know how often each network referred to the Watergate 'caper,' the Watergate 'affair,' or the Watergate 'scandal'—each of which conveys something quite different," says Edwin Diamond, journalist and MIT lecturer who is in charge of the study group, "the computer can tell you."

Mr. Diamond, a former Newsweek editor who also serves as a "media critic" for wtop-am-tv Washington, is conducting the research along with Dr. Ithiel de Sola Pool, a political scientist who has worked extensively in communication research. They, and the group of students, have already culled what Mr. Diamond calls some "quick and dirty" preliminary findings, based on impressions and calculations from their monitoring. Some of these findings were presented in a forthcoming issue of the Columbia Journalism Review.

They found, for example, that CBS devoted the most time to detailed coverage of the elections, to the Watergate case, and to the controversy over U.S. wheat sales to the Soviet Union. On the day that presidential adviser Henry Kissinger held his celebrated "peace is at hand" news conference, it was NBC that went farthest in coverage. The other two networks, in the announcement, its effect on the campaign and the reaction to it; NBC devoted its entire newscast to the subject, with the single exception of the nightly Dow Jones averages. Generally, the preliminary findings is that there was "great diversity" in the content and style of network presentations.

More detailed compilation and analysis of figures such as these will be conducted when "phase two" of the research gets under way. So far, however, the computer project is without funds. The MIT researchers conducted the first part of their work under a $5,000 grant from the John and Mary R. Markle Foundation. They will need about $15,000 for the next part, and are now looking to Markle and other sources. (One reason for not preliminary findings, Mr. Diamond acknowledged, was to stir interest in the project—and, perhaps, to aid in the search for a grant.) Assuming that the funds will be forthcoming soon, the computer project would be undertaken for the balance of this academic year.

**Reporters Farr back in jail**

First Amendment test seen in case involving disclosure of news source

Los Angeles Times reporter William T. Farr, who has refused to disclose the source of a story he wrote concerning the Charles Manson murder trial, last week was sent back to jail for an indefinite stay on a contempt-of-court charge. It was the second time in recent weeks that Mr. Farr has been jailed in a case that has attracted wide attention.

Los Angeles Superior Court Judge Charles Older originally imposed the contempt sentence on Mr. Farr after the trial of Manson for the murder of actress Sharon Tate and others in 1970. The reporter, then working for the Los Angeles Herald-Examiner, was found in contempt of court for refusing to tell Judge Older the source of this information for a story he wrote that murders of other movie stars were planned. However, Mr. Farr did indicate that two of the six attorneys in the case were his sources.

All of the participants in the murder trial were under gag order imposed by Judge Older. Each of the attorneys—three for the prosecution and three for the defense—has sworn under oath before Judge Older that he did not release Manson-case information to the reporter in violation of the gag order.

Mr. Farr was first imprisoned on Nov. 16, but spent only a few hours in Los Angeles county jail before being freed by the state court of appeal on a writ of habeas corpus. The same court subsequently denied the petition and ordered him back to jail.
Broadcasting has designs on 1973. They'll become apparent 51 times that year—beginning, we believe conspicuously, with the January 1 issue.* It will publish under the banner

**Perspective '73**

and will feature among its contents:

**The broadcast fallout from consumerism**—How important advertisers and their agencies have been affected by and are responding to a new lifestyle in audience and regulatory attitudes.

**Heat on the broadcast press**—An analysis of the tensions between the radio-TV journalist, the government and a growing body of organized criticism. It will include "as-they-see-it" points of view from protagonists on all sides.

**The new media**—State of the art, and prospects for the future, on both the hardware and the software fronts of such developing electronic media as MDS, LDS and video-cassettes.

**Cable TV: The second generation**—State of an expanding industry that is still undefined but mustering its strengths for what it hopes will be a quantum leap toward 1980. Including Broadcasting's latest accounting of the first-50 MSO's, a track on the trend toward consolidation and the burgeoning movement toward programming-for-pay.

**Every night at the movies**—The motion picture is far and away the dominant art-and-money form in television. A special report will measure the magic from "Casablanca" to "Love Story."

**Biography of a boom**—An economic analysis of 1972, the year that's shaping up as broadcasting's biggest.

That's not all, but it will give you some idea of why we think....

**You belong in Broadcasting Jan 1**

January 1 is but the first of the "special" dates you'll want to remember in Broadcasting's 1973. Already scheduled:

- **January 22**—A special report on top 40 radio.
- **February 5**—What you'll want to watch for at the NATPE—a pre-convention preview.
- **March 19**—The NAB pre-convention issue.
- **March 26**—The NAB convention issue.
- **April 2**—The NAB post-convention issue.

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213-463-3148
Antisiphoning 'moratorium' sought for cable

Time-Life and Sterling urge FCC to suspend rules for five years so CATV can explore pay cable

When the FCC collected comments a month ago on the subject of how—and if—the commission’s antisiphoning rules should be applied to pay cablecasting (Broadcasting, Nov. 6), the response was nearly as predictable as the tides: Broadcasters argued that any attempt to make their audiences pay for programs they can view free of charge would be an inexcusable degradation of the public interest, and cable operators contended that their industry can achieve its full economic potential only through the initiation of pay transmissions.

Now the commission has been asked to put the whole matter on the shelf for half a decade and witness how pay cable can work in an atmosphere free of government intervention. Specifically, the agency was requested to implement a five-year “moratorium” on its antisiphoning rules as they apply to the new medium, during which time CATV systems would be free to negotiate, transmit and charge for any programs they can acquire—under-lying theory being that if pay cable cannot make it in such a laissez-faire climate, maybe it cannot make it at all; but it would be both arbitrary and unfair to force prefabricated rate regulations on an essentially untested service.

The proposal was outlined in a pleading filed jointly at the FCC last week by Time-Life Cable Communications Inc. and Sterling Communications Inc. The two firms requested that (1) the commission suspend the antisiphoning rules for a five-year period; that (2) it announce that the rules will be made applicable to CATV at the end of that period; that (3) after the first three years, it reopen the inquiry with time interested parties may argue for the retention, alteration or deletion of the rules; and that (4) it state that in the interim period, cable systems may proceed to acquire pay-cable experience under their own devices with the understanding that any programming practices initiated during that period that are in conflict with the rules may be precluded after the test period has expired.

As presently written, the antisiphoning rules prohibit subscription operations—both on cable and over the air—from presenting feature films that are between two and 10 years old (showings of films older than 10 years are permitted once a year), sports events that have been regularly televised live two years prior to the date of subscription transmission (a proposal to extend this limitation to five years is pending), and any series that are interconnected. In addition, cable systems are precluded from devoting more than 90% of their programing to sports and feature films.

Sterling and Time-Life argued last week that a temporary relaxation of the restrictions would enable cable operators to determine two important characteristics of the pay-cable medium: the types of programs that are marketable under such a system and the additional subscriber penetration that pay can foster. But of equal importance, the two firms asserted, a moratorium would give both sides of the pay-cable controversy an opportunity to determine the validity of their speculations (and apprehensions) about the medium in a real-life situation.

Although the current inability of most cable systems to carry on subscription operations would, at first, necessitate systems to use certain programs not generally regarded as “box-office”—namely, those prohibited from showing by the antisiphoning rules—the primary effort of pay-cable, they said, would be to accumulate as many current features as possible and to increase the availability of those offerings as expertise in the field increases. However, the two firms contended, since relatively sparse pay-cable activity can be anticipated over the next five years, “no significant amount of siphoning could possibly result.” Furthermore, they claimed, since it has been estimated that CATV systems cannot break even until they achieve 30.2% penetration of their markets—a difficult goal to realize in five years—“it is impossible to perceive how cable would be in a financial position to outbid commercial TV for programing during the test period. However, they continued, at the end of that period, the cable industry should have discovered a viable means of carrying on pay operations, and the need for exhibiting mass-audience programs such as those found on commercial TV would be alleviated.

New York sets up state commission for cable TV

Jan. 1 start will signal end of 19-month freeze on new systems

The New York State Legislature has voted to create an independent commission to deal with cable television. Most states give jurisdiction over cable to their public-service commissions. Legislators and cable operators from California have already visited Albany to study the New York plan. The commission is scheduled to go into effect Jan. 1.

Topping the new commission’s agenda will be about 200 applications for cable-TV franchises. The session will draw up guidelines for issuing tickets of compliance to franchises. However, municipalities will still award the franchises and set rates. The moratorium on new cable systems in New York State that began in June 1971 will be lifted when the commission takes effect.

Mentioned as candidates for the commission are State Assemblyman Robert F. Kelly, sponsor of the bill creating the commission; State Assemblyman Eli Wager; James A. Farley Jr., son of the former postmaster general; Jerry Danzig, special assistant to Governor Nelson Rockefeller and his chief television and radio adviser, and Edward J. Wegman, an industrial-film producer from Buffalo.

New York has 130 cable systems. The new commission will be preparing rules and procedures that will promote regional systems that can interconnect, with the eventual goal of state-wide hook-up capability. The legislature has approved an initial outlay of $350,000 for the commission. However, the fiscal budget is expected to be higher, since funds will be derived from 1% levy on the gross income of cable-TV systems.

Consultants working with the governor’s temporary task force on cable TV are: Gary L. Christensen, attorney with the Washington law firm of Hogan & Hartson; Archer Taylor, engineering consultant and attorney with the Washington cable consulting-brokerage firm of Malarkey, Taylor & Associates; and Lawrence Walz, manager of NBC cable systems. The task force is preparing the agenda for the commission.

Commerce cites shortage of cable technicians

The cable television industry will need up to 50,000 new technicians and engineers in the next five years, according to
a study prepared for the U.S. Department of Commerce.

The department's office of telecommunications said in its report that "authorities in the industry believe there is a serious shortage of trained and qualified engineers and technicians" in cable. It says that "many more openings are anticipated, particularly in the top 100 markets where CATV has yet to arrive."

The study recommends prompt implementation of joint-government-industry plans for training and retraining engineers and technicians for employment.

The results and manpower predictions are based on an analysis of a manpower requirement survey distributed by the National Cable Television Association in cooperation with the Commerce Department, the Institute of Electrical and Electronics Engineers, the American Institute of Aeronautics and Astronautics, the National Society of Professional Engineers and the Electronic Industries Association.

Covenant gets Mich. systems

Covenant Cable Inc., subsidiary of Broad Street Communications Corp., New Haven, Conn., has agreed to buy Port Huron (Mich.) Cable TV Co. Inc. for $3 million. Richard Geismar, chairman of Broad Street, and John Wismer, president of Port Huron Cable, said last week agreement is contingent upon approval of local and federal agencies. Port Huron Cable owns systems in Port Huron, Marysville, Burchville and Fort Gratiot, all in Michigan, with a total of 9,000 subscribers. Covenant has systems in Millville, N.J., and Greensburg, Pa., with a total of about 15,000 subscribers.

Cable Briefs

Facts on file * Cable Television Information Center, Washington, is offering new CATV publications service. It's principally intended for local government officials who must make decisions about cable, but is available to everyone. Service provides continually updated, loose-leaf style reports on such subjects as economics and technology of CATV, regulation and franchising. One general report also describes, in outline form, recommended series of procedures for arriving at decisions about cable. First eight booklets are available now; others—perhaps 25 or 30—will be produced over next two years. Cost for complete service is $25. Cable Television Information Center, 2100 M Street, N.W., Washington 20037.

New multichannel system. MSI Television, Salt Lake City, has introduced Multi-channel Datacasting System, wherein up to three different color channels of television information are produced from single character generator chassis. Company claims cost of sharing basic generator circuitry, power supply and chassis is lower for each additional CATV channel than cost of separate self-contained information systems. Typical Multichannel system would offer teletype news, stock quotations, and local messages.

Equipment & Engineering

HTN seeks microwave system for pay TV

It asks FCC's permission to build $3-million relay in the West as step toward nationwide network

Home Theater Network, formed last spring in Los Angeles as a pay-TV system (BROADCASTING, May 22), has filed with the FCC for a microwave transmittin system to serve an area from Los Angeles southeast through Arizona, New Mexico and Texas, and north to Denver.

According to Richard Lubic, HTN's president, the application asks for three video channels to carry a variety of pay-television programming, including current motion pictures, sporting events that are blacked out on commercial television, educational programs and various selective live events. The proposed system is projected to be the first leg in a nationwide microwave relay network for the transmission of pay-TV programming.

Mr. Lubic revealed that plans call for this initial link to consist of 40 relay stations to be constructed at an estimated cost of $3 million. Facilities for the microwave system are to be provided by Western Tele-Communications Inc., Denver-based private microwave system operator.

HTN already has agreements in principle with such cable-TV operators as Cablecom-General Inc., Denver, to provide pay programs (Broadcasting, July 24). Among the financial backers of HTN are financier J. Paul Getty and his son Ronald, a film producer.

TV, FM set sales up; AM, auto radios down

The sale of color TV sets to dealers for the first 10 months of this year rose by 23.9% compared to the same period last year while monochrome TV set sales rose by 9% according to figures announced by the Electronic Industries Association.

In the radio field, sales of home AM sets in the same period slumped by 12.3% and automobile sales fell by 3.8%. FM radio set sales, however, rose by 18.7%.

Meanwhile, EM also reported that TV imports for the nine months ended Sept. 30 was 4,800,181, an increase of 32.3%, with color imports 931,783, up 8.4% and black and white imports 3,867,287, up 39.7%. Home radio imports for the nine-month period was 28,274,276, up 36.4% while auto imports, 2,052,190, were down 9.3%.

On the other hand, exports of U.S.-made color TV sets of 94,574, were up by 114%; but exports of monochrome sets, 51,429, fell by 43%. In radio, auto exports of 396,461 rose by 13.2%; home radio exports of 159,329 fell by 10.9%.

Sales of domestic-made TV and radio sets for the 10 months:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
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</thead>
<tbody>
<tr>
<td>Color</td>
<td>5,945,260</td>
<td>4,716,225</td>
</tr>
<tr>
<td>Black-and-white</td>
<td>4,243,423</td>
<td>3,692,452</td>
</tr>
<tr>
<td>Total</td>
<td>10,188,683</td>
<td>8,408,677</td>
</tr>
</tbody>
</table>

Technical Briefs

New firm. Irving S. Rosner, president of Rosner Television Systems Inc., New York, engineering and consulting firm, and William J. Lamb, former president of Sterling Manhattan Cable Television and before that senior vice president and general manager of noncommercial WNET-TV, Newark, N.J., have formed Rosner-Lamb Inc., communications consulting and engineering firm to serve TV stations, CATV systems and business and government organizations using electronic and audio-visual equipment.

Memorex Corp. has introduced "Master Grade" premium quality video tape that is pretested at factory and supplied with individual test chart showing exact dropout count and location as well as data on audio stability. New tape, suitable for mastering, has low dropout rate, firm says, averaging less than four per minute with maximum of eight in any minute segment. It is also certified free of dropout bursts and, firm
claims, has signal-to-noise ratio of 50 db with virtually no audio variation. San Tomas at Central Expressway, Santa Clara, Calif. 95052.

Three-D TV. Nuoptix Associates has announced grant of patent covering three-dimensional TV process, utilizing color receivers. Three-D material is transferred to regular video tape by special process, making it possible to broadcast without modification of station equipment. Viewers see 3-D color program wearing special glasses; otherwise they see black and white on both color receivers or monochrome sets. 619 Hampshire Road, Westlake Village, Calif. 91361.

Remote control. Moseley Associates Inc. has introduced TRC-15A radio remote control system. Unit features 15 metering channels and 30 individual control functions. Company says reliability of unit is increased by replacing customary mechanical stepper switch with individual relays. TRC-15AW is for operation over single telephone line; TRC-15AR is for wireless operation. Santa Barbara Research Park, 111 Castilian Drive, Goleta, Calif. 93017.

Canada's Vikoa renamed. Vikoa of Canada, newly named CommPlex Electronics Ltd., has reorganized its operations under David A. Shefter, general manager. Company will continue sales and engineering services to Canadian CATV industry. Main office is at 5215 de la Savane, Montreal.

This announcement appears as a matter of record.

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Viacom International Inc.

$15,000,000

Senior Notes
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$15,000,000

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November, 1972.

Finance

Disney bonuses. Walt Disney Productions, Burbank, Calif., which last month reported record revenues and earnings for fiscal 1972 (BROADCASTING, Nov. 27), declared 100% stock dividend and raised its quarterly dividend to six cents per share from five cents. Stock dividend, equivalent to two-for-one stock split, is effective Jan. 15, 1973, payable to shareholders of record Dec. 6. Quarterly dividend will be paid Jan. 1, 1973, also to holders of record Dec. 6. Stock split is third for Disney in last five years, with last effective Feb. 4, 1971.


For three months ended Sept. 30:
1972 1971
Earned per share $ 0.40 $0.18
Revenues 4,833,694 1,766,630
Net Income 434,836 97,232

Comcast Corp., Bala Cynwyd, Pa., which operates cable-TV systems in Pennsylvania, Mississippi and Tennessee, reported record revenues and net income for first three quarters of 1972. For nine months ended Sept. 30:
1972 1971
Earned per share $0.17 $0.08
Revenues 4,105,752 2,675,009
Net Income 266,747 82,932

Filmways Inc., Los Angeles, reported continuing net losses and decrease in revenues for fiscal year ended Aug. 31:
1972 1971
Revenues $54,186,000 $59,758,000
Net Income (loss) (2,875,000) (1,995,000)
Note: Included are extraordinary charges of $401,000 for 1972 and $185,000 for preceding year.

Burnup & Sims Inc., West Palm Beach, Fla., telecommunications and utility service company, reported increases in earning and revenues for six months ended Oct. 31:
1972 1971
Earned per share $ 0.27 $0.17
Revenues 40,472,400 26,497,600
Net Income 2,194,100 1,169,400
Shares outstanding 8,096,522 7,097,062

A.C. Nielsen Co., Chicago, reported record sales and earnings for fiscal year ended Aug. 31:
1972 1971
Earned per share $ 1.85 $1.00
Revenues 127,731,345 113,446,441
Net Income 8,810,653 8,497,758
crease of 20% over same period in 71. For three quarters ended Sept. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>Earnings per share</th>
<th>Earnings per share (Year Ago)</th>
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<tr>
<td>1972</td>
<td>244,350</td>
<td>$1.52</td>
<td>$1.76</td>
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<tr>
<td>1971</td>
<td>229,125</td>
<td>$1.62</td>
<td>$1.76</td>
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Fleed crease

Even sag. In an otherwise average week the 137 companies on Broadcasting's stock index, seven companies were at their w mark for the year. ASI Communications as at 11%, was it had been the preceding week; Federated Media dropped 1/2 point to its low of 2; Cowies Communications dropped 3/4 to its low of 5; Kansas State Network was again at 5%; MPO Video- electronics remained at 3%; Elkins Institute dropped 10% of its low of 1%; and Computer Equipment remained at its low of 2%

Significant gains among the 136 broadcast-related companies on the index included Media General Inc., up four points to 35%; Comsat, up 3% to 65%; ABC, up 2% to 24%; and Westinghouse, up 2% to 45%. We will provide the table with the weekly market summary of 137 stocks allied with broadcasting.

### Weekly market summary of 137 stocks allied with broadcasting

<table>
<thead>
<tr>
<th>Closing Nov. 20</th>
<th>Closing Nov. 21</th>
<th>Net change in week</th>
<th>% change in week High</th>
<th>Low</th>
<th>Approx. shares (000)</th>
<th>Total market capitalization (000)</th>
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<td>74 5/8</td>
<td>72 1/4</td>
<td>+ 2 3/8</td>
<td>+ 3 2/4</td>
<td>+1 1/2</td>
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**TOTAL** 267,111 9,043,538

Broadcasting Dec 4 1972
### Stock Performance

**Stock Symbol** | **Ech.** | **Closing Nov. 29** | **Closing Nov. 30** | **Net change in week** | **% change in week** | **High** | **Low** | **Approx. shareholders' equity (000)** | **Total market capitalization (000)**
--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
CARL INFORMATION SYSTEMS* | 0 | 2 1/4 | 2 1/4 | +1/4 | +1/4 | 955 | 1,248 | 4 3/4 | 1 5/8 |
CITIZENS FINANCIAL CORP. | CBN | 8 1/2 | 8 1/2 | +1/4 | +1/4 | 35 | 13 1/2 | 4 3/8 | 1 1/2 |
COLUMBIA CARLE | CCB | 1 1/4 | 1 1/4 | -3/4 | -3/4 | 300 | 7 1/2 | 15 1/4 | 7 1/2 |
COMCAST CORP. | 4 7/8 | 5 | -1/8 | -1/8 | 0 | 1,280 | 6 240 | 1,280 | 6 240 |
COMMUNICATIONS PROPERTIES | COM | 9 1/8 | 9 3/8 | +2/8 | +2/8 | 35 | 13 1/8 | 9 1/8 | 35 |
CRX CARL MANN | 2 37 | 3 7/8 | 2 37 | +2/8 | +2/8 | 1,358 | 4 243 | 4 243 |
CYPRESS COMMUNICATIONS* | CYPR | 17 7/8 | 17 7/8 | -2 | -2 | 2,190 | 7,372 | 48 834 | 48 834 |
ENERV | EN | 3 1/8 | 3 1/8 | -1/8 | -1/8 | 1,358 | 4 243 | 4 243 |
LVD CARLE INC. | LVD | 10 11/16 | 11 1/2 | -1/2 | -1/2 | 1,358 | 4 243 | 4 243 |
SCIENTIFIC-ITALIANA INC. | SFA | 15 1/4 | 15 1/4 | +2 | +2 | 15,095 | 9 139 1 | 15,095 | 9 139 1 |
STERLING COMMUNICATIONS | STE | 4 1/4 | 4 3/8 | -2 | -2 | 1,358 | 4 243 | 4 243 |
TELE-COMMUNICATIONS | TCM | 22 1/2 | 24 1/2 | -1 1/2 | -1 1/2 | 1,616 | 6 804 | 6 804 |
TELECOMMunications | TP | 34 1/8 | 33 3/4 | +1/4 | +1/4 | 1,111 | 4 424 | 4 424 |
TIME INC. | TL | 49 50 | -1 | -1 | -1 | 2,000 | 64 344 | 44 5/8 | 64 344 |
TOCUM | TCM | 10 11/16 | 11 1/4 | -1/8 | -1/8 | 1,111 | 4 424 | 4 424 |
UA CARLEVISION INC. | UNC | 15 1/2 | 15 1/2 | -1/2 | -1/2 | 1,111 | 4 424 | 4 424 |
VIAOM | VIA | 19 | 19 | -1/8 | -1/8 | -0.65 | 28 1/2 | 15 1/2 | 28 1/2 |
VIKA | VIK | 9 1/4 | 9 1/4 | +1/4 | +1/4 | 2,333 | 9 1/4 | 2,333 | 9 1/4 |

**Programmings**

**TOTAL** | 77.883 | 1,891,862

**Service**

**TOTAL** | 154,583 | 5,923,688

**Manufacturing**

**TOTAL** | 51,041 | 1,687,877

### Notes

- * = Over the counter (bid price shown)
- ** = A blank in closing price columns indicates no trading in stock.

### Broadcasting Dec 4 1972

- A-Merican Stock Exchange
- M-MidWest Stock Exchange
- O-Over the counter (bid price shown)
- N-New York Stock Exchange

### Standard & Poor's Industrial Average

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<th>Nov. 30</th>
<th>Change</th>
<th>Average</th>
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**Graham Ratio**: 1.224 x 747 x 6,978,311
Broadcast Advertising

Ron Werth, manager of research, television stations division, NBC, New York, named director of corporate research and program development, Avco Radio Television Sales, New York. He succeeds Diane Suss, who joins Kaiser Broadcasting, New York, as VP.

Robert C. Connelly, with WCHS-TV Charleston, W.Va., joins WEAU-AM-FM Plattsburgh, N.Y., as sales manager in charge of sales development.

Jeffrey S. Herscovitz, assistant media supervisor, Needham, Harper & Steers, Chicago, appointed media supervisor.

Jon H. Stille, media supervisor, Young & Rubicam, Detroit, joins Grey Advertising there as associate media director on Ford division account.

Terry Grimm, associate media director, W. B. Doner & Co., Detroit, appointed media director.

Robert E. Weekes, VP-account management, J. Walter Thompson, New York, joins F. William Free & Co., New York, as management supervisor and director of marketing services.

Chuck Wyman, senior producer, Grey Advertising, New York, joins Kenyon & Eckhardt there as senior executive producer.

Richard M. Simmons, with Van Sant-Dugdale, Baltimore agency, joins Aitkin-Kynett Co., Philadelphia, as radio and TV producer.


Clint L. Whittemore, sales manager, H-R Stone Radio Sales, St. Louis, joins E.M. Reilly and Associates, St. Louis agency, as account executive on Colonel Sanders Kentucky Fried Chicken account.


Pat Agers, manager of broadcast and print traffic, BZ, appointed media director, Sandra Davall, production manager, Fawcett World Library, New York, joins BZ in similar capacity.

Allan B. Zukerman, executive VP and creative director, Ruben, Montgomery & Associates, Indianapolis advertising, marketing, and PR firm, assumes added post, director, account services. James E. Mercy, print-broadcast supervisor, appointed creative director. C. Thomas Robb, copywriter, appointed copy chief.

Loren M. Shunk, professional home economist, joins RM&M as director, consumer services.

Thomas J. Beausvais, office manager, Petry Radio Sales, Detroit, elected VP.

Double duty. Mark Evans, vice president for public affairs, Metromedia, Washington, has been named vice chairman of the committee for the second inauguration of President Nixon on Jan. 20. As vice chairman of the committee, Mr. Evans will be in charge of the inaugural balls, the inaugural concert and the Vice President’s reception.

Oscar Silver, with WFLB(AM) Syracuse, N.Y.; Ted Tursil, field representative, Arco Co., Syracuse; and John MacBeth, graduate of Columbia Business School; join Richard K. Manoff Advertising, New York, as account executives.

Marvin Schragr, manager of accounts receivable, credit and collections, CBS-AM Stations division, joins John Blair & Co., New York, as credit manager, broadcast division.

Joan Plagens, senior project supervisor, Falstaff Brewing Corp., St. Louis, joins D’Arcy-MacManus & Masius there as research account executive.


Robert C. Sorenson, president, the Sorenson Group Inc., New York, marketing, acquisitions and public affairs consultants, joins Warner Communications Inc., New York, as VP-marketing and research.

James L. Abernathy, associate director of investor relations, CBS, appointed VP-investor relations, WCI.

Ward L. Huey Jr., general sales manager, WFAA-TV Dallas-Ft Worth, appointed station manager.

Jay B. Sondheim, station manager, KBSC-TV Corona - Los Angeles, joins KBEH-TV San Francisco as general manager. He succeeds Carlo Anneke, who resigns. Mr. Anneke was also VP, Kaiser Broadcasting Corp., Oakland, Calif., which owns both stations.

Philip Kriegler, manager, special projects, West Coast, ABC, appointed to new position, director of special projects, ABC, responsible for development of all areas of publicity and public relations not directly related to print media for all divisions of corporation.

Michael Healy, with WLPL(FM) Baltimore, joins Mutual Radio Networks, Washington, as manager, network clearance.

James Duggan, Jr., unit manager, NBC, New York, appointed manager, unit managers.

Ronald S. O'Brien, Jr., with WDSU-AM-FM New Orleans, joins WXXD (FM) there as VP-general manager.

Ron Burgess, sales manager, WRRT (AM) Cocoa Beach, Fla., appointed station manager, WRTK and WKPF-FM Cocoa Beach. Flagler Broadcasting Co. is owner of stations.

James Edwin Smith, president, Big Country Broadcasting Corp., Burlington, Iowa, appointed general district manager, KKUZ (AM) Burlington and KWRT (AM) Boonville, Mo. BCBC is owner of stations.

Bill Sikes, VP and program manager, group owner Kansas State Network, Wichita, appointed assistant general manager of television.

Stephen E. Millard, associate editor, Broadcasting, appointed director of information services, National Association of Educational Broadcasters, Washington. He succeeds Edward J. Pfister, appointed to newly created position coordinating activities of local stations' board chairmen.

Ivan B. Rich, director, advertising and promotion services, WXYZ-TV Detroit, joins WTTG (TV) Washington, as director, information services.

M. Thomas Milbourn, public information officer, Air Force, Dayton Ohio, and former reporter, WMTV (TV) Madison, Wis., returns to WMTV as director, advertising, promotion and public affairs.

Brad Johnson, program director, WLOL (AM) Minneapolis, appointed to newly created post, public relations and promotion manager.

Programing

J. Raymond Bell, VP and Washington representative of Columbia Pictures Industries Inc., to resign Jan. 1 to join Washington offices of California-based law firm of Wyman, Bautzer, Rothman & Kuchel. Mr. Bell has been with Columbia and predecessor companies since 1949. Before that he was newspaperman, practicing attorney, publicist for Loew's eastern theaters and executive of Capital Airlines. He was Air Force Association's 1972 "Man of the Year," won American Legion's 1971 "Good Guy" public-service award and in March this year received U.S. Air Force's Exceptional Service Award.

Pierre A. Watkins, VP-special projects, Winters/Rosen Distribution Corp. New York, appointed to newly created position, VP-marketing and administration.

Leonard E. Hammer, executive, VP, Seven Arts Broadcasting, subsidiary of WNET, Big Seven Arts, Burbank, Calif., joins W/R as VP-syndication sales.

Joseph M. Taritero, director, children's programs, West Coast, ABC-TV, Los Angeles, appointed to newly created position of director, children's programs, West Coast, NBC-TV, Los Angeles.

C of C appointees. New members of the communications committee of the Chamber of Commerce of the United States include Grant C. Cob, National Association of Broadcasters; Eugene S. Cowen, ABC; David H. Foster, National Cable Television Association, and John H. Crichton, American Association of Advertising Agencies.

Earl D. Hilburn, Western Union Telegraph Co., was reappointed chairman of the committee. Among others reappointed: Lionel F. Baxter, Storer Broadcasting Co.; Alan S. Donnahoo, Media General; Mark Evans, Metromedia; Robert D. Lillen, J. Walter Thompson; Bruce E. Lovett, American Television and Communications Inc.; Leonard Spinrad, CBS; Gerald D. Thornton, Meredith, and Fred C. Walker, Henderson Advertising. Executive for the communications is Robert M. Hawk, formerly staff executive for the transportation committee.

Harold E. Anderson, VP, NBC International Enterprises since 1968, has resigned to form his own company, Anderson International Enterprises Inc., Greenwich, Conn., which will be involved in selling TV programs overseas and in providing management assistance to developing TV systems abroad. No successor to Mr. Anderson has been named.

Fred Baum, director of advertising, public relations and exploitation, Warner Bros. Television, Burbank, Calif., joins Viacom Enterprises, Los Angeles, division of Viacom International Inc., as program development executive.

Charles R. Reeves, producer, special events broadcasts, CBS Radio News, appointed executive producer, special events.

Art Freeman, assistant program manager for WBFS-TV Cleveland, joins WBRE-TV San Francisco as program manager. Both stations are owned by Kaiser Broadcasting Corp., Oakland, Calif.

Kenneth R. Hodges, with WGM-TV Quin- cey, Ill., appointed operations manager, KKUZ (AM) Burlington, Iowa, and named VP, Big Country Broadcasting Corp. Richard Billings, with WGM-TV, appointed operations manager, KWRT (AM) Boon- ville, Mo., vice-president-treasurer, Big Country Broadcasting Corp. BCBC is owner of KKUZ and KWRT.

Matthew Faison, producer-director, Iowa Educational Broadcasting Network, joins noncommercial WPSX-TV Clearfield, Pa., as executive producer, general education production unit. Gary Purdie, producer-director, university division of instructional services, Pennsylvania State University, University Park, joins WPSX-TV as producer-director in instructional production unit. WPSX-TV is the unit of continuing education at Penn State.

Broadcasting Journalism


Ray White, assistant news department manager, WBBM-TV Baltimore, appointed news department manager. He is succeeded by Ron O'Brien, appointed weekend anchor.

Tyler Tucker, investigative reporter, WFTV (TV) Orlando, Fla., assumes additional post, assignment editor. Don Smith, reporter, WFTV, appointed weekend anchor, news.

Thomas F. Pendergast, AP bureau chief, Los Angeles, named general executive, AP, N.W.P. Paul Finch, bureau chief, San Francisco, succeeds Mr. Pendergast in Los Angeles. Succeeds Mr. Finch is James Lagier, assistant bureau chief in Los Angeles.


William Stewart, reporter and newscaster, WCAU-TV Philadelphia, joins WCCTV Minneapolis-St. Paul as reporter and on-air newscaster.

Dale Greer, newscaster, WAVE-TV Louis- ville, Ky., appointed co-anchor, early and late evening newscasts.

Cable

Paul F. Schonewolf, manager, network sales, General Electric's Command Performance Network, Syracuse, N.Y., appointed manager, marketing, General Electric Cablevision Corp., Schenectady, N.Y.

J. Wallace Anderson, manager, Teleprompter's CATV system, Jamestown, N.Y., and president, New York State Cable TV Association.

Perry L. Schwartz, owner and operator, Monmouth Communications Systems, Monmouth, N.J., CATV engineering consulting service, appointed director of engineering, Television Communications Corp.'s Gridtronics subsidiary, New York, which is developing system to deliver movies and special programs to cable subscribers.

Lynn J. Decker, engineering and development director, Suburban Cablevision Inc., Whippany, N.J., named VP-engineering and development. SC operates nine CATV systems on East Coast.
Public Relations/Contacts is a regular feature of Broadcasting, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

**free film**

**Telegenic Films**

Free Loan
1873 Catalog Available
Now to TV Stations
Call or Write
Association—Sterling Films
866 Third Ave., N.Y. 10022
(212) 752-6230

**THE BEST IN RADIO MYSTERY!**

Gene V. Kellenberger
KLD Productions, Inc.
615 MNB Bldg.
Cedar Rapids, Iowa 52401
(319) 364-5182

**LUM and ABNER**

**RATINGS DOWN? LOOK UP. . .**

**radio drama**

**THE SHADOW**

Radio Mystery Series
Is Back on the Air!

Charles Michelson, Inc.
45 West 45th St., New York 10036 • (212) PL T-0695

**radio consultant**

**KEEP TIME**

Radio and TV people—get the most of every minute you pay for—to the last split-second with the Minerwa Stopwatch designed for radio and TV use! Call M. Ducommun Company
580 Fifth Ave., New York 10036
Phone 7-2540

**timing instruments**

**legal**

**BROADCASTING AND THE LAW**

A publication for the entire station staff. Keeps you advised of FCC rule changes, court decisions, and Congressional actions affecting you . . . in a unique way. For further information and a sample copy write
BROADCASTING AND THE LAW
Knoxville, Tennessee 37916

**recording services**

Attention medium and small radio stations: great straight and character voices for your special commercials, promos and IDs. $2 per spot, 30 sec. and under; $3 per spot, over 30 sec. Send copy to Narrative Recordings, Box 393, Champaign, Ill. 61820.

**public service**

**Pat Collins & Jack La Lane Co-Host**

Health S.-Poppin'

A unique and exciting discussion! Hear what authorities have to say about food, sex, prevent-s-cafe, hypnosis, schizophrenia, etc., etc. 1 hour—15 mm—color and sound.

WRITE TO:
American Physical Fitness Research Institute
P.O. Box 49624
Los Angeles, Calif. 90049

**humor**

**PROFESSIONAL COMEDY MATERIAL**

A "FUN-MASTER" SERVICE

"The Comedian" the monthly of the stars
for over 30 years! $45 yr.—2/$80—3 or $11.50.
35 Fun-Master tape files $45
Anniversary issue $30
Remit to BILLY GLASON
200 W. 54th St., New York, N.Y. 10019

**ranging instruments**

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Equipment & Engineering


Martin Enghauser, radio network engineering supervisor, NBC, New York, appointed manager, radio division engineering, NBC there.


Harold Goldman, chairman and chief executive officer, temporarily assumes presidency.


Gerald Citron, with North American Philips Corp., New York, appointed director of marketing, VCR products, Philips Broadcast Equipment Corp., Montvale, N.J., subsidiary of NAPC. Mr. Citron will direct marketing activities of Norelco video-cassette recorder.

Gerald Feutz, production manager, Spar-Ta Electronics Corp., Sacramento, Calif., joins KGMS(AM)-KSFM(FM) Sacramento as chief engineer. He succeeds the late Richard Hinz (BROADCASTING, Nov. 6).

Paul A. Bock, chief engineer, noncommercial WTTW(TV) and WXXW(TV) Chicago, joins noncommercial WGST-TV Grand Valley State College, Allendale, Mich., as chief engineer.

Allied Fields

Robert J. Rawson, who retired from FCC as deputy chief, Broadcast Bureau, on June 30, has gone into private communications law practice in Washington. He is counsel to Fletcher, Heald, Rowell, Kenehan & Childred.

Deaths


Wendell Smith, 58, sportscaster for WGN-TV Chicago, died Nov. 26 of cancer. Mr. Smith was sports editor and city editor of the Pittsburgh Courier in the 1940's and writer of sports column for Chicago Sun-Times since 1969.

Herbert Aller, 66, retired Hollywood entertainment-industry labor leader, died Nov. 22 in Los Angeles of stroke. Mr. Aller was business agent of International Alliance of Theatrical Stage Employees Photographers' Local 659 for 35 years until his retirement in 1968. He is survived by his wife, Rose, and a daughter.

As compiled by Broadcasting Nov. 21 through Nov. 28, and based on filings, authorizations and other FCC actions.

Abbreviations: AR—alternate, ant.—antenna, aur.—aural, 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—pressurized service authority, SCA—subsidary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, un.—unlimited hours, VHF—very high frequency, vic.—visual, w—watts, *edu.—educational, HAAAT—height of antenna above average terrain. CARS—community antenna relay station.

For the Record.

New TV stations

Action on motion

- Administrative Law Judge Jay A. Kiley in Home- wood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted petition by Birmingham Television Corp. for leave to amend application to reflect existence of agreement for sale of WSBMTV Birmingham to Park Broadcasting Inc. (Dcos. 15461, 16760-1, 16758), Action Nov. 20.

Other action

- Review board in Texarkana, Tex., TV proceeding, disallowed application of Texarkana TV Co. for extension of time to complete construction of KTXK-TV Texarkana, amended order to specify that oral argument will be held before it on Dec. 5 instead of Nov. 28 (Doc. 19612). Action Nov. 21.

Call letter application

- Video Enremass del Oeste Inc., Aguadilla, Puerto Rico—Seeks WVGE(TV).

Existing TV stations

Final actions

- KMFP(TV) Tulare, Calif.—FCC granted application of Pappas Television Inc. for license. Objections filed by Organization of Utilizers and Reforming Television were denied. Action Nov. 22.

- WTVS(TV) Detroit—Broadcast Bureau granted request to operate by remote control from 7441 Second Blvd., Detroit. Action Nov. 20.

- KAUS-TV Austin, Minn.—FCC denied application of Minnesota-Iowa Television Co., license, for refund of filing and grant fees. Action Nov. 22.

- KND0(TV) Yakima, Wash.—Broadcast Bureau granted request to operate by remote control from 1808 South 24th Avenue, Yakima. Action Nov. 20.

Actions on motions

- Administrative Law Judge Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGOH-TV] and Furniture City Television Co.), TV proceeding, on request of Broadcast Bureau, re-scheduled hearing from Nov. 16 to Jan. 22, 1973 (Docs. 18006-7). Action Nov. 15.


Other action

- Review board in Dubuque, Iowa, denied appeal by Dubuque Communications Corp. from administrative law judge's order which denied motion for admission of facts or production of documents in proceeding involving Dubuque's application for

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Broadcasting Dec 4 1972

80
**Summary of broadcasting**

Compiled by FCC Oct. 30, 1972

<table>
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<th>Licensed On air</th>
<th>On air</th>
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<th>Total on</th>
<th>Not on</th>
<th>Total authorized</th>
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<td>309</td>
<td>19</td>
<td>328</td>
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- *Special Temporary Authorization.  
  1. Includes MATV's on nonchannelized frequencies.  
  2. Includes 15 educational stations.  
  3. Indicates four educational stations on nonchannelized frequencies.

- WFLI Lookout Mountain, Tenn.—Broadcast Bureau granted request for waiver of rules to identify as Lookout Mountain Chattanooga. Action Nov. 22.
- WOHN Herndon, Va.—Broadcast Bureau granted CP to change MEOV's of DA pattern. Action Nov. 20.
- KGDN (AM) - KBIQ-FM Edmonds, Wash.—FCC affirmed FCC ruling that King's Garden Inc. violated equal employment opportunity requirements in hiring practices. Licensee was ordered to submit within 20 days statements as to future hiring practices, and policy with respect to hiring minority and female applicants for presentation of other religious views. Action Nov. 22.

**Actions on motions**

- Administrative Law Judge Arthur A. Gladstone in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, to hear testimony of judge, granted permission by Broadcast Bureau, and extended to Nov. 27 time to file comments to Salem Broadcasting's supplement to petition for 91st annual filing (Docs. 1943-6). Action Nov. 20.
- Administrative Law Judge Judge A. Kyle in Springfield, Mo. (Queen City Broadcasting Co.), AM proceeding, received record for purpose of reinstating order of Oct. 31, 1973, by judge granting petition for leave to amend; accepted amended petition, and received exhibit in evidence; closed record (Doc. 19480). Action Nov. 20.

**Other actions**

- Review board in Salem and Derry, both New Hampshire, AM proceeding, in proceeding on mutually exclusive applications of Salem Broadcasting Co. and New Hampshire Broadcasting Corp. for new AM radio station at Salem, and Appalachian Broad- casting Corp., for facilities at Derry, enlarged issues to include prohibited overlap issues against Salem and New Hampshire; site assignment to be determined. (Docs. 19434-6). Action Nov. 20.
- Review board in West Hazleton, Pa., AM proceeding, granted extended time of time through Dec. 4 to file exceptions and brief to initial proposed denial of Broadcasters 7 application for new temporary AM station in West Hazleton (Doc. 18491). Action Nov. 17.

**Existing AM stations**


**Final actions**

- KPAS Banning, Calif.—FCC dismissed application of Fred P. D'Angelo (Banning Broadcasting Co.), for renewal of license. FCC declared outstanding station authorization forfeited and call letters deleted. Action Nov. 22.
- WRME Boston, Mass.—FCC denied motion by Henry P. Austin Jr., for termination of hearing on license renewal application of WRME, grant of new license and renewal of license to three Monroe residents (Doc. 19011). Action Nov. 22.
- WSB Chicago—Broadcast Bureau granted CP to remove series limiting resistor in tower to increase radiation level. Action Nov. 22.
- KOLS(AM) - KKMW(FM) Pryor, Okla.—FCC denied application by Lakes Area Broadcasting Co., License for mitigation or extension of $2,000 for failure to pay required in order released Aug. 30 for violation of several rules, including failure to provide proper station identification. Action Nov. 22.

- WFLI Lookout Mountain, Tenn.—Broadcast Bureau granted request for waiver of rules to identify as Lookout Mountain Chattanooga. Action Nov. 22.
- WOHN Herndon, Va.—Broadcast Bureau granted CP to change MEOV's of DA pattern. Action Nov. 20.
- KGDN(AM) - KBIQ-FM Edmonds, Wash.—FCC affirmed FCC ruling that King's Garden Inc. violated equal employment opportunity requirements in hiring practices. Licensee was ordered to submit within 20 days statements as to future hiring practices, and policy with respect to hiring minority and female applicants for presentation of other religious views. Action Nov. 22.

**Actions on motions**


**Other actions**

- Review board in Huntsville, Ala., AM proceeding, granted application of WRBN Inc. (WRBN Warner Robins, Ga., 1600 kHz, 1 kw-D) to change facilities to 2250 kHz, 2 kw-D, after proof of nonmutual exclusive application of Garrett Broadcasting Service (WOTW-AM-FM, Mobile, Ala., 1570 kHz, 2 kw-LS, with DA-N, U was denied (Doc. 19258-9). Action Nov. 21.
- Review board in Mobile, Ala., AM proceeding, reopened record and enlarged issues in proceeding involving mutually exclusive applications of Azalea Corp. People's Progressive Radio Inc. and Mobile Broadcast Service Inc. for authority to construct new AM on 960, 1 kw-D at Mobile, and of WGOK Inc. for indulgence of WGOK Mobile (127555-8). Action Nov. 21.
- KTWO-AM-FM Seattle—FCC denied action on applications for assignment of licenses to Walter E. Webster Jr., receiver, to Sterling Theaters Co., pending decision by U.S. Court of appeals for ninth circuit appeal by Nordman Inc. former licensee of station, challenging authority of receiver. Action Nov. 22.

**Fines**

- WENZ Highland Springs, Va.—FCC ordered Bureau of Mines, Inc., license holders, a $1,000 for violation of rules requiring that public inspection file be kept at station's main studio and ownership report be kept up to date. Action Nov. 22.
- WBTH Williamson, W.Va.—FCC ordered Harvit Broadcasting Corp., licensee, to forfeit $2,000 for record keeping to obtain rates of violation of rules of operation with unauthorised power prior to local change and after local sunset. Action Nov. 22.

**Call letter applications**

- KHFF Sierra Vista, Ariz.—Seeks KPAT.
- WOXF Oxford, N.C.—Seeks WCBQ.
New FM stations

Applications

- **Broadcasting Inc.,** Radioakt ft. P.O. address Nov. Benjaminating cost.
- **Law Judge James F. Tierny in Burney, Calif. (Ulysses Sherman Bartnessma), FM proceeding, dismissed, with prejudice of Mr. Bartness's terminated proceeding (Doc. 1934). Action Nov. 16.

Other actions

- **Review board in Wilmington, Ohio, FM proceeding, granted motion by Broadcast Bureau for extension of time through Nov. 30 to file reply to 55 motions of incumbent. Action Nov. 15.
- **Law Judge James F. Tierny in Sun City, Ariz. (Alvin L. Kornogol and Sun City Broadcasting Co.), FM proceeding, granted motion by chief, Broadcast Bureau, and extended from Nov. 17 to Dec. 1 time for filing proposed findings of fact and conclusions of law, and from Dec. 17 to Dec. 11 date for filing reply findings and conclusions (Docs. 19134). Action Nov. 16.
- **Law Judge James F. Tierny in Burney, Calif. (Ulysses Sherman Bartnessma), FM proceeding, dismissed, with prejudice of Mr. Bartness's terminated proceeding (Doc. 1934). Action Nov. 16.

Rules making

- **Call letter applications**

Renewal of licenses, all stations

- **Miles City, Mont.—FCC granted applications by Harriscove Broadcasting Corp. (KULR-TV Billings) for renewal of translator KF6ME Miles City, and Montana Network (KOOK-TV Billings) for renewal of license of TV translator KOKK-TV Miles City. Renewals were made subject to condition that upon request of user (transmitter KF6ME) they shall not duplicate simultaneously or on same day, the broadcast of KSF-TV, Miles City. Action Nov. 22.
- **WGR-AM-TV Buffalo, N.Y.—FCC granted applications of Taft Broadcasting Co. for renewal of licenses. License by National Association of Broadcast Employees and Technicians, AFL-CIO, to deny renewals was denied. Action Nov. 22.
- **FCC granted applications for renewal of license of temporary 1,000-watt translators KUAT, Tucson; KJSF, Santa Fe; W75AM, W79AW, W64AA and W71AK. Renewals are subject to conditions that they stop operation upon receipt of notice, and also that on any stations not on the proposed translator frequency and one mobile radio station on frequencies with which they might conflict, and commission may, with 60 days written notice, cancel license without further proceedings. Action Nov. 22.
- **KSAT-TV San Antonio, Tex.—FCC granted application of Outlet Co. for renewal of license. Informal objection by Bilingual Bi-cultural Coalition on Mass Media was denied because it raised substantial or material questions of fact which warrant denial of KSAT-TV's license. Action Nov. 22.

Modification of CP

- **WGV-TV Grand Rapids, Mich.—FCC modified CP to allow Grand Rapids, Mich., for mod. or deletion of condition on station's CP prohibiting participation in controlling operation by any member of Grand Valley's board of control which owns 35% of stock in direct stockholder of corporation which owns WZZM-TV Grand Rapids. Action Nov. 22.

Translators

Applications

- **FCC accepted for filing applications of KIRO Inc. for FM translators on ch. 276, 103.1 mhz; TPO 10, (primary station KIRO-FM Seattle) in Renton, Wash. Action Nov. 22.; KJ2A-G Overton, Tex.; KJ2A- Lenton, Wash.; KJ2W- Shelton; Seattle (west shore line) and Point Pulley; Puyallup; Everett, and Olympia, all Washington. Action Nov. 22.
- **FCC accepted for filing application by North American Communications Corp. for VHF translator to serve KJ2A-G Overton, Tex., and KJ2W- Shelton, Wash., on new VHF translator to serve Plentywood on ch. 13 by rebroadcasting programs of KCK-TV, ch. 2, Regina, Canada. Action Nov. 17.
- **FCC granted applications by Key Television Inc. for translators on ch. 12 in Frontier, Mont. Action Nov. 22.
- **West Glacier, Mont., Desert Mountain TV Association —Broadcast Bureau granted CP for new VHF translator. Action Nov. 20.
- **American Communications Corp. for translator on ch. 240A to Pittsfield, Mass. Action Nov. 15.
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Applications

- **KFMI(FM)** Eureka, Calif.—Seeks transfer of control of Dammour Broadcasting Corp. from Seymour John, Daniel T. Avery and Ted Avery (as group, 100% before, none after) to Eureka Broadcasters Inc., (51% before, 100% after). Comment: 0.5% of license and CP is transferred to Eureka. Mr. Avery is general manager of KLAV(AM-FM) Eureka.

- **KOME(FM)** San Jose, Calif.—Seeks transfer of control of Audio House Inc. from Contemporary Communications Inc. (100% before, none after) to Michael A. Wiener (51%, 100% after). Consideration: $12,000. Principals: Messrs. Wiener and Shulman are partners in real estate development in Longview, Tex. Messrs. Adams and Sheppard are lawyers in law firm, Adams & Sheppard, Longview, Tex. Mr. Wiener owns and operates flight training and service company in Texas.

- **KZTV** Salt Lake City, Utah—Ann. Nov. 22.

- **WCCO(AM)** Waterbury, Conn.—Seeks assignment of license from Shelldale Broadcasting Inc. to Burlington Broadcasting Co. for assumption of liabilities amounting to approximately $63,000. Buyers: C. Allen Elgren and Allen Elgren. C. Allen Elgren is lawyer in Salt Lake City. He has various real estate interests in area. Allen Elgren owns 23% of Shelldale, and 76% of Burlington.

- **VEOC** Superior, Wis.—Transfer of control of VEOC Inc. to WCI Inc. for $1,000. Buyers: WCI Inc., with a subsidiary stockholder of WFOE(AM-FM) Hattiesburg, Miss., and WMBG-FM Columbus. Ann. Nov. 22.

- **KVLM** Grand Forks, N.D.—Seeks assignment of license from VEVO, Inc. to Tri-State Broadcasting Co. for $270,000. Sellers: Carl Bogomol, vice president, and Mr. Bogomol owns VEVO, Inc. Buyer: Robert E. Ingstad (7%), Robert E. Ingstad Sr. (24%), and Mr. Ingstad is president and general manager of Fiberglas Corp., plastics firm in Winona, Minn. Ann. Nov. 16.

- **KMBW(AM)-KKWB(FM)** Breckenridge, KWD—Ann. Nov. 16.

- **KWKAT(AM)** Valley City, N.D. and **KGBX(AM)-KGBX(FM)** Rapid City, S.D.—Ann. Nov. 16.

- **KWA(AM)** Eveleth, Minn., and has cable broadcasting facilities of **KMOH(AM)** and **WMBC-FM** Columbus. Ann. Nov. 16.

- **WTVI** West Virginia, West Virginia—Ann. Nov. 16.

- **KDKA(AM)** Pittsburgh, Pa.—Ann. Nov. 16.

- **WELM(AM)** Des Moines, Iowa—Ann. Nov. 16.

- **WVIR** Martinsburg, W.Va.—Ann. Nov. 16.

- **WJEA** Columbus, Ohio—Ann. Nov. 16.

- **KTID(AM)** Edmonton, Ont.—Ann. Nov. 16.

- **WAI(AM)-WMDM(FM)** Endicot and WGR(FM) Pleasantville (under construction), both New York—Ann. Nov. 16.

- **WNCD** Atlantic City, N.J. Ann. Nov. 16.

- **WCCO(AM)** Waterbury, Conn.—Seeks assignment of license from January Enterprises Inc. to WCSB Inc. for $100,000. Sellers: Merv Griffin (100%), Buyers: Peter M. Marcus (52%), et al. Mr. Marcus is a principal of Midwest Publications Inc., and Merv Griffin owns WVOO(AM-FM) Waterbury. Principals: Messrs. Griffin and Grinnell are 100%-owned by Merv Griffin. Among Mr. Griffin’s interests are January Enterprises Inc., television production and music publishing firm, Griffin Records Inc., record production company, and Mervann Enterprises Inc., entertainment-management firm in New York. Mr. Griffin owns WVOO(AM-FM) Waterbury, Connecticut, and WGR(WF) Pleasantville (under construction), both New York.

- **WMDM** Atlantic City, N.J. N. H. He proposes to sell WWCO contingent upon grant of WPOR application.

- **WWCO(AM)** Waterbury, Conn.—Seeks assignment of license from IDEA Inc. to WCBS Inc. for $400,000. Seller: Merv Griffin (100%), Buyers: Peter M. Marcus (52%), et al. Mr. Marcus is a principal of Midwest Publications Inc., and Merv Griffin owns WVOO(AM-FM) Waterbury. Principals: Messrs. Griffin and Grinnell are 100%-owned by Merv Griffin. Among Mr. Griffin’s interests are January Enterprises Inc., television production and music publishing firm, Griffin Records Inc., record production company, and Mervann Enterprises Inc., entertainment-management firm in New York. Mr. Griffin owns WVOO(AM-FM) Waterbury, Connecticut, and WGR(WF) Pleasantville (under construction), both New York.

- **KLSTM** (AM) White Castle, La.—Seeks assignment of license from Shedd-Adgar Broadcasting Inc. to Wds Broadcasting Co. for assumption of liabilities amounting to approximately $63,000. Buyers: C Allen Elgren and Allen Elgren. C. Allen Elgren is lawyer in Salt Lake City. He has various real estate interests in area. Allen Elgren owns 23% of Shelldale, and 76% of Burlington.

- **LVTV** Las Vegas, Nev.—Sells station to Veitch General Inc. for $100,000. Sellers: Charles W. Dowdy, president, and Mr. Dowdy owns WOAM-FM Gulfport, Miss. Buyer: Mr. Dowdy is a resident of Gulfport, Miss. Mr. Dowdy owns WMPA(AM) Aberdeen and WMBG(AM) Columbus, Ohio, and incoming stockholder of WFOE(AM-FM) Hattiesburg, Miss., and WMBG-FM Columbus. Ann. Nov. 22.

- **KXFW** Fort Worth, Texas.—Seeks assignment of license from Semo Broadcasting Corp. to Delta Radio Corp. for $270,000. Sellers: H. G. Sharp Jr., treasurer, and C. H. Davidson, Jr. (75%), John E. Davi (48%), John C. Davidson was formerly station manager, and John E. Davi is vice president and general manager of Fiberglas Corp., plastics firm in Winona, Minn. Ann. Nov. 16.

- **KLPH** Grand Forks, N.D.—Seeks assignment of license from VEVO, Inc. to Tri-State Broadcasting Co. for $270,000. Sellers: Carl Bogomol, vice president, and Mr. Bogomol owns VEVO, Inc. Buyer: Robert E. Ingstad (7%), Robert E. Ingstad Sr. (24%), and Mr. Ingstad is president and general manager of Fiberglas Corp., plastics firm in Winona, Minn. Ann. Nov. 16.

- **KZO(AM)** Grand Forks, N.D.—Seeks assignment of license from VEVO, Inc. to Tri-State Broadcasting Co. for $270,000. Sellers: Carl Bogomol, vice president, and Mr. Bogomol owns VEVO, Inc. Buyer: Robert E. Ingstad (7%), Robert E. Ingstad Sr. (24%), and Mr. Ingstad is president and general manager of Fiberglas Corp., plastics firm in Winona, Minn. Ann. Nov. 16.
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Kewanee, Ill, seeking young aggressive experienced salesman. Send resume, salary requirements, references to George Walker, WKEI, Kewanee, Illinois 61443.

Top salesman with sales manager-potential preferably sales manager with proven record—wants to move to a 50,000 watt AM/or FM station in medium size market. Top sales man experienced in programming and account sales. Send resume to Bob Kellogg, WKEI, Kewanee, Ill, 61443.

Announcers

Pennsylvania sports minded radio station wants an announcer who lives and loves sports, with basketball and football preferences, who is also able to provide a good performance on afternoon record show and do daily sports show with interviews. Send experience record, references, tape, salary requirements immediately to Box L-168, BROADCASTING.

Moring man for modern Golden MOR Midwest 25K daytimer in good sized market. Prefer those over 25 to relate to music. Cooperative but inventive temperament. Start immediately. Send tape & resume to Box L-257, BROADCASTING.

Wanted an announcer that is a winner in production, news and air work. 1st ticket helpful. Box M-13, BROADCASTING.

Announcers: Two openings soon at medium market Top 40 station in South. Experienced and good producer. Send resume, photo and tape to Box M-15, BROADCASTING.


Wanted: Good beginner announcer. Send tape and resume to KSTV, Box 102, Stephenville, Texas. Telephone 917-965-2141.

Announcers Continued

No. 1 station in 5 station market needs to hire an announcer. Our format is C & W. We specialize in local promotion and we have a variety of commercials that must sound good. We can offer a good salary and a chance to make money. Duties will consist of dj work, covering local news, etc. All replies will go to General Manager, WWTA, Box 591, Thomson, Ga.

Suburban Philadelphia station. Big voices with big intelligence. If you are on the way up, mail tape and resume to General Manager, WAPR, Silver Spring, Md. 20910.

Who are we? Ask for a real pro, our PD Ken Ash.

Technical

AM/FM Stereo combination Midwest needs chief engi-
neer. Good salary and working conditions. Box L-64, BROADCASTING.

Chief Engineer for Southeast Virginia AM-FM-Stereo, SCA, automation, Background Music. Must be strong on average pay. Send complete resume to General Manager, KTLJ, 1165 Delaware, Denver, Colorado 80204. Phone 303-222-4811.

How would you like to live in California’s beautiful Napa Valley! Rant by Family Circle magazine as one of the nation’s ten most desirable communities to live. Jovial and a great place to raise children. Seeking an experienced regional sales manager to cover Salt Lake City, Reno, and local accounts. Whether you are an old pro looking for a wonderful place to spend your last ten years in radio, or a young aggressive man wanting that good opportunity in a booming area, this is it! Send resume to KVON, Box 405, P.O. Box 940, Altus, Okla.

Kewanee, Illinois, seeking young aggressive experienced salesman. Send resume, salary requirements, references to George Walker, WKEI, Kewanee, Illinois 61443.

Immediate opening for AM/FM Chief Engineer. Some work. KCOB, Newton, Iowa. 515-792-5202.

Needed Immediately. Qualified, first ticket maintenance engineer for AM-Stereo operation in major market. Good salary and benefits. Send complete resume to Box M-19, BROADCASTING.

Program Director for a big market AM station. The position pays up to $18,200 for a person with good technical experience and emotional stability. There is no real hurry but if you are interested, please send a resume, references and picture to Box M-19, BROADCASTING.

Programmer/producer/writing. Wisconsin Contemporary station in 50,000 market needs super creative copywriter/production person. Copy must sell Send resume to Box L-221, BROADCASTING.

Program Director starts June 1, 1973, Buffalo, N.Y. We need AM and FM. Send resume, references, tape, complete broadcast experience including specific evidence of previous sales success. Send tape and resume to Mr. Jack Ludescher, General Manager.

Situations Wanted, Management

General Manager: Experienced all aspects of station operation, technical, programming, sales, FCC, etc. Prefer medium market. Box L-149, BROADCASTING.

Top 10. Five Firsts. All facets. Want back into man-
gement. Family. Small-medium market. Box Bob 315-
782-5786. Box L-187, BROADCASTING.

Young family man seeks GM or SM at small-medium station. Prefer part ownership. Experienced all facets. Box M-3, BROADCASTING.

General Manager, over 15 years experience all phases of broadcasting, will put your station in black, no gimmicks of any kind. Excellent show and hard work, interested in small market on West Coast, also in ownership. Box M-32, BROADCASTING.

Announcers

7 years experience. 28, married. Unique communi-
cation seeking MOR or Good Music. Perfect for Mon-
day. Outstanding music knowledge, creative produc-
tion, leadership qualities. Sincere, Community minded, excellent manager, great with people. Send resume and references. Box M-14, BROADCASTING.

Professionally trained announcer will go anywhere, do anything for minimum salary to gain experience. Hard worker, likeable. Box L-205, BROADCASTING.

DJ, right good, news, commercials, must enjoy working. Box L-243, BROADCASTING.

DJ, right good, news, commercials, must enjoy working. Box L-243, BROADCASTING.

Announcers Continued

Personality and drive to be #1 is what I offer you. Talented versatile new and different Top 40 dj with solid gold, specialty. 3rd party, BROADCASTING, relocate anywhere anytime. Box M-6, BROADCASTING.

Too much, too soon. From beginner to manager in one year currently duplex station. On-the-
air, MOR or Mod Country. Prefer 100 miles of Omaha. Money not important. Reply Box M-9, BROADCASTING.

Professionally trained. Will go anywhere. Do anything for minimum salary to gain experience. Hard worker, likeable, Box M-17, BROADCASTING.

Am ready! 3rd endorsed, good airrate, enthusiastic worker, contact Robert 806-372-9234. Prefer small market. Box M-20, BROADCASTING.

Presently employed look wants back into Progressive for 2 year minimum. Bachelor of science, good voice, strong production, knows music. New ideas for Local FM or AM Rocker. Looking upward. Box M-21, BROADCASTING.


Black Jack seeks Rock Show. Has 3rd. Will travel. Or, as package, reasonable, dependable. Box M-33, BROADCASTING.

I’ve done music, continuity, production, and air work. Aggressive, ready to move up, any shift, draft ex-
fair or military. Box M-34, BROADCASTING.

Good morning! “The Rise and Shine, Get Up and Go, Wake Up Show” can be yours for only $153 a week to start. Previous experience in small market of 10,000. Third endorsed, 2 years experience. I want a com-
petitive market Contemporary or Top 40, in the East, with a good opportunity. Box M-35, BROADCASTING.

Good reference, must go to your competitor’s rating. Write: Occupant, 75 Rand-
olph Ave., Buffalo, N.Y. 14211.

1st, experienced, strong production, John Sullivan, 532-882-2320.

Peanuts Month: work peanuts. Literally three years college radio, third endorsed. In the shell, jock, broadside, production, writer. College broad-

Announcer 3rd New Yorker, great sportscaster, news-
caster, NYU, young, experienced. Box 13, Bronx, N.Y. 10466.

They used to call me the original Duke of Farming-
dale, but for your format I’m just plain Bill Duke. Top 40 Soul jock, willing to relocate, free full time after 2-1/2/73. James Duke, 816 East 229 St., Bruns, NY 10466.

Professionally trained, experienced limited, middle ege, hard worker, will relocate. For a perma-
nant position. Box M-39, BROADCASTING.

I want that break 3rd endorsed, 23, single. Will send tape and resume upon request. J. Robert Apple, 1312 Midwest Dr., Monroeville, Ill. 61456.

Experienced announcer for medium market Contem-
porary or MOR, Call Nell Rogers. 412-837-9214 or Box M-39 W. Third, Greenburg, Pa. Available im-
mediately.

First phone. One year experience. Quality production. Top 40 or MOR. Means business and wants to grow.

NTN with a long fuse means morning eye-opener. Snap, crackle and pop is more than just cold cereal. 27 in Stanford, New Haven and suburban New York; management experience. Paul Kellogg, 215-382-3029.

Music Director with first tickets, who knows music and does sales work, wants to move up. Helped build and operate Top 40 student FM in St. Paul. Worked part time at number one Country in Minneapolis. Currently doing mid-morning progressive MOR. Rick Burdett, c/o Lake Havasu Community Motel, Lake Havasu, Wisc. 54843. 715-636-4836, 12:30 P.M. to 5:00 P.M.

Technical

20 years aggressive Chief Engineer, construction/installation, good administrator, complete operation AM, FM, SCA, Stereo automation. Relocate anywhere, references. Box M-14, BROADCASTING.

How important is a well maintained radio station? If you say very—contact me—professional chief. Box M-22, BROADCASTING.

Chief directional or non directional. 30 years experi-
ence. Own tools and培训. Contact Marlin Moss, 1121 SW 2nd Ave., Ocala, Fla. 326-7773 after 6 P.M.
News


Award winning 10 year News Director, Program Director, Operations Manager, talk show host, music personality. Currently working close to New York City. Wants the Boston, Providence market. Play-by-play all sports events. Have done this! Will accept a good combo job, but desires straight sportswork. Box L-206, BROADCASTING.

Sptscaster play-by-play, sports reporting and features. TV News. Have done this! Will accept a good combo job, but desires straight sportswork. Box L-193, BROADCASTING.

Technical Continued

Tired of service work? Good prospects in sunny Atlanta, Ga. Looking for qualified maintenance and operating engineer. Also transmission engineer. Phone Barbara Chase, Tech Chief Engineer, WICO-TV, Atlanta, Ga. 404-873-2242.

News

Night editor/producer with keen news judgment, creative production skills to run night operation of highly professional news department. Top 60’s market. Send resume Box L-155, BROADCASTING.

Newsmen-graphographer with proven ability for top news station in South Texas. Box L-218, BROADCASTING.

Announcer/weatherman--Ohio CBS affiliate. Group owned. Contains newsrooms, three week days and perform weather forecast on weekend news programs. Experience necessary. Must have all requirements and VTR (or picture if VTR unavailable) to Box M-24, BROADCASTING. An Equal Opportunity Employer.

Utility newsman needed for Florida NBC affiliate. Send tape, resumes, references and tally requirements to Box M-34, BROADCASTING.

Florida TV station expanding news staff. Need investigative reporter, on-air field reporter, photographers; photographers with reporting background and news producers. ALL MUST have journalism degree or comparable education and experience. Send resumes to Box M-36, BROADCASTING.

Have opening on news staff of top rated NBC station in Central California. Some field work some anchor. If interested, I need a resume, salary requirements and either VTR or VOF. Send material to Lloyd Chap- nel, Personnel Director, Central Calif. Communications Corp., Box 1631, Salinas, Calif. 93901.

Programing, Production, Others

KOOL Radio-Television, Phoenix, Arizona has two positions open: 1) Promotion assistant, 2) Staff Artist. Send resume, samples and photo of yourself to Marge Ineconia, KOOL, 511 West Adams, Phoenix, Arizona 85007.

Producer-Director. Excellent professional opportunity at full color public television station operated by West Virginia University. Work in broadcast and CCTV studios with opportunities in motion picture production and camera assistant. Send resume to West Virginia University, Morgantown, West Virginia 26506. An Equal Opportunity Employer.

Have opening on news staff of top rated NBC station in Central California. Some field work some anchor. If interested, I need a resume, salary requirements and either VTR or VOF. Send material to Lloyd Chap- nel, Personnel Director, Central Calif. Communications Corp., Box 1631, Salinas, Calif. 93901.

Situations Wanted, Management

Broadcast Executive with strong management background. Over 20 years experience. Excellent reference. Considering relocation to East. Strong finacially. Box M-5, BROADCASTING.

Sales

Sales manager available immediately. 16 years excellent track record in AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when entire area was hit by a major freeze. On forced layoff. Desires more control, more responsibil- ity, 45% Relocate. Buy in. Box 683, Tyler, Texas 75701, 214-992-0280.

Technical

CE, BSSE, asst. eng. mgr. trans. supvrr. radio and/or TV. Twenty years experience. Box M-12, BROADCASTING.

Engineering manager: 22 years experience, 18 years management, but still young enough to perform. Experience in TV, FM and TV. Excellent opportunity. Box B-20, BROADCASTING.

Anchorman, reporter currently employed top 15 market station. More than 10 years experience all phases of news. Would like to join news oriented station. Box L-211, BROADCASTING.

Male/Female professional broadcasting team. Young, with Network and local experience in major market. Desire work in news/production areas. Management and talent capabilities. Experience in radio, willing to change to TV. Koger, enthusiastic, educated. Box M-9, BROADCASTING.

News Continued


Programing, Production, Others

Television or CATV production manager. Experienced all phases of production in major city. Seeking smaller community assignment. Desires TV, News, BROADCASTING.

Young director with major market experience in all production functions seeks medium market position. Late shift preferred. Box L-202, BROADCASTING.

Production Manager. Shirt sleeve executive thoroughly experienced in FM, TV, or CATV. Excellent opportunity. Box M-26, BROADCASTING.

Young writer/producer in Chicago, MA in Television, Russian and history background, experience in net- work O & O station. Seeks producing/writing position, references and proven ability, please relocate. For resume and reply write Box M-35, BROADCASTING.

CABLE

Sales manager to manage expanding Cable TV sales department. Excellent opportunity. An Equal Oppor- tunity Employer. Reply Box L-225, 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., 1314 Urridine St., Laredo, Texas 78040.

Equipment wanted. We are moving into Christian station. If you are disposing of any color TV equipment we need it. We would ask you to consider donating the equipment to a tax exempt Christian organization. CCI, Box 33, Norfolk, Va. 23501. 703-623-6262.

Marcon i camera chassis bk and white Mark IV 615-2550, with remote control, $600. Call or write Box M-8, BROADCASTING.

FOR SALE EQUIPMENT

One (1) AMPEX 3200 Tape Duplicator—Includ- ing one master and two (2) slaves with Mono and Stacked Stereo Heads. Just three (3) months old, with a full year guarantee. Price $6,000. For more informa- tion call broadcast Automation Associates, 503- 3166 or 563-3167, at 3101 North Federal Hwy., Ft. Lauderdale, Fla.

One (1) GATES BC-1, AM 1 kilowatt Transmitter in excellent condition. Price $3,500, with a full year guarantee. For more information call broadcast Automation Associates, 503-3166 or 563-3167, at 3101 N. Fed. Hwy., Ft. Lauderdale, Fla.

One (1) ATC 55 unit Mono—In mint condition, $1,500. One (1) AMPEX 440B Recording Monitor, $1,500, Two (2) AMPEX 440B Mono Record Playback machines priced at $1,630. One (1) SCHAEFER 800 Automation System complete. All of which carries a one year guarantee. Call collect broadcast Automation Associates, 563-3166 or 563-3167, at 3101 N Federal Highway, in Ft. Lauderdale, Fla.

Carneties, Like new. Completely rebuilt, tested and guaranteed. Limited supply. $950. Airadyne Box 5606, Rockville, Md. 20856.

Mint Cond-Ampex AG-600, full track, mon of repair, call 314-334-6120.

Broadcast Crystals: New or repairs for Gates, RCA, Billey, W.E. and JK oven holders. AM frequency monitors, new. $100 each. 1 RCA TTU12A transmitter. On Channel 33 but can be retuned for other frequencies. Including: 1 TTU IB Driver, 1 RF power water supply, 1 F filterplex, 1 heat exchanger with spare water coil, 1 set of spare cavities for all stages; 1 set of microl- crystals new, unknown and tube sockets, 10 new batteries, 1 spare transciever, 1 spare for the AM station. All in operation and will be available in January, 1973. One (1) T/R 3000 Exciter, EIA bolt-on transmission line. Used and in good condition. Contact A. W. Taylor, WTYTV, Inc., Youngstown, Ohio. 216-783-2930.

TELEVISION

News

Help Wanted Management

Commercial Manager with sales know-how and ad- ministrative ability. VHF in Southwest Market. Box L-217, BROADCASTING.

Technical

Well qualified engineer training with first phone. Texas VHF, Box L-199, BROADCASTING.

Opportunity for qualified, reliable assistant chief engi- neer. Work with top management. Have experience. Box L-220, BROADCASTING.

Leading Eastern VHF station seeks experienced main- tenance/construction technical personnel. Top union rates. Equal Opportunity Employer. Send interest and resume to Box L-229, BROADCASTING.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western, Hollywood, California 90027.

First Class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC license schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Ekins Institute in Dallas, **2727 Inwood Rd. 357-4001.

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

Ekins in Houston**, 3518 Travis.

Ekins in San Antonio**, 503 S. Main.

Ekins in Harrisburg, 800 Silver Lane.

Ekins in Denver**, 420 S. Broadway.

Ekins in Atlanta**, 51 Tenth St. at Spring, N.W.

Ekins in New Orleans**, 2940 Canal.

Ekins in Minneapolis**, 4102 E. Lake St.

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

Ekins in Memphis**, 1362 Union Ave.

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


On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.


R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 953-6922, or toll free: 1-800-237-2251.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd, $100.00 with broadcast endorsement 2nd, $12.00, and 1st, $16.00, phone exams; complete package, $25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License, Day or evening. Guaranteed results. OMEGA Services, 333 East Ontario. 312-649-0927.

ARE YOU interested in a professional announcing career in radio? Enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, N.M. Three months training on 2 commercial radio stations . . . KSWP AM/KSVP FM stereo stereo. You earn at least actual commercial announcing experience that really counts when you apply for your first job. Third class radio-telephone license with broadcast endorsement included. Room and board available, and placement assistance. Small classes. Bonded. Certified by the New Mexico State Board of Education. Approved for veterans.

Classes year round beginning Jan. 1st, April 1st, June 1st, Sept. 1st. Enroll now! Write . . . Dave Botton, Mail School of Broadcast Training, 317 West Quay, Artesia, NM 88210. Phone 505-746-2751 or reservations.

IN TELEVISION

Help Wanted fishes

Help Wanted Programing, Production, Others

Help WantedManagement

RAYMAR ASSOCIATES, INC.

Television Sales-Traffic-Operations Station Management

WE are serving radio and television stations in 30 markets, offering consulting services and systems packages for improving revenue and reducing staff. We are seeking men or women with supervisory experience in television sales, operations, or in small market station management, who are willing to travel at least 50% of each month and have no marital ties.

Current openings include area managerships in Eastern, Southern, and Midwest areas. Also a Marketing Director for a new international division to serve Australia and USA possessions. Profit sharing plan offers earnings greater than in major market television. Interviews to be held in Boston, Chicago, Atlanta and San Francisco.


HELP WANTED

TELEVISION

HELP WANTED

TELEVISION NEWS DIRECTOR

Newspaper Director for major Midwest market television network affiliated station. We have a most challenging opportunity for a dedicated, aggressive, mature newsman. Full responsibility for News Department. Requirements include leadership ability, responsible news judgment, strongly motivated. Minimum two years experience in broadcast journalism. Resume and references desired.

Send to:

Box L-152, Broadcasting

AN EQUAL OPPORTUNITY EMPLOYER

MAXIMUM AD EXPOSURE AT MINIMUM COST

YOU BELONG IN

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The newsweekly of broadcasting and allied arts

1735 DeSales St., N.W.

Washington, D.C. 20036

HELP WANTED

Programing, Production, Others

PROGRAM DIRECTOR NOW IN A TOP 4 MARKET LOOKING FOR GROUP OR INDIVIDUAL STATIONS TO CONSULT. Honest, organized approach to communication problems - The Market, The Format, Sales, Compatibility, Realistic Community Involvement. Perhaps we can explore the possibilities together.

Box M-29, Broadcasting
FOR SALE Stations

FM LICENSE AVAILABLE
Top ten market full power FM raw license available. $1 million. Cash preferred; terms considered.
Box L-213, BROADCASTING

TEXAS SMALL MARKET
FOR SALE
Profitable Fulltime AM
Box M-16, Broadcasting

GUESS WHO’S COMING BAWK?
To find out, call, write or wire
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The Chicago Radio Syndicate, Inc.
25 East Chestnut Street
Chicago, Illinois 60611
(312) 944-7724

CABLE HELP WANTED TECHNICAL

CCTV ENGINEER
Large Chicago-based corporation has urgent need for a chief engineer for CCTV Teleproduction Department. Successful candidate will have approximately five years solid servicing experience with broadcast VTR’s and RCA TK-43 cameras. Unusually fine working environment, outstanding benefits package, healthy starting salary. Age is no barrier. This position will be available shortly after January 1.

Send résumé in complete confidence to:
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Miscellaneous

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“CORNPONE”
100 different radio features—10 to 20 seconds each. Done in good taste to bring chuckles. Fits any type format on stations across the country. Terrific drop-in. Supplied on 7” reel of tape. Its all yours ‘for keeps’ for only $25.00. Money-back guarantee. Send check to Hayden Huddleston Productions, Inc., 305 Shenandoah Bldg., Roanoke, Virginia 24011.

$5 CASH FOR YOUR UNSOLD TIME $5
Our professional broadcast salesmen sell community service programs for your station by long-distance telephone. AM—FM—TV—Cable. Any size, anywhere! We’ve been doing it for years for a LOWER COMMISSION than our competition. We even have pros to write the copy. Call or write today for info and industry references. You’ll have thousands of $5 in extra billing within weeks. The only company in the telephone sales field that is BROADCAST OWNED AND OPERATED!

BROADCAST SALES ASSOCIATES
509 S. Locust Street
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(50 years in broadcasting)

Employment Service

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BROADCAST PERSONNEL AGENCY
Sharon Binash, Director

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BROADCAST PERSONNEL AGENCY
Sharon Binash, Director
Profile

Changing with change: radio programer Willis Duff

Right now Willis Duff is into talk radio. Last year he was deeply into progressive-rock music and free-form programing. Before that, he was at various times associated with top-40, easy-listening and middle-of-the-road music stations. Thirty-five years old, he has worked a full range of jobs, from disk jockey to engineer to salesman to general manager. Restless, searching and articulate, he remains a radio enthusiast. He's convinced that radio educates and informs, causes action and reaction.

Mr. Duff is wearing several hats these days: programer, salesman and temporarily an on-air personality for KSDD-(AM) San Diego, an all-news and conversation station, while also working on acquisitions and finances for Firestone Communications Inc., New York, parent of Generation II Radio San Diego, licenee of KSDD.

"Radio is in constant evolution," says the bearded Mr. Duff, who has the bright, comfortable appearance of a younger, thinner Peter Ustinov. "And it's getting better all the time."

Willis Duff, too, seems in constant evolution. Talk radio is where he's at now, but take no bets that's where he will be next year. He wants to grow along with radio and appears to thrive on the challenge of change. Still, talk and the free-form formats seem to be his programing strengths and he is essentially a programing theorist.

Considered an expert in both programing areas, he, in particular, virtually wrote the book on talk radio. Indeed, he did write a book about it. Entitled "The Talk Radio Handbook," it was compiled by Mr. Duff in 1969 (mostly from memoranda he had written), based on his experience of helping to develop and run what is generally acknowledged to have been the first 24-hour two-way telephone talk radio station, KLAC(AM) Los Angeles.

There's a great deal of Willis Duff's thinking in that 61-page handbook. For example, why would anybody who had to bear the full brunt of talk radio's problems—as Mr. Duff did as program director of KLAC (where he feuded with the quintessential free-wheeling, controversial talk jock, Joe Pyne)—willingly go back for a second go-around? "Talk is not for the timid," Mr. Duff says in his book. "It's not for broadcasters who want to please all the people all the time. It's not for those who judge employees on their placid agreeability. And mostly it's not for those who don't enjoy a challenge."

Willis Duff sincerely believes that radio —and maybe especially talk and free-form radio—is at the forefront of social change. At KSDD, for example, where he's in charge of programing (and for the time doing an hour morning talk show of his own), Mr. Duff puts on a nightly series, The Last Word, on which regularly appear spokespeople for the black, youth, chicono, women's rights and law-and-order special interests segments of the San Diego community. The Single Life, a two-hour Sunday show, takes notice of and caters to a special group only recently recognized by society. And for three hours every Saturday afternoon, Patty Rosen, a registered nurse, conducts Let's Talk About S-E-X, during which sex problems are often discussed in explicit, colloquial language.

Similarly, when Mr. Duff ran what could be described as the underground radio station, Kisan(FM) San Francisco, he not only programed the music of the counterculture, he made certain the station remained true to an alternative life style. Thus KSAN, under Mr. Duff's direction, disdained the conventional approach to news reporting and was among the first stations to use a muckraking, irreverent style that was sometimes supported by a collage of music, satire, sound effects and other theatrics.

Intensifying the local news operation is a must in Willis Duff's scheme of things, no matter the station, no matter the format. And involvement always is the word with him. "Don't be passive," a compendium of his radio thinking would begin. "Lead—give the public a public medium. Get them involved. Start them to think and to question. If you do these things, great broadcasting is inevitable."

Willis Duff has been developing such radio philosophy since the age of 13 when he walked into KFYR(AM), a 250 watt daytimer in Bonham, Texas, and was put to work (among other chores) reloading the soft-drink machine, sweeping floors and climbing the tower to change light bulbs. He stayed while attending high school to conduct record hops, do remote broadcasts, and emce a country-and-western all-request show.

After brief stints at two other Texas stations, two years in programing-production for Waky(AM) Louisville, Ky., and a nine-month change-of-pace job as an assistant to Texas Democrat Congressman Ray Roberts, Mr. Duff landed at Capital Cities Broadcasting's WPPO(AM) Providence, R.I. He was given operational responsibility for programing and news at the top-rated contemporary music-and-news station; it was probably the turning point in his career.

From Providence he jumped to Metromedia's KLAC(AM) Los Angeles, where he ultimately bore considerable responsibility for the creation and development of the station's trend-setting telephone talk format. He left for his first general managernesship, at the Boston Herald-Traveler Corp.'s solidly entrenched WHDH(AM), a 5 kw MOR music, news and sports station, that constituted his biggest job. But then Metromedia again beckoned and Mr. Duff rejoined that national organization in control of Kisan(FM), subsequently appointed Western regional vice president, overseeing KLAC(AM) and KMET(FM) Los Angeles, KNEW(AM) Oakland, and WHK(AM) and WMMX-FM Cleveland.

Last April, for personal reasons that reportedly included a financial interest in the operation, Mr. Duff went as corporate vice president to Firestone Communications Inc., then recently established by real estate and development businessman Bertram R. Firestone to acquire and operate radio stations, the first one of which is KSDD(AM). That's nine different radio stations Willis Duff has worked for and throughout his belief in the medium remains unshaken.
Point of diminishing return

Broadcasters are evincing increased concern about the acceptability of "split-30" commercials—the use of one 30-second time period to present sales messages for two or more products of the same advertiser. The Corinthian stations were first to sound an alarm on this development. ABC's Elton Rule made it the keynote of his remarks to the Association of National Advertisers last week. A special subcommittee of the National Association of Broadcasters' TV code review board will be convened on that subject this week.

The attention is deserved. If history offers any lesson, it is that the split 30 of today could become the 15 of tomorrow.

The 30-second spot took over from the 60 as a standard after it had first been made a "split 60" by the introduction of "piggybacking" (a term being avoided this time around). Once advertisers and their agencies got the hang of selling in the shorter time frames—and when they found that the power of the medium was such that the miniature could be used at no significant sacrifice of impact—the pressure was on to fractionalize the broadcaster's offering of commercial units. There's no reason to believe that this cycle will not be repeated if the current initiative carries the day.

The result of the takeover by the 30's was to increase the inventory of time available for broadcast sale and to multiply the number of commercial impressions crowded upon the viewer. The first of those results—in a favorable market like the one obtaining now—could be considered as an advantage to the broadcaster: Two 15's will command more revenue than one 30, as two 30's commanded more than one 60. The second could prove another strain on a thread of audience loyalty that's already under stress.

None of this is to suggest that the status quo in broadcast advertising represents the best of all possible worlds, or that new configurations may not yet evolve to better serve both commercial and audience interests. It is to suggest that broadcasters ought not venture down the road toward institutionalized standards without full awareness of the options and the consequences. This journal has long called for definitive research to search out those better ways: Questions of commercial length, clustering and the number and placement of program interruptions have begged for answers. They still do.

Displaced persons

Network newsmen once again are displaying an uneasiness about their membership in the American Federation of Television and Radio Artists. The same uneasiness surfaced five years ago during an AFTRA strike against the networks but subsided after everyone went back to work. It has reappeared now in response to AFTRA's order, so far enjoined by the courts, for a walkout by its CBS members in support of the striking International Brotherhood of Electrical Workers. And it is unlikely to abate while negotiations, which were resumed last week, are going on between AFTRA and all networks for new contracts.

In matters of this kind it is hard for network correspondents of national prominence to identify their interests with those of announcers, actors, singers and other performers. Five years ago Chet Huntley was the spokesman for those who talked of disassociation from AFTRA. With Mr. Huntley now retired from network journalism, others are speaking up. Eric Sevareid was the first. As was reported here a week ago, Mr. Sevareid described AFTRA and IBEW as two blades of a scissors. "As they work together," he said, "the news process is shredded up. By force then, union loyalty is made to supersede a journalist's loyalty to his employers, his profession and his concept of his duties to the public."

Mr. Sevareid and his like-minded colleagues have identified the dilemma. The solution, however, is somewhat more elusive, as CBS newsmen who caucused in New York last week discovered. Should they attempt to disengage from all union affiliation or form a union of their own? Intricate legal problems would be raised by either course.

Still, the events of today matched against the events of five years ago suggest that independence from AFTRA is desirable on many grounds. There is a fundamental incompatibility between the broadcast journalist and the performer in non-journalistic programming. It is not because one form is more or less important than the other. It is because they are different.

The distinction needs to be emphasized.

Forget it

According to competent sources, the FCC is headed toward one of two amendments to its rule that in present form would require divestitures of crossownerships of co-located television stations and cable systems by Aug. 10, 1973. It will either grandfather existing systems or invite requests for waivers ("Closed Circuit," Nov. 20).

Either amendment would give inequitable advantages to existing crossownerships against those that might develop in the future, absent artificial restraint, or those that have already been broken up in anticipation of the rule's effectiveness. Not only that, grandfathering or waiving would be impossible to apply without inequities to existing crossownerships.

A month ago the FCC was given an objective analysis of existing crossownerships by the Washington law firm of Dow, Lohnes & Albertson (Broadcasting, Nov. 6). The analysis found only 4.58% of all cable systems, serving only 7.8% of all subscribers, to be crossowned. If those are the dimensions of the problem, the FCC could dispose of it most realistically by withdrawing the rule.

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